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FORUM FOR BIO-BASED INNOVATION IN PUBLIC PROCUREMENT

Format for a market dialogue session

for Procurement of Bio-Based Products and Services

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Market dialogue explained	Outcome of a market dialogue	Future procurement need
Preparation of market dialogue meeting	Dialogues, discussions and networking	Feedback, report and next steps

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Market dialogue is part of market survey

- A market dialogue is part of the market survey that precedes a procurement. It is not a formal step in a procurement, this gives you more freedom to operate.
- In order to make sure a future procurement will be open, fair and transparent, information that public procurers share with market parties during market dialogues, should be recorded and made public in a prior information notice or in the procurement.
- This does not apply to information received from suppliers.

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Market dialogue from a legal perspective

Contracting authorities may conduct preliminary market consultations (or market dialogues) before launching a procurement procedure to

- Inform economic operators of procurement plans and requirements
- Seek advice from independent experts or other contracting authorities or from market actors
- Advice may be used in planning and conduct of
  - Procurement procedure
  - Design of specifications
  - Selection of standards

  provided that such advice does not have the effect of distorting competition and does not breach the principles of non-discrimination and transparency.

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Market dialogue vs market consultation

- **Unlike a market dialogue, a market consultation is an integral part of the public procurement process, usually commencing by a Prior Information Notice (PIN) in the OJEU.**
- **The publication of a market consultation through the PIN describes the consultation process on the part of contracting authorities and announces the forthcoming public procurement exercise.**
- **The aim of a market consultation is to help contracting authorities determine the state of current and future markets in relation to their specifications and needs, and assist suppliers, contractors, service providers and concessionaires by providing information relevant to the expected requirements of contracting authorities which will be applied in the procurement process.**

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Market dialogue is interaction with the market

A market dialogue is a process which aims at the interaction between contracting authorities and suppliers before the start of the public procurement procedures.

Through a market dialogue, contracting authorities seek to

- Improve market knowledge
- Identify products and/or services which cannot be currently specified
- Determine innovative solutions
- Make suppliers, experts, innovation advisors, end-users and others with relevant knowledge aware of public needs which could be covered by future procurement exercises.

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Expected outcomes of a market dialogue

- Identification of availability existing and new (to be developed) solutions, new products, their application areas, prices and their advantages and disadvantages.
- Identification of potential suppliers that are interested in, and capable of, performing or implementing the contract.
- Identification of other public procurers with comparable future needs.
- Increasing awareness and interest of other public procurers with comparable future needs.
- Long term strengthening of dialogue between CAs and suppliers.
- Identification of barriers to the procurement of BBPS and tender process.
- Feedback from suppliers on the procurement processes.
- Gathering of relevant information for potential future (innovation) procurements.
- Mutual understanding of internal and external forces in public organisations and different business models of the suppliers.

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Formulate your future procurement need

What is your need?

- Has anything changed since the previous time you purchased something for this need? E.g. technological developments; developments in your own operations; new policy, more sustainable; policy on circularity, bio-based; recycling or biodegradability.

What are your wishes or your ambition?

- When are you happy? E.g. Better performance; added value of the new product or service; comparable Total Cost of Ownership; etc.

What information are you looking for? E.g.

- What is available now? What are developments and when will these be implemented? What are obstacles and how and when to overcome them? What opportunities do you see in the future? Who (which partners in the chain) need to cooperate to achieve what is needed? What factors are needed to make it successful? Are there examples from other areas?

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Viable target categories for innovative bio-based products	Products
Buildings: construction materials	Wooden-frame construction; Bio-based insulation; Decking; Facade panels; Bio-based painting and varnishes; Various bio-based indoor products for buildings
Infrastructure: construction materials	Road construction materials: asphalt, bio-asphalt, binder; various elements for roads: guide rail, lampposts, sound barrier, railings; Concrete casting; Sewerage: Pipes from bio-based PVC; Street furniture: bins, benches, picnic tables; Road and street signs; Bridges and viaducts: construction materials; Concrete: bio-based filler, reinforcement, hemp concrete
Gardening and landscaping	Biodegradable bio-based pots and seeding beds; Clips and binders from biodegradable bio-polymers; Erosion mats and geotextiles; Gardening tools with removable plastic parts; Drainage and pipes; Valorising waste streams from gardening
Clothes and textiles	Work clothes for officials
Cleaning, hygiene and sanitary	Cleaning detergents; Cleaning of company clothing Domestic services; Household waste management
Vehicles and mobility	Company cars; Lubricants
ICT, office supplies and paper	Office supplies and toner cartridges
Furniture and indoor interiors	Office upholstery especially carpeting; Furniture
Food, catering and events	Disposable cups; Packaging materials and utensils

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Set a programme for a meeting, date and location

Programme elements

- Introduction to the subject, relevant policy, ambitions
- Introduction on needs and solutions
- Discussions – determine specific topics to discuss

Location

- Enough room and opportunities for smaller group discussions and informal contacts

Date and time

- Make sure there are no other important events for your target groups or holidays on the selected date
- The total length of a market dialogue depends on the complexity of the subject and the number of participants and will take at least 2 hours up to one day

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SUGGESTED ELEMENTS IN THE PROGRAMME

	What	Who
1. Introduction of the general topic (15%)	Key note speech(es)	Leading figures related to the topic, from policy and science
2. Plenary presentations and discussion on the specific needs or products (10%)	Plenary presentation of the needs and / or pitches from suppliers	Contracting authorities, and / or suppliers
3. Smaller sessions or round table discussions (40%)	Small group discussions between public procurers, suppliers and experts on specific topics or (perceived) barriers. (Topics are determined prior to the market dialogue and related to the need.)	Typical program element
4. Networking opportunities (35%)	Coffee, lunch and / or drinks	All participants

Invite speakers, suppliers, experts and procurers

Speakers

- Chairperson for the day
- Leading figure(s) and experts related to the topic, from policy or science
- Need owner(s) introducing the future procurement need

Procurers

- Procurers who share the same need

Suppliers

- Opportunity for suppliers to pitch their solution or product

Invite suppliers, manufactures, procurers via relevant networks and websites. Make sure to address the technical people and not the sales people.

Be transparent about what the aim of the meeting is. Make clear what you will do with the information received from market parties, what will be covered in the report of the meeting and where it will be published. Be clear about the character of the meeting. And explain that attending the meeting does not give suppliers a special position when issuing a call for tender.

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Communication activities

Date	Action
-8-12 weeks	Post preliminary announcement online; Send dedicated mails Optional: Invitation to pre-register.
-4-6 weeks	Post final announcement online including the future procurement need(s); Send dedicated mails; Invitation to register
-3 weeks	(If relevant) Send reminder to not-yet pre-registrants
-1 week	Confirming participation. Attach participants list. Communicate special Twitter #hashtag
-1 / -2 days	Send e-mail with last details on the meeting
-1-0-1 day	Use special Twitter #hashtag and tweet before, during, after the event
+1 day	Send e-mail with on-line questionnaire for feedback
+1-3 days	Publish short report on the market dialogue on Procurement Forum
+1-7 days	Post a short report on your website and/or other media
+1-4 weeks	Send an e-mail to participants about next steps from the procurers

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Things to pay attention to

Don’t forget:

- Be transparent about the aim of the meeting. Make clear what you will do with the information received from market parties, what will be covered in the report of the meeting and where it will be published. Be clear about the character of the meeting. And explain that attending the meeting does not give suppliers a special position when issuing a call for tender.

Wrap up

- In the wrap up: let the need owners tell what they have learned from the day and what next steps they want to take.
- What (perceived) barriers and challenges were discussed and (how) will they be solved.

Whole day

- Take notes, be aware information that procurers share, may be of interest in a future procurement. Take pictures to add to your report.

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After the market dialogue meeting

Feedback

- One-pager to fill in directly after the meeting – High response, short answers
- Online questionnaire send directly after the meeting – Lower response, more detailed answers

Report

- Share your finding of the day in a report and send it to participants and put it on your website.

Next steps

- Keep participants posted on how you want to proceed and who their contact is.

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Good luck with your market dialogue!