



News Release

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techNL Releases New Policy Framework Proposal to Scale Up Innovation Champions in Newfoundland and Labrador

New report outlines roadmap to modernize public technology procurement and boost local economic impact

St. John's, NL – Thursday, December 11, 2025 – Today, techNL released [Scaling Up Innovation Champions in Newfoundland and Labrador](#), a framework for aligning public technology procurement with economic growth in the province. The report outlines practical steps to unlock greater economic impact, create high-value jobs, and help local tech companies scale.

A large share of the provincial government's current technology spending is directed to partners outside the province and country. This report proposes ways to keep more of that value in Newfoundland and Labrador by introducing value-based procurement, innovation sandboxes, and more streamlined processes for local firms. This undertaking was driven by clear feedback from local tech companies that public procurement remains one of the most significant barriers to their growth in Newfoundland and Labrador. It involved months of extensive research into provincial, national, and international procurement best practices, including examining models from across Canada and leading innovation jurisdictions around the world.

"Members have told us for years that complex, lengthy procurement processes are holding back their growth," said Johanna Brown, Chair of the techNL Board of Directors. "This report offers a constructive way forward. It shows how Newfoundland and Labrador can modernize procurement in a way that delivers better services for residents, while growing local companies and talent."

Newfoundland and Labrador's tech sector already contributes more than \$1.8 billion annually to the provincial economy and has grown by 24% between 2016 and 2023. techNL believes aligning procurement with economic development priorities can accelerate that growth even further. This holds true across the many industries and sectors strengthened by technology. As national investment in defence increases, Newfoundland and Labrador's expertise, innovation, and strategic positioning create a timely opportunity for the province to contribute to Canada's security.



“Newfoundland and Labrador has everything it needs to be a national leader in innovation procurement,” said Florian Villaumé, CEO of techNL. “By using government as an early customer for homegrown solutions, we can help companies demonstrate and validate their technologies here, and position NL firms to compete globally. This is about using existing dollars more strategically to drive long-term prosperity in Newfoundland and Labrador.”

The framework recommends measures such as clear economic-impact scoring in large technology procurements, pilot and co-development pathways for emergent technologies, and improved data and reporting on where government tech spending goes. It also proposes targeted supports for public buyers and small- and medium-sized enterprises to participate more effectively in innovation-focused procurement.

techNL will work closely with the Government of Newfoundland and Labrador, Crown corporations, public-sector partners, and member companies to explore the implementation of these recommendations in the months ahead. Johanna Brown, Chair of the Board of techNL, and Florian Villaumé, CEO of techNL, met with Frank Butler, the new Chief Procurement Officer, for a productive and promising discussion, reviewing the recommendations in the report in detail and exploring actionable next steps.

The full report, *Scaling Up Innovation Champions in Newfoundland and Labrador: A Policy Framework for Maximizing Economic Impact through Local Technology Procurement*, is available now on techNL’s website. [Read the full report here.](#)

This framework builds on techNL’s previous report, released prior to the provincial election, [Provincial Election Brief – Request for Party Commitments](#), which outlined priority actions for all parties to support the growth of Newfoundland and Labrador’s tech sector.

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About techNL

techNL is a not-for-profit membership association that accelerates the growth of the tech sector in Newfoundland and Labrador. In collaboration with its network of members and partners, techNL provides business growth services, visibility, a collective voice, and a community to tech and tech-enabled companies in Newfoundland and Labrador with a vision to become the most sought-after Canadian tech ecosystem, globally recognized for its collaborative community, diversity, quality of life, and success.