



## BlueMissionMed Support Programme

### *Masterclass Innovative Procurement*

**18 November 2025 from 11:00 to 13:00 CET, venue**

Context	<p>The BlueMissionMed Support Programme, the EU-funded project (under the EU Mission 'Restore our Ocean and Waters'), is organising a set of Masterclasses, in response to the gaps and needs identified along Solution providers.</p>	
Objectives	<p>The BMM project is dedicated to bridging the gap between innovative solutions and the Mediterranean community, with a focus on empowering businesses, technology, policy, and society to embrace and implement these solutions. The Masterclass series is an essential part of this effort, aiming to create a dynamic ecosystem where innovation can thrive</p> <p>This session focuses on the role of innovative procurement as a strategic enabler for mission-driven initiatives. Throughout the Masterclass, you'll gain insights into the challenges faced by public authorities and solution providers, the limitations of conventional procurement models, and emerging approaches that foster innovation across local ecosystems. Save the date and get ready for a valuable experience!.</p>	
	BlueMissionMed	<a href="https://bluemissionmed.eu/">https://bluemissionmed.eu/</a>



Organizer	The EU-funded BlueMissionMed project, aimed at supporting the implementation of the EU Mission Restore Our Ocean and Waters, is committed to empower all the actors that can take a role in preventing and eliminating pollution in the Mediterranean Sea and waters. The goal of BlueMissionMed is to support, connect and structure existing initiatives and activities, disseminate and upscale transformative innovative solutions, mobilise and synergize relevant actors.
Target participants	Public authorities, Governance actors, Business, Research & Innovations, Start-ups, Civil Society.
Link	<b>Register here:</b> <a href="https://ec.europa.eu/eusurvey/runner/BMM-innovative-procurement">https://ec.europa.eu/eusurvey/runner/BMM-innovative-procurement</a> We request your consent to receive the BlueMissionMed's newsletter and information. By subscribing, you will stay updated on the latest developments in coastal and marine environmental protection.



## Agenda

<p><b>11.00-11.05</b> Opening</p>	<p><b>Welcome and presentation of the session.</b> <b>Speaker: Elisa Conti, CNR</b></p>
<p><b>11.05-11.25</b> <b>BlueMissionMed and Innovation Procurement</b></p>	<p><b>Presentation of the BlueMissionMed project and the mission 'Restoring our oceans and waters'.</b> <b>Speaker: Irene Alonso, ECORYS</b> BlueMissionMed support for the scaling-up and matchmaking of transformative solution, aimed to prevent and eliminate plastic pollution for the protection and conservation of the oceans.</p> <p><b>Innovation Procurement as an important tool for the Mission Ocean.</b> <b>Speaker: Matteo Bocci, ECORYS</b> Financing gaps and potentials of innovative forms of public procurement to support local transformative innovation ecosystems.</p>
<p><b>11.25-11.50</b> <b>PCP</b> <b>What and Why</b></p>	<p><b>Overview of PCP in Europe</b> <b>Speaker: Sara BEDIN, PCP Academy</b> PCP Academy in context- an actor for innovation uptake &amp; scale-up. The public demand toolbox (mostly) supply-push to demand-pull. The public demand toolbox across the innovation life cycle What the evidence says (EC-funded PCPs and PPIs): gaps &amp; strengths from procurers and suppliers.</p> <p>Questions &amp; Answers (5')</p>
<p><b>11.50-12.25</b> <b>PCP Real Cases &amp; Lessons Learned</b></p>	<p><b>PCP examples at regional and territorial level (10')</b> <b>Speaker: Ana Isabel Peiró Baquedano, CORVERS</b> Introducing lessons learned from PCP-WISE project</p> <p><b>PCP examples at municipality level (10')</b> <b>Speaker: Noe Viedma Alonso, MedCities</b> Introducing lessons learned from PROCURAMEDp roject</p> <p><b>Pilot experience at EU and national level (10')</b> <b>Speaker: Sara BEDIN, PCP Academy</b> Introducing lessons learned from POSIDON project</p> <p>Questions &amp; Answers (5')</p>
<p><b>12:25-12.55</b> <b>Way forward</b></p>	<p><b>Open Discussion with Panelists, Solution Seekers and Investors</b> <b>Moderator: Matteo Bocci, ECORYS</b> Opportunities of PCP for the actors in the Mission Way forward in implementing PCP and support available</p>
<p><b>12.55 – 13.00</b> <b>Closing.</b></p>	<p><b>Closing remarks: Irene Alonso, ECORYS</b> Promotion of the BlueMissionMed Community Facilitation of networking opportunities through B2Match.</p>

