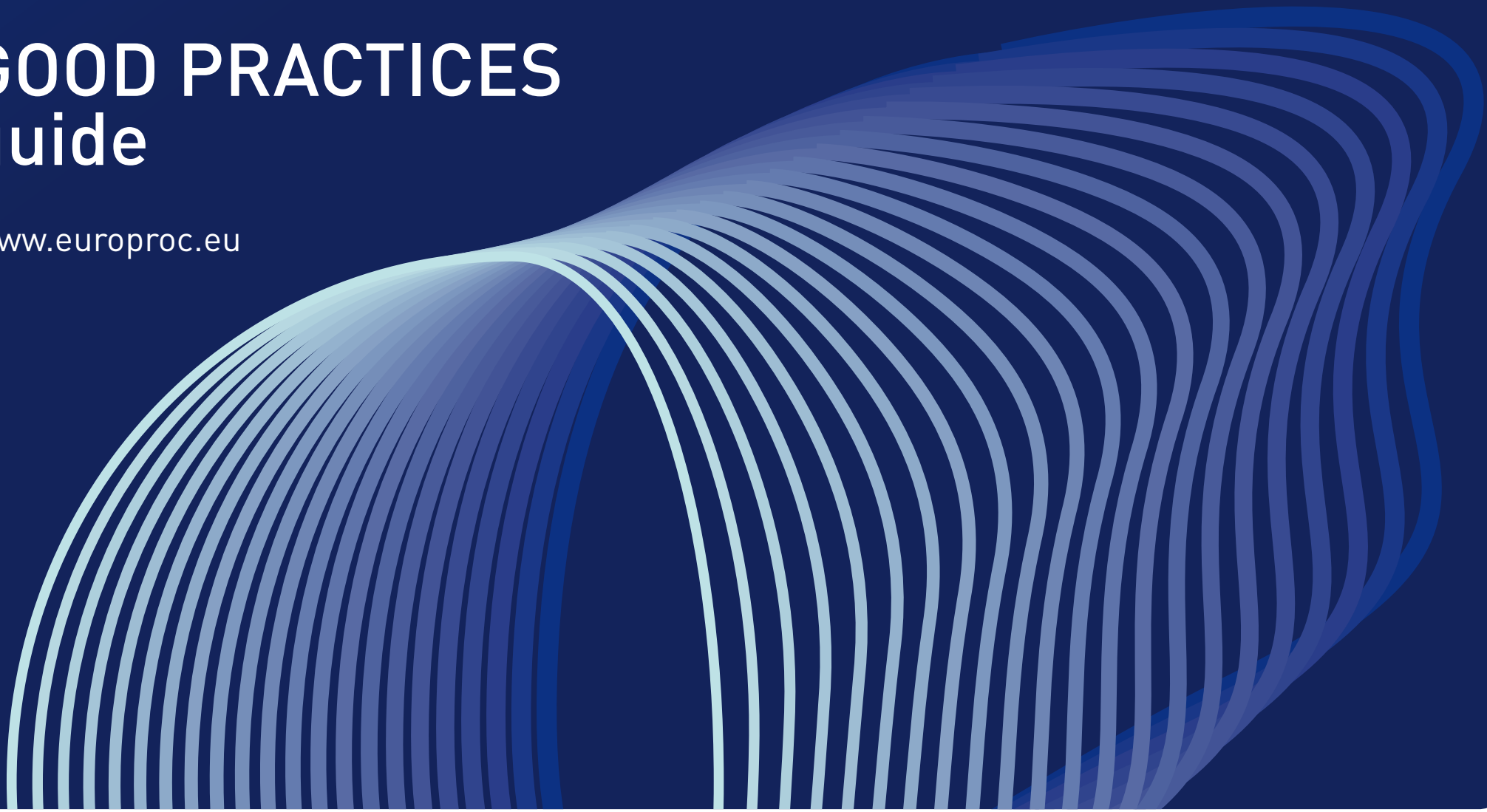
GOOD PRACTICES guide

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INTRODUCTION

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WHY IS INTERNATIONAL PUBLIC PROCUREMENT SO IMPORTANT FOR SMES?



Public procurement represents a huge business opportunity for SMEs. Public procurement makes up around 17% of GDP across Europe, and according to OECD statistics amounts 2 billion euros a year. At the local/regional level public procurement can easily represent 30 to 40 % of public expenditure. For example, a study of public procurement across Baltic city metropolises shows that public procurement accounts for 40% of the city budget in Helsinki and 30% in Stockholm.

European companies, noticeably SMEs, are reluctant to participate in public procurement most of the time. They generally have limited in-house expertise to follow and prospect the call for tenders; they feel that there is a lack of transparency in the adjudication procedures; they fear long term payment delays; they believe they have insufficient financial capacity to invest in this type of market; and basically they consider private contracts easier and faster to win. As a matter of fact, according to European Commission figures, whereas more than 58% of EU turnover is made by SMEs, their share in Public Procurement above EU-threshold is only 42% of the value (61% of the number of contracts), less than 18% concerning Micro and Small enterprises.

As regards International Public Procurement, there is a real gap when it comes to accessing public tenders launched by foreign countries. The European Commission estimates that only 2.4% of the value of Public Contracts above EU-threshold is awarded by foreign companies. At present, New Member States and smaller countries award cross-border contracts, in terms of value, more frequently (30%) than the five largest Member States of the EU-15 (less than 2,1%). However, Companies from Luxembourg, Belgium and Denmark are the most successful, given that above 4.4% of their total revenue comes from tenders abroad.

Business Support Organisations (economic development agencies, trade organisations, chambers of commerce etc.) do not always play their role in simplification and assistance for SMEs as regards public procurement. They tend to focus on export assistance, search for new markets, linkage with new clients. They often have insufficient training to explain public procurement rules and assist SMEs in putting in bids. Setting up this kind of services is nonetheless always fruitful:

- SMEs need to be followed step by step for the first tenders and they are then willing to continue by themselves.

- a local motivation of companies helps to create a spirit of a consortium among SMEs, which is one of the keys to success for small companies willing to win public tenders.

Business Support Organisations (BSO) therefore play an active role in the manner public procurers and their tenderers are brought together, decrypting the call for tender documents ("terms of reference"), assisting the SMEs in preparing bids that are competitive, providing engineering and methodologies and opening their networks for the construction of high quality consortia.

Aware of these challenges and opportunities, 11 regional agencies and public administrations from10 Member States have decided to set up the European project EuroPROC under the INTERREG-IVC program, addressing the important question: "how to enhance the access of SMEs to international public procurement?" EuroPROC aims to develop new services in each partners' institutions and improve instruments on public procurement for SMEs, collect and

provide in depth explanation of good practices that are conducted by public bodies (local authorities, schools, hospitals,..), explain the European legislation on public procurement, and train Business Support Organisations' staff in the way to better assist the SMEs.

From the very beginning EuroPROC partners always entered the project bearing in mind that the promotion of major access of SMEs to public procurement contracts is not only a self-standing goal but also a means to contributing to the achievement of the objectives of the Lisbon Strategy. A significant increase in the participation of SMEs in public contracts will not only promote a greater stability of the European economy (in any given European country the SMEs accounts for more than 95% of the private sector) but also a benefit for the public administration, which could take advantage of more options to select the best available value for money in goods, services or works to perform their public service.

A benchmarking survey has been led towards Business Support Organisations across Europe on their tools and instruments for SMEs to prospect international public procurement.

We contacted more than 600 local, regional and national institutions (most of them members of the Enterprise Europe Network) and collected 96 instruments on that topic.

Out of this result, we selected the 17 practices we thought were the most representative of 4 categories of services:

- Information
- Training
- Coaching
- International support

Each of these instruments is explained in a practical manner to enable their implementation by any organisations willing to start new services on public procurement for SMEs. Any potential organisation interested in obtaining more detail can contact the awarded organisation.

The aim of this guide: to provide a source of inspiration for those BSO planning to take further steps into providing the SMEs with services on IPP business opportunities. Furthermore, this guide offers clear information on the services that could match the needs of SME and the way to set them up and finance them.

The objective of this guide is to:

- Describe in detail the 17 best practices led by Regional/National public authorities on procurement instruments for SMEs
- Suggest a methodology for better access to public procurement
- Give background information, internet links and references to understand the EU legislation on public procurement, as well as the procurement rules set by the Member States
- Present new approaches and programs led by the European Commission on public procurement, enabling Business Support Organisations to find potential funding opportunities to develop innovative tools and projects

This guide is designed to be practical and easy to access. It should be seen as a tool for Business Support Organisations, generating the desire to enter the IPP world and show that, with some methodology, public procurement becomes a full development potential for SMEs.

This publication has been funded with support from the European Commission. This material reflects the views of the author only, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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EU REGIONAL COOPERATION

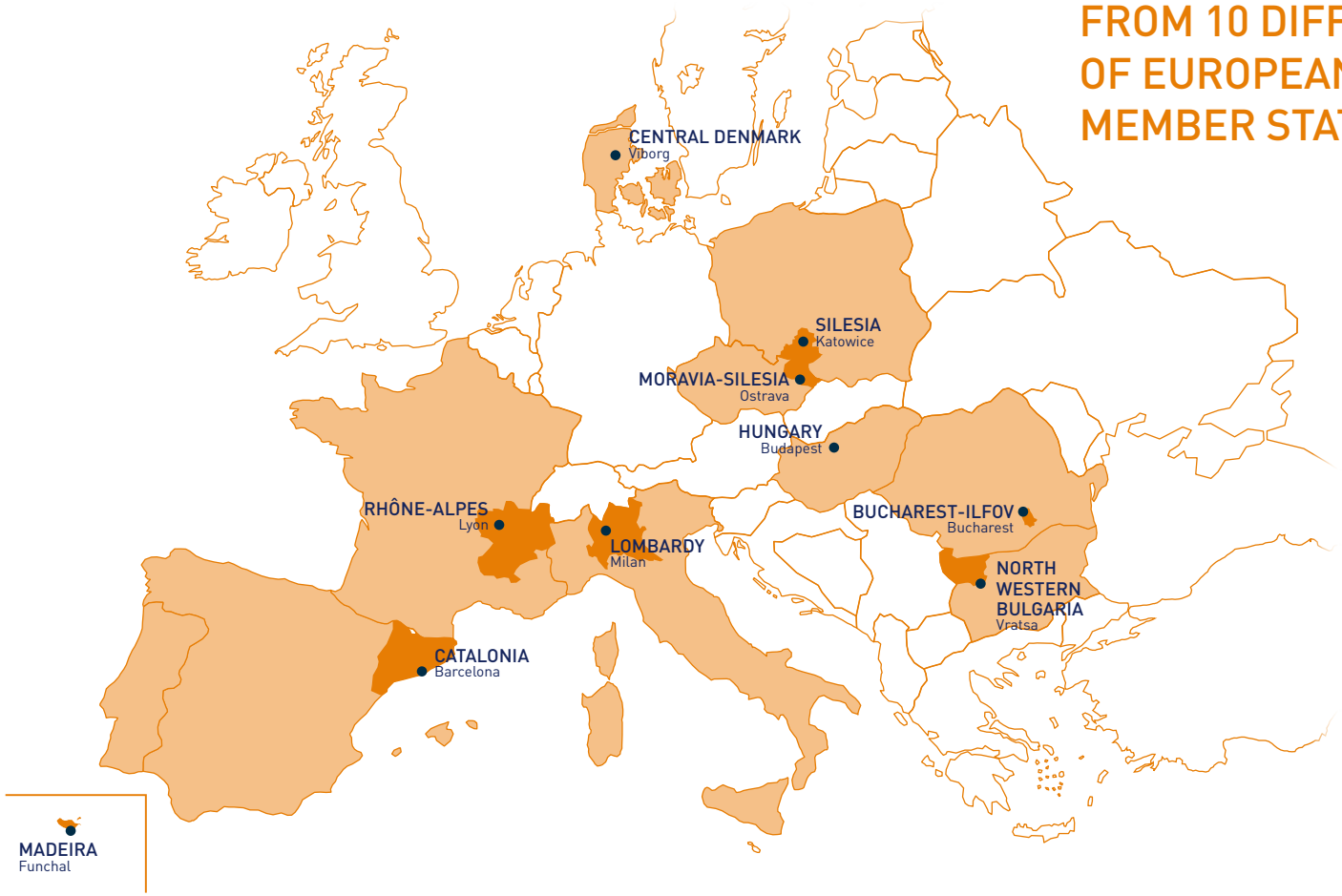
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Partnership

ACC1Ó leads the actions of the project that will be developed together with the public institutions that are service providers in the following regions:

www.europroc.eu

11 PARTNERS COMING FROM 10 DIFFERENT REGIONS OF EUROPEAN UNION MEMBER STATES



Challenge

PROCUREMENT MARKETS REPRESENT A MAJOR OPPORTUNITY FOR MANY ENTERPRISES

Public procurement represents a huge market estimated at over 16% of the GDP of Europe's 27 Member States. Yet SMEs are not taking full advantage of these opportunities.

The public procurement market in the EU – covering all levels of government and public agencies – is estimated to be worth around one-sixth of total GDP in the EU. This represents a huge market, and one from which Europe's SMEs ought to be deriving a significant share. Traditionally this market has not got enough presence of SMEs, although there is a huge potential to increase it.



Initiative

ENHANCE THE ACCESS OF SMES TO INTERNATIONAL PUBLIC PROCUREMENT THROUGH INTERREGIONAL COOPERATION

EuroPROC is an innovative project that tackles the access of SMEs to public procurement markets. It aims at consolidating public procurement as a key element of the SMEs business strategy by adapting and improving the services offered to their support.

EuroPROC objectives for European SMEs:

- Recognize and take advantage of the increasing business opportunities existing in public procurement.
- Improve the competitiveness through SMEs participation in public markets.

EuroPROC objectives for Policymakers:

- Change and adapt policy tools to facilitate SMEs participation in public procurement.
- Provide effective instruments of support in order to overcome the obstacles SMEs face when participating in public procurement markets.



Actions

FACILITATING EXCHANGES ACCROSS EUROPE

EuroPROC includes a number of actions to facilitate the exchange of practices among the participating institutions and SMEs: **Thematic Seminars/ Training Sessions/Study Visits/Site Visits/Staff Exchanges/Benchmarking Study/Guides of Good Practices/Thematic Survey/Pilot Actions.**



An increased participation of SMEs in public procurement will allow to unlock their growth and innovation potential with a positive impact on the European economy.

Program

CO-FINANCED BY THE EUROPEAN REGIONAL DEVELOPMENT FUND AND MADE POSSIBLE BY THE INTERREG IVC PROGRAM

The INTERREG IVC Program is part of the European Territorial Cooperation Objective of the Structural Fund policies for the period 2007-2013. It aims, by means of interregional cooperation, to improve the effectiveness of regional development policies and contribute to economic modernisation and increased competitiveness of Europe.

The overall objective of the INTERREG IVC Program is to improve the effectiveness of regional development policies and instruments in the areas of innovation & the knowledge economy, and environment & risk prevention, in order to contribute to the economic modernisation and increased competitiveness of Europe. This objective will be achieved through the exchange, sharing and transfer of policy experience, knowledge and good practices.

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European Commission

INITIATIVES

back to summary

European Commission Policies and Tools to improve International Public Procurement access

This chapter aims to explain the EU legislative framework on IPP and give a practical overview of the existing tools (guides, web tools) and opportunities (grants and programs) that business support organizations can try to obtain in order to develop new initiatives, organise exchanges of good practices, help SMEs access IPP and so on.

CURRENT EU LEGISLATION ON PUBLIC PROCUREMENT

Overview

Public procurement is subject to Community and international rules although not all public procurement is subject to these obligations. Under these rules public sector procurement must follow transparent procedures ensuring fair conditions of competition for suppliers. Some purchases can be exempted from Community rules under certain conditions (ex: arms, munitions and war material, if this is necessary for the protection of the essential interests of security) and purchases below thresholds (mainly 193.000 euro for services contracts; 4.845.000 euro for public works contracts / 2010 data) must respect the principles of the Treaty only.

The legislative package of public procurement Directives, approved in 2004 by the European Parliament and the EU's Council of Ministers helps simplify and modernise procurement procedures, for example by facilitating electronic procurement in the public sector.
The implementation of these Directives helps to open up public procurement, improve the functioning of the Internal Market and enables the EU to reap the full benefits from an enlarged Internal Market. It is aimed at increasing cross-border competition and improving prices paid by public authorities.

For instance one major reason for the introduction of rules coordinating procedures for the awarding of contracts in energy (gas, heat, electricity), transport and postal services is the variety of ways in which national authorities can influence the behaviour of these entities, including participation in their capital and representation in the entities' administrative, managerial or supervisory bodies.

In addition to the 2004 Directives, the European institutions adopted several legal acts aimed at making the directives more specific, on the following topics:

- **Application thresholds:** Commission Regulation (EC) N° 1177/2009 of 30 November 2009 amending Directives 2004/17/EC, 2004/18/EC and 2009/81/EC of the European Parliament and of the Council in relation to their application thresholds for the procedures for the award of contracts.
- **Lists of contracting entities and contracting authorities that have to apply** procurement rules Commission Decision 2008/963/EC of 9 December 2008 amending the Annexes to Directives 2004/17/EC and 2004/18/EC of the European Parliament and of the Council on public procurement procedures, as regards their lists of contracting entities and contracting authorities
- **Standard forms for the publication of notices** Commission Regulation (EC) N°1564/2005 of 7 September 2005 establishing standard forms for the publication of notices in the framework of public procurement procedures pursuant to Directives 2004/17/EC and 2004/18/EC of the European Parliament and of the Council

CURRENT EU LEGISLATION ON PUBLIC PROCUREMENT

Links and contacts

A series of exemptions were adopted taking into account national peculiarities. These exemptions may be found on *http://ec.europa.eu/internal_market/publicprocurement/legislation_en.htm*

Web page on public procurement legislation:
http://ec.europa.eu/internal_market/publicprocurement/legislation_en.htm

Contacts on Public Procurement: SIMAP Helpdesk; *simap@publications.europa.eu*

Contacts on SMEs & the Internal Market: DG Internal Market & Services, Miss Carina CARRILLO LOEDA, Unit C2 Formulation and enforcement of public procurement law II, rue de Spa 2, B-1000 Brussels, Belgium; *carina.carrillo-loeda@ec.europa.eu*

GUIDES AND CODES ON PUBLIC PROCUREMENT

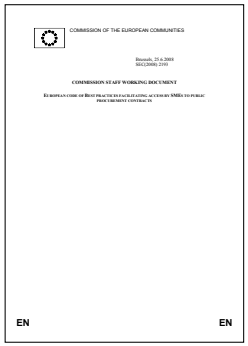
Overview

While EC public procurement law ensures the opening up of markets for all economic operators, there are some provisions which are particularly important for SMEs, as they provide solutions for problems faced by SMEs or mainly by SMEs.

The European Commission has published 6 guides and codes with the aim of presenting innovative solutions in public procurement, propose methodologies illustrated by useful experience taken from different Member States, guide the contracting authorities on how they may apply the EU legal framework in a way which enhances SMEs participation in contract award procedures, highlight a number of national rules and practices that also facilitate access to public contracts by SMEs , etc.

The 6 guides and codes on procurement

European Code of best practices facilitating access by SMEs to public procurement contracts


COMMISSION OF THE EUROPEAN COMMUNITIES

COMMISSION STAFF WORKING DOCUMENT

EN EN

The purpose of the 'European Code of Best Practices Facilitating Access by SMEs to Public Procurement Contracts' is twofold: 1) providing Member States and their contracting authorities with guidance on how they may apply the EC legal framework in a way which facilitates SMEs' participation in contract award procedures, and 2) highlighting national rules and practices that enhance SMEs' access to public contracts. These elements, gathered for the first time in a single 'Code', will be illustrated by useful experiences taken from different Member States.

This 'Code of Best Practices' takes as starting point the main difficulties actually encountered and reported by SMEs and their representatives, and draws the attention of Member States and their contracting authorities on available solutions to overcome these difficulties under the following clusters:

- Overcoming difficulties relating to the size of contracts
  - Subdividiung contracts int lots
  - Taking advantage of the possibility of economic operators to group together and rely on their combined economic and financial standing and technical ability
  - Making use of the possibility to conclude framework agreements with several economic operators and not just with a single supplier
  - Making sub-contracting opportunities more visible and ensuring equal terms for subcontractors
- Ensuring access to relevant information
  - Ensuring e-procurement
  - Developing personalised assistance
  - Giving feedback to tenderers
- Improving quality and understanding of the information provided
  - Training and guiding contracting authorities
  - Training and guiding SMEs on drawing up their tenders
- Setting well ballanced qualification levels and financial requirements
  - Keeping selection criteria proportionate

GUIDES AND CODES ON PUBLIC PROCUREMENT

The 6 guides and codes on procurement

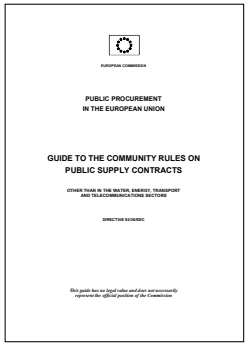
  - Taking advantage of the possibility of economic operators and groups of economic operators to test their combined economic and financial standing and technical ability
  - Requiring only proportionate financial guarantees
- Alleviating the administrative burden
- Putting emphasis on value for money rather than on price
  - Creating more scope for qualitative solutions thanks to the possibility of awarding contracts on the basis of the economically most advantageous offer
  - Providing more scope for innovative solutions thanks to the possibility of defining technical specifications in terms of performance or functional requirements
- Giving sufficient time to draw up tenders
- Ensuring on time payments

This 'Code of Best Practices' therefore helps public authorities to develop 'strategies', 'programs' or 'action plans' with the specific aim of facilitating SMEs' access to public contracts.

Guide to the Community rules on public supply contracts (other than in the water, energy, transport and telecommunication sectors)

The EC Treaty does not specifically mention public procurement.

It does, however, lay down fundamental principles which are generally applicable and which contracting authorities have to observe when awarding all contracts, including those whose value falls below the thresholds for application of the specific rules laid down in the Directive.


PUBLIC PROCUREMENT
IN THE EUROPEAN UNION

GUIDE TO THE COMMUNITY RULES ON
PUBLIC SUPPLY CONTRACTS

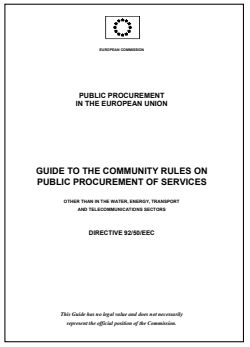
The Treaty principle governing public supply contracts is the free movement of goods and, more specifically, the ban on quantitative restrictions on imports and exports and all measures having equivalent effect.

The principle of the free movement of goods, and the consequent ban on quantitative restrictions and measures having equivalent effect, applies both to goods originating in the Community and to goods coming from non-member countries which are put into free circulation in the Member States.

This guide defines public supply contracts and provides an overview of public supply contracts covered by Directive 93/36/EEC, award procedures, common rules regarding advertising and in the technical field, participation in procedures and award of contracts, and the granting of special or exclusive rights.

Guide to the Community rules on public procurement services

This guide defines public service contracts, outlines when public service contracts fall within the Services Directive, provides an overview of contract award procedures, common rules regarding advertising and in the technical field, participation in procedures and award of contracts, the granting of special or exclusive rights, and design contests.

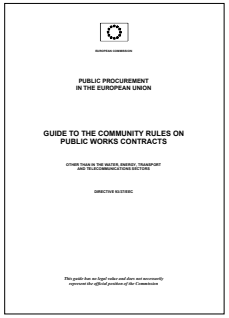

PUBLIC PROCUREMENT
IN THE EUROPEAN UNION

GUIDE TO THE COMMUNITY RULES ON
PUBLIC PROCUREMENT OF SERVICES

GUIDES AND CODES ON PUBLIC PROCUREMENT

The 6 guides and codes on procurement

Guide to the Community rules on public works contracts



This guide outlines public works contracts covered by Directive 93/37/EEC, award procedures, common rules regarding advertising, technical specification and participation, and public works concessions.

Handbook on green public procurement:



Green public procurement covers areas such as the purchase of energy-efficient computers and buildings, office equipment made of environmentally sustainable timber, recyclable paper, electric cars, environment-friendly public transport, organic food in canteens, electricity stemming from renewable energy sources, and air conditioning systems complying with state of the art environmental solutions.

This handbook is designed to help public authorities successfully launch a green purchasing policy. It explains the possibilities offered by European Community law in a practical way, and looks at simple and effective solutions that can be used in public procurement procedures. For practical reasons the handbook follows the logic and structure of a procurement procedure. It also gives many practical examples of green purchasing by public authorities across the EU.
By promoting green procurement, public authorities can provide industry with real incentives for developing green technologies.

This hand book:

- explains in specific terms how environmental considerations can be integrated into public procurement procedures;
- clarifies the legal possibilities, as introduced and/or clarified by recent public procurement directives (2004/18/EC and 2004/17/EC), of integrating environmental considerations in a tender's technical specifications, selection and award criteria and contract performance clauses;
- takes into account the most recent jurisprudence of the Court of Justice in this area;
- includes specific examples of environmental tendering by local authorities in Europe;
- is of particular use to local authorities, which may lack good legal and environmental advice.

Guide on dealing with innovative solutions in public procurement: 10 elements of good practice:



This guide focuses on public procurement as part of a broader innovation strategy and explains how public procurement can motivate innovation.

This guide provides supportive elements for decision-makers who want to develop and implement a public procurement policy that promotes innovation. It builds upon specific examples that have been identified by practitioners and widely discussed with public and private experts.

GUIDES AND CODES ON PUBLIC PROCUREMENT

The 6 guides and codes on procurement

It identifies 10 practical steps and solutions to fully exploit the possibilities of public procurement:

1. Act as an intelligent customer
What to do:
- Inform the market of your plans as early as possible;
- Create a professional public procurement function capable of handling innovation.

2. Consult the market before tendering
What to do:
- Identify innovative solutions on the market;
- Inform market players of your needs and discuss ways of meeting them.

3. Involve key stakeholders throughout the process
What to do:
- Identify key internal stakeholders;
- Secure their involvement and participation.

4. Let the market propose innovative solutions
What to do
- Give companies room to propose ideas and be open for alternatives;
- Ask for a solution, do not prescribe it.

5. Seek value for money, not just the lowest price
What to do
- Decide which cost and quality aspects to take into account;
- Decide on criteria to reflect these aspects.

6. Take advantage of electronic means
What to do
- Use electronic means to inform and be informed and enhance efficiency;
- Ensure the electronic means you use are well-adapted to your needs.

7. Decide how to manage risks
What to do:
- Identify and plan for risks;
- Designate the risk owner.

8. Use contractual arrangements to encourage innovation
What to do:
- Include in the contract incentives for further innovative solutions;
- Establish a policy on how to handle intellectual property rights.

9. Develop an implementation plan
What to do:
- Provide for an implementation structure and resources;
- Monitor and learn from implementation.

10. Learn for the future
What to do:
- Become a learning organization on innovation;
- Establish evaluation and review procedures to improve knowledge of innovation in procurement procedure.

GUIDES AND CODES ON PUBLIC PROCUREMENT

The 6 guides and codes on procurement

Guides and surveys to be published in 2010

- Update study on SMEs access to public procurement: "SME's access to public procurement markets in the EU".
- 2010 Innobarometer: surveying approximately 5000 businesses active or not in public procurement.
- Guide on inclusion of social aspects in public procurement: "Commission Staff working document buying social: a guide to taking account of social considerations in public procurement".
- Studies evaluating the 2004 Directives:
  - study on the cost-effectiveness of the principal procedures foreseen in EU procurement legislation;
  - study on how public procurement expenditure has been used to support the achievement of other policy objectives (noticeably, promotion of environmentally sustainable solutions, support for innovation and/or R&D);
  - study on crossboarder markets.
- European research and innovation Plan (Autumn 2010) addressing innovative public procurement (e.g financing innovative public procurement schemes, establishing innovative public procurement targets etc.).

Links and contacts

The three Guides to the Community rules:
http://ec.europa.eu/internal_market/publicprocurement/guidelines_en.htm

European Code of Best Practices:
http://ec.europa.eu/internal_market/publicprocurement/docs/sme_code_of_best_practices_en.pdf

Guide on innovative solutions:
http://ec.europa.eu/internal_market/publicprocurement/key-docs_en.htm

Handbook on green public procurement:
http://ec.europa.eu/environment/gpp/guideline_en.htm

Company survey: 2009 Innobarometer
http://www.proinno-europe.eu/node/19138

Contacts:
Green procurement: Mr Pavel Misiga; European Commission, Directorate General Environment, unit G1 Environment and Industry, *pavel.misiga@ec.europa.eu*
Guide on innovative solutions: Mr Bertrand Wert, European Commission, Directorate general Enterprise and Industry, unit D1 Innovation policy development, *bertrand.wert@ec.europa.eu*
European Code of Best Practices: Mr. Simeon Chenev, European Commission, Directorate general Enterprise and Industry, unit E4 SME Policy Development, *simeon.chenev@ec.europa.eu*
Guides on Community rules: Mr Bertrand Wert, European Commission, Directorate general Enterprise and Industry, unit D1 Innovation policy development, *bertrand.wert@ec.europa.eu*

EU-E-PROCUREMENT

Overview

Modernising and opening up procurement markets across borders – also through the expansion of electronic procurement – is crucial to Europe's competitiveness and for creating new opportunities for EU businesses. Using information technology appropriately can contribute to reducing costs, improving efficiency and removing barriers to trade, which will ultimately result in savings for taxpayers. E-procurement may be particularly helpful to SMEs by enabling cheap and quick communication, e.g. downloading the contract documents and any supplementary documents without incurring copying or mailing costs.

In order to boost the development and use of electronic procurement in the Member States and at the European level, the EU undertook several steps:

The adoption in March 2004, of a legislative package into which a legal framework aimed at boosting the development and use of electronic procurement is provided. The Commission has issued an Action Plan in order to help Member States implement the Directives correctly, so as to release the full potential of electronic public procurement.

The adoption of an interpretative document and a list of functional requirements, to ensure e-procurement systems in all Member States comply with the same basic legal and technical rules and are compatible with each other. Member States were invited to set up comprehensive national plans for the rapid adoption of the Directives and a tailored transition to e-procurement, including measurable performance targets.

The development of a new generation of online standard forms for the publication of notices and an improved product classification (CPV) compatible with e-procurement. The development of interoperable technical standards, such as for advanced electronic signatures, will be promoted.

The adoption of specific measures to make life easier for suppliers, for example by agreeing on electronic certificates that every public purchaser usually requires and on standards for electronic catalogues.

The Commission supported several related initiatives via the IDABC program, dealing with e-Signature, e-Invoicing, e-Ordering , eCatalogue.

Moreover, the Commission established two e-procurement portals in order to support and strengthen the processes of e-procurement: TED and SIMAP. These websites provide quick and structured information to companies on such things as potential business opportunities and specific calls for tenders, as well as more general information on the buyer and the context of public procurement. They ensure good, uniform information provision to all interested parties.



EU-E-PROCUREMENT

Overview

- The Tenders Electronic Daily- Internet site (TED) provides interested users with access to all public tenders that have to be published EU-wide. Suppliers can search and bid for any government opportunity which is advertised through the portal. Public sector buyers have the opportunity to seek market information in order to plan their procurement. The portal includes tenders at all government levels throughout the EU. (See: *http://ted.europa.eu.*)

- The SIMAP site provides background information, links and automatic exchange tools to public purchasers and businesses interested in public procurement opportunities in the European Union. It gives public buyers the online standard forms needed to advertise their tenders and electronic notification tools to submit them to the EU Publications Office for publication on TED. Suppliers can find background information on European public procurement policy and legislation and links to other sites with information about procurement opportunities across the European Union. (See: *http://simap.eu.int/.*)

- To be noted: TED services are currently developing a specific datatbase for SMEs

Links and contacts

– Action plan for the implementation of the legal framework for electronic public procurement
– Functional requirements for e-procurement
– Standard forms for the publication of procurement notices
– Common Procurement vocabulary
http://ec.europa.eu/internal_market/publicprocurement/e-procurement_en.htm

Information system for European public procurement (SIMAP)
http://simap.europa.eu/index_en.htm

Tenders Electronic Tool (TED)
http://ted.europa.eu/TED/main/HomePage.do

Contacts:
E-procurement : Mr Simeon Chenev, European Commission, Directorate general Enterprise and Industry, unit E4 SME Policy Development, *simeon.chenev@ec.europa.eu;*

ENTERPRISE EUROPE NETWORK (EEN)

Overview

Launched in 2008, the EEN offers support and advice to businesses across Europe and helps them make the most of the opportunities in the European Union. Its services are specifically designed for SMEs but are also available to all businesses, research centres and universities across Europe. It provides information on EU legislation, helps find business partners, offers possibilities to participate in innovation networks and provides information on funding opportunities

The objectives of the EENs:

- Development of internationally competitive companies;
- Stimulation of innovation;
- Promotion of EU policies and programs and connecting companies, in particular SMEs to EU policy making;
- Building and promotion of an integrated network of excellence.

Being a member of the EEN network:

- Brings funding opportunities;
- Gives access to internal calls for proposals;
- Gives access to partnering services (commercial, technological, research projects);
- Stimulates the capacity to innovate (innovation support services);
- Facilitates the search for partners willing to take part in EU proposals (partnership tools);
- Gives access to basic information on legislation and how to access tenders;
- Brings individualised assistance for offers;
- Gives access to training and seminars.

Type of actions that are funded jointly
Among their wide range of actions, the EEN program covers all the activities aimed at promoting SMEs access to International Public Procurement (training, information, coaching, international support, and so on). The costs related to these actions are eligible for EEN Grants.

It's worth mentioning that most of the Business Support Organisations that provide International Public Procurement Services to their SMEs are members of the Enterprise Europe Network. As a matter of fact, if these IPP activities are included in the partner work plan, EEN grant funds up to 60% of the total expenditure, including direct (staff, travels, subcontracting) and indirect costs.
For instance, Hungarian Investment and Trade Development Agency, ITD-HU, thanks to EEN funding, offers its "Tender Support System" free of charge for the companies (see Good Practices below).
Auftragsberatungszentrum Bayern e.V.(ABZ), partner of the consortium Bavaria2Europe, that provides tender alert services and tailor-made advice to SMEs on how to prepare their bids to public tenders. ABZ also advise public buyers, in particular to keep the SMEs specificity in mind in their public procurement.

ENTERPRISE EUROPE NETWORK (EEN)

Overview

Moreover, the Executive Agency for Competitiveness and Innovation (EACI) implements **several specific initiatives on public procurement:**

- Training, information sessions and workshops, such as:
  - Training workshops for newcomer staff on public procurement
  - Info Day on innovation support services
  - Decentralised training session for EEN staff
- Working Group on Public Procurement. This working group was set up in May 2010 for a period of 10 months. It will define practical tools to develop skills, knowledge, methodologies and communication for Network Partners in order to:
  - Improve their services to SMEs in the field of public procurement in the EU;
  - Facilitate the procurement of innovative solutions, products and services.

Deliverables expected

1. A Guide on SMEs' access to Public Procurement (supply side)
2. Sectorial Lead Market Initiative Guides on Public Procurement for buying innovation: 'WHAT and HOW to buy?' (demand side)
3. Developing synergies with Lead Market Initiative Public Procurement Networks

- Specific Action opened to EEN consortia on SME access to public procurement, with the idea of:
  - actions to help SMEs compensating the lack of technical capacities to participate in public procurement procedures
  - actions promoting SME-friendly procurement techniques, in particular innovative public procurement solutions to public authorities/ buyers
  - actions to establish synergies with the three existing Lead Market Initiative Public Procurement Networks (SCI-Network, LCB-Healthcare, ENPROTEX, see below)

SMEs or business support organizations wishing to take part in these actions or future ones need to get in touch with their regional EEN.

Beneficiaries

EEN networks are ongoing until 2013. A new call for EEN memberships may be launched matching the 2014-2020 programming period.
Current EENs are led by business support organisations such as Chambers of Commerce, regional trade, promotion and innovation entities, etc.

Links and contacts

Website:
http://www.enterprise-europe-network.ec.europa.eu/index_en.htm

Daniel Gassmann, Head of Sector, Business Services, Executive Agency for Competitiveness and Innovation (EACI), *Daniel.gassmann@ec.europa.eu*
Pascale Gaucher, EACI, *pascale.gaucher@ec.europa.eu*
Erwan Le Guen, EACI, *erwan.le-guen@ec.europa.eu*

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF) AND COHESION FUND

Overview

According to the priorities of the Lisbon Strategy 2007-2013, "Convergence" and "Competitiveness Innovation and Employment" Programs 2007-2013 must reserve funding capacities to Regional Economic Development.

As a result 75% of the funds of the "Competitiveness, Innovation and Employment" and 60% of the "Convergence" programs have to target ("earmark") innovation and competitiveness measures for instance aiming at:

- Stimulating innovation and enterprise spirit
- Creating high level support services for enterprises and groups of enterprises

Outcome: Action Plans to steer mainstream program investment, e.g. Convergence and Competitiveness Programs.

Public procurement projects funded jointly by ERDF: a way forward?

Business support agencies may contact the ERDF / Cohesion Fund Managing authority to see whether the measures in place allow the launch of local projects on (e.g.):

- Identification of good practices on innovative public procurement;
- Surveys on how to overcome the lack of market-pull strength for SMEs;
- Experimental Actions to develop the innovation potential of the region;
- Assessment of research and development needs of companies engaged in public service, of municipalities and of organizations;
- Actions plans to help businesses, primarily SMEs, to bring innovative products and services to the market more quickly;
- Innovation Platforms and Evaluation Committees to identify gaps between procurer needs and the state of industrial R&D;
- Development of models of Integration of pre-commercial public procurement practise in the Operational Programs.

Outputs from these projects may convince the managing authorities to introduce specific measures on SMEs access to public procurement in the Operational Programs 2014-2020.

Type of actions that are funded jointly

Investment, Surveys, Exchange of good practices, Action plans, and so on.

Joint funding rate is up to 50% in the areas of "competitiveness, innovation, and employment" and 75% or 85% in the area of "Convergence" .

Beneficiaries

Local authorities, Business support organizations, Enterprises, Federations, NGOs, Universities,etc.

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF) AND COHESION FUND

Links and contacts

Depending on the Member State, links and contacts are regional (regional Managing authority) or national (ministerial level). The best way to find links and contacts is to type the name of your region followed by ERDF 2007-2013 on google.
Complementary information is available on the European Commission website „Regional Policy – Inforegio": *http://ec.europa.eu/regional_policy/index_en.htm*

INTERREG IVC

Overview

The Interregional Cooperation Program enables cooperation between regional and local authorities from different countries in the EU27, Norway and Switzerland. This takes the form of projects in which these authorities exchange and transfer their experiences and jointly develop approaches and instruments that improve the effectiveness of regional development policies and contribute to economic modernisation. In line with the Community Strategic Guidelines for Cohesion Policy 2007-2013, the program aims to contribute to the Union's strategy for growth and jobs. As such, it is an important instrument for the implementation of the EU initiative Regions for Economic Change (RFEC). RFEC is designed to support regional and urban networks discovering best practice in economic modernisation, particularly those contributing to the Union's growth and jobs agenda, and to spread this best practice to all regions in order to help stimulate their sustainable growth and reduce economic disparities.

Networks on public procurement

INTERREG IVC offers opportunities for regional public authorities to submit proposals to establish networks on pre-commercial procurement. More specifically pre-commercial procurement was included for the first time as one of the topics for networking proposals under the theme 2.2 "bringing innovative ideas to the market more quickly" of the Region For Economic Change (RFEC), a call that closed at the end of January 2009. Several projects on public procurement are receiving/have received an Interreg IVC grant (see below).

Type of actions that are funded jointly

Two types of actions may have joint funding, depending on the priorities of the call for proposals:

- Regional Initiative Projects initiated by regional actors aiming to exchange experience in a specific policy field (such as PP) in order to identify good practice and to develop new tools and approaches for implementation.
- Capitalisation, including Fast Track projects in order to ensure that good practice identified, for instance, by the regional initiative projects, finds its way into the Convergence, Regional Competitiveness and Employment and European Territorial Cooperation programs.

Joint funding rate is either 75% or 85% of the eligible expenses depending on the Member State (50% for Norway).

INTERREG IVC

Beneficiaries

INTERREG IVC covers the 27 Member States of the EU. In addition, Norway and Switzerland are full members of the Program and organisations from these countries can participate.

Only public authorities and bodies governed by public law are eligible.

Partnerships must meet three requirements (2010 data):

- a minimum of 6 and a maximum of 10 countries are represented in the partnership,
- at least one partner from each of the four Information Point areas are represented
- at least two of the twelve most recent EU Member States are represented in the partnership (i.e. Bulgaria, Czech Republic, Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Slovenia).

Links and contacts

Website: *www.interreg4c.eu*
INTERREG IVC Managing authority, Les Arcuriales, Entrée D, 5e étage, 45 rue de Tournai, 59000 LILLE, France ; Tel : +33 328 144 100 ; F ax: +33 328 144 109

ICT-FP7 CAPACITIES – PRE COMMERCIAL PROCUREMENT (PCP)

Overview



Pilot projects establishing Pre-commercial procurement (PCP). PCP enables public authorities to challenge industry to develop solutions for public sector problems that are technologically demanding and for which either no commercially stable solution exists on the market, or existing solutions exhibit shortcomings which require new R&D.

Local and regional authorities are operating several public services that are key to Europe's citizens where the PCP concept could be applied such as fire brigade equipment, local transport services, health care/hospital services etc. By triggering the development of breakthrough solutions ahead of the rest of the market, public authorities can, through their role of demanding first buyer, create opportunities for companies in Europe to take international leadership in new markets.

In 2008 the Commission launched the first calls for proposals to encourage awareness raising and experience sharing in Europe on pre-commercial procurement, as well as networking among public procurers across Europe that want to prepare themselves for joint pre-commercial procurement projects.

In September / October 2010 Directorate General Information Society and Media may launch a new call for proposals.

Type of actions that are funded jointly

- Actions where groups of public authorities progress from - to
- Awareness raising and exchange of experiences
- Definition and preparation of joint PCP activities
- Implementation of joint activities including financing of joint PCP call for tender
- Two types of calls for PCP Actions
- calls open for any domain of public sector needs
  - proposals can address e.g. ICT for security, e-government, transport, energy
- calls focusing on specific areas of public interest
  - such as in ICT for health, ICT for ageing, photonics
- Budget (indicative): 14Mio total (+/- 3Mio per area)

Beneficiaries

- Minimum number of participants
- 3 independent public purchasers from 3 different Member States / Associated States
- Eligible public authorities
- Public purchasers, planning to integrate PCP into their activities
- Public authorities (e.g. managing R&D&I program) planning to provide incentives to public purchasers to undertake PCP
- In addition: other stakeholders, if well justified

ICT-FP7 CAPACITIES – PRE COMMERCIAL PROCUREMENT (PCP)

Links and contacts

Pre-commercial procurement web page :
http://cordis.europa.eu/fp7/ict/pcp/home_en.html

Contact: Mrs Lieve BOS, European Commission, Directorate General Information Society and Media DG, Unit C2 "Strategy for ICT Research and Innovation", BE-1049 Brussels; *lieve.bos@ec.europa.eu*

CIP- LEAD MARKET INITIATIVE NETWORKS

Overview

In 2006 the Communication of the Commission "Putting knowledge into practice: A broad-based innovation strategy for the EU" introduced a strategy to facilitate the creation and marketing of new innovative products and services in promising areas – the "lead markets". The idea was to identify areas where the removal of barriers would essentially contribute to the competitive process and lead to the emergence of new markets and of solutions that would provide answers to citizens concerns. These, in particular, are areas where public authorities (the "demand-side") play a critical role In eliminating existing barriers to market take-up of new products.

The lead market initiative focuses on 6 key innovative sectors of high societal and economic value: sustainable construction, technical textiles for intelligent personal, protective clothing and equipment, biobased products, recycling, ehealth, and renewable energy.

Public procurement as a "lead market" for the future

The actions for the 6 lead markets are grouped in 4 policy measures:

- Public procurement
- Legislation
- Standardization, labelling and certification
- Sharing knowledge and funding opportunities

Public procurement: networks of public procurers whose actions aim at increasing skills and exchanging good practices. 3 networks of public procurers are currently being funded (see below)

Type of actions that are funded jointly

A call to select the next generation of public procurement networks is due to be published during the summer 2011.

Please note: Publication on May 31st 2010 of the call for tender "The preparation of a feasibility study on future EU support to public procurement of innovative solutions" *http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=4318&tpa_id=135&lang=en*. Deadline July 23rd 2010.

Beneficiaries

The lead market initiative brings together Member States, companies, NGOs, public organisations, other stakeholders, and the European Commission. Lead market's Public procurement cooperation targets more specifically public buyers, industry specialists, procurement experts.

Links and contacts

Webpage:
http://ec.europa.eu/enterprise/policies/innovation/policy

Contact:
Bertrand Wert, European Commission, Directorate General Enterprise and Industry, Unit D 1 Innovation Policy Development; *bertrand.wert@ec.europa.eu*

CIP - PRO INNO EUROPE

Overview

PRO INNO Europe® is an initiative of Directorate General Enterprise and Industry which aims to become the focal point for innovation policy analysis and policy cooperation in Europe, with a view to learning from the best and contributing to the development of new and better innovation policies in Europe. The ultimate aim is to help European enterprises innovate better and faster and to optimise and leverage complementarities between the various innovation support measures that exist throughout Europe (be it at regional, national or Community level). To achieve this, PRO INNO Europe® gives a prominent role to national and regional innovation policy and innovation support actors.

PRO INNO Europe® comprises 5 building blocks that provide an integrated policy approach to develop new and better innovation policies:

Policy analysis:
1. Benchmarking of innovation performance (INNO-Metrics)
2. Analysing of major innovation trends (INNO-Policy Trendchart)
3. Pooling of world-wide knowledge and contacts with regard to innovation policy and business innovation and facilitating a dialogue between public authorities, industry and academia on innovation policy (INNO-GRIPS)

Policy cooperation:
4. Stimulating transnational innovation policy cooperation (INNO-Nets)
5. Providing incentives for joint innovation actions (INNO-Actions)

Together they provide analysis, benchmarking and development tools and activities to enhance the performance of innovation policy and support measures and to further cooperation between innovation policy makers across Europe.

European task force on innovation procurement

In May 2010, the INNO-Partnering Forum (launched under the INNO Nets' pillar) initiated a task force on the potential of an EU Small Business Innovation Research Program where the collaboration of Innovation agencies on Innovation procurement through SBIR initiatives will be addressed. The task force is headed by the Technology Strategy Board (*david.golding@tsb.gov.uk; http://www.proinno-europe.eu/partnering-forum/project-overview*). Activities will encompass peer-reviewing and the transfer of existing agency support measures and may develop into detailed cooperation between agencies to design new program targeting innovative SMEs.

Type of actions that are funded jointly

Innovation agencies willing to participate in the INNO partnering Forum may express their interest before the 11th of June 2010 using the form *http://www.proinno-europe.eu/partnering-forum*

No call for proposal for new PRO-Inno actions or networks is foreseen. However, innovation agencies willing to join current networks may send their membership(s) request to *http://www.proinno-europe.eu/og*

Beneficiaries

Innovation agencies, employees organisations/trade unions, chambers of commerce, employers federations, universities, public bodies, etc.

CIP - PRO INNO EUROPE

Links and contacts

Website: *http://www.proinno-europe.eu/*

Contact: Christophe Guichard, Directorate General Enterprise and Industry, Unit D2 Support for Innovation, *christophe.guichard@ec.europa.eu*

SOME PUPLIC PROCUREMENT NETWORKS / PROJECTS WHICH RECEIVE EU FUNDINGS

PPN-LMI networks (Competitiveness & Innovation Program):

- SCI-Network: Sustainable Construction & Innovation through Procurement will help public authorities exploit and drive sustainable innovations in public construction and regeneration projects across Europe by bringing a large group of public authorities together with other key stakeholders in the construction sector with the aim of helping combat the cross-border fragmentation of the sector. Specific working groups focus on 3 topics: renovation of existing building stock, innovative building materials, and the use of life-cycle analysis (LCA) and life-cycle costing (LCC). Contact: *simon.clement@iclei.org*

- LCB Healthcare: Low Carbon Building (LCB) - Healthcare network seeks to stimulate innovative low-carbon building solutions for the healthcare sector. A platform for a network of public procurement stakeholders that wish to be proactive in stimulating innovative low-carbon building solutions for the healthcare sector will be created. Demonstration pilots will be carried out in all consortium countries aiming at collating, testing and developing further the tools created and enabling the spread of best practices. Contact: *gaynor.whyles@jeraconsulting.com* & *david.williams3@bis.gsi.gov.uk*

- ENPROTEX: European Network of Protective Textile seeks to spark innovation through public procurement to meet future needs of fire services using a number of methodologies including: establishing and sustaining a specialised platform of European Network of Public Procurement Organisations; developing cooperation among public procurers; providing an interface with both end-users and manufacturers. In particular, the project will aim to provide industry with forward commitments for the procurement of protective textiles products, so as to encourage innovation in the sector. Contact: *joshua.osifeso@firebuy.gov.uk*

Pre Commercial Procurement (PCP) networks (Competitiveness & Innovation Program):

- PRECO – Enhancing innovation in pre-commercial public purchasing processes: the public sector in Europe is facing immense pressures for change. Local authorities play a key role in implementing public procurement policy and legal framework. A city or a region may therefore become an important test market in implementing new and innovative products and technologies. In this context, there is an urgent call for action. The overall objective of PreCo is to support public authorities in undertaking pre-commercial procurement (PCP) actions which stimulate innovation by engaging the suppliers in the market as well as the end-users (Living Labs). For this purpose, PreCo brings together a thematic network for the development and adaptation of European wide models, frameworks and policy recommendations in the domains of eHealth and eEnergy. Contact: *suvi.kemppainen@culminatum.fi*

- P3ITS – Pre-commercial procurement for ITS (Intelligent Transport Systems) innovation and deployment: With cooperative ITS systems, drivers' vehicles will "talk" directly with the traffic management system. Speed limit and other road sign information, weather alerts, warnings of approaching emergency vehicles and other urgent messages, will be sent wirelessly to an in-vehicle display. Moreover, the timely availability and deployment of these services depends greatly on the Public Authorities in the establishment of national cooperative infrastructure (road side systems). In the context of P3ITS how the existing but underutilised opportunity of pre-commercial procurement can stimulate innovation and help advance towards market conditions for large scale introduction of cooperative ITS services will be investigated specifically. Contact: *r.lindholm@mail.ertico.com*

SOME PUPLIC PROCUREMENT NETWORKS / PROJECTS WHICH RECEIVE EU FUNDINGS

Intelligent Energy Europe (Competitiveness & Innovation Program):

- APOLLON: Contact: *alvaro.oliveira@alfamicro.pt*

- BUY SMART - Green Procurement for Smart Purchasing: will promote, implement and further develop the instrument of green procurement (procurement of energy efficient products) in private and public institutions. By collaborating with professional platforms who already offer electronic procurement to a large number of customers, Buy Smart will for the first time carry out 'green e-procurement', thus reaching the target group at the right time and place, offered through a provider they already trust. The target group of private purchasers will be accessed better by involving professional trade associations,. With extensive training offers, capacity building will be enhanced. Policy recommendations will finally be developed and channelled into the discussions to strengthen green procurement in the revision of the NEEAPs (national energy efficiency action plans) in 2011. Contact: *v.huebner@berliner-e-agentur.de*

- PRO-EE - Public Procurement boosts Energy Efficiency: wants to bring together public authorities in 6 European countries to boost energy efficiency in selected product groups. Large-scale joint procurement is to bring together the purchasing power of public authorities with the aim to accelerating market penetration of products fulfilling ambitious energy efficiency criteria. The selected product groups are: office equipment; street lights. Pro-EE unites market actors in 6 European countries. If you represent a public authority in Austria, Italy, Germany, Portugal, Greece and Spain and want to reduce your energy consumption and costs, you are invited to participate and benefit in the joint procurement of the selected products. Contact: *a.kress@klimabuendnis.org*

- SAVE ENERGY: aims to transform the energy consumption behaviour of public building users – focusing on civil servants, citizens and policy makers – by applying existing ICT-based solutions, specifically energy management systems and a serious game that will provide real-time information about consumption in a user friendly way. Thereby empowering citizens to take decisions that lead to energy savings. The project is supported by the "ICT for Sustainable growth" Unit with funds from ICT – PSP part of the Competitiveness and Innovation Program. Contact: *alvaro.oliveira@alfamicro.pt*

- SMART-SPP: Innovation through sustainable procurement - is assessing different approaches to encouraging innovation through the pre-procurement phase particularly through more effective early dialogue with the market. Seven public authorities will be piloting different procedures in procuring highly energy-efficient products. A tool to assess both life-cycle costs and CO2 emissions of offers during the procurement process is also being *developed. philipp.tepper@iclei.org*

Interreg IVC (Structural Funds):

- MKW: Making Knowledge Work (MKW) is a capitalisation project the consortium of which consists in 14 partners aiming to improve the regional innovation capacity of the 12 participating regions. Its objective is to transfer and mainstream good practices in order to improve the innovation capacity of regions, by bridging gaps within the innovation chain. It focuses on the link between RTD and the final stage of innovation: mainstreaming activities, policies and measures that

SOME PUPLIC PROCUREMENT NETWORKS / PROJECTS WHICH RECEIVE EU FUNDINGS

Interreg IVC (Structural Funds):

stimulate the commercial take up of innovative ideas and knowledge. It applies a combined micro and meso-level approach as it addresses micro-level projects as well as necessary additional structures, platforms and mechanisms to make these good practices on knowledge valorisation fit into the specific regional ecosystems. MKW mainstreams good practices, like: activities that pick up and value unused ideas and patents from universities or larger companies; good practices that put researchers in contact with potential launching customers; public authorities stimulating innovation; improving the availability and entrance to seed capital; strategies to address intellectual property and patents. Contact: *t.vanlier@brainportdevelopment.nl*

- EUROPROC: EuroPROC is a project that tackles the access of SMEs to public procurement markets. It aims to consolidate public procurement as a key element of the SMEs business strategy by adapting and improving the services offered to their support. An increased participation of SMEs in public procurement will allow for the unlocking of their growth and innovation potential with a positive impact on the European economy. EuroPROC is coordinated by ACC1Ó, the Catalan Agency for Competitiveness, and brings together 11 trade promotion and regional development agencies from 10 European Member States. One of the main outputs of the project is a Guide of Best Practices on services to SMEs on Public Procurement provided by European national and regional agencies. Contact: *isidresala@acc10.cat*

Other European/National/Regional projects existing or in development:

- Innovation-friendly procurement processes (Baltic Metropolis Innovation Strategy project BaltMet-Network) Contact: *anna.kivilehto@euhel.be*

DG OIB (EC):

- Project "Urbain-Loi" streets: How to build or renovate large office buildings (more than 50.000m²) to achieve a high environmental standard and particularly energy efficiency (if not passive)? What are the success factors for this kind of project? We obviously think of the project "Urbain-Loi" streets? What are the latest technological innovations which could support such a project? How to integrate a Life Cycle Cost methodology, for these type of large projects, in a realistic and reasonable manner? Contact: *lubomir.popov@ec.europa.eu*

Enterprise Europe Network (EEN):

Numerous projects are developed with the help of the EENs. See *www.enterprise-europe-network.ec.europa.eu* for more information.

KEY DOCUMENTS

Current Directives (Legislative Package)

- Directive 2004/17/EC of the European Parliament and of the Council of 31 March 2004 coordinating the procurement procedures of entities operating in the water, energy, transport and postal services sectors (30.04.2004)

- Directive 2004/18/EC of the European Parliament and of the Council of 31 March 2004 on the coordination of procedures for the award of public works contracts, public supply contracts and public service contracts (30.04.2004)

Implementation of the current Directives (Legislative package) / Legal Acts

- Commission Regulation (EC) N°1177/2009 of 30 November 2009 amending Directives 2004/17/EC, 2004/18/EC and 2009/81/EC of the European Parliament and of the Council in respect of their application thresholds for the procedures for the award of contracts

- Commission Decision 2008/963/EC of 9 December 2008 amending the Annexes to Directives 2004/17/EC and 2004/18/EC of the European Parliament and of the Council on public procurement procedures, as regards their lists of contracting entities and contracting authorities

- Commission Regulation (EC) N°1564/2005 of 7 September 2005 establishing standard forms for the publication of notices in the framework of public procurement procedures pursuant to Directives 2004/17/EC and 2004/18/EC of the European Parliament and of the Council

- Commission Directive 2005/51/EC of 7 September 2005 amending Annex XX to Directive 2004/17/EC and Annex VIII to Directive 2004/18/EC of the European Parliament and the Council on public procurement

Standard Forms and CPV regulations

- Commission Regulation (EC) No 2151/2003 of 16 December 2003 amending Regulation (EC) No 2195/2002 of the European Parliament and of the Council on the Common Procurement Vocabulary (CPV)

- Commission Directive 2001/78/EC of 13 September 2001 on the use of standard forms in the publication of public contract notices

Other

- Compendium of best practices facilitating access by SMEs to public procurement contracts

- Guide to the Community rules on public supply contracts

- Guide to the Community rules on public procurement of services

- Guide to the Community rules on public works contracts

euroPROC

GOOD PRACTICES

back to summary

IPP VIRTUAL COMUNITY IN ANELLA - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES

Description: The international public procurement community in Anella, called "Anella CPI", is a virtual meeting place for networking and the exchange of experiences between companies, institutions and consultants interested in the international public procurement market *http://www.anella.cat/web/cpi/1*

"Anella CPI" provides access to the following information:

- Selected business opportunities from international organisations
- Training materials and guides on public procurement procedures and legislation
- Main sources of information of tenders (Dg market, Devex, Devbusiness, other webs)
- Latest news about international organisations strategies
- Articles from consultants and experts in public procurement
- Interviews with companies and successful business cases
- Job opportunities with international organisations
- Area of networking and exchange of experiences among its members

Monthly Newsletter: since February 2010 a monthly newsletter is sent to all companies registered in "Anella CPI".

The newsletter has the following structure:

- 1 business case or interview with a company o an expert in public procurement
- 1 informative article about public procurement
- Selected business opportunities (2 or 4)
- Latest news on international organisations and their strategies (2 or 4)
- Agenda of events/activities (training, commercial missions, seminars, etc.)

The platform was created between June and September 2008. The access to companies was given in January 2009.

IPP VIRTUAL COMUNITY IN ANELLA - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES	**Objectives**: • Facilitate SMEs access to information on business opportunities financed by multilateral organisations and help them to be constantly updated on the current trends on the public procurement market. • Promote the networking and exchange of experiences between Catalan companies interested in public procurement.
RESULTS OF THE ORGANISATION	In one year and a half more than 290 Catalan companies have registered in "Anella CPI". A workshop for members of the community was organised in October 2009. More than 30 companies attended.
METHODOLOGY	**Stages** 1. Creation of the internet platform. In our case the platform (*www.anella.cat*) already existed. What we did was to build a special section on public procurement. ACC1Ó's IT department was involved. 2. Creation of structure and introduction of contents. In our case we hired an external consultant specialised in public procurement to help with the structure and the introduction of contents to the site. ACC1Ó's team working for ACC1Ó's public procurement service was also involved. 3. Once the platform was created and contents introduced we needed to promote the platform among companies. Promotion was made by sending an information mailing to our database of companies and also explaining about "Anella CPI" in the seminars and the workshops organised by us. A special workshop to inaugurate the platform was made at the end of January 2009. 4. Update the information and contents. At least once a week new and updated information is introduced in the site. There is a person in ACC1Ó in charge of doing this. The public procurement team of ACC1Ó also collaborates with the research of new contents for the site. Any person registered in the community can publish articles or send information related to public procurement to be published. 5. Once a month, there is a need to hold an internal meeting in order to decide upon the contents of the monthly newsletter.

IPP VIRTUAL COMUNITY IN ANELLA - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

METHODOLOGY

External tools and Budget

- **Outcomes - External tools cost:**
  The external costs that we experienced during the first year were quite high. We needed to hire an external expert for the creation of the platform and the introduction of the contents. A couple of members of staff in ACC1Ó were also involved. Of course, this can all be done by internal staff if the organisation has people available to do this job. At least one technician and one expert in public procurement are needed in the first phase of construction of the platform.

  Once the platform is built the cost of maintenance is low. The cost depends on the website that is used and if there is a need to pay a yearly fee. Anyway, the research and update of information and the introduction of contents needs to be done by internal or external staff.

- **Incomes**
  The registration in the "Anella CPI" and the subscription to the newsletter is free.

Staff and time needed

- Research of contents, introduction in the site and elaboration of monthly newsletter 1 person part-time (around 1h to 2h per day). This person should have a basic knowledge of public procurement and IT skills
- Research of contents. Weakly collaboration of ACC1Ó's International Public Procurement Team (Head office in Barcelona, Delegation to EU and Multilateral Organisation Affairs in Washington DC). Dedication: 2h to 5h per week among 6 people

NOTE

The initial cost and time for the creation of the platform, the structure and the introduction of contents is quite intensive at the beginning.
It is important that the structure is clear and the information is easy to find for the companies.
The information should be updated at least once a week.
Companies could think about getting money by financing some of the costs by advertisements of companies on the site.

IPP VIRTUAL COMUNITY IN ANELLA - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

CONTACT ACC1Ó	**Ms. Anna Domingo, Project Manager for International Public Procurement *annadomingo@acc10.cat***
SUCCESS STORY	**What have been the results for your company?** The Anella service has helped us to consolidate the position of our company at an international level and to confirm the regional areas where there is a real demand or possibilities for developing projects. **How did this service help your company to achieve this result?** The Anella allows to access different services: - Creation of synergy among companies in our fields. - Gathering of information - Business opportunities - Interaction between public decision-makers and private companies. **How would you improve this service?** The general classification of activities is too focused on industrial areas and is not very well adapted for consultants. It could be improved by the development of a service for the monitoring of opportunities. The access service of international tenders does not permit the downloading of the full-text of tenders. The improvement of the current service could facilitate the participation of companies (which is an objective of the Anella - to encourage enterprises to participate in public procurements). **Albea Transenergy S.L.** **Ms. Marie Luce Saillard**

DIAGNOSTIC BY ERAI (RHÔNE-ALPES) – FRANCE – *www.erai.org*

DESCRIPTION & OBJECTIVES	**Description:** • Validation of the capabilities of the company to handle public procurement projects (does it have enough financial and human resources etc). • Validation of the existence of a market and business opportunities by searching already existing tenders matching the company's particular products or services. • Setting up of an appropriate methodology for prospecting as well as identification of other services that can be proposed to the company. **Objectives:** The prime objective of this tool is to carry out a close study of the company's potential in international public procurement, funded by development aid.
RESULTS OF THE ORGANISATION	ERAI conducted 64 diagnostics in 2008
METHODOLOGY	**Stages** • **A phone conversation or a meeting with the company** - Presentation of the company's activity, its products or services, its clients (public or private etc. - Information on the turnover and export turnover, on the staff and its language skills, on the company's experience in public tenders (national or international), its export experience, its representations abroad, on its financial health etc. • **Research for existing projects or tenders** The explained results are sent to the company to give an accurate view on international public tenders and existing business opportunities • **If the company is still interested in applying for public tenders, a meeting is fixed to define the prospection process to be set up and other services that the company may need.**

DIAGNOSTIC BY ERAI (RHÔNE-ALPES) – FRANCE – *www.erai.org*

METHODOLOGY

External tools and Budget

- **External costs**

  Data bases of projects and tenders. Examples of existing data bases specialized in what is funded by development aid:

- **DevBusiness** (Official Data base of the World Bank): **$550 to $795 per year**
- **DGMarket** (Official Data base of the World Bank): **$550 to $1000 per year**
- **Devex: $765 for a small business membership per year**
- **PROAO** (French data base on public procurement funded by development aid): **€450 per year**
- **UN Data bases:** free of charge
- **Financial donor's web sites:** free

- **Incomes**

- Cost for companies: free
- Data bases also being used for paid commercial monitoring service; their cost can be amortized quickly.

Staff and time needed

- **Staff needed**

  1 member of staff

- **Time needed**

- First information call: 30 minutes
- Research of existing tenders and E-Mail response to the company with initial advice – 1hr
- Meeting with the company for a final discussion: between 1hr and 1hr 30mins

NOTE

Showing specific examples is the best way to convince a company to work on public procurement.

DIAGNOSTIC BY ERAI (RHÔNE-ALPES) – FRANCE – *www.erai.org*

CONTACT ERAI	**Alice BAUMELLE / *alice.baumelle@erai.org***
SUCCESS STORY	**What have the results for your company been?** I discovered that my company was able to submit to some international public procurements, and in particular some UN procurements. I registered my company aimed at UN buyers and I have already been asked for quotations. Today, I am part of their database of potential suppliers. **How did this service help your company to achieve this result?** The diagnostic executed by ERAI showed me specific examples of tenders matching my activity and the size of my company. ERAI then advised me to go to a « meet the buyer » event with UN procurers where I could directly confirm the interest for my services from some agencies. **How would you improve this service?** A diagnostic is a necessary phase to validate the potential on these markets but it is only an initial step in public procurement. A real long term process is essential before winning tenders. More advice on how to tender could be given during this diagnostic phase. **BLASCOM IT / M. Pierre Blasco**

TSS - TENDER SUPPORT SYSTEM - BY ITD HUNGARY – HUNGARY - *www.itd.hu*

DESCRIPTION & OBJECTIVES	**Description:** The majority of SMEs do not take part in public procurement procedure because they have neither the money nor the time to browse the tender opportunities. Hundreds of new public notices are displayed on a daily basis on the European Union's tender database (TED),. After filling a registration form and determining the selection criteria, the TSS software uses that database to select only the calls which meet the criteria. These calls will be forwarded by email to the clients on a weekly basis in English. The products and activities are identified by common procurement vocabulary (CPV codes) and can be modified or extended optionally at any time. **Objectives:** The main goal of the service is to provide first hand information and business opportunities to SMEs.
RESULTS OF THE ORGANISATION	120 companies are registered
METHODOLOGY	**Stages** To set up this kind of system in-house: • To assess the institution's potential and budget (who will offer the service) • To collect the needs from SMEs, in order to reinforce the need to set up the system • Negotiations, contracting with the system company • Select the person responsible for that task • Help to develop his/her skills by special training sessions (offered by the creative person who developed the system) With the companies: • To promote the system towards companies • To meet each companies to target their needs • To set up the profile of each company with their CPV codes and criteria (alerts are then sent directly to the companies by email) • To change the profiles of the company if necessary

TSS - TENDER SUPPORT SYSTEM - BY ITD HUNGARY – HUNGARY - *www.itd.hu*

METHODOLOGY	**External tools and Budget** • **External costs** License of the software: 2,500 € per year • **Incomes** Cost for the companies: free EEN (Enterprise Europe Network) budget **Staff and time needed** • **Staff needed** 1 member of staff • **Time needed** Every week, 15 minutes for the sending of procedures and an additional approximate 2 hours per week for handling the registrations, following upon the registrations, answering the questions related to the system, working out the changes in the profiles if necessary.
CONTACT	**Ms. Orsolya Répásy / *orsolya.repasy@itd.hu***

ETIS - INTELLIGENCE SERVICE ON EUROPEAN TENDERS – BY GREX (CHAMBER OF COMMERCE OF GRENOBLE / ISERE) – FRANCE - www.grex.fr

DESCRIPTION & OBJECTIVES	**Description:** ETIS is an online business intelligence service on European tenders: OJEU and local tenders from 9 European countries (Austria, Belgium, Czech Republic, Germany, France, Ireland, Italy, Spain and Switzerland). Companies are assisted in setting up their profiles (product code, key words etc.) and, after registration, the tender alerts are automatically sent from the system by email. This ETIS system has been set up with European partners from different countries within the framework of the E-content European program, the objective of which was to make digital content in Europe more accessible, useable and exploitable. The program has ended but the tool and the service to the companies still exist. Most of the companies are repeating their registration to this service. **Objectives:** ETIS is an online monitoring service which aims to collect information on tenders not only from the OJEU but also from the official journals of several European countries.
RESULTS OF THE ORGANISATION	110 companies are registered with GREX. This service has existed since 2006 and is run by several partners in Europe.
METHODOLOGY	**Stages** • Find a good local partner who will identify the databases of local tenders • Negotiate access to the OJEU database • Negotiate access to the databases of local tenders • Set up the internet platform • Promote the service (E-mailing, press releases, seminars etc.) • Organise a meeting with interested companies in order to set up their profiles and create their ETIS accounts

ETIS - INTELLIGENCE SERVICE ON EUROPEAN TENDERS – BY GREX (CHAMBER OF COMMERCE OF GRENOBLE / ISERE) – FRANCE - www.grex.fr

METHODOLOGY

External tools and Budget

- **External costs**
  - 1 Participation fee to be a partner of ETIS and be able to sell the service
  - Maintenance cost every year
- **Incomes**
  Cost for companies: 294 € per year for the OJEU tenders + a specific fee for access to the national tenders (360 to 696€ yearly per country)

Staff and time needed

- **Staff needed**

2 members of staff in the Public Tender Service (seminars, direct assistance to companies and ETIS business intelligence service)

- **Time needed**

2 hours for meeting with each company to set up their registration profile

NOTE

For organisations willing to create their own online business intelligence service platform:

- Linguistic problems should be considered when creating the data base
- Do not underestimate the time needed to collect the information in order to be as detailed as possible
- Very good technical staff is needed to run this service
- A good network of foreign partners is essential, it is not possible to do it alone

New members can join ETIS and suggest this service to its companies:

- Organisations have to come from a country which is not already part of the ETIS
- Organisations have to add the information on local tenders from its country to the ETIS database

Interested organisations should contact ETIS for further information.

ETIS - INTELLIGENCE SERVICE ON EUROPEAN TENDERS – BY GREX (CHAMBER OF COMMERCE OF GRENOBLE / ISERE) – FRANCE - www.grex.fr

CONTACT GREX	**Ms Dolores ADAMSKI / *dolores.adamski@grex.fr*** To find out more about ETIS and the other partners working for ETIS : ***http://www.etisys.com/***
SUCCESS STORY	**What have been the results for your company?** We can follow, efficiently, the trend of the public sector purchases. We are expecting to find a real opportunity in the future. **How did this service help your company to achieve this result?** ETIS is a useful tool to get information on new projects and potential public buyers at a European level, especially on the countries we have decided to focus on. It also gives us the opportunity to know more about our competitors (and potential new partners) via awarded contracts. **HYDROKARST / M. Michel Vuillermet**

NEWSLETTER AND INFORMATION TOOLS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - www.flandersinvestmentandtrade.com

DESCRIPTION & OBJECTIVES

Description:
In order to give information to a wider range of companies, FIT elaborates newsletters and information tools with information on projects and tenders by sectors and markets.
FIT is mainly using DEVEX where 15 different sectorial alerts are created to get information on projects and tenders from international organisations (UN, CERN, ESA, Red Cross etc.) and international financial institutions (World Bank, ADB, Asian DB, EBRD and so on).
Companies are registered by sector/market and receive the newsletter(s) which match their activity.
Information on tenders is also collected by the FIT's own staff in its headquarters and in their offices abroad (official liaison officers etc.) or from their network of contacts.

Objectives:
This tool has several main objectives:

- Providing information on the procurement procedures and/or tenders of international organisations and international financial institutions via website, newsletter and e-mailing to a wide range of companies
- Creating awareness of the enormous commercial opportunities those organisations offer
- Convincing companies that, procurement procedures (often conceived as barriers) can be dealt with
- Encourage companies to participate in tenders

RESULTS OF THE ORGANISATION

These information sources are consulted by a regular group of 600 companies.

NEWSLETTER AND INFORMATION TOOLS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - www.flandersinvestmentandtrade.com

METHODOLOGY

Stages

- Subscribe to a database of international projects and tenders (and if possible also mobilise a network abroad to have more direct information on projects and tenders)
- Create profile alerts corresponding to the main sectors of activity in your region and to the companies interested in the service
- Promote the service to companies
- Meet interested companies to target their markets
- Identify the profile matching the company's activity
- Spread of the information through information tools like direct mailings and publications on the website and newsletter. (1 daily mailing with tenders by the World bank, regional development banks and EU)

External tools and Budget

- **External costs:**
  - Devex database: **$765 per year** for a small business membership

Other online databases that are funded by development aid may also be used:

- DevBusiness (Official Data base of the World Bank): $550 to $795 per year
- DGMarket (Official Data base of the World Bank): $550 to $1000 per year
- PROAO (French data base on public procurement funded by development aid) : €450 per year
- UN Data bases: free
- Financial donor's web sites: free

- **Incomes**
- Cost for companies: Free
- Labour costs covered by yearly budget of the Flemish Government for operational management of our agency

Staff and time needed

- **Staff needed**
  1.5 members of staff
- **Time needed**
  2hrs per week

NEWSLETTER AND INFORMATION TOOLS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - www.flandersinvestmentandtrade.com

NOTE	This is a different kind of business intelligence tool: instead of giving individual and customised information for each companies, FIT sends global information on a market/sector to a collective groups of companies. Information creates awareness resulting in a higher number of participants to seminars and meet the buyer events. This service may be very useful for groups of companies and clusters.
CONTACT FIT	**Johan Malin / *johan.malin@fitagency.be***

TECHNICAL TRAINING - BY ERAI (RHÔNE-ALPES) – FRANCE – www.erai.org

DESCRIPTION & OBJECTIVES

Description:
This tool consists in organising workshops led by external experts.
Here are examples of topics: writing an expert CV, bank guarantees, consortium set-up, meeting with financial donors, EuropeAid process etc.
These workshops are 4hr training sessions, gathering a small group of companies (no more than 15 participants) with specific case studies and exercises.

Objectives:
This tool was created to meet the company's needs for a better understanding of the public procurement procedures and technical aspects of the submission.

RESULTS OF THE ORGANISATION

In 2008, 57 companies were registered to 4 training sessions.

METHODOLOGY

Stages
- Find a topic corresponding to the company's needs and expectations
- Find a specialised and experienced speaker
- Set-up the program with the speaker including practical exercises and case studies
- Create a detailed registration form including the following questions:
  - The company's experience in public tenders
  - Experience on the specific topic of the workshop
  - Any other question that will help to better target the speaker's presentation
- Promote the workshop by doing a mailing, publishing a press release in the media etc.
- Launch the workshop by a short presentation of the organisation and its services concerning public procurement
- After the workshop, get feedbacks from the companies on the workshop using a written survey or phone call. This will help to identify the companies' needs in order to better target the future topics or services to be developed

TECHNICAL TRAINING - BY ERAI (RHÔNE-ALPES) – FRANCE – www.erai.org

METHODOLOGY

External tools and Budget

- **External costs**
  - Expert's presentation and preparation for the workshop: between €800 to €1000
  - Transport and accommodation fees for the expert (hotel, train, taxi etc. if necessary)
  - Venue (if not available for free)
  - Coffee break
- **Incomes**
  - Cost for companies: around 100 € per participant
  - Regional subsidies

Some speakers don't have to be paid which means it is possible to propose a free seminar to companies. It is the case with representatives of international institutions (World Bank, etc) or public procurers. It is also the case for bank staff for a session on bank guarantees.
It would be more an information session than technical training but would enable the organisation to enlarge its target of companies.

Staff and time needed

- **Staff needed**
  1 member of staff needed
- **Time needed**
  Upstream organisation: around 8 hours in total
  The workshop lasts 4 hours

NOTE

If free sessions have a higher number of participants (30 to 40 in our case), paid technical workshops should be limited to 10-15 people to have a better participation during exercises and case studies.

TECHNICAL TRAINING - BY ERAI (RHÔNE-ALPES) – FRANCE – www.erai.org

CONTACT ERAI	**Alice BAUMELLE / *alice.baumelle@erai.org***
SUCCESS STORY	**What have been the results for your company?** For EuropeAid public procurement (external aid of European Union), we used to rely on our partners abroad to prospect tenders, mainly in Africa, and we only submitted to these tenders on a specific basis. Now, I have a more independent and efficient planning and research and I can even be proactive in new countries. **How did this service help your company to achieve this result?** I attended a technical workshop on EuropeAid organised by ERAI with a high quality speaker. This workshop lasted half a day and enables me to understand the whole process of EuropeAid public procurement: political level and organisation, useful information on where to find upstream projects and tenders, how to prepare with foresight and positioning and how to submit. Being a beginner was really not a problem, everything was well detailed and illustrated with specific examples. **How would you improve this service?** My advices to improve this service would be to organise workshops on specific countries with local speakers and experts in order to get reliable information on the public procurement environment of the country. The experience and expertise of the speaker is not enough, the pedagogy is also essential. We would appreciate receiving proposals of workshop topics at the beginning of the year: we could then indicate the ones we need and propose other thematic. **SYLENE / M. Jocelyn Clouet**

WINNING TENDERS WORKSHOPS – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – www.winningtenders.eu

DESCRIPTION & OBJECTIVES

Description:
This tool tackles the needs of SMEs to submit better national and EU tenders thanks to 4 hour workshops on winning tenders:

- Procurement procedures
- Why and how procurer buys
- Where to find opportunities and how to understand it
- How to fill in a Pre-qualification questionnaire
- Advice on documents needed
- Case studies and exercises

The speakers of the workshops are:

- Internal staff
- A public procurement officer
- An external consultant/expert such as a bid writer

Objectives:
This tool aims to give companies the specific knowledge they need in order to submit better national and EU tenders.

RESULTS OF THE ORGANISATION

This tool has been operating since 2003. There is a high demand for these workshops. They fill up very quickly each time we do them.
Feedback of the various kinds of workshops has been very good or excellent on every occasion.
For the last 7 years, we have organised about 20 workshops per year bringing together 10 to 15 companies.
Workshops on bidding for the 2012 Olympics contracts have been run for a maximum of 50 companies.
About 60 -70% of companies attending these types of events later subscribe to our "tender search service".

WINNING TENDERS WORKSHOPS – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – www.winningtenders.eu

METHODOLOGY

Stages

- Staff with basic knowledge can organise this kind of workshops
- Create a database of consultants, experts, public procurers who can be speakers
- Organise the seminar with a specific municipality and its economic development department. The municipality often sends one of its public procurers to speak. They may also supply the venue and some refreshments
- Find a complementary speaker such as a bid writer
- Promotion of the workshop – the economic organisation of the partner municipality can help
- Try to adapt the workshop to the audience by giving examples of tenders concerning their activity
- After the event make a small feedback survey (about 10 questions) among participating companies

External tools and Budget

- **External costs**
  None
- **Incomes**
  - Cost for companies: free
  - Local authority often supports with venue and drinks, sometimes financial support
  - EEN Network (Enterprise Europe Network)

Staff and time needed

- **Staff needed**
  2 members of staff
- **Time needed**
  - Between 2hrs and 4hrs to prepare the event and a few hours of promotion several weeks before the event
  - 4hr workshop

WINNING TENDERS WORKSHOPS – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – www.winningtenders.eu

NOTE	• When promoting the event, try to be as clear as possible about what the workshop will offer in order to avoid disappointment due to misunderstanding • Adapt the presentation to the audience – make it simple to understand, avoid complicated vocabulary, be precise • Use the European Enterprise Network for speakers and advice • Shorter and more generalist information sessions can be organised with internal staff (with public procurement expertise). Information sessions last between 30 mins and 1hr 30mins and bring together a large number of participants (100-150 companies)
CONTACT EISC	**Toni SARAIVA / *toni@eiscltd.eu***
SUCCESS STORY	**What have been the results for your company?** We attended the first workshop that EISC carried out 6 years ago. Since then we have refined our search for tenders, we now look at contract awards in more detail to ascertain who won, how much they won the contract for and when the contract will be renewed. We also reviewed the way we write our bids to make them shorter and more succinct. As a result we win 30% of the contracts we bid for. **How did this service help your company to achieve this result?** By making us think what the procurer is looking for and not from our own point of view. **How would you improve this service?** Continue to make us aware of the opportunities, show us the contract awards in a better way. **HERNE CONSULTANTS, M. Philip Poulter**

"MEET THE BUYER " EVENTS – BY WELSH ASSEMBLY GOVERNMENT – UNITED KINGDOM – www.wales.gov.uk

DESCRIPTION & OBJECTIVES	**Description:** This service is delivered across Wales by 4 external contractors. "Meet the Buyer" events usually last for a day. The format of each "Meet the Buyer" event will vary, some commence with a collective seminar (about 1-2 hours), followed by individual meetings; whilst at others there is only one to one meetings with the buyers. Mainly the events are aimed at buyers from public sector organisations, and occasionally for buyers from the private sectors for specific contracts. The "Meet the Buyer" events are part of a larger project to assist SMEs on public procurement - "Supplier Development Service" - with "How to tender workshops" and one to one support. **Objectives:** The main objective of this tool is to enable companies to meet the buyers directly and thus get first hand information on procedures and services needed. It also allows companies to network with each other which may lead to joint tenders via a consortium.
RESULTS OF THE ORGANISATION	About 20 "Meet the buyer" events are organised yearly with an overall attendance of 50 to 100 businesses per event. During 2009-10 the "Supplier Development Service" helped SMEs in Wales win contracts to the value of £65.5M.
METHODOLOGY	**Stages** • Contact a public sector buyer (or a private sector buyer) • Identify the good speaker within this public entity • Identify a venue • Promote the event (local press release, web site etc.) towards companies in the sectors matching the identified needs of the public buyer • Carry out an evaluation of the event at the end **External tools and Budget** • **External costs** Organising "Meet the buyer" events costs about £100 000 per annum. These costs include venues, snacks and refreshments, marketing of the events • **Incomes** - Cost for the companies: free - The project has benefited from European Regional Development funding

"MEET THE BUYER " EVENTS – BY WELSH ASSEMBLY GOVERNMENT – UNITED KINGDOM – www.wales.gov.uk

METHODOLOGY	**Staff and time needed** • **Staff needed** 1 member of staff • **Time needed** 2-3 days of organization
NOTE	To implement this service you should identify the buyers and the contracts that their organisations are seeking to tender. It is important to develop a good working relationship with the local buyers.
CONTACT THE WELSH ASSEMBLY GOVERNMENT	**Alan Jones / *alan.jones2@wales.gsi.gov.uk***

CLUB OF COMPANIES – BY ALSACE INTERNATIONAL – FRANCE - *www.alsace-international.eu*

DESCRIPTION & OBJECTIVES	**Description:** SMEs are often reluctant to submit to public bids alone. This is why Alsace International has developed a specific service called "AM-PIE" ("Access to International and European Public Procurement"), one of the objectives being to create a database for its members by presenting their company profiles in order to: • Foster networking among members and develop strategic partnerships on a worldwide basis • promote Alsatian companies and their know-how abroad This company interaction is enhanced by the organisation of additional networking events among members (forums, missions, training program etc.) as well as developing informal and social gatherings to reinforce inter-company relationships. Alsace International assists companies from the tender alert information system phase all the way through the tender life cycle process with tailor-made support services on competitive bidding and contract negotiation issues for their members. **Objectives:** This service aims to foster networking among companies and provide technical advice on bidding and consortia set up
RESULTS OF THE ORGANISATION	115 companies are member of this service

CLUB OF COMPANIES – BY ALSACE INTERNATIONAL – FRANCE - *www.alsace-international.eu*

METHODOLOGY

Stages

- Indentify and target companies in the region who are potentially interested in public contracts. Inform them of the business opportunities in these markets, and mobilise their interest to become a member of the Alsatian Procurement Business Network
- Assess the company's capacity to compete in these markets and assist them in drawing up a detailed company profile outlining target business objectives by geographical zones and economic sectors. Provide them with initial training in managing AMPIE's computerised information tools, so as they can become interactive users of the system.
- The profile provides the following information:
  - General information on the company: turnover, activity, year of creation and so on
  - targeted products/services for export
  - geographical area(s) of interest
  - geographical area(s) with experience
  - existing experience with public procurement
  - Training and support services needs
- Design a catalogue with members' profiles in order to promote a collective image on trade missions "Alsace a talented partner for your International Project"
- Create an Internet and intranet (open forum) platform for the members with information on public procurement, the possibility to updating their profile online, exchange of document on common projects, agenda of activities etc,
- Stimulate group awareness by organising collective actions: information/training meetings, workshops, trade missions, networking events among members, coaching and so on.

External tools and Budget

- **External costs**
  - Internet database: 30 000 € / year for all public procurement services (business intelligence, club of companies platform, information on public procurement)
- **Incomes**
  - Cost for companies: 350 € / year for each service on public procurement (business intelligence, club of companies etc.)
  - Subsidy of Alsace regional council on this activity

CLUB OF COMPANIES – BY ALSACE INTERNATIONAL – FRANCE - *www.alsace-international.eu*

METHODOLOGY	**Staff and time needed** • Staff needed: 3 full time staff members work permanently in this service. It is not essential to have or to hire specialised staff on public procurement, the dynamic nature of the work is learning by doing coupled with a good in-service training scheme to upgrade staff capacity. It is more important to have staff experienced in working with companies and to understand the difficulties that the private sector has with public contracts. • Time needed: an important input is necessary in the beginning in order to identify potential partners (surveys) to build a group identity among members
NOTE	This service needs to be set up over a period of time between three to five years in order to be able to have a cost effective approach. It requires a daily commitment of staffing resources in order to build the informed team whose job it is to assess the strengths and weaknesses of local companies as well as to identify priority sectors of activity in the region. These activities are essential in order to prepare a solid marketing strategy for the international markets, where a public organisation (our region is good for your company) and private companies (our know-how is good for the region) work together on a win-win basis
CONTACT ALSACE INTERNATIONAL	**M. Bryan Martin / *b.martin@alsace-international.eu***

CLUB OF COMPANIES – BY ALSACE INTERNATIONAL – FRANCE - *www.alsace-international.eu*

SUCCESS STORY

What have been the results for your company?
We have made contact with world leaders in the aerospace industry such as Rolls-Royce Aerospace, Dassault Aviation, Thales etc. which may be a prime contractor for us. At present, we also have the opportunity to sell our products to the French Ministry of defence.
SMEs often experience serious difficulties when trying to submit to large public tenders alone. When it is question of innovative products which are used in very specific fields (such as peace-keeping, border surveillance etc) it is important to get the right contacts in order to promote your products.

How did this service help your company to achieve this result?
AMPI matches our needs exactly in this sense by offering its database of companies and by matching the needs of its members. It is thanks to AMPI that we were able to contact with important procurers and prime contractors.
AMPI also helped us to understand the processes of international donors like the World Bank, UN agencies and so on.

How would you improve this service?
It would be nice to have the possibility, even if it is not for free, to go further in depth into the submitting process. The tender procedure, through the consortium set-up and all the way to the submission, is very hard and some assistance would be welcomed. So far, our activity in this field is not enough to hire a person full time and this is why we would appreciate some help on the administrative part of the bid.

FLYING ROBOTS / M. Michel Lallement

INDIVIDUALISED ASISTANCE AND COACHING – BY AUFTRAGSBERATUN GSZENTRUM BAYERN – GERMANY - *www.abz-bayern.de*

DESCRIPTION & OBJECTIVES

Description:
The coaching needs are rather different depending on whether the service is requested by a public authority or a private company:
• Public authorities need expertise to carry out procurement processes:
- Assistance to write tender documents
- Legal requirements
- Division into lots (more SMS friendly)
- Green public procurement
- Publication of the tender
-Transparency
- Non-discrimination

• Companies need information on:
- Questions related to tender submission
- Documents needed, where to find them
- How to avoid mistakes
- Procedures
- Legal phases
- Checking of the administrative part of the submission

This can be done by phone and/or in meeting.

Objectives:
This tool meets two main objectives:
• Give public authorities the expertise necessary to carry out procurement processes
• Give companies willing to participate in a national or international tender the information they need

RESULTS OF THE ORGANISATION

About 60 companies and public authorities use this service every week.

INDIVIDUALISED ASISTANCE AND COACHING – BY AUFTRAGSBERATUN GSZENTRUM BAYERN – GERMANY - *www.abz-bayern.de*

METHODOLOGY

Stages

- Having staff with basic knowledge on public procurement rules. Training can be given to existing staff
- Having a list of potential external experts who can be contacted directly by companies for specific topics (lawyers etc.)
- Promotion of the service
  - Seminars
  - Newsletters
  - Press articles on public procurement
  - Promotion towards companies using an existing tender alert service
  - Through the EEN network
- Answer to companies
  - Initially by phone
  - Research for additional information if necessary
  - Complementary meeting with the company if necessary

External tools and Budget

- **External costs**
  None
- Incomes
  - Cost for companies: free
  - The organisation is funded by the Chamber of Commerce and Industry, the Chamber of Craft Trade and by the Bavarian Ministry

Staff and time needed

- **Staff needed**
  2 people (out of the 7 people working in the public procurement service)
- **Time needed**
  - Phone call: about 20 minutes
  - Meeting: between 1hr and 3hrs

INDIVIDUALISED ASISTANCE AND COACHING – BY AUFTRAGSBERATUN GSZENTRUM BAYERN – GERMANY - *www.abz-bayern.de*

NOTE	• For organisations that already have a tender search tool, this coaching service is a very interesting complementary instrument. It helps prevent SMEs from failing due to easily avoidable mistakes. • As regards public authorities, this instrument also enables them to avoid mistakes and subsequent legal disputes. It ensures that the procurement process is not delayed.
CONTACT ABZ	**Ms Angelika Höß / *hoess@abz-bayern.de***

INDIVIDUALISED COACHING – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – *www.winningtenders.eu*

DESCRIPTION & OBJECTIVES	**Description:** Collective workshops are generally good practice for SMEs, but they also need more personalised support when submitting a bid. 3 levels of coaching are proposed to companies: • "Light coaching" – phone conversation to answer questions • "Submission checking" – reading and checking of what the company wrote • "Intensive coaching" – half a day spent with the company: - Review / set up of the methodology of work - Analysis of the market and competitors - Verification of past submission already made by the company **Objectives:** This tool aims to provide companies with more in-depth and personalised support in the field of public procurement
RESULTS OF THE ORGANISATION	Good demand for this kind of service and from the companies that have been supported. So far 1 has won a big contract, 2 finished second and 2 or 3 others are still working on applications. 1 intensive coaching is done every 2 or 3 months, 2 to 3 "submission checking" every month and 4 to 5 "light coaching" per week.
METHODOLOGY	**Stages** • Having staff with basic knowledge on public procurement rules. Training can be given to existing staff • Create a database of external consultants and experts who can be mobilised by companies on specific topics (lawyers, bid writers etc.) • Promote this tool during the different events led by the organisation

INDIVIDUALISED COACHING – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – *www.winningtenders.eu*

METHODOLOGY	**External tools and Budget** • **External costs** None • **Incomes** - Cost for companies "Intense Coaching": Around 300€ per company "Submission checking" and "Light coaching": free of charge - Enterprise Europe Network budget **Staff and time needed** • **Staff needed** 2 members of staff dedicated to public procurement in general • **Time needed** - "light coaching": 20 to 30 minutes of phone conversation - "Submission checking": between 30 minutes and 1hr - "Intensive coaching": 2 days of preparation + half a day with the company
NOTE	• For organisations that already have a tender search tool or offer collective workshops/seminars, this coaching service can be a good complementary instrument • For organisations which do not have any public procurement service, they should not start by developing this tool • Do not be afraid to start this coaching service. In general, companies who are just starting to submit to tenders do not ask difficult questions • Use the European Enterprise Network to find experts and get some advice
CONTACT EISC	**M. Toni SARAIVA / *toni@eiscltd.eu***

INDIVIDUALISED COACHING – BY EISC LTD (SOUTH EAST UK) – UNITED KINGDOM – *www.winningtenders.eu*

SUCCESS STORY

What have been the results for your company?
We decided to employ a professional bid writer instead of doing it all ourselves. We also spent less time bidding for contracts that we could not win. We now ring the procurer before we bid to make sure it fits. They now know us well and ring us to tell us about opportunities! As a result of using a bid writer we won a framework contract worth £2 million over 4 years.

How did this service help your company to achieve this result?
By opening our eyes to the importance of making contact, and responding properly.

How would you improve this service?
More information and teaching on electronic auctions.

NURSE CARE UNIFORM / M. Sean Elmes

COACHING PROGRAM – BY ACC1Ó (CATALONIA) – SPAIN – *www.acc10.cat*

DESCRIPTION & OBJECTIVES

Description:
This is a program co-financed by ACC1Ó.

It consists of 100 hours of consultancy services from an external consultant specialised in international public procurement. The consultant works with the company to design the most suitable strategy to enter the international public procurement market. The program is between 8 to 12 months.

It is a very dynamic and flexible tailor-made program and it is structured in three different phases:

FIRST PHASE:
Company's diagnosis (2 months approx)

SECOND PHASE:
Strategy design and definition of a working plan. Transfer of knowledge (3 to 4 months approx.)

THIRD PHASE:
Implementation of the working plan and first real participation in international tenders
(6 months approx)

After each of these phases it is necessary to submit a summary report of the activities developed and have a meeting in ACC1Ó's headquarters to discuss it. Participants in the meeting: 2 people from ACC1Ó (Head of International Cooperation Department and Project Manager in Public Procurement), 1 person from the company and the external consultant.

Selection of consultants:

Before starting the program, the company has an interview with three different consultants that are provided by ACC1Ó. The company chooses the consultant that best suits the aims of the company.

COACHING PROGRAM – BY ACC1Ó (CATALONIA) – SPAIN – *www.acc10.cat*

DESCRIPTION & OBJECTIVES

At the moment 7 consultants are working for the program. All of them are external staff from ACC1Ó. All consultants working in the program and approved by ACC1Ó meet the following criteria:

- Have a residence in Catalonia
- Have good position in the sector specialisation
- Have at least 10 years experience of direct participation in public procurement procedures of different international organisations (at least two different organisations).
- Good knowledge of the procedures of the main international organisations.
- Excellent communications skills and knowledge transfer.
- Previous experience giving consultancy services to SMEs
- Flexibility and implication in the program.

After completing the program, companies are expected to:

- Be able to complete the documentation required for submitting an expression of interest or proposal without technical difficulties
- Company's qualitative jump a ahead of its position in the market thanks to the capacities of analysis, definition of interests, negotiation, etc, developed during the program.
- Have had some real experiences participating in the first public tenders as defined in the working plan

Objectives:

- Accompanying participant companies to access the International Public Procurement market by means of knowledge transfer.
- Definition and establishment of an strategy to access de international public procurement market.

COACHING PROGRAM – BY ACC1Ó (CATALONIA) – SPAIN – *www.acc10.cat*

RESULTS OF THE ORGANISATION	31 companies have participated in the program since 2005. Around 50% of the companies have been awarded an international public tender during or one year after finishing the program.
METHODOLOGY	**Stages** • Select a group of consultants specialised in public procurement • Formalisation of the collaboration and methodology of the program (agree on a price/hour for consultancy, length of the program, obligations of each party, etc.) • Should your organisation want to subsidy part of the costs it is necessary to look for financial resources in your organisation. • Commercialisation of the program among companies • Monitoring of the process **External tools and Budget** • **Outcomes - External tools cost:** - Cost of the program for the company: 7.000 euro (Subsidy from ACC1Ó: 50% of the cost) - Financial support for a maximum of 4 trips that the company makes during the program for market prospection and promotion (4 trips maximum – the amount of the subsidy depends on the country but it covers around 50% of the costs of travel and accommodation) - Financial support for hiring a new employee, who will be in charge of internationalisation and public procurement (50% of the salary of the 1st year, up to a maximum of 10,000 euro) • **Incomes** No incomes received. The contractual relationship is between the external consultant and the company. ACC1Ó only subsidises part of the costs that the program represents for the company. • **Staff and time needed** 1 person with knowledge of public procurement for administration, commercialisation of the program and monitoring (20% of a full time staff member).

COACHING PROGRAM – BY ACC1Ó (CATALONIA) – SPAIN – *www.acc10.cat*

NOTE	It will be useful to organise training for all consultants willing to work in the program. It might be necessary to make a couple of pilot actions to see how it works.
CONTACT ACC1Ó	**Ms. Anna Domingo, Project Manager for International Public Procurement *annadomingo@acc10.cat***
SUCCESS STORY	**What have been the results for your company?** The results have been successful. Grupo JG has been awarded 7 international tenders in 1,5 years **How did this service help your company to achieve this result?** Thanks to this service, we have understood how to prepare international tenders, and which strategy we should follow for each of the opportunities we identify. **How would you improve this service?** Probably it could improve if more information and time was dedicated to explaining different contractual issues when a tender is awarded before the signing of the contract. **GRUPO JG, Ingenieros Consultores** Mr. MANUEL VALDERRAMA

SUBSIDY FOR FEASIBILITY STUDIES – BY FLANDERS INVESTMENT & TRADE – BELGIUM - *www.flandersinvestmentandtrade.com*

DESCRIPTION & OBJECTIVES	**Description:** The Subsidy for feasibility studies targets construction and environmental projects in developing countries: 50 % is refundable, for SME's only. Companies submit an application for subsidy directly to FIT. FIT studies the application and transfers it to a specific Commission together with its opinion. The Commission studies applications 3 times per year. **Objectives:** The prime objective of this tool is to lower the bidding costs for SMEs.
RESULTS OF THE ORGANISATION	Average of 10 applications per year for feasibility studies
METHODOLOGY	**Stages** • Prepare a project proposition for the Regional authority: description of the project, necessary budget, criteria/terms of the instrument, etc. • Make the project approved by the Regional authority • Prepare a form to be filled out for the application - project located in a developing country - sustainability of the project - project not commercially viable - project which is a priority for the country - will to implement the project by the country - no impact on environment • Set up a commission to study the applications

SUBSIDY FOR FEASIBILITY STUDIES – BY FLANDERS INVESTMENT & TRADE – BELGIUM - *www.flandersinvestmentandtrade.com*

METHODOLOGY	**External tools and Budget** • **External costs** none • **Incomes** Separate budget provided by the Flemish government: 1,400,000 € in 2008 **Staff and time needed** • **Staff needed** 1 full time member of staff • **Time needed** Study of each application takes 3 working days
NOTE	The interest in subsidies for feasibility studies is rather low. However, subsidies for capital goods are crucial for SMEs to participate in bigger projects.
CONTACT FIT	**Johan Malin / *johan.malin@fitagency.be***

TRADE MISSIONS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - *www.flandersinvestmentandtrade.com*

DESCRIPTION & OBJECTIVES

Description:
2 kinds of trade missions are organised:
- Missions to the headquarters of international organisations (UN New York, World Bank, CERN, ESA, ITER ...)
  - B2B contacts with buyers and sectorial specialists
  - Presentations and/or site visit
- Missions in developing countries
  - seminars with local government and public procurers
  - visits to local offices of international organisations
  - B2B with local companies

Those missions are often organised as a follow-up of a previous seminar.
1 mission every 5 years is organised to the UN headquarters and once every 2 years UN representatives are invited in Brussels.
1 mission in developing countries is organised per year.
FIT trade missions can be organised in co-operation with other organisations for multi-countries trade missions.

Objectives:
The prime objective of this tool is to lower barriers and to establish direct contacts with decision makers within international organisations or foreign governments.

RESULTS OF THE ORGANISATION

Companies highly appreciate these missions because of their high added value. Missions are very well attended: about 50 companies for missions to the UN and about 30 to 40 companies when visiting a developing country.

TRADE MISSIONS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - *www.flandersinvestmentandtrade.com*

METHODOLOGY

Stages

- Identify a country presenting good opportunities by studying the development projects and sectors that may interest companies.
- Contact the local embassy and subsequently the foreign embassy in your country
- Set up the budget and calculate the price of the mission
- Create a data base of companies
- Prepare the logistics
- Promote the mission (E-Mailing, press releases, seminars, etc.)
- Organise a free information meeting on the country and its business opportunities to attract companies
- Identify the exact profiles and needs of the registered companies
- Prospect local companies, organisations and institutions in order to set up the mission's schedule
- Send the schedule to the companies in order to be sure that it fits their demands

External tools and Budget

- **External costs**
  Logistics costs (airplane ticket, accommodation fees, catering, venue, local guide, etc.) for the staff from the headquarters going on mission with the companies
- **Incomes**
  - Cost for companies: participants' fees cover 60% of the total organisational costs – between 150 and 400 €
  - Labour costs covered by yearly budget of the Flemish Government for operational management of our agency.

Staff and time needed

- **Staff needed**
  1 member of staff from the headquarters + 1 member of staff in the local office if exists
- **Time needed**
  Around 70 % of the time for 6 months

TRADE MISSIONS – BY FLANDERS INVESTMENT & TRADE – BELGIUM - *www.flandersinvestmentandtrade.com*

NOTE	The mission facilitates contacts that would be very difficult to establish on an individual basis. It also helps to create a consortium spirit among the participants.
CONTACT FIT	**Johan Malin / *johan.malin@fitagency.be***

TRADE MISSIONS - BY ERAI (RHÔNE-ALPES) – FRANCE – *www.erai.org*

DESCRIPTION & OBJECTIVES	**Description:** This tool is about organising collective and individual meetings with the local actors of public procurement in a foreign country: • Local offices of financial institutions and international organisations (World Bank, African Development Bank, United Nations, etc.) • Local public organisations managing public procurement (Ministries, public agencies, etc.) • Local companies for partnerships **Objectives:** This tools aims to enable companies to better prospect business opportunities abroad and to direct lobby foreign decision makers.
RESULTS OF THE ORGANISATION	2 missions are organised every year, in collaboration with ERAI's offices abroad. This service has been offered since 2009. Results so far: • 5 companies sent to Burkina Faso in 2009: 2 of the companies were innovative so it was a good opportunity to promote their products • Missions planned for 2010: missions in Tunisia in the Health sector and in Vietnam in the environment and urban planning sectors
METHODOLOGY	**Stages** • At Headquarters: • Identify a country presenting good opportunities • Contact the local office or a partner to set up the mission • Study the country's development projects and sectors to better target the companies that may be interested • Write a promotion document • Set up the budget and calculate the price of the mission (logistics + ERAI service) • Create a data base of companies • Promote the mission (E-Mailing, press release, etc.) • Organise a free information meeting on the country and its business opportunities to attract companies • Identify the exact profiles and needs of the registered companies • On the side of the local office in the country: • Prospect local companies, organisations and institutions in order to set up the mission's schedule • Send the schedule to the companies in order to be sure that it fits their demands • Organise the logistics in the foreign country

TRADE MISSIONS - BY ERAI (RHÔNE-ALPES) – FRANCE – *www.erai.org*

METHODOLOGY	**External tools and Budget** • External costs Mainly logistics costs (airplane ticket, accommodation fees, catering, venue, local guide…). ERAI is paying in advance and then invoice it to the participating companies. Usually, 1 staff member from headquarters goes on the mission with the companies and logistics costs have to be paied by ERAI for this member of staff. • Incomes - Cost for the companies: it depends on the mission For example, for the Burkina Faso mission the price was 2000€ (for Ouagadougou city only) or 3000€ (for Ouagadougou and Bobo-Dioulasso). The price includes the accommodation, catering, local transport and the agenda of meetings. The companies then had to pay for their plane tickets themselves. - Usually subsidies from the Rhône-Alpes Region are available for a limited number of SMEs (between 30 to 40% of logistics costs, accommodation, catering, local transport and plane ticket) **Staff and time needed** • Staff needed 1 member of staff in the headquarter + 1 member of staff in the ERAI's local office abroad • Time needed - For headquarters' staff – 5 months of preparation (20-30% of its time) - For local staff – about 3 months of preparation (40 – 50% of its time) + budget set up (2 days)
NOTE	This tool enables specific prospection and lobbying in the field, which is less expensive than an individual mission. Collective missions help to create a consortium spirit among the participants. For organisations already organising trade missions abroad, this tool should be easy to set up.
CONTACT ERAI	**Alice BAUMELLE / *alice.baumelle@erai.org***

DELEGATIONS TO EU AND MULTILATERAL ORGANISATIONS AFFAIRS IN WASHINGTON DC – BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES

Description:
Consultancy services provided by ACC1Ó's Delegations to EU (Brussels) and Multilateral Organisation Affairs (Washington DC).

Delegation to the EU (Brussels): office specialised in helping companies to win tenders financed by EU Institutions.
Main Institutions covered:
- European Commission *http://ec.europa.eu*
- European Investment Bank *www.eib.org*
- European Parliament *www.europarl.europa.eu*
- Council of Europe Development Bank *www.coebank.org*

Delegation for Multilateral Organisations Affairs: office specialised in helping companies win tenders financed by International Financial Institutions with head office in Washington DC.
Main Institutions covered:
- World Bank Group *www.worldbank.org*
- InterAmerican Development Bank Group *www.iadb.org*
- Organisation of American States *www.oas.org*
- Pan American Health Organisation *www.paho.org*

Flexible services depending on the company's needs.
Examples of the services offered:

- General support and advice in all phases of the tendering process
- Identification of business opportunities
- Market studies, industry research reports, new trends, and so on
- Partner's search (local and international) to build consortiums
- Representation and promotion of the company in the eyes of the contracting authority and/or beneficiary of the project.
- Attendance of meetings and conferences on behalf of the company
- Organisation of meeting with public servants and potential partners
- Review and advice for submitting proposals and EOIs
- Organisation of commercial missions of companies

DELEGATIONS TO EU AND MULTILATERAL ORGANISATIONS AFFAIRS IN WASHINGTON DC – BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES	**Objectives:** Be as close as possible to the decision centres to become one of the front runners in the awarding decisions.
RESULTS OF THE ORGANISATION	Projects by Catalan companies executed by EU Delegation since 2006: 45 (December 2009) Missions by Catalan companies to EU Institutions: three (2007-2008-2009) Projects by Catalan companies executed by the WDC Delegation (since 2007): 53 (December 2009) Missions by Catalan companies to Multilateral Organisation Affairs in Washington (2006-2007-2008-2009)
METHODOLOGY	**Stages** • Selection of a location • Selection of at least 1 person in charge of the office and execution of contracts in the country of establishment • Promotion of the service among companies • Identification of the different needs of each company willing to contract the service. • Design of individual working plans (definition of objectives, methodology, length of the service and cost) • Execution of the projects **External tools and Budget** • **Outcomes – External tools cost:** - Office rent, maintenance, salaries of the staff, etc. • **Incomes** Companies pay according to the hours of consultancy services provided by the Delegation. The average cost of the contract per month is between 800 and 1,300 euro of a between four to six months. **Staff and time needed** Delegation to EU: two members of staff and 1 trainee Delegation for Multilateral Organisations Affairs in Washington DC: two members of staff and 1 trainee

DELEGATIONS TO EU AND MULTILATERAL ORGANISATIONS AFFAIRS IN WASHINGTON DC – BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

NOTE	It is important that the person selected in the office has a very good knowledge of public procurement, the organisations covered by the office and procurement procedures. The services offered by the Delegations to EU and WDC are designed for companies that already have some knowledge of and/or experience in international public procurement.
CONTACT ACC1Ó	Ms. Anna Domingo, Project Manager for International Public Procurement *annadomingo@acc10.cat*
SUCCESS STORY	**Interview of an SME which used the EU Delegation services (Brussels)** **What have been the results for your company?** Thanks to the ACC1Ó Delegation to the EU the company has increased its number of contacts in the country of interest (new EU Member State) and has been introduced to potential new partners and collaborators, to be more competitive in the local tenders. **How did this service help your company to achieve this result?** The contacts and partners achieved, helped us to tender in an easy way and have more chances of being awarded. The service also gives us some interesting information about the country and political policies that are practised. **How would you improve this service?** The service fits very well with the company needs but sometimes the hardest part is explaining what the different fields the company is involvedin are and being able to properly transmit what are our specific needs for a specific tender. Maybe, the service can be improved by giving more time at the beginning of the contract to address these points. **EUROGEOTECNICA** Ms. Laura López Demarbre

DELEGATIONS TO EU AND MULTILATERAL ORGANISATIONS AFFAIRS IN WASHINGTON DC – BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

SUCCESS STORY

Interview of an SME which used the Multilateral Organisations Affairs Delegation services

What have been the results for your company?

The Services offered by the Delegation to Multilateral Organisation Affairs in Washington has permitted us to;

a) Regain our position and maintain an excellent professional relationship with the sectorial responsible for the Multilaterals Organisations in Washington DC (IDB, WB, IFC, etc..)
b) Get to know beforehand the projects underway and being preparation in the countries we are interested in
c) Participate in projects financed or co-financed by other institutions
d) Establishment of an agreement of collaboration with the Pan-American Health Organisation
e) Participate as a speaker in seminars, workshops, etc. organised by the Multilateral Organisations in Washington DC

How did this service help your company to achieve this result?

The permanent presence in Washington of ACC1Ó Delegation, the specialised and notable knowledge of the director about the structure of the Multilaterals Organisations in Washington DC, the high level of interest and dedication in achieving the objectives established in the agreement between ACC1Ó and CHC. All these facts have been fundamental in achieving the aforementioned results.

How would you improve this service?

It is no easy to improve the service. ACC1Ó has already recently increased the number of people working in the ACC1Ó's office in Washington. This could allow a greater specialisation by sectors. Other services that could be offered is the organisation of reverse missions for people in positions of responsibility in the Multilateral Organisations, the assistance in legal matters for the contracts with those institutions, and so on.

CONSORCI HOSPITALARI DE CATALUNYA (CHC)
Mr. Joan Manel Penya

CATALONIA IFC CONSULTANTS TRUST FUND - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES

Description:
The Trust Fund of Catalonia with International Finance Corporation is an instrument for the internationalisation of companies from the service sector. It was created in December 2005 with a contribution of 1.000.000 euro and an additional contribution of 1.000.000 euro was made in 2007.

Partially tied to the hiring of Catalan experts (at least 75% of the resources used to finance the projects need to be awarded to Catalan companies).

IFC proposes the projects to be financed to ACC1Ó. ACC1Ó has an evaluation committee that decides project by project whether the organisation agrees on providing financing or not. The evaluation is made according to the criteria established in the agreement with IFC (priority sectors, priority regions, existing of specialised companies in Catalonia to execute the job). If the project is approved, IFC sends the final Terms of Reference and the request for expression of interest (REOI) starts. The role of ACC1Ó at this stage is to publish and distribute the information (REOI) to Catalan Companies. ACC1Ó does not participate in the evaluation of the expressions of interest or proposals. The evaluation process is made by IFC, in accordance with its internal rules.

Priority sectors and priority regions established in the agreement with IFC:

Priority sectors (the most representative areas of Catalan Consultancy): health, tourism, environment, infrastructures, agro-industry and support and development of the SMEs.

Priority regions: Geographically one will help to consolidate the Catalan potential in areas with experience in these areas since it is the Mediterranean and Latin America (to consolidate the Catalan potential in areas where Catalan experience already exists), promotion of new geographical areas where there is little experience from Catalan companies, like China, Russia and India.

CATALONIA IFC CONSULTANTS TRUST FUND - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

DESCRIPTION & OBJECTIVES

Objectives:

- The Catalonia IFC Trust Fund aims at the promotion of a major participation of Catalan SMEs to international projects financed by international organisations. The Catalonia/IFC Trust Fund gives Catalan SMEs a privileged access to the business opportunities from international organisations and gives Catalan SMEs the opportunity to develop their capacities.
- The Trust Fund also gives ACC1Ó the opportunity be kept up-to-date about the trends and main priorities of international financial institutions and to disseminate all this information to Catalan SMEs.

CATALONIA IFC CONSULTANTS TRUST FUND - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

RESULTS OF THE ORGANISATION

Projects approved by the IFC/Catalonia Trust Fund (since 2005): 14 (2.357.000USD)

NAME OF THE PROJECT	COUNTRY	SECTOR	COMPANY AWARDED
ENTERPRISE DEVELOPMENT CURRICULUM AND TRAINING OF TRAINERS	SUBSAHARIAN AFRICA	EDUCATION	IESE
DEVELOPMENT OF FEE-BASED TRAINING SERVICES FOR SMES	ALGERIA	SME DEVELOPMENT	CECOT
AGRO EXPORT COMPETITIVENESS	MOROCCO	SME DEVELOPMENT	LATIN BRIDGE
OLIVE OIL SUPPLY CHAIN DEVELOPMENT	WEST BANK AND GAZA	AGRICULTURE	INSTITUTO DE LA CALIDAD + IBERGEO
CAIRO – ALEXANDRIA FREEWAY STUDY	EGYPT	TRANSPORT & INFRASTRUCTURE	TALLER D'ENGINYERIA MEDIAMBIENTAL
MEXICO HOSPITAL PPP ADVISORY	MEXICO	HELATH	CONSORCI HOSPITALARI DE CATALUNYA
INVESTMENT POLICY AND PROMOTION CORE PRODUCTS	WORLD	OTHERS	INDIVIDUAL CONSULTANT
REGIONAL LOGISTICS INDUSTRY ASSESSMENT	EGYPT, MOROCCO, ALGERIA & PAKISTAN	LOGISTICS	IDOM ENGINYERIA I SISTEMES
SMALL MILK SUPPLIER DEVELOPMENT PROJECT - CONAPROLE	URUGUAY	AGRICULTURE	DOT (DYNAMIC ORGANISATION THINKING)
SME TOOLKIT PROGRAM	WORLD	SME DEVELOPMENT	-
IT/OFFSHORING INDUSTRY STUDY	PERU	IT	ADECSO
BASE OF THE PYRAMID (BOP) MARKETS IN LATIN AMERICA	LATIN AMERICA	OTHERS	-
PRIVATE SECTOR SURVEY JORDAN	JORDAN	Legal/Environment	DFC

CATALONIA IFC CONSULTANTS TRUST FUND - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

RESULTS OF THE ORGANISATION	Some of the companies that have been awarded a contract financed by the Catalonia IFC Trust Fund have obtained additional contracts (public and private) in the country where they have executed the project. Several project managers of IFC have informed ACC1Ó that they were impressed with the quality of service developed by the Catalan companies when they were executing the projects.
METHODOLOGY	**Stages** 1.- It is necessary to have a good knowledge of the organisation in which you want to set up the trust fund. When selecting of the organisation, it is necessary to make a study of the different possibilities one may have. 2.- Establishment of a protocol of action and procedures. Methodology for the approval of projects. Priorities and characteristics of the projects that are going to be financed by the trust fund. 3.- Allocation of funds. **External tools and Budget** • External cost The main cost is the contribution made to the fund (economic resources) • Income No cost for the company other than the cost/time invest in the elaboration of the Expression of Interest o Proposal when they participate in the tenders. **Staff and time needed** There is no need to have a person working exclusively for the management of the Trust Fund and the communication with IFC. On average, 10 hours per project C.

CATALONIA IFC CONSULTANTS TRUST FUND - BY ACC1Ó (CATALONIA) – SPAIN - *www.acc10.cat*

NOTE	It is important to promote the use of the fund among the different project officers of the IFC. Sometimes it is not easy to find projects that meet the characteristics established in the agreement, and there is the need to speak with different people both from IFC headquarters in Washington and regional officers. When the Catalonia IFC Trust Fund was set up the IFC was selected because of the possibility of setting up a fund by a sub-national organisation, the possibility of being tied and its flexibility when coming to an agreement. Catalonia was the 4th sub-national state subscribing an agreement with IFC after Bavaria and Saxony in Germany and Wallonia in Belgium.
CONTACT ACC1Ó	Ms. Anna Domingo, Project Manager for International Public Procurement *annadomingo@acc10.cat*
SUCCESS STORY	**What have been the results for your company?** The project has helped us in achieving some of our strategic objectives. First, it gave us the opportunity for our company to become known within the IFC. We believe customer satisfaction positions us for new projects. Additionally, we have created a strong network of contacts in Peru. Because of this project we have launched three new initiatives. **How did this service help your company to achieve this result?** The service was very important for our company to be selected. However, without the good reputation and the high quality of the services provided by similar companies to us in Catalonia we do not think that the IFC would have risk using such a service. An excellence that is not always known by public officers in faraway lands. The promotion effort included in this service was a key. **How would you improve this service?** It is essential that the effort is maintained over the next few years. The service would improve with greater commitment. The basic structure responds well to the challenges. Not everybody knows about this facility or about the strengths of our industry within the multilateral institutions and promotion work is key. This service strengthens the general competitiveness of our sector. **ADECSO –"Analistas para el Desarrollo Económico y Social"** Mr. Martin Gurria

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CONCLUSION

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CONCLUSION

An increased involvement of SMEs into public purchasing will result in higher competition for public contracts, leading to better value for money for contracting authorities. In addition to this, more competitive and transparent public procurement practices will allow SMEs to unlock their growth and innovation potential with a positive impact on the European economy.

The European policies on public procurement must be seen as incentives to increase the competitiveness of the SMEs and not as constraints. In the past three years, the European Commission and several public authorities in Europe have launched a number of initiatives that stimulate the public procurement of innovations and stimulate innovative public procurement itself. These include Green Public Procurement (GPP), e-Procurement, social considerations, variants in procurement, technical dialogue or forward commitment procurement methodologies, as well as Pre Commercial Procurement (PCP) or research oriented public procurements.

Societal challenges we are facing – such as climate change, energy efficiency, aging population, or the rising pressures on public expenditure and the growing demands for better public services, offer new market opportunities where public authorities can take the lead and be efficient drivers and where SMEs can find new niches of development.

Business Support Agencies at Local or Regional levels and/or Enterprise Europe Network members could:

- Continue their actions to help SMEs, thereby compensating the lack of technical capacities to participate in public procurement procedures,

- Strengthen their communication effort to alert SMEs on the potentials of the public market,

- Implement more training sessions for newcomers on public procurement. Initiatives such as the EENs working group on public procurement should become a major trend.

- Network and share their knowledge with the procurers. Procurers need to have greater knowledge of what is available on the market.

EuroPROC partners believe that there is a need for public intervention, that there is a "market failure". On the one hand, the demand is not able to encourage the market to answer to their needs: they are not giving the right signals. On the other hand, the offer is not sufficiently known. That is where the power of public purchasing has to play a role.

EuroPROC partners wish to work closely with public procurers in order to provide better public procurement services, new solutions for public enterprises and authorities, innovation support to businesses.

They also wish to organise networking between SMEs who share common objectives throughout the EU and ultimately facilitate the creation of "critical mass" consortia ready-to-participate in transnational procurements.

EuroPROC partners encourage the opening of cooperation and wide win-win dialogues:

- Between Business Support Agencies and SMEs in order to develop new IPP tools that really help SMEs win transnational and foreign calls for tenders

- Between the Business Support Organisations and the Commission services to benchmark the numerous local initiatives on innovative public procurement (e-procurement, green procurement, health procurement, etc)

- With public procurers, as the real need is not legislative changes but rather a change in the contracting authorities' procurement culture

In the forthcoming months, the EuroPROC project will focus on these areas, making EuroPROC partners public procurement facilitators, reliable trainers on public procurement tools and legislation, and leaders in public procurement support.

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ANNEXES

back to summary

SURVEY FOR THE INTERREGIONAL BENCHMARKING OF GOOD PRACTICES

SECTION 1: GENERAL PRESENTATION OF THE ORGANIZATION:

1- Name of the organization:

2- Name of the contact person:

3- Date of creation:

4- Number of employees:

5- Budget:

6- National or regional organization:

7- Mission and main activities:

8- Territorial scope:
- Local
- Regional
- National
- Supra-national

9- Nature of the organisation:
- Public body
- Public-Private body
- Business Membership organisation

SECTION 2: COMPANIES THAT ARE USERS OF THE ORGANIZATION'S SERVICES:

10- Number of companies that have been users of the organisation's services:
- In 2008:
- since the beginning:

11- Type of companies, average % of
- Micro:[1]
- SME:[2]
- Non SME:[3]

[1] The EC defines micro enterprises through the following parameters: headcount < 10; Turnover ≤ Eur 2 Million; or Balance Sheet total ≤ Eur 2 Million.
[2] The characteristics defining a SME according to the EC are: headcount < 50; Turnover ≤ Eur 10 Million; or Balance Sheet total ≤ Eur 10 Million.
[3] The EC defines medium sized enterprises through the following parameters: headcount < 250; Turnover ≤ Eur 50 Million; or Balance Sheet total ≤ Eur 43 Million.

SECTION 3: SERVICES/INSTRUMENTS OF SUPPORT TO COMPANIES TO PARTICIPATE IN PUBLIC PROCUREMENT:

12-Offered

Not offered (if Not offered, go directly to question 18)

13- Starting date of the provision of services/instruments: 14- Services/instruments offered:

Awareness
Information (individual assistance, newsletter, guidebook, database...)
Training (training sessions, workshops...)
Coaching and/or individualised counselling
Direct international support (offices abroad, commercial missions, support in the field...)
Other:

Please add boxes as necessary for a brief description of each of the services/ instruments provided by the organisation.

Name of instrument	
Justification for providing the instrument	
Organisation of the instrument (Staff employed, External expertise, etc.)	
Financial resources (source of subsidy if any, and cost to the company)	
Key elements of the instrument	
Comments (this section should assess the performance of the service/instrument, links to other services/instruments, etc.)	

15- Type of companies that have used these services/instruments (average %):

Goods:
Work:
Services:

16- Type of sectors represented by the companies that have used these services/instruments (average %):

Agriculture and Food:
ITC:
Public sector:
Finances:
Infrastructure:
Transportation:
Urban Development:
Water:
Environment:
Energy:
Education:
Health:
Others:

17- Preliminary conclusions after having provided services/instruments to companies to participate in public procurement:

The number of companies demanding and using the services/instruments is limited
It is difficult to make companies participate in these activities that are not free of charge
The profile of the companies participating in the activities organised is very similar
A difference as regards the participation of companies in public procurement opportunities has been appreciated after the services/instruments have been set up.
A significant percentage of companies within the region/country are taking advantage of public procurement opportunities thanks to our services/instruments
The services/instruments provided are helping the firms to create consortium spirit
Others:

18- Reasons for not providing services/instruments of support in public procurement:

Lack of interest from the companies on the public procurement market
Lack of awareness from the companies as regards the opportunities of the public procurement
Lack of demand on these services/instruments from the companies
The provision of services/instruments in public procurement does not fit with the mission and strategy of your organisation
Budget restrictions to set up the service/instrument
Limitations on in-house expertise available
Others:

19- Potential services/instruments that your organisation would like to provide in the future:

Awareness
Information (individual assistance, newsletter, guidebook, database...)
Training (training sessions, workshops...)

Coaching and/or individualised counselling
Direct international support (offices abroad, commercial missions, support in the field...)
Other:

20-Comments:

21- Any other relevant information:

Thank you for your time and effort!

RESULTS OF THE BENCHMARKING SURVEY

Number of surveys received	**38**
Services/instruments collected	**84**
Typology of institutions	
. Territorial scope:	
Local	3
Regional	9
National	26
Nature of the organisation:	
Public body	24
Public private body	8
Business membership organisation	5
Other (social organisation)	1
Detailed description of services/instruments collected on international public procurement (divided into 4 categories)	
Information	42
Training	20
Coaching	12
International support	10

Conclusions

Preliminary conclusions after having provided services/instruments to companies for participation in public procurement	
The number of companies demanding and using the services/instruments is limited	16
It is difficult to make companies participate in those activities that are not free of charge	14
The profile of the companies participating in the activities organised is very similar	5
As regards the participation of companies in public procurement opportunities, a difference has been appreciated after the services/instruments have been set up	13
A significant percentage of companies within the region/country are taking advantage public procurement opportunities thanks to our services/instruments	9
The services/instruments provided are helping the firms to develop a consortium spirit	8

Reasons for not providing services/instruments of support in public procurement	
Lack of interest from the companies on the public procurement market	6
Lack of awareness from the companies as regards the opportunities of public procurement	7
Lack of demand for these services/instruments from the companies	5
The provision of services/instruments in public procurement does not fit with the mission and the strategy of your organisation	1
Budget restrictions to set up the service/instrument	2
Limitations on in-house expertise available	7

Potential services/instruments that your organisation would like to provide in the future	
Awareness	21
Information (individual assistance, newsletter, guidebook, database, etc.)	24
Training (training sessions, workshops, etc)	20
Coaching and/or individualised counselling	12
Direct international support (offices abroad, commercial missions, support in the field, etc.)	12

SURVEYS RECEIVED

Country	Name of the organisation
BELGIUM	Flanders Investment & Trade -FIT
BULGARIA	Chamber of Commerce and Industry of Vratsa
BULGARIA	Stara Zagora Regional Economic Development Agency - REDA
BULGARIA	The Bulgarian Small and Medium Enterprises Promotion Agency - BSMEPA
BULGARIA	Vratsa Municipality
BULGARIA	Vratsa Regional Administration
CZECH REPUBLIC	Czech Trade
CZECH REPUBLIC	Regional Chamber of Commerce Moravia-Silesia - RCC
CZECH REPUBLIC	Regional Development Agency Ostrava
DENMARK	Business Link Central Denmark
DENMARK	EU Center / Business Development Centre Herning & Ikast Brande
DENMARK	Naestved-Egnens Udviklingsselskab A/S
FRANCE	Alsace International
FRANCE	Bretagne International
FRANCE	Chambre de commerce et d'industrie de Versailles Val-d'Oise / Yvelines
FRANCE	CRCI Midi Pyrénnées
FRANCE	ERAI - Entreprise Rhône-Alpes International
FRANCE	GREX - Chamber of Commerce and Industry of Grenoble
FRANCE	UbiFrance
GERMANY	Auftragsberatungszentrum Bayern e.V
GERMANY	Baden-Wurttemberg International
GERMANY	Investitions- und Förderbank Niedersachsen, Nbank
GRECE	Chamber of Arkadia
HUNGARY	AFEOSZ - National Association of General Consumer Cooperatives and Commercial Societies
HUNGARY	Budapest Entreprise Agency - BEA
HUNGARY	ITD Hungary
HUNGARY	Public Procurement Council
ITALY	Assolombarda Business Developpement Unit
ITALY	Milan Chamber of Commerce
ITALY	Promofirenze - Special Agency of the Chamber of Commerce of Florence
POLAND	Chamber of Commerce and Industry in Katowice
POLAND	The Upper Silesian Regional Development Agency Co
ROMANIA	Regional Development Agency Bucharest - Ifov - ADR-BI
SPAIN	ACCIO - CIDEM/COPCA
SWEDEN	Enterprise Europe Network ALMI
UNITED KINGDOM	Department of Economy and Transport / Welsh Assembly Government
UNITED KINGDOM	EISC Ltd – Enterprise Europe Network South East UK

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