



PCP WISE 2nd Webstival

Webinar 3: PCP Implementation: How to involve / engage end-users and citizens



Funded by
the European Union

This project has received funding from the Horizon Europe Framework Programme (HORIZON) under grant agreement N° 101182917



Overview

Date: 27 October 2026 – 13:30-15:30 CET | **Duration:** 1h30

Background: This webinar will explore how end-users and citizens can be meaningfully engaged throughout pre-commercial procurement (PCP) implementation, from identifying needs and defining requirements to solution development, testing and adoption. Drawing on PCP WISE's co-production methodology, insights from its EMS2026 conference contribution on demand-driven climate services, and practical lessons learnt from three other Horizon Europe PCP projects, the session will bring together public buyers, procurement experts and innovation practitioners to discuss the legal framework, effective approaches to user engagement, and the challenges and success factors involved in integrating end-user needs and feedback into innovative solutions. A panel discussion will further explore how co-production can build trust, improve usability and support the adoption of solutions that respond to real-world needs.

Agenda

13:30 – 13:35 (5 min)	Welcome & strategic remarks, G.A.C. Group
13:35 – 13:45 (10 min)	Setting the scene: Why end-user and citizen engagement matters for PCP implementation, Antonia Matthies, Climate KIC <i>Why understanding operational needs, user requirements and societal expectations is critical for moving from procurement to solutions that can actually be adopted. Introduction to co-design, co-production and user-driven innovation.</i>
13:45 – 13:55 (10 min)	Legal framework and requirements for end-user engagement in PCP, Ana Lucia Jaramillo Villacis, Corvers Procurement Services <i>Overview of the legal and procedural framework governing PCP, with a focus on end-user involvement, the identification of needs and the definition of functional requirements. The session will clarify applicable legal requirements, where relevant, and distinguish mandatory provisions from recommended practices for ensuring a compliant and effective PCP process.</i>
13:55 – 14:05 (10 min)	From needs to specifications: Lessons from PCP WISE co-production, Antonia Matthies, Climate KIC <i>Insights from the PCP WISE co-production methodology, including how participatory workshops and user-driven approaches helped translate local needs and operational workflows into functional and technical requirements.</i>
14:05 – 14:35 (30 min)	Lessons learnt from other PCP projects <i>Practical lessons from other Horizon Europe PCP projects: how end-users and citizens are engaged throughout PCP implementation, how their needs</i>





	<i>and feedback are integrated into solution development and testing, and key challenges and success factors for meaningful user engagement.</i> • SHIELD PCP, Nina Czyżewska, Polish Platform for Homeland Security • SPACE4Cities, Renske Martijnse-Hartikka, Forum Virium Helsinki • iProcureSecurity PCP, Bernhard Jäger, SYNYO
14:35 – 14:55 (20 min)	Panel discussion: “From co-production to adoption – building trust and creating solutions people will use”, moderated by Antonia Matthies, Climate KIC. Speakers: • Joost Buntsma, Het Waterschapshuis (PCP WISE) • Nina Czyżewska, Polish Platform for Homeland Security (SHIELD PCP) • Renske Martijnse-Hartikka, Forum Virium Helsinki (SPACE4Cities) • Bernhard Jäger, SYNYO (iProcureSecurity PCP) <i>Discussion around acceptance, usability, trust, data concerns, stakeholder ownership and integration into existing workflows. How can buyers, suppliers and end-users work together throughout PCP implementation to ensure solutions respond to real needs?</i>
14:55 – 15:00 (5 min)	Wrap-up, Q&A and Outlook , G.A.C. Group

