

BRINC

BROKERING CROSS-BORDER
INNOVATION THROUGH CLUSTERS

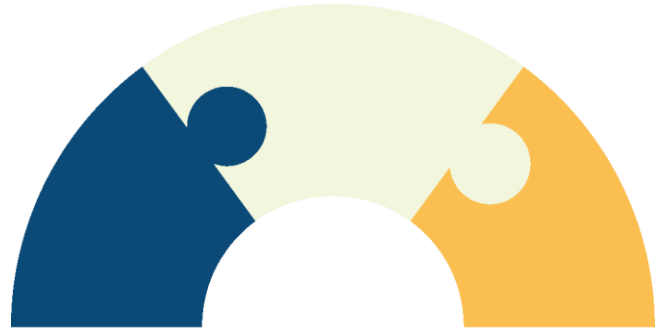


This project is co-funded by the
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Brokering purchase of innovation

- benefits and lessons learnt

BRINC closing event, Oct 15, 2024



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The BRINC project

Joan Juul, Clean

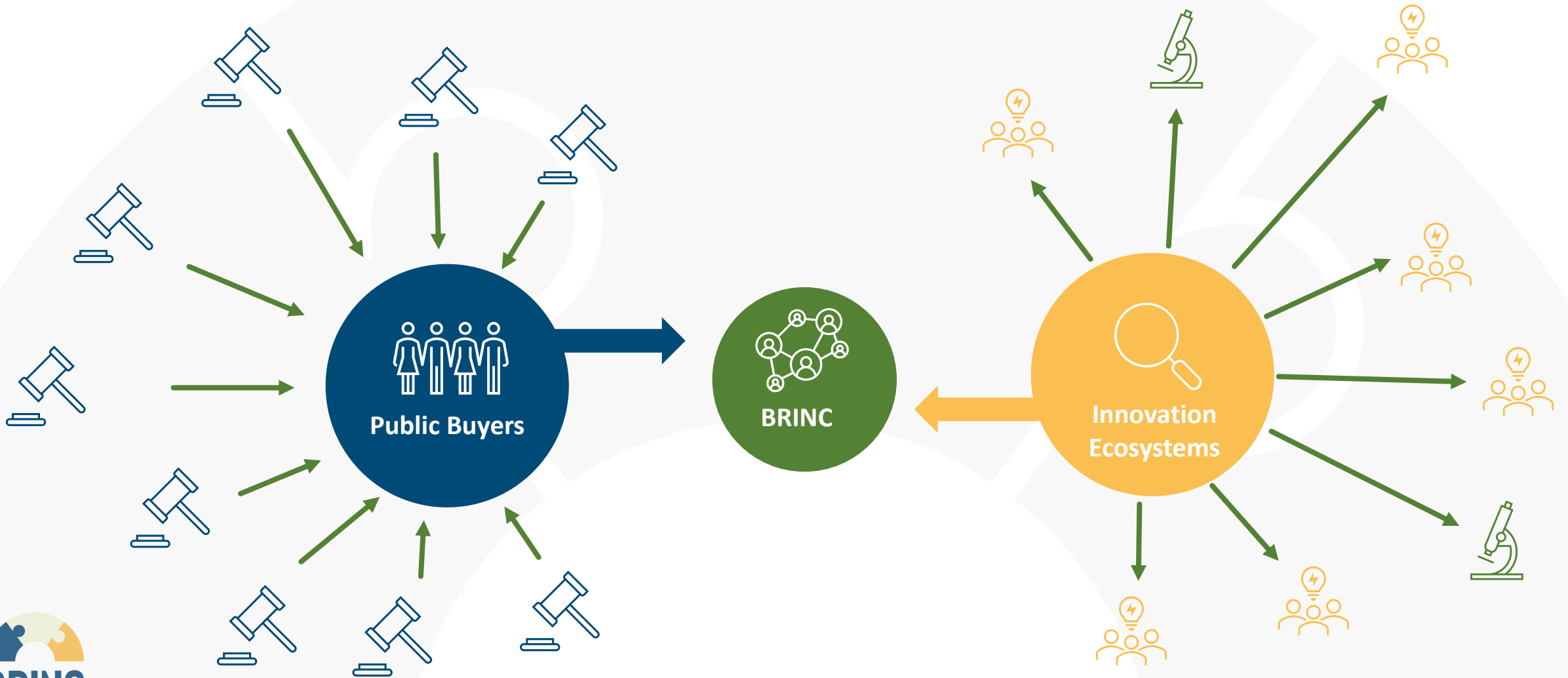
BRINC closing event, Oct 15, 2024

BRINC: Brokering Cross-border Innovation Through Clusters

Purpose: Accelerate the uptake of innovation within **circular economy**. Increase the use of joint public procurement of innovation **across borders** by facilitating procurement of innovation and offer training sessions for Public Buyers, SMEs and Innobrokers.



What is BRINC?



Need statements worked with and progress

Still active: Diaper waste, Reduction of waste in hospitals, Circular demands on EV chargers

Market dialog: Bulky waste

Need refinement: Spend analysis, prolonging life of textiles, plastics in hospitals, biowaste

Needs identified but no further work: reuse of crockery, procurement from the second hand market

Needs workshop: Hässleholm miljö





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Pre-tender phase – the
support of InnoBrokers
in refining needs, and
supporting dialogues
with the market

Marja Boström, Hållbar Utveckling Skåne
Panel

Jordi Pujadas, Institut Català de la Salut
Astrid Hackl, Sustainable Business Hub

Anita Lombardo, ACR+

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Cross-border collaboration: The support of InnoBrokers in finding partners and gathering market interest in diaper recycling

*Anne Møller Howe &
Dorthe Bach Egemose Agger
City of Copenhagen, Denmark*



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The sister project P5 InnoBroker. Lessons learnt and recommendations from both projects

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Maja Lukic Grabovac , Sarajevo
Economic Region Development Agency
(SERDA)

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Innobrokers – benefits and lessons learnt

15th October 2024



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The P⁵ Innobroker partnership

-  Corporación Tecnológica de Andalucía (Spain)
-  Éca-écoentreprises (France)
-  Chamber of Craft & Small Business (Slovenia)
-  Sarajevo Economic Region Development Agency (Bosnia Herzegovina)
-  Centre for Research & Technology Hellas (Greece)
-  Larnaca - Famagusta District Development Agency (Cyprus)



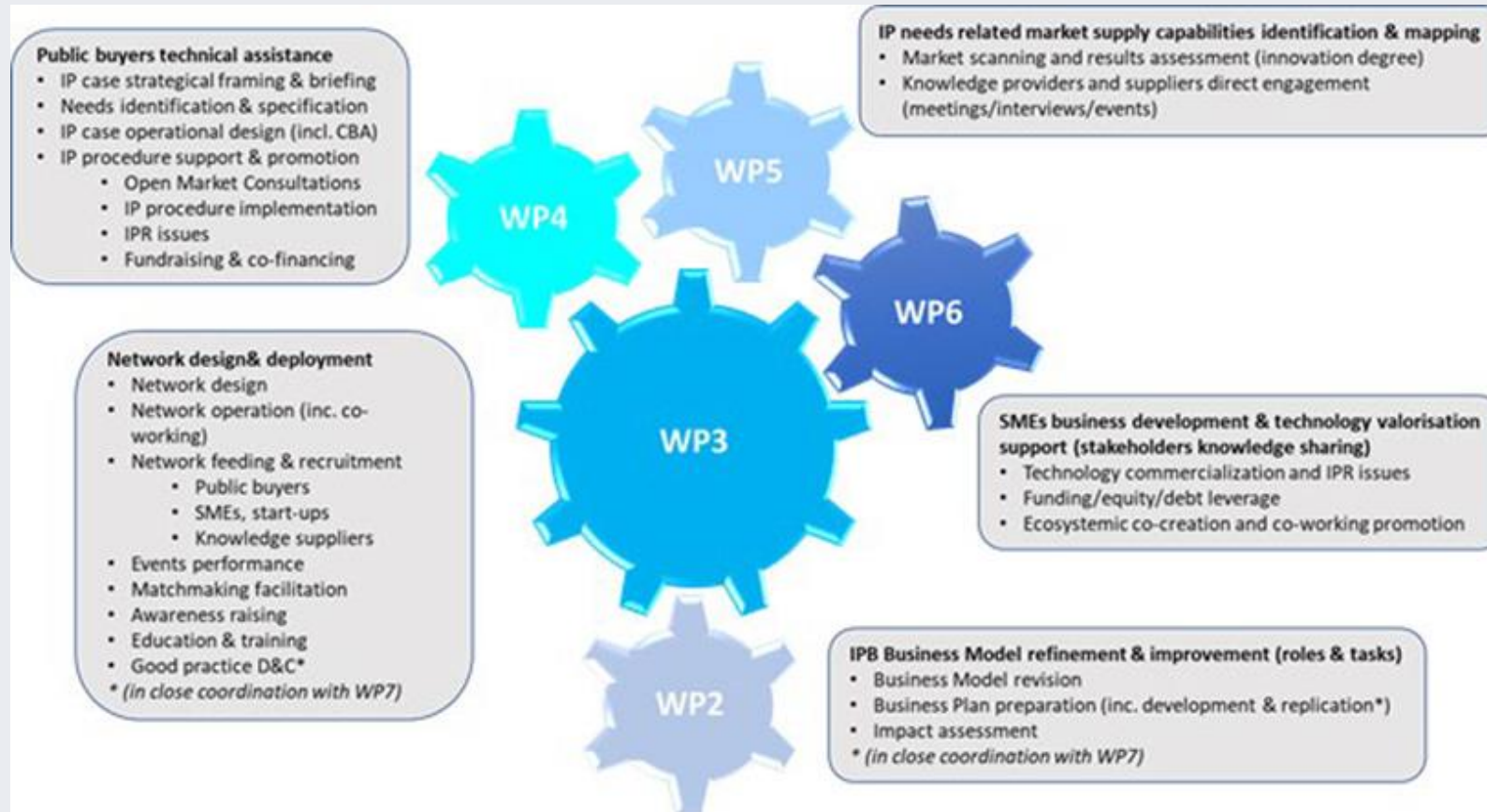


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Project Workplan





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Main achievements (1)

- Refined IPB model + SWOT/PESTLE Analysis
- Digital platform up & running (~40 IP cases; 20 public buyers; 500 entities interested from 15 countries (of which 60% SMEs; 20% RTOs; 10% non-SMEs))
- ~60 proactive events : ~2.000 attendees (30% PB; 35% SMEs)
- 10/10 IP cases promoted, 7/6 launched, 2 under negotiation /4



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Main achievements (2)

- Nearly 100 SMEs assisted; 60 participating in IP bids (90% of target)
- 36/20 VC investors identified; 28/20 operations promoted
- ~90/30 public buyers directly approached
- ~350/250 SMEs directly approached
- 160/120 products / services identified



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IP cases promoted / launched (1)

- **Seville S&T Park (ES) (2)**
- **Andalusian Regional Ministry of Health (ES) (6)**
- Alhambra Palace Foundation (ES)
- **Cantonal Institution for protected areas ZPPKS (BA)**
- Public transportation company GRAS (BA)
- District heating company KJP Toplane (BA)



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IP cases promoted / launched (2)

- **Public Waste Management Company Diadyma S.A. (GR)**
- **Larnaca Municipality (CY)**
- **Slovenian Association of VET Public Institutions (SI)**
- **Société du Canal de Provence – SCP (FR)**



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Main findings (1)

- Lack of IP background / staff in PBs is yet a bottleneck → reinforced E&T
- Some partner countries feature a more unfavourable / undeveloped legal IP framework than expected, *ad-hoc* approaches have been put in place to solve it
- Partner countries overly reliant on EU cofinancing, but most regional ERDF supported programmes lack specific IP provisions / allocations
- Internal IP budgeting and allocation administrative clearance procedures are usually risk averse, complex, lengthy, time consuming and uncertain (stand-by; suspension) → specific top-down IP streamlined provisions needed + reinforced direct EU financial support



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Main findings (2)

- IP *customer journey* is lengthy, 3-4 years on average (legal & budgetary overcontrolling / barriers, lack of internal staff, suspensions for political / administrative changes etc.) difficult to cover within P5I, but enough to launch and putting IP cases on the right track → IP brokerage is a medium long term service
- IP brokerage services work very well for long-coming IP bids, especially in helping out SMEs, IP promotion and IP-SMEs dialogue support. In these cases IP bids might not have been steered from the outset, but instead facilitated / accelerated in their course. Legal & technical advice to PBs might be subject to public tendering, even if covered by P5I

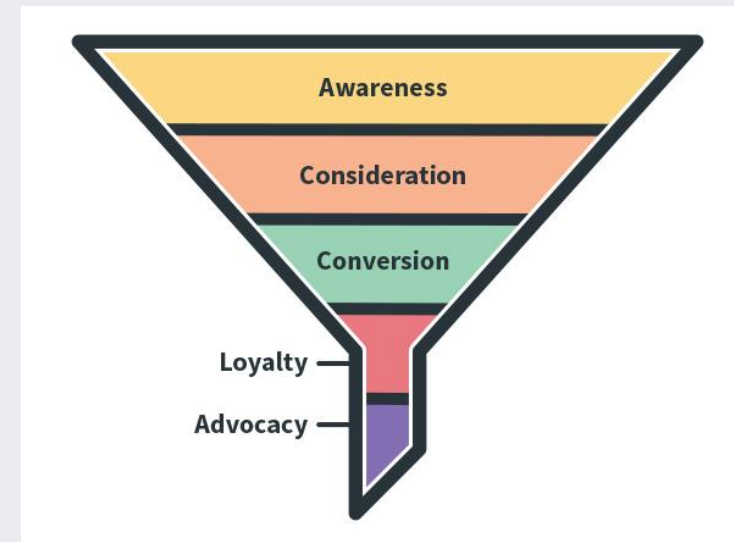
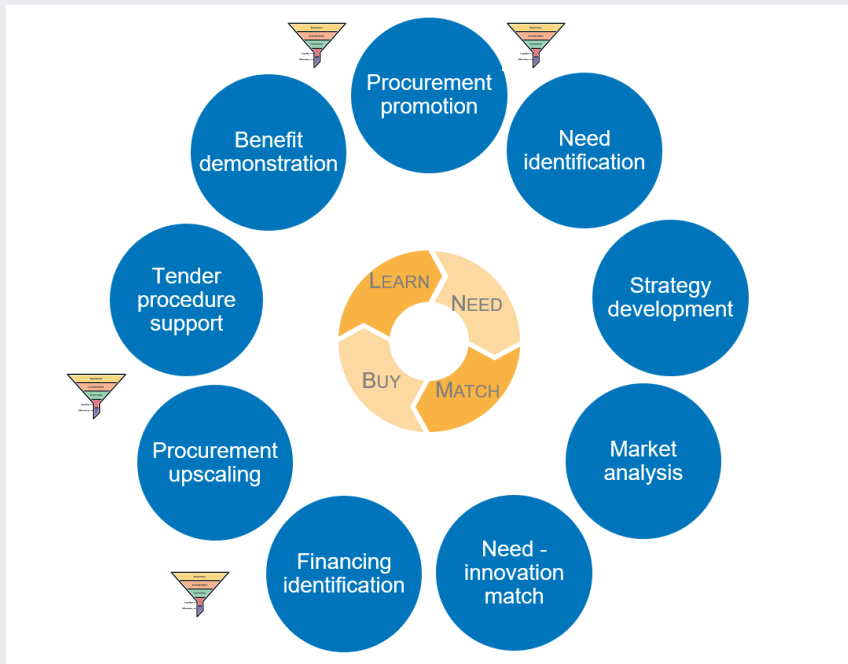


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Main findings (3)





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Main findings (3)



IP BS is non-linear, non-continuous, MLT prone



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¿Interested?
Feel free to contact us
info@p5innobroker.eu



BRINC lessons learned

Language barriers:

- Preference for local language, and tenders posted in local language

Legal barriers:

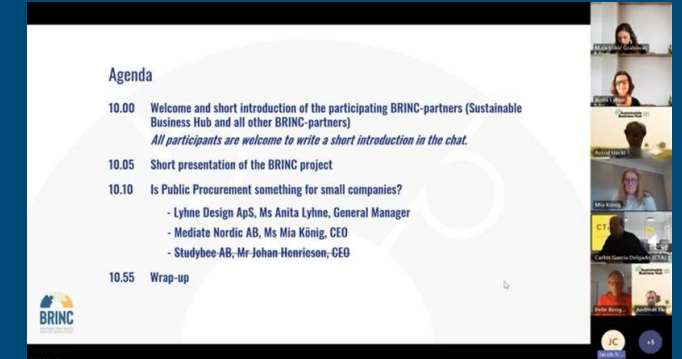
- Different in each country, many interpret market engagement rules strictly

Funding and decision making:

- Things take a long time, and funding needs to be secured

Unfamiliar with innovative thinking and each other (SMEs & Public authorities)

- Learning to think procurement in a new way



Recommendations – the Role of Innobrokers

Inspire and help change practice and mindset

- Procurement as a tool & strategy
- Thinking Innovation (re-thinking needs)
- Help see possibilities and new ways
- (Financing)

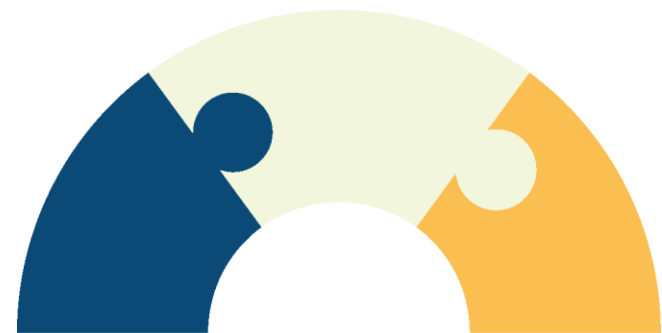
Connect

- Public buyer knowledge sharing (cross-border dialogue)
 - Collaboration on different levels
- Market engagement & broad stakeholder dialogue
 - Know the Innovation ecosystem
 - Shaping needs to fit and push market/Adapting tender to innovation capacities



Recommendations for public buyers

- **A new way of procuring:** PPI is not only about the tender stage but planning across the procurement cycle. Focus should go beyond tender preparation (i.e Early-stage Market dialogue is fundamental to innovate – it provides you with information about the solutions available in the market)
- **An inclusive process:** bring value chain actors on the table and include whenever possible civil society in the process
- **Foster an innovation mentality within the organisation:** change mindset to encourage people to go ahead, and education and training are key to achieve this.
- **The power of collaboration:** join communities of practices to stay up to date, discover what has already been done, learn from others, share experiences (case of Parkering Malmö)
- **Think strategically and long term:** PPI is not suitable for emergency situations and strategic and long term thinking (3-5 years ahead) and planning is required to unlock its full potential
- **You are not alone:** the solution that you are looking for can be available, and an **intermediary agent** can help you find it. **Regional programs and competence centres** can also support you to overcome challenges, such as capacity to try something new, or funding aspects.



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The BRINC InnoBroker toolkit

Joan Juul, Clean

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The Innobroker Toolkit

Preparing you to do your own innobrokering

- Need identification workshop methodology
- Presenting your need to the market - template
- The 5 why's technique
- The Problem Disc
- How Might We?
- Ecosystem map
- Preliminary market engagement step-by-step guide
- Open Market consultation step-by-step guide
- Decision tree - procurement types
- Legal guidelines for market engagement and documentation



Final version out in november 😊



THANK YOU
FOR
ATTENDING!



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