



## B4 Supplier engagement-driving innovation

### Promoting innovative approaches in technology procurement

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**Organisation :** Motiva Oy

**Short description:** Office located in Helsinki. 36 employees. Expert organisation for efficient use of energy and material in industry, public sector organisations and consumer behaviour. 100% of shares are owned by the State of Finland.

### Executive Summary of your Abstract

A presentation of how innovative and intelligent public procurement of environmental technologies is promoted in Finland.

### Abstract

The government of Finland has raised in several political areas the concern of inefficient public spending in terms of technology driver and strategic tool. Public sector investments in environmental technology and innovative solution are often preceded by an expression of the political will, such as a climate strategy. Top down-management is a prerequisite for a successful system for GPP, especially when behaviour change and new routines are needed. The aim of a Contracting Authority is seldom, if ever, to drive innovation, but to reach the goals of for instance energy efficiency or CO<sub>2</sub>-neutrality.

An increased communication with the suppliers is seen as a risk by many public procurers. There is an underlying fear of facing court and a reluctance to make a behaviour change. Interacting with suppliers is a way to gain the knowledge needed about the best solutions available. Procurement as a strategic long term tool should also keep the market aware of future needs so that these can be fulfilled. Supplier engagement often requires a catalyst organisation to ensure the transparency and non-discriminatory nature of the initiative.

Several initiatives have been taken during the past year in Finland in order to promote innovative public purchasing generally and for environmental reasons specifically. Thus, a network of such catalyst organisations is being formed and good practices from supply-side engagement are presented. For instance, the Public Environmental Technology Procurement Helpdesk managed by Motiva Oy aims at making GPP easier and at the same time promoting market introduction of new environmentally friendly solutions. Together with an upcoming tool for funding innovative public procurement, the risk will be minimised and the public sector encouraged to change its behaviour. Through this and other funding programmes one of the main obstacles to innovative procurement can be managed.

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**Conference organisers:** ICLEI – Local Governments for Sustainability in cooperation with the City of Reykjavik

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## Resumé

Isa-Maria Bergman holds a Master of Arts in Political Science and a Master of Laws in European and Comparative Law. She worked previously as a policy adviser in Integrated Product Policy at the Swedish EPA with GPP as one of the main areas of expertise. She is now a consultant at Motiva Oy, responsible for setting up and managing a helpdesk for Public Environmental Technology Procurement.

**Recommended reading:** ([www.motiva.fi](http://www.motiva.fi) )

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