

## **Enhancing Regional Health Innovation Policies through the Living Lab concept**

### **October 25th 2018, Eindhoven**

HELIUM, one of the Interreg Europe projects, is focusing on policies affecting Health Innovation. By creating an environment and opportunities for sharing Good Practices, HELIUM aims to improve the support mechanisms for Health Innovation. Among many other inspiring Good Practices, we concluded that the living lab concept which is built upon principles of user driven open innovation has the potential to enrich the existing sets of instruments for regional innovation policies.

Before the official programme Oct 24th 2018, the Hungarian delegation, consisting of the two Hungarian project partners and two stakeholders, paid a visit to Summa College in order to meet with Hilda Mijs, director, who elaborated the living lab based curriculum of the College. The Hungarian project partners, the National Health Service Centre and the Health Service Management Training Centre of the Semmelweis University, along with the representatives of two Hungarian stakeholders, the Pest County Municipality and Trebag (the only existing living lab in Hungary) got the opportunity to get acquainted with the educational model of the Summa College that combines social care and health education.

Summa College provides 4 years' long college degree nursing training and shorter alternative courses for its students. As part of the nursing training students of the college can perform their field practice in the own living lab of the College, where elderly people from the neighbourhood, and the students of the college work together engaged in various types of activities. Besides assuring an ideal field practice for the students, who will work in social and health care in the future, the college living lab creates a perfect framework and enables the college to access and explore elderly people's real needs, as well as to do monitoring and constant update of these needs. This type of training model of the Summa College can be a relevant and transferable one for Hungary too, and may provide suitable solutions beyond formal training frameworks, either for local governmental or business players, or for civil organisations, which are active in their local communities. The meeting gave the opportunity for the two Hungarian stakeholders to establish relationship with the director, who elaborated the educational model and this way they could receive first-hand information and shared experiences on the methodology of how to set up, operate and manage a living lab.

On the 25th of October, 2018, HELIUM project had its latest interregional workshop in Eindhoven. The event was linked to the Dutch Design Week, and was a good case for policy learning as well. HELIUM stakeholders and project partners discussed the role of the living lab concept in regional policy instruments for health innovation.

The workshop was moderated by Mr. Thorsten Kohlisch, Interreg Europe Policy Learning Platform. In the 1<sup>st</sup> part of the event speakers shared their ideas and experiences about (1) mission oriented R&I and the role of living labs; (2) involvement and engagement of SME's in the living lab process; (3) cross border living lab inspired

by HELIUM's Good Practices; and (4) purpose economy and the living lab concept. After short questions to the speakers and listening to the answers, a panel discussion on enhancing regional health policies through the living lab concept took place. This discussion was moderated by Mr. Thorsten Kohlsch too. Participants were (1) Mr. Bror Salmelin – Former Advisor for Innovation Systems at the European Commission; (2) Ms. Zsuzsanna Bódi – Association Director, ENoLL; (3) Mrs. Astrid Kaag – Lead Partner ITHACA Project; (4) Mr. István Csizmadia – Project Partner HoCare Project and HELIUM Project; (5) Ms. Ingrid Adriaensen – Business Manager, LiCalab; and (6) Mr. Grahame Smith – Subject Head & Reader in Mental Health, Liverpool John Moores University.

Experts of the panel and stakeholders shared their views and learnings about bring the concepts of Mission Driven Innovation, which is a top down approach, and the Co-creation in Living Labs, which is bottom up, together. The topic rose several questions, such as:

- How can the concept of public purpose be aligned with the direction of innovation, determined by a long term goal?
- What are the key changes to move health innovation from one based on profit maximization (Big Pharma, Philips) towards one based on value/purpose maximization?
- What is needed to transform the health innovation systems into a more user-centred (living lab approach) system?
- Living Labs are promoted already for over 10 years. What is needed to convince innovators (multi-national and SME) to make the living lab approach a normal element in the innovation process? Which messages, incentives and/or measures have proven successful in “selling” the values of openness and co-creation to competition-driven entrepreneurs?

Mr. István Csizmadia, sharing the experiences of HoCare, one the partner projects of HELIUM, emphasized that public driven innovation, identification and satisfaction of endusers' unmet needs and the goal to bring an innovation faster to market can help eliminating the obstacles to bringing the concepts of Mission Driven Innovation and Co-creation in Living Labs together if stakeholders manage to establish quadruple helix cooperation. The first learnings in implementing an Interreg Europe partner's action plan, shared by the HoCare lead partner, ANEL (CY), have already provided smart tips to successfully address challenges such as (1) Engagement of stakeholders in the AP's development process from the very beginning by attracting their interest; (2) Match-making real local needs with international experience (by introducing available good practises and selecting the main stakeholders to create a sub-stakeholder core group and offer them the opportunity to become the initiators accordingly their needs); (3) Overcoming complicated public procedures (by exchanging information regularly and keeping everybody informed).

The panel discussion was followed by 2 parallel workshops exploring HELIUM Good Practices:

- CrossCare: SME support through interregional living lab cooperation
- Alder Hey Innovation: patient oriented hospital care

As the closing part of the whole event, participants were offered a guided tour at the 'Embassy of Health'. The exposition 'Chronic Health: If not us then who?' showed how

a collective approach was crucial to designing healthcare and how health care products or services did not stand alone but interact with each other within a complex environment of care.

Further information: [www.interregeurope.eu/helium](http://www.interregeurope.eu/helium)



## PARTNERS



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