MED PPI NETWORK
PEER LEARNING WEBINAR
MARKET ENGAGEMENT IN INNOVATION PROCUREMENT:
PRACTICES, TOOLS AND EXPERIENCES

22 FEBRUARY 2018
10.30 – 12.00 CET

Project co-financed by the European Regional Development Fund
The MeD PPI Network is an initiative of the Prominent MeD project. It brings together all actors with an interest in innovation procurement including local authorities, public bodies, SMEs, experts and academia. This forum provides a virtual meeting, networking, learning and peer exchange space to enhance understanding and capability, build collaborative partnerships and support the wider uptake of pro-innovation approaches to public procurement in the MED region and beyond.

JOIN the MeD PPI Network on the Procurement Forum or on our Linkedin group.

Prominent MeD project focuses on the use of Public Procurement of Innovation (PPI) to stimulate the adoption of innovative products and services that can improve the quality of the services for citizens. PPI will be related to innovative energy efficient materials and processes for public building energy refurbishment.

The aim is to improve the quality of public services activating a market demand triggering industry to scale up its production chain to bring products on the market with desired quality/price ratio within a specific time.

Prominent MED is supported by the European Union and co-financed by the European Regional Development Fund (ERDF) in the framework of the INTERREG MED PROGRAMME.

Project partners come from Croatia, France, Italy, Spain and Portugal.

Market engagement is a cornerstone of innovation procurement.

In this webinar we will discuss the context and perspectives of suppliers, take a practical look at the different tools and approaches that can be used, and consider the benefits, challenges and success factors of effective engagement with the market.

The main speaker in this workshop is Gaynor Whyles of JERA Consulting, a leading European expert on innovation procurement.

Agenda

10:30 – 10:45  
**Joining the webinar**

10:45 – 10:50  
**Welcome note**  
Diego Mattioli, Prominent MED coordinator

10:50 – 11:10  
**Market engagement: context and perspectives**  
Questions and discussion

11:10 – 11:30  
**The practices and tools of market engagement**  
Questions and discussion

11:30 – 11:40  
**The benefits of market engagement**  
The experience of Bologna University Hospital

11:40 – 11:50  
**Challenges and success factors:**  
Case examples from Prominent MED including the Spanish case of Alzira presented by Plàcid Madramany, Consorci de la Ribera

11:50 – 12:00  
Questions and discussion

12:00  
**Webinar ends**

**Register to participate by 20 February 2018!**

For any question you can email: anneclaire.gislard@cstb.fr

About

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