



# Közbeszerzés és innováció

Zúgó Liliána  
Európai Bizottság Magyarországi Képviselete

# Tartalom

- **A közbeszerzési szabályozás reformja – áttekintés**
- **Innovációs célú közbeszerzések – szakpolitika és szabályozás**

# I. PUBLIC PROCUREMENT LEGISLATIVE FRAMEWORK – overview and highlights

# I. Three new directives on public procurement

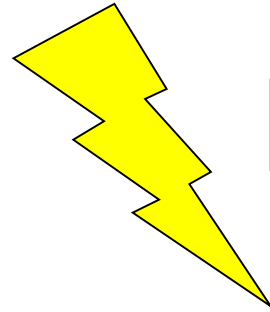
Public  
Contracts

Utilities

Concessions

# I. Objectives and trade-offs

**Simplification -  
Flexibilisation**



**Strategic Procurement**

**E-procurement**

**Better access (SMEs,  
cross-border)**

**Sound procedures**

**Governance – Professionalisation of procurement**

## I. Simplification - flexibility

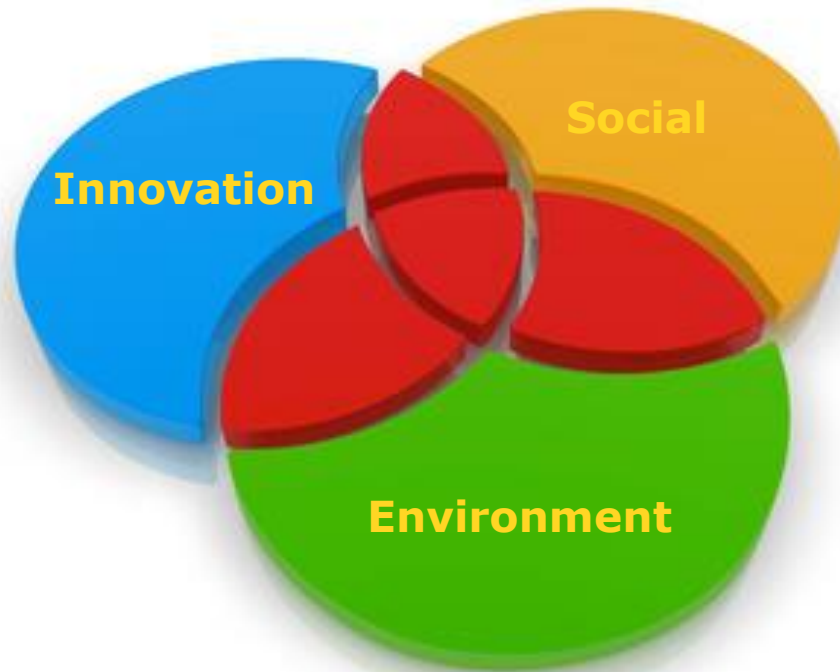
- More negotiations in procurement
- General overhaul of procedures
- Simpler course of proceedings
- Simplified rules for smaller authorities

## I. Better access for SMEs

- **Division into lots**
- **Turnover cap**
- **Direct payments to subcontractors**
- **European Single Procurement Document (ESPD)**



# I. Strategic procurement





# I. Strategic procurement

- **Freedom of choice: what to buy**
- **Subject matter link maintained**
- **Inclusion of production process**
- **Labels can be required**

# Green Procurement

- **Production process**
- **Labels**
- **Life-cycle costing**

# Social Procurement

- **Social requirements, for example**
  - ***Integration of disadvantaged persons***
  - ***Fair Trade***
- **Reserved contracts**
- **Horizontal clause**





European  
Commission

# Social services



- **Special "light" regime**
- **Threshold: 750 000 EUR**
- **Simplified European-wide publication**

## **II. PUBLIC PROCUREMENT OF INNOVATION – policy and regulation**

## **II. Why is the EU supporting PPI?**

- **Get better value for money through cooperation**
- **Address issues of common interest together**
- **Create growth and jobs in Europe**
- **Achieving policy goals (e.g. in health, green etc.)**

## II. Why is the EU supporting PPI – some results

- 20% cheaper products and higher product quality: evidence from the US defense multi competitor, multi phase PCP-PPI procurements
- Removal of supplier lock-in → 20% cost reduction outcome of benchmarking of CHARM PCP on new traffic management centres thanks to move towards open architecture via PCP
- Benefits for the local economy: Estonia PPI buying Mitsubishi electric vehicles increased local Estonian economic activity in related sectors
- Opening route-to-market for new players/SMEs

## **II. Place of PP of innovation in the European Single Market**

- **What is the aim of innovation oriented policies in public procurement?**
- **What is the role of the European Commission?**
- **What do we have at our disposal?**
  - Legal tools
  - Policies



## II. Innovation/Quality tools under Directives 2004

### *Technical specifications*

- **Detailed description** x
- **Functional requirements** ✓
- **Variants** ✓

### *Award criteria*

- **Lowest price** x
- **Most economically advantageous tender** ✓

### *Procedures*

- **Pre-Commercial Procurement** ✓
- **Competitive dialogue** ✓

## **II. Legal innovation tools under Directives 2014**

### **Indirect innovation tools:**

#### **1. Contract award criteria**

- Most Economically Advantageous Tender (MEAT)
  - Price / Cost / Best Price Quality Ratio (BPQR)

#### **2. Technical specifications & Labels**

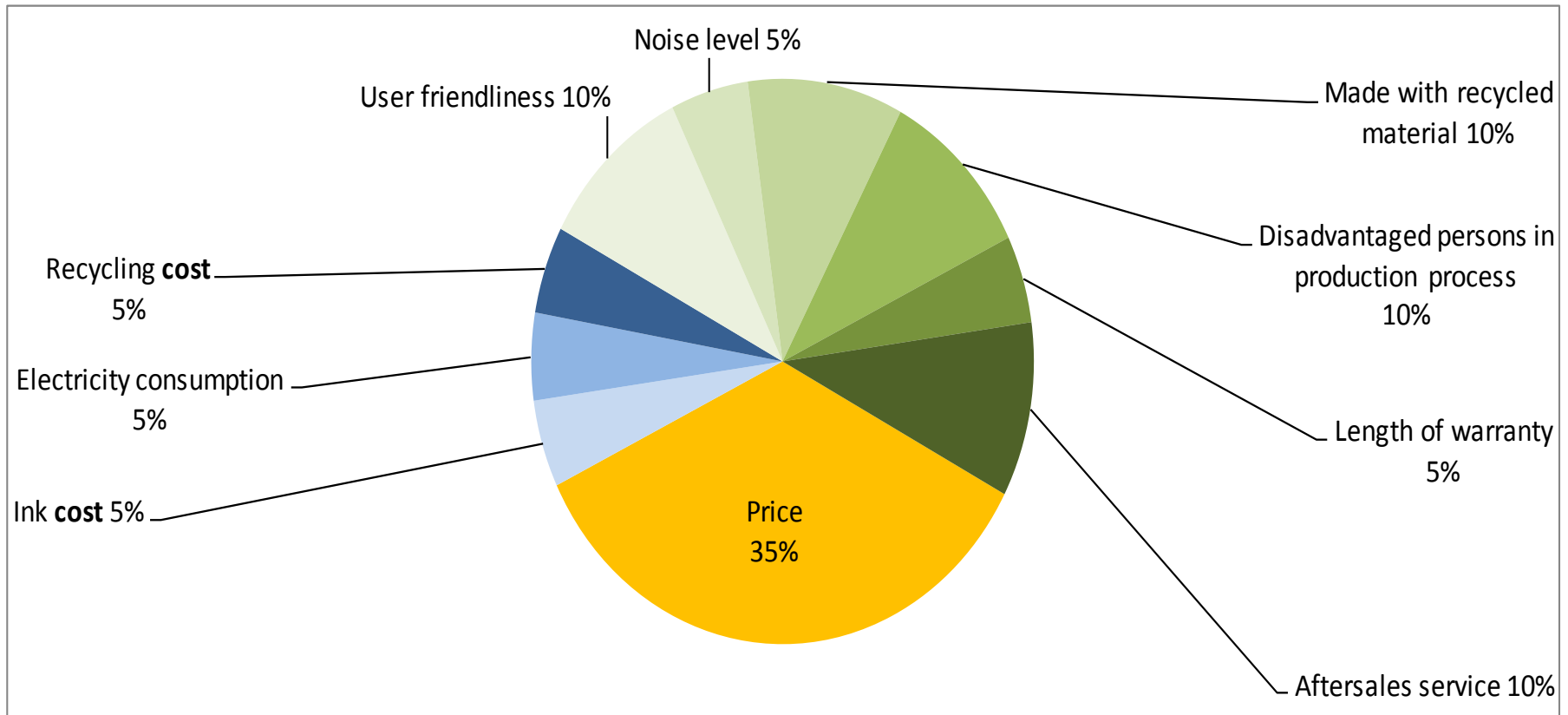
### **Direct innovation tools:**

- Pre-commercial procurement
- Innovation partnership
- Competitive dialogue
- Competitive procedure with negotiation

## II. Indirect innovation tools: contract award criteria - MEAT

- **Most Economically Advantageous Tender (MEAT)** becomes the sole award criterion to be assessed on the basis of
  - **price**
  - **cost**, using a cost-effectiveness approach such as life-cycle costing
  - **the best price-quality ratio (BPQR)** to be assessed on the basis of award criteria linked to the subject-matter of the contract.

## II. Contract Award criteria as innovation tools – BPQR (example)



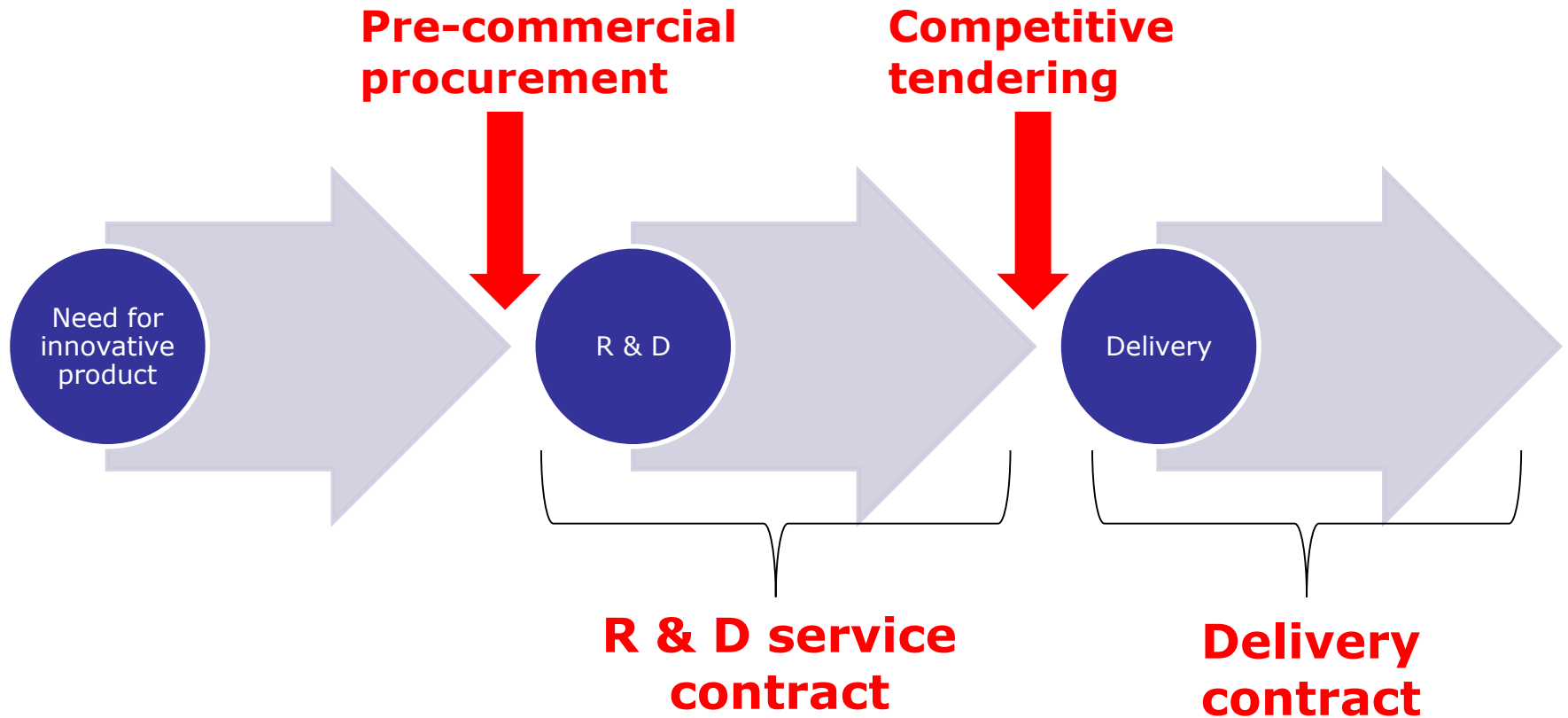
## II. Contract Award criteria as innovation tools – lifecycle costing

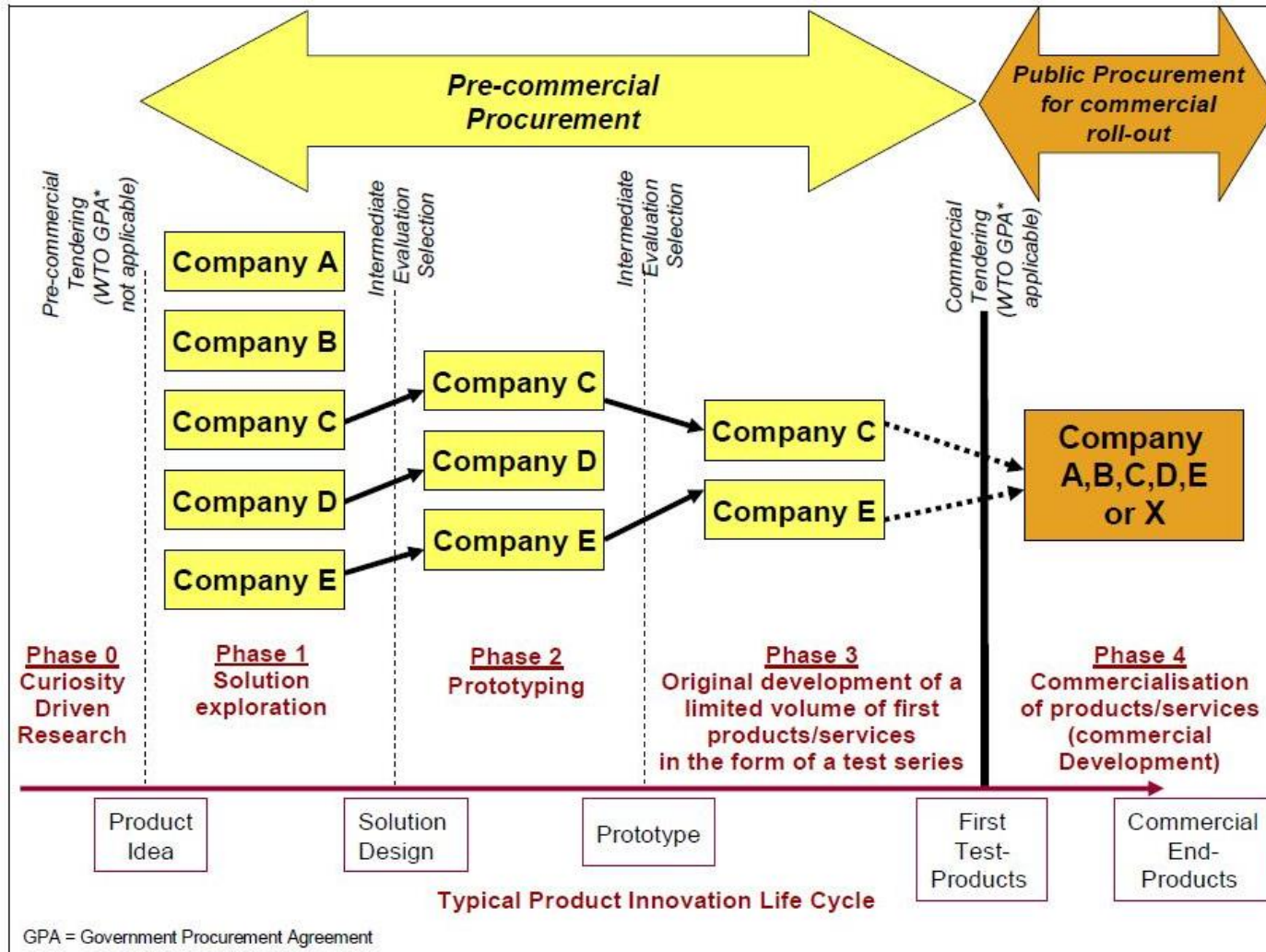
- **Example: if you care about your car's emissions**
  - E.g.: Operational lifetime cost CO<sub>2</sub> emission of passenger car (Alfa Romeo 147 – CO<sub>2</sub> emission 155g/km):  
 $200\,000\text{ km} \times 0,155\text{ kg/km} \times 0,04\text{ Eur/kg} = \mathbf{31\,000,04\text{ €}}$  imputed operational lifetime cost for CO<sub>2</sub>
- The method used has to be **objective** and easily **accessible**

## **II. Contract Award criteria as innovation tools – link to subject**

- **Criteria relate to the works/supplies/services to be provided**
  - **In any respect and at any stage of their life cycle**
  - **Even when such factors are not a physical part of the product**
    - Green?
    - Social procurement?

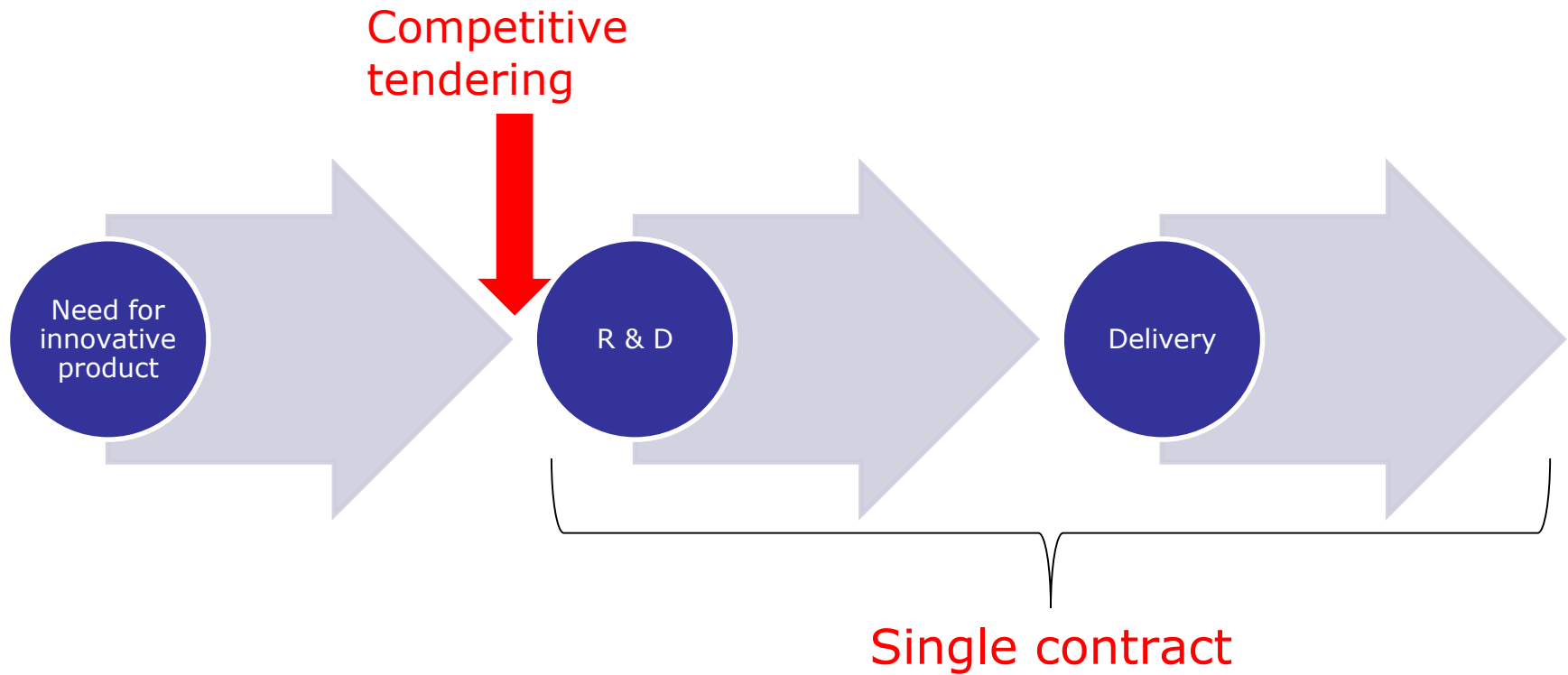
## II. Pre-commercial procurement







## II. Innovation Partnership



## II. What can the European Commission do for you in the area of PP of innovation?

- Coordination and Support Actions (100% funding rate):
  - Support only coordination activities e.g. preparation of a PCP or PPI by a group of procurers.
- PCP Actions (90% funding rate):
  - Provide EU co-financing for an actual PCP procurement (one joint PCP procurement per action) + for related coordination and networking activities (e.g. to prepare, manage and follow-up the PCP call for tender)
- PPI Actions (35% funding rate):
  - Provide EU co-financing for an actual PPI procurement (one joint PPI procurement per action) + for related coordination and networking activities (e.g. to prepare, manage and follow-up the PPI call for tender)

## II. European Assistance for Innovation Procurement - eafip

- Service set up by the DG CNECT (led by Stella & Corvers)
  - Horizon 2020 supports groups of procurers to do joint PCPs/PPIs together
  - eafip supports single procurers to start PCP/PPIs on their own nationally



## II. How can you use Structural Funds to support PP of innovation?

### CATEGORIES OF POSSIBLE SYNERGIES BETWEEN H2020 AND ESIF ON PCP/PPI

**Joint or simultaneous use of funds**

(H2020 and ESIF funding used in same project to co-finance different cost items)

**Sequential funding**

(ESIF funding the preparation and H2020 the execution of a PCP or PPI, or other way around)

**Additional funding**

(ESIF funding complementary activities such as skills enhancement to use solutions purchased by a PPI funded by H2020)

**Alternative funding**

(ESIF funding good quality projects that could not be funded through due to lack of H2020 call budget)

# 5th annual conference on public procurement and innovation

**26 October 2016**

**Swissôtel Berlin**

***Registration on-line from mid-June***

- Public procurement of innovation
- The potential of innovative procurement
- Simplifying the process: the "once only" principle
- eProcurement

[http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\\_id=8866](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8866)

**Köszönöm a figyelmet!**

[Liliana.Zugo@ec.europa.eu](mailto:Liliana.Zugo@ec.europa.eu)