

**DEMAND ACCELERATION –
HOW PUBLIC SECTOR CAN DRIVE
INNOVATION THROUGH MARKET
ENGAGEMENT**

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” Accounting for over 14% of GDP, EU public procurement could create a huge market for innovative products and services, but **its potential in this area remains underutilised.**”

Källa: European Commission

**IS INNOVATION PROCUREMENT
THE ANSWER?**

**INNOVATION ISN'T LIMITED BY
SUPPLY BUT BY DEMAND...**

**INNOVATION ISN'T ONLY ABOUT CREATING
A PRODUCT**

IT'S ALSO ABOUT CREATING A MARKET

**THAT MARKET RARELY CONSISTS OF ONE
CUSTOMER**

HOW DO WE CHANGE A SYSTEM?

FIRST WE CHANGED THE PURPOSE...



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**CAN WE CREATE AN INNOVATION
PROCUREMENT PROCESS WITH THE
PURPOSE TO CREATE A SOLUTION
THAT:**

**- MEET THE NEEDS OF THE FIRST
CUSTOMER**

AND

- SCALE TO MANY?

THEN WE SET THE PRINCIPLES...



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GUIDING PRINCIPLES FOR DEMAND ACCELERATION

1. PROCUREMENT CAN DRIVE DEVELOPMENT AND INNOVATION

2. INNOVATION REQUIRES ROOM FOR INNOVATION AND LEARNING

**3. SUCCESS CANNOT BE
ANALYZED BEFOREHAND,
ONLY EXPERIENCED AS IT
EMERGES**

4. INTERACTION TRIGGERS INSIGHTS

**5. SCALABILITY ASPECTS ARE
ESSENTIAL, BOTH TO THE
CLIENT AND THE SUPPLIER**

6. INTELLECTUAL ASSETS BELONG TO THE SUPPLIER

THEN WE SET THE PRACTISE...



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We worked with seven companies simultaneously which was very enriching.

THANK YOU!

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