DEMAND ACCELERATION — HOW PUBLIC SECTOR CAN DRIVE INNOVATION THROUGH MARKET ENGAGEMENT

LINA SVENSBERG
COMPARE/DIGITALWELL ARENA
”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...
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...
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...
We worked with seven companies simultaneously which was very enriching.
THANK YOU!

LINA SVENSBERG
LINA.SVENSBERG@COMPARE.SE
DIGITALWELLARENA.SE/DIGITALWELL-DEMAND-ACCELERATOR/