

## “Innovation Procurement” → European funding for public-sector projects

The field of “Innovation Procurement” offers considerable scope not just for the business community. The public sector also profits from sustainable and innovative solutions. Projects launched in this area are eligible for funding amongst others under Horizon 2020, the European Commission’s Framework Programme for Research and Innovation.

Support is available for both “Pre-commercial Procurement (PCP)” as well as “Public Procurement of Innovative Solutions (PPI)”. Both are instruments used by the European Commission to encourage the public sector to invest more money in innovative products and thus achieve a leverage effect on EU funding in the area of research and innovation at the same time.

- **Pre-commercial Procurement**

Similar to the competitive dialogue procedure used in particular in the planning of large-scale infrastructure projects and for which in public administration the know-how for detailed implementation is lacking, the aim is to prompt the market in other areas as well (e.g. energy-saving measures, modern information and communication systems, technical equipment) to develop user-oriented solutions. The public sector defines a specific demand and launches an open competition through a public call for tender. Enterprises (preferably small and medium-sized enterprises (SMEs)) in the region can then develop innovative solutions and put them into practice together with the contracting authority.

Results / Benefits:

- Practice-oriented developments for public administration, which meet user requirements better than conventional ones
- Demand-oriented product development with better opportunities for market introduction for the business community, in particular SMEs in the region

- **Public Procurement of Innovative Solutions**

The public sector acts in the market as the first buyer of innovative products and services. It profits from market-ready solutions generated by publicly funded research and development projects. Of particular interest are above all developments in the areas of energy saving, use of renewable energy or innovative software solutions.

Results / Benefits:

- Innovative products are generally more sustainable than conventional solutions and offer added value. In addition, low market entry prices offer saving potential
- When entering the market, enterprises have a first reference client who is in a position not just to purchase single items, but instead immediately needs larger quantities. This lowers production costs and facilitates a more rapid market entry

## EU Contact Point for Public Procurement of Innovation

Germany has installed an EU Contact Point for Public Procurement of Innovation which went into operation on 1 January 2017. It is part of the national Competence Centre for Innovative Procurement (KOINNO). ZENIT GmbH runs the EU Contact Point on behalf of the German Federal Ministry for Economic Affairs and Energy.

ZENIT is a public-private partnership of the State of North Rhine-Westphalia (NRW), Germany. On behalf of the EU as well as national and regional bodies, it provides services for the benefit of companies, universities, research institutions and public entities. It has been a Competence Centre for Public Procurement of Innovation in NRW since 2012.

As EU Contact Point, ZENIT offers competent consulting services for proposers in Pre-commercial Procurement (PCP) and Public Procurement of Innovative Solutions (PPI), in addition to networking services for calls in HORIZON 2020 and other EU funding programmes. ZENIT is a member of the Enterprise Europe Network.

### ZENIT offers:

<b>Information</b> <ul style="list-style-type: none"><li>• Newsletter</li><li>• Special events</li><li>• Exchange of experience</li></ul>	<b>Advice</b> <ul style="list-style-type: none"><li>• Customised advice</li><li>• Assessment of project ideas</li><li>• Funding recommendations</li><li>• Workshops</li></ul>
<b>Project support</b> <ul style="list-style-type: none"><li>• Coaching</li><li>• Proposal check</li><li>• Strategic consortium building</li></ul>	<b>Partner mediation</b> <ul style="list-style-type: none"><li>• Search for international partners</li><li>• Matchmaking with German partners for international projects</li></ul>

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