

# PROVINCE of ZEELAND:

## Sustainable Procurement as the Key to 2050

**Driving Impact Innovation  
and Collaboration in Europe**





**FULL VIDEO**

Click + Ctrl

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 Provincie  
**Zeeland**

# Strategic hub for Sustainability and Innovation



**Province in the Netherlands**  
**Delta Region of the North Sea**

**Main city: Middelburg**  
**Population:** 391,142 (2023)  
**Number of Homes:** 190,573  
**Number of Municipalities:** 13  
**Population Density:** 219 inh/km<sup>2</sup>



**Key sectors:**



**Industry**



**Recreation and  
tourism**



**Energy**



**Port and  
logistics**



**Agriculture**



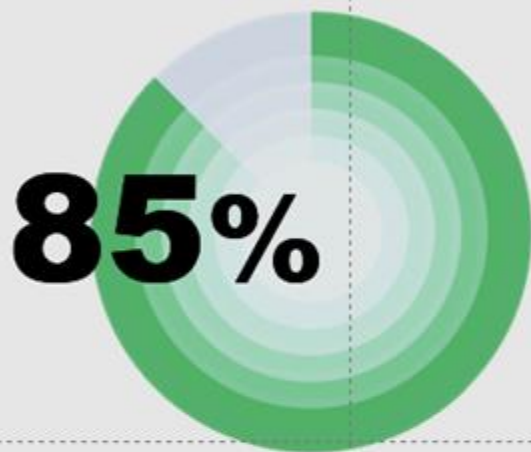
**Fisheries and  
aquaculture**



# Annual report 2024

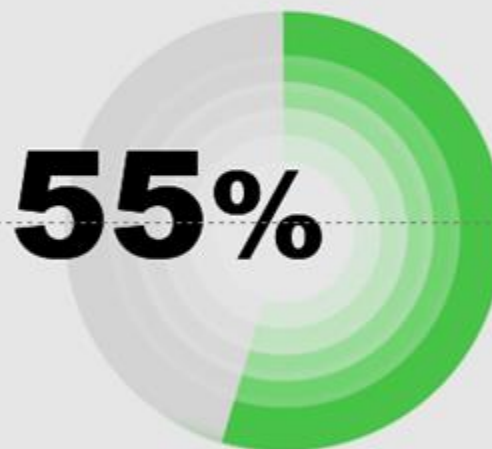


**85% CO<sub>2</sub>** avoided  
compared to the reference for  
these purchasing contracts **2024**



**2,9 million kg CO<sub>2</sub>**  
**emissions avoided**

**55%** reused sand and asphalt  
used for the infrastructure works  
**2024**



**31,3 million kg**  
**primary materials avoided**





## **31.3 million kg of primary materials have been avoided**

That equals 3.1 times the weight of **the Eiffel Tower** (10,000 tons)

Or the weight of over 20,000 average cars (1,500 kg each)



## **2.9 million kg of CO<sub>2</sub> emissions have been avoided**

It would take **145,750 trees** one full year to absorb the same amount of CO<sub>2</sub>

That's equivalent to 364 km of roadside trees — nearly the distance **from Middelburg to Paris!**

Or a forest of **44.8 hectares** (assuming 3,250 trees per hectare)





## Winner of Procura+ Awards

**The Province of Zeeland was honored with the Procura+ Awards 2021**

**in the category of  
"Procurement Initiative of the Year"**

# Key principles of Provincie Zeeland approach



## **Set ambitions for procurement in advance**

Clear objectives and sustainability criteria are defined at the planning stage of procurement

## **Transparency for each project**

We are transparent about consideration and results per project

## **Identifying opportunities and risks early**

Early diagnostics minimize risks and ensure that opportunities are fully utilized

## **Stimulating the (local) market**

We collaborate with local suppliers to promote regional economic growth

## **Comply or explain for each procurement**

We aspire to make impact with each procurement

## **Sustainable Development Goals (SDGs) as our compass**

We integrate the United Nations Goals



# Sustainability and climate action



## Monitoring and Offsetting CO2 Emissions:

Since 2012, Zeeland has monitored its annual CO2 emissions and offsets them through contributions to the **Zeeland Climate Fund**.

## Responsible Procurement:

Our **responsible procurement plan** prioritizes suppliers offering sustainable products such as organic or reusable materials, which help reduce CO2 emissions.

## Electrification of the Fleet:

Specialized vehicles (quarterdeck wagons) will transition to **HVO 100 biofuel** by 2025.

## Green Energy and Sustainable Buildings:

Active use of **green electricity** and **green gas**. Retrofitting buildings for energy efficiency by improving insulation and installing solar panels.

## Energy-Efficient Infrastructure:

Public lighting & traffic systems upgraded with LED technology for energy savings.

## Robust Knowledge & Innovation Network for Circular Construction

A triple-helix knowledge, development, and cooperation center bringing together the Province, businesses, and scientists.





# Leading fields of expertise



- Zeeland has extensive experience in building high-quality **Road infrastructure**, including roundabouts, which enhance efficient traffic flow and connectivity.
- We are actively advancing **Circular construction** projects, using recycled materials and reducing the consumption of primary resources.
- We integrate sustainability **Monitoring and impact** assessment into our projects, tracking CO<sub>2</sub> reduction, material reuse, and energy efficiency to ensure measurable progress towards climate goals.
- We promote **Biobased procurement**, using certified natural materials and a validated national platform to support sustainable purchasing across sectors.



# Sustainability in action: meeting room office



**100% recycled**  
**98% reusable**



**Fully produced in  
the Netherlands**



**Innovation: Development  
sustainable technologies**



# Showcasing Innovation in Infrastructure: Circular roundabouts



## **Oesterdam Roundabout**

**74%** reduction in the use of primary raw materials

**8,679,000 kg** reused materials

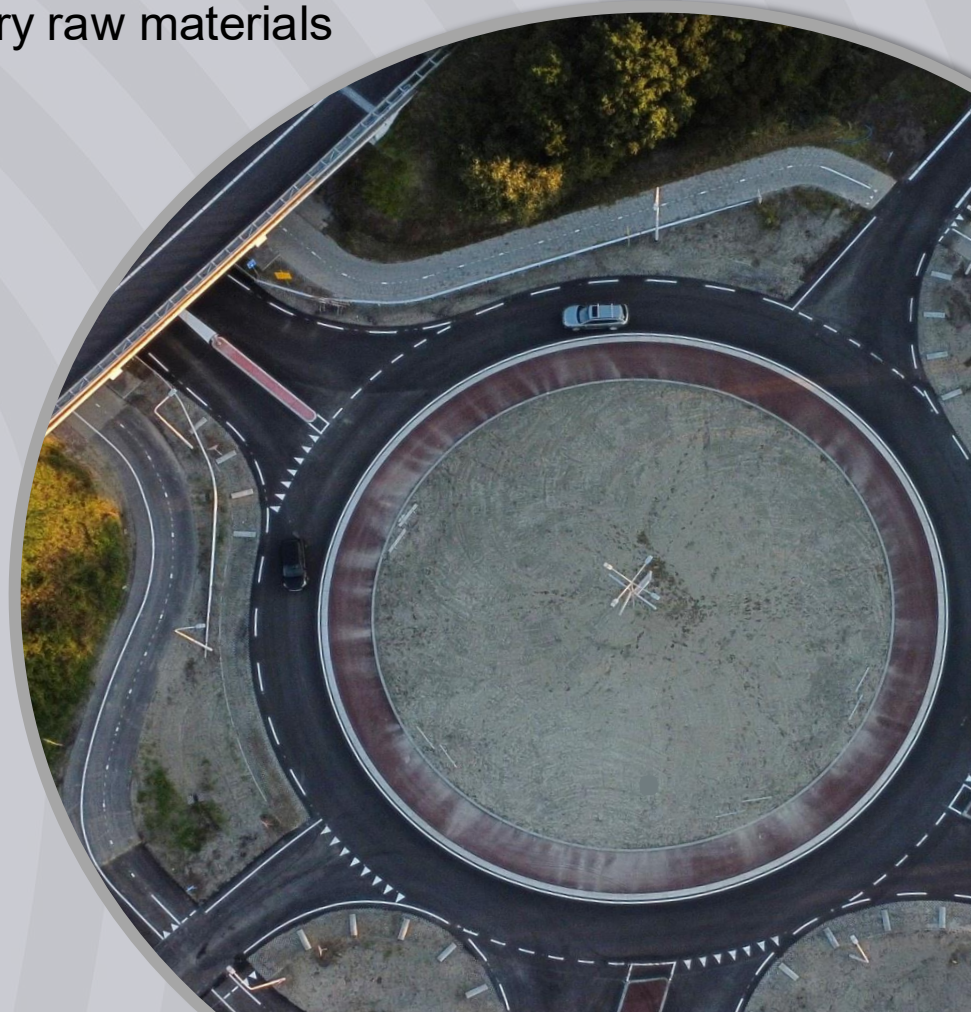
**137,520 kg CO<sub>2</sub>** avoided

## **A58 Oost Souburg / Ritthem**

**A First at Zeeland:** Recycled Plastic Bike Path

**16,000 kg of CO<sub>2</sub>** emissions avoided

**29,200 grams of NO<sub>x</sub>** emissions prevented





# Showcasing Innovation meets nature: Field Station in Saeftinghe



## A Unique Research & Innovation Hub

Located in one of **the most beautiful nature reserves in the Netherlands**. Brings together ports, nature, and agriculture to create a knowledge-sharing platform for future climate and biodiversity ambassadors. International research on tidal areas, salt marsh formation, and migratory birds.

## Sustainable Innovation in Action

Smart energy & water system: wastewater purification, all-electric setup, solar panels, and energy storage.

Fully circular construction: **100% local, biobased, and recycled materials**



**100%** circular wood reused



**61,869 kg CO<sub>2</sub>** stored



**31,800 kg** hardwood reused





# Marketplace for Sustainable procurement

## **A platform connecting suppliers and buyers of biobased products for governments, companies, and institutions**

### **Benefits for Buyers**

- Find Circular Solutions: Access sustainable materials for procurement with fixed sustainability criteria.
- Expert Validation: Products are randomly tested by an independent board for quality assurance
- Open to All: Governments, companies, and the public, with regular updates.

### **Benefits for Suppliers**

- Add and manage products at no cost.
- Connect biobased products with procurement audiences.

### **Impact**

- Supports climate goals – Reduces CO<sub>2</sub> emissions through circular materials.
- Boosts sustainable construction – Uses wood, bamboo, and fiber crops.

Explore [biobasedinkopen.nl](https://biobasedinkopen.nl) to find or showcase innovative biobased solutions.  
Over 1500+ validated products, with new additions weekly.





# Marketplace: Categories



**Food & Catering**



**Nature & Public  
Space**



**Office Supplies**



**Cleaning & Hygiene**



**Clothing & Textiles**



**Construction &  
Infrastructure**



**Healthcare**



**Packaging**



**Vehicles & Mobility**

<https://biobasedinkopen.nl>

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# Procurement strategy: Measurable and Visible Impact



PLATFORM FOR SOCIALLY RESPONSIBLE PURCHASING

WE MAKE THE CONTRIBUTION  
OF YOUR PROCUREMENT OR  
PRODUCT TO THE SDG  
**MEASURABLE AND VISIBLE**

You are a **buyer** and you want to consider the **impact on people and our planet** in addition to price? And thereby initiate a chain acceleration?

Our platform for Socially Responsible Purchasing makes that **measurable and visible** for your organization.

We **connect** you as a professional buyer with entrepreneurs working on **Positive Impact**.



Using our Platform, you  
as a buyer easily make  
Positive Impact **visible**  
and **measurable**.

SEE HOW WE DO IT



**MVI Platform** helps you create a clear, sustainable procurement strategy for every project.

MVI Platform is the place to inspire you to buy socially responsible in every tender or procurement you make. With the tool, The SDG Procurement Compass, we make the impact of each project or product on people, environment and society in concrete terms.

The tool connects information from various sources and databases, which we use to identify opportunities and risks for ambition in your project. As a result, we create a customized procurement strategy.

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# Building the future: Key projects in Zeeland



## Zeelandbrug (Zeeland Bridge):

**5.022 km – One of the longest bridges in Europe.**

**Built in just 2 years (1963–1965) – A record-breaking achievement.**

**50 spans** with a central lifting section – Ensuring smooth road & maritime.

A key driver of regional economic growth.

## Deltaweg (Delta Road):

**A strategic highway** that directly leads to the Zeelandbrug.

Plays a crucial role in transportation between key ports and cities.

Linking Zeeland's regions with national transport routes.

## Zeeland invests in Zero-Emission Ferry Transport

The Province is planning to launch a new **fully electric ferry** for the Vlissingen-Breskens route, replacing the aging fleet with a sustainable and cost-efficient solution.



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# We are open for strategic cooperation:



## ◆ Partnerships in European programs and projects

We actively seek strategic alliances to participate in EU-funded initiatives, focusing on climate adaptation, circular economy, and infrastructure innovation. By working together, we strengthen both regional and European sustainability efforts.

## ◆ Knowledge exchange across sectors

We believe in the power of collaboration between governments, industries, and knowledge institutions. Sharing expertise and best practices accelerates the transition to a more sustainable and resilient economy.

## ◆ Innovation for a greener Zeeland

We aim to integrate new technologies and expand circular economy practices to make our enterprises more future-proof. By fostering innovation, we make our region a more sustainable and attractive place to live and work.







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