

# Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) \_\_\_\_\_

The complete project idea form should be submitted to [idea@interreg-baltic.eu](mailto:idea@interreg-baltic.eu)

## Project Idea Form

Date of submission 05/06/2025

### 1. Project idea identification

Please insert the full name of your project. The name should relate to the content of your project.

Project idea name Making Health Innovation Needs Visible

The short name of your project should provide an indication of the topic of your project as it will also be used for external communication (e.g. in databases and other communication channels of the Programme or the European Commission).

Short name of the project Innocular

Please indicate if you applied for a core or small project in a similar topic in the previous calls in the Interreg Baltic Sea Region Programme 2021-2027.

Previous calls yes ☐ no ☒

Please indicate whether your project is based on a seed money project implemented in the Interreg Baltic Sea Region Programme 2014-2020.

Seed money support yes ☐ no ☒



## 2. Programme priority

1. Innovative societies

## 3. Programme objective

1.2. Responsive public services

## 4. Potential lead applicant

*Please note, the potential lead applicant must be a legal entity in the legal status category a) public, as specified in the Programme Manual Chapter C.2.1.*

Name of the organisation (original)	Region Västerbotten
Name of the organisation (English)	Region Västerbotten
Website	<a href="https://www.regionvasterbotten.se">https://www.regionvasterbotten.se</a>
Country	SE
Type of Partner	Regional public authority regional council, etc.
<b>Contact person 1</b>	
Name	Nils Sandberg
Email	<a href="mailto:nils.sandberg@regionvasterbotten.se">nils.sandberg@regionvasterbotten.se</a>
Phone	+ 46 90 785 87 02
<b>Contact person 2</b>	
Name	Tomas Gustafsson
Email	<a href="mailto:tomas.gustafsson@regionvasterbotten.se">tomas.gustafsson@regionvasterbotten.se</a>
Phone	+46 70 514 6647

Which organisation(s) in the planned partnership take part in a project within the Interreg Baltic Sea Region Programme for the first time? Please list the respective partners.



Arnora Oy

## 5.1 Specific challenge to be addressed

*Please describe briefly the specific challenge you plan to tackle in relation to the selected Programme objective. In the description please refer to the target group(s) that are facing the challenge you selected.*

The Innocular project builds upon the learnings and the results of the One-Stop-Funnel (OSF) project (2022-2025) and continues to augment the Nordic Access service first created during the project. During the OSF project we have learned that companies do not understand how the innovation and procurement in the healthcare system works and what kind of boundaries and restrictions there are. And that, at the same time the Municipalities, the Regions and the Wellbeing Services Counties in all Nordic and Baltic countries are facing major challenges with growing numbers of the elderly. The absolute number of old people is growing, and at the same time people are living longer. Older they get more chronic diseases and multimorbidities there are to treat, which again leads to financial and personnel shortage.

All this has led to the situation where healthcare actors (Municipalities / Regions / Wellbeing Services Counties) are not ready to take in new solutions and in many cases they are not even particularly interested in testing solutions that do not exactly fit their needs. To avoid the further escalation of this vicious circle the Innocular project is needed. The project aims to make Healthcare providers' needs, Companies' offerings and everybody's ideas visible and create pathways where the demand and the supply can meet.

Key benefits and added value the project provides:

- Better market-fit and problem-solution fit through making the innovation needs of healthcare visible.
- More and better solutions for healthcare to choose from.
- Making information about the public sector health procurement available.
- Enhancing cross borders knowledge transfer and sharing of best practices.

By facilitating the sharing of innovation needs and benchmarking of solutions among healthcare providers in Nordic and Baltic countries, this project aims to incentivize the adoption of new innovations within public organizations and enhance service quality. The reflection on operational practices with peers from neighboring countries, especially those involving frontline staff, offers valuable perspectives. Encouraging innovation and empowering employees through the application and dissemination of new technologies fosters resource-efficient and environmentally conscious public services, simultaneously generating direct business opportunities via innovative collaborations.

## 5.2 Focus of the call



*In close connection to the Announcement Note of the call and its focus, please describe how your application intends to support the cohesive development of small places, rural areas, and areas experiencing challenges significant to the social and economic fabric of their local communities within the Baltic Sea region.*

The Innocular project focuses on making Healthcare providers' innovation needs and found solutions visible to other Healthcare providers as well as to the companies developing HealthTech solutions. The project also matches existing solutions with identified innovation needs and makes innovations more accessible to all Healthcare providers in the Baltic Sea Region area. In addition to this the project opens Healthcare procurement processes and restrictions to companies and helps them enter product and solution testing services as well as further participate in public procurement processes.

The project acts as a catalyst, transforming local healthcare challenges into opportunities for economic development, improved services, and strengthened social fabric within the small, rural, and challenged areas of the Baltic Sea region. It ensures that innovation is not just concentrated in urban hubs but also reaches and benefits those communities that often need it most.

Thru its activities the project supports cohesive development in multiple ways:

- Stimulating local economic growth and job creation through innovative partnerships
- Improving access to and quality of healthcare services
- Facilitating the creation of tailor-made needs-based services
- Capacity building of public authorities
- Fostering innovation ecosystems in rural and underserved areas
- Promoting digital transformation and smart specialization
- Addressing social cohesion challenges

## 6. Transnational relevance

*Please briefly explain why you need to cooperate transnationally to address the selected challenge.*

Building on the One-Stop-Funnel project's Nordic HealthTech testing network of nearly 50 entities (municipalities, regions, hospitals, universities and innovation centers), Innocular will expand this model across the Baltic Sea Region to create Northern Europe's largest innovation, solution, and testing network. By nature this kind of project can only be implemented within a transnational environment.

Compared to any national implementation, addressing these challenges and implementing the project in an international context offers a multitude of significant benefits.

### 1. Broader Pool of Innovation and Best Practices:

Transnational cooperation gathers diverse innovation needs and ideas, uncovering solutions beyond national contexts. Cross-pollination allows solutions successful in one country to benefit others facing similar challenges.

### 2. Increased Market Opportunities for Commercial Companies (especially SMEs):

Transnational projects expand the market for SMEs, driving innovation and investment. By clarifying procurement across countries, projects also lower administrative and legal entry barriers within the Baltic Sea region.



### 3. Enhanced Efficiency in Public Procurement:

Transnational collaboration reduces duplication of effort by identifying common challenges and facilitating shared solutions, saving resources and time.

### 4. Accelerated Development and Adoption of Innovations:

Wider Baltic Sea healthcare network accelerates innovation testing and refinement, enables rapid solution dissemination across regions, and attracts more investment for scalable opportunities.

### 5. Strengthening Regional Cohesion and Collaboration:

Transnational healthcare innovation in the Baltic Sea region builds shared understanding of challenges, fosters networks and trust between healthcare providers, procurement authorities, and companies, and positions the region as a health tech and public sector innovation hub.

## 7. Specific aims to be addressed

*Please select one or more specific aims you plan to address in your project and describe how.*

*Please indicate "N/A" in the text boxes of the aims that you do not plan to address in your project.*

### Building trust that could lead to further cooperation initiatives

The project will bring Healthcare providing organisations (Municipalities, Regions and Wellbeing Services Counties) closer together on a practical level. Distribution of the understanding about the healthcare Innovation Needs and the solutions found can lead to co-operation between public organisations, but especially between public organisations and solutions providing innovative HealthTech companies. The project also matches HealthTech solutions with identified Innovation Needs across the entire Baltic Sea Region.

### Initiating and keeping networks that are important for the BSR

The project builds on the One-Stop-Funnel project's Nordic HealthTech testing network of nearly 50 entities (municipalities, regions, hospitals, universities and innovation centers), Innocular will expand this model across the Baltic Sea Region to create Northern Europe's largest innovation, solution, and testing network in the field of HealthTech. Through this knowledge transfer the project supports the cohesive development of rural areas, and areas experiencing challenges in their socio-economic structures.

### Bringing the Programme closer to the citizens

N/A

### Allowing a swift response to unpredictable and urgent challenges

N/A

## 8. Target groups

*Please define your target groups that you plan to involve in your project activities. The target groups you select should be directly affected by the challenge and have competences to positively influence it through the project and its outcomes. The selected target groups should be actively involved in the implementation of the project and interested in using its outputs.*

### TG1: Hospitals and medical centres

**Challenges:** There are unmet Innovation Needs and innovation procurement needs

**Involvement:** Their Innovation Needs and procurement processes will be benchmarked and opened.

**Benefits:** Access to other actors' Innovation Needs, found solutions and a database of existing solutions. In the long run there will be products and solutions in the markets that have better market-fit and problem-solution fit.

### TG 2: Local public authorities; municipalities responsible providing healthcare

**Challenges:** There are unmet Innovation Needs and innovation procurement needs

**Involvement:** Their Innovation Needs and procurement processes will be benchmarked and opened.

**Benefits:** Access to other actors' Innovation Needs, found solutions and a database of existing solutions. In the long run there will be products and solutions in the markets that have better market-fit and problem-solution fit.

### TG 3: Regional public authorities; regions and Wellbeing Services Counties responsible providing healthcare

**Challenges:** There are unmet Innovation Needs and innovation procurement needs

**Involvement:** Their Innovation Needs and procurement processes will be benchmarked and opened.

**Benefits:** Access to other actors' Innovation Needs, found solutions and a database of existing solutions. In the long run there will be products and solutions in the markets that have better market-fit and problem-solution fit.

### TG 4: Small and medium enterprises operating in the field of HealthTech and MedTech

**Challenges:** Do not understand how the innovation and procurement in the healthcare system works and what kind of boundaries and restrictions there are.

**Involvement:** Companies will receive guidance towards the most suitable testing partners and get their solutions communicated towards healthcare buyers.

**Benefits:** More testing opportunities, better market and procurement process understanding, new business opportunities through valuable information to product/solution development.

Please use the drop-down list to define up to five target groups that you will involve through your project's activities.

Please define a field of responsibility or an economic sector of the selected target group

Specify the countries and regions that the representatives of this target group come from.

1. Hospital and medical centre	Healthcare	DK, SW, FI, EE, LV, PL Additional countries will be added should relevant organisations appear and time/funding allows.
2. Local public authority	Healthcare	DK, SW, FI, EE, LV, PL Additional countries will be added should relevant organisations appear and time/funding allows.
3. Regional public authority	Healthcare	DK, SW, FI, EE, LV, PL Additional countries will be added should relevant organisations appear and time/funding allows.
4. Small and medium enterprise	Health Technologies	DK, SW, FI, EE, LV, PL Additional countries will be added should relevant organisations appear and time/funding allows.

## 9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has the potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (<https://eusbsr.eu/implementation/>).

yes ☒ no ☐

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

*up to three PAs can be selected from the list*

PA Innovation
PA Health



The MA/JS may share your project idea form with the respective policy area coordinator(s) of the EUSBSR. You can find contacts of PACs at the EUSBSR website (<https://eusbsr.eu/contact-us/>).

☐ If you disagree, please tick here.

## 10. Partnership

*Please describe briefly the composition of your partnership.*

*List the partners already involved, present their role in the project and geographic location.*

*Please explain why you plan to involve these types of partners and regions/countries covered in the partnership.*

*Please also indicate what type of partners and from which regions/countries still need to be added to the partnership.*

Current composition of our partnership consist of the following partners:

- Region Västerbotten, Sweden. Region Västerbotten is a regional public authority organization that works for the entire county. Our mission is to offer and develop health, care and regional development together with people, business and social actors. Role: lead partner, procurement -topics.
- Municipality of Aarhus, Denmark (local authority). Second largest city in Denmark with more than 355.000 people. Since 2007 Aarhus has dedicated a great focus and effort to assisted living technologies, innovation and implementation. This investment has made Aarhus Municipality the leading public body in Denmark – and amongst the leading public bodies in Europe. The municipality provides health care in the primary sector with close collaboration to the hospitals. Role: partner, innovation need -topics
- Arnora Oy, Finland. Arnora is an experienced, high-tech business expert company that offers its client companies development, expert and consulting services. We help innovations move forward and assist our clients when digital technology solutions need to be applied in real-world operations in a cost-effective way. Role: partner, industry contacts, tool dev -topics.

Building on a successful Nordic Innovation funded project, this new initiative leverages a multi-disciplinary partnership including a region, a city, and a private company. This collaboration offers diverse perspectives, addressing healthcare issues effectively. Partners from three countries bring varied expertise in healthcare systems and procurement, with Arnora providing private sector experience and networks in HealthTech. Aarhus focuses on assisted living technologies, while Region Västerbotten brings expertise from a major University Hospital. Arnora will ensure the sustainability of the service model developed in the project.

The issues the project is tackling are common in all Nordics, all Baltics and all Europe. During the further preparation of the project we aim to expand our project partnerships especially towards Baltic countries and Poland. This would ensure that we can efficiently take into account innovation needs and procurement practises in these countries.

## 11. Workplan



*Please briefly describe the main activities and outputs.*

*If you plan to have pilot(s), please explain which solution(s) you plan to test in them.*

*Please also describe how you plan to involve the selected target groups.*

*Please explain which institutions/ target groups will use the final outcomes of your project.*

*For further information on small projects, including work plan, please consult the tutorials and the Programme Manual.*

A1: Building of the understanding and benchmarking how innovation needs in Municipalities / Regions / Wellbeing Services Counties are gathered and how solutions are matched to the identified needs across the Nordics and Baltics. Result: Definition of the best practices and methodologies.

A2: Development of an Innovation Matching tool. Tool for Municipalities / Regions / Wellbeing Services Counties to

- i) publish their identified needs,
- ii) publish found solutions for the needs and
- iii) seek for existing solutions.

Result: Web based Matching tool and information about Innovation Needs.

A3: Enable cross-border knowledge exchange between healthcare professionals and company representatives through peer visits and learning about new markets and international work opportunities. Result: improved understanding of healthcare issues and practices.

A4: Building of the understanding and describing of how the public procurement processes work across the Nordic and Baltic countries. Creation of a process to keep this information updated. Results: Descriptions of public procurement processes

A5: Running and further establishing of the previously developed Nordic Access service (more: [www.nordicaccess.eu](http://www.nordicaccess.eu)) for the HealthTech and MedTech companies. Helping companies to access testing and advice about procurement. Matching innovations to the identified innovation needs from the Matching tool. Results: Practical guidance and matchmaking for HealthTech as well as MedTech companies and HealthCare. Matching solutions to the identified Needs from Municipalities / Regions / Wellbeing Services Counties.(communities?)

Output: Establish and maintain a publicly accessible information resource for Innovation Needs, Procurement Processes, and testing in the Baltic Sea Region by enhancing NordicAccess.eu to feature identified needs, best practices, and public procurement details. Ensure information is user-friendly, publicly available, and automatically updated.

Involving the selected target groups:

The project group is experienced in engaging public healthcare providers and SMEs in development. Nordic Access has a network of almost 50 Nordic healthcare testing organizations and 60+ HealthTech companies have gone through the service. This network was built through active outreach, including important site visits. Services have been promoted via electronic communication, webinars, and fairs. These methods will now extend to Baltic countries.

Institutions and target groups that will use the final outcomes:

Project outcomes will be available to all Nordic and Baltic municipalities, regions, and Wellbeing Services Counties. Addressing the crucial need for healthcare innovation, the project aims to provide significant added value. The Innovation Matching tool will be widely used when it offers timely and

useful information. Companies will benefit from access to innovation needs, (foreign) procurement processes, and testing opportunities.

## 12. Planned budget

*Please indicate for which funds you intend to apply and provide a rough estimation of the total budget planned.  
Please note that the total budget may not exceed EUR 500 000,00.*

ERDF budget (planned expenditure of partners from the EU)	EUR 500,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
<b>Total budget (including preparatory costs)</b>	<b>EUR 500,000.00</b>

## 13. Project consultation

Please indicate if you wish to have a consultation (online meeting) with the MA/JS to discuss your project idea

yes ☒ no ☐

## 14. Questions to the MA/JS

*Please list here your questions related to planning of activities and outputs, involvement of the target groups, or any other content-related topic which you would like to get answered during the consultation.*

Questions related to the content of the planned project	Does the private company Arnora Oy qualify as a project partner, or should they be in a different role? Should we address all "Specific aims"?
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*Please list here your questions related to budget, eligibility, accounting of costs or any other financial topic, which you would like to get answered during the consultation.*

Questions related to budgeting and expenditure (max.1.000 characters incl. spaces)

Any other questions (max. 1.000 characters incl. spaces)

## 15. Additional information



*In case you would like to present additional information not corresponding to the questions above please place them in this section.*

*(max. 1.000 characters incl. spaces)*

#### **Your account in BAMOS+**

Please remember that to officially submit your application you need to access our electronic data exchange system BAMOS+. More information about the process of applying for your account in BAMOS+ you will find here:

<https://interreg-baltic.eu/gateway/bamos-account>