

PROCURE INNOVATION EU TRAINING PROGRAMME JULY 2024



How to increase R&D and Innovation investment through Public Procurement of Innovation?

When facing this question, the usual answer is to increase budget allocations for traditional tangible assets such as infrastructure, laboratories, etc., but what about increasing investment in R&D and Innovation through intangible assets?

Learning, knowledge, and intellectual capital are key assets to invest in through PPI. These investments are key for building an economy based on knowledge and innovation.

Do you know what intangibles are?

Investing in intangibles such as knowledge, research, development, education, innovation, and information technology is very important for driving smart growth across Europe according to the EU-funded project 'Intangible capital and innovations: Drivers of growth and location in the EU' (INNODRIVE*).

Investing in intangible assets in Europe.

In Europe, investment in intangible assets has been recognised as a key factor for smart growth. It highlights the importance of these assets in driving innovation and improving competitiveness in a global marketplace. This investment is reflected in a wide range of areas, from education and training to research and technological development.



Benefits of investing in intangible assets:

- **Innovation and competitiveness:** Companies that invest in R&D and Innovation and human capital tend to be more innovative, developing new products and services that differentiate them from their competitors.
- **Productivity and efficiency:** Adopting new technologies and improving employee's skills can significantly increase productivity and operational efficiency.
- **Economic growth:** Economies that encourage investment in intangible assets tend to experience more sustained and robust economic growth. This investment creates high quality jobs and encourages the creation of new industries.
- **Resilience and adaptability:** Companies with a strong intangible asset base are better able to adapt to market and technology changes, making them more resilient to economic downturns.

Learn more about

Do you want to be a pioneer and to stimulate the knowledge-based economy in your country through PPI?

Discover the training opportunities and available resources in Procure Innovation EU Community of Practice: [Procure Innovation EU | Public Buyers Community \(europa.eu\)](https://europa.eu/procure-innovation)

[If you are interested, join this community!](#)

Coming up next:

SEPTEMBER 2024 - Key aspects of the public procurement of innovation roadmap.