



Fast-Tracking Paediatric Innovation
Adoption in Europe

ADD4KIDS European Action Plan

Authors



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With acknowledgment



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Glossary

ADD4KIDS: Accelerating Demand-Driven tools for Paediatric Innovation Adoption in Europe

DDI: Demand-driven innovation

EC: European Commission

EU : European Union

EIT Health: European Institute of Innovation and Technology in Healthcare

PCP: Pre-Commercial Procurement

PID: Pediatric Innovation Day organised by i4KIDS Europe

PPI: Public Procurement of Innovation

SIB: Social Impact Bonds

VBP: Value-Based Procurement

Introduction

Children represent a quarter of our present population - yet they are 100% of our future. Nevertheless, paediatric innovation remains underemphasised across Europe. The adoption of paediatric healthcare innovations remains slow, limiting access to life-changing solutions for children in need across Europe. Many promising innovations fail to reach patients due to (i) market failures, (ii) fragmented paediatric ecosystem across Europe, (iii) non-adequation as they are adaptations from adults' innovations or off-label use of drugs or technologies, (iv) complexities and disparate regulatory pathways across Europe, and (v) high risks perceived by innovators and investors, leading to delayed or inadequate healthcare solutions for paediatric patients.

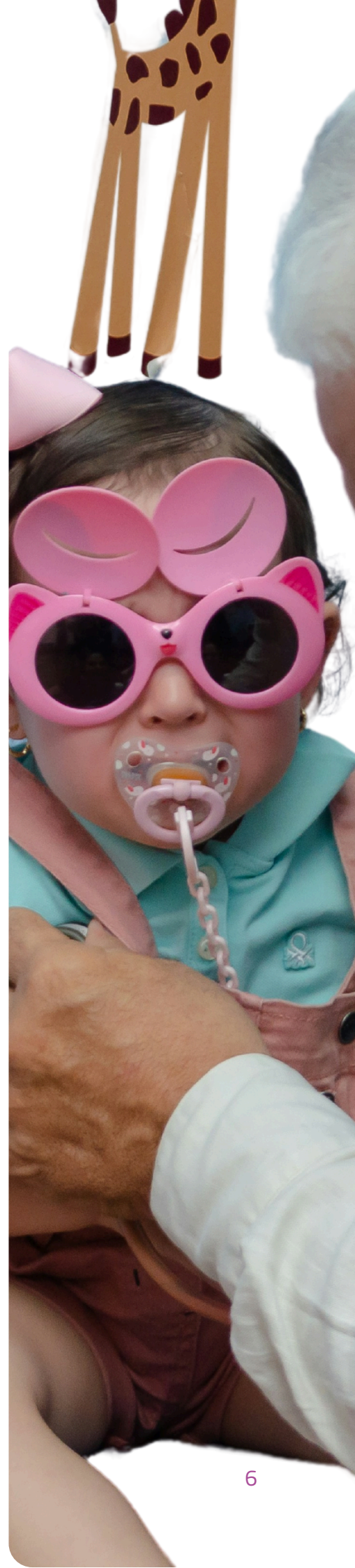
This year, the paediatric innovation ecosystem has the opportunity to reverse the current trend and capitalise on the efforts undertaken by the European Commission (EC) and the World Health Organisation (WHO). Currently, the European Commission is working to create conditions favourable to business prosperity, ensuring that all stakeholders have an equal opportunity for success^[1]. Additionally, the World Health Organisation advocates for a "renewed focus on child and adolescent health and well-being"^[2].

This European Action Plan, positioned as a call to action with concrete initiatives, offers the paediatric ecosystem an opportunity to serve as one of the first use cases for a unified Single Market for the European Commission. By promoting collaboration and the importance of building a Single Market between the Member States^[3], the European Commission will have the opportunity to position Europe as the hub where the next generation of paediatric innovations is conceived, developed, and implemented, ensuring that European children—and future European adults—benefit from cutting-edge healthcare solutions.

[1] European Commission, (29.01.2025), A competitiveness Compass for the EU, p. 1, [10017eb1-4722-4333-add2-e0ed18105a34_en](https://ec.europa.eu/competition/compass/10017eb1-4722-4333-add2-e0ed18105a34_en)

[2] Regina De Dominics, Hans Henri P Kulge, (01.02.2025), Future-proofing Europe and Central Asia: a renewed focus on child and adolescent health - The Lancet, [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(24\)02507-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(24)02507-8/fulltext)

[3] Polish Presidency Council of the European Union, (17.02.2025), On Europe's Competitiveness at the Single Market Forum, <https://polish-presidency.consilium.europa.eu/en/news/on-europes-competitiveness-at-the-single-market-forum/>



There is a growing awareness that the innovation environment in paediatrics needs to be improved as several innovation gaps are weakening Europe's competitiveness in paediatrics and more broadly. These gaps are:

- Healthcare providers and healthcare systems struggling to find and adopt innovative solutions;
- Startups struggling to get their first buyers;
- Innovations often failing to address real unmet needs;
- Scaling across Europe is too complex;
- Patients waiting too long for new solutions.

One possible pathway to improve the adoption of paediatric innovation is through unlocking cross-border public procurement and demand-driven funding instruments, considered as a strategic priority for Europe by the European Commission^[4] and the World Economic Forum^[5].

Through the challenges detected during the ADD4KIDS project, it appears that individual Member States do not currently prioritise paediatric innovation, as it is often perceived as a niche market with limited commercial appeal. However, when this population is considered at a European level, the joint cross-border purchasing power is much bigger and represents an opportunity for the innovators' side (startups, industry, and investors) and benefits for the rest of the ecosystem (e.g. the European Commission, WHO, healthcare providers and patients' associations).

Therefore, it is more necessary than ever to unite all relevant health stakeholders across Europe around a single common document to foster innovation in the paediatric market and ensure it reaches those who matter most: patients and citizens – children and young adolescents.

EIT Health, with a vibrant community of world-leading health innovators backed by the European Union and 120 partners, believes in the power of cross-border collaborations. It connects all health stakeholders across Europe to create a productive and inclusive environment where innovation can flourish. EIT Health's track record of impact includes catalysing around 3200 startups and scaleups, supporting its ventures in attracting €2.4 billion in investment, bringing 139 healthcare solutions to market, and training 54,000 students and professionals.

This European Action Plan, developed by EIT Health together with ADD4KIDS consortium members, through a series of interviews, workshops, and one-on-one calls with stakeholders from across Europe, integrates European, national and regional priorities, expectations and policies, adapting the roadmap to the evolving European market landscape.

[4] European Commission, (29.01.2025), *A Competitiveness Compass for the EU*, p. 14, [10017eb1-4722-4333-add2-e0ed18105a34_en](https://ec.europa.eu/competition/10017eb1-4722-4333-add2-e0ed18105a34_en)

[5] Verena Kuhn, (20.02.2025), *5 ways Europe can compete again*, <https://www.weforum.org/stories/2025/02/bridging-the-innovation-gap-five-ways-europe-can-compete-again/s>

Executive Summary

As a prominent leader in accelerating and supporting the development and adoption of innovative healthcare solutions across Europe, EIT Health^[6] developed a European-wide action plan for paediatric innovation adoption. Conceived in the framework of the ADD4KIDS project, together with a consortium of other key stakeholders in the ecosystem, this action plan aims to address the geographical inequalities existing in innovation adoption in Europe and “renewed focus on child and adolescent health and wellbeing”^[7].

ADD4KIDS is a 12-month, EU-funded project coordinated by Hospital Sant Joan de Déu^[8] and supported by several partners (Agència de Qualitat i Avaluació Sanitàries de Catalunya^[9], European Children’s Hospitals Organisation^[10], the Children’s Memorial Health Institute^[11], Inveniam^[12], and Sciensano^[13]), including EIT Health. This project and this document reflect EIT Health’s core mission: to promote innovation and improve patient care in Europe by accelerating innovation adoption across Europe. In that specific case, it is focused on paediatrics using demand-driven financing instruments such as Public Procurement Innovation (PPI), Pre-Commercial Procurement (PCP), Social Impact Bonds (SIB), and Value-Based Procurement (VBP).

Within this project, EIT Health main contribution was to:

- Co-design and launch training and acceleration programmes that equip stakeholders in the paediatric ecosystem to use demand-driven financial instruments.
- Co-create a European specific action plan to fast track the adoption of innovative solutions in paediatrics.

Drawing on our experience in fostering and supporting cross-border collaboration to deliver new healthcare solutions, this European Action Plan is designed to equip stakeholders across Europe with actionable activities and specific calls to actions. EIT Health provided the necessary guidelines to expand innovation adoption possibilities in the field of paediatric innovation by using cross-border procurement across Europe.

[6] <https://eithealth.eu/>

[7] Regina De Dominics, Hans Henri P Kulge, (01.02.2025), Future proofing Europe and Central Asia: a renewed focus on child and adolescent health, [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(24\)02507-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(24)02507-8/fulltext)

[8] <https://www.sjdhospitalbarcelona.org/ca>

[9] <https://aguas.gencat.cat/ca/som/>

[10] <https://www.echohospitals.org/>

[11] <https://nauka.czd.pl/en/>

[12] <https://www.inveniam-group.com/>

[13] <https://www.sciensano.be/en>

This document features five distinct growth pathways, called Strategic Lines, to accelerate the adoption of innovation in paediatrics within the current context, resources and mindset. To support you in navigating these pathways, a proposed roadmap is provided, outlining the order in which the actions described individually afterwards should be activated. In addition, EIT Health comes up with specific actions to support you in that adventure (refer to section IV - Key takeaways). This action plan is intended as a flexible framework, empowering each stakeholder to design their own tailored programmes and strategies for advancing paediatric innovation.

If you are in any way involved or interested in the paediatric innovation ecosystem – whether as a healthcare provider (e.g. general hospitals with paediatric departments, paediatric hospitals, medical practice, ambulatory care centres), investor, innovation or healthcare agencies at a national or regional level, a European institution, or innovators – let's work together to kick off this European Action Plan!



Let's kick off this European Action Plan together

I. Purpose of the European Action Plan

In short, this Action Plan proposes a new approach into paediatric “competitiveness in Europe that combines industrial policies and investment united around a common vision”^[14] : to improve future generations of adults’ healthcare unlocking the power of procurement and demand-driven innovation.

It is ambitious and defines priorities to enhance the competitiveness of the innovation pathway and “revive the innovation cycle”^[15] in Europe and its Member States in the field of paediatric innovation through the promotion of the use of demand-driven funding instruments:



Public Procurement of Innovation

Enabling healthcare providers to directly procure innovative solutions that are not yet widely available on the market.



Pre-Commercial Procurement

Supporting public procurers to “buy research and development from several competing suppliers in parallel to compare alternative solution approaches and identify the best value for money solutions that the market can deliver to address their needs”.^[16]



Value-Based Procurement

Aligning procurement with patient outcomes and the long-term value of innovations, ensuring cost-effectiveness.



Social Impact Bonds

Engaging private investors to fund high-impact paediatric innovations, with returns linked to measurable health outcomes.



Others that would be part in the future of the Strategy on a Savings and Investments Union dedicated to mobilising capital for projects made in Europe.

Although these financial instruments offer solutions to overcome key market failures, the use of these instruments remains largely untapped in the paediatric sector due to limited awareness, regulatory complexity, and fragmented demand. ADD4KIDS aims to change this paradigm by providing a coordinated, evidence-based action plan that guides policymakers, healthcare providers, and investors on how to best leverage these tools for closing the paediatric innovation gap and reaching a proper innovation adoption. Integrating healthcare providers from the start into the innovation pathway ensures the development of new and value-based business cases tailored to paediatric unique specifications and children's needs.

The European Action Plan scope covers the stages from needs identification (after the academic research and development (R&D) phase) to market adoption, i.e. a "commercialised innovation institutionally and regulatorily approval received with sales launch"^[17], before scaling up. It is important to highlight that this is a user-centric approach, with innovation driven by healthcare professionals' and patients' needs. Additionally, the actions proposed in this document are designed to provide a boost for startups and SMEs, helping them overcome the 'death valley' between prototypes and a marketable product, or between a pre-commercial procurement and a public procurement of innovation. Developing this action plan allows each of us to strategically think about the best way to cover all the necessary stages in the innovation pathway, through targeted offers, programmes, incentives, and networking that facilitate the use of demand-driven instruments in the process of innovation adoption and reduce the gaps.

[14]European Commission, (29.01.2025), *A Competitiveness Compass for the EU*, p.14, [10017eb1-4722-4333-add2-e0ed18105a34_en](#)

[15] *Ibid*, p.4

[16] *Pre-Commercial Procurement - European Commission*

[17] *Navigating the HealthTech innovation cycle by CIMIT (Consortia for Improving Medicine with Innovation & Technology)*

II. Readers' guide to the Action Plan

2.1 How to read and make this Action Plan yours?

This European Action Plan was designed to be activated by any stakeholders who have an interest in its objectives, both within and outside the ADD4KIDS project. This includes healthcare providers (e.g. general hospitals with paediatric departments, paediatric hospitals, medical practice, ambulatory care centres), investors, innovation or healthcare agencies at a national or regional level, European institutions including the European Commission and innovation clusters.

The European Action Plan is organised around five distinct growth pathways, called Strategic Lines, aimed at accelerating the adoption of innovation in paediatrics from different perspectives. You can choose one or take a transversal approach, as some actions are connected to other Strategic Lines. However, to get familiar with the innovation adoption process, the Strategic Line “Building Capacity in the paediatric demand-driven innovation procurement instruments” should be a priority.

This document must be read from the perspective of each Strategic Line, described in section 2.2 Presentation of the five Strategic Lines. For each Strategic Line, a proposed roadmap is provided, outlining the order in which the actions, described individually afterwards, should be activated. The order for the activation is related to the short-term activities. As this Plan was imagined as a set of actions to enable each stakeholder to create their own programme, some actions can be repeated from one Strategic Line to another.

Each Strategic Line is linked to a specific context and includes both short- and mid-term activities. Some of them are associated with the activities of ADD4KIDS consortium partners. In this case, you can get in touch with the relevant stakeholders, see corresponding contact details at the end of the document. Otherwise, you can take the lead and build your own network to activate the action! Additionally, to support you in embarking on this journey, we have included a Call to Action at the end of this document (cf IV-Key takeaways), offering an overview of potential activities to kickstart your path.

2.2 Presentation of the five Strategic Lines

Strategic Line 3: Accelerating and growing the adoption and procurement of paediatric innovations



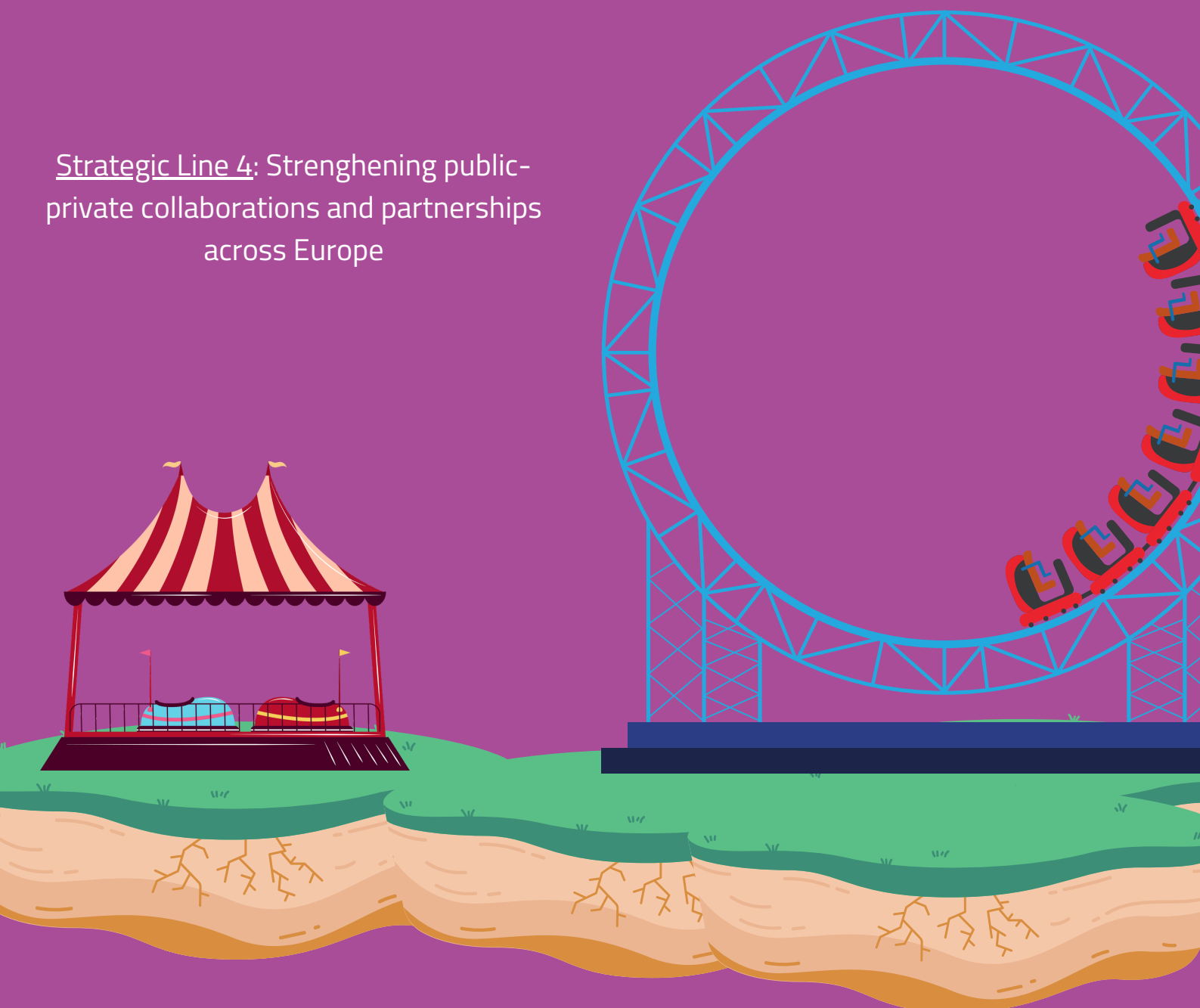
Strategic Line 1: Building capacity in the paediatric demand-driven innovation procurement instruments

Strategic Line 2: Enhancing investment and funding mechanisms for demand-driven paediatric innovation adoption



Strategic Line 5: Evaluation of the paediatric innovation adoption process and impact assessment

Strategic Line 4: Strengthening public-private collaborations and partnerships across Europe



2.3 Overview of all the actions per Strategic Line

2.2.1 Capacity-Building

- 1.1 Promote paediatric innovation by actively participating in key ecosystem events
- 1.2 Engage in and use existing educational and upskilling professionals' programmes
- 1.3 Training paediatric care providers in the use and potential of demand-driven innovation for children
- 1.4 Launch an annual Innovation Challenge programme focused on paediatric healthcare
- 1.5 Design, test and implement a digital tool to guide stakeholders in identifying the most suitable demand-driven financing instruments for their needs
- 1.6 Design and launch a supportive innovation procurement programme
- 1.7 Propose an innovation voucher to support knowledge delivery on paediatric demand-driven innovation



2.2.1 Funding

- 2.1 Establish a strategic network of investors to drive paediatric innovation cross-border procurement (including EIB, Elf)
- 2.2 Facilitate investor engagement through targeted events for paediatric innovation procurement
- 2.3 Develop a structured funding initiative in collaboration with scientific organisations in paediatric and paediatric charities
- 2.4 Launch innovative financing models to accelerate paediatric innovation in Europe
- 2.5 Develop incentives with payers and insurers to drive DDI procurement in paediatrics
- 2.6 Advocate for enhanced cross-border EU-level support for innovation procurement in paediatrics
- 2.7 Map and leverage European funding opportunities for cross-border PCP and PPI in paediatrics



2.2.3 Growth

- 3.1 Enhance knowledge by sharing concrete use cases on innovation procurement in health
- 3.2 Create a European Group to develop a European paediatric procurement strategic plan jointly with the European Commission and Member States and organise a European Open Innovation Challenge in paediatrics as a starter
- 3.3 Expand ADD4KIDS Action Plan beyond the consortium to identify and establish new collaborations in paediatric innovation
- 3.4 Establish cross-continent partnerships to expand paediatric innovation procurement



2.2.4 Public-Private partnerships

- 4.1 Establish dedicated twinning programmes to integrate demand-driven financial instruments into healthcare innovation pathways
- 4.2 Organise a new edition of the Pediatric Innovation Day 2025 (Barcelona) and 2026 (Helsinki)
- 4.3 Integrate the industry (both SMEs and corporate) into i4KIDS-Europe network to facilitate public-private collaboration
- 4.4 Create a common space to share and track innovation maturity across children's healthcare providers in Europe
- 4.5 Orientate the innovation processes and practices to children's rights, needs and interests



2.2.5 Evaluation and Assessment

- 5.1 Developing skills in Value-Based Healthcare for paediatric departments or healthcare providers' staff
- 5.2 Create and provide insurers and payers with an annual value-based assessment report based on paediatric needs detected by practitioners and patients' feedback
- 5.3 Develop and consolidate an advocacy strategy focused on public procurement innovation in paediatrics
- 5.4 Gather diverse perspective on measuring the impact of paediatric innovation across Europe
- 5.5 Develop a self-assessment tool to assess the internal readiness of suppliers to paediatric healthcare providers in their innovation procurement process



2.4 Timeline of ADD4KIDS European Action Plan

Each of the previous actions includes short-term and mid-term activities. The short-term activities are those that will initiate the European Action Plan. To begin activating the five Strategic Lines, the proposed roadmap consists of six key stages, starting with Dissemination. Each stage includes actions from various Strategic Lines. The chronological order of these actions is illustrated in the next two pages.

The first few months should focus on Dissemination and Community Consolidation, which will then enable progress through needs detection, capacity building and information sharing. Once this environment is in place, demand-driven financial instruments can be introduced, and tools to accelerate the process can be developed and deployed.

This roadmap should also be viewed as an iterative process. To maintain momentum, support the growth of paediatric innovation, and identify new opportunities for growth, some stages will need to be revisited. For instance, the dissemination stage will continue throughout the timeline, with communication and content based on the outcome of already activated actions. Additionally, the community, initially consolidated in the early stage, should continue to grow as the process progresses.

6 key stages



Dissemination



Community consolidation



Needs detection & Capacity-Building



Information sharing



Launch of financing instruments



Equipping to accelerate adoption

Feel your way through this timeline proposal



1. Dissemination

- Action 3.3: Expand ADD4KIDS Action Plan
- Action 2.6: Advocate for enhanced cross-border EU-level support
- Action 4.2: Organise a new edition of the Pediatric Innovation Day
- Action 3.1: Enhance knowledge by sharing concrete use-cases
- Action 1.1: Promote paediatric innovation adoption by actively participating in key ecosystem events
- Action 2.2: Facilitate investor engagement



2. Community Consolidation

- Action 2.1: Establish a strategic network of investors
- Action 1.2: Engage in and use existing educational and upskilling professionals' programmes
- Action 3.2: Create a European Group to develop a European paediatric procurement strategic plan
- Action 4.3: Integrate the industry into I4KIDS-Europe



3. Needs detection & Capacity-Building

- Action 3.2: Organise a European Open Innovation Challenge in paediatrics
- Action 4.2: Twinning programmes
- Action 1.3: Training paediatric care providers
- Action 1.4: Launch an annual Innovation Challenge Programme
- Action 3.4: Establish cross-continental partnerships



4. Information sharing

Action 2.7: Map and leverage European funding opportunities

Action 5.4: Gather diverse perspectives on measuring the impact

Action 4.4: Create a common space to share and track innovation maturity



5. Launch of financing instruments

Action 2.3: Develop a structured funding initiative in collaboration with scientific organisations and paediatric charities

Action 2.4: Launch innovative financing models

Action 2.7: Leverage European funding opportunities

Action 3.4: Establish cross-continental partnerships



6. Equipping to accelerate adoption

Action 4.5: Orientate the innovation processes and practices to children's rights, needs and interests

Action 5.1: Developing skills on Value-Based Healthcare

Action 5.2: Annual value-based assessment report & Action 5.3: Consolidate an advocacy strategy

Action 1.7: Propose an innovation voucher

Action 1.5 & 1.6: Digital tool to guide stakeholders and supportive innovation procurement programme

Action 2.5: Develop incentives with payers and insurers





Each Strategic Line must be considered as a pace of growth, with actions defined in a specific order to ensure scalability and accelerate the activation of the Strategic Line. The chronological order of these actions per Strategic Line is outlined in a roadmap. However, within the description of each action, the arrangement is driven by the objectives rather than strictly following the roadmap's timeline.

III-Discover the actions



3.1 Strategic Line 1 - Building capacity in the paediatric demand-driven innovation procurement instruments



Recent reports from the European Commission, in collaboration with consultancy firms, emphasise the urgent need to build a competitive and integrated European single market^[18]. These reports identify demand-driven financial instruments as key enablers and essential tools for achieving this objective. In September 2024, Draghi's report "The Future of European competitiveness", was released, which, in its short-term proposals, called for the need to review public procurement rules to favour strategic innovation^[19]. During the same month, the EC also published the report entitled "Align, Act, Accelerate: Research, Technology and Innovation to boost European Competitiveness"^[20] which provides recommendations to maximise the future impact of EU research and innovation programmes, including a call to "unleash the power of demand by developing an innovation procurement programme". In the field of paediatrics, this emerging initiative by the EC has the potential to play a crucial role in strengthening cross-border innovation procurement as a key mechanism for establishing a unified European single market. Additionally, it will expand market size and opportunities while supporting the innovation pathway for both healthcare providers and innovation developers, ensuring greater accessibility and scalability of paediatric solutions across Europe.

[18] Mario Draghi, (04.09.2025), *The future of European competitiveness – Part B*, ec1409c1-d4b4-4882-8bdd-3519f86bbb92_en

[19] *Ibid*, p.247

[20] European Commission, (09.2024), *Align, act, accelerate: Research, Technology and Innovation to boost European Competitiveness*, <https://op.europa.eu/en/publication-detail/-/publication/2f9fc221-86bb-11ef-a67d-01aa75ed71a1/language-en>

Looking at the different tools available for innovations to gain access to the market, we are concentrating here on demand-driven financial instruments, such as innovation partnerships, PCP (Pre-Commercial Procurement), PPI (Public Procurement of Innovation), SIB (Social Impact Bonds) and future financial instruments supported by the European Investment Fund (EIF), European Investment Bank (EIB)^[21] and other investment opportunities^[22].

Through extensive research, stakeholder interviews, and discussions at various events, we have gathered a list of challenges faced by procurers and providers when setting up and utilising innovation procurement instruments in paediatrics.

One important challenge identified is the complexity of understanding the mechanisms and procedures for using these different demand-driven financial instruments. This complexity often stems from a misconception of procurement's strategic role within the innovation pathway.

In both public and private entities, procurement holds significant potential to drive and foster innovation, yet this role is frequently underrecognised. To accelerate the adoption of paediatric innovation and enhance the effectiveness of procurement processes, it is essential to establish clear, accessible knowledge of the various demand-driven innovation instruments. Strengthening this understanding will enable procurers and providers to leverage these financial tools effectively, ultimately fostering a more efficient and innovation-friendly healthcare ecosystem.

[21] [New financial products to derisk innovation procurement - European Commission](#)

[22] European Commission, (09.2024) [Align, act, accelerate: Research, Technology and Innovation to boost European Competitiveness](#), p.54-56, <https://op.europa.eu/en/publication-detail/-/publication/2f9fc221-86bb-11ef-a67d-01aa75ed71a1/language-en>



Actions from the Strategic Line 1

Timeline

Action 1.1: Promote paediatric innovation adoption by **actively participating in key ecosystem events**

Action 1.2: Engage in and use **existing education and upskilling professionals' programmes**

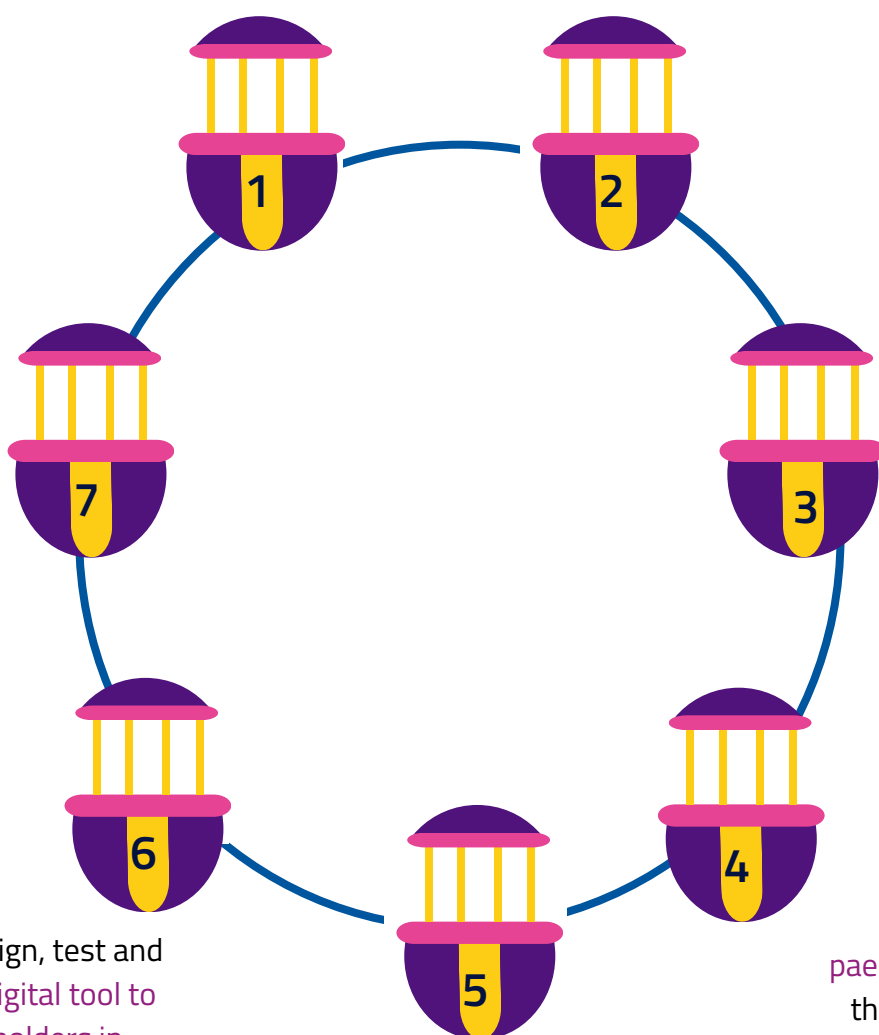
Action 1.6: Design and launch a **supportive innovation procurement programme**

Action 1.4: Launch an **annual Innovation Challenge programme** focused on paediatric healthcare

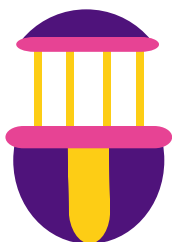
Action 1.5: Design, test and implement a **digital tool to guide stakeholders in identifying the most suitable demand-driven financing instruments** for their needs

Action 1.3: **Training paediatric care providers** in the use and potential of demand-driven innovation for children

Action 1.7: Propose an **innovation voucher** to support knowledge delivery on paediatric demand-driven



Objective 1.1: Increase innovation procurers and providers awareness about the advantages of demand-driven financial instruments to advance products or services along the innovation pathway and to support innovation adoption.



Action 1.1: Promote paediatric innovation adoption by actively participating in key ecosystem events

Paediatric innovation at a national level is limited due to perceived market constraints related to the unique health needs of children and young people. We also know that European national paediatric markets suffer from fragmentation. To strengthen national markets and accelerate innovation adoption, this initiative aims to promote annual events that enhance strategic alignment and minimise redundancies across Europe.

Existing initiatives that touch on this theme, such as the Pediatric Innovation Day (PID), an annual European event organised by [i4KIDS Europe](#), already bring together stakeholders through talks, round tables, and startup pitches. However, this event primarily focuses on strengthening relationships within the paediatric ecosystem rather than actively driving engagement in future joint actions.

More events focused on paediatrics are needed to drive action and lay the groundwork for future collaborative initiatives.

Existing annual events, such as the Pediatric Innovation Day of i4KIDS-Europe or those focused on Rare Diseases, Personalised Medicine, Oncology, and Chronic Diseases, can integrate some of the key elements outlined in this action line into their future agendas. Each year, the transformative power of public procurement in paediatrics can be addressed from a different perspective, depending on trends or interests mentioned by procurers.



Short term

Open the Pediatric Innovation Day (PID) to new participants and stakeholders, including some propositions from the D3.1 described below for the PID 2025 and 2026.

To add a call to action to the Pediatric Innovation Day organised by i4KIDS-Europe, we propose to organise it as a mix of inspiration with the type of content described below and a matchmaking event based on common needs and challenges faced in day-to-day practice or on common strategic objectives to the way healthcare is delivered in paediatrics.

Type of content to add in the events in chronological order:

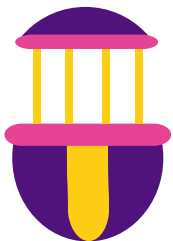
- Increase awareness (Present strategic procurement healthcare system plan, case studies of inspiring paediatric procurements and potential opportunities in demand-driven instruments in paediatrics including challenges defined in Action 3.2);
- Expand the opportunities (Present current innovative projects and initiatives);
- Present use cases of PCP, PPI or SIB done in paediatrics.



Mid-term

Extend the reach of the ADD4KIDS project by participating in key European events to raise awareness, stimulate interest and encourage collaboration for the adoption of paediatric innovations. During these events will be presented:

- Child-friendly healthcare solutions design;
- Strategic national healthcare procurement plan or Strategic European paediatric procurement plan (Action 3.2);
- Case studies of inspiring paediatric procurements;
- Overview of research and innovation projects of the year;
- Matchmaking or twinning session-based.



Action 1.2: Engage in and use existing educational and upskilling professionals' programmes

Demand-driven innovation approach is still used by a limited number of healthcare professionals and innovation providers and should be introduced as a common future skill to learn within the healthcare sector. In its most recent report, i4KIDS-Europe recommended to "integrate innovation-focused subjects into the medical university curriculum to bridge innovation and healthcare, fostering an innovative mindset among future healthcare professionals"^[31]. As public procurement innovation and demand-driven innovation financial instruments are known to only a limited number of people, it is essential to expand the pool of experts and ambassadors aware of these instruments. Moreover, it's important to highlight that regional and national public agencies play a key role in providing training for these skills, which can help reduce fragmentation across European countries by adapting the training materials to each country's innovation maturity and languages.

[31] I4KIDS-Europe, (2025), – White Paper: Challenges and opportunities for effective paediatric innovation in Europe, p.24



Short term

Identify the most relevant European and regional training and capacity-building programmes in healthcare innovation and/or demand-driven financial instruments.



Mid-term

Identify ambassadors to be trained in public procurement of innovation and ask them to adapt their learnings to their region's maturity, needs and culture. Patient associations should be part of the pool of ambassadors as they represent patients' voices in research, policymaking and raising awareness of child healthcare. They could assist in the dissemination of these financial instruments and add in their expertise to the ability to represent patient voice in innovation public procurement processes.

Examples of current European Programmes aimed at fostering an innovative mindset and training future skills in healthcare:

-iRaise (6 editions since 2020, trained 33 teams of multidisciplinary professionals from healthcare providers, a total of 168 professionals, with 30 certified mentors, and a total of 1 PPI performed and 15 in progress. Teams from Catalonia, Valencia, Madrid, Andalucia, Murcia, Italy, UK).

-High-Value Care - EIT Labelled Certified Innovation Path (Certified Innovation Path: European Health Data Space | EIT Health).

-EIT Health Academy

-EUVECA^[32] (Education4Health^[33])

Additionally, some patient associations at the European level trained patients allowing them to learn how new treatments are developed, and how patients can express their point of view with researchers, pharmaceutical companies or authorities.

Examples of European Expert Patients programmes:

-Patient Expert Center (e.g. trained the pool of "Expert Patients" from KickCancer^[34])

Examples of regional programmes:

-Spain: iRaise programme (In Catalonia, the editions 5 and 6 of iRaise were a sine qua non-upskilling activity to access the Next Generation Resilience Funds, which implied that each multidisciplinary team address collectively and collaborative a hands-on programme to set the demand-side elements required in their cases for the transformation of their practice)

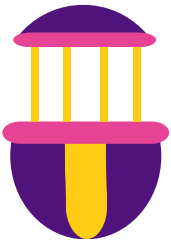
-France: Bpifrance (DAPI programme focused on innovation procurement for industrials and SMEs), Mission French Tech (le Choisis la French Tech Academie) supported by Direction des Achats de l'Etat

[32] Euveca - European innovation and development health care sector

[33] Edu4Health

[34] <https://kickcancer.org/p/kickcancer-is-setting-up-a-patient-expert-committee>

Objective 1.2: Build and implement a training and business acceleration programme to empower stakeholders in paediatric and maternal health innovation through PCP and PPI^[35].



Action 1.3: Training paediatric care providers in the use and potential of demand-driven innovation for children

During the past few years, some paediatric hospitals have joined forces through projects (i4KIDS-EUROPE) or network communities (ECHO – European Children’s Hospitals Organisation) to reinforce the paediatric community through learning and innovation practices sharing. Based on interviews and anecdotal evidence, even in these communities, demand-driven innovation is still quite an unknown instrument.

Empowering paediatric departments or hospital staff will create a global understanding of the instruments and prepare them for future adoption of innovation via cross-border procurement.



Short term

Detect among European paediatrics departments or hospitals (from ECHO, I4KIDS-Europe network, and others), those most interested in demand-driven innovation. Invite them to join the Health Innovation Procurement Support Services (HIPSS)^[36] community and to schedule a one-on-one call with the HIPSS team. Invite them to join the Oxford Procurement of Government Outcomes (POGO) Club “open to anyone interested in capacity building in public procurement and in collaboration to improve social outcomes”^[37].



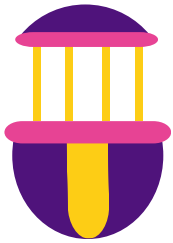
Mid-term

Develop and include a specific offer dedicated to paediatric in the HIPSS offer. Include the pool of experts and ambassadors trained through Action 1.2 as experts in the HIPSS offer.

[35] ADD4KIDS, (November 2024), D3.1 Report on the co-design activities for the adoption of innovative mechanisms and financial instruments in paediatric health, , p.41-42

[36] HIPSS

[37] Procurement of Government Outcomes (POGO) Club



Action 1.4: Launch an annual Innovation Challenge programme focused on paediatric healthcare

Solutions designed for children often involve adaptations of adult innovations, lacking specific design considerations for the specific needs of children. Moreover, paediatrics departments or healthcare providers often prioritise research excellence over innovation, addressing research-focused challenges rather than market-driven ones.

In the coming years, if Europe wants to fast-track paediatric innovation, it's crucial to enable paediatric departments and structures at the European level to clearly define a challenge, accompanied by a specific use case and concrete requirements, to guide providers during the design solution phase.



Short term

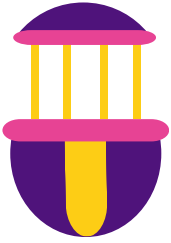
Action 3.2 (Create a European Group to develop a European paediatric procurement strategic plan jointly with the European Commission and Member States and organise a European Open Innovation Challenge in paediatrics as a starter) and Action 4.2 (Organise a new edition of the 2025)



Mid-term

Activate the designed EIT Health programmes for adoption of innovation or Open Innovation Programme to translate one or two strategic challenges into needs:

- Workshops to translate challenges into market-relevant needs;
- Specific use case and requirements elaboration;
- Open market consultation support;
- Networking event and mentoring with EIT Health Innovators Community Mentors and Coaching Network;
- Training capsules on successful commercialisation, market integration strategies, and insights from payers and market leaders.



Action 1.5: Design, test and implement a digital tool to guide stakeholders in identifying the most suitable demand-driven financing instruments for their needs

There is a lack of optimisation of the European institutions' financial instruments, funding and support services as end users are struggling to understand the tools, procedures and European Commission's expectations behind its funding priorities. Additionally, startups and SMEs still lack the knowledge and experience needed to navigate the public application process^[38].

The action 5.5 aims to drive concrete changes at a cross-border scale, engaging more healthcare providers and/or paediatric departments in paediatric innovation through the development of an online tool allowing them to evaluate their current procurement practices related to innovation with recommendations to facilitate change. Key stakeholders in paediatric innovation still lack a tool that simplifies procedures and provides clear visibility of the diverse funding opportunities, calls and instruments available across Europe considering their readiness and internal resources.

They should be able to easily connect with existing pan-European programmes such as the EIT Health Education or Acceleration Programme, which are partners in the ADD4KIDS project.

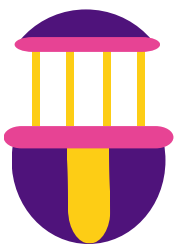


Mid-term

Design, test and deploy the digital assessment suitability tool for providers and procurers

- Questionnaire-based assessment to diagnose the player's capacity and area for improvement;
- Recommendation of existing calls of project, funding opportunities and instruments aligned with their needs and internal resources;
- Step-by-step guidance providing feedback on areas for improvement and possibilities of training, funding, acceleration, etc.
- Proposition of potential collaboration with large companies to SMEs and startups (large companies may have more resources and expertise to navigate the regulatory hurdles) through Action 3.5.

[38] I4KIDS Europe – White Paper: Challenges and opportunities for effective paediatric innovation in Europe, i4KIDS Europe, 2025, p.11



Action 1.6: Design and launch a supportive innovation procurement programme

Pre-Commercial Procurement and Public Innovation Procurement, two instruments promoted by the European Commission are still considered too complex and time-consuming by healthcare and innovative providers in general and more particularly in paediatrics. During the interviews and workshops conducted throughout the project, participants expressed the need for support during the entire process (preparing a call, executing and following a tender and implementing the procured solution) with different expertise (such as expert in the implementation of such tools, lawyer, Intellectual property expert, coordinator...). In addition to the tool developed in Action 5.6, we propose the creation of a centralised platform to drive paediatric innovation commercialised with success within the European single market:



Short term

1. Define the business model of Health Innovation Procurement Support Services^[39] coordinated by EIT Health and integration of this programme into the offer.
2. Develop, test and pilot Health Innovation Procurement Support Services in the paediatric area:
 - Preparation of the tender: Legal assistance for writing calls of tenders (e.g. support in the process and tools required to create an Outcomes-Based Agreement, support in intellectual property, etc), support into the market maturity validation through networking, success stories and case studies presentation, mentoring on how to build a business plan that is sustainable and attractive for both public and private funding and include both the economic and social impact of the initiative;
 - Execution of the tender: Mentorship for providers (coaching on demand-driven approach, designing for children and proposal writing) and procurers (evaluation of offer and contract);
 - Following-Up: Support in market integration, scale-up strategy and evidence generation through a value-based procurement approach, execution of the tenders^[40] scale-up strategy (build support systems for scouting and writing R&I grant proposals for both paediatric-specific grants or a paediatric innovation in a non-paediatric grant);
 - Expand the EIT Health Mentoring and Coaching Network in paediatrics identifying key expertise missing (market analysis, legal, paediatric data management, children-friendly designing with Designing for Children's Rights Association (D4RC)^[41] and Semana JIM^[42], evidence generation).

[41] <https://www.hjpss.eu/>

[42] ADD4KIDS, (November 2024), D3.1 Report on the co-design activities for the adoption of innovative mechanisms and financial instruments in paediatric health, p.44

[43]

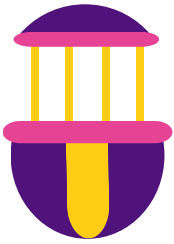
<https://designingforchildrensrights.org/#:~:text=Designing%20for%20Children's%20Rights%20is,and%20services%20around%20the%20world>

[44] <https://www.semanajim.com.mx/>



Mid-term

1. Prepare an open-source database (toolbox, educational resources, case studies, network of experts).
2. List the option for scale-up strategies as the exit of this programme (e.g. EIT Health offers like Venture Centre of Excellence^[43] or Market Access Services^[44], Hospital Sant Joan de Deu provides American programmes such as Impact1^[45] or KidsX^[46], Montana Ventures^[47] or Venture Capitalists (VCs) dedicated to paediatrics).



Action 1.7: Propose an innovation voucher to support knowledge delivery on paediatric demand-driven innovation

Often, solutions tailored for children do not have a strong commercial interest because they may not qualify for new patents or fall under other intellectual property protection models since they are adaptations of adult products. As a result, these solutions are often overlooked by the market. Without the incentive of exclusive rights, manufacturers may lack the economic justification to invest in the development and marketing of paediatric-specific products. This results in a significant under-representation of tailored healthcare solutions in the paediatric market, leaving many needs unmet and many potential innovations unexplored.

A way to attract innovators (startups, SMEs or industry) to public procurement of innovation could be to propose an innovation voucher on paediatric demand-driven financial instruments.

[43] <https://eithealth.eu/programmes/venture-centre-of-excellence/>

[44] <https://eithealth.eu/programmes/market-access-services/>

[45] <https://biodesign.stanford.edu/programs/impact1.html>

[46] <https://www.kidsx.health/>

[47] <https://montanaventures.vc/>

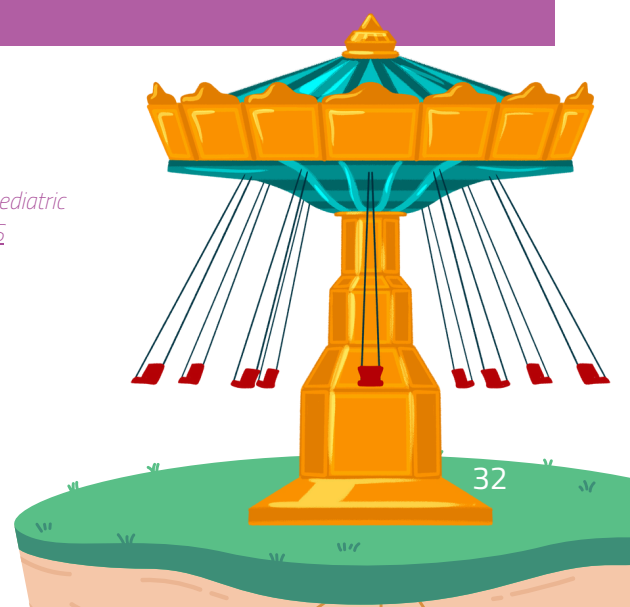
3.2 Strategic Line 2 - Enhancing investment and funding mechanisms for demand-driven paediatric innovation adoption

Innovation in paediatrics holds the promise of transforming children's health, yet too often, breakthrough solutions struggle to reach the patients who need them most. While fundamental and translational research usually benefits from philanthropy and public funding, and commercial scaling attracts venture capital, a crucial phase in the innovation pipeline remains underfunded—the transition from prototype testing to full-scale deployment. Traditional funding models often fail to provide the continuity needed to bring ground-breaking solutions to the market or to drive innovations that transform the way healthcare is delivered to young people.

This financial gap delays or even halts the adoption of life-changing medical advances. To bridge this divide, demand-driven financial instruments offer a strategic solution, aligning investment with real-world needs and ensuring that promising innovations do not stall due to a lack of coordinated funding. By fostering a seamless financial pathway, we can accelerate the journey from scientific discovery to everyday clinical practice, making paediatric care more effective, accessible, and future-ready.

Access to funding and the synergistic effect of blended public/private funding are critical when innovating in paediatrics. While most of the “national and European grants are targeted at health conditions with high impact due to society-level prevalence (e.g. obesity, elderly care, cancers and cardiovascular disease), the access to specific innovation funding mechanisms designed for small paediatric populations with fragmented needs is often limited. This is despite the potentially high impact on child health outcomes and long-term societal benefits. Within the scope of more general grants (e.g. MedTech, digital or pharmaceutical innovations), paediatric healthcare solutions can be eligible. However, competing within more general categories against solutions targeted at the adult population creates similar problems. Thus, there is a clear gap in specific public funding allocated to paediatrics”^[23].

[23] i4KIDS-Europe, (2025) White Paper: Challenges and opportunities for effective paediatric innovation in Europe, p.9, [Europe Paediatric Innovation White Paper i4KIDS-EUROPE - i4KIDS](#)



The actions proposed in this document are designed to provide a boost for startups and SMEs, helping them overcome the 'death valley' between prototypes and marketable products, or between a PCP and a PPI. The relevance of these instruments to derisking innovation is even more considerable in paediatrics as child health innovation is markedly slower than adult device innovation due, in part, to:

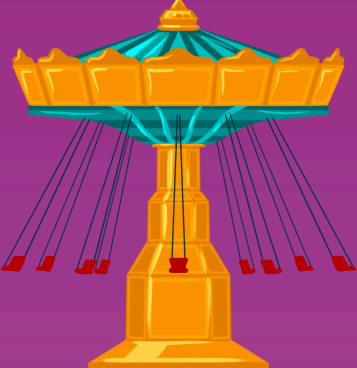
- More stringent regulations to validate these innovations and to perform clinical trials and or test medical devices in minors. It is known that the “path to develop a paediatric medical device and innovation requires regulatory approval, which can entail almost a decade of extensive research and testing”^[24].
- Limited number of cases in clinical trials that may extend the duration of the inclusion period to have enough cases for clinical trials and testing. In fact, “paediatric trials face significant challenges in generating sufficient clinical evidence for regulatory approval. These include obtaining proper consent for minors and the willingness to test innovation in young patients” ^[25].

Demand-driven financial instruments are one way to address the financial boost required to help healthcare providers and innovators deal with the costs generated between the prototype and market access stage. In brief, dedicated funding for paediatric clinical innovation is essential due to the distinct regulatory, ethical, and operational complexities involved in conducting studies with children. Requirements such as Paediatric Investigation Plans (PIPs), heightened ethical oversight, and the need for specialised staff, facilities, and monitoring considerably increase both the cost and complexity of these trials compared to those involving adults. Moreover, challenges in recruitment and the necessity for tailored consent procedures further extend timelines and resource demands. Without targeted financial investment, the development of safe, effective, and age-appropriate treatments for children will be severely constrained, leaving a significant gap in addressing paediatric healthcare needs and limiting long-term societal benefits.

Developing this Strategic Line enables all stakeholders to collaborate effectively and adopt a strategic approach to securing funding for every stage of the paediatric innovation pathway. By enhancing the attractiveness of paediatric innovation projects, programmes, incentives, and networks to funding bodies and potential investors, this approach facilitates the adoption of demand-driven instruments in the innovation process. Additionally, it underscores the economic and societal impact of unresolved paediatric health challenges, both in the short and long term. Recent advancements in public-private partnerships, regulatory incentives, and impact investment models further strengthen opportunities to bridge funding gaps and accelerate the development and adoption of innovative solutions in paediatric healthcare.

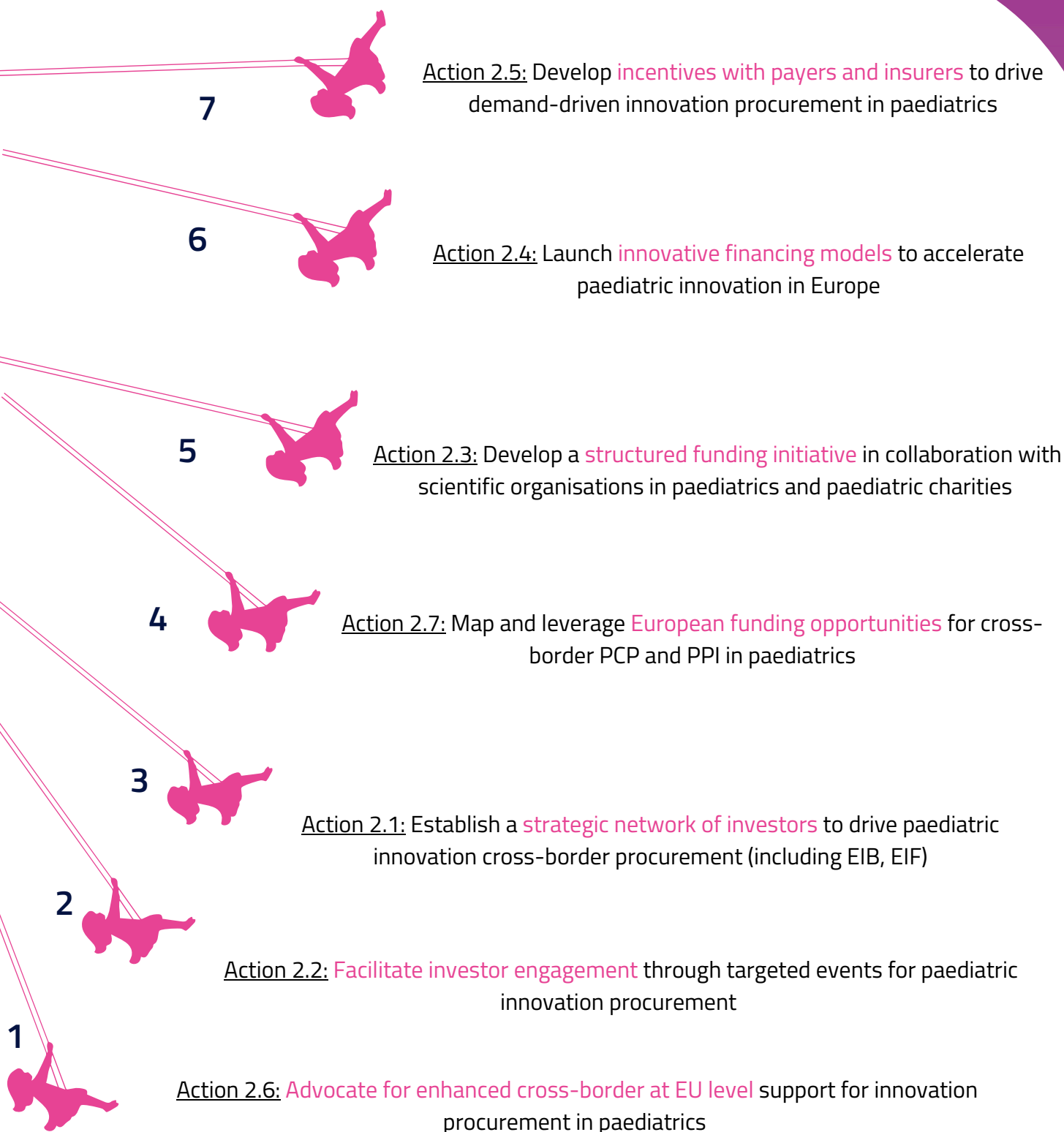
[24] Cincinnati Children's, (08.11.2024), *Unlocking Investment in Pediatric Devices: Challenges and Opportunities*, <https://scienceblog.cincinnatichildrens.org/unlocking-investment-in-pediatric-devices-challenges-and-opportunities/>

[25] Dr R.Brandon Hunter, Dr Chester J.Koh, (16.08.2024), *The crucial need for innovation pediatric medical devices*, Baylor College of Medicine blog, <https://blogs.bcm.edu/2024/08/16/the-crucial-need-for-innovation-in-pediatric-medical-devices/>



Actions from the Strategic Line 2

Timeline



Objective 2.1: Raise awareness of the opportunities for innovation in paediatric healthcare among a wide range of investors



Action 2.1: Establish a strategic network of investors to drive paediatric innovation cross-border procurement (including EIB, EIF)

Establish a coordinated network of investors, public and private funders, NGOs including patient associations, and procurement bodies dedicated to accelerating the adoption of paediatric innovations. This network will facilitate targeted investments in demand-driven solutions, bridge funding gaps between prototype validation and market deployment, and foster collaboration between investors, healthcare providers, and innovators. By aligning financial incentives with paediatric healthcare needs, this initiative will enhance market readiness and ensure sustainable funding pathways for transformative paediatric solutions.

“Although impact investing is gaining traction, paediatrics is still a relatively new investment theme for VCs. It takes time for investors to recognise the value and long-term rewards of investing in paediatrics to improve children’s lives”^[48].

In parallel with VCs, some banks, insurance companies, and other institutions have developed social impact programmes to fund impactful projects. For instance, in 2023, BNP Paribas, together with Banque des Territoires and EIF, launched a new fund to support the rollout of Impact Bonds across the European Union^[49]. Through this European Action Plan, we intend to position paediatrics as a potential impact area for investment and promote these opportunities to the most relevant and interested bodies such as:

-VCS: “Funds that raise a large part of their funding from institutional investors and invest large amounts into firms with the potential for rapid growth.”^[50] An example of this is Montana Ventures, which was promoted by i4KIDS in 2023 in response to the clear need for a dedicated venture capital initiative focused on paediatrics. The fund was launched in collaboration with Ship2B Ventures to address this gap and drive innovation in paediatric healthcare^[51].

-Philanthropic organisations and patients' charities: Organisations that collect funds through charity activities to invest in a range of research initiatives supporting child health including clinical trials to test innovative drugs or improve the understanding of diseases to develop new drugs, the development of innovative digital tools to monitor the quality of life and/or collect PREMs (Patient-reported experience measures)/PROMs (Patient-reported outcome measures), etc.

-Insurance foundations: Non-profit institutions have a wide range of activities to improve people’s well-being and social progress.

[48] ADD4KIDS, (November 2024), D3.1 Report on the co-design activities for the adoption of innovative mechanisms and financial instruments in paediatric health, p. 11

[49] <https://group.bnpparibas/en/press-release/bnp-paribas-partners-with-banque-des-territoires-and-the-european-investment-fund-to-launch-a-new-marketplace-initiative-a-fund-to-support-the-rollout-of-impact-bonds-across-the-european-union>

[50] Venture capital - European Commission

[51] <https://www.linkedin.com/company/montana-ventures/>

-European Investment Bank Group: Multilateral financial institution that supports the economic, social and environmental objectives of the European Union by providing a wide range of financial products and services. European Investment is enhancing access to finance for micro, small and medium-sized enterprises through venture capital, guarantees and microfinance. The European Investment Bank is dedicated to long-term financing for large-scale projects in infrastructure and innovation action^[52].

-Bank Investment Funds: Investments instruments dedicated to investing the savings of corporates or individuals in a portfolio composed of various market instruments.



Short term

1. Mapping the different types of investment organisations: Potential venture capitalists (VCs), philanthropic organisations and other initiatives across Europe with funding dedicated to paediatrics, oncology or rare diseases and social impact.
2. Peer learning group involvement: Involve ADD4KIDS in current project and peer learning groups such as Blended finance in paediatric (kick-off meeting on February 10, 2025), Value in Public Finance peer learning group from Government Outcomes Lab^[53].
3. Events: Disseminate the European Action Plan during European events on impact investing (e.g. Social Outcomes Conference by Government Outcomes Lab, Impact Week organised by Impact Europe, HealthTech Investor Summit, SILO Summit 2024, etc.).



Action 2.2: Facilitate investor engagement through targeted events for paediatric procurement

As mentioned in the introduction of this Strategic Line, there are two challenges related to funding in paediatric innovation:

-Most investments in the paediatric innovation pathway focus on the academic and research stages.

To address these, ADD4KIDS members will organise dedicated investment matchmaking events that connect investors, public and private funders, and healthcare procurers with concrete paediatric innovation projects. These events will serve as a platform to showcase high-impact, investment-ready solutions, promote co-financing or blended financing opportunities, and foster strategic partnerships. By aligning investor interests with real procurement needs, this initiative will accelerate funding mobilisation, de-risk investments, and support the large-scale adoption of paediatric innovations.

[52] European Investment Bank, (2024), EIB Group Product Catalogue, https://www.eib.org/attachments/lucalli/20240233_eib_product_catalogue_en.pdf

[53] <https://golab.bsg.ox.ac.uk/community/peer-learning-groups/value-in-public-finance/>

With demand-driven financial instruments, innovation should gain in attractiveness as the process starts directly with the final user and consumer. However, adoption may be hindered if procurers lack sufficient funding. To ensure full adoption from start to end, public-private funding should be increased.

One way to enhance this collaboration could be through a dedicated events procurement plan for investors.



Short term

1. Disseminate the ADD4KIDS European Action Plan in the correct channels to reach VCs.
2. Invite some VCs to the ADD4KIDS final event in Brussels in early March 2025.



Mid-term

1. Invite investors and VCs to the Pediatric Innovation Day organised by i4KIDS-Europe and national annual innovation learning and showcase events (e.g. Children Hospital of Ireland Innovation Strategy^[54]).
2. Launch and collect procurement use cases at a European level.
3. Organise fundraising event to invest in future paediatric innovation procurement (following Action 2.1, 2.7 and 3.2).

Objective 2.2: Attract new funding sources through the increase of Outcome-based commissioning (OBC) in paediatric innovation

Action 2.3: Develop a structured funding initiative in collaboration with scientific organisation in paediatrics and paediatric charities

Most investments in the paediatric innovation pathway come from paediatric charities and patient advisory groups. However, the funds are often dedicated to research and not to product or service development that could immediately impact patient care and treatment. Diversifying the portfolio of these organisations could be a solution to reduce the lack of funding between prototypes and commercial deployment of a solution.

[54] <https://chi-innovation-strategy.com/>

With this action, we want to develop a structured funding initiative in collaboration with scientific organisations in paediatrics and paediatric charities to support the procurement of innovative paediatric solutions. This action will leverage the fundraising capacity, outreach, and influence of these organisations to attract philanthropic contributions, coordinate grant funding, and create sustainable financing models. By bridging the gap between early-stage innovation and large-scale adoption, this initiative will empower patient communities, drive investment in unmet paediatric needs, and accelerate the deployment of impactful healthcare solutions for children.



Short term

Refer to Action 3.1, and expand the ADD4KIDS Action Plan beyond the consortium, including paediatric scientific organisations and charities to understand their expectations through their funding and improve their literacy regarding the demand-driven tools.



Mid-term

Refer to Action 2.2, inviting patients' charities and scientific organisations at targeted events for paediatric innovation procurement.



Action 2.4: Launch innovative financing models to accelerate paediatric innovation in Europe

Paediatric innovation often gets overshadowed by adult healthcare innovations, but as a niche market, it must differentiate itself. Focusing on the social impact of innovations in children's care can enhance funding mechanisms and bridge the gap once public grant funding ends^[55]. We propose setting up an intermediate financing system to emphasise social impact that will also improve its KPIs and justify future investment in paediatric innovation public procurement. Social Impact Bonds (SIBs), considered as a form of outcomes-based financing, link funding to outcomes and support public entities in implementing innovations considered as public services. Paediatric healthcare is a public service and should benefit more from these niche instruments tailored to the specificities and challenges paediatric procurers are facing. SIBs have been successfully applied in healthcare in the UK, Japan and the Netherlands.

[55] i4KIDS -EUROPE White Paper: Challenges and opportunities for effective paediatric innovation in Europe, I4KIDS Europe, 2024, p.10

With this action we aim to introduce a Social Impact Bond (SIB) or an Outcomes Fund dedicated to financing paediatric innovation, aligning investments with measurable health and societal benefits. These models will attract impact-driven investors, public and private funders, and healthcare stakeholders by linking financial returns to successful outcomes, such as improved patient care, cost savings, or enhanced treatment accessibility. By de-risking investments and ensuring funding sustainability, this initiative will bridge the gap between innovation development and large-scale adoption, fostering long-term impact in paediatric healthcare across Europe.



Short term

Get a comprehensive understanding of Outcomes Funds (e.g. Life Chances Fund - 29 impact bonds in the UK tackling social problems like child healthcare^[56], Portugal Inovacao Social) and Funds on HIB as HIB Standing Strong from Social Finance NL and BNP Paribas in 2023^[57].



Mid-term

Promote and launch a use-case of SIB in paediatrics or an Outcome Fund composed of several SIBs with the help of the Advisory Platform for Social Outcomes Contracting from Invest EU Advisory Hub^[58].

- Action 3.2 on detecting specific challenges across Europe;
- Propose the initiative to the pool of investors detected in Action 2.1;
- Create clear agreements on objectives, outcomes to be achieved for the target group and measurement methods of their involvement;
- Connect and engage with the Advisory Platform for Social Outcomes Contracting to get the support needed for defining the scope of the SIB and the project development's methodology (Invest EU Advisory Hub);
- Inform INDIGO (International Network for Data on Impact and Government Outcomes) about the impact bond^[59].

[56] *Life Chances Fund (LCF) Evaluation*

[57] <https://www.bnpparibas.nl/en/innovative-new-programme-launched-to-reduce-falls-in-the-netherlands/>

[58] European Alliance for Value in Health, *A compass for collaboration: navigating stakeholders' roles in transitioning to value-based healthcare*, March 2024, p.7, europeanallianceforvalueinhealth.eu/wp-content/uploads/2024/03/EAVH-Report-for-Stakeholder-Engagement-Initiative_March-2024-Final.pdf

[59] <https://golab.bsg.ox.ac.uk/knowledge-bank/indigo/>

Action 2.5: Develop incentives with payers and insurers to drive demand-driven innovation procurement in paediatrics



According to the March 2024 report of the European Alliance for Value in Health on stakeholder engagement initiative, there is an urgent need for developing incentives with payers and insurers to encourage healthcare providers to adopt demand-driven innovations that are not yet available or widely commercialised^[60]. This proposition was also discussed during AI for Health event in Paris in November 2024, in a round table titled “Making the most of (Gen) AI added-value for healthcare: exploring incentives-based financing”. A representative from the French health public insurance shared France’s experiment of using incentives to encourage general practitioners to adopt and buy innovations. Similar experiments should be conducted with paediatricians.

With this action, we aim to collaborate with payers, insurers, and healthcare authorities to design and implement incentive mechanisms that encourage paediatric healthcare providers to adopt demand-driven innovations. These incentives could include reimbursement schemes, value-based payment models, risk-sharing agreements, or premium adjustments tied to the adoption of innovative solutions that improve paediatric care outcomes. By aligning financial incentives with innovation adoption, this initiative will reduce procurement barriers, accelerate market uptake, and ensure that paediatric patients benefit from the latest advancements in healthcare.



Short term


1. Collect examples of successful past incentives across Europe in healthcare.
2. Get a comprehensive understanding of what kind of incentives healthcare providers need.
3. Action 2.1 on detecting insurers with Foundation and/or with interests in paediatric and children's healthcare.
4. Disseminate ADD4KIDS European Action Plan to VBHC experts.



Mid-term

Design targeted incentives with the European Alliance for Value in Health, specifically dedicated to paediatrics, and pilot them with selected national public health insurers.

[60] European Alliance for Value in Health, A compass for collaboration: navigating stakeholders' roles in transitioning to value-based healthcare, March 2024, p.7, europeanallianceforvalueinhealth.eu/wp-content/uploads/2024/03/EAVH-Report-for-Stakeholder-Engagement-Initiative_March-2024-Final.pdf.



Action 2.6: Advocate for enhanced cross-border EU-level support for innovation procurement in paediatrics

During the execution of the ADD4KIDS project, it became evident that there are no existing use cases of Pre-Commercial Procurement (PCP), Public Procurement of Innovation (PPI), or Social Impact Bonds (SIBs) specifically dedicated to paediatrics in Europe. Additionally, despite substantial investments in research, only a limited number of paediatric innovations successfully reached the market. This recognition underscores the urgent need to prioritise paediatric public procurement innovation as a key funding focus at the European level, ensuring that research efforts translate into tangible healthcare solutions for children. One funding tool close to PPI is the Interregional Innovation Investments (I3) Instrument supporting interregional innovation projects in their commercialisation and market access phase. However, currently, this financial instrument is only dedicated to green transition, digital transition and smart manufacturing^[61].

We propose an action to engage with the European Commission and relevant policymakers to highlight the critical funding needs and strategic value of innovation-driven public procurement in paediatrics. This action will involve presenting data-driven insights, case studies, and policy recommendations to demonstrate how targeted funding can accelerate the adoption of life-changing paediatric solutions. By fostering dialogue between EU and regional institutions, healthcare providers, and industry stakeholders, this initiative aims to secure greater financial commitment, policy alignment, and dedicated funding streams to support paediatric innovation procurement at scale. It is important to engage as many EU Member States and regions as possible because of the limited market.



Short and mid-term

1. Assess and analyse current paediatric healthcare priorities at the European institutional level.
2. Expand the ADD4KIDS European Action Plan by engaging advisory organisations that influence European Commission policies on children's healthcare (e.g. Kick Cancer, Make Mothers Matter—advocating for laws and policies that benefit mothers, families, and child healthcare).
3. Identify and engage key ambassadors to champion and advocate to policymakers for the ADD4KIDS Action Plan in the different European Member States.
4. Advocate for a fourth shared mart specialisation into the I3 Instruments to bring healthcare innovations to market including paediatric innovations.

[61] https://eisme.europa.eu/programmes/interregional-innovation-investments-i3-instrument-0_en#ref-2025-calls



Action 2.7: Map and leverage European funding opportunities for cross-border PCP and PPI in paediatrics

Identify and actively monitor European funding calls that support cross-border demand-driven financial instruments in paediatrics (PCP, PPI or SIB amongst others). This action will focus on analysing eligibility criteria, funding mechanisms, and strategic alignment with paediatric healthcare needs. Additionally, it will facilitate collaborations between stakeholders across EU member states, ensuring that healthcare providers, research institutions, and industry partners can access and maximise available funding to accelerate innovation adoption in paediatric care.



Short term

1. Detect potential funding for a PPI or PCP (e.g. I3, Vinnovate by Vanguard Initiative^[62], contract signed by National Centre for Research and Development in Poland)^[63].
2. Advocate regions and Member States to create and launch specific PCP or PPI calls in paediatric.



Mid-term

Conduct as a consortium a PCP or a PPI through a grant application.

[62] https://www.linkedin.com/posts/vanguard-initiative_vinnovate-innovation-innovationecosystems-activity-7250425332854321152-j5iY/?utm_source=share&utm_medium=member_desktop

[63] <https://www.gov.pl/web/ncbr-en/the-contract-for-innovative-public-procurement-has-been-signed>

3.3 Strategic Line 3 - Accelerating and growing the adoption and procurement of paediatric innovations



Children's health innovation in Europe, with some variations between countries or regions, is predominantly led by public or private research institutions and scientific paediatric societies with a strong focus on research and early-stage development. However, while research is a critical foundation, it represents only the initial phase of the broader innovation pathway. To strengthen the European paediatric market and enhance its global competitiveness, it is essential to address all stages of the innovation lifecycle—from R&D to market adoption and large-scale deployment. Achieving this requires a harmonised, efficient process that minimises regulatory, financial, and procurement barriers, ensuring that paediatric healthcare solutions transition seamlessly from scientific discovery to clinical application.

Moreover, paediatric innovation extends beyond technological advancements, encompassing organisational, social, and process-driven innovations that can transform healthcare delivery and significantly improve children's health outcomes and quality of life. Innovative models of care, digital health solutions, and new approaches to patient engagement can enhance access, efficiency, and quality in paediatric healthcare, ensuring that advancements benefit children across diverse healthcare settings.

In the same way that the unique characteristics of paediatric diseases require dedicated research and clinical services, the paediatric innovation pathway must also be designed to address these distinct needs. It is crucial to address the lack of child-specific healthcare solutions and under-represented tailored healthcare solutions in the paediatric market, leaving many potential innovations unexplored and missing opportunities for impactful innovations^[26]. To strengthen a children-centric approach driven by children's needs that prioritises children's healthcare challenges, we advocate for initiatives that promote the use of demand-driven financial instruments to foster the adoption of innovation in paediatrics.

[26] i4KIDS-Europe, (2025) *White Paper: Challenges and opportunities for effective paediatric innovation in Europe*, p.9, [Europe Paediatric Innovation White Paper i4KIDS-EUROPE - i4KIDS](#)

This Strategic Line focuses on developing and implementing targeted projects and initiatives that drive innovation tailored to paediatric-specific needs. By fostering collaborative approaches, it aims to reduce market fragmentation in the European paediatric healthcare sector, ensuring more cohesive and impactful innovation.

Growth as we define it here, has two key objectives:

- Increase the outreach to a diversified range of stakeholders that could be interested in paediatrics to generate more cases of paediatric innovation in Europe.
- Increase the number of solutions specifically designed for children's care pathways and treatments by activating the co-design of procurement of paediatric healthcare innovations.



Actions from the Strategic Line 3

Timeline

Action 3.3: Expand the ADD4KIDS Action Plan beyond the consortium to identify and establish new collaboration in paediatric innovation

Action 3.1: Enhance knowledge by sharing concrete use cases on innovation procurement in health

Action 3.2: Create a European Group to develop an European paediatric procurement strategic plan jointly with the European Commission and Member States and to organise a European Open Innovation Challenge in paediatrics as a starting point

Action 3.4: Establish cross-continental partnerships to expand paediatric innovation procurement

1



2



3



4





Action 3.1: Enhance knowledge by sharing concrete use cases on innovation procurement in health

This action aims to facilitate the exchange of use cases and best practices in innovation procurement in the health sector and specifically in paediatrics at a European, national and regional level to learn from both successful and challenging experiences and to promote collaboration to reduce market fragmentation in paediatrics.

During our interviews, desk research and interactions with the paediatric ecosystem throughout the ADD4KIDS project, it has become evident that innovation procurement practices vary significantly in the paediatric ecosystem. In many cases, innovation is narrowly perceived as an extension of R&D, limiting the understanding of how demand-driven financial instruments can be effectively leveraged. However, innovation requires more than an R&D of a target molecule or a technology; it requires a comprehensive discovery process as well as the capacity to incubate, accelerate, test, validate and implement new products, services, organisational models and structured care pathways. Boosting innovation is not just about R&D spending, it's about building a robust innovation capacity and workflow^[64].

To truly advance paediatric healthcare innovation, investment must go beyond funding research—it must focus on building a strong, integrated innovation ecosystem. Despite these existing gaps, there is a shared commitment across stakeholders to improve paediatric healthcare delivery, making it essential to align procurement strategies with real-world needs and market opportunities.

This action aims to reduce the European market fragmentation and increase the interconnection and sharing of learnings within the paediatric ecosystem through:

- Events at national, regional or European level (c.f Action 1.1):

1. Raising awareness - Showcase inspiring use cases of how healthcare providers have procured or supported innovation in paediatrics - not limited to traditional tools like PCP or PPI - including notable examples of PCP and PPI in broader healthcare as reference points, and explore how demand-driven innovation instruments could be applied to paediatrics, including key challenges identified in Action 3.2.

2. Expanding the opportunities (present current innovative projects and initiatives).

3. Presenting use cases of demand-driven financial instruments in paediatrics - such as PCP, PPI, or SIBs - to fund or incentivise innovation specifically targeting paediatric needs.

[64] Gina O'Connor, *Real Innovation Requires More Than an R&D Budget*, Harvard Business Review, December 19, 2019, [Real Innovation Requires More Than an R&D Budget](#).

- Practical activities: Host activities dedicated to twinning, valorising one-on-one exchanges and sharing practices on specific themes or challenges that healthcare procurers are interested in overcoming. The goal is to create meaningful interaction, increase the cohesion of the ecosystem and inspire through the presentation of concrete practices.
- Every two to three years report on the specificity of paediatric innovation at national as well as European level: Develop a checklist outlining the key areas of paediatric innovation, current research initiatives and market developments, technology advancements, and international collaboration existing by main disease or main needs.

Objective 3.2: Strengthen the dialogue with the European Commission to integrate ADD4KIDS European Action Plan as a concrete line for Europe's new sustainable prosperity and competitiveness plan



Action 3.2: Create a European Group to develop a European paediatric procurement strategic plan jointly with the European Commission and Member States and to organise a European Open Innovation Challenge in paediatrics as a starting point

As highlighted in the introduction, the paediatric market remains fragmented. This is partially due to the wide spectrum of health conditions and needs within a small market, usually targeting rare diseases. This fragmentation leads to smaller, less impactful funding opportunities. Solutions benefiting a limited number of paediatric patients (which often have more stringent validation requirements than those required for adults) are much less attractive to funders and innovators. The redundancy and overlapping work done across paediatric organisations and institutions in Europe is limiting the power of paediatric innovation and the effective attraction of allocated funding.

This fragmentation is reinforced by the fact that each region or even healthcare provider is looking for innovative solutions on their own to improve children's care. Each country also has its own national or regional procurement strategy and portal, familiar or not to healthcare providers. We should switch to a perspective where healthcare and/or research organisations are aware of their neighbour's common challenges instead of looking at their neighbour's new innovations implemented internally but with a weak sustainable business model.

As Europe aims to strengthen the EU Single Market to enhance European competitiveness, we would like to propose to the Commissioners concerned, to join the development of a unified European paediatric procurement plan, aligned with EU guidelines (EU startup-up and scale-up strategy^[65]), to transition from a patchwork of procurement needs to a common procurement strategy.

[65] Ekaterina Zaharieva, (17.09.2024), *Mission Letter from the Commissioner – designate for Startups, Research and Innovation*, p.5.
https://commission.europa.eu/document/130e9159-8616-4c29-9f61-04592557cf4c_en

Ursula von der Leyen has positioned the Commissioners as key supporters in completing the Single Market, which is promoted as one of the six priorities in the new plan for Europe's sustainable prosperity and competitiveness^[66]. One of their main activities will be holding "regular dialogues on implementation with stakeholders to discuss how best to align implementation with realities on the ground"^[67], which is characterised by a patchwork of national and even regional regulations.

To leverage this action at the European level, a first step to consolidate the ecosystem could be at a regional level, taking advantage of the existence of the Smart Specialisation Strategy. Currently, there are four dedicated S3 Thematic Platforms, "bringing regions interested in initiating and exploring new value chains in specific priority areas based on a shared interest in their smart specialisation strategies"^[68], however, none is focused on healthcare. We would like to propose that the European Commission launch a new platform on healthcare where regions strong in this area could work together on a common procurement plan. Within this platform, there could be a group dedicated to paediatrics.

These common alignments at a European and regional level would send a strong message to large companies and startups, positioning paediatrics as a promising market and a secure investment.



Short term

1. Disseminate this European Action Plan to the Commissioners dedicated to deepening the EU Single Market.
2. Hold regular meetings and workshops with Commissioners and Members of the College from the EU and Member States.
3. Include a section on youth healthcare during the first annual Youth Policy Dialogue to define European priorities that should lead to innovation procurement.
4. Launch an international pilot procurement plan focused on children and young people's mental health^[69] defined as a priority in Europe by the EU but also worldwide by UNICEF.^[70]
5. Create use cases of European paediatric innovation procurement based on current initiatives:

First initiative: Procure4Health Action Plan activation. Procure4Health is a 2-year project with an action plan containing 3 main areas of particular interest for procurement in precision medicines, one of which is neonatal screening for rare diseases^[71].

- Establish a consortium of healthcare providers, as part of the Union of European Neonatal & Perinatal Societies^[72], interested in procuring innovation that addresses this need;
- Encourage the previous consortium created to participate in the EIT Health European Open Innovation Challenge programme dedicated to paediatrics and coordinated by EIT Health.

Second initiative: -OncNGS^[73]: Adapting this PCP, which aims to develop a pan-cancer comprehensive genomic profile (CGP) using liquid biopsy in the adult setting, to childhood cancers.

- Expanding the capacity of the consortium to include new consortium members who are experts in paediatric cancers and supporting entities;
- To adapt the solution to the specific needs and requirements of childhood cancers.



Mid-term

1. Increase use cases of European paediatric innovation procurement through the creation of a European Open Innovation Challenge:

- Establish an initial collaborative working group at the European, national or regional level (form a group of 3-5 European paediatric institutions and healthcare providers with shared interests to drive the initiative);
- Define a strategic area shared by all partners (e.g. by main health condition or type of technology);

- Collect challenges:
 - Local/regional/national level: Develop an independent programme in which each healthcare provider or regional/national system and national scientific society independently works on a programme to identify internally the most pressing challenges within the defined area in collaboration with young patient groups.

-European level: Collect the challenges from partners of the working group, discuss them collectively and sort them according to their area of improvement. Prioritisation supported by a European institution to align it with European priorities and Strategic Lines (e.g. EIT Health, European Scientific Society and Patient Advisory Groups depending on the expertise).

Example: Encourage the ecosystem to participate in the EIT Health European Open Innovation Challenge programme dedicated to paediatrics and coordinated by EIT Health. Activate the action 1.4: Launch an annual Innovation Challenge programme focused on paediatric healthcare (see Figure 2).

[66] Ursula Von der Leyen, (18.07.2024), Europe's Choice – Political guidelines for the next European Commission 2024-2029, p.6, https://commission.europa.eu/document/e6cd4328-673c-4e7a-8683-f63ffb2cf648_en

[67] Idem, p.7

[68] https://ec.europa.eu/regional_policy/policy/communities-and-networks/s3-community-of-practice/thematic_platforms_en

[69] Ursula Von der Leyen, (18.07.2024), Europe's Choice – Political guidelines for the next European Commission 2024-2029, p.20,

https://commission.europa.eu/document/e6cd4328-673c-4e7a-8683-f63ffb2cf648_en

[70] UNICEF, (16.02.2024), The state of children in the European Union 2024, <https://www.unicef.org/eu/stories/state-children-european-union-2024>

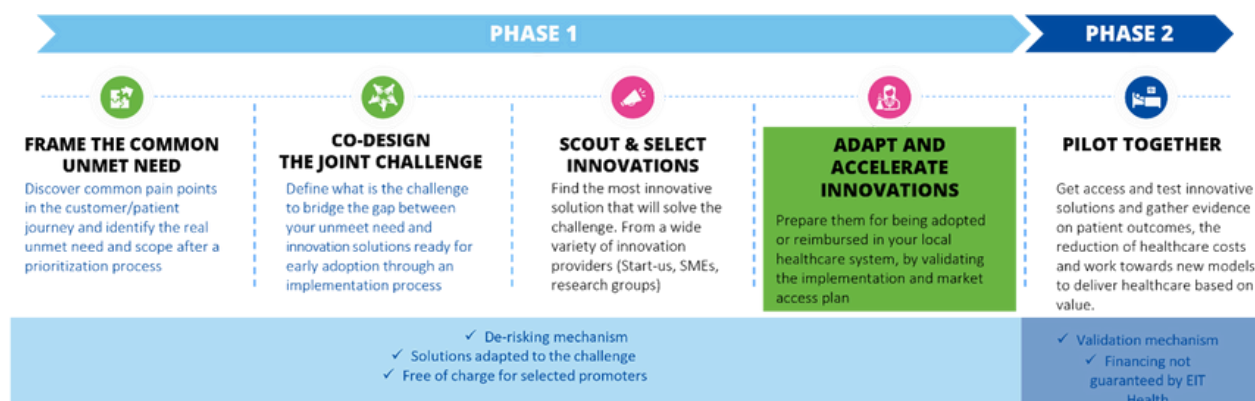
[71] Procure4Health, (2025), Action Plan V.1, p. 63, <https://procure4health.eu/wp-content/uploads/2025/02/Action-Plan-V.1.pdf>

[72] <https://www.uenps.eu/>

[73] OncNGS – European Call for the future Next Generation Sequencing (NGS) solutions for cancer

Other potential challenge events and initiatives: *Patient Paediatric Innovation Bootcamp* by EIT Health, *Hack4Hope* by Paris-Saclay Cancer Cluster

Figure 2: Example of an Innovation Challenge programme that could be launched (based on EIT Health Open Innovation Challenge programme)^[74]



2. Consider launching a fifth S3 Thematic Platforms on healthcare to create a space for the regions having a smart specialisation strategy links to paediatrics.
3. Develop a European Paediatric Procurement Strategy to inform the market about upcoming procurement opportunities.
4. Build this strategy jointly with Japan (EU-Japan public procurement^[75]) in alignment with 26th EU-Japan Business Round Table Annual Meeting recommendations.^[76]

Objective 3.3: Generate interest in the use of financial instruments for demand-driven innovation by healthcare procurers (hospitals, primary care, insurers, central purchasing bodies, and healthcare systems at the regional or national level) outside the ADD4KIDS consortium.



Action 3.3: Expand the ADD4KIDS Action Plan beyond the consortium to identify and establish new collaborations in paediatric innovation

One key takeaway from the previous Pediatric Innovation Day organised by i4KIDS-Europe was the lack of a unified call to action across the participants, despite the existence of several innovative initiatives in individual countries or regions. Our intention through this document is to propose a European call to action, guiding stakeholders towards meaningful actions for both the European Commission and investors, procurers and providers.

[74] *Open Innovation | Challenge-focus acceleration programme*

[75] https://ec.europa.eu/eusurvey/runner/Access_to_the_japanese_public_procurement_market#page0

[76] <https://www.eu-japan.eu/brt/annual-meeting-2025>

We would like also to invite the community working with rare diseases to engage in that Action Plan as paediatric and rare diseases share similar challenges and opportunities in the innovative pathway. Pooling efforts between paediatrics and rare diseases could accelerate the adoption of innovation by increasing the market size amongst other benefits. Our goal is for this Action Plan to continue evolving by linking proposed actions with existing or ongoing initiatives:

1. Continue the collaboration with the current consortium of ADD4KIDS and integrating it with i4KIDS Europe by defining an MOU (Memorandum of Understanding). That way initiatives will leverage efforts and are able to expand the ecosystem by joining efforts:

-Describe the sustainability, governance and strategy under a Memorandum of Understanding between ADD4KIDS and i4KIDS consortium partners.

-Map the European, national or regional agencies involved in innovation procurement in healthcare, organisations involved in SIB and European Reference Networks (ERNs) for disorders that can be diagnosed in children.

2. Identify potentially relevant stakeholders to the European Action Plan and disseminate it including mapping:

-Global scientific societies in paediatrics (e.g., SIOPE for cancer, UENPS for neonatology) capable of engaging national key procurers.

-Young Patient Advisory Groups (PAGs) including their funding priorities, innovation expectations and aligning their activities with innovation initiatives.

-Regional Innovation Valleys^[77] focused on healthcare including rare diseases, cancer and/or paediatrics.

-National or regional innovation agencies (e.g. NCRD in Poland, Agence Innovation Sante and Bpifrance in France, regional level in Spain, etc.).

-Stakeholders who participated into previous European Project on PPI (e.g. Procure4Health, HealthInnoFacilitator) and training on Innovation Procurement (e.g. Hospital & Healthcare Procurement masterclass in 2024, SPIN4EIC group on Health and Life Sciences).

3. Identify relevant initiatives and funding opportunities with the mobilisation of expert patients/parents and Patient Advisory Groups:

- Conduct regular scans of funding programs, grants, and initiatives supporting paediatric innovation at the regional, national, and European levels.
- Map how these opportunities align with the ADD4KIDS European Action Plan goals and identify potential synergies.

[77] <https://projects.research-and-innovation.ec.europa.eu/en/strategy/support-policy-making/shaping-eu-research-and-innovation-policy/new-european-innovation-agenda/new-european-innovation-agenda-roadmap/selected-regional-innovation-valleys>

4. Prepare an endorsement communication plan adding a questionnaire on stakeholders' interests in the European Action Plan and a call to action for endorsement or engagement.
5. Launch of the dissemination and communication plan:
 - Present the European Action Plan during events (ADD4KIDS final event in Brussels on 11 March 2025, Pediatric Innovation Day 2025 by i4KIDS-Europe, etc.) and online sessions.
 - Create an Engaging One-Pager that clearly present the ADD4KIDS European Action Plan value proposition and potential activities.



Action 3.3: Expand the ADD4KIDS Action Plan beyond the consortium to identify and establish new collaborations in paediatric innovation

Foster collaborative partnerships with non-European countries eligible for the Horizon Europe programme—such as Canada, South Korea, and Japan—to enhance paediatric innovation procurement on a global scale. This initiative aims to exchange best practices, align procurement strategies, and leverage international expertise to strengthen the adoption and commercialisation of paediatric healthcare innovations beyond Europe. By expanding cooperation across continents, this action will help create a more interconnected, resilient, powerful and sustainable paediatric innovation ecosystem.

In July 2024, Canada joined the Horizon Europe programme^[78], followed by the Republic of Korea^[79] in January 2025, with Japan expected to join in the coming years. These new agreements enable cooperation under Pillar II, particularly in healthcare, and will foster coordinated funding for paediatric innovation. The European Commission's framework will also promote the exchange of knowledge and best practices in innovation. Canada is known for its paediatric hospitals in innovation such as Clinique St Justine in Montreal or Sick Children in Toronto. Japan seeks to enhance EU-Japan public procurement^[80] and is a leader in SIB^[81]. South Korea is currently organising some business missions focused on healthcare through the EU Business Programme^[82].

This European Action Plan represents an opportunity for the European Union to take a leading role in paediatric innovation and coordinate global cross-border collaboration, especially in the context of the United States' focus on its national policy. The US' withdrawal from the WHO^[83] creates a significant opening for the EU to drive healthcare transformation, including accelerating the adoption of paediatric innovation, while positioning itself as a connector between ecosystems worldwide. The Horizon EU programme's expansion to include non-EU members conveys a powerful message in this regard.

[78] [Canada joins Horizon Europe programme](#)

[79] [Republic of Korea to join Horizon Europe under Transitional Arrangement - European Commission](#)

[80] https://ec.europa.eu/eusurvey/runner/Access_to_the_Japanese_public_procurement_market#page0

[81] Ruben Koekoek and Dorine Klein Gunnewiek, *The Future of outcomes-based finance*, Social Finance NL, p.26-27,

https://socfin.nl/wp-content/uploads/2024/10/Rapport-SFNL-2024_English_v2_per-page.pdf

[82] <https://www.clustercollaboration.eu/content/eu-cluster-talks-new-collaboration-opportunities-republic-korea-and-japan>

[83] [Withdrawing The United States From The World Health Organization – The White House](#)

Given this context and the goal to boost in paediatric innovation, the European Action Plan should be executed with non-European Horizon Programme partners as well.



Short term

1. Present and populate the European Action Plan to key stakeholders in Canada (e.g. The Sick Children in Toronto, Clinique St Justine in Montreal, Children's Healthcare Canada), South Korea and Japan, already in connection through the EIT Health ecosystem by the EIT Health Global Outreach brand.
2. Facilitate conversations and joint actions to export and import paediatric innovations through procurement. This could be fostered by international scientific societies dedicated to different paediatric conditions.



Mid-term

1. Launch bilateral Open Innovation Challenge cross-border (e.g. Europe-Canada or Europe-South Korea).
2. Explore and activate the possibility of conducting a coordinated or joint cross-border procurement in the form of a PCP/PPI or SIB.

3.4 Strategic Line 4 - Strengthening public-private collaborations and partnerships across Europe

Startups and industries often lack awareness of public funding instruments and call for proposals, leading to missed opportunities for market entry and growth. In paediatrics, this challenge is even greater due to the perceived small market size at the national level and limited commercial interest, as many innovations remain adaptations of adult products rather than dedicated paediatric solutions^[27].

At the same time, paediatric healthcare providers actively seek innovations to improve children's care pathways, while innovators struggle with adoption barriers. The critical intersection between the public and private sectors lies at this stage, where alignment between hospital procurement strategies, innovation roadmaps, and market adoption goals is essential. This Strategic Line focuses on two key priorities:

1. Attracting more startups and SMEs by introducing targeted incentives and streamlining administrative processes to encourage the development and commercialisation of paediatric-specific innovations.
2. Increasing the involvement of paediatric patients and professionals in innovative development to close knowledge gaps and ensure solutions meet real healthcare needs.



Once this connection is established, effective communication becomes essential for successful public-private partnerships. Healthcare providers must translate their clinical challenges into clear, market-addressable needs. Meanwhile, innovators must design solutions that align with public-sector requirements and the unique realities of children's healthcare. By fostering these collaborations, this Strategic Line will help bridge the gap between innovation development and real-world adoption, ensuring that paediatric patients benefit from the latest advancements. An important initiative that could be leveraged is the Innovation Health Initiative (IHI) call to overcome some of the main paediatric healthcare pressure challenges.

[27]ADD4KIDS, (2025), D1.3 – Europe Paediatric Innovation Adoption Situation and Analysis Report, p.39



Actions from the Strategic Line 4 Timeline

2



Action 4.1: Establish dedicated twinning programmes to integrate demand-driven financial instruments into healthcare innovation pathways

1



Action 4.2: Organise a new edition of the Pediatric Innovation Day 2025 and 2026 by i4KIDS-Europe

3



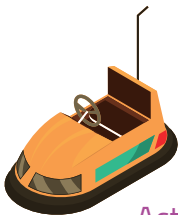
Action 4.3: Integrate the industry (both SMEs and corporates) into i4KIDS-Europe network to facilitate public-private collaboration

4



Action 4.4: Create a common space to share and track innovation maturity across children's healthcare providers in Europe

5



Action 4.5: Orientate the innovation processes and practices to children's rights, needs and interests



Action 4.1: Establish dedicated twinning programmes to integrate demand-driven financial instruments into healthcare innovation pathways

To fast-track the adoption of paediatric innovation, all healthcare bodies involved must develop a clear understanding of the role of demand-driven financial instruments within the innovation pathway, the various stages of implementation, and the available funding tools. Across Europe, several countries and stakeholders have already gained valuable experience and established successful use cases in this field. These existing resources can be leveraged through twinning activities, enabling knowledge exchange, expertise sharing, and best practice dissemination. Additionally, these initiatives can facilitate joint research efforts and academic training programs, equipping hospitals and healthcare providers with the necessary skills and insights to integrate demand-driven financial mechanisms into their innovation strategies.



Short term

1. Develop and implement twinning initiatives between healthcare providers to exchange knowledge and experience. Example of one twinning initiative that could be launched:

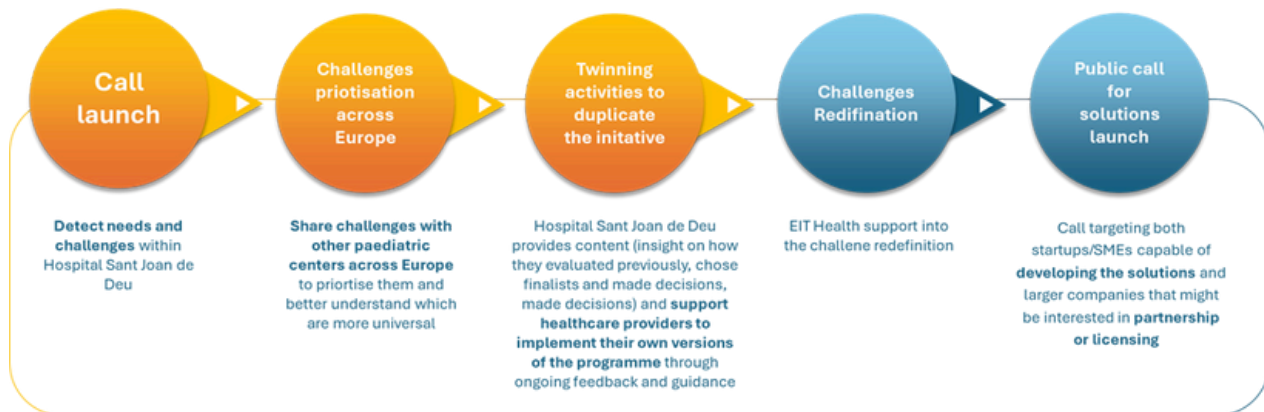
- The release of Paediatric Connection Programme at EU level. Since 2020, Catalonia Health & Tech has launched the Hospital Connection programme in collaboration with hospitals across Catalonia^[84]. This initiative aims to bridge the gap between unmet clinical needs and industry expertise by facilitating collaboration opportunities between healthcare providers and Catalan industry players. Through this programme, hospitals share their most pressing challenges, enabling industry to explore and develop innovative solutions tailored to real healthcare demands^[85]. In April 2024, the ADD4KIDS project coordinator participated in this programme, where practitioners identified key challenges and collaborated with industry partners to co-design solutions. However, only a few industrial partners successfully proposed relevant solutions to the challenges. The objective for 2025 is to expand industry engagement beyond Catalonia, adopting a stronger commercialisation focus and opening the challenge to additional hospitals to foster cross-border collaboration. The pathway followed in 2025 could be the one represented in Figure 10. A key added value will be presenting shared challenges from multiple institutions, creating a more attractive and scalable market opportunity for industry players.

[84] <https://catalonia.health/hospital-connection/?lang=en>

[85] https://www.linkedin.com/posts/innovation4kids-europe_hospital-connection-unresolved-clinical-activity-7180821739587702784-dwje?utm_source=share&utm_medium=member_desktop&rcm=ACoAAC2N5PUBoRbB-bXkKntiBb8VlHT5AiPJJUO

Hospital Sant Joan de Deu could propose healthcare providers or regional institutions interested in organising this programme at their institution or at their regional level, a use case with content based on insights to explain how the programme had been launched internally (e.g., how it had been presented to the internal team, internal communication channels and resources relied on).

Figure 3: Example of an initiative that could be launched through a collaboration between Hospital Sant Joan de Deu and EIT Health (and that could be duplicated to other institutions across Europe through twinning)



2. Develop twinning initiatives on the implementation of demand-driven financial instruments in paediatrics, connecting less mature ecosystem with experienced stakeholders from initiatives such as Procure4Health or Health InnoFacilitator project.



Mid-term

1. Correlate this action with Action 3.1 (cf practical activities).
2. Apply for funding (e.g. the TWINNING calls^[86]), which offers various opportunities to strengthen institutional capacity through collaborative partnerships.

[86] [EU Funding & Tenders Portal](#)

Objective 4.2: Involve more healthcare suppliers and innovation providers (SMEs, industries) based on their maturity level into a demand-driven approach in Europe paediatric innovation ecosystems



Action 4.2: Organise a new edition of the Pediatric Innovation Day 2025 (Barcelona) and 2026 (Helsinki)

European-level events provide valuable opportunities to foster cross-border collaboration, strengthen innovation ecosystems, and attract key market players, including SMEs, startups, and investors. Since 2021 i4KIDS (as a regional hub at Catalan level) and i4KIDS-Europe, as a European extension and an EU-funded initiative, have been organising the Pediatric Innovation Day (PID) – a key event bringing together stakeholders from across the European paediatric healthcare sector^[87].

Each year, new connections emerge between hospitals, as well as between hospitals and startups, fostering collaboration and innovation. However, the event remains primarily known within the i4KIDS and i4KIDS-European network. To maximise its impact, greater outreach is needed to engage healthcare providers as well as patient associations and advocacy groups beyond the network, including generalist hospitals with significant paediatric departments.

With two upcoming PID events next year, there is a unique opportunity to reinforce public-private partnerships, expand participation, and create a dynamic space for discussion and concrete action, further accelerating innovation adoption in paediatric care.

To achieve that goal, some suggestions for strengthening PID include:

1. Include more interactive sessions through small group workshops;
2. Combine the next two PID with other strategic existing events such as Semana JIM^[88];
3. Invite new stakeholders identified from the database and list defined in Action 3.3 and 2.1;
4. Present the European Action Plan and organise an open discussion on public procurement of innovation and/or outcome-financing contracts (e.g. Mezea Impact, Government Outcomes Lab);
5. Engage Patient Advisory Groups to co-organise events such as PIDs.

[87] <https://www.innovation4kids.org/en/pediatricinnovationday2024/>

[88] <https://www.semanajim.com.mx/>



Action 4.3: Integrate the industry (both SMEs and corporates) into i4KIDS-Europe network to facilitate public-private collaboration

The goal of this European Action Plan is to break national or regional silos and create a unified European market with a shared vision. Healthcare providers and systems may be aware of the priorities of the industries in their own country but not those in other countries. The first step is currently in progress through i4KIDS-Europe network, which consolidates the innovation efforts of paediatric hospitals across Europe. To ensure the sustainability of this network, a second layer should be added: the private sector. This will foster public-private alignment and easily activate cross-border partnerships thanks to the transparency promoted within the i4KIDS-Europe hub at the European level.

i4KIDS-Europe is actively working to ensure the long-term sustainability of its network by exploring various funding avenues. These include membership fees for participating organisations, as well as financial support from regional, national, and European sources. Equally important is fostering collaborations with the private sector, particularly the industry, to promote public-private partnerships. Such partnerships are essential for advancing paediatric innovation, as they increase the likelihood of projects successfully reaching young patients and addressing their unique healthcare needs. A key focus of i4KIDS-Europe is to demonstrate the value it can offer to companies within the paediatric sector. The network seeks to ensure that industry-developed solutions align with the real needs of children, their families, and healthcare professionals. For companies, engaging with the network provides a unique opportunity to co-create solutions directly with end-users—clinicians, caregivers, and patients—ensuring that innovations are both practical and impactful. The integration of industry as an active partner within i4KIDS-Europe represents not only a significant step toward enhancing paediatric healthcare innovation but also a viable pathway for ensuring the network's financial sustainability. This collaborative model creates mutual benefits, driving the development of effective paediatric solutions while supporting the long-term growth and stability of the network.



Short term

1. Identify companies with interests in foetal, maternal and paediatric healthcare areas mobilising current projects, initiatives, network:

- “Healthcare Challenges in Paediatrics” 2025 edition (Action 4.);
- Hack4Hope sponsors and partners^[89];
- Sanofi R&D Children Cancer Programme^[90];
- EIT Health Members.

2. Consolidate a public-private consortium within i4KIDS-Europe to apply to IHI calls^[91].

[89] <https://www.parissaclaycancercluster.org/post/hack4hope-together-for-children-with-cancer-1>

[90] <https://www.sanofi.com/en/magazine/social-impact/childhood-cancer-r-and-d-program-developing-accelerating-novel-therapies>

[91] <https://www.ihi.europa.eu/>



Mid-term

1. Measure internal industry readiness for value-based care using the assessment tool developed by the Value-Based Procurement Community of Practice in Europe and its Value-Based Supply Working Group^[92].
2. Propose a European Paediatric Open Innovation Challenge (Action 3.2)

Objective 4.3: Understand similarities between healthcare providers where suppliers will be needed in paediatric innovation across Europe



Action 4.4: Create a common space to share and track innovation maturity across children's healthcare providers in Europe

To promote cross-border procurement of innovation across Europe and reduce redundancy, it is important for healthcare providers to have a common shared space where they can learn about the innovations developed and implemented in other structures.



Short term

1. Map, at each hospital level of the i4KIDS-Europe consortium, the current innovations and medical devices implemented and under development.
2. Evaluate and identify the common areas between children's hospitals and healthcare providers (mature and immature areas).



Mid-term

1. Include this map in a collaborative platform using current initiatives at the regional level (e.g. Catalunya has its platform).
2. Create special access for investors to see new developments and identify those with the potential to scale up.

[92] <https://www.europeanallianceforvalueinhealth.eu/wp-content/uploads/2024/04/VBS-Internal-Readiness-FINALv2.pdf>



Action 4.5: Orientate the innovation processes and practices to children's rights, needs and interests

Paediatric innovations are mainly dedicated to adult needs, without considering the unique specificities and requirements of children. Most paediatric developments and products do not always consider children and young people's context, burdens and needs^[93]. Given the emphasis on a demand-driven approach in the action plan, patients' interests must be integrated at every stage of the process. For this reason, it is important to define the level of children's autonomy in decision-making and their engagement in the whole innovation process: Are they just testers or co-designers or even advisors?

To determine how children should be engaged, in collaboration with their parents or legal representatives, their roles and the scope of their contribution should be clearly defined and adjusted to their level of development. Additionally, a protective framework must be also implemented for ethical and legal requirements regarding children's rights:

- To protect children and prevent manipulation, prioritise their rights and ensure that their contribution is valuable and considered;
- To derisk the collaboration between industries and innovators.

To ensure that this framework is respected and known, a unique market-driven pathway with clear guidelines should be created and disseminated to the key stakeholders.

Another important aspect of this action is the creation of child-friendly engagement mechanisms to help children engage in the innovation process.



Short term

1. Expand Semana JIM's newsletter^[94] to innovation departments from all paediatric hospitals across Europe and paediatric departments with interest in it.
2. Adapt the tender and evaluation process, and criteria to children and patient organisations to involve them in each stage of the process:
 - Define the target group of children expected to be engaged in future innovation processes and structure their role and scope regarding their level of development. This includes creating alignment on the age range, scope of the group (only final users or children interested in technology and design) and diversity needed (demographic groups, ethnic backgrounds, socio-economic environments, etc.);

[93] I4kids-Europe – White Paper: Challenges and opportunities for effective paediatric innovation in Europe, i4KIDS-Europe, 2025, p. 14

[94] <https://www.semanajim.com.mx/>

- Define three levels of involvement and the criteria to be included in. Level 1 would be participation in usability tests and providing feedback on the design and functionality of products and services. Level 2 would be contributing to design workshops and testing prototypes. Level 3 would be participation in consultations as part of the project team;
- Prepare all the documentation required regarding principles and ethics of engaging children to be aligned with the International Charter of Children's Rights^[95] (consent authorisation from parents and children, children's rights during the process);
- Provide psychological and educational support to participants with chronic illnesses or past difficult situations;
- Define and implement child-friendly engagement mechanisms and age-appropriate communication tools (e.g. creative workshops, innovation festivals and hackathons, simulation games and prototyping).

3. Prepare a short guide for patients on their role in innovation and industry collaboration (e.g. how the innovation development process works, their rights as young users, tips to express their needs and opinions effectively, etc.).



Mid-term

1. Develop a clear guideline dedicated to industry and innovators for engaging children in their innovation process (e.g. set of best practices for consulting children during the design stage, ethical recommendations on how consulting children in compliance with their rights, guidelines on how to design innovation adapted to children's age and needs).
2. Propose special activities to industrials and innovators about child-friendly design approaches (e.g. Semana JIM is an annual initiative launched a few years ago across Europe and Latin America that aims to share best use cases for providing child-friendly medical care, using the power of play to transform children's hospital experience).
3. Promote the creation of regional or national Young People's Advisory Groups and the training of so-called children and parents' experts that can be involved in the co-creation along the innovation pathway, from the identification of the needs, study designs, product development and advisory boards to provide advice and solutions to ensure that the business model and solution proposed is patient centred^[96]. Connect these groups to the European network^[97].

[95] Unicef, Convention on the Rights of the Child, <https://www.unicef.org/media/60981/file/convention-rights-child-text-child-friendly-version.pdf>.

[96] Ibid

[97] <https://ev.pagnet.eu/>

3.5 Strategic Line 5 - Evaluation of the paediatric innovation adoption process and impact assessment

This European Action Plan focuses on the adoption of innovation in children's healthcare. Adopting an innovative solution involves change, adaptation and even transformation. One key element for the successful adoption of an innovation is the availability of evidence demonstrating its impact on improving healthcare pathways that improve the current healthcare delivery or standard of care. However, a persistent lack of robust data often hampers investment in these areas. One reason is that healthcare systems are constrained to prioritise short-term outcomes rather than long-term views and sustainable benefits due to short-term budgets and immediate management challenges and results when the real benefits of introducing an innovative solution in paediatrics will be seen over a lifetime of improved health and quality of life^[28].

One current trend not yet fully deployed in paediatrics, but that should be embraced is value-based healthcare (VBHC), including value-based procurement. Insurers and payers are increasingly considering all stakeholders, including patients' feedback, in value-based outcomes. Additionally, private insurers are updating their business models^[29] and adopting value-based approaches to manage rising care costs, effectively switching from simply paying for care to becoming a partner who guides patients through the entire care continuum.

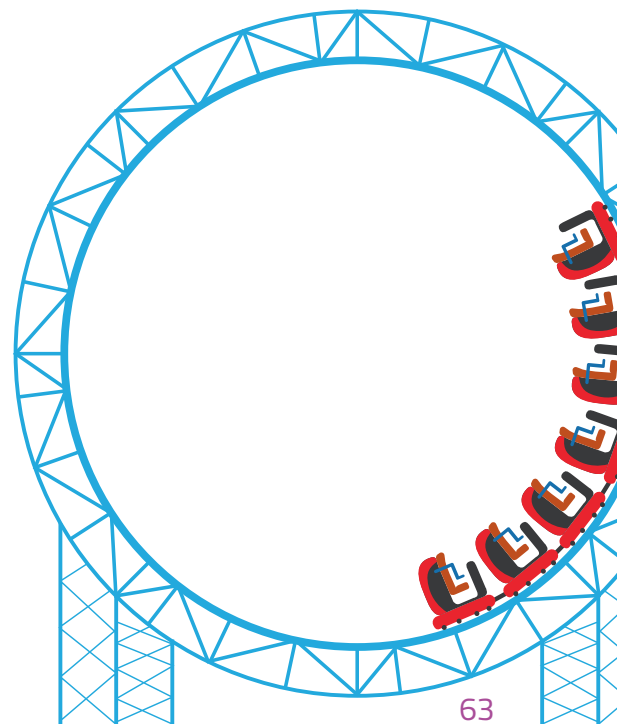
As illustrated below in Figure 1, depending on the care stage (prevent, predict, detect, diagnose & treat, monitor, coordinate & rehabilitate, claims & policy management), insurers have specific expectations.

A long-term perspective could be valued in this context as children's healthcare directly influences adult care, and by extension, future costs. Improving paediatric pathways through prevention, prediction, early detection, diagnosis, treatment, follow-up or rehabilitation will definitively reduce claims for reimbursed care. To transition to value-based care, insurers will need support and collaboration from providers: the greatest challenge in shifting towards paying for value involves aligning with providers, but deep engagement can reveal opportunities for innovation and impact^[30].

[28] ADD4KIDS, D1.1 Demand-driven financing instruments and mechanisms in paediatric health Map and Database, p.41

[29] AI for Health, Round table on "Making the most of (Gen) AI added-value for healthcare: exploring incentive-based financing", with Dr Nora Berra, Dr Lise Alter, Marguerite Cazeneuve, Alexandre Guenoun, 21/11/2024 in Paris (FR)

[30] BCG, Saving money, improving lives – How rehabilitation and compensation agencies are using value based care, October 2024, p.9



This Strategic Line aims to encourage healthcare providers to generate more data that will guide investors and insurers in their decisions to fund and support innovative paediatric projects as well as involving more experts in the assessment of paediatric proposals. Long-term impact should be given more weight in public procurement of innovation to demonstrate the lifetime benefit of these advances. Adopting value-based procurement across Europe to paediatrics could help achieve this, defining indicators at the European level to demonstrate the added value of innovations in this field.

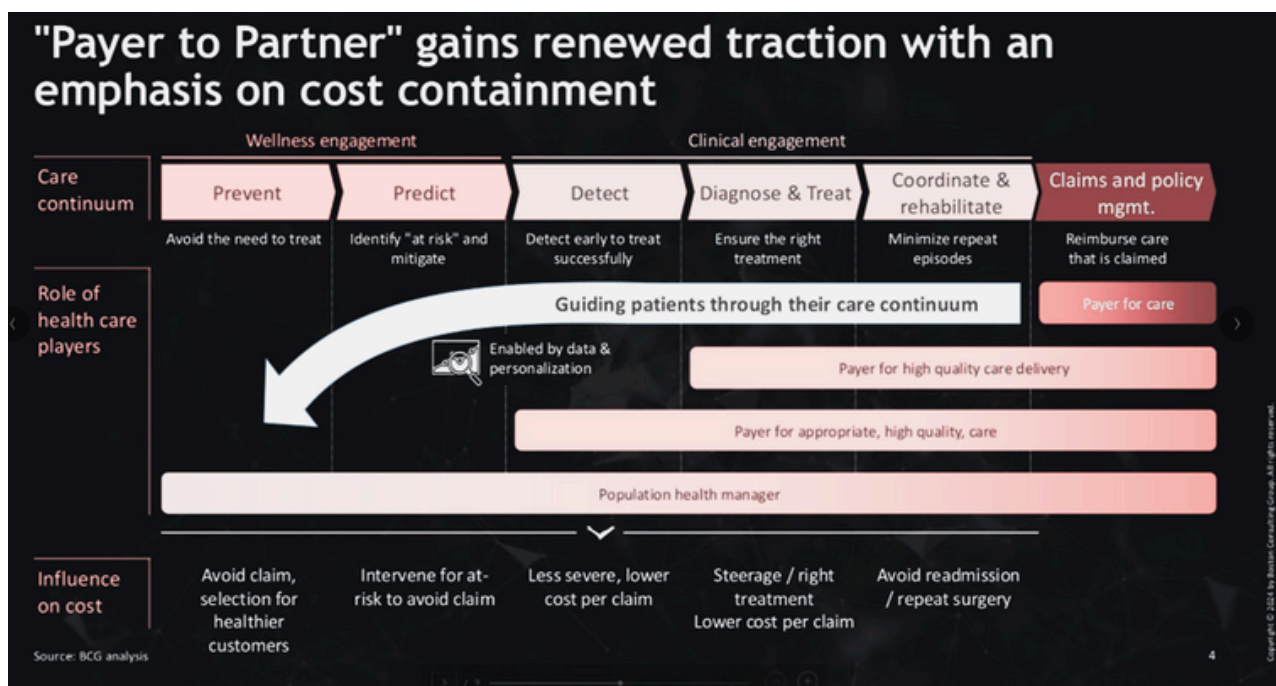


Figure 1 : Maturity assessment for health insurance analysis done by Boston Consulting Group

Global Health Insurance Leadership Summit, Boston Consulting Group, London, October 2024, https://www.linkedin.com/posts/activity-7264155445756391424--3Kg?utm_source=share&utm_medium=member_desktop&rcm=ACoAAC2N5PUBoRbB-bXkKntiBb8VIHT5AiPJJUQ

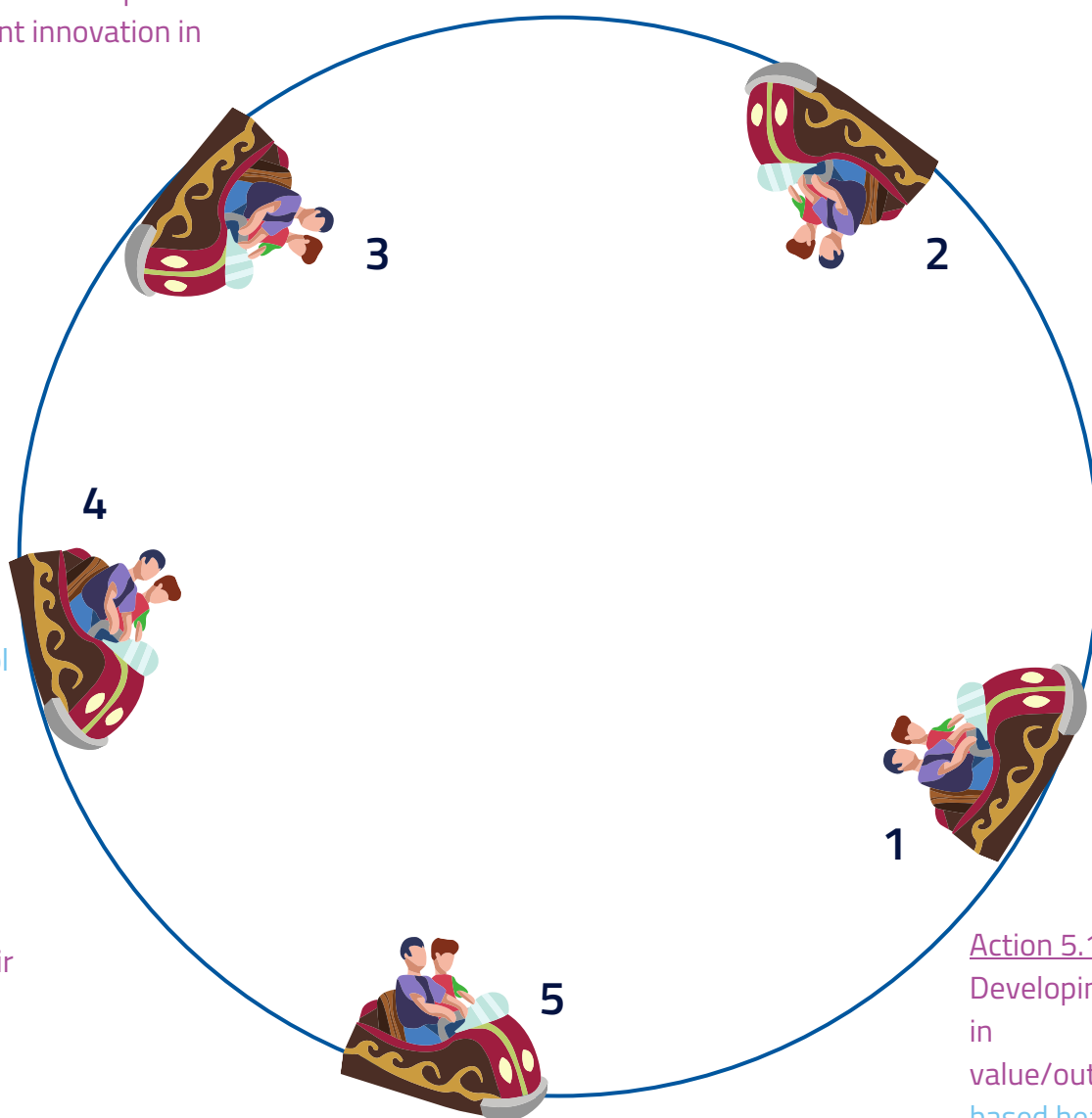


Actions from the Strategic Line 5

Timeline

Action 5.3: Develop and consolidate an **advocacy strategy** focused on public procurement innovation in paediatrics

Action 5.2: Create and provide insurers and payers with an **annual-value-based assessment report** based paediatric needs detected by practitioners and patients' feedback



Action 5.5: Develop a **self-assessment tool** to assess the internal readiness of suppliers to paediatric healthcare providers in their innovation procurement process

Action 5.4: Gather **diverse perspective** on **measuring the impact** of paediatric innovation across Europe

Action 5.1: Developing skills in **value/outcomes based healthcare** for paediatrics departments or healthcare providers' staff

Objective 5.1: Identify additional incentives to encourage hospitals to generate and integrate value-based data in paediatric innovation



Action 5.1: Developing skills in value/outcome-based healthcare for paediatrics departments or healthcare providers' staff

In December 2024, Procure4Health, the EU-funded community of Health & Social Care innovation procurers, published an Action Plan. Key Action 1 is specifically dedicated to introducing a value-based approach to the procurement of health technologies and innovations. "Procurers and their health system customers should consider accessing formal education and training as well as establishing a community of practice to share knowledge, experience and best practices." The long-term impact of paediatric innovation on adult healthcare, especially for rare diseases, makes this approach highly relevant.

It is crucial to align the ADD4KIDS Action Plan with the Procure4Health Action Plan to centralise efforts and actions. Action 1 of Procure4Health should be used to increase access to value-based approaches in paediatric departments or healthcare structures. This will enable them to develop the necessary data to justify future investments including in innovation procurement. Additionally, programmes or courses adapted to paediatrics should be added to Action 1. While programmes like the VBHC Academy of Swansea University, EIT Health High-Value Care Programme, and iRaise already exist for broader healthcare, there is currently no offer tailored to paediatrics.



Short term

1. List existing and potential training in Europe on Value-Based Healthcare.
2. Identify the key roles and stakeholders at the healthcare providers and research institution levels that should receive training.



Mid-term

Through the Health Innovation Procurement Support Services (HIPSS)^[98] offer coordinated by EIT Health, connect VBHC experts with innovation departments from healthcare providers, start-ups and SMEs for mentoring and support.

[98] <https://www.hipss.eu/>



Action 5.2: Create and provide insurers and payers with an annual value-based assessment report based on paediatric needs identified by practitioners and patients' feedback

"Data is important for insurers and payers. They want to see what patients are saying. It's a new type of data that will increasingly become more and more important."^[99] To increase funding opportunities in innovation adoption pathways, it is becoming essential to generate data based on patients' feedback and experience. Paediatric departments or healthcare providers have the advantage of a strong relationship with patients and having their parents' commitments. One solution to bridge the gap between prototypes and innovation adoption is to involve insurers and payers – especially if procurers can present impactful data on patients' needs (Patient-Reported Experience Measures -PREMs^[100]), generated through demand-driven financial instruments. This action should be done in coordination with the Action 2.5^[101]:



Short term

1. Get a comprehensive understanding of insurers' needs, long-term assessment approaches and key KPIs in adult healthcare (Action 2.5 - Develop incentives with payers and insurers to drive demand-driven innovation procurement in paediatrics).
2. Develop a list of KPIs and figures specific to paediatrics needed by insurers.
3. Define the correlation between adult healthcare KPIs and children's healthcare KPIs to highlight the impact of children's healthcare into adulthood.



Mid-term

1. Set up a data management plan.
2. Collect patients' feedback into specific healthcare pathways related to the challenges detected as European in Action 3.2.
3. Anonymise and transform data.
4. Prepare a patient report that could be sold to insurers and payers.
5. Establish an HTA system in paediatrics at the European level.

[99] AI for Health Conference in Paris on "Towards a patient outcome-based system: the promise of value-based healthcare" with Nenke Feenstra, Amel Mokeani Bois, Dr Melanie Autran, November 2024

[100] PREMs provide insight into the quality of care during the intervention

[101] Develop incentives with payers and insurers to drive demand-driven innovation procurement in paediatrics



Action 5.3: Develop and consolidate an advocacy strategy focused on public procurement innovation in paediatrics

Through Work Package 1 and Work Package 2, we determined that a few healthcare procurers are really considering and interested in public procurement innovation as an instrument to accelerate paediatric innovation. Generating data on the real impact of developing and buying innovation would be a way to increase awareness and commitment to using these tools. To do these we propose:



Short term

1. Collect and share within the i4KIDS-Europe consortium studies where impact has been evaluated in paediatric innovation projects.
2. Apply to calls to demonstrate paediatric innovation value (e.g. French call "Prevention: demonstration of innovation value" on children's healthcare).



Mid-term

1. Evaluate the economic and value impact of success stories within the health economics department from healthcare providers, with the help of the national agency responsible for healthcare innovation assessment and/or the World Health Organisation Economic Evaluation and Analysis team.
2. Develop a communication strategy to demonstrate the benefits of innovation for paediatrics.

Objective 5.3: Create an evaluation toolbox for paediatrics healthcare providers and suppliers of innovation to foster alignment with partnerships



Action 5.4: Gather diverse perspectives on measuring the impact of paediatric innovation across Europe

As innovation approaches vary across European countries and regions, approaches to measuring impact also vary. Understanding the differences and maturity of impact measurement techniques used throughout Europe is crucial for constituting European-level procurement groups that are aligned in their impact expectations of paediatric innovation. To do this we propose the following actions:



Short term

Collect insights on measuring impact from each country's perspective involving the European Alliance for Value in Health.



Mid-term

1. Launch working groups on ways of measuring health economic outcomes and how to measure the results of action in preventive care^[102].
2. Transform that data into useful information for companies and projects for the best understanding of which countries are mature in assessing long-term impact.



Action 5.5: Gather diverse perspectives on measuring the impact of paediatric innovation across Europe

Committing to innovation always involves risk and uncertainty, including during the procurement process when selecting the right supplier. Evaluation and impact assessment should be conducted at both the procurer and supplier level to ensure that their vision and solutions are aligned with the requirements and likely to be adopted by the market. As outlined in the Procure4Health Action Plan, "Value-Based Procurement requires procurers and their suppliers to engage differently; not only in market-facing departments but throughout the organisation. Not all industry suppliers in all markets may be ready yet to respond effectively to Value-Based tenders or calls for innovative partnerships. Value-Based Supply describes the need for internal readiness and procurers may wish to assure themselves that respondents to tenders are fully aligned internally and supported to contract in this way. Opportunities to gain insights and experience from suppliers who are already engaged in VBP in other markets should be maximised". To do so we propose:



Mid and long term

1. Define the key success factors to evaluate suppliers' readiness for adapting the assessment tool developed by the Value-Based Procurement Community of Practice in Europe and its Value-Based Supply Working Group^[103] into paediatrics.
2. Design, test and deploy an interoperable questionnaire and self-assessment tool to guide procurement and innovation teams in choosing the most suitable innovation providers.

[102] I4KIDS – Europe White Paper: Challenges and opportunities for effective paediatric innovation in Europe, 2025, p. 10 I4KIDS – Europe White Paper: Challenges and opportunities for effective paediatric innovation in Europe, 2025, p. 10

[103] <https://www.europeanallianceforvalueinhealth.eu/wp-content/uploads/2024/04/VBS-Internal-Readiness-FINALv2.pdf>

3. Create a questionnaire-based assessment for determining their maturity level regarding 5 key success factors:

- 1) Visible executive leadership for Value-Based Healthcare adoption,
- 2) A user-centric approach in product or service design,
- 3) A clear desire to establish partnerships for value with customers,
- 4) Effective processes to share knowledge,
- 5) Innovative business models developed for customers and employees.



IV. Strap in - It's time to take action!

Let's turn this plan into reality - will you join us?

On the next pages, you'll find concrete ways to get involved and support driving forward demand-driven innovation in paediatrics.



Get in touch:

nolwenn.schaanarturo@eithealth.eu

contact@innovation4kids.org



Let's talk!

[Book a time with us](#) to explore opportunities for collaboration.

4.1 Springtime for innovators: new opportunities blossom



1

As innovator (startup, SME and industry), you can:

Acquire knowledge concerning the advantages and potential of demand-driven innovation, particularly in relation to public procurement.

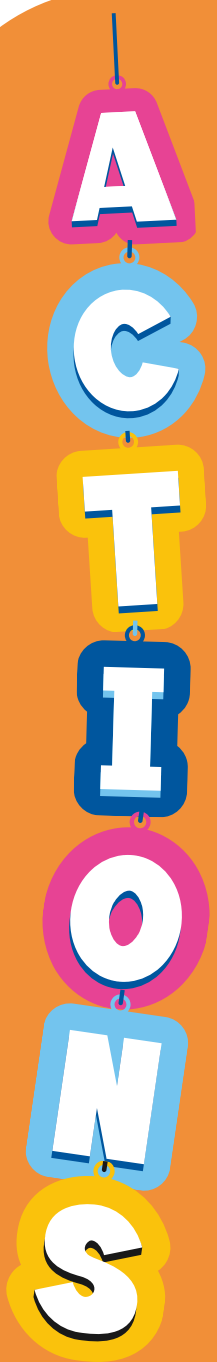
> Stay tuned for HIPSS (Health Innovation Procurement Support Services), which will offer future advisory services

> Follow Procure4Health and its Action Plan

> Join the Innovation Procurement Hubs community.

> Gain insight into the role of public procurement in the European Union's strategy to enhance Europe's competitiveness and foster innovation: A Competitiveness Compass for the EU (29.01.2025) and the Programme of the Polish Presidency of the Council of the European Union 2025

> Identify potential training on public procurement innovation at your national or regional innovation agency



Propose solutions driven by the needs of children's healthcare

- > Stay tuned for upcoming opportunities on [EIT Health LinkedIn](#) page, [I4KIDS-Europe](#) next Pediatric Innovation Day challenges
- > Stay tuned on [i4KIDS future calls](#)
- > Participate and register for the upcoming Pediatric Innovation Day 2025 in Barcelona and/or 2026 in Helsinki to connect with the European paediatric network
- > Align your solutions with the forthcoming [World Health Organisation Child and Adolescent Health and Wellbeing Strategy](#), scheduled for publication in October 2025
- > Propose your solution at the next [Hack4Hope Hackaton](#) organised by Paris Saclay Cancer Cluster
- > Stay informed about [European tenders](#)

Receive support to fundraise your solutions dedicated to children's healthcare

- > Discover the [Venture Centre of Excellence \(VCOE\)](#) provided by EIT Health, designed to connect startups, SMEs, and potential projects with a network of European investors
- > Follow [Montana Impact Fund calls](#)
- > Explore the [European Investment Bank's product catalogue](#) to support projects and businesses at various development stages and assist in attracting additional funding
- > Get advisory support through [InvestEU Advisory Hub](#)

4.2 Flourishing opportunities for investors: nurturing investment in growth

SHAKE

1

As investor, you can:

Invest in future impactful innovative solutions dedicated to children's healthcare

> Join the [Venture Centre of Excellence investor's network](#)

> Stay tuned on [i4KIDS](#) & [EIT Health](#) new coming opportunities, by contacting us.

> Stay tuned for upcoming opportunities via the [Linkedin page of EIT Health](#)

2

Get to know the paediatric innovation ecosystem and healthcare providers' needs

> Participate and register for the upcoming Pediatric Innovation Day, by [i4KIDS-Europe](#), in 2025 (Barcelona) and Helsinki (2026) - [stay tuned in that page](#)

> Acknowledge the forthcoming crucial strategic domain of the [World Health Organisation's Child and Adolescent Health and Wellbeing Strategy](#), scheduled for publication in October 2025 endorsement.

> Check out this new tool developed by the EIF that will be launched in June 2025 [TrackVC - TrackVC + Tracking venture capital, unlocking investment, fuelling innovation | by European Investment Fund \(EIF\) | Mar, 2025 | Medium](#)

ACTIONS

4.3 Cultivating innovation within healthcare providers: fostering advancements and adoption

SHAKE

1

As healthcare provider, you can:

Join the European paediatric innovation ecosystem

- > Follow [i4KIDS-EUROPE's activities](#) on LinkedIn, participate in their online webinar and stay tuned for the next membership campaign
- > Register and participate in the next Pediatric Innovation Day in 2025 (Barcelona) and in 2026 (Helsinki) – [stay tuned in that page](#)
- > Keep updated on the outgoing projects from [Montana Venture Funds](#) and [i4KIDS](#)

2

Get informed about the benefits of the use and potential of demand-driven innovation including public procurement

- > Stay tuned for [HIPSS \(Health Innovation Procurement Support Services\)](#), which will soon offer future advisory services
- > Follow [Procure4Health](#) and the activation of its Action Plan
- > Join the [Innovation Procurement Hubs community](#).
- > Contact your national or regional innovation agency to identify potential training on public procurement for innovation

3

Collaborate with private partners to develop demand-driven solutions

- > Stay tuned for the upcoming EIT Health Open Innovation Challenge via the [EIT Health LinkedIn page](#)
- > Replicate internally the upcoming Innovation Challenge being conducted by Hospital Sant Joan de Déu

ACTIONS

4.4 Share seeds among European, national and regional public agencies to accelerate the blooming of innovation adoption

As European, national or regional public agency, you can:

1

Engage your ecosystem involved in paediatric innovation

- > Promote [I4KIDS-Europe](#) and [Paediatric Innovation Day](#) to your ecosystem
- > Present the European Action Plan at your institution or during one of your relevant events
- > Share the European Action Plan to your ecosystem at the national or regional level
- > Get key stakeholders from your ecosystem involved in the next [EIT Health Open Innovation Challenge](#)

2

Fund future paediatric innovation impactful for your territory

- > Stay tuned for upcoming opportunities through [EIT Health LinkedIn](#)
- > Develop a PCP, PPI, or SIB funding call in children's healthcare in collaboration with other regions from your country or abroad where you have established partnerships (e.g. Smart Specialisation Strategy framework)

3

Get informed about the benefits of the use and potential of innovation public procurement

- > Follow [Procure4Health](#) and the activation of its Action Plan
- > Stay tuned for [HIPSS \(Health Innovation Procurement Support Services\)](#), which will soon offer future advisory services
- > Join the [Innovation Procurement Hubs community](#)
- > Gain an understanding of the role of public procurement in the European Union's strategy to enhance Europe's competitiveness and unlock innovation: [A Competitiveness Compass for the EU \(29.01.2025\)](#) and the [Programme of the Polish Presidency of the Council of the European Union 2025](#)

Acknowledgement

We would like to express our deepest gratitude to the individuals and institutions whose support and contributions have been key in the co-design of this European Action Plan. This initiative has been developed through a highly collaborative process, involving over thirty institutions—including healthcare providers, startups, SMEs, public healthcare agencies, and private companies—spanning 15 countries across Europe and beyond. Their insights have been gathered through collective discussions, one-on-one meetings and interviews, as well as virtual and face-to face workshops.

Beyond the ADD4KIDS consortium, valuable contributions have come from:

- Over ten SMEs and startups representing seven different countries;
- More than thirteen healthcare providers from eleven European countries;
- Two public agencies from two different countries;
- One private equity fund;
- One research university;
- Several national and European paediatric scientific and innovation consortia.

Their engagement has been crucial in ensuring that this European Action Plan reflects a broad range of perspectives and expertise, strengthening its relevance and impact.

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<https://www.innovation4kids.org/en/pediatricinnovationday2024/>

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It's time to turn ideas into action - Join us!

Want to learn more or share your ideas?



Get in touch:

nolwenn.schaanarturo@eithealth.eu

contact@innovation4kids.org



Let's talk!

[Book a time with us](#) to explore future collaboration opportunities.



**Let's kick off
together this
European
Action Plan**