

Headline

Tender company catering because of a new contract period.
 The Municipality of Groningen has adjusted its procurement strategy in such a way that it enables more food-related regional SMEs to participate.

Summary (a concise description of your case, easy to understand, that includes the purpose, the goal/results and the activities done/planned)

The Municipality of Groningen wants a different approach to company catering and the accompanying services. The Municipality of Groningen has therefore adjusted its procurement strategy in such a way that it enables more food-related regional SMEs to participate. The Best Value Procurement Strategy challenged interested parties to show how their offer included regional sourcing, stimulated innovation of food related SMEs and delivered also a substantial Social Return. The Municipality of Groningen choose the offer by local SME Tweetal, with substantial regional sourcing, an innovative cooperation with regional food related SMEs and a substantial Social Return.

In depth description (What did you do? Which partners did you involve? What was the results? What did you learn? Success factors? Etc.)

We made new policy on sustainable procurement in 2015. Our food policy, as formulated in 2012, demands that the municipality must set a good example itself. Especially since we are Fairtrade Town (2009), we signed up for a Green Deal Dutch Cuisine and Healthy Ageing. In May 2017 we started the process of formulating the content of the tender, which was published in august. Nine entrepreneurs have registered for the tender. On 21 september the first assessments took place. Three candidates with the highest scores were invited to give a presentation. In the end caterer Tweetal achieved the highest score on local food, cooperation with other parties, entrepreneurship.

We learned that the change of course we demanded, turns out to be difficult to fill in by traditional caterers. Their focus was too much on management instead of creative entrepreneurship.

We learned that local caterers have better local networks contacts then the great concerns. In the assessment of the tenderers we learned the importance of well formulated sustainable policy. Not the money but the quality was a guideline.

We learned that there are more opportunities than expected to achieve local products.

We learned that sustainable food is more and more an issue, but the definitions are not always very clear. The large caterers prefer to see the Netherlands as a whole as a local producer, despite the definition of the three Northern Provinces.

Next steps (Plans / Ambitions / Challenges to be met)

The new caterer must comply with the conditions of the tender. This will be periodically tested. Preparing the switch to the new caterer. That means contracting the employees that formally worked for Sodexo as caterer. Transforming 5 locations to a new style. Each with a different outlook and different target groups.

Links to websites where we can learn more about your case**Enclosed material (write below if you enclose any photos, reports, education materials etc)**

Offerte aanvraag (Request for quotation), Programma van Eisen (Program requirements), Plan van Aanpak Tweetal (Plan of action, with attachments)

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Identified issues in wp 4

Please mark below which of the 13 identified issues in the application your report connects to. You are welcome to mark more than one issue.

Demand side	<input type="checkbox"/> X Food policies <input checked="" type="checkbox"/> X Public Procurement <input type="checkbox"/> Loyalty
General	<input type="checkbox"/> Data <input checked="" type="checkbox"/> X ICT <input checked="" type="checkbox"/> X Laws and regulations
Supply side	<input type="checkbox"/> X Smart specialisation & Business innovation <input checked="" type="checkbox"/> X Technologies <input checked="" type="checkbox"/> X Logistics <input type="checkbox"/> Finance

Market

- X Cooperation structures
- X Communication