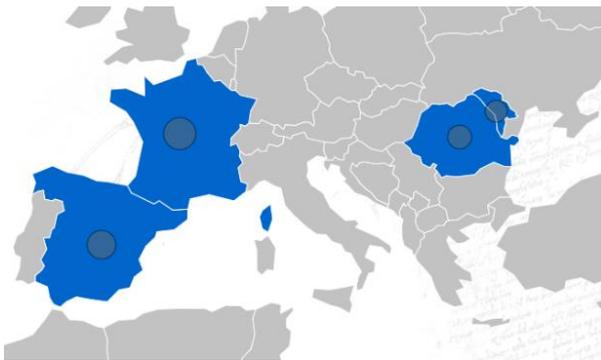




## “Supporting EU SMEs in the field of circular economy to participate in public procurement in Eastern Countries” (P2GreenEST)

### Press release



4 clusters and Business Support organizations (BSOs) met on June 17<sup>th</sup> for an online internal kick off meeting to start a new collaboration between Southern and Eastern Europe. P2GreenEST (COSME) project, coordinated by Éa éco-entreprises (France), is aiming to help EU SMEs (from France, Romania, Spain)

to access **Public Procurement opportunities in water, waste and energy sector** in eastern countries (Moldova and Ukraine). The other 3 partners involved are Federación Asturiana De Empresarios: FADE (Spain), Green Energy Cluster (Romania) and the Chamber of Commerce and Industry (Moldova).

The project will last 30 months and aims to help European clusters and business support organizations (BSOs), as well as their member SMEs, to **become aware, understand and build knowledge on the public procurement markets of Moldova and Ukraine focusing on the three targeted sectors with a circular economy approach.**





It is known that public procurement represents a substantial part of the EU economy and the economies of many countries around the world. When used strategically, public procurement can help governments to boost green innovation at both national and local level and to improve productivity and inclusiveness. It has tremendous power to make products and services greener, and may become a major tool for driving markets towards more sustainable production patterns.

Unfortunately, SMEs currently encounter many obstacles to bid inside EU, and even more outside EU because of several reasons, such as:

1. difficulty to obtain information about market opportunities, potential business partners, and relevant regulatory requirements;
2. burdensome and complex administrative procedures,
3. uneven access to public procurement;
4. low levels of trust in online cross-border purchase
5. language difficulties

All barriers might be overcome with the support from clusters and business support organizations. A series of activities and events will be deployed throughout the duration of the project to facilitate the SMEs access to Public Procurement in the targeted countries and sectors.

During this meeting, the partners discussed the project's main activities to be implemented in the next months. Within these activities we may distinguish : *market screening* activities, an *analysis on SMEs needs* to bid, a *joint internationalization strategy* for the partnership, *tailor made webinars* for SMEs and Public Procurers, *networking events* and *capacity building material*, a “*help desk*” for bidding in Moldova and Ukraine and “*e-watch tool*” on the public procurement opportunities, *Business to business* and *business to public procurers' meetings* as well as *2 trade missions with SMEs* (one in Moldova and one in Ukraine).

The P2GreenEST partnership will represent a **win-win situation** as European SMEs will become **more competitive** by getting access to **new market segments**, while the public authorities from non-EU countries will **gain knowledge and awareness** on existing innovative green technologies to address their specific environmental challenges and develop resilient territories.