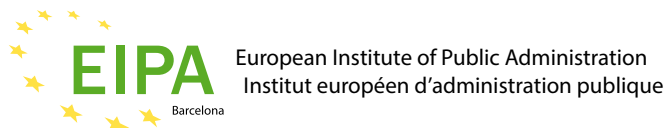


# Public Procurement for Innovation and Pre-Commercial Procurement in Cities

Barcelona (ES), 14-15 December 2017

With the support of



Barcelona City Council and EIPA offer you a unique opportunity to exchange and share knowledge on how to become a top city in promoting innovation from the demand side. Far from being just a new procedure for buying public goods or services, PPI represents a new way of spending public money to promote innovation from the demand side. In order to achieve this, however, we must shift the focus away from conventional purchasing proceedings and onto building learning organisations that are flexible, open and capable of investing in their internal restructuring, so that they are prepared for today's and tomorrow's technological challenges. Besides conventional public procurement, this seminar will concentrate on how we can treat city managers as public investors who are willing and able to create market conditions that enable innovations based on public values.

'Public Procurement for Innovation' and 'Values-oriented innovation policy' play a key role in bringing about successful institutional change that will highlight the new role of local governments as co-creators and shapers of markets for the good of society. This seminar will focus not only on explaining how to implement PPI and PCP, but also on the role cities play in shaping and creating markets. It will try to answer four key questions:

1. How to make strategic choices on societal and technological missions using our purchasing power – **Needs Assessment and Market Consultation.**
2. How to turn public sector institutions into learning organisations that welcome the risks inherent to PPI – **Risk Assessment.**
3. How to assess different offers in a dynamic way, replacing the conventional 'cost benefit analysis' – **Life Cost Cycle.**
4. How to support a method of PPI that aims to achieve inclusive growth – **Financial Aspects.**

## Objectives and learning methodology

Upon completion of this seminar, participants will have acquired knowledge and an in-depth understanding of the concepts of PPI, PCP and values-oriented innovation policy, its benefits and the strategies to implement this successfully. They will explore the potential benefits of effectively restructuring public organisations and be taught how to perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the state of play in their home cities. The strong focus on values-oriented public investments will allow participants to design plans on how to implement a real strategy for PPI that enhances the creation of growth and jobs in their own territories. The interactive style of the seminar, coupled with a focus on peer-learning, will enable participants to benefit from each other's specialist knowledge and explore the best practices and lessons learned from a variety of cities and regions. Throughout the event, participants will receive practical advice, exchange experiences and establish contacts for future partnerships and strategies.

## Who will benefit most?

This seminar is open to city managers and civil servants at city level, consultants, enterprises and legal advisers on Public Procurement who wish to learn about the specificities of Public Procurement for Innovation (PPI) and Pre-commercial Procurement (PCP). In essence, we are looking to reach out to decision makers, human resources managers and all those responsible for restructuring their local organisations to ensure they are prepared and able to use public procurement as a means of implementing innovation policy in a structural way.

# Programme

## THURSDAY 14 DECEMBER 2017

- 09.00 **Reception and registration**  
EIPA participants and guests invited by the Barcelona City council
- 09.30 **Welcome**  
*Representatives of Barcelona City Council (tbc)*  
*Gracia Vara Arribas, EIPA Expert, Project Leader*
- 10.00 **Opening speech – The new public procurement style of the 21st century**  
*Vasileios Tsanidis, DG Communications Networks, Content and Technology Directorate, European Commission*
- 11.00 Networking coffee
- Introduction to the seminar and methodology**  
*Only for registered EIPA participants*
- 11.30 **The directives requirements for promoting innovation from the demand side**  
*José María Gimeno Feliu, Full Professor of Administrative Law at the Faculty of Law of the University of Zaragoza*
- 12.30 **The social, environmental and economic rational, key determinants and impacts of PCI and PCP**  
*Francisco Blanco López, Director of public procurement at the City Council of Barcelona*
- 13.30 Lunch
- 15.30 **Horizon 2020 support for PCI – Synergies between H2020 and ESIF on PCI**  
*Vasileios Tsanidis*
- 16.30 **Debate with the speakers of the day**
- 17.00 **Closing of the first day and informal drinks**

## FRIDAY 15 DECEMBER 2017

- 09.30 **Public Procurement for Innovation – experiences in Europe (demand side)**  
Chairman: *Gracia Vara Arribas*
- **Eindhoven**  
*Jaap Strating, CPO at Eindhoven City Council*
  - **London**  
*Dr Leon Smith, Capital Programmes Directorate, London Underground/Transport for London (TfL)*
- 11.15 Coffee
- 11.45 **Experiences of Public Procurement for Innovation in Europe (demand side) – continuation**
- **Galicia**  
*Susana Fernández Nocelo, Coordinator of European Projects, The Galician Health Authority, Government of Galicia 'Innova saude and Hospital 2050 (winners of the procura + awards 2015)'*
  - **Catalonia**  
*Ramon Maspons Bosch, Chief Innovation Officer (CINO), Catalan Agency for Health Information Assessment and Quality, Government of Catalonia*
- 13.30 Lunch
- 15.00 **Debating with the experts**
1. **Q&A session on the following four questions:**
    - a. How to make strategic choices regarding societal and technological missions
    - b. How to make public sector institutions become learning organisations that welcome the risks inherent to Public Procurement for Innovation (PPI)
    - c. How to assess different offers in a dynamic way replacing the traditional cost benefit analysis
    - d. How to support a style of PPI that aims to achieve inclusive growth.
  2. **Open discussion with representatives of the Barcelona City Council – Assessing risks in innovation**
- 16.30 **Final discussions and conclusions 'An action plan for back at home'**
- 17.00 **Closure of the event**

# General Information

## Programme

The programme will commence on Thursday at 09.00 and will finish on Friday at 17.00.

## Seminar venue

[Barcelona Activa](#)

Room Empren  
c/ Llacuna 162  
08018 Barcelona

## Working language

The seminar will be conducted in English.

## Fee

EIPA members' fee\*: €900

Regular fee: €1000

The participation fee includes documentation, two lunches, informal drinks in the evening and refreshments. Accommodation and travel costs are at the expense of the participants or their administration. For more information, please visit EIPA's website: <http://seminars.eipa.eu> (Training courses - Discount policy)

\* EIPA members can take advantage of a reduced fee; this is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DE, DK, ES, FI, FR, GR, HU, IE, IT, LT, LU, MT, NL, NO, PL, SE, UK), and civil servants working for an EU institution, body or agency.

## Hotel reservations

EIPA Barcelona proposes you some hotels near by the venue, please book directly sending an email to the hotel. Payment is to be made directly and personally to the hotel on checking out.

- [Hotel Ibis Barcelona Plaza de las Glorias](#)
- [Hotel Four Points by Sheraton Barcelona](#)
- [Hotel Hotel Novotel Barcelona City](#)
- [Hotel Gates Hotel Diagonal Barcelona](#)

## Meals

Lunches will be served at a restaurant near the venue. At the end of the first day we will offer an informal welcome drink after the seminar.

## Registration

Kindly complete the online registration form which can be found on EIPA's website <http://seminars.eipa.eu> before **30 November 2017**.

### Programme Organiser

Ms Marta Gracia

Tel: +34 93 245 13 13

E-mail: [m.gracia@eipa.eu](mailto:m.gracia@eipa.eu)

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box on the registration form.

## Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form. Moreover, when it is confirmed that the seminar will take place, the participant will receive a confirmation letter by e-mail from the Programme Organiser, with some other details.

## Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. For cancellations received within 15 days before the activity begins, we will have to charge an administration fee of €150 unless a replacement participant is found.

## Cancellation policy

EIPA reserves the right to cancel the seminar up to two weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For more information: <http://seminars.eipa.eu> (Training courses - Cancellation policy).

# European Institute of Public Administration (EIPA)



[www.eipa.eu](http://www.eipa.eu)



## Headquarters Maastricht European Institute of Public Administration

O.L. Vrouweplein 22  
P.O. Box 1229  
6201 BE Maastricht  
The Netherlands  
Tel. +31 43 32 96 222  
E-mail: [info@eipa.eu](mailto:info@eipa.eu)

## EIPA Luxembourg European Centre for Judges and Lawyers

Circuit de la Foire Internationale 2  
1347 Luxembourg  
Luxembourg  
Tel. +352 42 62 301  
E-mail: [info-lux@eipa.eu](mailto:info-lux@eipa.eu)

## EIPA Barcelona

c/Girona, 20  
08010 Barcelona  
Spain  
Tel. +34 93 245 13 13  
E-mail: [info-bar@eipa.eu](mailto:info-bar@eipa.eu)