

# HOW TO: MARKET ENGAGEMENT

»role of market dialogue for sustainable innovation

# Market Dialogue

- Transferable to various sectors
- Background towards fair ICT
- Specifically for dialogue events, as one possible form of engaging the market

## How to engage the market

A step by step guide for dialogue events



Available at: <https://sustainable-procurement.org/tools-and-guidance/>

# Reaching your objectives

- ★ Understand product/service readiness.
- ★ Obtain ideas to develop the next tender.
- ★ Collaborate with other public buyers on similar procurements to develop platforms for innovation.
- ★ Communicate your long term strategy, your mid-term goals and short-term activities regarding your social and environmental targets.



# 6 steps for market dialogue

- 1 – Assess your needs
- 2 – Collaborate & put together a team
- 3 – Choose suitable methods
- 4 – Before the event
- 5 – During the event
- 6 – After the event



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The European Commission's  
**100** Intelligent Cities  
Challenge

# Haarlem, Netherlands

- Market dialogue process for a specific tender with 2 engagement events & survey
- >80 industry representatives at both events
- City presented its wider sustainability ambitions & the social criteria planned for the upcoming tender to local suppliers/resellers
- Suppliers had the opportunity to respond and showcase their approach in meeting the demand
- Methods: setting-the-scene keynote, pitch slams, world café, post-it wall, themed Q&A
- City decided to adopt a new “Hardware-as-a-service” model for procuring ICT, whilst including social criteria

# Thank you!

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