AGENDA

1. Opportunities to tackle COVID19 crisis by using Innovative public procurement

2. Initiatives at local/regional level: Haarlem case study

3. Cooperation example at EU level: Urban Agenda
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Solve the COVID19 challenges by using Innovative procurement as a strategic tool!
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Haarlem - Innovative city

10 "Innovation-friendly buyers" public sector (December 2019):

- Schiphol Netherlands ****
- Municipality of Haarlem *****
- Dutch Gasunie ****
- Port of Rotterdam Authority ****
- NS Group ****
- Division of Forensic Care / Custodial Institutions for Youth ***
- Rijkswaterstaat ***
- Saxion Foundation ***
- Foundation for Fundamental Research on Matter (NWO) ***
- Radboud University Medical Center
Examples City of Haarlem:

Make ICT Fair!

Cleaning services

Example City of Haarlem: Sustainable road- and water works

**Contract value:** € 20 mln./year for a period of 4 years

The implementation of the contract has delivered several beneficial results. Some examples of these solutions are:

- Collaboration with the city and its inhabitants
- Sustainable and circular
- (Cost) Efficient
- Political sensibility and orientated on the effects for the society

Procedure:

- Restricted procedure (with pre-selection), whereby 100% was purchased on quality with focus on cooperation with the market parties.
- Information events for market parties during the selection phase as well as during the award phase, mainly explaining the contracts.
- Sustainability accounted for 15% of the quality assessment in the award phase. In addition, sustainability requirements are also included in the contracts.
Example City of Haarlem: Sustainable road- and water works

Testing of innovative, sustainable electrical equipment

Innovative noise control barriers, placed alongside a water pump

A new innovative and sustainable cyclepath-construction on the Rijksstraatweg was developed. Also a digital communication platform (Houtplein-inbeeld) developed to get people and stakeholders aligned in de future plans for creating a innovative and sustainable solution for traffic and safety on Houtplein (one of the main squares in Haarlem).
Example City of Haarlem: Sustainable road- and water works

Selection 1st stage (selection criteria)
- Experience (references, experience with contracts, technical ability)
- Economical demands (insurance, revenue)

Selection 2nd stage (award criteria)
- Written proposal how to help Haarlem to achieve organisational goals like (sustainability and circularity) trough e.g. innovation
- Presentation of the proposals and plans

Stage
- Selection 1st stage
- Selection 2nd stage

Contractors and Engineer Companies
- 24 contractors and 19 engineer companies
- 12 contractors and 6 engineer companies
- 4 contractors and 2 engineer companies

Example City of Haarlem: Sustainable road- and water works

The challenges
- Reduce the stress on the inner city traffic
- Empowering people with distance to labour market and reduce social isolation
- Measure innovative and sustainable solutions
- Empowering local retail

The results
- Reduction of the stress on the inner city traffic through bicycles
- Jobs for people with distance to labour market and reduction of social isolation through Social Return
- Measuring and evaluation system for innovative and sustainable solutions by using KPI's
- Empowering local retail through technology
Lessons learnt

- Involvement of the market parties should be earlier. The market is able and willing to invest time and energy in delivering innovative and sustainable solutions. Bringing client, engineering company and contractor together would result in smoother performance and better results.
- It is essential to remain focused on the main goals and not to fall back on old and familiar ways. This requires time, energy and constant evaluation of applied methods.
- It is difficult, especially in the current market in which prices increase at a very high rate, to quantify the cost benefit obtained from these contracts. Working with different scenario’s could help.
- Capacity and competencies of the procurers are essential. Invest in the competences of the procurement employees.

Example City of Haarlem: closing loop with coffee

Circularity through collaboration!

Advantages:
- Waste reduction
- Local Food Production
- Short food chains
- Reduce CO2 emissions and energy consumption
- Protein transition (meat replacement)
- Deployment of people with a distance to the labor market / participation (Social Return)
- Soil improvement
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This training has been organised by EIPA under the Framework Contract Nr 2018CE16BAT060. The opinions expressed are those of the contractor only and do not represent the EC's official position.

The Story of Innostadt
Our Story – Your Story?

“How the EU Urban Agenda Partnership on Innovative and Responsive Public Procurement can help your town”
This is Lisa Lutz, the elected Mayor of Innostadt. She is popular and always smiling, but a closer look reveals that she has not slept very well as of late...

Fortunately, the town has competent and dedicated administrative staff. One of them is Peter Johanson, Head of procurement department. Peter has been looking for new solutions to make procurement matter...

First of all, Innostadt needs to build and manage a public procurement strategy. After all, public procurement has a significant leverage effect on the economy and in addressing social and environmental challenges.

- Devise a strategic position paper defining the overarching guiding principles about the deployment of public spend, arising from the political objectives and the overall strategy of the city.
- Set the frameworks and goals of procurement, derived from the city’s policies with regard to economic challenges, social needs and ecological concerns.
- Identify the challenges in aligning procurement objectives with a city’s political agenda, such as collaborating with the private sphere and public action, tuning long-term goals to short-term needs (and vice versa), and embedding locally defined objectives in a larger decor of regional, national and even European policies and political agendas.
The work on the public procurement strategy gives a big push to the measuring and analysis of spend. Peter’s team finds out through the Measuring Spend Tool that the town of Innostadt made 1051 procurements last year, worth € 250 mln. (about half of it related to infrastructure, education and public transport).

Out of the strategy emerges a flagship project: the purchase of new buses. The average age of the town’s bus park is 17 years, and buses are amongst the main air polluters in the old town.

And this is Natalia Dimitrova from the neighboring city Innoholm. She has just started a Local Cooperation Centre (LCC) with surrounding municipalities. Simon’s vision is that by working together you can achieve more and do better...

The joint training on circular public procurement leads to a breakthrough in the clean buses procurement dossier….
Peter has heard about competitive negotiation, a competitive dialogue process and innovative partnerships but doesn’t know the details. Thanks to the legal toolbox, the procurement team is able to further pursue...

The Local Coopereation Centre advised to use an Innovation procurement broker – an online platform that can help to bring the buyer and supplier together. Concept is very easy: a challenge can be placed on this online platform and the market parties can respond immediately with possible innovative solutions.

Natalia Dimitrova from the LCC has also done a search on available EU funding through the information on Future Funding. She finds out about available financial support through EU regional policy, relevant EU funding sources (ELENA, EIB etc.) and the EU’s Clean Buses Deployment Initiative...
This finally results in a convincing winner: PROKTRANS: a coalition of a leading European bus manufacturer, jointly with a newly formed servicing company which will renovate and make use of the former train depot. The consortium will hire 50 of the unemployed train depot workers. Not long after, the region receives a fleet of 10 larger and 15 smaller buses, together with 100 electric bicycles.

Back to impacts:

- 50 of the unemployed train depot workers hired,
- Elderly citizens are allowed to go back to the town market,
- 27% less air pollution in the historic centre,
- 11% more spending in local shops,
- 8% drop in the use of cars.
Thank you for your attention!

Any questions?

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