

**FUTURE STARTS
IN EUROPE**

INNOVATION PROCUREMENT HUBS

Programme introduction webinar

18 MARCH 2025

Introduction & agenda




Dr. Alexander Türpitz
Managing Director and Senior
Partner, Programme Manager

Boston Consulting Group

Our agenda for today

**FUTURE STARTS
IN EUROPE**

- | | | |
|---|-------------------------------|--|
| 1 | The challenge and opportunity |  10' |
| 2 | Share your challenges |  15' |
| 3 | What success looks like |  15' |
| 4 | Overview of the programme |  15' |
| 5 | We want you! |  15' |
| 6 | Q&A session |  15' |
| 7 | Closing remarks |  5' |

The challenge and opportunity



Jean-Yves Muylle
Head of Unit, Public Procurement

Directorate-General for
Internal Market, Industry,
Entrepreneurship and SMEs

The challenge and opportunity



Make public procurement a **catalyst for innovation and growth** in Europe



Boost the economic recovery of the EU



Improve the business environment

The challenge and opportunity



Make public
procurement
a **catalyst for
innovation
and growth**
in Europe

European preference criteria

Supply security on critical technologies, products, services

Simplification of procurement mechanisms

Consolidation of procurement provisions

**Share your
challenges**



Dr. Alexander Türpitz
Managing Director and Senior
Partner, Programme Manager

Boston Consulting Group

Let's talk |
**What's
holding you
back?**

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What success looks like



Dr. Marlene Wild
Partner and Programme Lead
Moderator



Dovilė Gaižauskienė
Innovation Expert, GovTech Sandbox

GOVTECH_{LAB}



Mark Stoevelaar
Project Lead, Startup in Residence



Procuring GovTech to accelerate digital innovation in the public sector:

Lithuania's experience.



The issue



How can we bring **more experimentation and piloting** in the public sector?



How can we bring **more creative and innovative digital solutions** to the public sector?



How do we change the paradigm of **how the public sector and businesses work together?**

The action | GovTech Challenge Series



Structured innovation process that **facilitates cooperation** between the public sector and startups/innovative companies **to build digital solutions that solve government's challenges**

**complex
challenge**

**innovative
pilot**

// Stage 1

// Stage 2

// Stage 3

// Stage 4

// Stage 5

**PROBLEM
SELECTION**

**TRANSFORMING
PROBLEM INTO
A CHALLENGE**

**TEAM & IDEA
SELECTION**

**PILOT
DEVELOPMENT**

DEMO & SCALE

DESIGN CONTEST

structured co-creation
programme

The impact | GovTech Challenge Series



- ✓ **€2M+ contracts awarded**
- ✓ Faster digital transformation
- ✓ GovTech model scaled



Design contest instrumental in success

- Openness to different solutions, best concepts and ideas collected with broader needs requirements
- Can continue with best ideas into the negotiated procedure without publication, no additional open procurement needed
- More flexible jury's evaluation criteria
- Prizes encourage smaller players and startups
- Anonymity can help deal with biases towards big and well-known companies
- Can be used for pilots or full-scale solutions
- No burden of proof for the need of innovation

Let's talk |

**Could this
approach be
valuable for
your
organization?**

GOVTECH_{LAB}



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Success story | Innovatie Partners



The issue

Civil servants **experiencing difficulties** in implementation of innovations

Startups **facing barriers** in public procurement

Large gap between cities and entrepreneurs



The action

Bridge gap and accelerate transitions through **Startup-friendly innovation & procurement programmes** connecting government needs with innovators

- Startup In Residence
- Innovation labs
- Scale Up In Residence



The impact

- ✓ **100+ startups engaged**
- ✓ Scalable solutions adopted
- ✓ Procurement simplified
- ✓ 4 replicable methods

Let's talk |

**Could this
approach be
valuable for
your
organization?**



✗ Gemeente
✗ Amsterdam
✗

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Overview of the programme



Yannis Zormpas
Principal, Operative Lead
Boston Consulting Group

Innovation Procurement Hubs

This programme aims to **support public administrations** across the EEA in transforming **public procurement into an engine of innovation and growth**

We focus on four key elements to create lasting, sustainable impact ...

Innovation Procurement ecosystem map

Support packages for public authorities

Community engagement and management

Co-Publishing Space strategy and project plan

... with benefits for everyone



For public administrations

- ✓ Increased innovation **uptake**
- ✓ Improved **quality** of public services
- ✓ Better **alignment** on innovation needs



For innovative suppliers

- ✓ Reduced overhead for **participation**
- ✓ Improved **access** to public procurement
- ✓ Enhanced ecosystem **connectivity**

Let's talk |
**How could
this
programme
provide the
most value
to you?**

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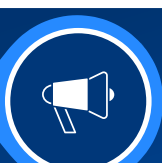
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We want you!



Yannis Zormpas
Principal, Operative Lead
Boston Consulting Group

Help us shape the future of Innovation Procurement today

 Stay engaged	Join the Community of Practice	Please join by: 31/03/2025	
 Share your insights	Complete the mapping survey	Please complete by: 30/04/2025	
 Help us tailor our support	Share your needs, priorities, and express interest in support packages		
 Share the news	Help us spread the word		

Let's talk | What are your expectations?

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Q&A

**Please share your questions
through the Q&A button on your
screen**

Closing remarks



Ivo Locatelli

**Team Leader, Strategic
Procurement**

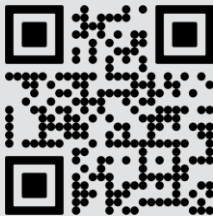
Directorate-General for
Internal Market, Industry,
Entrepreneurship and SMEs

Keep in touch!



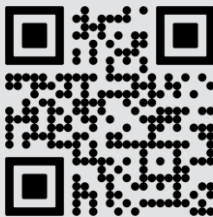
Platform

Digital Public Buyers
Community Platform



Newsletter

The Public Procurement
Gazette



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GROW-Innovationprocurement
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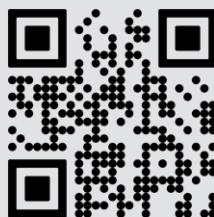
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Agents of Innovation
Procurement



Actors for Social Impact
Procurement



***FUTURE STARTS
IN EUROPE***

Thank you