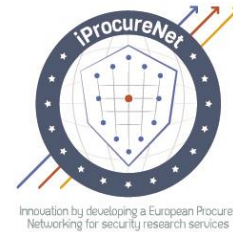


# ROLES AND BENEFITS OF INNOVATION PROCUREMENT: Unlocking Potential for Growth and Sustainability



Innovation Procurement (IP) stands out as a potent strategy that goes beyond conventional procurement practices. Unlike traditional methods, IP prioritizes higher quality, efficiency, and solutions that champion environmental and social benefits. The emphasis on cost-effectiveness and the creation of new business opportunities for enterprises underscores its significance in the contemporary landscape (*European Commission, Guidance on Innovation Procurement, 2018*).

The impact of IP is particularly noteworthy in the European public sector, which holds considerable purchasing power, amounting to an annual investment of approximately 2 trillion Euros through public procurement. Through the strategic application of IP, the public sector in Europe can achieve several key objectives:

- **Cost-Effective Modernization of Services:** IP allows the implementation of breakthrough solutions for service modernization without incurring exorbitant costs.
- **Stimulation of Innovation:** By strategically using IP, the public sector becomes a catalyst for innovative businesses, fostering growth, job creation, and contributing to the overall economic advancement of the EU.

## The roles and benefits of IP are multi-faceted, contributing to the growth and sustainability of Europe in various ways:

- **Strengthening the European Single Market:** IP plays a pivotal role in fortifying the European single market, promoting collaboration and healthy competition among diverse stakeholders.
- **Public Procurement as an Innovation Policy Tool:** IP serves as a potent tool for innovation policy, utilizing the purchasing power of the public sector to drive positive and transformative changes.
- **Promoting Capacity Building:** IP encourages the development of capabilities among contracting authorities, enhancing their ability to drive innovation and adapt to evolving needs.
- **Advancing Social and Environmental Goals:** The prioritization of IP aligns public procurement with broader social and environmental objectives, contributing significantly to a more sustainable future.
- **Aligning with Industrial Policies:** IP enables the strategic alignment of purchasing power with the goals of industrial policies, fostering growth in key strategic areas.



- **Early Adoption and Novelty:** In contrast to off-the-shelf solutions, IP empowers public buyers to act as early adopters, acquiring products, services, or processes with novel characteristics.
- **Addressing Unmet Needs:** IP focuses on addressing unmet needs, going beyond routine updates and often prompting structural or organizational reforms for more effective outcomes.
- **Promoting Sustainable Public Services:** The adoption of IP contributes to the promotion of sustainable, high-quality public services across Europe, enhancing the overall well-being of citizens.
- **Stimulating Industries:** Key sectors such as security, technology, and research are stimulated through IP, bridging the gap between research and market implementation.

In essence, Innovation Procurement serves as a strategic innovation policy tool, unlocking the potential of suppliers to deliver superior outcomes in a cost-effective manner. By embracing IP, the public sector not only drives innovation but also creates economic opportunities, fostering a more sustainable and competitive European landscape.



**Find out more:**

- *EU Introduction to Innovation Procurement* : [Introduction to Innovation Procurement](#)
- *The iProcureNet Toolbox* at [www.iprocurenet.eu](http://www.iprocurenet.eu), a free tool by procurer for procurer aiming at providing guidance and best practices for JCBPP and IP in the security sector.

