



HIGHER

Interreg Europe

**SUPPORTING ADOPTION OF INNOVATIVE SOLUTIONS FROM
THE DEMAND SIDE, *THE MARCHE REGION STRATEGY***

CoNsortium meeting, Ancona 29/03/18

Marche
Region



Interreg
Europe



European Union | European Regional Development Fund

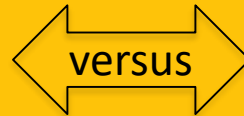
OFFER-side innovation instrument

PROs:

- encourage companies to invest in innovation (product or process innovation)
- promote R&D investment in key fields for the competitiveness of the country/region

CONs:

- small effect on the additional level of private R&D investments
- it doesn't prevent the duplication of funding on the same or similar R&D&I initiatives



DEMAND -side innovation instrument

PROs:

- address important societal challenges and improve the mid to long term efficiency and quality of public services
- create new markets, encourage market acceptance of new technologies as well as introduce spontaneous incentive for companies to invest in additional innovation (when the public purchaser is only one of many potential users of the innovative solution)

CONs:

- market fragmentation, if different public purchasers in the same sector develop their own solutions to a similar problem without sharing information with each other

OFFER-side innovation instrument

direct and structural support to businesses (in particular SMEs), in order to help them doing more research and development activities

Measures: aids, grants, loans, access to finance, joint technology initiatives and fiscal incentives to R&D

Eligible costs: high skilled personnel, consultancy, expenditure linked to process and organisational innovation, IPR

DEMAND -side innovation instrument

public demand could faster the up-taking of innovation in the public sector to improve the mid/long term efficiency and quality of public services and push a wide commercialisation also in the private sector

Measures: public sector procurement strategies that are not limited to the purchase of already adopted products and services but include the procurement of R&D of new solutions that can outperform those available on the market.

procurement of innovative solution

Commercial procurement

The public organization places an order for “something” (normally an innovative product or a system) that exists on the market but needs incremental R&D to satisfy the needs of the procurer. Hence, this “something” has to be developed by the supplier before procurement.

public procurement of R&D services

Pre-commercial procurement

The public organisation asks for provision of R&D services (before commercialization). The rationale for pre-commercial public procurement is to satisfy public needs and/or to solve societal problems, that are technologically demanding, for which no commercially stable solution exists yet on the market, or existing solutions exhibit shortcomings which require new R&D.

Pre-commercial public procurement is a preparation exercise which enables public purchasers to filter out technological R&D risks of potential alternative solutions before (and without) committing to procuring a large scale commercial roll-out.

procurement of innovative solution

The contract is to procure a supply (good or service) already on the market or forthcoming

Use of technical specifications to identify a specific solution

Sole-source procurement: selection of one economic operator awarded with the contract

Application of the Public Procurement Directive 2014/24/UE

Pre commercial procurement

The contract scope is R&D services only and can cover services such as solution exploration and design, prototyping, up to the original development of a limited volume of first products or services in the form of a test series

Use of functional specifications/performance objective that enables public purchaser to **formulate the object of the procurement tender as a problem to be solved without prescribing a specific solution approach to be followed**

stepwise process, including evaluations after each R&D phase, in order to select progressively the best solutions

Not exclusive development project: IPRs are not fully allocated to the public purchaser and IPRs arrangement leave all/part of the ownership rights on company participating in the pre-commercial procurement thereby allowing companies to make profits from commercializing new product and services resulting from R&D

Application of the Public Procurement Directive 2014/24/UE , article 14 “Research and development services”

**Marche Region
call launched in
2015:**

**Offer-side
innovation instr.**

+

**testing in living lab
contexts**

**2014-2020
ERDF FUNDS**

*supporting innovative solutions to
face the challenges of local
communities in the field of health
and well being*

The call is within the framework of the regional Smart Specialization Strategy that also aims at:

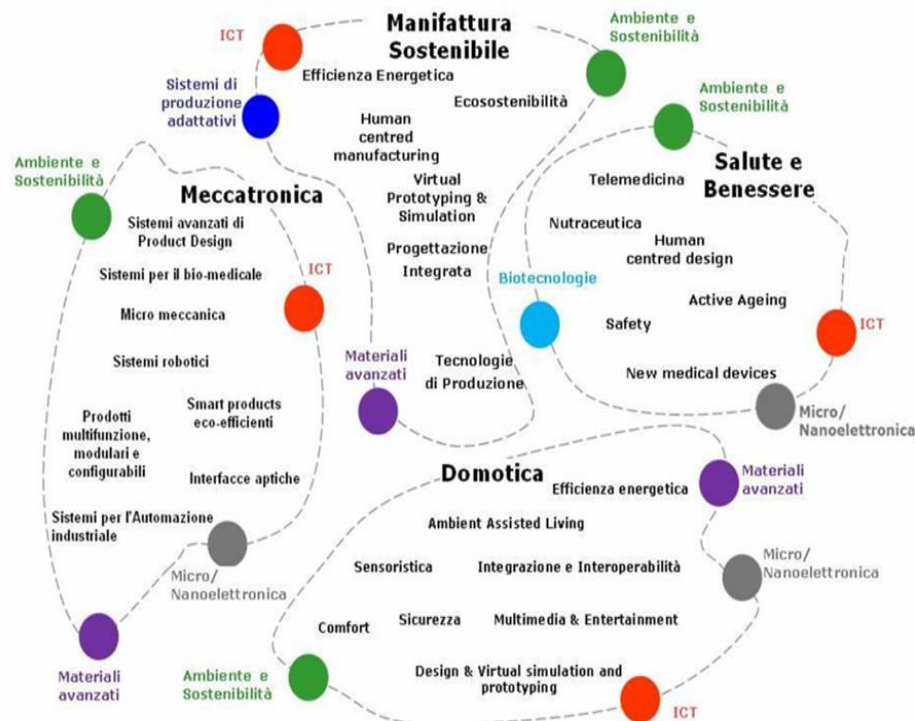
- Creating opportunities for new markets for SMEs
- Supporting research and innovation from the demand side

€16 Meuro

R&I drivers

- Mechatronic
- Home automation
- Sustainable Manufacturing
- Welfare and Wellbeing
- ICT

Marche Region S3



Main challenges of the call

- ✓ develop devices and care models more responsive to users' needs through living labs and open innovation
- ✓ look for new markets for regional enterprises
- ✓ optimize and reduce public spending

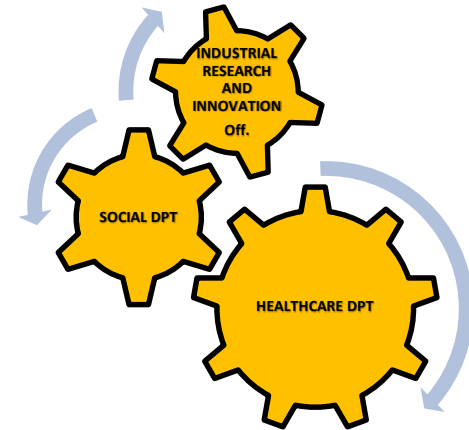
Total budget: 10 Meuro ERDF to finance research innovation and testing


Beneficiaries: public-private partnership: regional enterprises + public/private care and social institutions (+ research and innovation bodies contracted by enterprises)

Projects must be developed in one of the topics identified after a thorough investigation of innovation needs in the regional health and social services sectors

Projects must be tested in one or more public/private care facilities


- ✓ **medical devices, innovative, technologies and service models for interventions on the person, (prevention, diagnosis, treatment, rehabilitation)**
- ✓ **nutraceuticals and functional foods**
- ✓ **personalized medicine**
- ✓ **health promotion and innovative solutions for the well-being of persons with particular reference to fragile subjects**
- ✓ **innovative solutions and service models for efficiency and improvement of quality of services**



 **lock in situations** (it is possible that some good ideas could not have been presented because didn't find a partnership for the participation to the call)

 **Interferences and pressures**

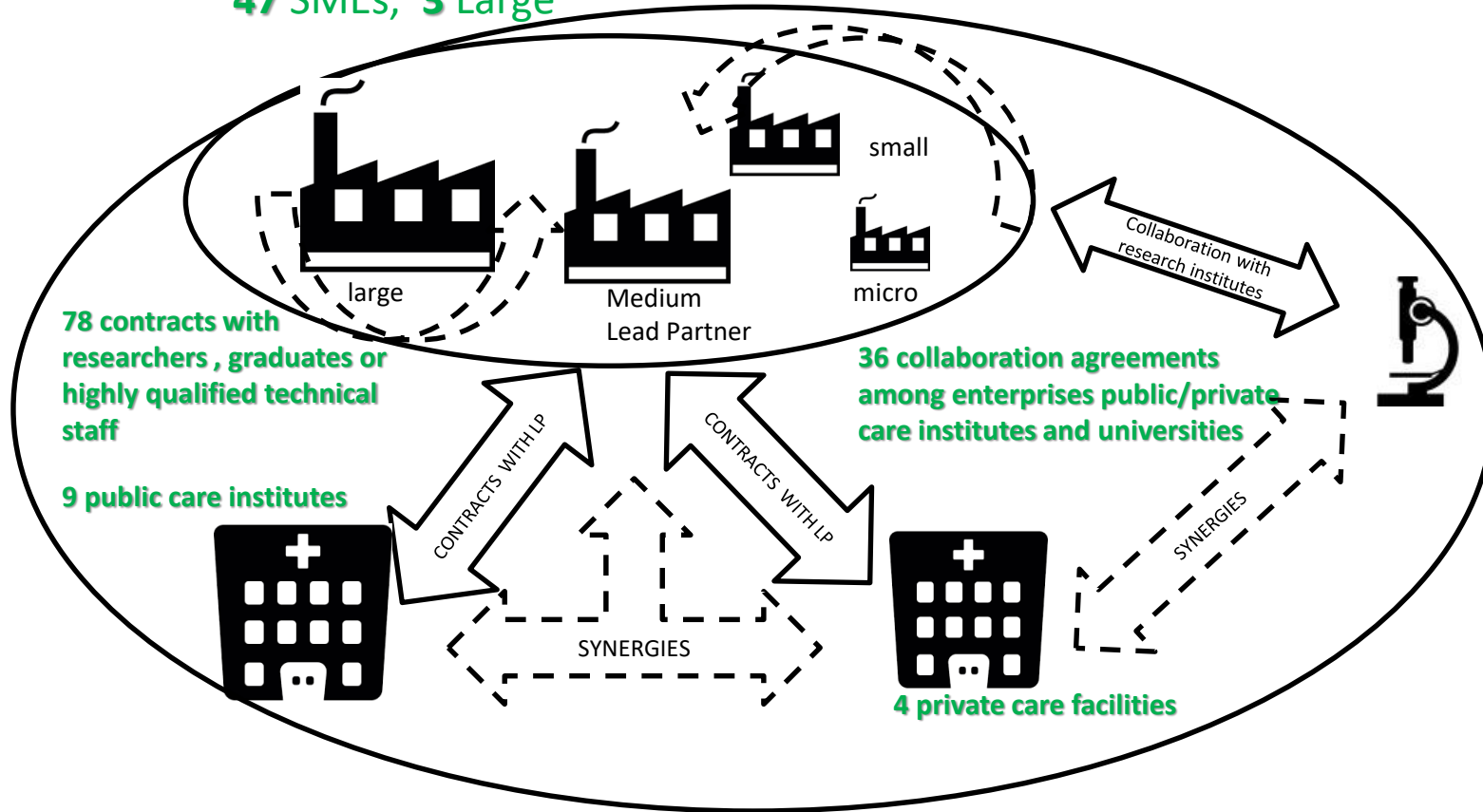
 **unexperienced staff** (make sure you can rely on experienced administrative staff on par condicio , transparency, rules of the competitions, current legislation)

 **rush** (take the right time for each step: avoid rush as well as standstill situations)

- 👍 list of priority areas on which projects are to be presented
- 👍 Good panel of external experts (avoid conflict of interest! Obviously but not always easy to avoid)
- 👍 Share your aims with external experts before evaluation
- 👍 Good indicators coherent with the aims of the call
- 👍 project auditions (let the consortium pitch the idea)
- 👍 recording of all meetings of the evaluation committee (very useful to discourage any appeals)

INCLUSIVE APPROACH

47 SMEs, 3 Large



This “inclusive approach” is already giving its first results: Marche Region SMEs and regional health institutions are currently involved in 4 H2020 PCP calls on health and well being/ICT:

MAGIC -Mobile Assistance for Groups Individuals within the Community - STROKE REHABILITATION www.magic-pcp.eu

STARS- Empowering Patients by Professional Stress Avoidance and Recovery Services www.stars-pcp.eu

NIGHTINGALE – smart monitoring safer care
www.nightingale-h2020.eu

RELEIF- improve health outcomes for individuals experiencing symptoms and chronic pain conditions www.relief-chronicpain.eu



Marche Region has launched a measure for supporting the participation of SMEs to H2020 calls and for grants to SMEs that received the «seal of excellence»

Supporting adoption of innovative solutions from the demand side

This is as important as stimulating the supply of appropriate technology solutions. It means making sure there are fast and responsive approaches to regulatory approval, simple procurement processes and healthcare providers with the skills to introduce and adapt innovations to get the best possible results.

Co-creation in health research

Bringing public and patient views together with those of clinicians, academics and manufacturers offers the opportunity to deliver products and devices that have greater potential to be acceptable and effective



Marche Region is launching a measure for supporting the creation of a technological platform in one of the tech driver of RIS 3 health and wellbeing topic.

Supplier facilitation/management

Health systems must be more proactive in identifying and signalling unmet needs to the market. Governments can add value by facilitating new supplier relationships, bringing together researchers and business leaders from different disciplines.

Intellectual property laws

There is a need for further development and wider use of alternative approaches to IP (e.g. licenses to share) that reflect the pace of change and promote greater public benefit, whilst safeguarding intellectual and scientific innovation. In addition, the perverse incentives created by current IP legislation need to be addressed. By widening the scope of patents to also include areas such as community initiatives or service reconfigurations, innovation can be incentivised beyond the conventional sector.

Thank you for your attention



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