Public Procurement for Innovation and
Pre-Commercial Procurement in Cities

Barcelona (ES), 14-15 December 2017
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.

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 specifics 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.

Introduction

THURSDAY 14 DECEMBER 2017

09.00 Reception and registration
EIPA participants and guests invited by the Barcelona City Council

09.30 Welcome
Gerardo Pisarello Prados, First Deputy Mayor in charge of the Economy and Employment, Digital City and International Relations at the Barcelona City Council
Francesca Brìa, Commissioner for Digital Technology and Innovation at the Barcelona City Council
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

11.30 The directives requirements for promoting innovation from the demand side
José María Gimeno Feliú, 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