

Demand-driven innovation through public procurement

Pre-commercial Procurement and Public Procurement of Innovative Solutions:

New instruments for more efficient public services and advantages for industry and SMEs

**21 – 22 March 2013
Berlin
Germany**

European Conference co-organised by
European Commission
Directorate General Enterprise and Industry
Directorate General Communications Networks, Content and Technology
German Federal Ministry of Economics and Technology
Ministry of Innovation, Science, Research and Technology, Ministry of Economic Affairs, Energy
and Industry, Ministry of Finance of the State of North Rhine-Westphalia
ZENIT GmbH, Enterprise Europe Network - NRW.Europa

Under the high patronage of
Vice-President of the European Commission,
Commissioner for Industry and Entrepreneurship,
Antonio Tajani



Introduction

Public procurement accounts for some 19% of GDP in the European Union and offers an enormous potential market for innovative products and services. Several EU countries have participated successfully in a pioneering set of programmes with European public sector partners to spread best practice in new approaches for the procurement of R&D, innovative products and services.

This high-level event will offer an opportunity to hear first-hand from the European Commission and Member States how they are supporting the implementation of Public Procurement of Innovative Solutions (PPI) and Pre-Commercial Procurement (PCP). In other words, how public purchasers (and private procurers) are enabled to buy better and/or cheaper products and services while at the same time boosting innovation.

From a European perspective, European Commission services will present 2013 CIP and FP7 calls for proposals as well as future financial instruments (Horizon 2020, CEF, Structural funds 2014-2020) to support the demand for innovation and innovative procurement.

The keynote speech will highlight new innovation support policies and discuss how innovation procurement can be linked to industrial/SME policies.

A special focus will be placed on recent developments in the support of innovation procurement in Germany. The new organisation “Kompetenzzentrum für innovationsorientierte Beschaffung” will be introduced by the Federal Ministry of Economics and Technology and the current state of innovative procurement will be presented by the region of North Rhine-Westphalia. Similar structures in other European countries will also be described.

Additionally, information will be provided by participants in innovation procurement programmes about the process involved, their personal experience, lessons learned and outcomes achieved.

You will meet representatives from Member States, public policy officials, procurement experts and other innovation procurement policy stakeholders as well as experts from industry and SMEs. The event will ensure broad debate and lively discussion in formal sessions and also offer the opportunity for networking.

21 March 2013

09:30 – 10:30 **Registration**

10:30 – 10:45 **Welcome**

Ernst Burgbacher, Parliamentary State Secretary, Federal Ministry of Economics and Technology, Germany

Thomas Grünewald, Director General European and International Affairs, Ministry of Innovation, Science, Research and Technology of the State of North Rhine-Westphalia, Germany

Daniel Calleja Crespo, Director General European Commission, DG Enterprise and Industry, **video message**, Belgium

10:45 – 12:00 **Session 1 – Open podium discussion**
“Demand-driven innovation through public procurement”

Viorel Peca, Head of Unit, European Commission, DG CONNECT, Belgium

Wolfgang Crasemann, Head of Unit, Federal Ministry of Economics and Technology, Germany

Thorsten Menne, Head of Unit, Ministry of Innovation, Science, Research and Technology of the State of North Rhine-Westphalia, Germany

Ian Chalmers, Project co-ordinator ICT for transport CHARM – PCP, Highways Agency, English Strategic Road Network Operator, Great Britain

Sinan Tumer, Sr. Director SAP Co-Innovation Lab, SAP Technology & Innovation Platform, United States of America

Peter Krekel, Director Clinical Graphics, SME, The Netherlands

Moderation: Anne Müngersdorff, ZENIT GmbH, North Rhine-Westphalia, Germany

Discussions

12:00 – 12:30 **Coffee break**

12:30 - 13:30 **Session 2 - The new European financial programmes: HORIZON 2020 and Structural Funds 2014-2020, what is in for innovation procurement?**

Michael Arentoft, Policy Officer, European Commission, DG Research and Innovation, Belgium

Antonio García Gómez, Programme Manager - EU policies, European Commission, DG Regional and Urban Policy, Belgium

Moderation: Lieve Bos, Policy Officer, European Commission, DG Communications Networks, Content and Technology, Belgium

Discussions

13:30 – 14:30 **Lunch break**

14:30 – 15:30 **Session 3 - Information and discussion on CIP and FP7 calls for proposals to support public procurement of innovative solutions and pre-commercial procurement (web streamed)**

Bertrand Wert, Policy Officer, European Commission, DG Enterprise and Industry, Belgium

Lieve Bos, Policy Officer, European Commission, DG Communications Networks, Content and Technology, Belgium

Moderation: Wolfgang Crasemann, Head of Unit, Federal Ministry of Economics and Technology

Discussions

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15:30 – 16:00 **Session 4 - Revision of the legal framework
(Directives 2004/18/EC, 2004/17/EC)**

Jaroslav Kracun, Legal Officer, European Commission, DG Internal Market and services, Belgium

Moderation: Lieve Bos, Policy Officer, European Commission, DG Communications Networks, Content and Technology, Belgium

Discussions

16:00 – 16:30 **Coffee break**

16:30 – 18:00 **Session 5 - Implementation of PCP/PPI and best practice
with a focus on needs assessment and market consultation**

National and regional implementation of PCP/PPI:

Sara Bedin, The European House – Ambrosetti, Adviser to the Ministry of Research and Innovation, Lombardy region, Italy

Juan-Manuel Moreno Garrido, Deputy Sub-director General, Ministry, Sub-direction General Development of Business Innovation, Spain

Tommy Verminck, Chairman of the ENPROTEX foundation / Project leader for the Belgian partnership in the smart@FIRE, General Directorate of Civil Security, IBZ - Ministry of Internal Affairs, Belgium

Best practice with a focus on needs assessment and market consultation:

Carla Dekker, National Coordinator of the PCP-Project SILVER, Dutch Ministry of Economic Affairs - NL Agency, The Netherlands

Florian Berberich, Project Manager PRACE-3IP (PCP Pilot for HPC), Jülich Supercomputing Centre, Helmholtz-Gemeinschaft, Forschungszentrum Jülich, North Rhine-Westphalia, Germany

The Procurement of Innovation Platform

Mark Hidson, Deputy Regional Director, ICLEI European Secretariat, Freiburg, Germany

Moderation: Dr. Bertrand Wert, Policy Officer, European Commission, DG Enterprise and Industry, Belgium

Discussions

18:00 – 18:30 **Get together & networking**

18:30 – 20:30 **Dinner at the Permanent Representation of North Rhine-Westphalia**

**Dinner speech on new innovation support policies:
“Linking innovation procurement to industrial policy and innovative SME support”**

Rainer Jäkel, Deputy Director General, Technology Policy, Federal Ministry of Economics and Technology, Germany

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22 March 2013

09:00 – 09:30 **Registration**

09:30 – 10:30 **Session 6 - The potential of innovative public procurement for SMEs - Link between the new EU SME instrument in Horizon 2020 and innovative public procurement**

Michael Arentoft, Policy Officer, European Commission, DG Research and Innovation, Belgium

Peter Krekel, Director Clinical Graphics, SME, The Netherlands

Moderation: Peter Wolfmeyer, ZENIT, North Rhine-Westphalia, Germany

Discussions

10:30 – 11:30 **Session 7 - Thematic breakout sessions on European buyers' groups for future applications on PCP and PPI (parallel workshops)**

Workshop 1 – Room Europe

DG ENTR: CIP-EIP, PPI- Pilot projects

Sustainable construction

Lies Helsloot and **Johan Hoste**, Clean vehicles PPI-project, City of Ghent, Belgium

Moderation: Bertrand Wert

Workshop 2 – Room Rheinland

DG CNECT: CIP-ICT-PSP, PPI-Pilot projects - Aging well and eHealth

Carole Gandon, past experience and new ideas for PPIs in

eHealth/ageing well, Chef International Projects, Resah-idf, France

Q&A on how to submit a PPI proposal

DG CNECT: FP7, PCP-projects - eLearning/digital preservation

Ellinor Wallin, Ideas for PCP in eLearning, International Coordinator, School area, City of Halmstad, Sweden

Irene Haslinger, Ideas for PCP in digital preservation, Policy Advisor innovation and development, Royal Library, The Netherlands

Q&A on how to submit a PCP proposal

Moderation: Lieve Bos

11:30 – 12:00 **Coffee break**

12:00 – 13:00 **Session 8 - eProcurement and metrics in support of public demand for innovation**

Carmen Ciciriello, Marketing Director, Open PEPPOL, eProcurement developments, CEO Celeris Ltd., Italy

Lionel Kapff, Public Sector Policy, Deloitte Consulting, Results from ongoing Study "Quantifying public procurement of R&D", Belgium

Silvia Appelt, Directorate for Science, Technology and Industry Economic Analysis and Statistics Division OECD, France

Laura Hernández Garvayo, Project Manager, FECYT, Metrics Department, Spain

Moderation: Doris Scheffler, ZENIT GmbH, North Rhine-Westphalia, Germany

13:00 – 13.30 **Closure of the conference - Summary and outlook**

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Contacts:

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DG Enterprise and Industry:
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http://ec.europa.eu/enterprise/policies/innovation/policy/public-procurement/index_en.htm

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Venue:

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