



Pricing Models

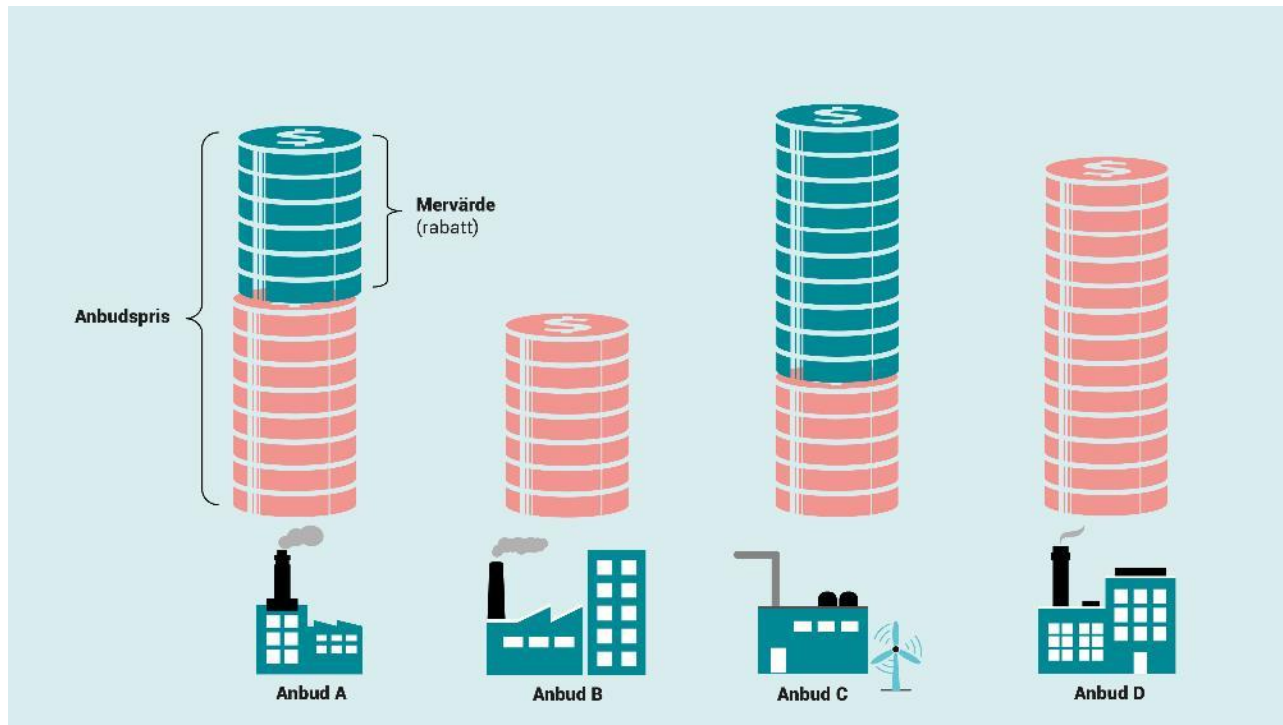
- Josefine Kjaer Helgstrand, Expert

Which one do you choose?

- The marker
- Transparent
- Predictable
- Economically advantageous
- = Lowest price



Pricing Models

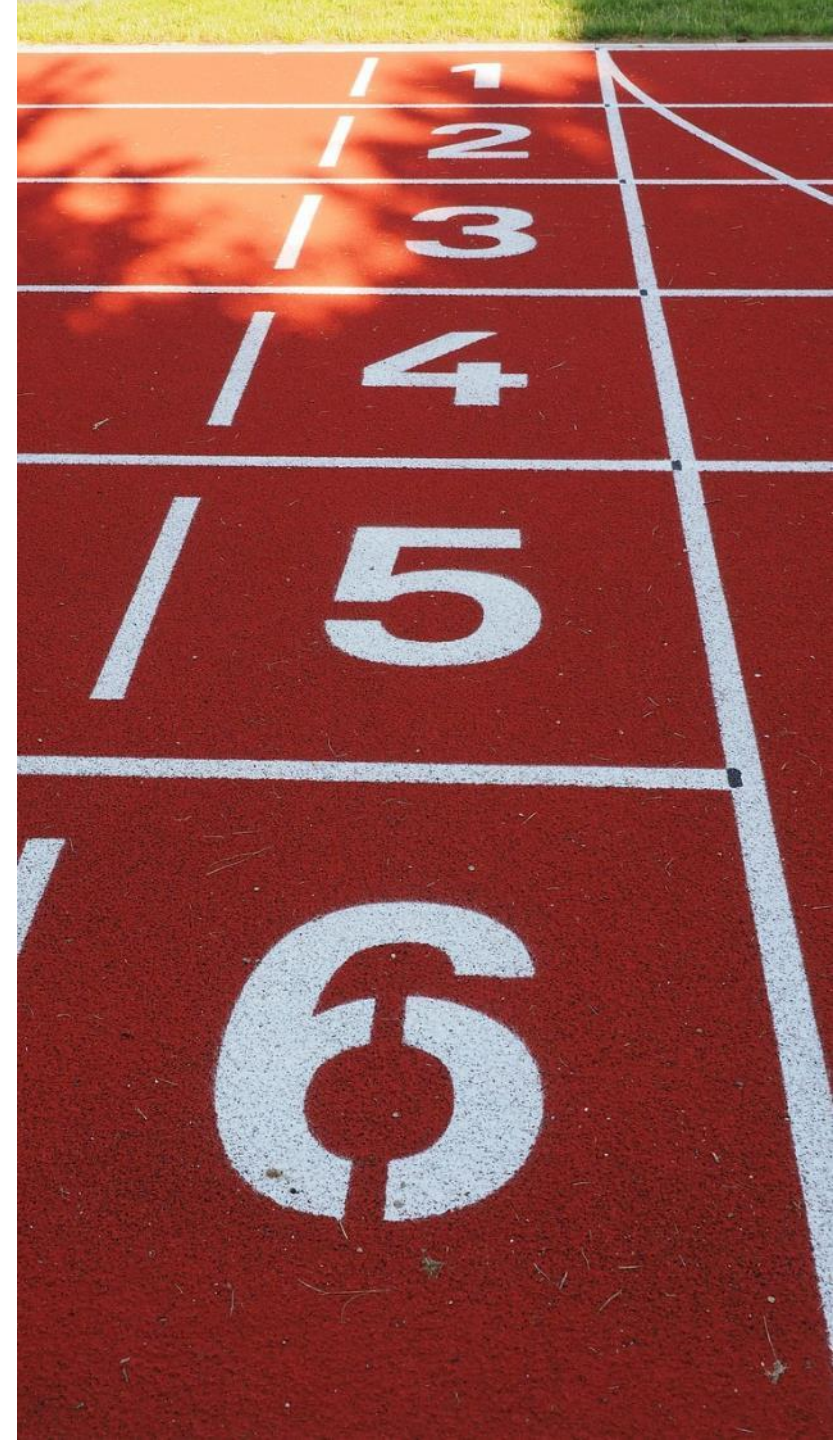


- Evaluation
- Lowest price
- Value-added
- Imaginary discount
- Allocation/Award criteria

Based on Comparison

Ranking	Percentage value-added	Fixed value-added
1 (Highest proportion of recycled material)	20%	230 000 kr
2	15%	130 000 kr
3	10%	80 000 kr
...	0%	0 kr

*The numbers are for example only and should be adjusted for each procurement



Based on requirements

Proportion of recycled material	Percentage value-added	Fixed value-added
0 – 30%	-	-
31 – 60%	10%	80 000 kr
61 – 90%	15%	130 000 kr
91 – 100%	20%	230 000 kr

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City of Malmö

Circular signage and navigation

Award/allocation criteria	Value-added
Enable reuse by the purchaser - inventory of signs	10%
Reuse by the supplier - take-back of sold signs	10%
Recycling of signs and electrical materials	20%



Summary

- Tools
- Competitive advantage
- Room for development

Thank you for your attention!

Questions: josefine.kjaer.helgstrand@ivl.se