



InnoMatch

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D5.4. Networking Activities Report

February 2025



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D5.4. Networking Activities Report

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Authors	Cristina Roca (ICLEI), Fiorella Tamburrelli (ICLEI)
Reviewers	F6S, TICBIOMED
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• Executive summary

Network-building, scouting, and recruiting are essential activities for the success of InnoMatch. They help recruit participants, access multipliers, and strengthen the project's impact.

This document is the first version of the Networking Activities Report that reflects the networking activities to promote the InnoMatch project.

In this report, the following aspects will be analysed:

- The **methodology** and **audiences** reached within the networking activities;
- The **tools, resources** and **timeline followed**;
- The overview of the **networking activities** carried out in the first six months of the project.
- A **proposed content for the upcoming Networking Activities Reports** (Deliverables 5.5. and 5.6.), which includes a preliminary overview of the upcoming networking activities.

Therefore, the report is structured into **three key sections**:

- Introduction.
- Reporting of networking activities for the first six months of the InnoMatch project.
- Proposed content of upcoming networking reports (Deliverables 5.5. and 5.6.).

This report will be updated and published at key project milestones, specifically in **months 18 and 36 of the project** (respectively Deliverables 5.5. and 5.6.), to provide an updated analysis of progress, outcomes, and ongoing developments when it comes to networking efforts.

1 Introduction

The Networking Activities Report (D5.4) within the task 5.2. Network, Scout & Recruit under WP5, Outreach & Sustainability of the InnoMatch project, aims to inform and report the activities developed in terms of networking, recruiting and outreach of stakeholders relevant for the project. Additionally, as the first version of this report is drafted at initial stages of the project, it also aims to set a clear strategy regarding the outreach, scouting and networking activities of the InnoMatch Consortium.

This includes, on the one hand, the mapping of relevant activities, initiatives, projects and external events, carried on so far, that might be relevant for the success of the project and for achieving InnoMatch's goals. These include, but are not limited to, relevant national and EU

network initiatives such as inDemand, Pronto-PPI, TENDERIO, PROCEDIN, the Big Buyers Initiative, Procura + network. It is important to remember that InnoMatch is a project within the EIC Innovation Procurement Programme, along with two other projects, InnoBuyer and SPin4EIC, whose network and synergies can be effectively leveraged.

These networking activities aim, on the one hand, to ensure that a relevant number of buyers are aware of, engaged in, and applying for the launched Open Calls of InnoMatch. On the other hand, these activities focus on communicating and making the EIC Awardees aware of the grants available as part of the project. The main goal of this approach is expanding and strengthening the project's network of potential applicants, but it is also important to highlight the relevance of reaching out to additional stakeholders to ensure that the results and upcoming insights of the project are communicated and spread.

1.1 Purpose of the networking activities

The networking activities outlined in this report aim to ensure that a substantial number of buyers are informed, engaged, and actively applying for both current and upcoming Open Calls under the InnoMatch project. Additionally, these efforts seek to enhance awareness among EIC Awardees about the grants available through this initiative.

This report aims to achieve **two key outcomes**:

- Defining the **methodology and strategy** of the networking activities: tools, resources, target audience, and timeline among others.
- Analysing the **networking activities** carried out during the first six months of the project and identifying the next steps.

1.2 WP5 context and relations to the other tasks

WP5 is designed to extend the project's outreach and impact beyond its direct beneficiaries (EIC Awardees), transforming its findings into a compelling narrative that highlights the benefits of innovative solutions for buyers, suppliers, and the broader ecosystem. Outreach efforts will play a key role in identifying and engaging buyers for WP2, WP3, and WP4, a critical step in ensuring the project's overall success.

While the scope of the outreach, networking and scouting activities (T5.2), is aimed to mobilise the network of potential stakeholders, intermediaries, and applicants, WP5 is constituted by other relevant tasks that will play a key role in the recruitment of applicants such as:

- **D5.1 – Dissemination & Communication strategy & plan report**: this report is led by F6S partner and is focused on the promotion and dissemination activities aimed at

the recruitment of applicants for the open calls of the project. These activities range from collecting articles for the SPIN4EIC newsletter and the EIC BAS newsletter to posting on IPTF's LinkedIn, reaching out to potential candidates through F6S pipelines (recruiting candidates from other F6S projects), and utilising F6S centralised promotion and scouting services, among others.

- **D5.7 – Portfolio management activities v1:** this report will contain a set of success stories to engage other buyers. The stories will be developed and promoted through different means (factsheets, videos, interviews and presentations) and channels (social media, website, EIC platform and within international events & communities). InnoMatch will support the portfolio companies in their business growth by connecting with other potential buyers/ customers and provide business advisory services (strategy, marketing & promotion, resources & risk management, market analysis and compliance/legal considerations) beyond their projects/pilots implementation.
- **D.5.9 – Project exploitation strategy:** with this report it will develop an exploitation strategy to maximise the project's impact on various stakeholder groups, society as a whole, and the creation of an enabling policy environment for procuring innovative solutions. This will involve: (i) identifying key exploitable results based on lessons learned and feedback from pilot participants, target groups, and other engaged stakeholders, (ii) exploring relevant organisations and institutions for scaling up results, (iii) determining effective transfer methods and timelines for each KER and organisation, and (iv) defining measurable and applicable KPIs for each approach.

1.3 Timeline

As explained above, Section 2 of this report explains the main activities carried out in the early stages of InnoMatch. The upcoming Report of Networking Activities (D5.5) will cover the activities started from month 7 of the project until month 18. The final version of this same Report (D5.6.) will explain the activities carried out between months 19 and 36 of the project. This reporting schedule is shown in Figure 1 below.

			Year 1												Year 2												Year 3														
		FROM	TO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
5.4.	Networking Activities Report (V1 - D.5.4)	1	6																																						
5.5	Networking Activities Report (V2 - D.5.5)	7	18																																						
5.6	Networking Activities Report (V3 - D.5.6)	19	36																																						

Figure 1. Planning of upcoming Networking Activities Reports (D5.5 and D.5.6).

1.4 KPIs related to Networking Activities

Several KPIs suggested in the InnoMatch proposal must be considered in the scope of this report related to the networking activities within WP5.

Activities and tools		KPIs
KPI 5.7	Guidance document on innovation procurement	2 documents 1 video
	Technical guidance document on professionalising the procurement workforce to enable innovation procurement	
KPI 5.9	Nr of joint activities with other EIC Innovation Procurement Initiatives / projects (sessions, events, online promotion and information sharing actions)	> 4 joint events or sessions > 10 collaborative activities
K.5.10	Meetings with policy / decision makers	> 2 joint meetings policy/decision makers > 2 documents
KPI 5.11	Nr of policy webinar(s) and/or workshop(s) on the innovation procurement environment and regulatory framework, in coordination with the European Commission	> 2 webinars/ workshops
KPI 5.12	Nr of policy bodies met / engaged in bilateral & multilateral meetings	> 20 policymaking bodies met with
KPI 5.14	Nr of pilot case studies	1 case study per pilots

Table 1 – List of Key Performance Indicators (KPIs) under the networking activities within WP5.

2 Reporting of networking activities

The following section provides a detailed report and explanation of the primary networking activities developed during the initial six months of the InnoMatch project. It highlights key events, conferences, collaborations, and engagements that have contributed to the project's development, as well as the methodology and strategies employed to establish connections with relevant stakeholders.

2.1 Methodology

The methodology of the networking activities carried out was aimed at placing the project in the wide European innovation landscape. Therefore, the methodology used was based on a mapping exercise developed by the partners of the Consortium, where all events and potential activities within the selected networks were identified and carefully selected in order to ensure the presence and visibility of the project where it was most beneficial.

Once the activities to carry out were selected, the specific methodology used combined general presentations about the project, both onsite and online, that ensured clear communication of the goals of the project, and direct outreach to stakeholders that could be potentially interested in taking part in InnoMatch.

2.2 Target audience

The networking efforts were primarily directed toward two key audience groups: **Buyers** (both public and private) and **EIC Awardees**¹, who play a crucial role in driving innovation. Both of these groups represent potential participants in the upcoming Open Calls, making them a primary focus of the networking efforts. As a result, the engagement strategy has been designed to prioritize these target audiences.

In addition to these two main groups, a third important target group includes **stakeholders from the broader innovation landscape**. Engaging this wider network is essential for fostering new collaborations, facilitating knowledge exchange, and building strategic partnerships that can enhance the project's impact as well as the activities planned under Task 5.4 – Advocacy and Sustainability. This includes organisations, institutions, and experts who can contribute to the advancement of innovation procurement practices and support the project's long-term objectives.

¹ As per the general definition in the EIC Work Programme 2023, EIC Awardees are the entities “named in an EIC grant agreement (for EIC Pathfinder, EIC Transition) or EIC contract or investment agreement for EIC Accelerator, as well as winners of EIC Prizes”.

In the context of the InnoMatch Open Calls, only EIC Awardees who are single entities are eligible to apply.

2.3 Tools and resources

Project partners have access to a variety of relevant professional networks and communities of practice representing a diversity of geography and size, and members of these communities have received targeted invitations and communications about the project during the initial stage of the project. Further detail about these networks and initiatives can be found in [Section 3 - Strategy for Networking Activities](#). A relevant activity developed under this scope is the promotion of the [Expression of Interest](#), a preliminary call for interested buyers to take part in the project's activities.

The networks involved in the activities conducted during the first semester include mostly ICLEI members (through the member webinar) and SPIN4EIC project, beside the network formed through direct engagement with partners from local events. Further details about these events can be found under [Section 2.4 - Overview of activities](#).

2.4 Overview of activities

The activities described below were organised in the scope of **Work Package 5 (Outreach and Sustainability)** of the project, specifically within the responsibilities highlighted in Task 5.2 - Network, Scout and Recruit. A total of 11 networking activities were carried out during the period reported, shown in the table below:

Activity	Date	Location
Innovation procurement and Horizon Europe City Mission and CL5 brokerage event	10 October 2024	Barcelona, Spain
SPIN4EIC Academy	14-17 October 2024	Online
ICLEI Member Webinar	22 October 2024	Online
CPI Salud Aragón	30-31 October 2024	Zaragoza, Spain
Smart City Expo	4 November 2024	Barcelona, Spain
Direct email outreach to ICLEI Network	December 2024	Online
Direct email outreach to TBM	11 December 2025	Online

newsletter subscribers (1422)		
Direct email outreach to TBM members (150 contacts)	17th January 2025	Online
EIC Contractors Day	30th January 2025	Brussels, Belgium
InnoMatch Capacity Building Series (I)	13th February 2024	Online
InnoMatch Capacity Building Series (II)	25th February 2024	Online

Table 2 - *List of all networking activities carried out so far.*

Of the eleven activities conducted:

- Four took place at onsite events or conferences.
- Five were carried out in online settings.

While the majority occurred within the framework of larger events, five initiatives —such as direct email outreach campaigns and capacity building sessions— were launched exclusively for the purposes of the InnoMatch project.

2.4.1 Onsite events

This section provides an overview of the key onsite events and conferences where the InnoMatch project was presented. These events served as valuable opportunities to showcase the project's objectives, engage with relevant stakeholders such as public and private buyers, and establish strategic connections. The following subsections detail the specific events attended, the audiences reached, and the impact of these networking efforts on the project's development.

- **Innovation procurement and Horizon Europe City Mission and CL5 brokerage event (10th October 2024 - Barcelona, Spain)**

The event was organised by [Leitat](#), one of Spain's leading technology centres, [Acció](#), the Catalan Agency for Business Competitiveness, and the [Provincial Council of Barcelona](#). It brought together cities, start-ups, companies, universities and technology centres for 2 days of keynote talks, panel discussions, and networking opportunities through an Innovation Marketplace.

A presentation was delivered by a representative of ICLEI Europe, where the InnoMatch initiative was disseminated along with the Expression of Interest for Buyers.

- **CPI Salud Aragón (30th – 31st October 2024 – Zaragoza, Spain)**

The event was organised by [Instituto Aragonés de Ciencias de Salud](#), they developed its activity with the expectation of contributing to high-quality care in the public health system, supporting innovation, research excellence and reference training, as well as supporting the creation of wealth and economic growth in Aragon Region.

Throughout the two days, topics of great relevance for the future of [PPI in Healthcare](#) were addressed, such as the improvement of procurement through AI, the challenges in the adoption of prototypes, the need for a strategy that goes ‘beyond price’, and the presentation of experiences and next steps in this field.

A presentation was delivered during the session ‘[PPI Projects and Tools: Progress and Next Steps](#)’ by a representative of Ticbiomed, where the InnoMatch initiative was introduced along with some other similar projects.

- **Smart City Expo (4th of November 2024 – Barcelona, Spain)**

The leading global event was celebrated from the 5th until the 7th of November 2024 in Barcelona, Spain. The event focuses on urban innovation, bringing together experts, policymakers, and industry leaders to discuss and showcase solutions for smarter and more sustainable cities.

The presence of InnoMatch took place specifically in the [Smart City Open Innovation Challenge 2024](#), organised by [Acció](#) (the Catalan Agency for Business Competitiveness), a space where public and private entities present their innovation challenges to innovative companies.

A presentation was delivered by a representative of ICLEI Europe, where InnoMatch was presented as an opportunity for EIC Awardees to participate in the different Open Calls to solve a public or private buyer’s unmet need.

- **EIC Contractors Day (30th January 2025 – Brussels, Belgium)**

EIC BAS Contractors Day 2025 event focused on discussing how the EIC work programme is going to be formulated in 2025, reviewing the business acceleration services programmes, and exploring ways to improve coordination, communication and use of IT tools across BAS.

The event was kick-started with a presentation of the EIC work programme 2025. Mr. Stefan Ouaki presented the policy and budget context of the new work programme for 2025, challenges and thematic priorities.

Ms. Agnieszka Stasiakowska reviewed the achievements of EIC and BAS in 2024 and presented the vision for 2025, which as she stated, needs to be co-created between EISMEA and the BAS contractors.

The event allowed room for brainstorming and discussion among all participants, where all participants were actively engaged into the group discussions.

During the day, the three new EIC BAS programmes launched in 2024 were introduced: EIC AccessPlus, InnoMatch, and InnoNext. Ina Gencheva, F6S, InnoMatch coordinator presented the project, while emphasising on the current opportunities for EIC Awardees and buyers, and the importance of building synergies with the wider EIC BAS community.

2.4.2 Online outreach

This section highlights the online activities highlighted in Table 1 in Section 2.5 such as the workshops and webinars organized or attended as part of the InnoMatch project's networking efforts.

2.4.2.1 Workshops or webinars

The webinars conducted provided a platform for knowledge exchange, stakeholder engagement and communication of the upcoming Open Calls of InnoMatch. While one of these participations took place in an externally hosted event, most of these webinars were organised as part of the project or were part of the partners' networks activities.

Workshop / Webinar	Date	Type
SPIN4EIC 2nd Academy	14th - 17th October 2024	External
ICLEI Member Webinar - Impactful Cities: Reducing CO2 emissions through the power of procurement	22nd October 2024	External (partner)
InnoMatch Capacity Building Series (I)	13th February 2025	External
InnoMatch Capacity Building Series (II)	25th February 2025	External

Procure4Health Impactful Innovation Working Group	26th February 2025	External
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Table 3 – *List of workshops or webinars.*

1) SPIN4EIC Academy (14th – 17th October 2024)

The SPIN4EIC Strategic Innovation Procurement initiative aims to offer hands-on assistance to EIC awardees to take part as bidders in public and private sector innovation procurement processes, including procurement of Research and Development (R&D) services, within and outside the European Union (EU). Within this scope, the project offers different series of Academies that offer EIC awardees training and inspiring learning sessions to develop their skills and capacity to participate in procurement opportunities, thereby helping them to scale their businesses.

InnoMatch was presented during a 10 minute slot as part of the Innovation Procurement Programme. It was explained as an opportunity for EIC Awardees to collaborate with public and private buyers, either through the joint or the individual call that would be published soon.

2) ICLEI Member Webinar – Impactful Cities: Reducing CO2 emissions through the power of procurement (22nd October 2024)

The webinar organised within the ICLEI network of members was dedicated to exploring the impactful role of public procurement in reducing CO2 emissions within urban environments. The session presented practical strategies and showcased real-world examples for how cities can leverage sustainable public procurement (SPP) to reduce their carbon footprints.

InnoMatch was presented as an opportunity to not only develop innovative solutions, but also to introduce sustainability and develop novel solutions that tackle the carbon footprint of cities.

3) InnoMatch Capacity Building Series (I) – 13th February 2025

The webinar served as the launch of the Buyers Capacity Building Series, designed to support Buyers in implementing innovation procurement through a series of informative sessions. This initial session aimed to:

- Demonstrate how innovation procurement can drive impactful change by linking Buyers with innovative solutions to address their unmet needs.
- Present the different EIC initiatives.

- Present the InnoMatch Open Calls, which offer a streamlined, cost-effective opportunity to engage in innovation procurement.
- Introduce the Buyers Capacity Building Series and its objectives.

4) InnoMatch Capacity Building Series (II) – 25th February 2025

The second webinar in the Buyers Capacity Building Series takes a hands-on approach to supporting Buyers in identifying unmet needs. Recognising these needs is a critical first step in the innovation procurement process. Before investing in new solutions, organisations must first assess internal challenges that impact efficiency, quality, or overall effectiveness. The sessions aimed to:

- Provide key insights into identifying organisational needs that require innovative solutions.
- Share real-world examples of well-defined needs to help structure the identification process.
- Guide participants through the Open Call for Buyers Proposal template to support the development of a strong application.

5) Procure4Health Impactful Innovation Working Group

During this event, the InnoMatch project was presented, providing an overview of its objectives, key features, and its role in supporting innovation in sustainable procurement.

2.4.2.2 Online networking

This section explores the various online networking activities undertaken so far. These efforts included virtual meetings, social media engagement, and targeted outreach campaigns designed to connect with key stakeholders and expand the project's reach. We also will examine the platforms used, the audiences engaged, and the outcomes of these digital interactions in strengthening collaborations and promoting the project's objectives.

Activity	Date	Location
Direct email outreach to ICLEI Network	December 2024	Online
Direct email outreach to TBM newsletter subscribers (1422)	11 December 2025	Online

Direct email outreach to TBM members (150 contacts)	17th January 2025	Online
Ticbiomed Newsletter – Open Calls & Webinar Information	4th February 2025	Online
INTRAS Research, Innovation and Knowledge Unit LinkedIn Post on InnoMatch Open Calls & Webinars	6th February 2025	Post on linkedin
INTRAS Research, Innovation and Knowledge Unit LinkedIn Post on InnoMatch Open Calls & Webinars	11th February 2025	Post on LinkedIn
AMETIC Newsletter – Information on the OCs	25 February 2025	Online

Table 4 – List of direct outreach online efforts.

2.4.3 Partnerships or collaborations

For recruitment and dissemination purposes, the InnoMatch Consortium has leveraged its strong connections and synergies with related initiatives.

- **SPIN4EIC: Strategic Innovation Procurement Programme**

SPIN4EIC's ([Strategic Innovation Procurement Programme](#)) purpose is to demonstrate that innovation procurement can be used strategically by both public and private Buyers to achieve their strategic objectives, while also enabling EIC beneficiaries to commercialise their solutions.

This is a relevant initiative part of the EIC Innovation Procurement [Programme](#) in Europe. It has key benefits to consider such as links between Buyers and EIC Awardees, as well as access to key stakeholders (both EICs and buyers).

- **InnoBuyer**

InnoBuyer (<https://innobuyer.eu/>), it's also part the EIC Innovation Procurement Programme and aims at being a testing ground and benchmark towards the implementation of a

demand-driven methodology that brings public and private Buyers and EIC Awardees to jointly co-create innovative solutions, and speed up the process leading to concrete Innovation Procurement.

InnoBuyer is also an initiative part of the EIC Innovation Procurement Programme to foster a collaborative innovation ecosystem connecting Buyers with EIC Awardees. It launched a support programme designed for seamless adoption, enabling co-creation between Buyers and Companies. Additionally, the initiative has demonstrated increased performance in EU public and private services by piloting 15 innovative solutions.

- **Innovation Procurement Task Force**

The Innovation Procurement Task Force (IPTF) is a collaborative and voluntary initiative that was originally funded by four EU-funded projects—PROCEDIN, BUILD, Health InnoFacilitator, and InnoBuyer.

IPTF brings together expertise in various aspects of innovation procurement to drive progress and promote sustainable practices across the European Union and aims to:

- Maximizing awareness of Innovation procurement: Pre-commercial procurement (PCP) and Public Procurement of Innovation (PPI).
- Exchanging and promoting knowledge, latest information, and opportunities to advance innovation procurement practices.
- Promoting coordinated actions and reciprocal support among its member parties and their respective networks.

InnoMatch has joined the IPTF as a member to enhance collaboration and exchange with other European projects on innovation procurement.

2.4.4 Outcomes and results

As a result of the described networking and dissemination activities, an [Expression of Interest for Buyers](#) was developed as a tool to assemble a group of buyers interested in exploring the innovation procurement opportunities offered by InnoMatch. This initiative enabled the InnoMatch Consortium to communicate upcoming open calls and capacity-building activities to them in advance, with a total of **22 buyers** that registered.

3 Strategy of upcoming networking activities

This section provides a standardized framework for networking activities which will be reported in month 18 (Deliverable 5.5.) and month 36 of the project (Deliverable 5.6.), ensuring consistency in the strategy and methodology of the activities.

InnoMatch has access to a variety of relevant professional networks and communities of practice representing a diversity of geography, size and topic. The aim of this section is to list those relevant networks, stakeholders and events that could represent a potential opportunity to generate synergies with the project. External networks will be identified, and external recruitment activities will be mapped, based on: relevance, size, geographical coverage, topic.

The relevant professional networks and communities of practice representing a diversity of geography and size, including the [CPB Network](#), the [Big Buyers Working Together](#) communities of practice, [iProcureNet](#), the [Procura+ Sustainable Procurement Network](#), [Tenderio](#), [PROCEDIN](#), [InDemand](#), [Pronto PPI](#) and the [Global Lead City Network on Sustainable Procurement](#). Members of these communities will receive targeted invitations to apply for the Open Calls, take part in the capacity-building sessions and attend related matchmaking events.

Network or initiative	Description	Partner
Central Purchasing Bodies (CPB) Network	The CPB Network is a European network of national CPBs operating within and outside of the EU. The CPB Network was established in 2012 and currently comprises 22 CPBs from 21 countries across Europe (Member States of the European Union, other countries in the EEA and UK).	external
iProcureNet	iProcureNet is a 5-year project running from May 2019 to April 2024 and funded by the European Commission. iProcureNet aims to create an ecosystem of procurers, prescribers, legal advisors and other key stakeholders of security procurement, to share procurement trends and needs, and open pathways for innovation in procurement and joint procurement across EU member states.	external
inDemand	inDemand is a new model where public Healthcare org. and innovative SMEs co-created 22 solutions, with the instrumental support of regional development agencies.	TBM
Pronto-PPI	Support to public buyers to implement Public	CIV

	Procurement of Innovative solutions. Achieved through 3 phases: 1) Support & process assessment, 2) Engage & train; 3) Pilots ppi's	
TENDERIO	Objective: improve SME's access to public procurement. The service helps SMEs identify possible partners & recommends expert consultancies to help write bids and translate materials into the appropriate language.	CIV
PROCEDIN	Building Procurement Capability for Embedding and Driving Innovation. The mission is to encourage the Procurement of Innovation capability development and accelerate the growth of Circular Economy and Green Mobility innovation ecosystems.	F6S
Procura+ Network	Initiated and co-ordinated by ICLEI, Procura+ is a network of European public authorities and regions that connect, exchange and act on sustainable and innovation procurement.	ICLEI
Big Buyers Working Together	The Big Buyers initiative brings together large public buyers committed to using public procurement as a tool in driving the development of innovative solutions	ICLEI

Table 5 – Relevant networks

Furthermore, InnoMatch will identify prominent individuals and organisations ('influencers') within the public procurement or innovation space to engage and spread the project's message. Those qualifying as an 'influencer' will have over 10,000 followers on their chosen platform.

The consortium will also employ a one-to-one email approach to reach stakeholders interested in the project, a method that partners have found to be highly effective.

3.1 Recruitment of applicants

The main objective of the networking activities planned for the upcoming months will not only be to raise awareness about the InnoMatch, but mainly the successful recruitment of EIC Awardees and committed public and private buyers that will apply for both Open Calls.

In order to recruit the relevant stakeholders for this project, the approaches considered will be:

1) Dissemination campaign using project and partner channels: It will be structured in several waves of messaging. That is, the focus is on delivering attractive and useful content in the form of interviews and insightful articles that make buyers interested in the opportunity. Direct contact with key buyers will also take place via email or phone.

2) Connection with networks & initiatives: Build synergies with networks, associations of buyers and organisations at European, national and regional levels. These supporting organisations will be identified and contacted to explain the benefits of their involvement in the dissemination of the opportunity within their networks and how they can also benefit.

3) Peer-to-peer promotion: The consortium will stir partners to extend the invitation to their networks and peers in order to increase the number of interested parties across the networks.

3.1.1 Target audience

The target audience will remain the same as in the networking activities carried out so far and will continue to include two key groups:

- Public and private buyers located in the European Union and eligible countries for the Open Calls.
- EIC Awardees, who play a crucial role in driving innovation.

One of the main targets of the InnoMatch activity are **public and private buyers**. These represent both privately owned enterprises (either large corporations or SMEs) and public entities covered by Article 2 of the Public Procurement Directives (local, regional and national public authorities, as well as bodies governed by public law).

The recruitment and scouting of these stakeholders will be essential, specially for the success of the OC2 – Open Call for Public and Private Buyers.

The dissemination and scouting activities will be selected taking into account that buyers applying for the Open Calls must be located in the European Union or Horizon associated countries, as well as that they have to show a strong commitment for participating in the project and potentially adopting the solution after the pilot.

Besides the relevant networks highlighted in table 5, the project will also leverage the networks established through each consortium partner's initiatives. These networks (such as those involved in the PPE+ 2024-2028 training programme) will be instrumental in promoting the project and engaging relevant stakeholders.

A second type of potential applicants for InnoMatch are **EIC Awardees**², who will play a crucial role in driving innovation within InnoMatch.

The relevant networks illustrated in table 5 will be leveraged to engage EIC Awardees in the Open Calls and achieve a high number of applications, both in OC1 and OC2 for EIC Awardees. In addition to this, channels of communication through the European Innovation Council and the responsible Policy Officers of InnoMatch will be used, as well as leveraging contacts with EIC Programme Managers. Other synergies such as the links with matchmaking activities carried out under SPIN4EIC will also be explored.

Both groups could have a direct interest in the Open Calls foreseen as part of the project. Alongside them, a third important group consists of stakeholders from the broader innovation ecosystem, who could, in turn, contribute to promoting the project's calls and results of the pilots. Engaging a wider network (including NGOs, trade associations, institutions, and experts, in addition to those directly interested in the Open Calls) will be essential to ensuring that the project reaches all those who could benefit from it and that the results are successfully disseminated.

3.2 Overview of activities

In Table 6 below there is a preliminary overview of the confirmed activities for the next reporting period; the upcoming deliverables will include a complete list of the activities carried out during the months reported. The methodology applied will be similar to the one described in the first reporting period, and a detailed list and description of the networking activities will be provided in the upcoming Networking Activities Reports (D5.5 and D5.6).

Activity	Date and Location	Type of participation
EIC BAS Support to Innovation Procurement	5th March 2025	Onsite (Barcelona)
Health Procurement Thematic Innovation Ecosystem	6th March 2025	Onsite (Barcelona)

² As per the general definition in the EIC Work Programme 2023, EIC Awardees are the entities "named in an EIC grant agreement (for EIC Pathfinder, EIC Transition) or EIC contract or investment agreement for EIC Accelerator, as well as winners of EIC Prizes". In the context of this open call, only EIC Awardees who are single entities are eligible to apply.

Energy Week (SPIN4EIC Pitch event EICs + Public Authority of Vaasa)	17 –20 March 2025	Onsite (Vaasa, Finland)
Big Buyers Annual Event	24th March 2025	Onsite (Helsinki, Finland)
NetZeroCities	March 19 2025	Online
PROCURE	March 27 2025	Online
PROCURE Innovation EU	April 9 2025	Online
SPIN4EIC 3rd Academy	7 – 10 April 2025	Online
PPE+ 2024 Training Programme	18 March 2025	Onsite (Brussels, Belgium)
From Smart to Intelligent: The 2025 ICF Top7 Conference	16 – 18 June 2025	Onsite (Las Rozas, Spain)
Procura+ Seminar	8 – 9 October 2025	Onsite (Middleburg, The Netherlands)

Table 6 – *List of activities confirmed for the upcoming months.*

4 Conclusions

This first Report on Networking Activities within the WP5 Outreach & Sustainability, Task 5.2 – Network, Scout & Recruit, aims to provide insights into the methodology of the networking activities conducted so far to promote the InnoMatch project and the recently published Open Calls.

In particular, the synergies between these different types of activities were analysed, which have proven to maximize the outreach to stakeholders potentially interested in the project. Therefore, a list of activities conducted in the first six months has been provided, as well as an overview of the upcoming activities that will be the subject of the subsequent deliverables.

Going forward, the InnoMatch Consortium will continue this approach and expect an important increase of the networking efforts in the upcoming months, especially in light of the recent publication of the two Open Calls: [OC1 EIC+ Buyers](#), launched in January, and [OC2 for Buyers](#), launched in February.



The strategy outlined in section 3 of this report will be followed in future networking and scouting activities to ensure that the project's outcome are successfully achieved.