



D4.1. Business and Policy – V-ICT-OR

Project Acronym Apps4EU

Grant Agreement number: 325090

Project Title: Apps for Europe

Revision: v1.0

Authors:

Raf Buyle (V-ICT-OR)

Project co-funded by the European Commission within the ICT Policy Support Programme
Dissemination Level

P Public

C Confidential, only for members of the consortium and the Commission Services

X

Revision History

| Rev. | Date | Authors | Org. | Description |
|-------|------------|-----------|----------|------------------------------|
| V.1.0 | 04/12/2013 | Raf Buyle | V-ICT-OR | Final Version for submission |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

1. LESSONS LEARNED – INNOVATIVE PROCUREMENT

In this chapter, we describe the pilots that we have conducted, more specific to develop a script that aims to bridge the gap between governments, single source providers and Open Data experts at competitions through Europe. The **‘event-kit’** will include material for a workshop (business drivers), a bar camp (participant-driven meeting) and a marketplace (network event for government suppliers and app developers).

The pilots were conducted on the business lounges in Amsterdam and Brussels. The consolidated feedback will be the input for an event-kit that will be tested on an **international business lounge in Ghent** (Data Days, February 2014) that will be monitored and evaluated by WAAG, OKFN, iMinds and V-ICT-OR. A description and evaluation of the requirements and recommendations of the future format for the Business Lounge can be found in Task 3.1 (Business Lounge requirements).

On one hand, a lot of creativity and know-how exists in Europe to develop smart applications based on open data sets. On the other hand, solid business models to bring these apps to the market and make them viable are often lacking. Therefore, the hackatons were organised within the format of a business lounge and a team of experts was invited to coach the selected contestants to develop solid business models during one intensive day.

Another lesson is that ‘live hackathons’ will attract more easily participants as the longer types, as more people are willing to give up one day as opposed several days or even months. A disadvantage of this setting is the maturity of the applications and the fact that many participants aren’t able to even create a sustainable business model.

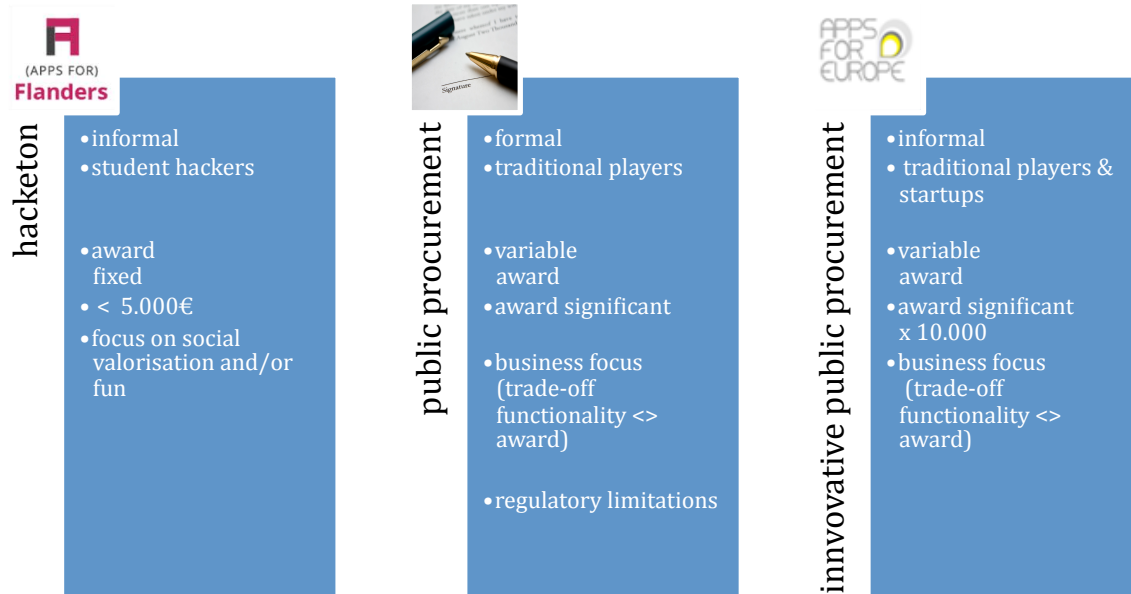
Finally we’ve learned that the (local) governments can be partners and incubators in a more mature competition setting, where the script follows some of the principles of public procurement. Public procurement accounts for some 19%¹ of GDP in the EU and offers an enormous potential market for innovative products and services. This improved form of public procurement practices can help startups to create innovative products and services based on Open Data. At the same time these practices will raise the quality of public services (better mobile apps) in a market where the public sector is a significant purchaser.

¹ Public procurement - European Commission
http://www.eipa.eu/files/repository/eipascope/20110912110554_EipascopeSpecialIssue_Art7.pdf

Innovative public procurement?

This new concept will be tested on an international business lounge in Ghent (Data Days, February 2014) that will be monitored and evaluated by the partners.

Characteristics:



We're mobilizing public (local) authorities to act as "launching customers" by promoting the use of innovation-friendly procurement practices. At this moment we're investigating the possible impact of the regulatory limitations.