



EU ADDENDUM

International strategy
2020-2023

Contents

1	Introduction	4
2	The plan	6
2.1	Initiatives en objectives	6
2.2	Initiatives and actions	7
2.3	Process proposal	9
3.	Annexe	11
3.1	Horizon Europe	11
3.2	Eurostars	12
3.3	EU4Health 2021-2027 – a vision for a healthier European Union	13
3.4	Interreg Europe	13

1 Introduction

Mission-driven top sectors and innovation policy

On 1 January 2020, the Mission-driven Top Sectors and Innovation Policy (MTIB) officially started. This policy is inspired by the 25 missions formulated by the government departments for the four societal challenges: Energy Transition & Sustainability; Agriculture, Water & Food; Health & Care; and Security. These were approved by the entire Dutch cabinet in April 2019. Government, entrepreneurs, civil society partners and scientists are challenged on the basis of these missions to jointly develop, implement and valorise groundbreaking solutions. In doing so, they contribute to a futureproof and powerful Netherlands that knows how to work together at a national and international level. In addition, they contribute, in particular, to the competitiveness of the Netherlands. Top science for societal and economic revenues!

+5, -30: healthy for longer and fewer health differences

Health and Care has been designated as one of the four societal themes in the context of the MTIB. The Ministry of Health, Welfare and Sport (VWS) formulated five missions for this. One central mission and four specific missions. The central mission is that by 2040, all Dutch citizens will live at least five years longer in good health, while the health inequalities between the lowest and highest socioeconomic groups will have decreased by 30%. The other four missions contribute to this central mission. These missions focus on decreasing the burden of disease due to an unhealthy lifestyle and living environment and more (or more frequent) organisation of care in the own living environment, in collaboration with people's own network. And finally, they focus on increasing the number of people who, according to their wishes and capabilities, can participate in society, including those people with a chronic disease or lifelong disability.

The Knowledge and Innovation Agenda

The Knowledge and Innovation Agenda¹ (KIA) 2020-2023 from the Top Sector Life Sciences & Health (LSH; Health-Holland) describes the ambitions and purposes of the health and care missions within the field of public-private partnerships. Health-Holland is responsible for coordinating and realising this KIA. Many national stakeholders and partners are collaborating in the realisation. Besides national collaboration, international collaboration is vital, especially in view of the Netherlands' ambition to become a model country in health and care for Europe and even the entire world. Furthermore, some of our national objectives and challenges can be better solved in an international context, for example, due to transnational causes, expertise and infrastructure that are present elsewhere, critical mass and industry. Of course, both the desire to be a model country and the seeking of international solutions for national problems require that optimal use is made of existing and new collaborative relationships, investments and grants. Furthermore, it requires a focus on the marketing of the Netherlands' innovative and validated knowledge, concepts, products and services in the LSH sector.

Internationalisation strategy

All of this is in line with the essence of the MTIB and forms the basis for the LSH internationalisation strategy² that was renewed in 2020 and in which the key objective is increasing the Netherlands' competitive strength. This key objective has five coherent sub-strategies: positioning and profiling a strong Dutch LSH/health and care proposition, identifying the international demand and need, strengthening the interaction of powerful foreign knowledge and innovation ecosystems with the Dutch LSH ecosystem, and showcasing the Dutch proposition by means of the Health-Holland branding. All of this happens via a more collectively realised integral programming and organisation with all relevant stakeholders and partners.

¹ www.health-holland.com/sites/default/files/downloads/Knowledge-and-Innovation-Agenda-2020-2023-health-and-care.pdf

² www.health-holland.com/sites/default/files/downloads/Strategy%20International_0.pdf

The KIA and the internationalisation strategy are therefore realised through stimulating competitive strength and earning power, with the aim of fulfilling the missions. That will enable us, together with all stakeholders, to contribute to solving societal problems and challenges.

Europe

These five sub-strategies still provide room for a sixth sub-strategy, which specifically focuses on collaboration in consortia in European Research and Innovation Programmes, through calls and proposals for Horizon Europe, the Recovery Resilience Fund (RRF), Digital Europe, Interreg Europe and EUREKA and implementation programmes, such as EU4Health. This sixth sub-strategy must contribute to the current 100 million euros in EU funds for LSH/health and care gradually growing to 130 million euros in 2024.

As many public and private partners of the Dutch LSH collective are still relatively unfamiliar with the possibilities offered by European public-private collaboration and the associated funding landscape, there is clearly room for improvement here. Especially because the Netherlands also runs the risk of missing opportunities. For this reason, a joint approach is desirable to ensure that we do not fall behind in the international research and innovation field. On the one hand, that can be realised via the strengthening of existing European collaborations with Dutch input and, on the other, by developing additional collaborations. This addendum describes (1) the sub-strategy of LSH focused on the expansion of activities in EU collaboration and the effort required via (2) a coherent set of initiatives and actions (plan). Both of these are in line with the strategy described in the KIA.

2 The plan

This sixth sub-strategy, which specifically focuses on collaboration in consortia in European Research and Innovation Programmes, intends to provide inspiration on the one hand and, on the other, to provide organisation and structure for the different stakeholders and partners from the quadruple helix: citizens, researchers, entrepreneurs and policymakers. The document gives an overview of what Europe can offer in the area of public-private partnership and funding. It also offers insight into the – largely already in place – guidance structure to enter into that collaboration, acquire funds, and successfully realise the projects and programmes concerned. Accordingly, this sub-strategy describes the connections between the ministerial missions, the activities of the many KIA/KIC coalition partners and the individual EU strategies, and Health-Holland's role as the coordinator for realising the KIA. Finally, the sub-strategy also explains the links with the European Commission and its set of R&D and Innovation instruments. With this approach, Health-Holland aims to gradually bring together and integrate the individual EU strategies of all coalition partners. These partners will actively steer the desired growth of the collaborations and investments. The final objective of this approach is to, together with all civil society partners, further contribute to the realisation of future missions in the area of health and care.

2.1 Initiatives and objectives

The set of actions form the outlines of the plan to intensify collaboration and, as a result, increase the income from EU funds. The plan therefore aims to further facilitate the necessary use of the KIA intentions for the purpose of ambitious technological and social innovations. Consequently, this addendum is indeed not yet an elaboration of the plan but an initial step.

We now propose the following six initiatives and actions within this plan:

1. A 360° stakeholder analysis

Objective: A profile book of stakeholders at the level of umbrella organisations will be compiled. All stakeholders can find each other easily for (new) collaborations and European projects.

2. Design and realisation of a collective dissemination strategy for EU funds

Objective: A multidimensional communication and dissemination strategy is developed that involves all stakeholders and works in all directions.

3. Public-private partnerships of Health-Holland and EU funds: acquisition and directing programming

Objective: Strategic public-private partnerships from Health-Holland acquire more EU funds and increasingly work together in the larger European context, direct call programming and form a basis for bilateral collaboration.

4. Recovery Resilience Fund

Objective: Health-Holland realises short-term funding programmes from the Recovery Resilience Fund.

5. Harmonisation of funding

Objective: Sufficient funds and sources for the matching of European projects are available.

6. Setup organisation

Objective: Effective time management and (sufficient) ownership are in place for the various initiatives and actions stated in the addendum.

2.2 Initiatives and actions

The aforementioned initiatives will lead to results if actions are linked to these. Below we briefly describe which actions are important for each initiative. In this section, we also describe the proposed process of how, when and by whom these actions will be implemented.

1. A 360° stakeholder analysis

Objective: A profile book of stakeholders at the level of umbrella organisations is compiled.

All stakeholders can find each other easily for (new) collaborations and European projects.

The 360° stakeholder analysis will focus on mapping the interested parties, their mutual and external connections, and their current revenues from EU funds. That last aspect depends on the extent to which this information can be disclosed. It is also important to review which parties should be involved to realise a better uptake of the strategy and EU funds. An important action in this regard is to determine what specific stakeholders such as citizens/citizens initiatives/cooperations, the health foundations and industry would like to and can obtain from Brussels. And it should also be established what they have to offer Brussels. The (public) knowledge institutions are an important stakeholder to mention and analyse due to their role in translating research from the laboratory to the factory. There is specific attention for the possibilities for universities of applied sciences to join in, because they also seek connection with European programmes.

In this action, we will specifically focus on stakeholders at a higher level. As a result, the focus will not be on individual entrepreneurs and researchers, but on umbrella organisations, sector organisations and other representative stakeholders such as intermediaries. The role and added value of these intermediaries in the European context is recognised.

The starting point for initiative 1 is organising a meeting of the current international addendum workgroup and the focus group Health of Horizon Europe. The aim of the meeting is to make an initial inventory of stakeholders and their mutual and individual interests.

2. Design and realisation of a collective dissemination strategy for EU funds

Objective: A multidimensional communication and dissemination strategy is developed that involves all stakeholders and works in all directions.

We will focus on the dissemination strategy for an approach that identifies all European Research and Innovation Programmes and clearly indicate what the differences are and where synergy can be found for the potential participants in the Dutch LSH sector and the coalition from the Societal Theme Health and Care (ST H&C coalition). With all programmes we mean, in any case:

- EU4Health;
- EUREKA/Eurostars;
- Horizon Europe, including partnerships and missions, aimed at research topics in the cluster Health and the possibilities within the EIC Pathfinder and transition (former FET Open);
- Interreg, Digital Europe;
- EIT Health.

Two aspects are important for the dissemination strategy. First of all, the outcome of the stakeholder analysis from initiative 1. Which message speaks to which type of stakeholder and especially which information do they need to successfully acquire funding? Another important aspect in the dissemination is the different objectives of the various programmes (please see the annexes of this addendum). For example, Horizon Europe is a programme that is ideally suited for funding research and innovation projects. EU4Health focuses more on implementation. The dissemination strategy also intends to realise connection with this implementation programme because it is an important priority for VWS, ST H&C and Health-Holland. The most important element of both aspects is that the programmes will become actionable for participants - the parties in the Dutch LSH sector.

A specific action within this will be the development of a clear overview of what (grant), can be found where (programme) for which applicant (public or private). Examples are the development of a (digital interactive) decision tree that can support a decision about a grant during this search. It should be noted that the decision tree will be an explicit part of the dissemination strategy. We will also actively promote this. In addition, we aim to keep the decision tree up-to-date.

As the governments (local, regional, national and European) are also clearly interested parties in the sub-strategy, the dissemination will specifically be aimed at them too. Therefore communication with the LSH field will not be limited to the possibilities for participation but will also underline what they (the field) already do, where they are successful in the European context and what this yields for society. In this context, we will also seek connection with other Top Teams to learn from their successes in acquiring European funds. One such example is the Top Sector High Tech Systems & Materials (HTSM), which has considerable experience and success in the use of European funding instruments.

In the annexe to this addendum, we have provided an initial overview of the available European funding instruments.

3. Public-private partnerships of Health-Holland and EU funds: acquisition and directing programming

Objective: Strategic public-private partnerships from Health-Holland acquire more EU funds, work together more in the larger European context, direct call programming and form a basis for bilateral collaboration.

The strategic public-private partnerships (PPPs) of Health-Holland are in different stages of maturity. They also differ in the degree of commitment in collaborating for, acquiring and using EU funds. The action will focus on increasing the level of knowledge of the partners and the PPPs so that EU funds and European collaborations will start to play a relevant role in all PPPs. An important question to the PPPs will be: what is your exact need, and how can this be facilitated by this action, whether or not in collaboration with the valorisation colleagues from the sector, who will join forces in 2021, coordinated by the Top Sector LSH office?

In addition, PPPs will not only have the possibility to acquire funding in Europe, but also to play a role in steering the programming. Within this initiative, giving shape to and realising the steering of the programming will consequently also be important actions.

Finally, EU programmes and funds provide a strong foundation for the development/strengthening of bilateral collaborations. They help to make various calls clearer and to connect with the bilateral country strategies from the Ministry of Foreign Affairs.

4. Recovery Resilience Fund

Objective: Health-Holland realises short-term funding programmes from the Recovery Resilience Fund.

In this initiative, we will ensure the connection of the Dutch field and Health-Holland with the new Recovery Resilience Fund (RRF) by means of short programmes. Although it is already clear that the current Dutch government will not invest in the first round of RRF matching funds, the possibility for future rounds is certainly there. In the short term, RRF must closely consult with the national government and subsequently with regional governments. Funding is not the biggest problem but rather the accountability provided by inexperienced users. The ST H&C coalition therefore has the ambition of setting up and realising short programmes in this context. This ambition will be further elaborated upon in this initiative.

5. Harmonisation of funding

Objective: Sufficient funds and sources for the matching of European projects are available.

There is often a co-funding requirement for EU funds, in which case the European Commission does not fund the entire budget but, for example, 70%. In addition, the rates the European Commission uses for overheads are often not enough to fully cover the overhead costs of Dutch participants (e.g. knowledge institutions). This was confirmed by at least one knowledge institution during the consultation about this addendum. The remaining costs therefore require co-funding. Finally, for the joint programming initiative, matching is required from the Member States. In this action, the focus will be on how this can be done for the KIC partners, especially the local, regional and national governments. For this, it is important to demonstrate the impact of EU funds to, amongst others, the KIC partners. This happens, for example, through communicating about success stories, as stated in initiative 2.

6. Set up organisation

Objective: Effective time management and (sufficient) ownership are present for the various initiatives and actions stated in the addendum.

The last initiative is overarching: namely setting up the (network) organisation, allocating tasks and monitoring. A proposal will be drawn up for the governance of the dissemination strategy and also who will do what for the various initiatives (1 to 5) and actions. First of all, it will be examined whether the organisation can be embedded in an existing governance body.

2.3 Process proposal

The aforementioned actions must be realised to achieve the objective of this sub-strategy, namely increasing the income from EU funds to 130 million euros. With this proposal, we have now taken the first step. This process will be further shaped over the course of time. For each initiative, an owner will be appointed who will elaborate the actions in more detail, seek alignment with other initiatives and carries out the actions together with other partners.

3 Annexe

Overview of the most important European funding instruments

Below you will find a brief overview of the most important European funding instruments. The overview intends to be informative, but is not complete and is subject to changes. For the most recent information, we advise you to follow the links included.

3.1 EU4Health 2021-2027 – a vision for a healthier European Union

EU4Health is the EU's answer to COVID-19, which has had a major impact on medical personnel, care professionals and healthcare systems in Europe. By investing 5.1 billion euros, and accordingly becoming the largest health programme ever in monetary terms, EU4Health will provide funding to EU countries, health organisations and NGOs. The programme is open for proposals in 2021.

More information?

ec.europa.eu/health/funding/eu4health_en
Source: Europese Commissie

3.2 Eurostars

Eurostars is the largest international funding programme for SME entrepreneurs who want to collaborate in research and development projects that create innovative products, processes or services for commercialisation. Your consortium must select an SME that carries out R&D as the most important project participant. Project partners from SMEs, universities and research centres can be chosen from the 36 participating countries in the programme. It is also possible for organisations from non-participating countries to become a member of a Eurostars consortium if there are at least two members from participating countries.

More information?

www.eurekanetwork.org/countries/netherlands/eurostars/

Source: Eureka

3.3 Horizon Europe

Horizon Europe is a seven-year scientific research initiative of the European Union and the successor of the former Horizon 2020 programme. The European Commission drew up and approved a plan for Horizon Europe to increase EU expenditure for science by 50% in the period 2021-2027. In April 2019, the Commission made 94.1 billion euros available for Horizon Europe that starts in 2021. The budget for Horizon 2020 was 77 billion euros.

Horizon Europe has three pillars:

- **Pijler 1:** *Excellent Science including the European Research Council and Marie Skłodowska-Curie Actions*
- **Pillar 2:** *Global Challenges and European Industrial Competitiveness*
- **Pillar 3:** *Innovative Europe, including European innovation Council and the European Institute of Innovation and Technology*

Furthermore, there are horizontal actions including *Widening Participation* and *Strengthening the European Research Area*.

Missions in Horizon Europe

Horizon Europe will include research and innovation missions to increase the effectiveness of the funding by striving to achieve clearly described objectives.

The Commission involved policy experts to develop studies, case studies and reports about how the mission-driven policy approach works.

Read more about the mission-driven approach of the Commission and download the studies that have shaped this: ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe/missions-horizon-europe_en

Mission domains

Five missions were approved, and experts have been appointed to shape each mission. These experts form the mission boards. The shaping of the missions takes place in consultation with stakeholders and citizens. In addition, experts will also determine the objectives, indicators and timelines of the missions.

Please consult the mission domains on the website of the European Commission:

- Adaptation to climate change including societal transformation
- Cancer
- Climate-neutral and smart cities
- Healthy oceans, seas, coastal and inland waters
- Soil health and food

European partnerships in Horizon Europe

As part of Horizon Europe, the European Commission plans to enter into partnerships with the EU Member States, the private sector, foundations and other interested parties as well. The aim is to tackle global challenges and the modernisation of industry through coordinated efforts in the area of research and innovation.

The conditions and principles for setting up European partnerships are stipulated in the proposal for Horizon Europe.

More information?

ec.europa.eu/info/research-and-innovation/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en

Source: European Commission

3.4. Interreg Europe

Interreg Europe helps local and regional governments throughout Europe to develop and realise better policy. The instrument creates an environment and opportunities for sharing solutions and learning from policy. Furthermore, it strives to ensure that all government investments, innovation and implementation efforts result in an integrated and sustainable impact for people and places.

Interreg Europe is for:

- regional governments (province, municipality, water boards)
- knowledge institutions (universities, universities of applied sciences)
- private parties with a non-profit status
- development companies
- non-profit institutions

Interreg Europe supports interregional collaboration throughout Europe. It involves all 27 Member States of the European Union plus Switzerland, Norway and the United Kingdom.

Themes/activities that Interreg Europe supports:

- strengthening research, technological development and innovation
- improving the competitive capability of SMEs
- encouraging the transition to a low carbon economy
- conserving and protecting the environment and ensuring the efficient use of natural resources

followed to create actions that are far more specific and therefore offer a greater chance of success.

More information?

www.interregeurope.eu/about-us/what-is-interreg-europe/

Source: European Commission – European Regional Development Fund



