

Green and digital procurement IN2BIZ programme

January 26th, 2026.

About the workshop

Workshops are implemented under the IN4BLUE project, aiming to strengthen skills for co-creating green and digital business concepts in the blue economy. Through the IN2BIZ model, participants from Italy and Croatia follow the same two-phase structure: a first national-language session providing an overview of key topics, followed by a joint cross-border exchange of best practices.

The programme offers a broad, non-selective learning environment focused on green public procurement, ESG requirements, sustainability criteria, and EU opportunities supporting green and digital transformation. The content is designed to raise awareness of legal and policy frameworks, provide general knowledge on emerging trends, and improve understanding of how sustainability is increasingly integrated into public and private procurement.

The transnational session highlights examples from participants applying sustainable practices in the blue economy, integrating ESG into supply chains, and advancing cross-sector cooperation. These insights illustrate how environmental, regulatory and business considerations come together in practical contexts.

All materials developed within this activity will be publicly available on the project website. The workshops do not offer tailored advice but promote open learning, peer exchange and a shared understanding of the challenges and opportunities linked to the blue transition. The overall result is enhanced stakeholder awareness and improved capacity to support innovation in blue economy sectors.

REGISTRATION:

CRO: <https://forms.office.com/r/A2RqREfvng>

IT: <https://us06web.zoom.us/meeting/register/ndU0cj-QRPOU1qeXkw9tIg>

FIRST PHASE		
<i>overview of the topic, available on national language in both countries</i>		
LOCATION	ITALY (ITALIAN LANGUAGE SESSION) <i>TECNOLOGIA STP</i> <i>online</i>	CROATIA (CROATIAN LANGUAGE SESSION) <i>IDA – Istrian development agency</i> <i>COWORKING Pula (Marka Marulića 5)</i>
TIME	TOPIC	



9:00	Registration / Presentation of participants	Registration / Presentation of participants / predstavljanje sudionika
9:30	IN4BLUE project: tackling challenges of Blue Economy	IN4BLUE project: tackling challenges of Blue Economy
9:40	<p>GREEN PROCUREMENT DEEP DIVE</p> <ol style="list-style-type: none"> 1. ESG reporting 2. How to effectively address green procurement procedures as a supplier of goods or services. <p>Participating in public or private procurement increasingly requires compliance with green criteria. For suppliers, this means:</p> <ul style="list-style-type: none"> - providing documented evidence of sustainable practices - aligning with environmental standards <p><i>Speaker: Prof. Fabrizio Flavio Baldassarre, Associate Professor of Business Management University of Bari Aldo Moro, Director of Bachelor degree course in Marketing.</i></p> <p>*In this session, Prof. Fabrizio Baldassarre will guide participants through the key ESG and sustainability aspects suppliers must address to meet green procurement criteria. The workshop will offer practical insight into how businesses can align with environmental standards, document sustainable practices, and increase their awareness about legal frameworks, sustainability criteria and procurement processes.</p>	<p>EU CALLS AND PROJECT OPPORTUNITIES</p> <ol style="list-style-type: none"> 1. Introduction to Green and public procurement: legal Frameworks, EU Policy and Implementation 2. EU opportunities for green and digital transformation <p>Session will provide explanation about EU calls green and digital requirements and which opportunities are available on EU level.</p> <p><i>Speaker: Claudia Pučić Lerotić, owner CL projects experienced in climate proofing and project management</i></p> <p>*The aim of the workshop is to provide participants with a general overview of current EU funding opportunities supporting green and digital transformation, without offering tailored guidance or any form of competitive advantage to individual organisations. The workshop will include an informative overview of at least one relevant open EU call applicable to both public and private stakeholders, focusing on commonly used evaluation criteria related to environmental sustainability and digitalisation. Participants will also be introduced to the concept and legal framework of Green Public Procurement (GPP)</p>
11:30	Interactive session : Q & A, online tools for participatory approach (Mentimeter, Sli.do)	
11:45	End of first session	



COFFE BREAK	
SECOND PHASE TRANSNATIONAL JOINT SESSION CROSS – BORDER EXCHANGE OF BEST PRACTICES	
12:00	<p>WWF Adria Sustainable practices in blue economy</p> <p>Speaker: Mr. Fabijan Hrvatinić Peronja (IDA)</p> <p><i>WWF Adria works to strengthen marine biodiversity protection in the Adriatic by promoting sustainable fisheries management and responsible sourcing practices. Their initiatives include assessing the sustainability of seafood products, identifying high-risk species, and defining green procurement criteria such as locality, seasonality, certification, and the exclusion of red-listed species. WWF Adria also supports cooperation with small-scale fishers, the establishment of no-take zones, and the development of resilient coastal ecosystems. This approach demonstrates how environmental organisations can integrate green procurement principles into the blue economy, fostering sustainable supply chains and long-term marine conservation.</i></p>
12:20	<p>Integrating ESG into the Supply Chain</p> <p>Speaker: Dr.ssa Paola Marianna Emanuela Patanè, Head of Supplier Register and Vendor Rating of the Procurement Department at Acquedotto Pugliese SpA</p> <p><i>Presentation of overall approach and case study from Acquedotto Pugliese (AQP), one of the largest integrated water service companies in Italy and provides its services throughout the entire Apulian territory, from Gargano to Santa Maria di Leuca, and in some communities of Campania, also ensuring the supply of water in sub-distribution to Acquedotto Lucano S.p.A., throughout Basilicata.</i></p> <p><i>In recent years AQP has strategically integrated sustainability criteria into its procurement processes through the "Vendor Rating and Tender Rotation" model applying advanced approach to supplier evaluation.</i></p> <p><i>As a result a significant portion of the supplier score (25%) is now based on ESG criteria, demonstrating a strong commitment to sustainable procurement and setting a high standard for suppliers seeking to work with AQP.</i></p>
12:40	<p>MISSION4WATER - Multidisciplinary strategic partnership providing innovative Solutions to reduce pollutants dispersion in water – project presentation</p> <p>Speaker: Tamara Kiršić, IDA</p> <p><i>The MISSION4WATER project will be briefly presented as an example of cooperation in the Blue Economy. The presentation will illustrate key themes relevant to the workshop, such as cross-sector collaboration, sustainable approaches to water management, and the value of knowledge exchange among stakeholders. The project will be used to highlight connections with the workshop topics and to encourage participants to reflect on similar challenges and opportunities in their own contexts.</i></p>
13:00	<p>Participatory session – interactive exchange of experiences (Mentimeter, questionnaire)</p>

