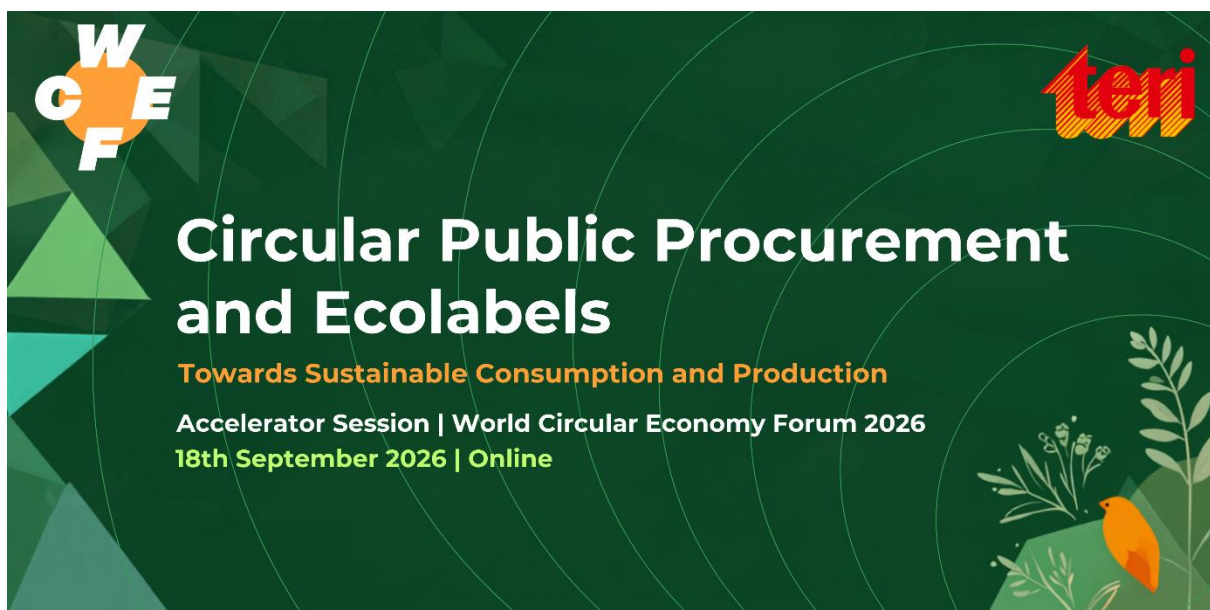




Circular Public Procurement and Ecolabels – a WCEF2026 accelerator session

Date: 18 September 2026 | Friday | Time: 14:00-15:30 IST

CONCEPT NOTE

The accelerator session “**Circular Public Procurement and Ecolabels**” will take place on 18 September 2026, virtually, during the World Circular Economy Forum 2026. This event is an accelerator session at the [World Circular Economy Forum 2026](#).

Format: Virtual

Target audience: Policymakers, public procurers, businesses, research and civil society

Registration: By link

Description

Public demand can create early markets for circular products and services, reduce reliance on newly extracted materials, extend product life, strengthen secondary resource markets and advance Sustainable Development Goal 12. Internationally and in India, information instruments, combined with market-promotion instruments, have helped achieve environmental goals.

Circular Public Procurement (CPP) enables governments to use their purchasing power to create demand for circular products and solutions. In India, where public procurement represents approximately 20–22% of GDP, it can serve as a significant demand-side instrument for encouraging sustainable production practices and the uptake of circular products.

India's Ecomark programme has been restructured through the Ecomark Rules, 2024, while the draft amendments proposed in 2026 introduce stronger circularity considerations, including recycled content, Extended Producer Responsibility, lifecycle assessment and traceability. Information instruments, including ecolabels, need to be complemented by market-promotion instruments such as public procurement to encourage manufacturer uptake. Existing provisions under the General Financial Rules, 2017, including those relating to lifecycle costing, recognised standards and environmental characteristics, provide entry points for integrating these considerations into public procurement.

Objectives

The session will bring together stakeholders from government, industry and research to share perspectives and chart pathways for integrating environmental and sustainability criteria into public procurement.

Through a framing presentation, panel discussion and interactive exercise, participants will identify actions for moving CPP from policy ambition to implementation.

The session asks

- What policy, institutional and market conditions are required to link information instruments with public procurement (a market promotion instrument)?
- Which sectors and product categories are most ready for Circular Public Procurement?
- How can standards, ecolabel and visual identifiers be integrated into procurement systems?

Participants can look forward to practical examples and perspectives through an interactive discussion on translating circular-economy objectives into public purchasing decisions.

Draft Programme

Duration	Programme
5 minutes	Opening and welcome remarks
10 minutes	Framing presentation
30 minutes	Policy perspectives
30 minutes	Panel Discussion
12 minutes	Q&A
2 minutes	Vote of thanks

The detailed programme and confirmed speaker names will be published on the TERI website.