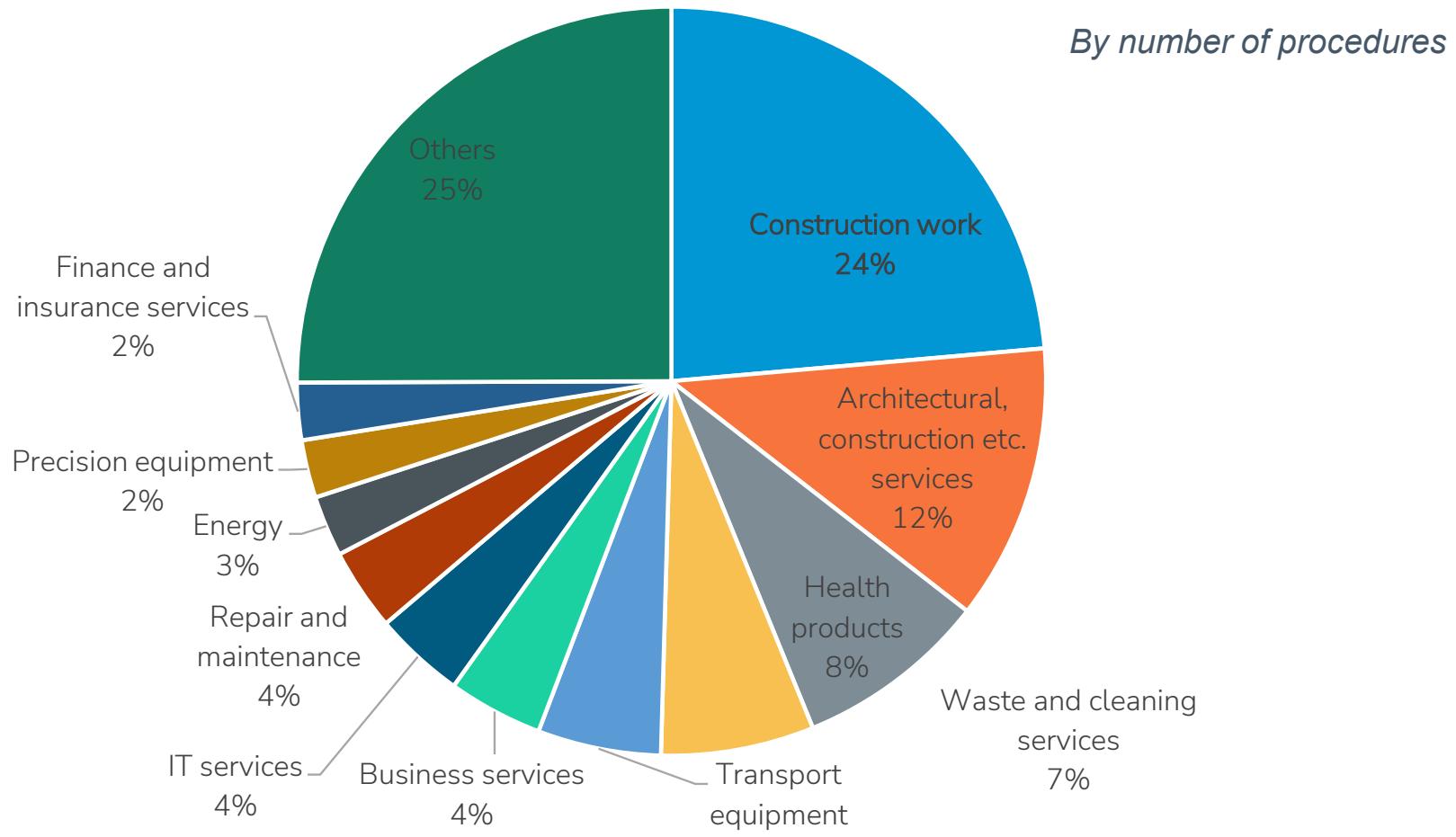




**Making GPP the norm**

Jean-Luc Wietor | 09.10.2025

# What are public authorities procuring?



# Two critical phases



## Step 1: planning

Identify needs  
Market study/consultation



### What to buy

Technical specifications  
Set criteria for selection



## Step 3: awarding of the contract

Analyse the bids  
Choose one



### How to buy

Procure the **Most Economically  
Advantageous Bid**

# Two critical phases

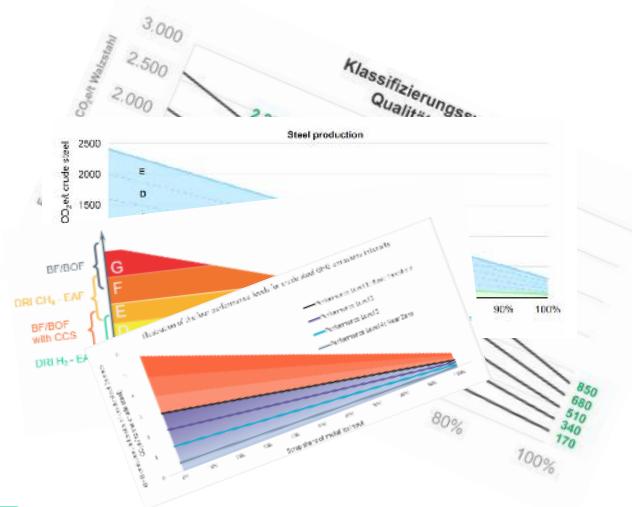
- Strong footprint reductions possible
- GPP is cost-effective:  
premium 35 €/t CO<sub>2</sub>e < carbon price 70 €/tCO<sub>2</sub>e



# A climate label for steel

CID:

**The Industrial Decarbonisation Accelerator Act will develop a voluntary label on the carbon intensity of industrial products**, while avoiding duplication, based on a simple methodology with ETS data and building on the CBAM methodology. This should be the basis for further engagement with international work on measuring carbon intensity. In the interest of speed, the Commission will start with steel in 2025. This will be based on existing reporting from industry. A label for cement will be created under the Construction Products Regulation<sup>20</sup>



Article 43

Labels

PPD 2014/24

1. Where contracting authorities intend to purchase works, supplies or services with specific environmental, social or other characteristics they may, in the technical specifications, the award criteria or the contract performance conditions, require a specific label as means of proof that the works, services or supplies correspond to the required characteristics, provided that all of the following conditions are fulfilled:
  - (a) the label requirements only concern criteria which are linked to the subject-matter of the contract and are appropriate to define characteristics of the works, supplies or services that are the subject-matter of the contract;
  - (b) the label requirements are based on objectively verifiable and non-discriminatory criteria;
  - (c) the labels are established in an open and transparent procedure in which all relevant stakeholders, including government bodies, consumers, social partners, manufacturers, distributors and non-governmental organisations, may participate;
  - (d) the labels are accessible to all interested parties;
  - (e) the label requirements are set by a third party over which the economic operator applying for the label cannot exercise a decisive influence.

# The PPD logic

MEAT

# Slow progress



# Our recommendations

- Introduce a label showing climate impacts
- Limit the lowest-price approach by mandating environmental considerations
- Mandate LCC in key sectors and provide common implementation methodologies
- Better monitoring and reporting of relevant and comparable indicators (PPD)
- Leverage GPP power in sectoral legislation (CPR, ESPR)

# Thank you

Jean-Luc Wietor – Head of Buildings & Industry



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