



Procurement of innovation in 2023 Challenges & Opportunities

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Unit Public Procurement Policy

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Opportunities

Data on Public Procurement

*Government expenditure
on goods, works, services
on GDP*

13.6%

in the EU

*Number of tenders
per year*

204 000

in the EU

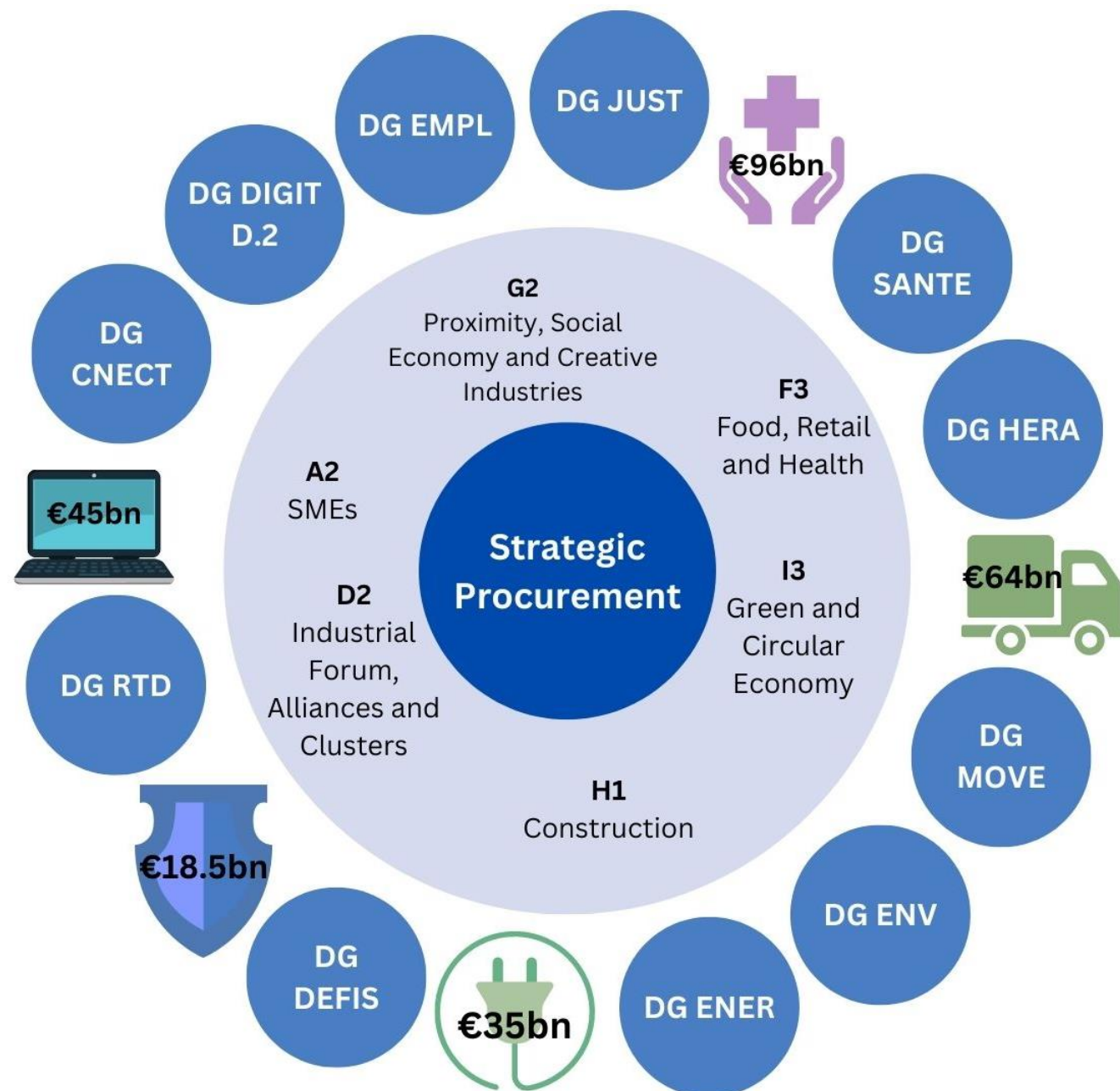
*Value of tenders
published per year*

492 bn€

in the EU (4.2% of
GDP)

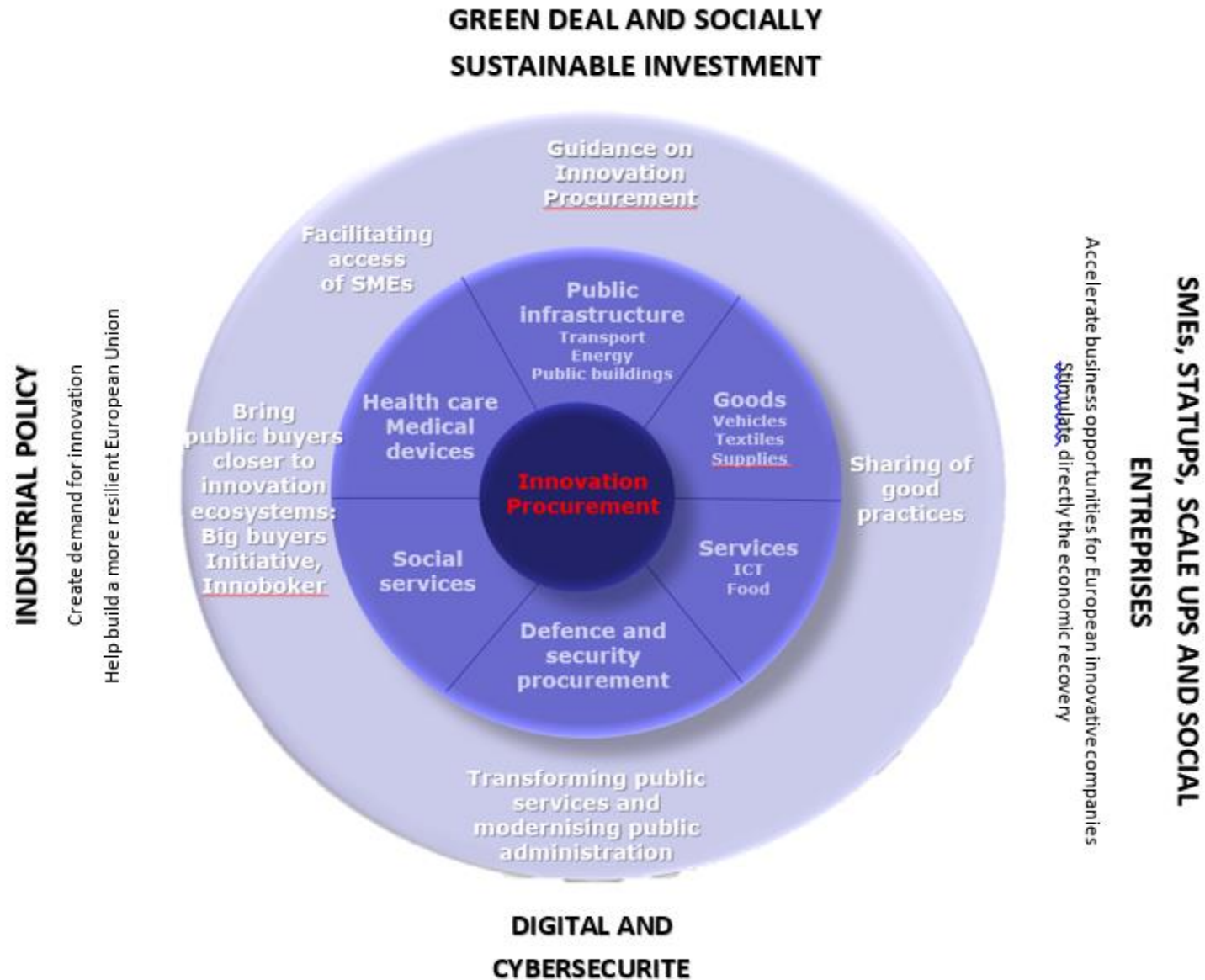
€1,7 trillion of market opportunities in the GPA (including EU)

Public procurement: horizontal by definition



*Source: value of public procurement initiatives by CPV codes in EU27 (2020).

Innovation Procurement in the EU Framework



- 'Procuring innovation' is public procurement aimed at developing or purchasing innovative solutions.
- Innovative solutions may be new or highly improved products and services, but also new ways of working and organising.

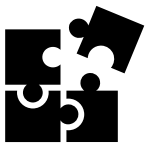
The Innovation Procurement Syllogism



Innovation is key to the economic recovery, the twin green and digital transition and the resilience of the EU



Public **procurement** is the main channel for most public investment in recovery times and under the Recovery and Resilience Facility.



Innovation Procurement is essential and has to be exploited further

Challenges

Making it happen on the ground

Challenges

- Encouraging cooperation between public buyers.
- How to increase the impact of the project
- How to increase business opportunities for SMEs and Startups ?

Creating space for more collaboration



Bringing public buyers and suppliers of innovation together

The main result of the InnoBroker project is the establishment of an Innovation Procurement Broker (IPB) business model

- Bridging role between need and solution
- Facilitating role within procurement cycle
- Monitoring role for innovation achievement



Developing innovative purchasing methodology

- Call for projects to subsidize:
- ✓ All project-related activities: 90%
 - ✓ The purchase of the innovative solution resulting from the call for tender: 30%



Collaboration between public buyers

Challenges

- Having buyers truly engaged in these activities : the question of the outcomes !
- Engaging decision-makers
- The role of companies in creating these communities

Building communities of public buyers



*Collaboration between Big Buyers in Europe
in strategic public procurement to help drive
the market for innovative and sustainable goods and services*



1. Supporting innovation by providing test grounds for pilots



2. Work on market consultations/ market dialogues at European level



3. Share info on products availability, technical specs, results and price



4. Joint market engagement, procurement criteria (i.e. how to evaluate the environmental ambition of tender offers)

Building communities of public buyers



As from 2023 → 10 Working Groups



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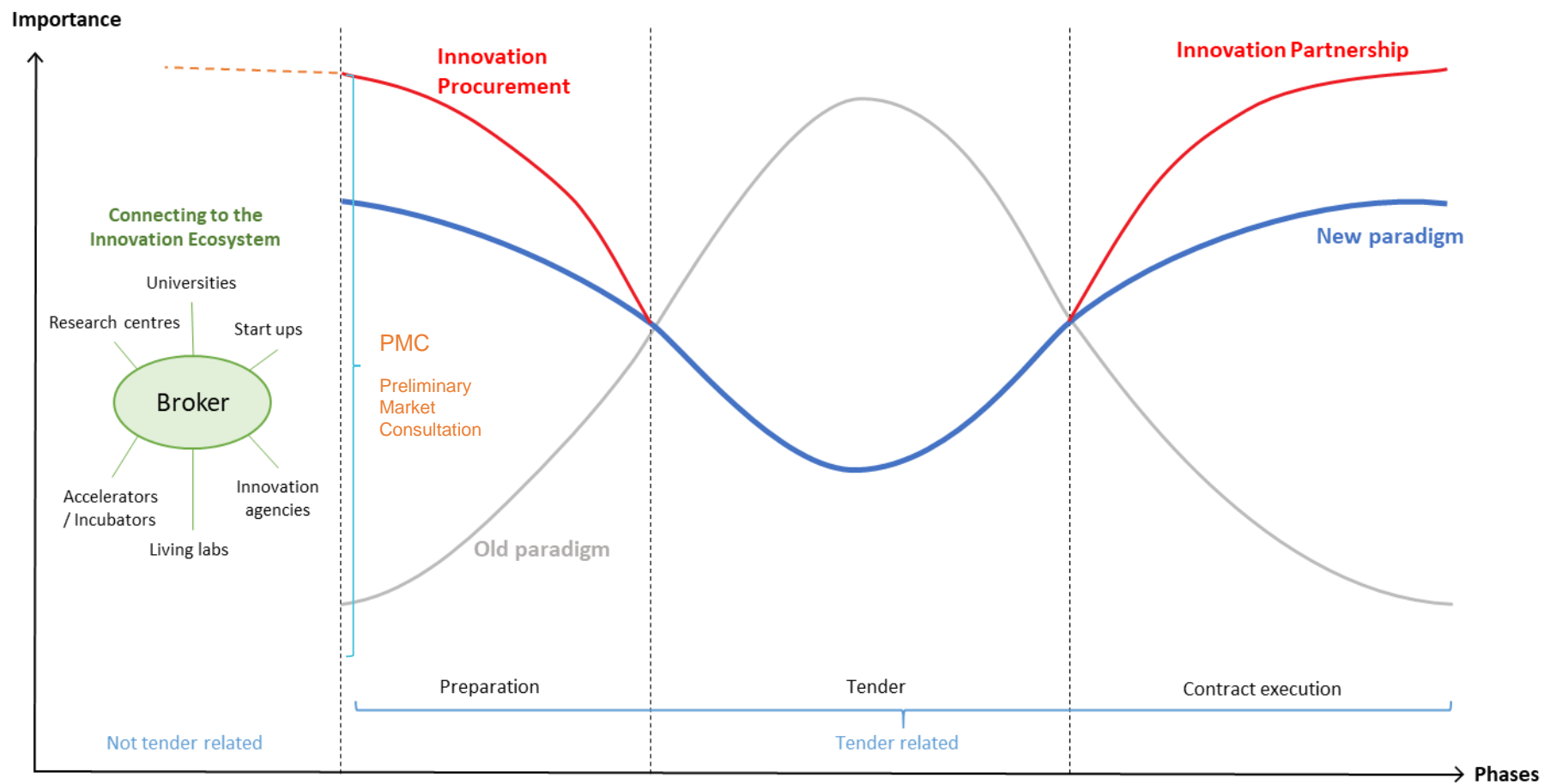
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Join a community and be part of something bigger

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Developing the skills of 3.0 buyers

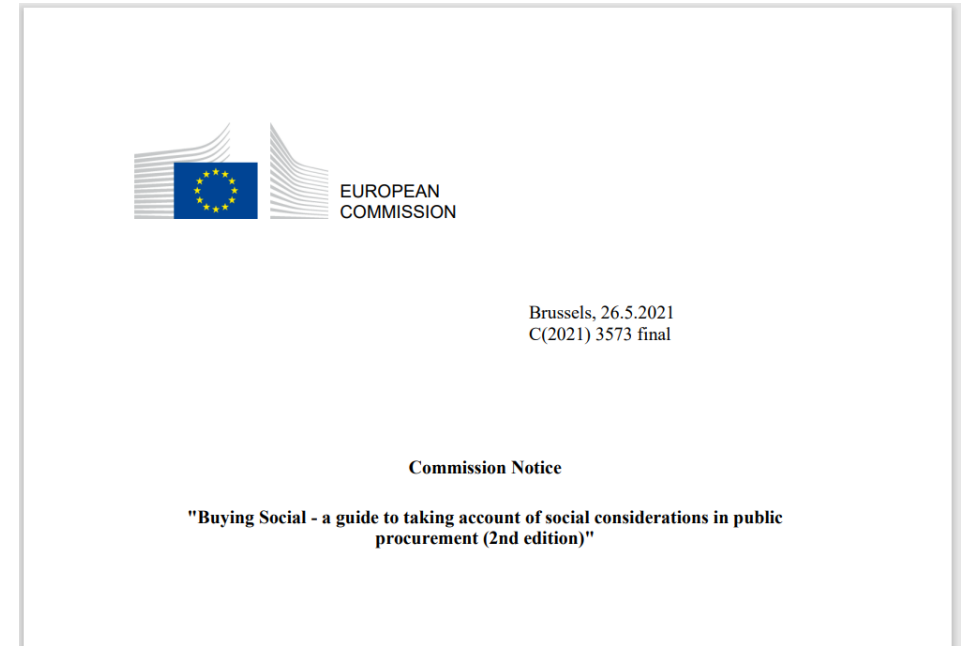
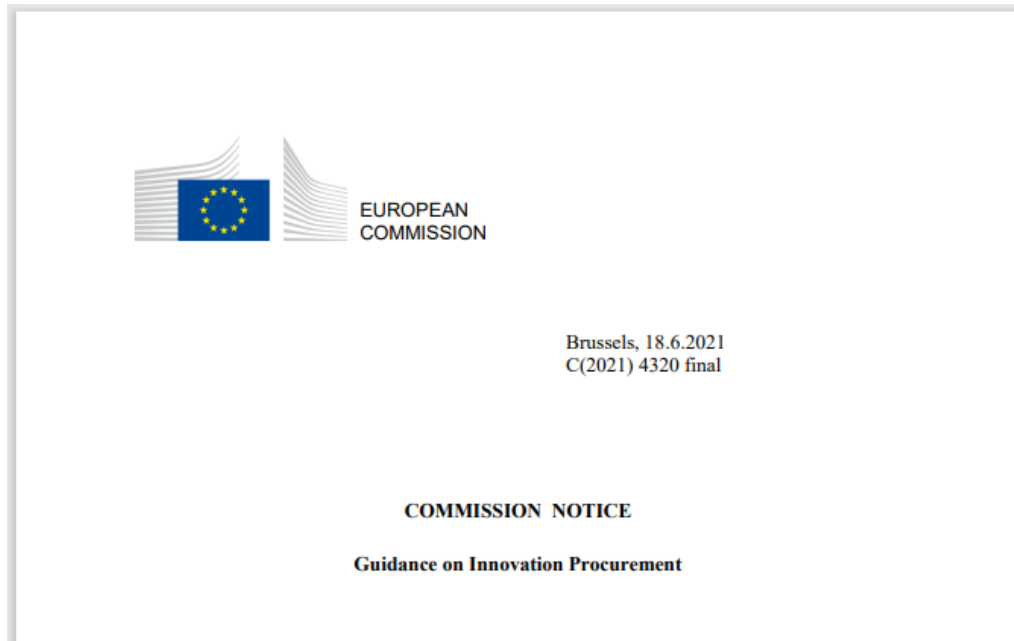
Evolution of Innovation Procurement



Challenges

- Identify the real needs in terms of knowledge creation and support
- Measuring the use of these tools
- It is not only a question of competence or know-how, but also a question of creating a strong and legitimate procurement function within public organisations

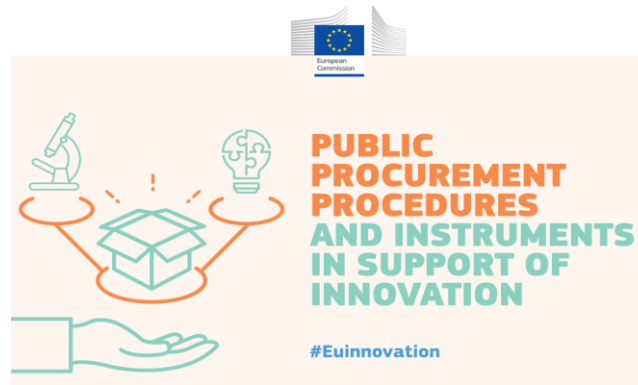
Building new knowledge



➤ [Guidance on Innovation Procurement](#)

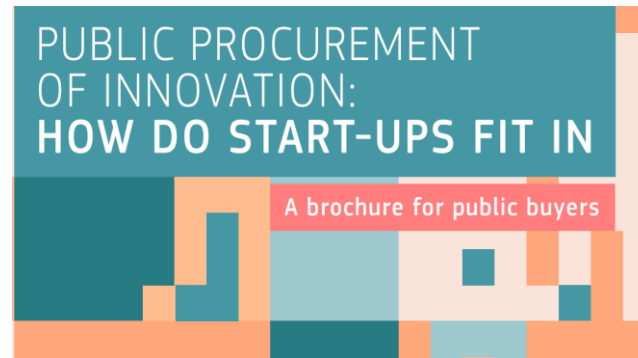
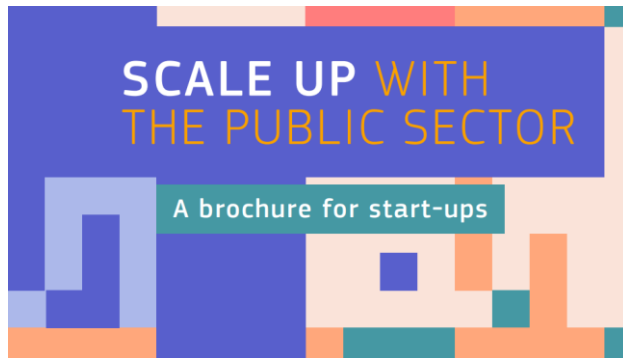
➤ [Social Procurement Guidance](#)

Building new knowledge



Objectives of these two documents:

- Understand what procedure to use
- The steps to be followed
- Tips from practitioners on the Innovation Partnership



Building new knowledge



↪ **Study** on the Innovation Partnership (in-house study)

↪ **Studies** on how to price the value in Innovation Partnerships

- ✓ « The theory of strategic options » – Prof. G. Azzone
- ✓ « Coopetitive pricing for innovation value » - Prof. P. Portier
- ✓ « Estimating and negotiating approaches » - Prof. R. Servajean-Hilst

Communication and dissemination



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Communication and dissemination



https://single-market-economy.ec.europa.eu/single-market/public-procurement/strategic-procurement/innovation-procurement_en



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Thank you!!!!

If you need any support during the evaluation or if you have something to report please send an email to the call functional mailbox: EASME-COSME-PPI-2020@ec.europa.eu