

**Agreed Template for Terms of Reference for Actions  
1-10**

**1. Action Title**

4.2 Procurement for Knowledge Intensive Enterprise

**2. Background and Rationale/Justification for the Action, including the precise needs being met**

The overall objective of this action is to contribute to the creation of a trans-national ecosystem favourable to entrepreneurship, innovation and knowledge transfer, by increasing the awareness of and enhancing the access for HPSUs to public procurement procedures in the NWE region. It specifically focuses on training HPSUs on how to submit good tenders in public procurement procedures in order to improve their chances of succeeding in their applications.

**3. Specific Objectives of the Action (the changes that the action will bring about)**

The action will aim at:

- i. Reducing the information asymmetries existing between entrepreneurs/HPSUs and public procurers in order to improve the accessibility of entrepreneurs and HPSUs to public procurement procedures;
- ii. Increasing the skills of HPSUs and entrepreneurs in submitting tenders in public procurement procedures, with a view to increasing the chances of HPSUs submitting successful tenders and winning public sector contracts.

**4. HPSUs workable definition**

High potential start-ups with high employment potential is probably the best possible definition.

**5. Detailed Action Plan**

- i. Support to be offered: tender surgeries;
- ii. Tender surgery process will be created;
- iii. Partners involved and roles: Tilburg to assemble HPSUs and carry out initial screening – Bangor to conduct tender surgeries;
- iv. Locations for delivery: Tilburg/Eindhoven/UK.

Timeframe:

|                              |   |
|------------------------------|---|
| January 2013 – February 2014 | Development of workshop training content, supporting materials and development of Tender Surgery Methodology. |
|------------------------------|---|

|                                |   |
|--------------------------------|---|
| January, 2013 – December, 2013 | Recruitment of prospective HPSUs, screening & selection of candidates' applications |
| May, 2013 – November, 2014     | Delivering Procurement Awareness Days to selected HPSUs                             |
| December 2014?                 | Delivering Tender Surgeries to HPSUs.   |

**Partners Involved and Roles:**

|         |  |
|---------|--|
| Tilburg | <ul style="list-style-type: none"> <li>(a) Lead the Action in association with Bangor;</li> <li>(b) Promote action and recruit prospective candidate HPSUs;</li> <li>(c) Undertake pre-emptive screening of candidates' applications;</li> <li>(d) Co-selection (with Bangor) of applications;</li> <li>(e) Assist Bangor in the development of the contents and on the delivery of the action.</li> </ul> |
| Bangor  | <ul style="list-style-type: none"> <li>(a) Co-selection (with Tilburg) of the applications;</li> <li>(b) Develop the contents and the materials to be used in the public procurement awareness days and the tender surgeries and reviews tools;</li> <li>(c) Deliver the public procurement awareness days and the tender surgeries in the delivery locations.</li> </ul>                                  |

**6. Selection Process/Beneficiaries**

The selection process will be composed of the following steps:

- (i) Promotional and recruitment activities by Tilburg;
- (ii) Opening of the application period;
- (iii) Application period closed – all applications received;
- (iv) Screening and selection of applicants – Tilburg and Bangor
- (v) Communication of selection process results to applicants

**7. Promotion to Potential Beneficiaries**

Tilburg to carry out promotion campaign via trade organisations in Tilburg and Eindhoven: SME trade organisations will be used to attract potential beneficiaries – web and trade press campaign.

A flyer will be widely published and distributed among core stakeholders and potential interested parties for this action pilot. For the flyer, please see enclosed Annex I.

**8. Format of the Application Form to be used**

See enclosed, Annex II.

**9. Selection Criteria/Trans-national screening of applicants**

The exact composition of all the selection criteria is as follows:

- (i) Candidate HPSUs must be incorporated in one of the action's delivery locations: the UK, Tilburg and Eindhoven regions.
- (ii) Candidate HPSUs must fall into the workable definition of HPSU for this action (see above);
- (iii) Candidate HPSUs must be interested in submitting tenders in public procurement procedures in the short-term; OR;
- (iv) Candidate HPSUs must have already submitted one or more tenders in public procurement procedures during the latest financial year.

Promotion and recruitment of possible applicants to the action pilot will be undertaken by Tilburg. Tilburg will first undertake a pre-emptive screening of the best applications. Subsequently, Bangor and Tilburg will jointly undergo screening and selection of the applications that fulfil the selection criteria above mentioned.

### 10. Conditions of Participation/Eligible Costs that will be covered

As set out in the Partnership Agreement entered into between all partners to TESLA, and as defined under the Eligible Costs' section of the INTERREG IVB Handbook.

### 11. Indicative Action Budget by Partner

|         |              |
|---------|--------------|
| Tilburg | € 116.113,50 |
| Bangor  | €129,317     |

### 12. Expected Outputs and Results with reference to the approved TSLA application

In total, 50 HPSUs will be assisted. There will be four training workshops, two in Tilburg and two in Bangor.

|                | <i>No. HPSUs</i>  | <i>No. Public Procurement Awareness Days</i> | <i>No. HPSUs benefiting from Tender Surgeries</i> | <i>No. Training Sessions</i> | <i>No. Govt. or Public Sector Entities</i> |
|----------------|-------------------|--|---|------------------------------|--|
| <b>Tilburg</b> | 20 (10 per event) | 2 (1 per year)                               | 10  | 6 (3 per event)              | 2  |
| <b>Bangor</b>  | 30 (15 per event) | 2 (1 per year)                               | 10  | 6 (3 per event)              | 2  |
| <b>Totals:</b> | <b>50</b>         | <b>4</b>                                     | <b>20</b>   | <b>24</b>                    | <b>4</b>                                   |

Entrepreneurs will be assisted by a panel of experts, and offered information about public procurement procedures through presentations, face-to-face meetings and Q&A sessions, as well as training sessions on:

- a) Legal aspects of public procurement procedures
- b) Public procurement procedures
- c) How to draft and prepare winning application for a public procurement competition
- d) Tendering strategy and management
- e) Collaborative bidding techniques
- f) Issues related to cross-border access to public procurement markets

In addition, in the 12 month period following the training sessions, the HPSUs will be able to progress their tendering skills by benefiting from one-to-one tender “surgeries”, when recently submitted tenders will be analysed to assess how they could have been improved.

### **13. Complementarities with other Initiatives (TESLA and others)**

This project complements earlier work that was done with the *Tenderwise* project, funded by the EU INTERREG Ireland/Wales programme back in the mid 2000s, which looked at *Barriers to Procurement Opportunity* for SMEs in the Ireland/Wales region. It will also take advantage of work done by Bangor under the current *Winning in Tendering* project, currently operating in the Ireland/Wales region, funded by the Ireland/Wales programme. TESLA will now benefit from these initiatives, as some of that learning will be transferred to TESLA high-performance start-ups. Bangor’s particular expertise, operating with micro-enterprises and small SMEs, will be directly transferable to the TESLA target group.

### **14. Trans-nationality**

Public procurement for knowledge-intensive enterprises will take the following action to promote trans-nationality: there will be organised public procurement awareness days, where entrepreneurs will be assisted by a trans-national panel of experts, and offered information about public procurement procedures and laws as set out at 12 above.

Transnationality will be specifically present in the trans-national nature of the panel of experts, in the screening and selection process of the applicants, which will be undertaken by experts from both Bangor and Tilburg, and in the beneficiaries of this action, which will be from both partners’ regions.

### **15. Potential for continuation/mainstreaming**

As the European Public Procurement Directives apply across all Member States of the European Union, there is huge potential for continuation/mainstreaming.

On top of this, the huge degree of unawareness that HPSUs suffer from in what concerns public procurement procedures could definitely give a solid reason for continuation of this action in a wider, broader geographical setting.