

Although there is a growing desire among public authorities to use procurement to drive the development and uptake of innovation, **Public Procurement of Innovation (PPI)** remains underexploited.

Public authorities analysing their needs for innovation, and clearly communicating these, will send a strong signal to suppliers that such demands exist and strengthen their incentives for innovation. Public Procurement of Innovation can be facilitated by **Innovation Procurement Brokers (IPBs)** as they can assist in a needs assessment and facilitate the market dialogue by locating innovative suppliers that can fill the needs.

The task of the Innovation Procurement Brokers will be to overcome barriers like lack of trust and difficulties to identify public authorities with similar needs. They will coordinate a complex process among several buyers in different countries.

The COSME co-funded **BRINC** project will **unlock the potential of cross-border PPI** by acting as an IPB and establishing a **European hub for PPI** in a circular economy. Between December 2021 and December 2024, it will develop methodologies and build capacity for cross-border innovation brokering.



[CONTACT@BRINC-PROJECT.EU](mailto:CONTACT@BRINC-PROJECT.EU)



The project is co-funded by the European Union's COSME Programme.

The content of this leaflet represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains. [contact@brinc-project.eu](mailto:contact@brinc-project.eu)



**BRINC**

**BROKERING CROSS-BORDER  
INNOVATION THROUGH CLUSTERS**

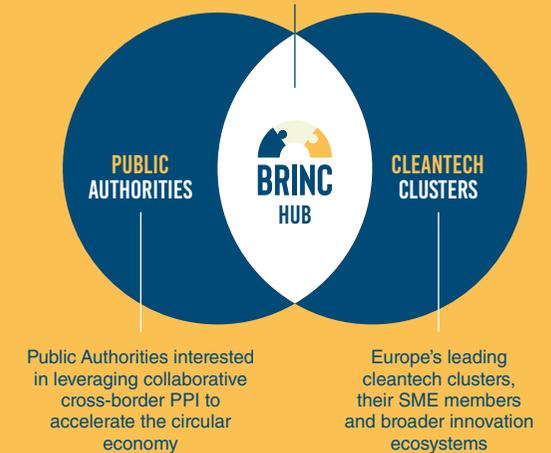
- ✓ Is it important for you to be involved and influence the use of more sustainable and circular solutions?
- ✓ Are you interested in gaining an early share of the innovative power of small and medium-sized enterprises (SMEs)?
- ✓ Do you want to have the opportunity to take part in the leading innovation ecosystems in Europe and to drive a sustainable and circular economy through increased use of innovation procurement?

Then the BRINC project has a solution for you!

## WHAT'S IN BRINC FOR ME ?

- Access an **international network of public organisations/public authorities/clusters** that will share knowledge about innovative procurement, and carry out that procurement as far as possible.
- Influence the development of environmentally **sustainable innovative solutions** that meet the needs of the organization and society.
- Join **networking activities** both digitally and through physical meetings.
- Support and accelerate the development and dissemination of **innovations** needed to accelerate the **circular economy**.

## THE BRINC EUROPEAN HUB FOR PPI IN THE CIRCULAR ECONOMY



This focal point between the two key actors of cross-border PPI will ensure that investments in innovations by public authorities are accessible to SMEs and drive the innovative development towards a circular economy.

## THE BRINC PROJECT CONSISTS OF 5 MODULES TO UNLOCK THE POTENTIAL OF CROSS-BORDER PPI:



### CAPACITY-BUILDING & COLLABORATION

Building networks of Public Authorities and Innovation Procurement Brokers, and learning from real PPI processes



### NEED IDENTIFICATION

Identifying needs of circular sustainable solutions shared by Public Authorities in several countries



### MARKET CONSULTATION

Identifying existing and potential solutions within the innovation ecosystems and providing insight in relevant procurement procedure to follow



### PREPARATION OF PROCUREMENT PROCEDURE

Choosing and implementing procurement procedures as well as facilitating key decisions during the procurement procedure



### LEARNINGS

Capturing lessons learned and formulation of best practices