

MED PPI NETWORK PEER LEARNING WEBINAR

MARKET ENGAGEMENT IN INNOVATION PROCUREMENT:
PRACTICES, TOOLS AND EXPERIENCES

22 FEBRUARY 2018
10.30 – 12.00 CET

Interreg
Mediterranean



EUROPEAN UNION



Prominent MED

Project co-financed by the European
Regional Development Fund

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

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.

Follow us!

 @ProminentMED  @prominentmedproject  @ProminentMed

CSTB - Centre Scientifique et Technique du Bâtiment

Frédéric Bougrain ▪ frederic.bougrain@cstb.fr ▪ 01 40 50 29 04

Project coordination

Sviluppumbria – Società Regionale per lo sviluppo economico dell'Umbria

Giuseppina Baldassarri ▪ g.baldassarri@sviluppumbria.it ▪ +39 075 56 811

Diego Mattioli ▪ d.mattioli@noesisonline.eu ▪ +39 0742 35 26 63

Project communication

IrRADIARE, Science for Evolution

Elsa Ferreira Nunes ▪ elsa.nunes@irradiare.com ▪ +351 210 937 907