



# Prepare

Get ready  
for innovation  
adoption

**5th December 2024**

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Learnings and recommendations in the design of regional demand-driven innovation approaches.

Jorge González. **TICBIOMED**

Project funded by the European  
Union. GA n. 101134321





**Why are we here?**

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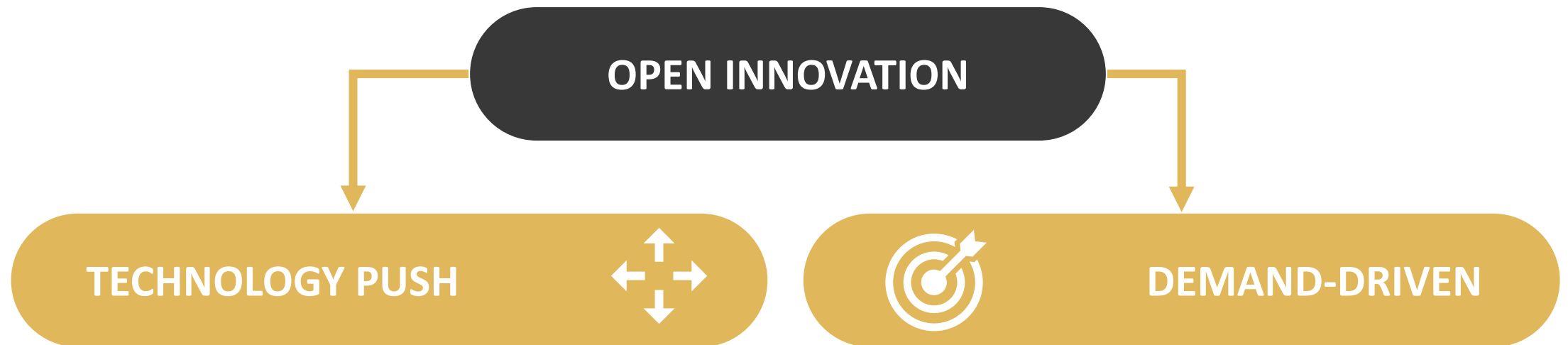
# Objective

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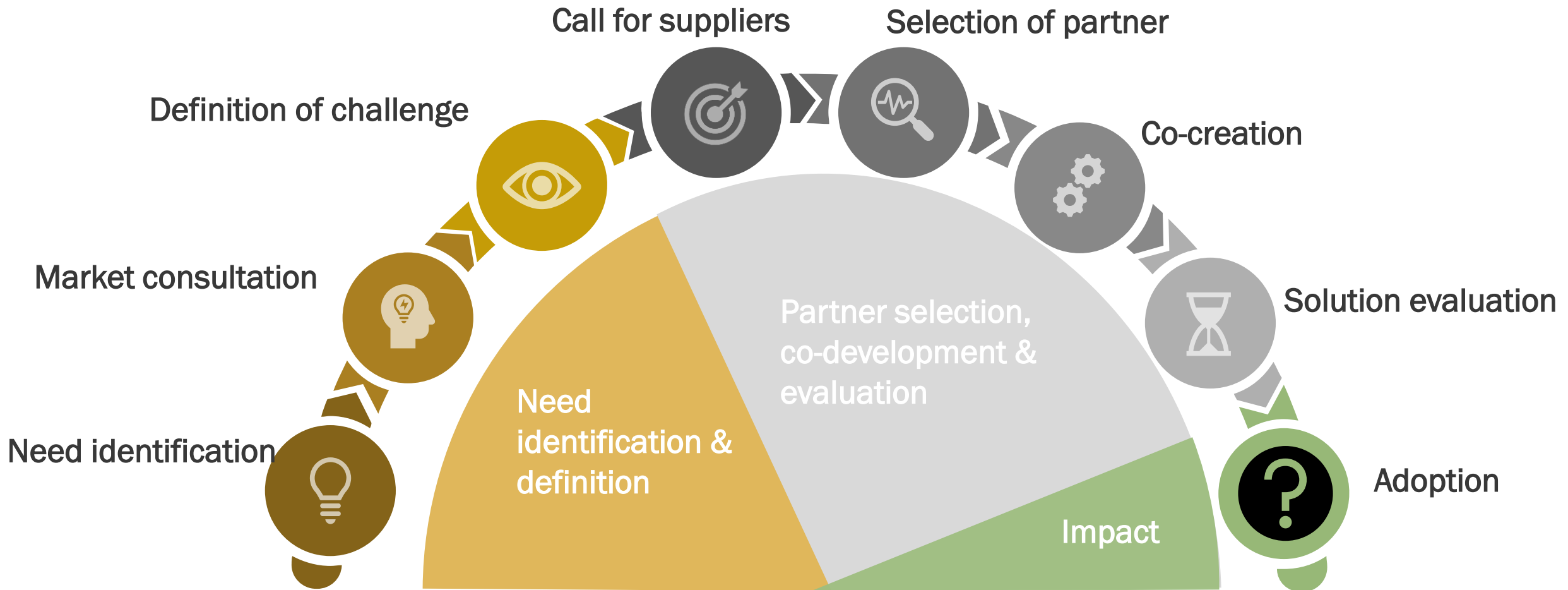
Increase the regional  
**COMPETITIVENESS** by solving  
innovation **CHALLENGES** of local  
(public) entities that become  
**BUSINESS OPPORTUNITIES** for SMEs.

# Types of innovation

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# Demand-driven innovation life cycle



# Traditional demand-driven instruments

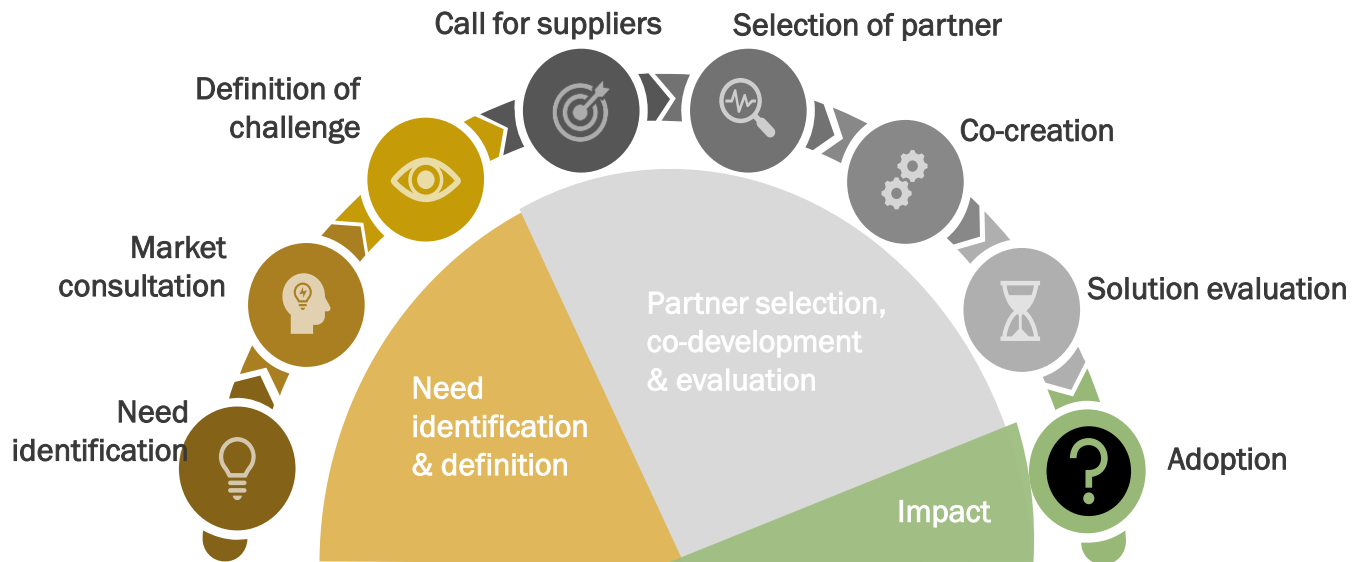
## Projects usually take:

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



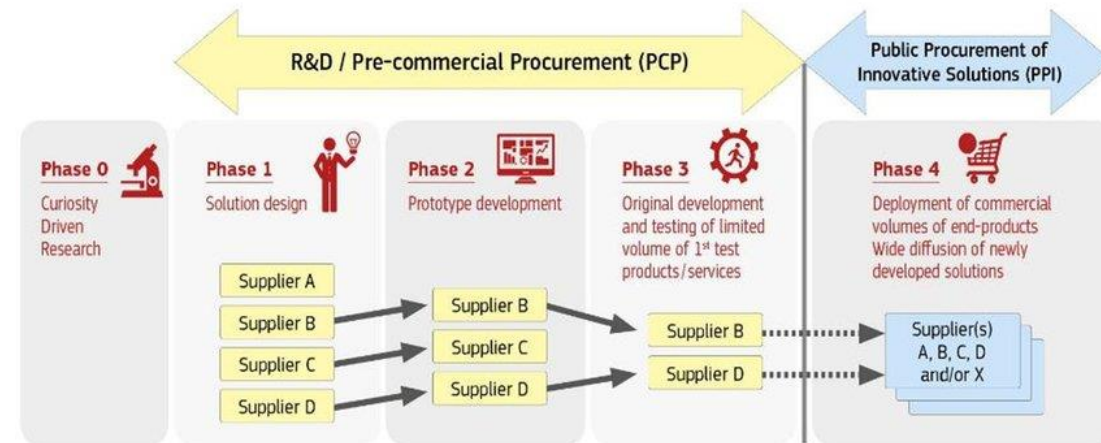
# Related but not the same

## Demand-driven innovation



VS.

## Pre-commercial procurement





So, what can we do  
at regional level?

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# There is a need

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



# Expected benefits for...

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**Demanders of  
innovation**



**Solvers of  
innovation**

**Ecosystem players**



**Citizens**



# Advantages of the regions

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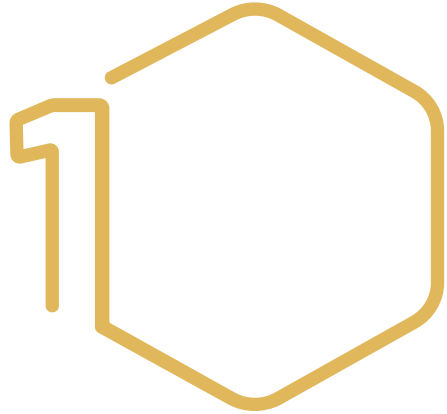
**1** Funding sources (ERDF)

**2** Wrapping of current services

**3** Closeness to the ecosystem

# Advantages of the regions

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**Funding sources  
(ERDF)**

**ERDF is yearly available (!)**

Predictable

Builds on previous results

Continuous improvement

# Advantages of the regions

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**Wrapping of  
current  
services**

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

# Advantages of the regions

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**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**

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# Policy development

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

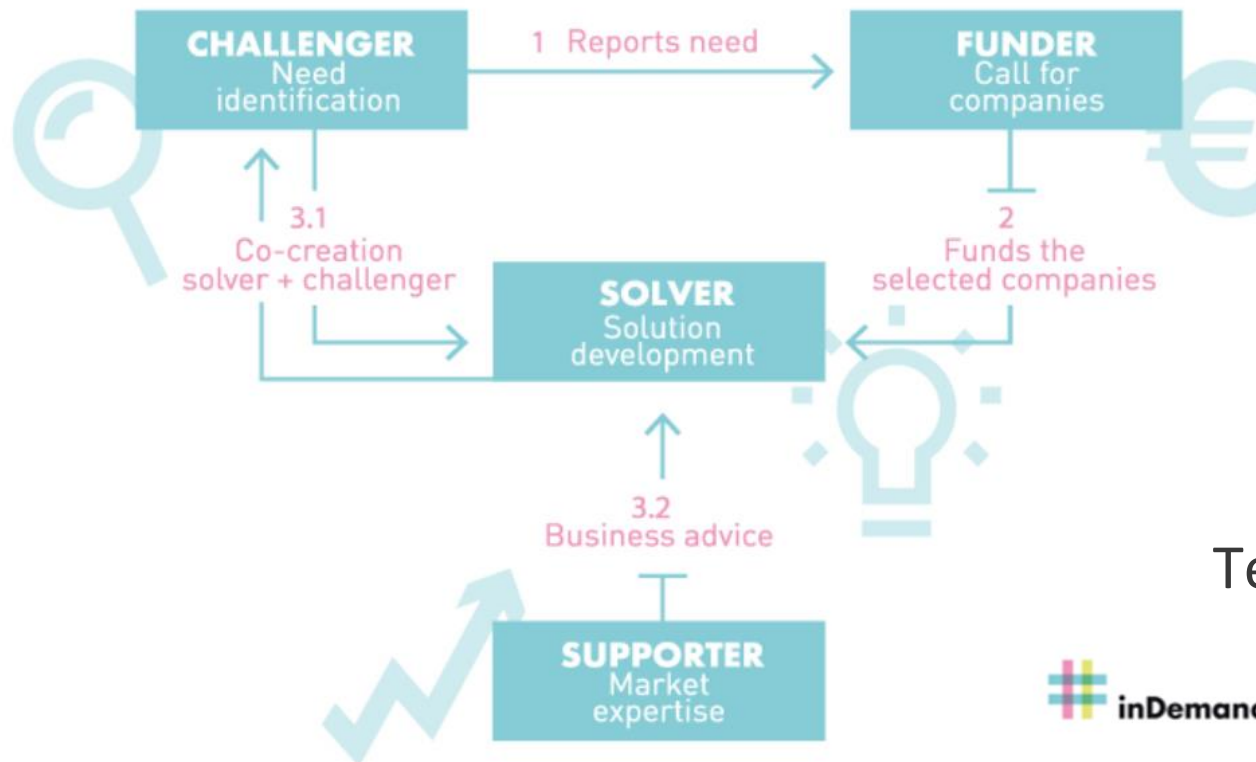




# Regional friendly instrument

## inDemand Model

[www.indemandhealth.eu](http://www.indemandhealth.eu)



## Lean PCP

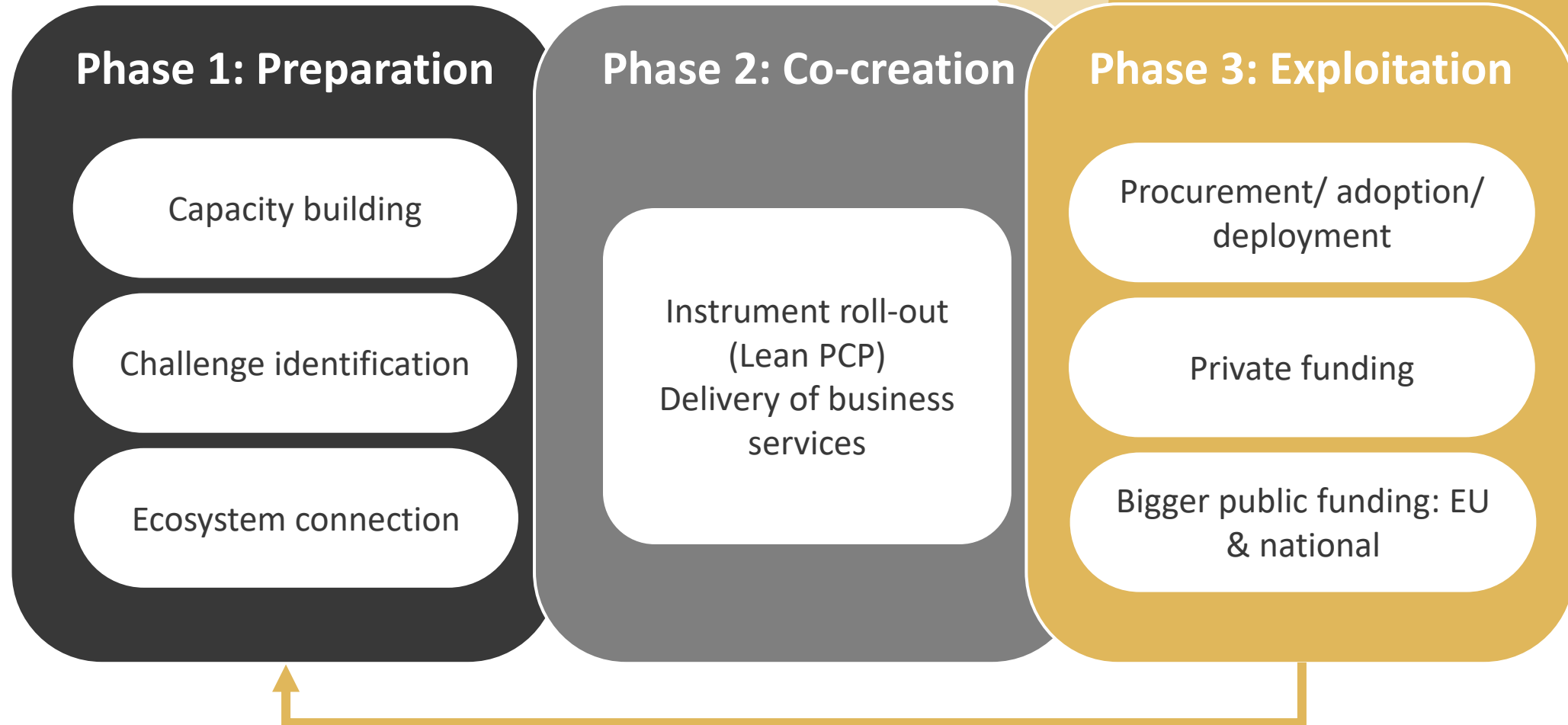
- 9-12 month cocreations
- +15k€
- Easy implementation

Tested and validated in these projects



# GUIA approach

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

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# Ultimate impact is...

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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.

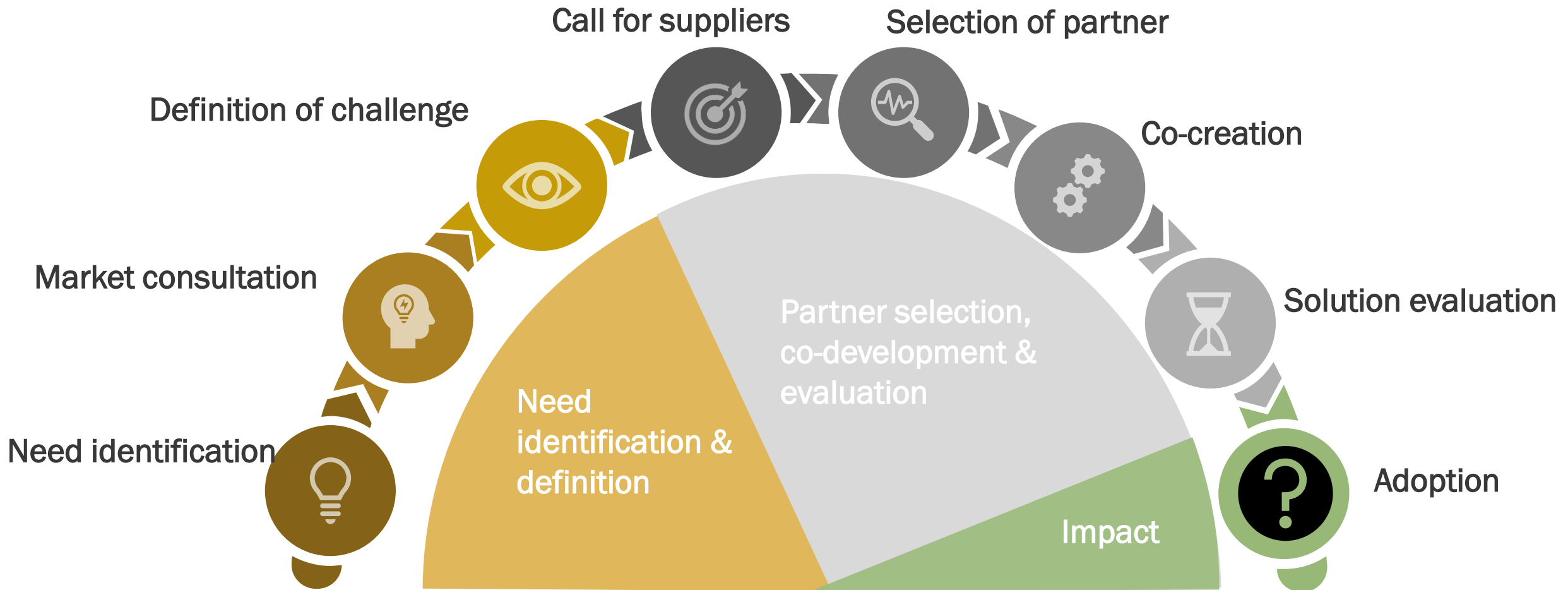


**Geared to**

**Bonus track:**  
**deployment**

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# Demand-driven innovation life cycle

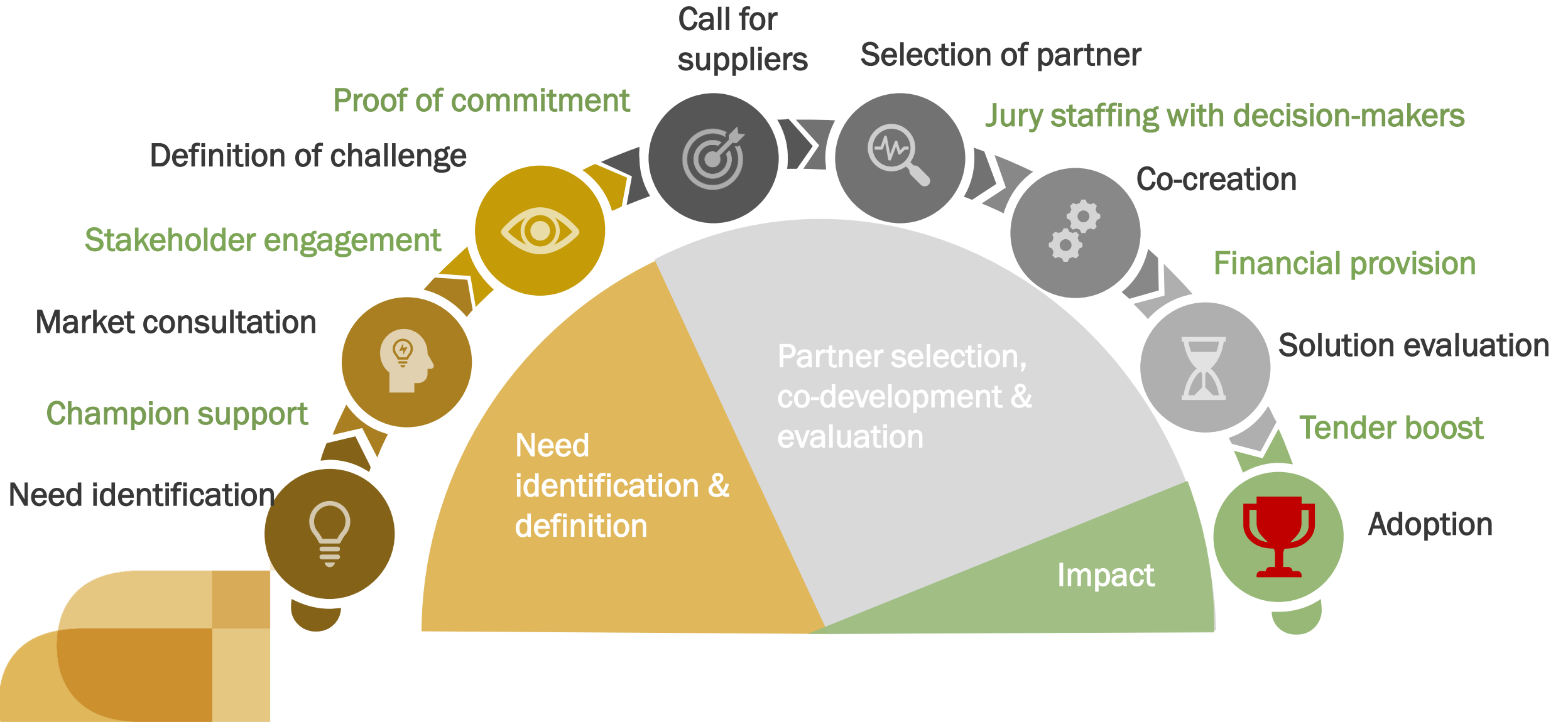


**But, when you put your adoption  
glasses on...**

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# Impactful innovation life cycle







About  
**PREPARE**



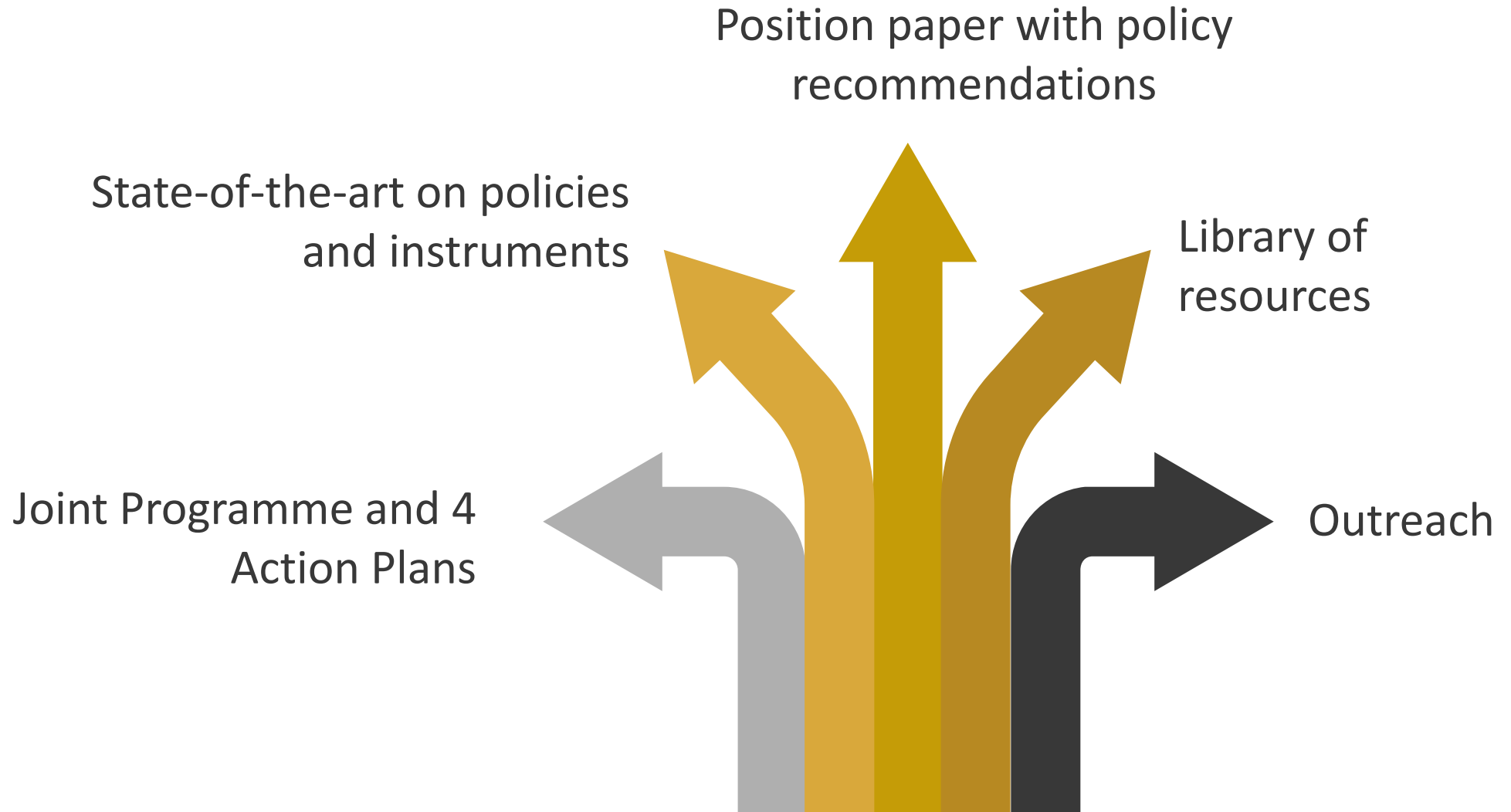
# 4 regional ecosystems

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# PREPARE outputs

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# Library of resources

<https://ticbiomed.preview.softtr.app/>

**Prepare**

## The Innovation Adoption Library

How does it work?

**Knowledge**  
Knowledge

**Strategies**  
Strategies

**Implementation**  
Implementation

**Resources**  
Resources

**Tags & Typologies**  
Tags & Typologi...

<b>Línea FID 4 2024</b> Ministerio de Ciencia, Innovación y 2024 ES Other	<b>Mapa de la Compra Pública de Innovación en España - Buscador</b> Ministerio de Ciencia, Innovación y 2023 ES Web	<b>CPI Inicia</b> CDTI 2023
<b>CPI Consultas Preliminares de Mercado</b> CDTI 2023 ES Web	<b>Estrategia Española de Ciencia, Tecnología e Innovación 2021-2027</b> Ministerio de Ciencia, Innovación y 2020 ES Report	<b>Fomento Demanda</b> Ministerio de 2020

**ticbiomed** **IMPACTFUL INNOVATION** **The Library** **Projects** **About us** **Contribute**

## The Impactful Innovation Library

Hundreds of reports, webs and projects related to demand-driven co-creation, public procurement of innovation, and impactful innovation.

**Language**  
Language

**Type of Resource**  
Type of Resource

**Projects**  
Projects

**Format of Resource**  
Format of Reso...

<b>2024 European Semester - Spring Package. Communication from the Commission to the European Parliament, the Council, the European Central Bank, the Eur</b> European Commission 2024 EN Report	<b>A Europe that cares, prepares, protects: Strengthening the EU Health Union (Eurohealth)</b> Euro Health Observatory 2024 EN Report	<b>A European arena for joint innovation in healthcare: The Platform for Innovation of Procurement and Procurement of Innovation (PiPPI)</b> Andrews, MR., Long, PA., Ahlberg, M 2023 EN Report
<b>A Framework for Measuring Efficiency, Compliance and Strategic</b>	<b>A Robust Innovation Ecosystem for the Future of Europe - Report on the</b>	<b>Action Plan on Public Procurement</b>



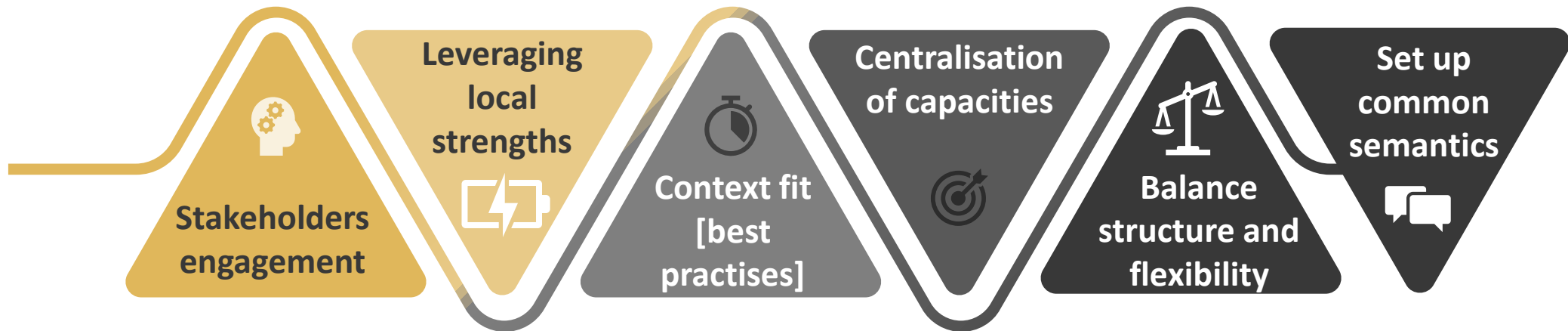
# Recommendations

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# PREPARE

## Lessons learned

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# PREPARE

## Recommendations on strategies design

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Do not start from scratch.

1

Engage regional knowledge and expertise.

3

2

Develop your own mission.

4

Foster Open Innovation and demand driven approach



# PREPARE Recommendations for practitioners



**Do not start from scratch:** Learn from experiences and learnings from other EU regions. Though best practices are useful, their effectiveness is often location-specific. Consider using standards like ISO 56000.

**Develop your own strategy:** Every region is unique. Focus on the region's unique strengths and capabilities. Take into account that social innovations are less replicable than technical ones.

**Engage regional knowledge and expertise:** Map and engage the diverse stakeholders throughout the process to align policies, action plans, and know-how. Pool capacities that are dispersed across multiple regional entities.

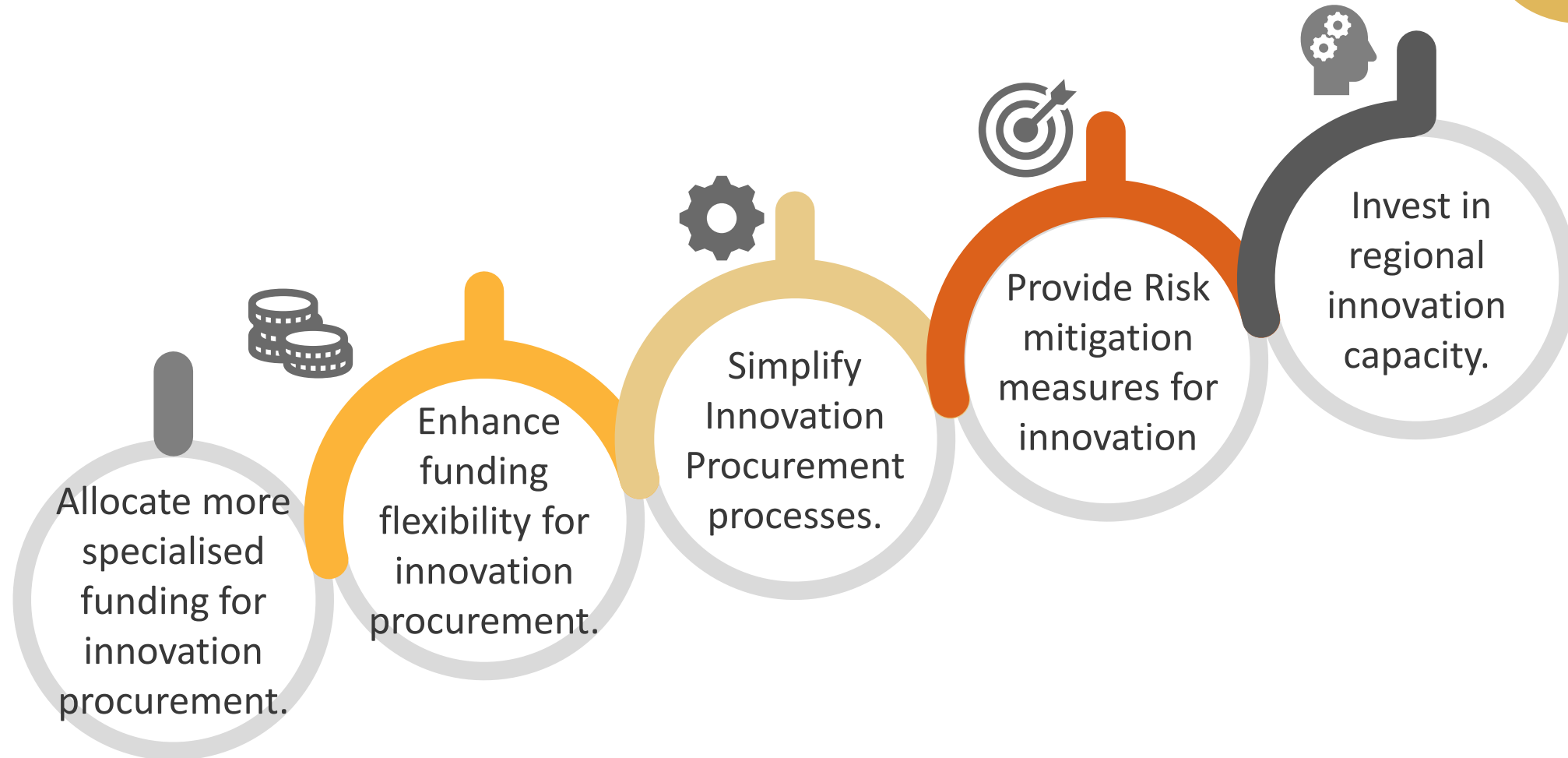
**Foster Open Innovation.** Encourage public-private collaboration through co-creation initiatives to develop innovative solutions.



# PREPARE

## Recommendations on instrument design

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# PREPARE Recommendations for policy



**Allocate targeted funding** for co-creation, including cascade funding to promote demand-driven collaboration.

**Simplify Innovation Procurement Processes.** Reduce legal and regulatory barriers to make the application by regions easier.

**Provide risk mitigation opportunities for innovation.** Allocate funding and resources for high-risk, high-reward innovation projects.

**Enhance funding flexibility for innovation procurement.** Move beyond PCP and PPI to provide more adaptable funding mechanisms that better support innovation adoption.

**Invest in regional innovation capacity.** Support capacity building in public sectors and other initiatives to enable the adoption of innovation.

The image features an abstract composition of overlapping geometric shapes in various shades of gold and brown. On the left side, there are several rectangular blocks of different sizes and colors, some overlapping each other. To the right of these blocks are two large, rounded rectangular shapes that overlap each other and the text. The top shape is a light tan color, and the bottom shape is a darker, more saturated gold color. The text "Now what?" is positioned to the right of these shapes, with a horizontal gold line underneath it.

Now what?

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# InnoMatch

Powered by EIC BAS Innovation Procurement Programme



**BUYER OF  
INNOVATION**



**EIC COMPANY**



**Challenge  
Definition**



**Pilot Execution**



**Evaluation**

**Adoption**



**Commercialisation**



## InnoMatch: de-risking innovation



Funded by  
the European Union

PARTNERS:



**civitta**

[www.innomatchproject.eu](http://www.innomatchproject.eu)

<https://innomatchproject.eu/>



# Empowering healthcare innovation procurement through the right services

We support the evolution of healthcare innovation through public procurement by bridging the gaps between healthcare providers and innovative suppliers, that hinder progress in defining, implementing, and adopting innovative solutions within the healthcare ecosystem.



**Questions  
Insights  
Requests**

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# Contact us:

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## PREPARE project

[prepare4innovation.eu/](http://prepare4innovation.eu/)

MURCIA

(Spain)



OULU

(Finland)



SKÅNE

(Sweden)



BUCHAREST-ILFOV

(Romania)



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TRANSFORMING HEALTH

**IMPACTFUL**  
INNOVATION