



Baden-Württemberg

Action Plan for the region of Baden Württemberg

Part I – General information

Project: ITHACA (InnovaTion in Health And Care for All)

Partner organisation(s) concerned: State of Baden Württemberg

Country: Germany

NUTS2 region: Tübingen

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Part II – Policy context

The Action Plan aims to impact: Investment for Growth and Jobs programme

Name of the policy instrument(s) addressed: ERDF Programme Baden Württemberg 2014-2020: Innovation and Energy Transition (2014 DE 16RFOP001); Theme 1: Innovation Cluster development (O04/O05 EFRE OP)

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

This action plan is addressing the ERDF Operational Programme of Baden-Württemberg 2014-2020 "Innovation and Energiewende" (Innovation and Energy Transition). This operational programme focuses on maintaining the top position of Baden-Württemberg as one of the most innovative and economically strong regions in the European Union as well as on boosting the Energiewende (Energy Transition) and reducing CO₂-emissions. Therefore, the aim of priority 1 of B-W.'s policy instrument is to strengthen the potential for research and innovation by fostering cluster development, support services and increase in innovative capacities of SMEs (including the RIS3 clusters) as well as improved products and services. With these goals Baden-Württemberg intends to contribute to the Europe 2020 strategy for smart, sustainable and inclusive growth. When it comes to fostering social innovation in the area of health and care, however, most of the existing funding schemes seem to struggle. Even traditionally very successful programmes like the Cluster-Dialogue (and Cluster-Agency, which has been supported by existing ERDF OP) in Baden-Württemberg are facing this challenge.

Cluster development is an integral part of Baden Württemberg's innovation policy, yet the dovetailing between technology and services is often missing. One important aspect for this policy instrument is the combination of new technologies with care and health services to develop and eventually implement new and disruptive technical as well as social innovations for smart and inclusive growth. *Improvements to the policy instrument however would aim to integrate and empower the demand-side, i.e. the consumer and user, into the innovation process in a more effective way and at an earlier stage in the innovation process.*

Strongly connected to this is another challenge: how to find successful business cases with a sustainable financing model in order to scale promising health and care innovations. The main challenge is the fact that these solutions are often combining different policy domains (i.e. social, spatial, economic) and are connected to both the public and private sector. This creates a big challenge in our current siloed and highly fragmented (health- and care-) system. Therefore, this action plan is focussing on a *more integrated approach*, following a bottom-up perspective, for instance starting on the support of local ecosystems and is therefore in line with existing regional development concepts like RegioWIN (= integrated territorial investments), which has been supported by the current ERDF OP in the State of Baden-Württemberg.

Part III – Details of the actions envisaged

ACTION 1:

Name of the action: **NEA Living Lab (Neckar-Alb Living Lab) – (Trans-regional) boost for demonstration houses and regional living labs**

1. **Relevance to the project** (*please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?*)

Already during the first EEPs in Liverpool, Zealand and Noord-Brabant the importance for this integrated perspective and for involving users (and payers) of possible solutions much earlier and more intensively into



the innovation process had been successfully demonstrated (i.e. GPs like Health Enterprise Hub Innovation Exchange (LCR), E-Health Cluster (LCR), House of memories (LCR), Welfare Tech Cluster (ZL)).

The Exchange of Experience and Peer Evaluation (EEPE), Expert Task Force (ETF) meetings and the workshops performed during the first phase of the project are the base for Baden-Württemberg's ITHACA Action Plan. One important finding of ITHACA's self-assessment process in Baden-Württemberg was that there was *little international involvement and trans-regional learning* amongst members of the regional stakeholder group. Together with the above mentioned challenges (i.e. *support for diffusion of (social) innovations, focussing more on the demand-side of the innovation process*), this weakness has to be tackled in phase 2 of the project. Therefore, Baden-Württemberg is planning 1) to connect existing actors and activities, that are supported by the current ERDF OP (i.e. Cluster-Agency, RegioWIN etc.) in a better way by a joint effort to set-up a regional living lab (NEA Living-Lab) that will integrate the demand-side much earlier in the innovation process 2) and to provide users of this innovation infrastructure (i.e. SMEs, care-organizations, health-insurance companies etc.) also access to international markets and learnings.

Thus far, ITHACA has been an important instrument and inspiring environment for not only trans-regional, but also inter- and intra-regional learning. The ITHACA project activities, especially the regional stakeholder meetings, provided an example for multi-stakeholder dialogue and collaboration. An important part of the OP is RegioWIN and for the second call of applications, the NEA consortium coordinators (a collaboration between the Tübingen County District Office and the local Chamber of Commerce, both of whom are part of the broader ITHACA regional stakeholder ecosystem) implemented a collaborative, and demand-driven approach towards identifying relevant topics for participating NEA regions already in the current programming period. Surely this approach was inspired by the experience exchange and learning promoted in the activities of the ITHACA project. Moreover, relevant topics with respect to health and care identified during the regional stakeholder meetings (e.g., demonstration facilities and living lab approach) were adequately prepared to demonstrate their, *inter alia*, economic relevance for Baden-Württemberg. However, adequate framework conditions are needed for proper and sustainable implementation and here ITHACA project partners provide an important basis for learning: some of the ITHACA partners already have demonstration houses (i.e. Liverpool City Region, Noord-Brabant, Baden Württemberg), Living Labs (Autonom'Lab. NA) and established health clusters (i.e. Liverpool City Region, Zeeland, FVG, Malopolska, Slovenia), which offer a sound starting point for a more intense and formalised collaboration and trans-regional capitalization of results. Specific targets 1, 2 and 3 of the Operational Programme (ERDF, Priority A 01 1b) can be enhanced and the cluster development in Baden Württemberg can be strengthened significantly.

2. **Nature of the action** (*please describe precisely the content of action 1. What are the specific activities to be implemented?*)

This action will support the State of Baden-Württemberg in expanding innovative competencies by setting up a trans-regional open innovation ecosystem on smart health and care by promoting the living lab approach (i.e., multi-stakeholder and multi-method with active user involvement ultimately in real-life settings).

Planned activities:



- 1) connect existing actors and activities, that are already supported by the *current* ERDF OP of Baden-Württemberg (i.e. Cluster-Agency, Steinbeis Europazentrum, RegioWIN, NMI Natural and Medical Sciences Institute etc.), by inviting them to a joint workshop with the regional ITHACA stakeholder group where we present GP from other ITHACA regions (i.e. Autonom'lab (NA), Health Enterprise Hub Innovation Exchange (LCR), E-Health Cluster (LCR), House of memories (LCR), Welfare Tech Cluster (ZL)) regarding involvement of users and support for demand-driven innovation processes in the area of health and care.
- 2) set-up a regional multi-stakeholder workshop on health & care in order to landscape potential existing resources in the region and needs for living lab competencies (e.g., design thinking and co-creation) and infrastructures (e.g., demonstration & testing facilities and fab labs) (until March 2020)
- 3) integrate results to the RegioWIN NEA consultation process (until April 2020)
- 4) develop a concept of a RegioWIN NEA Living Lab Network ready for funding by the ROP (until July 2020)
- 5) form a multi-stakeholder working group to formulate a proposal for other regional funding (i.e. Quartier 2020, digital@bw) in order to set up the implementation (incl. e.g. business models) for inter- and trans-regional living lab collaborative processes and infrastructures (until December 2020) in the region
- 6) integrate more regional partners (social enterprises, NGOs, SMEs) and existing cluster initiatives (and according expertise), demonstration apartments (i.e. BEATE/Schwenningen; KVJS Stuttgart; Future Care Lab Furtwangen, FZI Living Lab Karlsruhe, which are also supported by ERDF OP Baden-Württemberg) into the LebensPhasenHaus (existing demonstration house in the region) – as a base for the set-up of further intra- and transregional living lab activities on smart health & care – in the form of bi-annual regional stakeholder meetings (until June 2021)
- 7) develop and implement a concept for a more formalised trans-regional cooperation and collaboration with other demonstration houses of the ITHACA consortium, to not only collaborate intraregional but also international in a more institutionalized way (until June 2021)

Such collaboration would 1) enlarge the amount of (critical and interregional) users and 2) help companies diversify and make an informed decision about their cross-border activities or commercialization plans to launch a new product or service for healthcare and wellbeing. Citizens would benefit from custom-fit health and care innovations and SMEs would have the opportunity to explore the user & market context and the local healthcare ecosystem in a better way. Additional added value to SMEs would be to 1) accelerate and fine-tune the introduction of sustainable innovations in different EU countries, 2) provide cross-border collaboration for effective market introduction and 3) have access to competencies, social incubators, a diversity of users, testing, validation and evaluation in a transnational setting.

However, there is also an added benefit to involved stakeholders: 1) continued mutual learning and knowledge transfer with respect to the living lab approach, 2) access to data and test persons from other regions and cultural contexts and 3) increased professionalism and expansion of capacities as part of a strong healthcare living lab network and open innovation ecosystem.



The new elements from ITHACA GPs to be transferred in order to improve the NEA Living Lab are the co-creation and user-centred methods (e.g. Home Helper Rally by Autonom'Lab) as well as the strong cross-sectoral and multi-stakeholder collaboration (e.g. Health Enterprise Hub Innovation Exchange, E-Health Cluster and House of Memories as supported by Liverpool City Region). Baden-Württemberg's ITHACA stakeholders will improve the policy instrument by widening the scope of already *existing* ERDF programmes like Cluster Agency BW and RegioWIN for setting up a living lab network with a focus on healthcare and to support existing innovation infrastructures like the LebensPhasenHaus in expanding their overall competencies and trans-regional development.

Joint developments of templates, data collection and data processing standards as well as evaluation tools (i.e. MAFEIP, SCIROCCO-model etc.) will foster this trans-regional transfer of knowledge, products and services. In addition, exchange of staff and the development of a joint online (training) course or lecture series could start a regular and formalised partnership in the future.

3. Stakeholders involved (please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role)

Organisations in the Region

LebensPhasenHaus (LPH BW): Located at the University of Tübingen and operated by the Steinbeis Transfercenter Social and Technological Innovation, the LebensPhasenHaus (LPH) is a place for research, demonstration and knowledge transfer, where users can work together with developers, manufacturers and service providers on solutions for active and healthy living. LPH (in combination with University of Tübingen, University Hospital of Tübingen and Steinbeis Transfercenter for Social and Technological Innovation but also the Senior Technology Ambassadors) is therefore an important integrator of the existing quadruple helix ecosystem for active and healthy ageing in the region. As it was a project funded by the Ministry of Social Affairs of the State of Baden Württemberg, the LPH is perfectly positioned as a neutral space to take on the function of a smart health living lab in the state of Baden Württemberg. Since LPH does already have working relationships to other European demonstration houses, it will serve as nucleus for further developments.

Landkreise Tübingen, Reutlingen und Zollernalb/County Councils of Tübingen, Reutlingen and Zollernalb (LK BW): The three County Councils of Tübingen, Reutlingen and Zollernalb (population: 670.000) are public authorities for implementing social and social care policies (i.e. *Pflegestützpunkte (Care Consultation)*, *Gesundheitskonferenzen (Health Conferences)*, etc.) as well as regional innovation development (i.e. RegioWin NEA) within the counties and the whole Neckar-Alb (NEA) region. The County Councils – together with RVNA and IHK – are the lead partner of the existing RegioWIN NEA programme, which is funded by Baden-Württemberg's ERDF OP. In 2019 the hearing procedure and public consultation process for the new funding period will start, which offers a promising window of opportunity for this policy change.

Stadt Tübingen/City of Tübingen (TÜ BW): like the County Council, the City of Tübingen is also an active regional stakeholder of the ITHACA project. The city is involved in concrete implementation actions like the Neighbourhood Concept "Quartier 2020" – which will be a source for demonstration, testing and user-centred



design – and also in the OptiWohn project, which is funded by the German Ministry of Education and Research (BMBF) to optimize the quality of living. The city also provides a technology park and an active economic development office which will be important for attracting private partners and entrepreneurs for the idea of a trans-regional living lab.

Baden Württemberg Ministry of Social Affairs and Integration (SoMi BW) and Baden Württemberg Ministry of Economic Affairs, Labour and Housing (WiMi BW): As Managing Authorities for ERDF and ESF programmes in the State of Baden Württemberg, both ministries are important stakeholders for supporting this action plan, since both Ministries are key stakeholders within both, the “Forum Gesundheitsstandort Baden-Württemberg”, a new established Governance body for health and care in Baden-Württemberg, and digital@bw, Baden-Württemberg’s new digitalisation strategy, which encompasses also an additional annual budget of 200 Million Euros just for digitalisation projects. Along with policy programmes like “Quartier 2020” (Neighbourhood Concepts), “Sektorenübergreifende Versorgung” (Integrated Health and Care Concept) and the new Pflegestrategie (Care Strategy), this could offer various promising avenues for funding the set-up of these trans-regional smart health and care living labs.

Cluster Agency Baden Württemberg (BW): To support and assist cluster initiatives in their development (and internationalisation), the Cluster Agency Baden Württemberg was founded using funds from the European Regional Development Fund (ERDF) and the state of Baden Württemberg. They are an important partner for finding new relevant cluster members who could benefit from the capitalization of transnational or –regional collaboration. Together with IHK and SH&L BW, Cluster Agency Baden-Württemberg is not only an important multiplier for reaching out to the many cluster initiatives in Baden-Württemberg (i.e. Medical Mountains Tuttlingen, Medical Valley Hechingen, EIT Health Mannheim/Ludwigshafen), but also directly to SMEs and other (i.e. social) enterprises.

Regionalverband Neckar-Alb (RVNA): Founded as a public body in 1973, RVNA is the assembly of all municipalities and counties of the region. It is in charge of the regional development plan and therefore a good transfer-agency for policy improvements, especially regarding RegioWIN NEA (ERDF OP Baden-Württemberg).

IHK Reutlingen | Tübingen | Zollernalb (Chamber of Commerce) (IHK BW): The LebensPhasenHaus Tübingen is a successful example for Public Private Partnership. As an important supporter for the house, the Chamber of Commerce could act – together with the Cluster Agency, Smart Home & Living and other chambers – as multiplier for reaching out to the many small and medium-sized enterprises (SMEs) of the region. IHK is also moderating the new RegioWIN NEA consulting process.

Smart Home & Living Association Baden Württemberg (SH&L BW): In order to capitalize on the potentials in the field of smart home, the SmartHome & Living Initiative was created by the Ministry of Economics and the Cluster Agency in 2014 and in 2016 it transformed into an official association. Members of the association are



cluster-initiatives, innovation networks, technology and competence transfer centres, corporations, research institutes, universities and colleges, economy organizations, social unions and care facilities. The overall aim is to create a sustainable innovation network, within which relevant stakeholders out of the economy, sciences and politics together are bringing forward the topic of Smart Home & Living in Baden Württemberg. Members of SH&L would benefit tremendously from (trans-regional) demonstration houses and smart health and care living labs.

4. Timeframe *(please specify the timing envisaged for action 1)*

Next steps would be to

- 1) connect existing actors and activities, that are already supported by the current ERDF OP of Baden-Württemberg (i.e. Cluster-Agency, Steinbeis Europazentrum, RegioWIN, NMI Natural and Medical Sciences Institute, Hochschule Furtwangen/Innovations- und Forschungs-Centrum Tuttlingen etc.), by inviting them to a joint workshop with the regional ITHACA stakeholder group where we present GP from other ITHACA regions (i.e. Autonom'lab (NA), Health Enterprise Hub Innovation Exchange (LCR), E-Health Cluster (LCR), House of memories (LCR), Welfare Tech Cluster (ZL)) regarding involvement of users and support for demand-driven innovation processes in the area of health and care.
- 2) set-up a workshop with all regional stakeholders (until February 2020)
- 3) integrate this action to the RegioWIN NEA consultation process (until March 2020),
- 4) develop a concept of a (RegioWIN) NEA Living Lab for the next OP period (until July 2020),
- 5) apply for other regional funding (i.e. Quartier 2020, digital@bw) in order to set-up the implementation process (until December 2020),
- 6) integrate more regional partners (social enterprises, NGOs, SMEs) and existing cluster initiatives to the LebensPhasenHaus (until June 2021),
- 7) develop and implement a concept of a more formalised trans-regional cooperation and collaboration with other demonstration houses of the ITHACA consortium (until June 2021).

5. Costs *(please estimate the costs related to the implementation of action 1)*

The costs will be mainly for workshop and meetings (approx. 1.000 Euros) and staff (approx. 1-2% of the time of each stakeholder's staff that is involved in this action).

6. Funding sources *(please describe how action 1 will be financed. Is it through the policy instrument(s) indicated in part II):*

This action (meeting costs and staff costs) is financed by own resources (internal funding). It is planned to attract internal, national (i.e. BMWi, National Ministry of Economic Affairs' funding programme "Reallabore") and regional (i.e. "Quartier 2020", digital@bw) funding as well in order to i.e. develop a more elaborated implementation concept of a trans-regional NEA Living Lab.



ACTION 2

Name of the action: **Support Social Entrepreneurship in issues concerning (impact) funding, commercialisation and export**

1. **Relevance to the project** *(please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)*

EU, national and regional government investment in smart health and care tends to prioritize invention and early-stage product and/or service creation rather than focussing on commercialisation and scaling up. Baden-Württemberg's existing ERDF OP is a good example for this (i.e. Cluster Agency, RegioWIN, NMI), being highly successful in supporting activities for the supply side and early stages of the innovation process while being not so successful in supporting the development of services and sustainable business models in the area of health and care. Throughout the EEPEs organised within the framework of ITHACA this weakness was confirmed. Another challenge flagged up through the exchange of experiences during all ITHACA EEPEs was that the contact to SMEs, financiers and industry is difficult to establish. For this reason, an additional ITHACA event was organised in Eindhoven and during the GP workshop in Krakow on how to "Maximise Industry Involvement to Improve Regional Policies for Smart Health and Care Innovation". Consequently, Noord Brabant developed a relevant concept of an "innovation scaling partnership" between SMEs and health/care stakeholders in the "Eindhoven Scaling Model". Similar discussions were held during the EEPE in Baden Württemberg between local stakeholders (Social Entrepreneurship BW, Social Impact Lab) and ITHACA partners from Noord Brabant and Liverpool City Region.

During the ITHACA Expert Task Force workshop in Paris in January 2019, initial discussions and contacts were further developed, specifically with the action plan in mind for improving the impact of the policy instrument (European Regional Development Fund (ERDF) Programme Baden-Württemberg 2014-2020: Innovation and Energy transition (2014 DE16RFOP001). Theme 1: Innovation Clusterförderung (O04/O05 EFRE OP) / Cluster development.). Two additional workshops and meetings took place in order to prepare this joint action.

Reflecting ITHACA learning and in-depth workshop discussions with ITHACA partners from Noord Brabant and Baden-Württemberg, a process has begun to test the viability and to develop the methodology for re-orienting ERDF resources towards increased investment in SMEs that can directly support their capacity to commercialise and scale their services and product solutions for the health and care sector. A subsequent meeting between partners from Noord-Brabant and Baden-Württemberg with the NHS Liverpool CCG underlined the relevance of a focus on later stages of the innovation cycle by supporting SMEs to carry out real world testing and validation of their services and products and by facilitating their market access to the health and care sector. Significantly, Noord Brabant and Baden-Württemberg partners agree on the relevance and potential of this focus.

2. **Nature of the action** *(please describe precisely the content of action 1. What are the specific activities to be implemented)*



This action aims to support Social Entrepreneurship in issues concerning (impact) funding, commercialisation and export. It transfers, in an integrated way, lessons from the ITHACA project to the delivery of a proposed ERDF-funded follow-up as a joint activity by the Province of Noord Brabant and Baden-Württemberg. Transnational cooperation will encourage the use of innovative public/private outcome-based funding methods, impact monitoring and multilateral learning tools for implementing social health & care innovation. The aim would be to test the viability and to develop the methodology for re-orienting ERDF resources towards increased investment in SMEs that can directly support their capacity to commercialise, internationalize and scale up their services and product solutions for the health and care sector.

Good practices including: (a) lessons learnt from the EEPE in the Netherlands on cross-sector engagement with industry (following also the regional innovation strategy of the Province) and b) Brabant Outcomes Fund which shows a methodology that stimulates shared responsibility and cooperation between public and private stakeholders like private financiers and public bodies to scale the impact of social entrepreneurs.

The impulse for this cooperation was established during the ITHACA Expert Task Force Workshop in Paris (January 2019) and initial steps have been taken to further develop the cooperation in phase 1 of the ITHACA project. Both regions, Noord-Brabant and Baden-Württemberg, will intensify the already existing collaboration in order to jointly implement ITHACA learnings in their specific regions. Therefore, both regions will establish a joint “Transregional Advisory Board for Action Plan Implementation”. The aim is to boost joint implementation activities with regard to this topic between important stakeholders of both regions.

Planned activities in phase 2 will be:

- 1) Set up and constitutional meeting of the Transregional Advisory Board for Action Plan Implementation. What is the potential impact of the transfer of such an GP (Brabant Outcomes Fund) for the policy improvement of Baden-Württemberg? Field visits for transfer of elements of the Brabant Outcomes Fund and transformative dialogues and interventions to optimize and move forward to the common goals in the implementation process of collective actions (until May 2020).
- 2) Organise a (trans-regional) multi-stakeholder workshop together with the Transregional Advisory Board for Action Plan Implementation on social entrepreneurship and impact funding (until December 2020) in Baden-Württemberg.
- 3) Baden-Württemberg delegation visits Noord-Brabant for a multiple perspective implementation workshop (until May 2021)
- 4) develop a concept for integrating social intra-/entrepreneurship and impact funding to existing ERDF programmes like RegioWIN (i.e Life Science Accelerator Rhine-Neckar; Beteiligungsfonds Life Science Rhine-Neckar) and to the next OP funding period (June 2021).
- 5) Multiple perspective implementation workshop in Baden-Württemberg (with support of Noord-Brabant and the Transregional Advisory Board for Action Plan Implementation) on how to boost the scale-up of health innovation by using other financial instruments. The workshop will be held during Social



Innovation Summit 2021 in September, which is usually supported by Baden-Württemberg's Ministry of Economics, Labour and Housing. (<https://sisummit.de/summit/>) .

- 6) Implement the then validated methodology of Noord-Brabant (i.e. Brabant Outcome Fund) that stimulates shared responsibility and cooperation between public and private stakeholders like private financiers and public bodies to scale the impact of social entrepreneurs (starting November 2021) within already existing RegioWIN projects and to new RegioWIN 2030 projects:
- 7) Baden-Württemberg's ITHACA team will visit various organisations that are currently benefitting from the existing ERDF OP like LifeScience Accelerator, NMI, Steinbeis Europazentrum etc. and present ITHACA GPs like Brabant Outcome Fund (and the above mentioned, validated methodology) to them.
- 8) In collaboration with Cluster-Agency Baden-Württemberg's (supported by the existing ERDF OP of Baden-Württemberg), ITHACA staff will invite financial partners like L-Bank, BonVenure, Deutsche Rentenversicherung and others to present their instruments in the LebensPhasenHaus on a regular basis (i.e. every 3 months) to interested SMEs, care organizations and social entrepreneurs, but also to participants of StartUp-School Tübingen (University Hospital Tübingen) and members of the LifeScience Accelerator (supported by ERDF of the current programming period).

3. **Stakeholders involved** (*please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role*)

Organisations in the Region

Baden Württemberg Ministry of Social Affairs and Integration (SoMi BW) and Baden Württemberg Ministry of Economic Affairs, Labour and Housing (WiMi BW): As Managing Authorities for ERDF and ESF programmes in the State of Baden Württemberg, both ministries are important stakeholders for supporting this action plan.

LebensPhasenHaus (LPH BW): Located at the University of Tübingen and operated by the Steinbeis Transfercenter Social and Technological Innovation, the LebensPhasenHaus (LPH) is a place for research, demonstration and knowledge transfer, where users can work together with developers, manufacturers and service providers on solutions for active and healthy living. As it was a project funded by the Ministry of Social Affairs of the State of Baden Württemberg, the LPH is perfectly positioned as a neutral space to take on the function of a smart health living lab in the state of Baden Württemberg.

Cluster Agency Baden Württemberg (BW): To support and assist cluster initiatives in their development (and internationalisation), the Cluster Agency Baden Württemberg was founded using funds from the European Regional Development Fund (ERDF) and the state of Baden Württemberg. They are an important partner for finding new relevant cluster members who could benefit from new financial instruments like Brabant Outcome Fund . Together with IHK and SH&L BW, Cluster Agency Baden-Württemberg is not only an important multiplier for reaching out to the many cluster initiatives in Baden-Württemberg (i.e. Medical Mountains Tuttlingen,



Medical Valley Hechingen, EIT Health Mannheim/Ludwigshafen), but also directly to SMEs and other (i.e. social) enterprises.

Social Entrepreneurship BW (SocEntBW): is a network and competence center for social innovation and sustainable businesses in Baden Württemberg. It promotes entrepreneurship for a positive development of society and offers a strong network for social enterprises. It connects individuals and organizations across sectors to promote the concept of social entrepreneurship. It supports Social Entrepreneurs (+ Intrapreneurs) and develops accelerating programmes to facilitate the establishment of social enterprises.

Baden-Württemberg Connected e.V. (bwcon): is the leading business initiative for the promotion of the high-tech sectors in Baden Württemberg. The main goal is to foster key-technologies in order to strengthen the region's economic development, with a focus on information and communication technologies (ICT) as drivers of innovation in the fields of mobility, production, health and energy. bwcon creates a necessary platform for cross-sector collaboration between developers, users and investors.

Social Impact Lab in Stuttgart supports entrepreneurs in the start-up phase with e.g., a scholarship programme "Wirkungsschaffer" [impact maker], which is an eight-month programme that offers social startups, social entrepreneurs and social innovators the opportunity to work on the entrepreneurial realisation of their socially innovative ideas. Support includes individual coaching, mentoring and access to relevant networks and potential investors.

4. Timeframe *(please specify the timing envisaged for action 2)*

The impulse for this cooperation was established during the ITHACA Expert Task Force Workshop in Paris (January 2019) and initial steps have been taken to further develop the cooperation in phase 1 of the ITHACA project. Action in phase 2 will be:

- 1) Set up and constitutional meeting of the Transregional Advisory Board for Action Plan Implementation. What is the potential impact of the transfer of such an GP (Brabant Outcomes Fund) for the policy improvement of Baden-Württemberg? Field visits for transfer of elements of the Brabant Outcomes Fund and transformative dialogues and interventions to optimize and move forward to the common goals in the implementation process of collective actions (until May 2020).
- 2) Organise a (trans-regional) multi-stakeholder workshop together with the Transregional Advisory Board for Action Plan Implementation on social entrepreneurship and impact funding (until December 2020) in Baden-Württemberg.
- 3) Baden-Württemberg delegation visits Noord-Brabant for a multiple perspective implementation workshop (until May 2021).
- 4) Develop a concept for integrating social intra-/entrepreneurship and impact funding to the Regional Operational Programme like RegioWIN (i.e Life Science Accelerator Rhine-Neckar) (June 2021).
- 5) Multiple-perspective implementation workshop in Baden-Württemberg (with support of Noord-Brabant and the Transregional Advisory Board for Action Plan Implementation) on how to boost the scale-up of



health innovation by using other financial instruments (in September 2021, during Social Innovation Summit).

- 6) Implementation of the then validated methodology of Noord-Brabant (i.e. Brabant Outcome Fund) within already existing RegioWIN (and new RegioWIN 2030) projects (starting October 2021):
- 7) Baden-Württemberg's ITHACA team will visit various organisations that are currently benefitting from the existing ERDF OP like LifeScience Accelerator, NMI, Steinbeis Europazentrum etc. and present ITHACA GPs like Brabant Outcome Fund (and the above mentioned, validated methodology) to them (starting October 2021).
- 8) In collaboration with Cluster-Agency Baden-Württemberg's (supported by the existing ERDF OP of Baden-Württemberg), ITHACA staff will invite financial partners like L-Bank, BonVenure, Deutsche Rentenversicherung and others to present their instruments during workshops in the LebensPhasenHaus on a regular basis (i.e. every 3 months) to interested SMEs, care organizations and social entrepreneurs, but also to participants of StartUp-School Tübingen (University Hospital Tübingen) and members of the LifeScience Accelerator (supported by ERDF of the current programming period) (starting October 2021).

5. **Costs** *(please estimate the costs related to the implementation of action 2)*

The costs for this action will be mainly for workshops, transregional Advisory Board meetings, two visits to Noord-Brabant, staff (approx. 2% of the time of each stakeholder's staff that is involved in this action) and an external expert.

- Meeting costs (meals, beverages, room, transportation): 2.800 Euro
- Travel and accommodation for the 2 visits to Noord-Brabant (7 visitors per visit): 7.000 Euro
- External expert (workshop organisation, moderation and support): 2.000 Euro

6. **Funding sources** *(please describe how action 2 will be financed. Is it through the policy instrument(s) indicated in part II):*

This action (meeting costs and staff costs) is financed by own resources (internal funding). Additionally, it is planned to attract internal and regional (i.e. "Quartier 2020", digital@bw) funding as well as other sources like i.e. euclid-network or for twinning activities (i.e. Reference Site Networks).

Date: _____

Name of the organisation(s) :

Signatures of the relevant organisation(s): _____