

Options for internationalization and funding possibilities for health sector from EU direct funding and other region possibilities

Date: 30.9.2014

Time: 8.00–10.00

Location: Hotelli-ravintola Lasaretti, Kasarmintie 13, 90101 Oulu

Program Agenda

- 8:00 Seminar opening and morning coffee**
Maritta Perälä-Heape, Director, Centre for Health and Technology
- 8:20 Research and innovation burning points and challenges in EU Health policy framework**
Janika Luukinen Special Advisor, East and North Finland EU Office
- 8:45 Horizon 2020 –program, 3rd Health Program and European Innovation Partnership on Active and Healthy Aging (EIP-AHA) for 2015**
Janika Luukinen
- 9:15 Experiences on from EU direct funding in program cases**
CASE1: READi for Health – regional digital agenda for health care
Jarmo Pääkkönen, Project Coordinator, Centre for Health and Technology
CASE 2: FICHe - The Future Internet CHallenge eHealth
Satu Väinämö, FICHe Coordinator, CIE, Center for Internet Excellence
- 9:45 Discussion on internationalization options with funding options**
- 10:00 Seminar closure**

Material

The seminar material is in Finnish and available from File Sender until 23.10.2014:

<https://filesender.oulu.fi/filesender/?vid=0204b273-a4b5-4849-13ff-00007e4bf748>

Seminar Report

Maritta Perälä-Heape (8:00), Director, Centre for Health and Technology, University of Oulu, presented in her opening speech the backgrounds and possibilities for co-operation and funding with CHT. Strategy of CHT was explained for the audience to understand the role of the organization. The information was important for internationalization needs of the local SME's. Perälä-Heape also represented role and importance of INKA (innovative cities program) at health care sector, as City of Oulu is the leading city in INKA. Also The Digital Health Revolution program is one ongoing multidisciplinary research project. The goal of the program is to enable the utilization of data about the individual as part of personal, preventive services, which in turn will improve citizens' opportunities for self-management of one's wellbeing.

Janika Luukinen (8:20), Special Advisor, East and North Finland EU Office, gave an overview of EU Health policy framework which is based on the European wide societal challenges such as aging population and the need to renew the current unsustainable and unequal health care systems. These challenges call for support, and thus, European initiatives and funding programmes such as European Innovation Partnership

on Active and Healthy Aging (EIP-AHA), Horizon 2020 and Third EU Health Programme support cooperation amongst the stakeholders and finding solutions to overcome the challenges. The programmes provide funding for the development of competitive European health sector, testing and demonstration of new models, technologies and services in healthcare and promoting active and healthy aging. Ms. Luukinen noted that funding opportunities for healthcare sector exist for many kind of stakeholders from research institutions to healthcare providers and SMEs. For those who are still unfamiliar with the European programmes, support and guidance is available; for example, East and North Finland EU office and other regional offices in Brussels help their regional stakeholders, and the programmes also have National Contact Points who help the potential applicants.

Jarmo Pääkkönen (9:15), Project Coordinator, Centre for Health and Technology, University of Oulu, presented the READi for Health program and its status and targets for digital agenda creation in the region. He also described what it means to be a member in a consortium and what his experiences on the consortium work were. The funding options related to PCP and PPI together with the short process description and some of the region needs related to the PCP/PPI were covered. The most important Horizon 2020 calls that refer to region's needs were presented for the audience, too.

Satu Väinämö (9:30), Project Coordinator from Center for Internet Excellence, presented FICHe (Future Internet Challenge eHealth) which is funding service and product development of SME's and startups' in health area. Satu also covered experiences FICHe is a challenge for SMEs and startups in Europe developing innovative ICT applications for the e-Health market building upon the FIWARE technology, i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms (www.fiware.org), combined with actual user needs and business development, targeting the public and private sectors as well as consumers. FICHe will provide SMEs or startups with direct funding, technical training, business coaching and co-creation with end users. Total of 6,24 million euros are given to companies in the FICHe challenge for application development. The grant will be given in three phases. 80 companies are chosen to attend the challenge and will receive 15 000 € for business model development, 40 companies will continue with 50 000€ for developing proof of concept and 20 companies will be chosen for the final round with 152 000€ to create and test a prototype. As a result SMEs and startups have a field lab tested prototype, elaborated business plan and go-to-market strategy.

Discussion (9:45) at the end was good related to internationalization options via these funding options represented. Great interest was showed by SME's and public sector representatives for internationalization possibilities via the presented calls. Contacts for co-operation and further discussions were agreed for targeting to future funding possibilities.