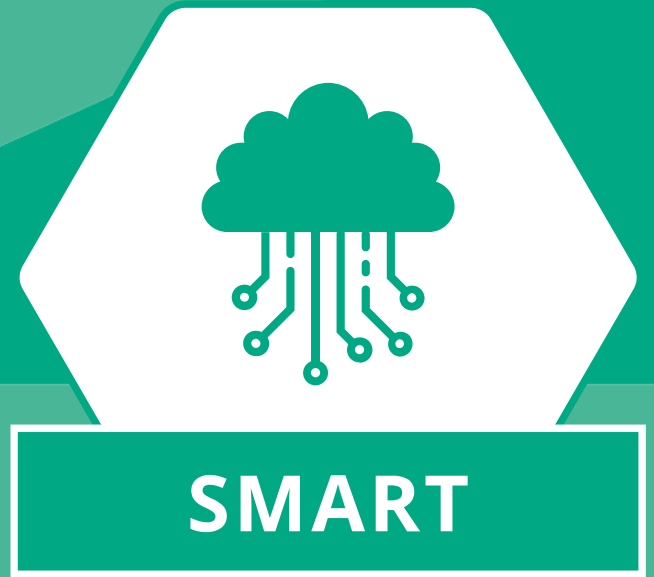


Supporting health-tech innovation and SMEs

Webinar, 15 October 2024



Mart Veliste & Luc Schmerber
Thematic Experts for a Smarter Europe
Interreg Europe Policy Learning Platform

Title of the webinar

Welcome!

Welcome!



Mart Veliste
Thematic Expert - Smarter
Europe
Policy Learning Platform



Luc Schmerber
Thematic Expert - Smarter
Europe
Policy Learning Platform



Lotte van Meijel
Web and Community Expert
Policy Learning Platform

Agenda

Welcome & Introduction

Mart Veliste, Interreg Europe Policy Learning Platform

Keynote presentation

Kathleen D'Hondt, Policy Advisor at Department Economy, Science and Innovation - Flemish Government (Belgium) on 'Pathway towards creating a successful regional ecosystem in health'

Interreg Europe policy changes & good practices

Irene Murillo Garcia from San Sebastian socio-economic development agency (Spain), on 'Technology voucher program in collaboration with Biogipuzkoa HRI' (NOTRE project)

Alizée Joseph Rose from Clubster NSL (France), on 'HIPÂ project' (SILVER SMEs project)

Panel discussion / Q&A

Wrap up & Conclusions

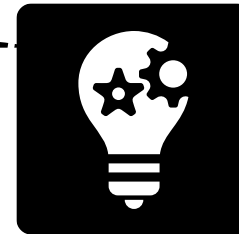
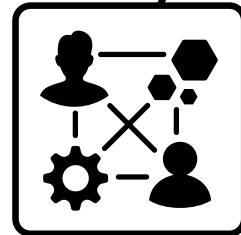


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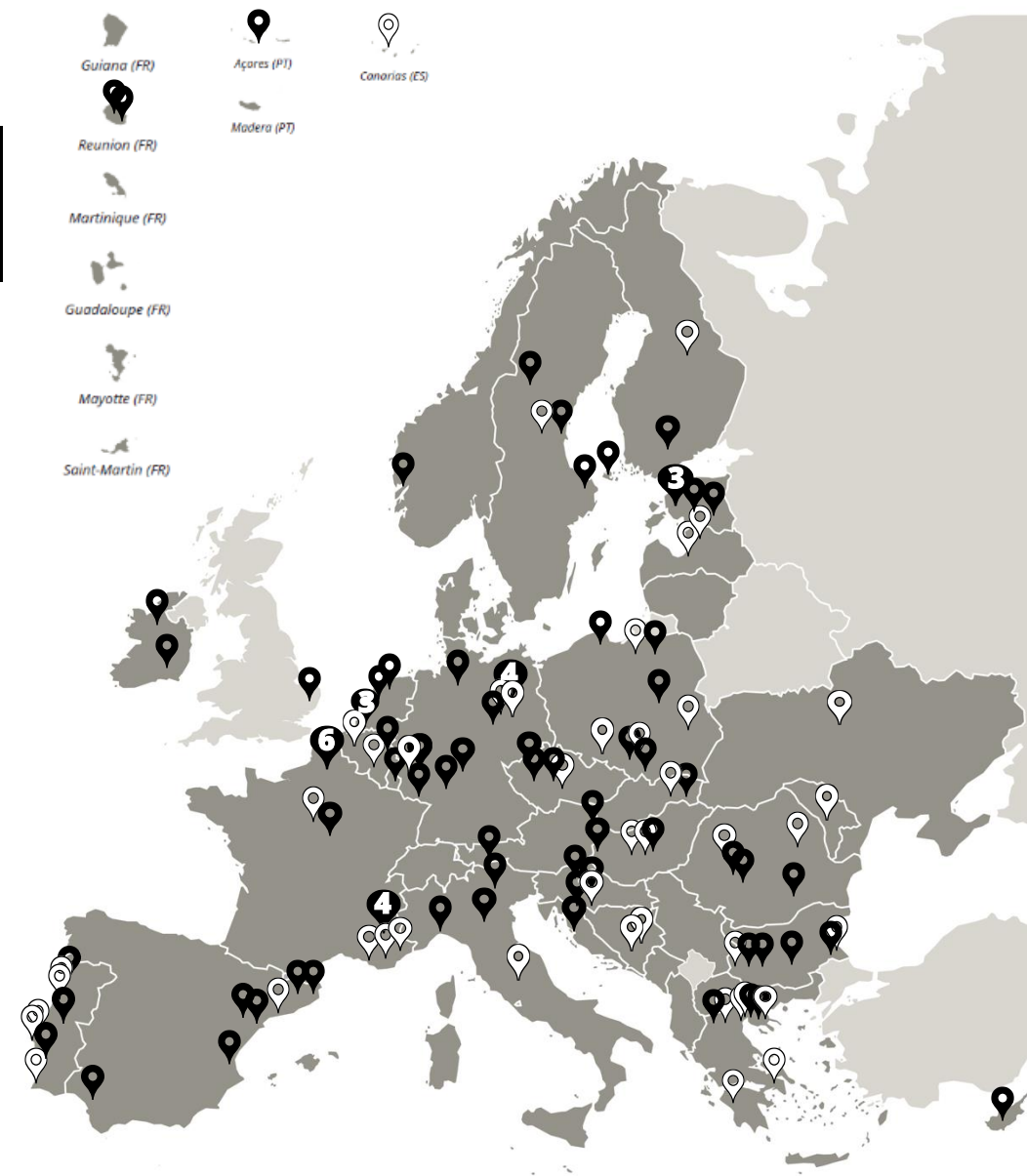
Peer learning **IN PRACTICE**

📍 **85 peer reviews** implemented since 2019
16 peer reviews in the pipeline

📍 **51 matchmaking** sessions

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Peer review: Artificial Intelligence in the health sector

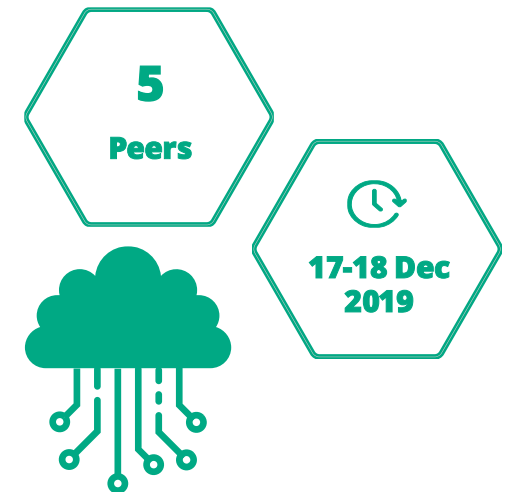
► Region Sud Alpes Côte d'Azur, France

Peers from: **Denmark, Estonia, Finland, Switzerland**

Recommendations:

- Definition of the AI priorities w. SWOT analysis & benchmark.
- Promote quadruple helix collaboration - involve a wide range of actors

More information available [here](#)



Peer review: Economic diversification in the Hungarian Health Sector

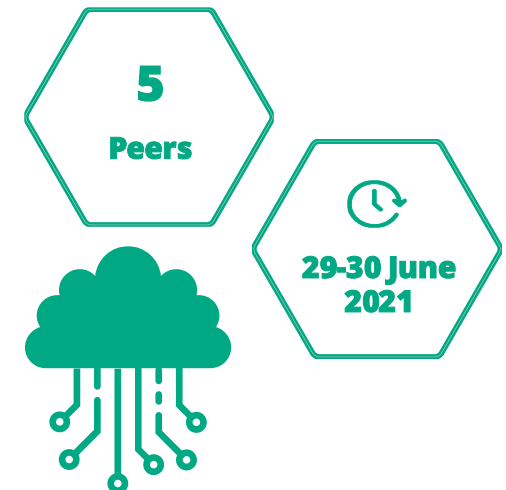
► City of Szombathely, Hungary

Peers from: **Austria, Italy, Spain, Sweden**

Recommendations:

- Pursue diversification in related health sectors and make strategic bets
- Set up a “hot spot” / establish an “innovation campus” at the teaching hospital

More information available [here](#)



Matchmaking – Digital transformation in a country with a history of bureaucracy

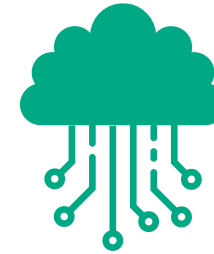
▶ Government of Bosnia Herzegovina

Peers from: **Ukraine, Finland**

Recommendations

- Address resistance and fears of technology, overcome infrastructure gaps and the digital divide
- Design regulatory roadmaps to integrate standards, including EU standards, & establish private-public partnerships to support digital transformation
- Establish positions such as Chief Digital Transformation Officer and Chief Learning Officer

More information available [here](#)



The platform **TEAM**



Marc Pattinson



Arnault Morisson



**Luc
Schmerber**



**Erik
Gløersen**



**Katharina
Krell**



Simon Hunkin



**Rene
Tønnesen**



Laura Varisco



**Mart
Veliste**



Astrid Severin



Magda Michaliková



**Thorsten
Kohlisch**



Elena Ferrario



Karine Gevorgyan



Mario Vade pied



**Valentine
Dufaye**



Lotte van Meijel



Vladimir Sestovic



**Antoine
Duquennoy**



SMART



GREEN



CONNECTED



SOCIAL



CITIZENS



GOVERNANCE

The topic within IR-E

- **Multiple projects working on health:**
 - **NOTRE** - Novel Methods Improving Production Innovation Potential with examples of senior care-related solutions
 - **HERCULES** - Health Empowerment through Regional Collaboration by fostering innovation from the demand-side
 - **ACTIVE ID** - Activating Citizens Towards healthy lifestyles In Vital EU-regions with Innovative Data-driven solutions
 - **GREENHEALTH** - Sustainable protected areas as a key value for human well-being
 - **DAPHNE** - Decarbonising healthcare in EU regions
 - **CARES** - Remote Healthcare for Silver Europe
 - **HR4ALL** - Healthy Regions 4 All
- **Several projects during the previous contract**
 - **SILVER SMEs, TITTAN, INTENSIVE, Medtech4Europe**
- **A total of 18 projects working on SME competitiveness**

Context

- **the number of Europeans aged over 65 will double in the next 50 years, and the number of over 80-year-olds will almost triple (EIP on AHA)**
- **societal challenge as the number of unhealthy years increases**
- **a market opportunity to become a global leader**
 - one of the largest and fastest-growing industries globally
 - over 10% of GDP on average in the EU27

**Interreg
Europe**



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**Title of Event
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