



Prepare

Get ready
for innovation
adoption

28th JUNE 2024

How demand-driven innovation can increase the impact of regional policies

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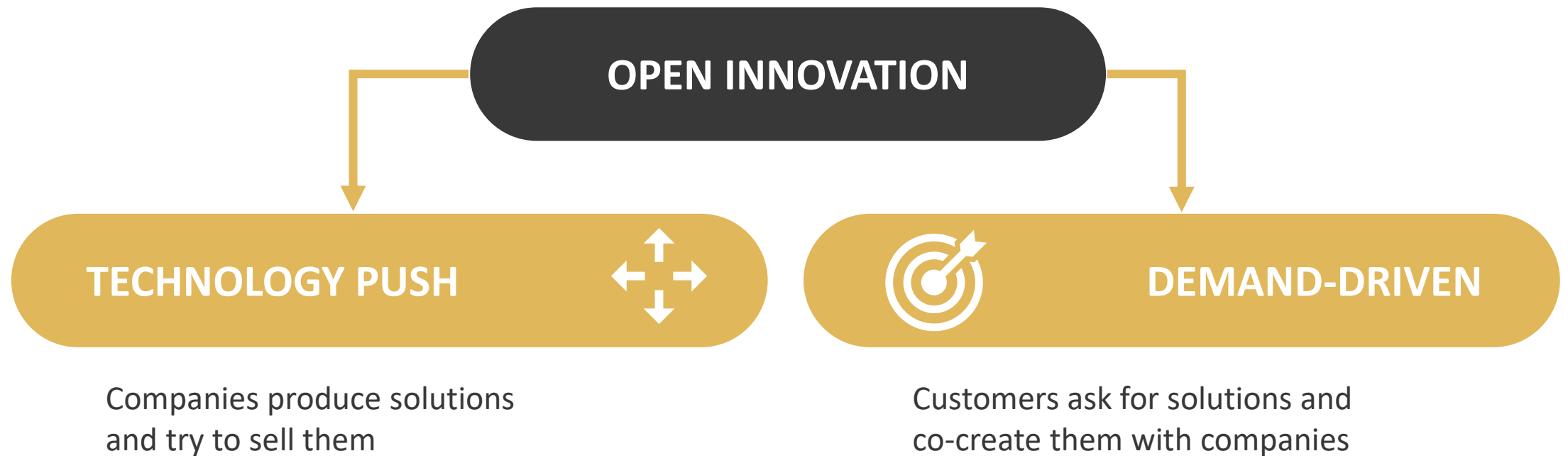


Why PREPARE?

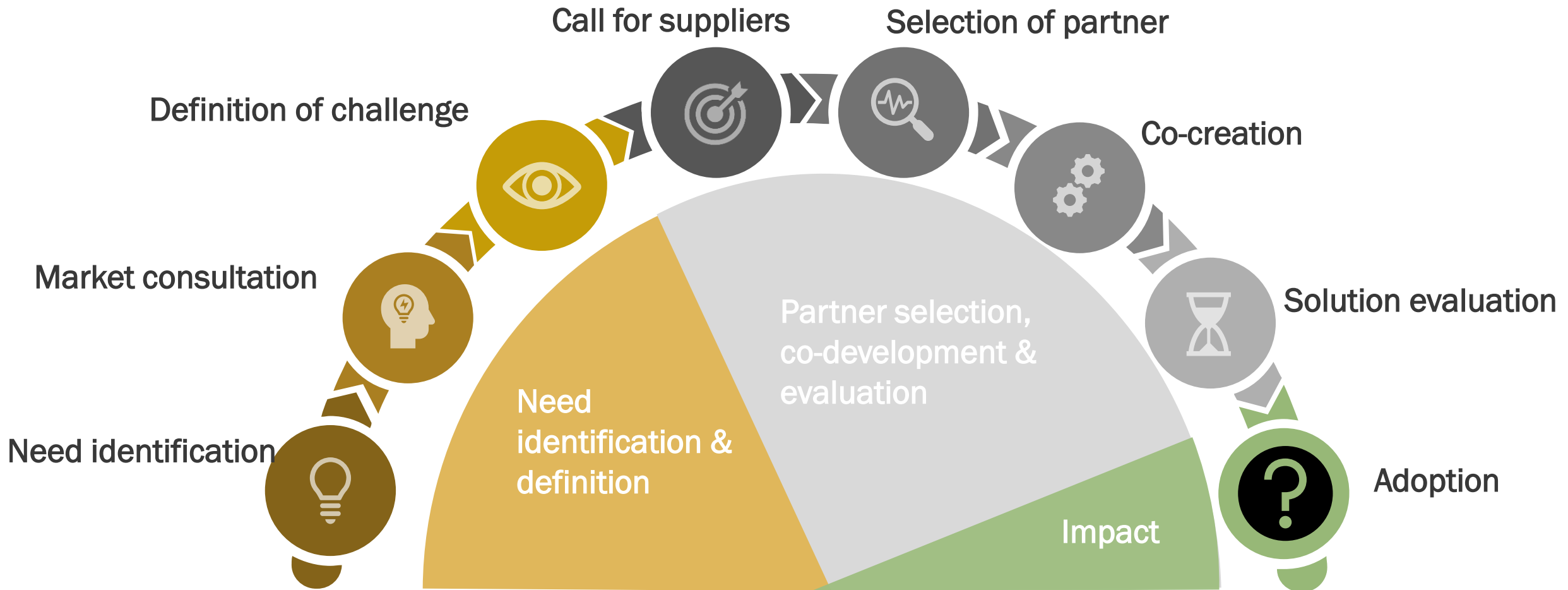
Objective

Increase the regional
COMPETITIVENESS by solving
innovation **CHALLENGES** of local
(public) entities that become
BUSINESS OPPORTUNITIES for SMEs.

Types of innovation



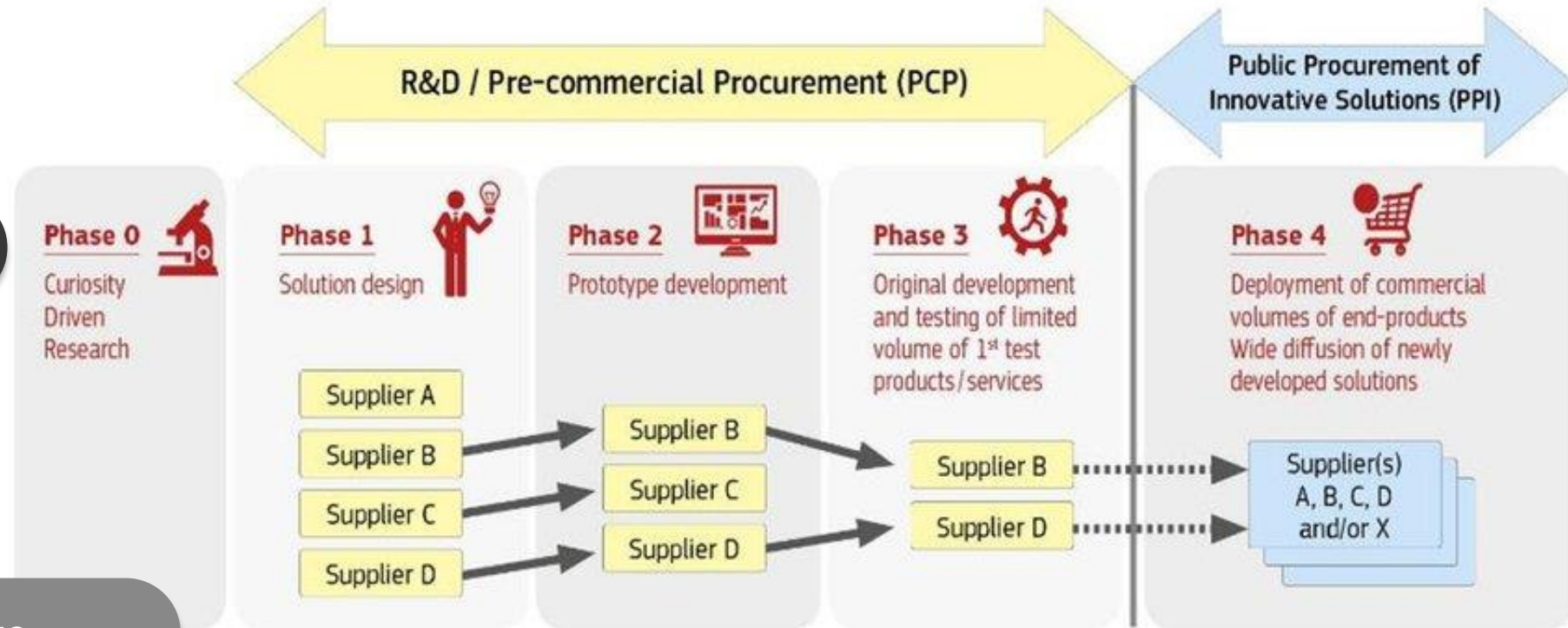
Demand-driven innovation life cycle



Traditional demand-driven instruments

Projects usually take:

- Millions of euros
- 3-4 years
- Not always easy to manage



Traditional demand-driven instruments

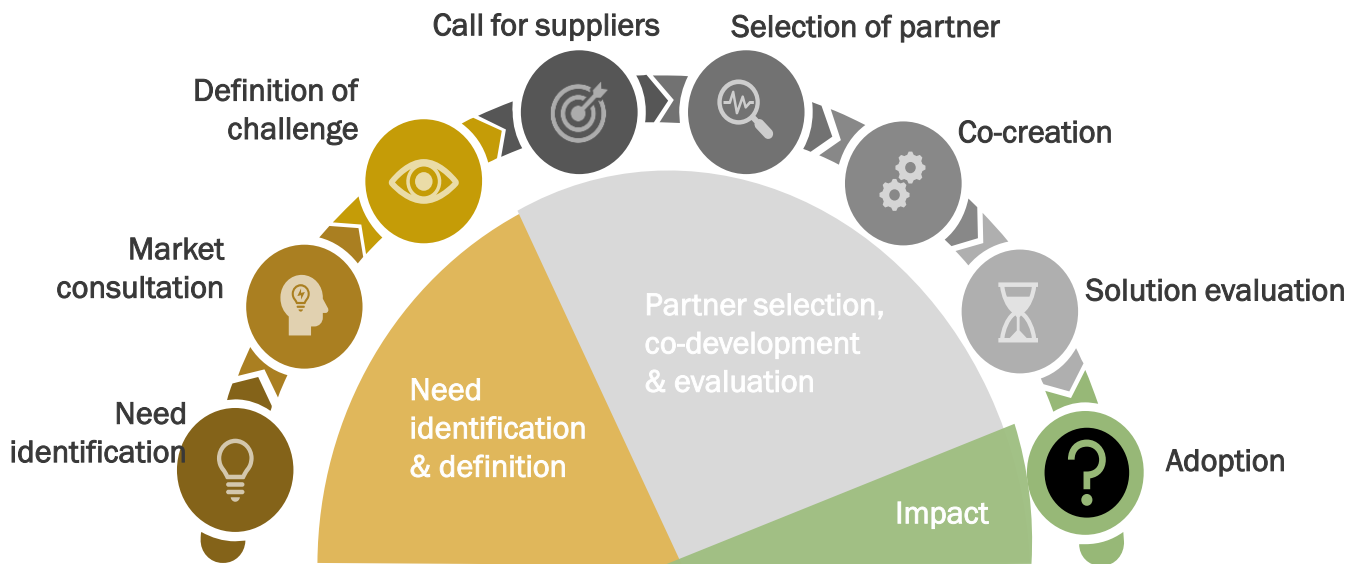
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Do not confuse

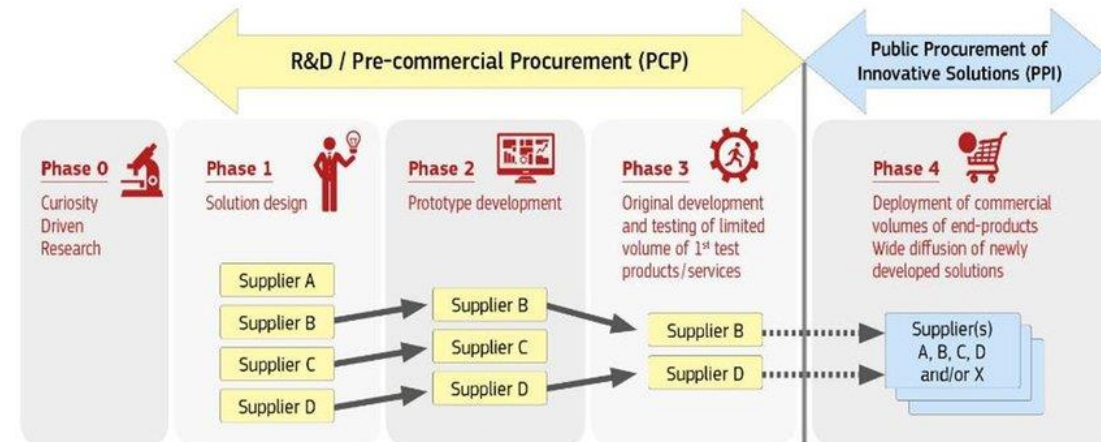
Demand-driven innovation



An approach that can be implemented under several instrument types

VS.

Pre-commercial procurement



An instrument that implements the demand-driven approach



So, what can we do
at regional level?

There is a need

Design **demand-driven policies** and instruments adapted to the realities of the **regional context**.



Expected benefits for...



Demanders of innovation

Better delivery of public services



Solvers of innovation

Business growth

Ecosystem players

Business support and added value services



Citizens

Beneficiary of the success of the other players, directly or indirectly.



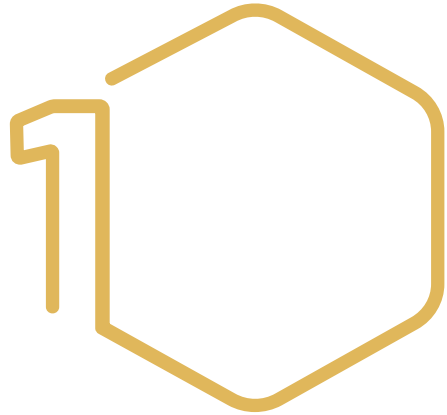
Advantages of the regions

1 Funding sources (ERDF)

2 Wrapping of current services

3 Closeness to the ecosystem

Type of available funding



Funding sources
(European
Regional
Development
Fund)

ERDF is yearly available (!)

It is predictable, customers and solvers can anticipate and prepare

Builds on previous efforts, like the capacity building and the networks

Continuous improvement by quickly incorporating lessons learnt

Easy access SME support services



**Wrapping of
current
services**

1. Business modelling
2. Access to private investors
3. Preparation for EU/national public funding
4. Commercial leads at the international level
5. ...

Proximity to stakeholders



**Closeness to
the ecosystem**

1. Faster and deeper dissemination
2. Easier partner matching
3. More serendipity opportunities
4. Trust-based relationships
5. ...



The PREPARE approach

Policy development

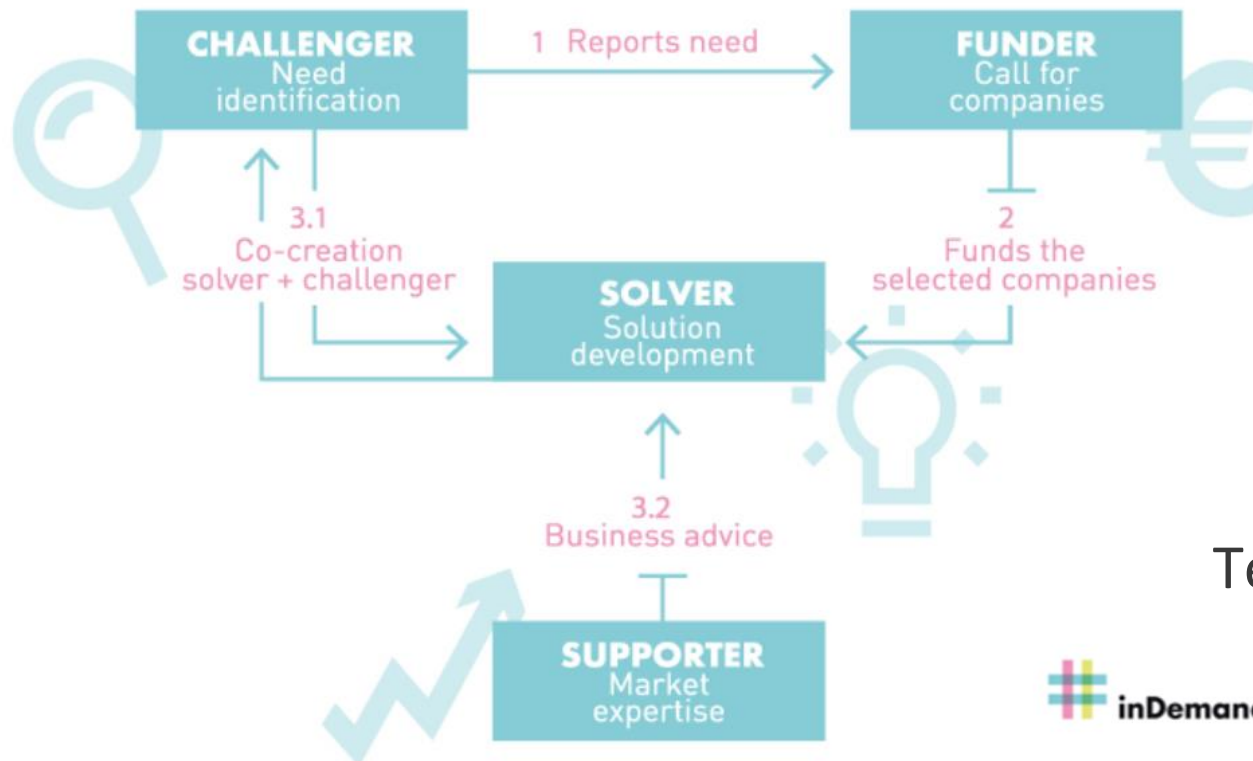
- Optimized to availability of resources and capacity.
- Using support instruments that fit into the regional realities.



Regional friendly instrument

inDemand Model

www.indemandhealth.eu



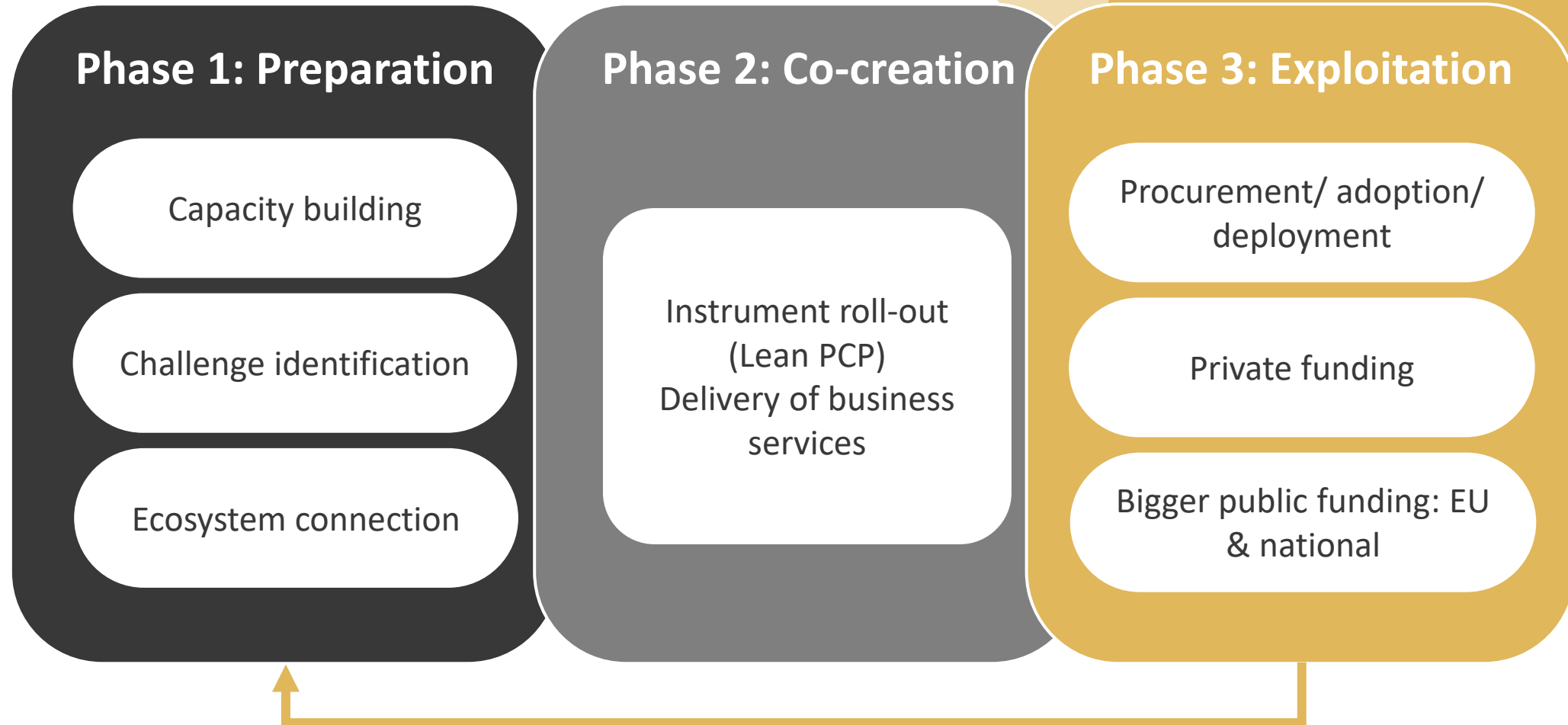
Lean PCP

- 9-12 month cocreations
- +15k€
- Easy implementation

Tested and validated in these projects



GUIA approach

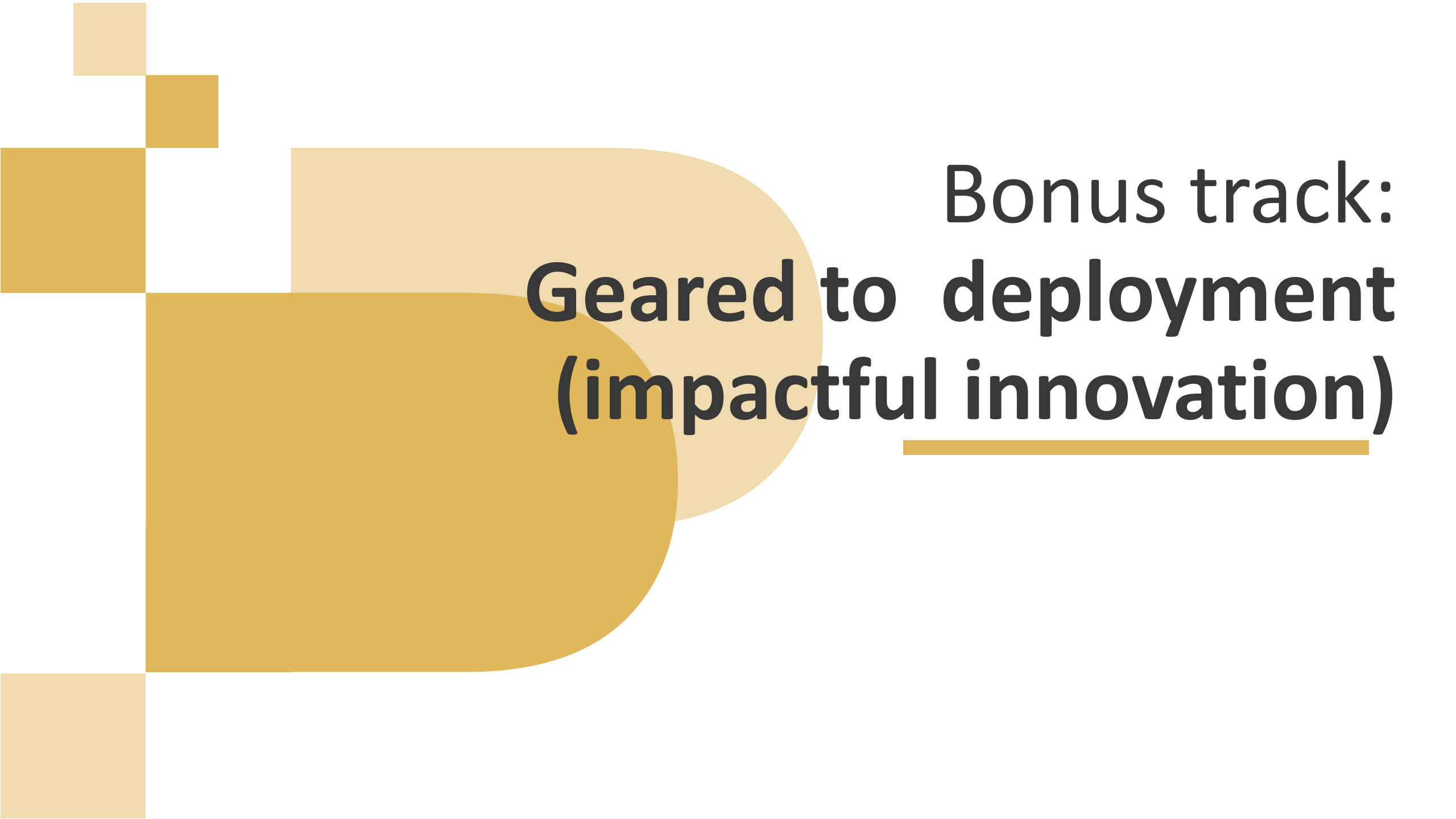




The ultimate **impact** is
NOT about the pilots

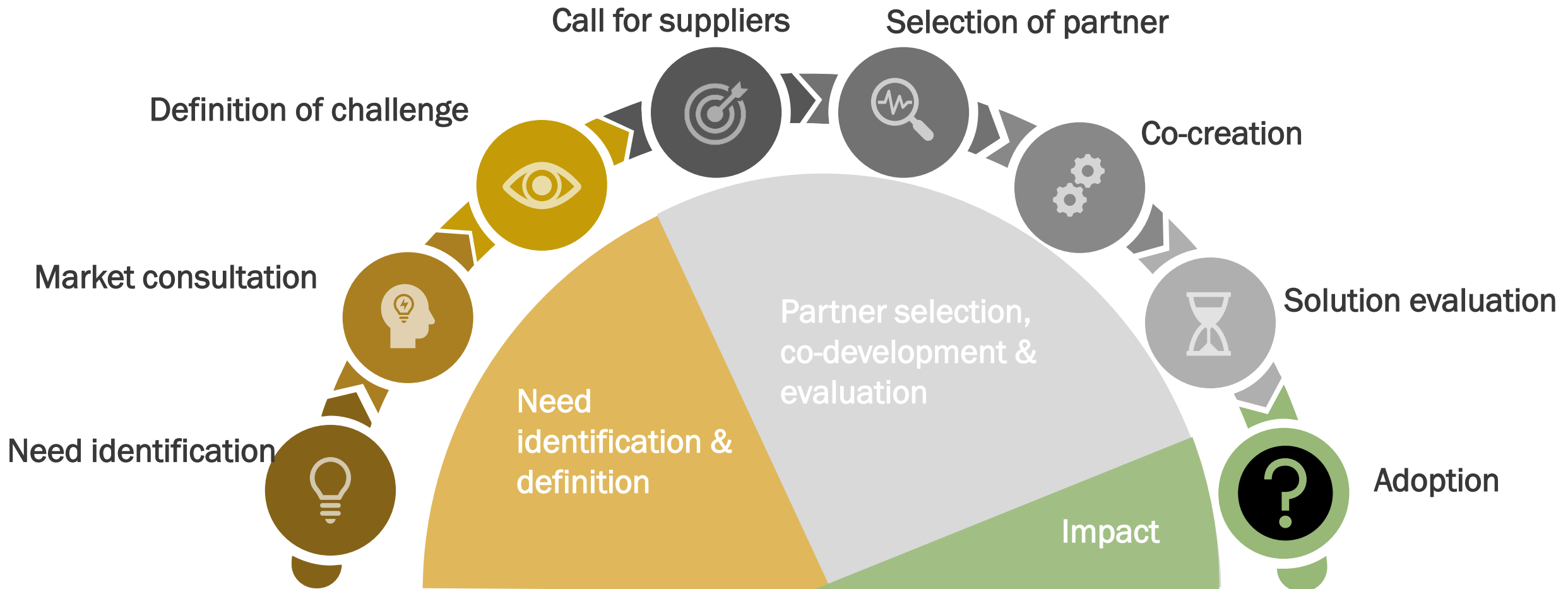
Ultimate impact is...

1. Changing the **mindset** of public entities towards innovation.
2. Systematically creating **business opportunities**.
3. **Aligning the ecosystem** towards solving regional challenges.
4. Improving return on investment of **regional policies**.



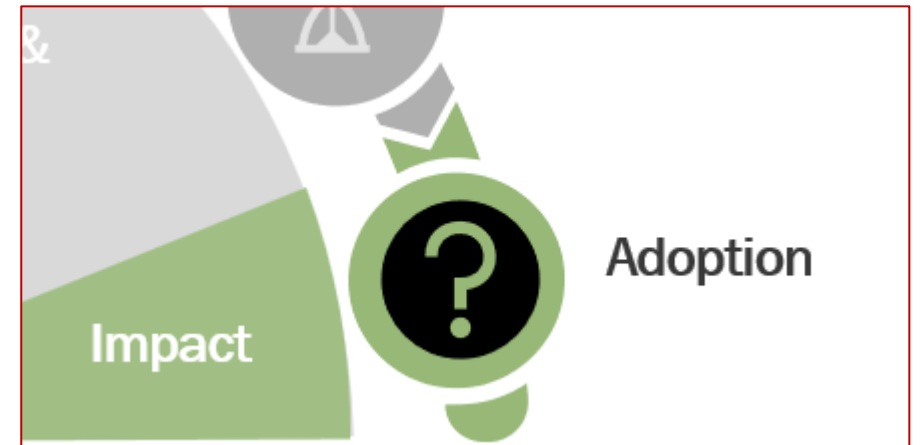
**Bonus track:
Geared to deployment
(impactful innovation)**

Demand-driven innovation life cycle



Adoption is an incognita

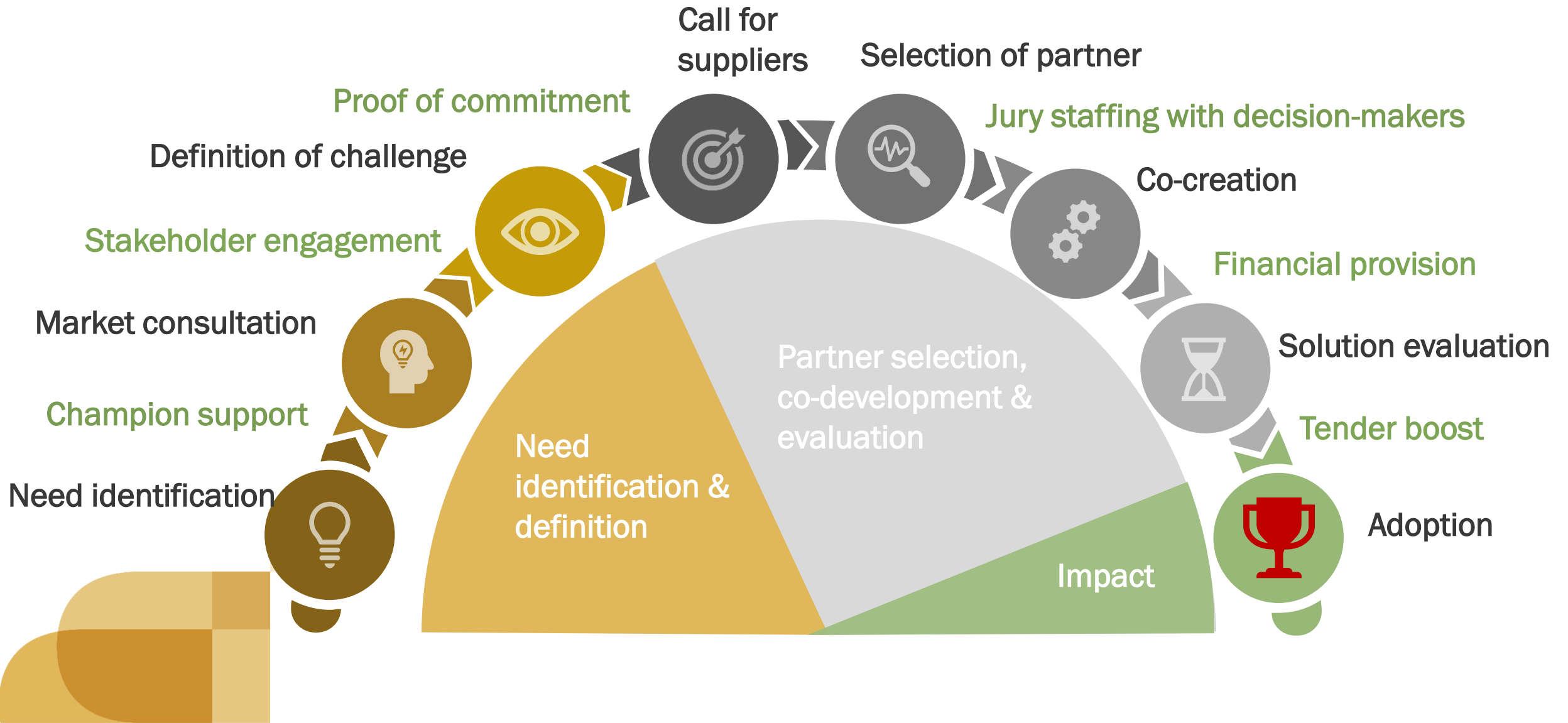
- Many successful pilots do not survive the **valley of death**
- **Anticipation** is the key for adoption



**But, when you put your adoption
glasses on...**



Impactful innovation life cycle



Impactful innovation movement



**IMPACTFUL INNOVATION
CONFERENCE**

15-16 November 2023
Murcia, Spain

Effective innovation that is not implemented is a missed opportunity.
Join us in transforming missed opportunities into lasting impact.

[Impactful innovation conference](#)



**Why EU innovation is
not competitive enough.**
Policy brief by the Impactful Innovation Movement.

**IMPACTFUL
INNOVATION**

Policy papers by request



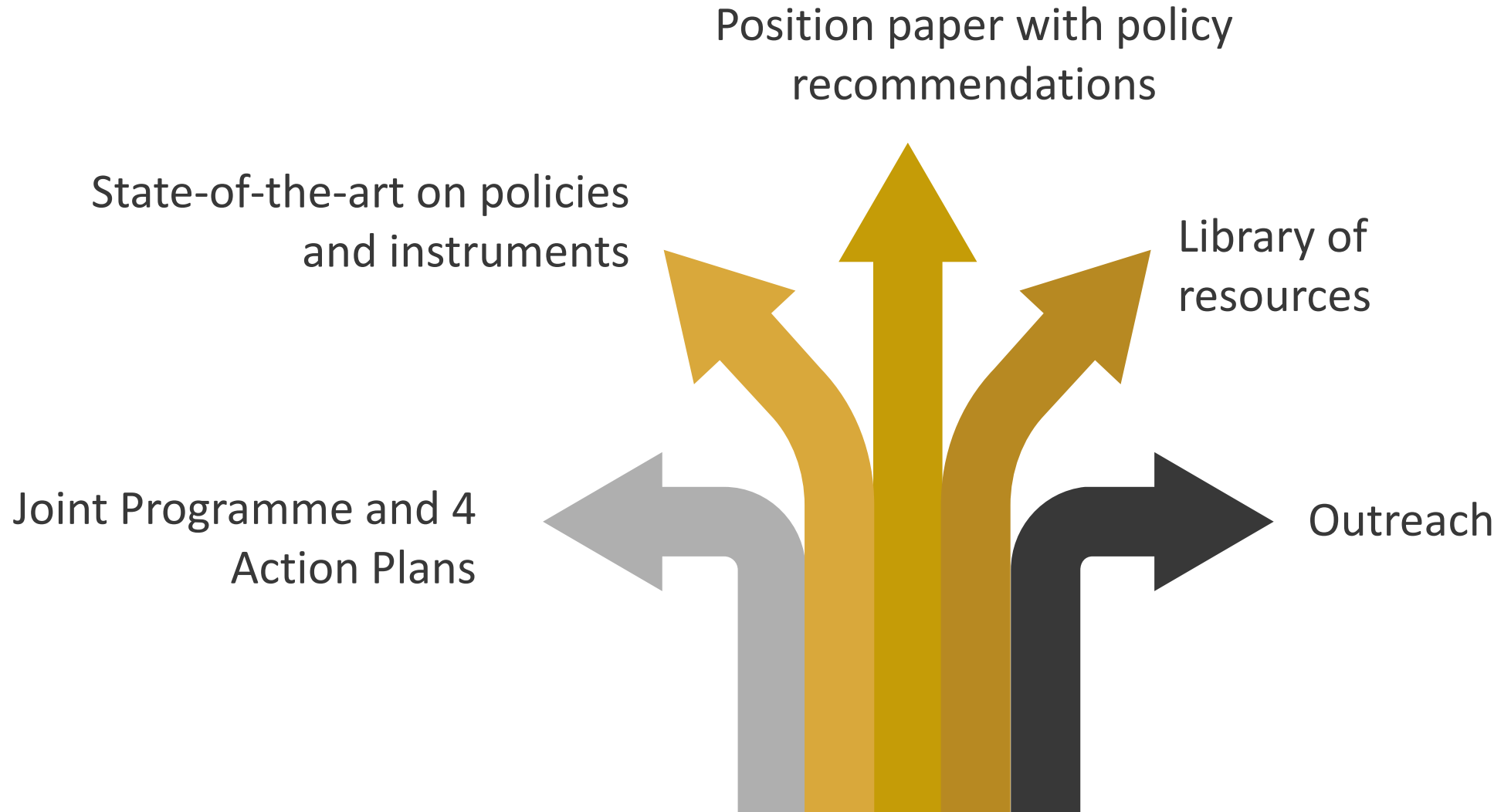
About
PREPARE

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4 regional ecosystems 8 partners



PREPARE outputs



Library of resources

Prepare

The Innovation Adoption Library

How does it work? Languages

Category	Title	Author	Year	Tags
Knowledge	Línea FID 4 2024	Ministerio de Ciencia, Innovación y	2024	ES, Other
Knowledge	Mapa de la Compra Pública de Innovación en España - Buscador	Ministerio de Ciencia, Innovación y	2023	ES, Web
Knowledge	CPI Iniciativas	CDTI	2023	ES, Web
Resources	CPI Consultas Preliminares de Mercado	CDTI	2023	ES, Web
Resources	Estrategia Española de Ciencia, Tecnología e Innovación 2021-2027	Ministerio de Ciencia, Innovación y	2020	ES, Report
Resources	Fomento de la Innovación desde la Demanda (Línea FID)	Ministerio de Ciencia, Innovación y	2020	ES, Other

The library has 300+ documents, projects and other resources on demand-driven innovation, innovation procurement and impactful innovation.

Open and free access [here](#)

Feedback and contributions welcome

Planning

T1. Jan-June 2024

**KNOWLEDGE ACQUISITION BY INTERACTING WITH THE
LOCAL ECOSYSTEM**

T2. July-December 2024

**PROGRAMME PREPARATION: POLICY AND
INSTRUMENT DESIGN**





**Questions
Insights
Requests**

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Thank you for your attention!



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