

# Competitive Dialogue

## 10 Important Tips for Successful Tendering



### SET UP A PROJECT CONTENT 1

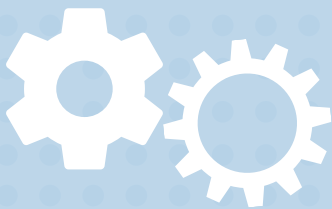


- DETERMINE SCOPE
- DEFINE CRITICAL SUCCESS FACTORS  
Deciding factors for determining purpose

### 2 DESIGN A PROJECT ORGANISATION

- REQUIRED EXPERTISE
- Project management
  - Substantive expertise: technical, operational and end user
  - Financial: important for less common constructions
  - Legal: tendering and contract management

**i** It is good to appoint one contact person for the market parties. The organisation must be able to handle the confidential information.



### SET UP A PROJECT ORGANISATION 3

#### SELECT ASSESSMENT COMMITTEE

- Selects companies for dialogue phase
- Assesses results
- Assesses registration using award criteria



#### COMMUNICATION PLAN

- From whom are the best ideas expected?
- Which parties have an interesting network?



#### DETERMINE PAYMENT

- Determine the amount of reimbursement based on time and costs per hour

### 4 MARKET CONSULTATION AND CONSORTIUM FORMATION

- CONSORTIUM FORMATION
- Give the participants the opportunity to tell what they are doing and to network as part of the program

**i** Consult the market about competitive dialogue. It can also give companies the opportunity to find partners to jointly submit a proposal. This is interesting when:

1. The assignment has different facets where different organisations fit;
2. Innovation is expected from small organisations but prefer a larger contract partner.

- The guide describes:
- A number of parties
  - The planning
  - Procedure for submitting documents
  - Preconditions such as:
    - Confidentiality
    - Intellectual property
    - Compensation for participating parties

### SET UP COMMUNICATION GUIDELINES 5



What are expected results?  
What are selection criteria and award criteria?

# 6

## SELECT PARTIES

### CHECK THE SUBMISSIONS

Make checklist criteria:

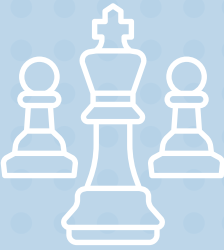
- Are all documents complete?
- Have documents been submitted on time?
- Does the market party meet the minimum requirements from the guideline?

 In principle, a supplier drops out if not complete



### REVIEW

Minimum number of parties is three.  
Can be interesting to encourage consortium formation.



## HANDLE DIALOGUE

# 7

### COMPLY WITH THE RULES

- Conversations are confidential
- Providers may not be informed about the confidential solutions of the competitors
- The providers get the same opportunities and the same information
- A market party can ask a confidential question; the answer to this will not be shared with all market parties
- Possibility to exclude parties during the dialogue phase

# 8

## FINAL REGISTRATION

### COMPLETION

- The final contract documents will be published at the end of the dialogue phase
- The remaining parties will be invited to submit a tender



### REVIEW

- Assessment according to assessment criteria

 The formulation of the motivation is essential



### REVIEW

# 9

# 10

## SELECT WINNERS

### AWARD CRITERIA

- Good argumentation is essential



During competitive dialogue a lot of knowledge has been gathered.  
Use this knowledge for contracting.



## LEGAL FRAMEWORK



Recitals 42 and 84 of the Directive 2014/24/EU on public procurement.  
Art. 26, § 4 of the Directive 2014/24/EU on public procurement.  
Art. 30 of the Directive 2014/24/EU on public procurement.

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