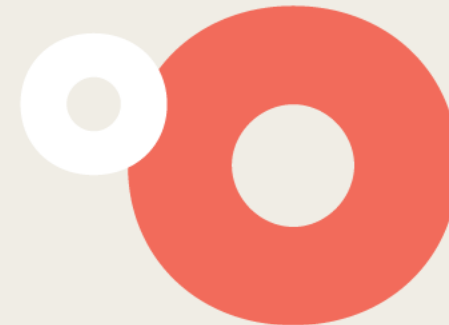




# Pronto

Boosting public procurement  
for sustainable innovation



# Open Market Consultation

## PPI Mini-training module #6



This project has received funding from  
the European Union's COSME programme  
under grant agreement No 857810

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# OMC at a glance



## What do we mean by it

A pre-tender engagement session with the potential participants in a soon-to-appear procurement call, usually done in the form of a public workshop with live recorded and broadcasted sessions (for matters of transparency).

## When is it important to use it

Every time there is uncertainty on (a) the profiles of potential bidders, (b) the nature and/or maturity of envisaged solutions (incl. if novel or consolidated), and (c) the design of the call and its supporting documentation (incl. IPR handling).

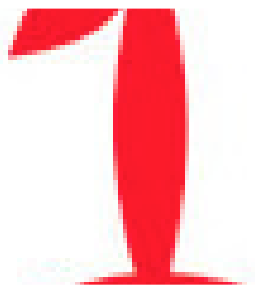
## Why it is important

As a scoping tool, for (i) building awareness and capacity in the market about the requirements of the procurer; and (ii) receiving precious feedback on how to setup and structure the procurement process.

## How it can be implemented

Without a predefined format, but in full respect of the general principles of inclusiveness, non-discrimination, transparency, confidentiality etc. Usually following a prior information notice containing only high-level details of the future call.

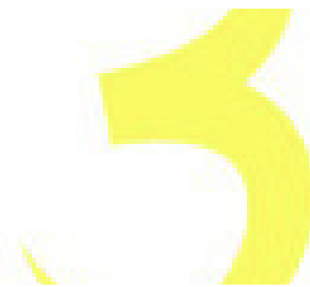
# When should it be planned/implemented



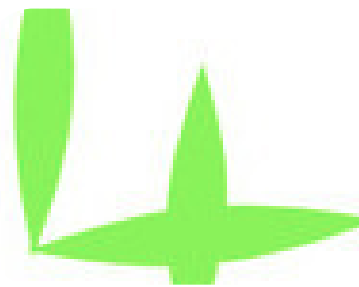
*Needs identification and assessment*



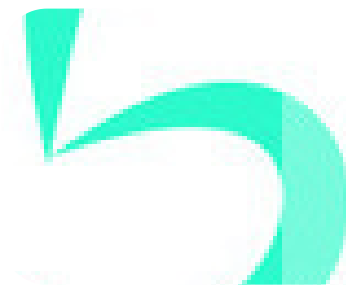
*Prior art analysis*



*IPR search & IPR and confidentiality strategies*



*Analysis of the regulatory, certification, standardisation environment*



*Drafting the business cases*



*Open market consultation*



*Tender documentation*



*Conducting the procedure*



*Monitoring and evaluating the contract performance*



*Managing after contract issues*

# SWOT analysis



## Strengths

- It can be done as early as needed, prior to final and irrevocable decisions are taken on how to shape the tender goals, processes and outputs.
- It helps ignite / consolidate a positive climate of collaboration with market players.

## Opportunities

- It is particularly useful when preparing for a PCP or PPI call for tender, not knowing whether a certain technology is new to the market.
- It can also help define the handling of IPR.

## Weaknesses

- You should know which questions to make to the participants in the OMC and how to make them appropriately.
- An extra burden can derive on the timing and resource allocation of the new tender.

## Threats

- Participants can send you the wrong message and those who attend the session may not be those who will ultimately bid.
- A growing risk with the complexity of the call.



# Consortium



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