

# PROCEDIN

*Building Procurement Capability for Embedding and Driving Innovation*

## **HOW TO GET BUSINESS STUDENTS EXCITED ABOUT WORKING IN PUBLIC PROCUREMENT**

The new generation of graduates is increasingly concerned with meaningful work. Many business students are passionate about making a tangible difference in society through their future employment. Purchasing and supply chain management is a particularly appealing field of work, with many opportunities.

Yet, they often don't see public procurement as a pathway to fulfilling these aspirations. Even though public procurement is a pivotal engine driving innovation, sustainability, and social progress on a grand scale. Every year, across the EU, public bodies do 2 trillion euros worth of business with companies, which represents 12 percent of Europe's GDP.

As business and management educators, we have the privilege and responsibility to guide our students towards these rewarding opportunities and instill in them the passion and skills needed to thrive in sectors beyond the private sector. Universities have the opportunity and responsibility to provide students with more insights into the variety that public procurement offers, empowering them to become agents of positive change.



In this advice note for business management educators, **we explore four opportunities**, including examples, resources, and guidance on how universities can get students excited about working in public procurement

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## HOW YOU CAN BRING PUBLIC PROCUREMENT INTO YOUR EDUCATIONAL OFFERINGS



EXPAND YOUR CURRICULUM



HIGHLIGHT REAL-WORLD IMPACT



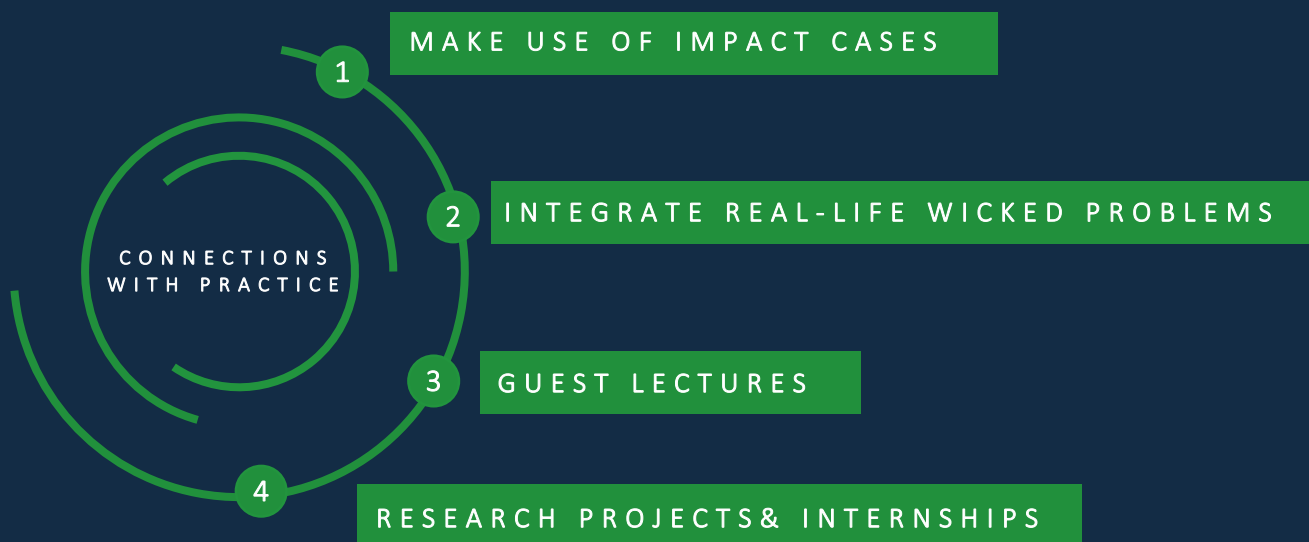
CONNECT WITH EXPERTS



PROMOTE CAREER OPPORTUNITIES

SEPARATE REPORT  
AVAILABLE AT [OUR  
PROCEDIN WEBSITE](https://www.procedin.eu)

POSSIBLE ROUTES TO STIMULATE PUBLIC  
PROCUREMENT AS A CAREER PATH



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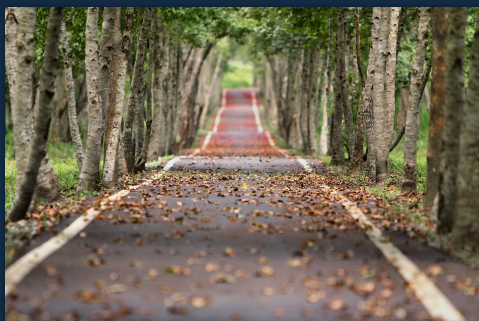
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## IMPACT CASE EXAMPLES



ZERO-EMISSION VEHICLES



CO<sub>2</sub>-NEGATIVE ROAD



REDUCING URBAN FLOOD RISK



REFURBISHED FURNITURE



CARE FOR HOMELESS PEOPLE



REDUCING FOOD WASTE

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*More case examples?*



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## ORGANIZE GUEST LECTURES

### WHY?



Real-life case studies and examples engage students and demonstrate the relevance of public procurement



Public contracting authorities can provide valuable insights and internship opportunities.



Bridging the gap between academia and practice prepares your students for successful careers.



Opportunity to emphasize public procurement's diverse and rewarding career paths.

### SOME EXAMPLES

INNOVATION & SOCIALLY  
RESPONSIBLE  
PROCUREMENT IN THE  
MINISTRY OF DEFENCE

PUBLIC PROCUREMENT ON  
THE CONSTRUCTION SECTOR  
& RISK MANAGEMENT

STRATEGIC PUBLIC  
PROCUREMENT IN THE CITY  
OF HAARLEM

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## WICKED PROBLEM CASE STUDIES

Wicked case studies offer (regional) public contracting authorities the opportunity to present resolvable yet complex public procurement challenges they encounter. Students work in small groups to find a possible solution to their challenge – which they then present to the public contracting authority. This approach offers the opportunity for students to become familiar with public procurement without a considerable time investment (as compared to internships or research projects). It provides public contracting authorities with the opportunity to familiarise students with their organisation and work, and novel insights on solving the problem.

### POSSIBLE EXAMPLES OF SUCH WICKED CHALLENGES:

How can you reach the local market parties and producers?

Municipality level

1

How can the organization attract suppliers for their innovative tender?

Government level

2

How can we procure waste circularity?

Public contracting authority

3

How can we increase tender attractiveness?  
How can we decrease the costs for tender participants?

Municipality level

4

How can we include sustainability criteria when purchasing IT?

Public contracting authority

5

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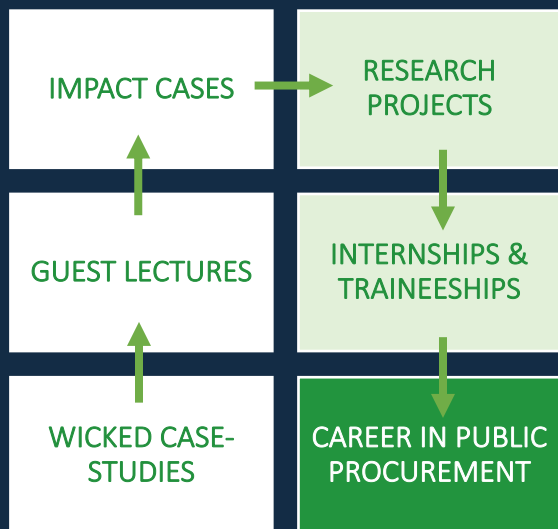


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## RESEARCH PROJECTS & INTERNSHIPS



### TIME INVESTMENT AND MATURITY LEVEL OF THE STUDENT

Previous examples of how to get business students excited about working in public procurement do not require significant time investment for students. If students want to explore public procurement further, a logical next step would be a public procurement internship or research project—ranging from seminar papers to a bachelor's or master's thesis within a public contracting authority. Below are three examples of possible research projects (which can also be combined with an internship).

Municipality Interventions for Sustainable Economic Recovery through Public Procurement

Requirements placed on bidders in their tenders to encourage fair and ethical trade

Impact of changes in purchasing practices in the municipal procurement of youth healthcare services

01

02

EXAMPLE  
RESEARCH  
PROJECTS

03

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**We hope this advice note serves as a helpful starting point for collaborating with local public employers and other contracting authorities to inform business students about, and attracting them to, working in public procurement.**

## ***ABOUT THE PROCEDIN PROJECT***

PROcurement Capability – Embedding and Driving INnovation (PROCEDIN) is a Horizon Europe project funded by the European Commission. Its purpose is procurement of innovation (POI) capacity building among and between buyers (especially in public procurement) and firms (especially SMEs) and engaging other key stakeholders in building the POI ecosystem (especially educators). Together with other Horizon Europe projects, BUILD and Health InnoFacilitator, PROCEDIN has launched the Innovation Procurement Task Force, a collaborative initiative aimed at supporting procurement in innovative areas such as the circular economy, green mobility, and healthcare.

- **Want to be involved in our community?** [www.procedin.eu/procedin-community](http://www.procedin.eu/procedin-community)
- **Get in contact** through [info@procedin.eu](mailto:info@procedin.eu)
- **Follow our updates on PROCEDIN social media:** [Linkedin](#), [Twitter](#)
- **Curious about the Innovation Procurement Task Force?** <https://iptf.eu>

## ***Acknowledgments***

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