

# How pre-procurement market engagement influence innovation procurement outcomes

## A cross-country survey on competitiveness, transformation, and technology sovereignty

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### The potential of innovation procurement remains underused

With a yearly amount of approximately €2 trillion, or 14%, of EU GDP, public procurement can be a powerful demand-side innovation policy instrument. It can...

- stimulate competition for economic welfare
- enhance transformation toward sustainability (Weber & Rohrer, 2012)
- increase a state's ability to act in a context of increasing global technology-based competition (i.e., technology sovereignty, see Edler et al., 2023).

*Policy problem:* This potential remains underused. In public procurement, suppliers are too often selected based on vested interests or one-sided structural dependencies on non-EU countries, and innovative SMEs often find it hard to participate (Blind et al., 2020; Edler et al., 2023).

### Pre-procurement market engagement can solve this problem

Several benefits from engagement with market parties before the start of the actual procurement process can be observed in the literature:

- Spot innovative technologies: if you do not know an innovative solution exists, you cannot buy it.
- Check the feasibility of the desired solution
- Inform articulate needs and demand in the market (Rainville, 2021)
- Stimulate interactive learning (Rolfstam, 2009)
- Mitigate one-sided dependencies risk

*Research gaps:* There is no up-to-date overview of market engagement methods in use across Europe, and their implications on the innovation procurement process' outcomes (competitiveness, transformation, sovereignty), the latter which might not go hand in hand.

*How do pre-procurement market engagement methods affect innovation procurement in the EU in terms of competitiveness, transformation, and technology sovereignty?*

Method	Survey questionnaire	Table 1 Methods summary
Sample	Procurement officials throughout the EU	
Unit of analysis	<ul style="list-style-type: none"> <li>• Procurement projects above the EU threshold, throughout the entire EU</li> <li>• That did some form of market engagement</li> <li>• From 2016-now</li> </ul>	
Dissemination strategy	<ol style="list-style-type: none"> <li>1. Scrape email addresses of relevant procurement authorities from EU and national tender platform.</li> <li>2. Spread survey to sample that fulfils requirements above.</li> </ol>	

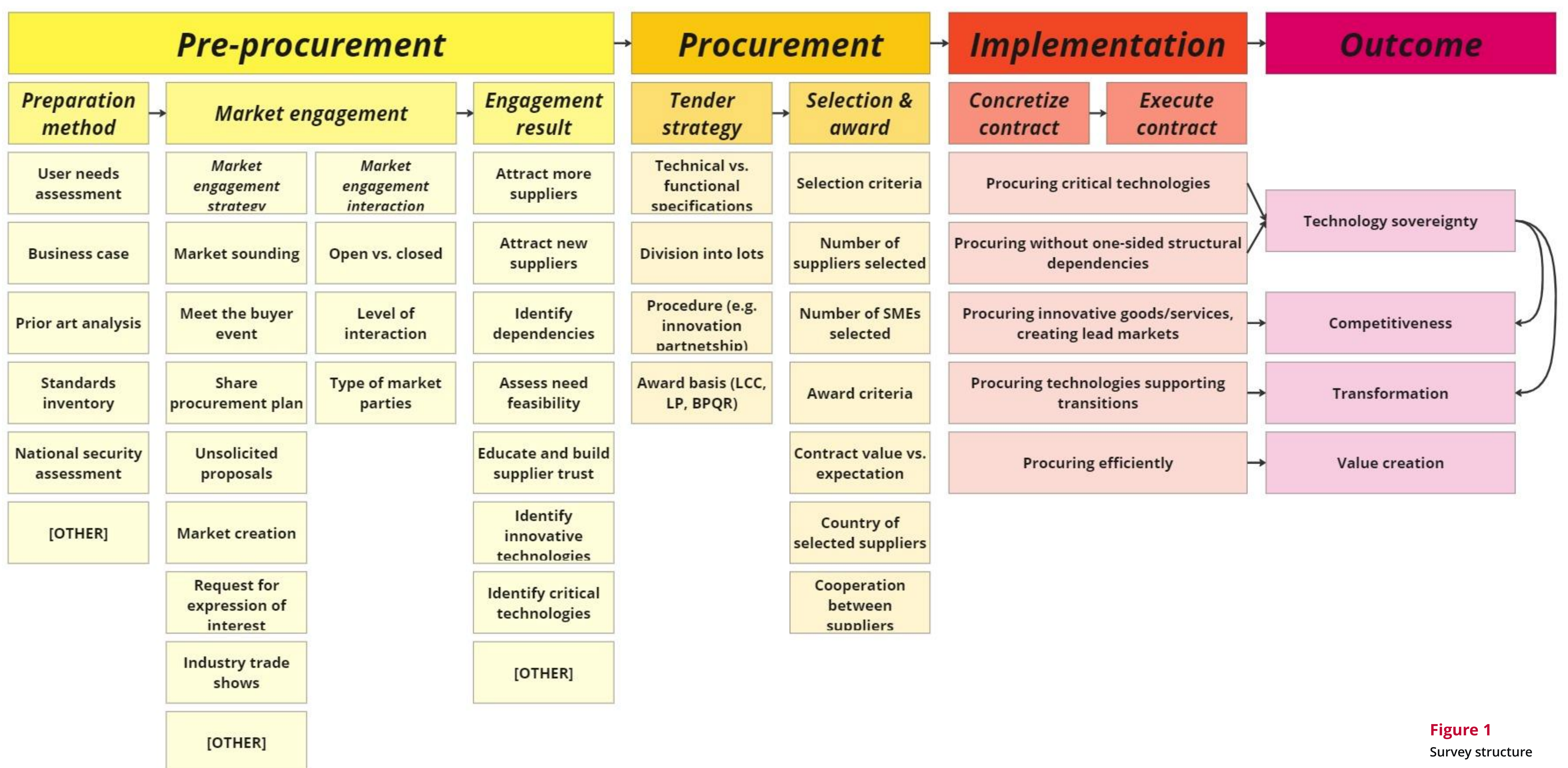


Figure 1  
Survey structure

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Rolfstam, M. (2009). Public procurement as an innovation policy tool: The role of institutions. *Science and Public Policy*, 36(5).  
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