



InnoMatch

Powered by EIC Innovation Procurement Programme

D3.2 – Capacity Building Report

31/07/2025



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ABBREVIATIONS

BBWT	Big Buyers Working Together
EAFIG	European Assistance for Innovation Procurement
EIC	European Innovation Council
MWC	Mobile World Congress
TBM	Ticbiomed
PPE+	Strategic Procurement Training Programme
4YFN	4 Years From Now

DEFINITIONS

Buyers Public administration or large private corporations looking for innovative solutions to address specific challenges.

EIC Awardees Innovative SMEs and start-ups receiving support from the EIC.

InnoBuyer Fast-track innovation procurement program under the EIC Innovation Procurement Programme.

Executive Summary

This Capacity Building Report (Deliverable D3.2) presents the design, implementation and outcomes of the knowledge-building initiatives carried out under the InnoMatch project to attract and motivate Buyers to join the InnoMatch Open Calls, while equipping them with the necessary knowledge, tools, and confidence. For example, the InnoMatch consortium has put at disposal of their audience the more than 500 resources allocated in the [Impactful innovation Library](#) to bring strategic support to the potential applicants.

Between February and April 2025, the consortium delivered a total of 11 training activities—7 online webinars and 4 onsite sessions—engaging more than 150 participants from across Europe. These sessions were tailored to build awareness, share best practices, and equip stakeholders with actionable insights on innovation procurement. Key thematic areas included need identification, buyer-supplier collaboration, pilot deployment strategies, and adoption planning.

Participant feedback confirmed the high relevance of the sessions, attendees reported improved understanding and readiness to engage in innovation procurement processes. The sessions also succeeded in stimulating interest in the InnoMatch Open Calls, helping potential applicants understand the application process, eligibility criteria, and available support.

This report not only documents the activities but also provides reflections on barriers and enablers to effective capacity building, offering practical recommendations to enhance future interventions. As a cornerstone of Work Package 3, these efforts have laid the foundation for deeper engagement in demand-driven innovation practices, contributing to the long-term sustainability of InnoMatch's mission.

1 INTRODUCTION

The European Innovation Council (EIC) stimulates strong collaboration between top-tier EIC innovators and public or private buyers, investors, technology leaders, and industry giants to spur new partnerships and modernize services for the benefit of the EU economy. With this aim, the EIC delivered its new and reinforced Innovation Procurement Programme: *Strategic Use of Innovation Procurement*. The main goal of this unique programme is to facilitate access to procurement markets in Europe and globally, ensuring increased market opportunities for innovative SMEs and startups, while contributing to their scaling up.

Within this context, the InnoMatch project is designed to bridge the gap between innovation suppliers and demand by enabling public and private buyers to identify, test, and adopt innovative solutions tailored to their specific needs. Through dedicated funding of €2.28 million, the project supports innovative SMEs and startups—specifically awardees of the EIC—to co-develop and pilot solutions in collaboration with selected, committed buyers. By fostering these demand-driven innovation partnerships, InnoMatch aims to accelerate market uptake and address concrete challenges faced by public and private sector actors.

This Deliverable D3.2 “Capacity Building Report,” provides a comprehensive overview of the knowledge building activities implemented to date. It documents the types of interventions conducted, participant engagement, thematic focus areas, and initial outcomes. Furthermore, it reflects on challenges encountered and lessons learned to inform continuous improvement and knowledge sharing.

The report is structured as follows: Section 2 outlines the methodology and approach to capacity building; Sections 3, 4, 5 and 6 detail the activities carried out; and Section 7 concludes with recommendations for future actions.

2 OBJECTIVES AND APPROACH

As part of the InnoMatch's Capacity-Building strategy, the consortium, led by TBM for this task, aimed to organise a comprehensive programme consisting of more than 8 dedicated sessions (at least four delivered online, and four conducted onsite). These sessions are designed to equip public or private Buyers with the necessary knowledge, tools, and confidence to engage effectively in the different InnoMatch processes.

2.1 Objectives

The programme pursues 3 key objectives:

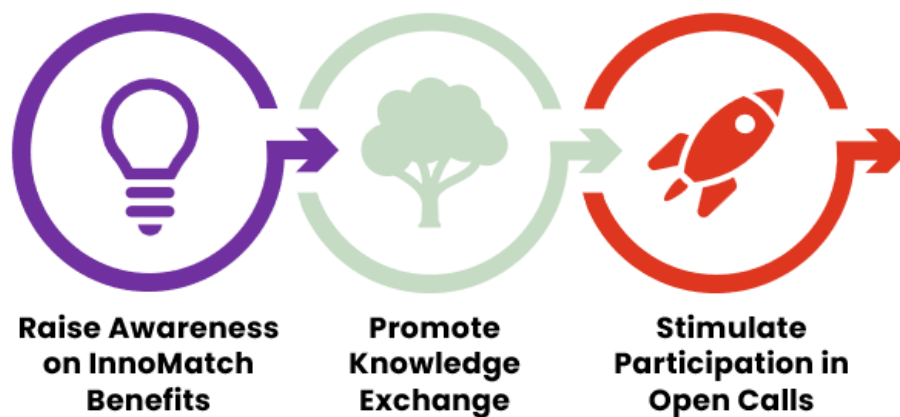


FIGURE 1. BUYERS CAPACITY BUILDING SERIES OBJECTIVES

1. Raise Awareness of InnoMatch Benefits.

A central focus of the programme is to stimulate participation in the InnoMatch Call for Buyers, as well as the joint Call for EIC Innovators and Buyers.

- For **Buyers**, the sessions emphasise how innovation serves not only as a tool for problem-solving but also as a strategic lever to **adopt cutting-edge solutions tailored to their specific needs**. By engaging early with innovation suppliers, Buyers can develop pilots and proof of concepts of innovative EIC solutions in a safe environment, before their adoption at scale, therefore, derisking innovation procurement.
- For **Suppliers**, the programme helps underline how collaboration with Buyers through InnoMatch **can accelerate market entry and scale-up opportunities. These pathways can serve as first-reference customers**, significantly enhancing a solution's credibility and commercialisation potential. By bridging the gap between demand and innovation supply, the programme fosters sustainable adoption and long-term impact.

2. Promote Knowledge Exchange Through Best Practices.

Drawing on real-world examples and case studies from across Europe, the programme serves as a **platform to share best practices and lessons learned on demand-driven innovation, innovation procurement, and public-private collaborations, all of which are common themes in InnoMatch**. Buyers gain insights into successful innovation pathways, including early-stage planning, market engagement, risk management, and implementation. These peer-to-peer exchanges are particularly valuable in building practical understanding and reducing barriers to entry.

All the resources used during the Webinar Series, including case studies, methodologies, and toolkits are made available via the InnoMatch resource repository at www.innomatchproject.eu/resources

3. Stimulate Participation in InnoMatch Open Calls.

A central goal of the programme is to encourage participation in the InnoMatch Open Calls. Sessions included detailed guidance on the application process, eligibility criteria, and support available to applicants. By clearly articulating the benefits of these funding opportunities, the programme aims to **boost interest and engagement among a wide pool of potential applicants**.

2.2 Approach

2.2.1 Target Participants

Primary target: public and private buyers of innovation from the thematic areas defined in the InnoMatch Open Call for Buyers.

Secondary targets: EIC Awardees; and accelerators/incubators/networks of EIC awardees.

2.2.2 Value Proposition

InnoMatch Capacity Building complements existing initiatives by offering easy-to-digest training on demand-driven innovation, innovation procurement and public-private collaboration that is motivational and time-effective.

2.2.3 Format

The offer includes both onsite and online events to make the participation attractive and accessible to all potential attendees.

Online: the Buyers Capacity Building Series.

A series of 4 webinars, each 60 minutes long, is planned. The first webinar serves as the launching event, introducing InnoMatch and the webinar series. Forthcoming webinars cover different topics, with dedicated keynote speakers and hands-on examples. All of them include questions and audience participation. All webinars are recorded and made available on the InnoMatch website, along with the accompanying materials. Key insights are collected and used for dissemination in project channels.

Onsite at 3rd party events.

The onsite events are organised back-to-back with 3rd parties' events, typically attended by buyers to maximise impact. The duration is agreed with the organisers, but it is not expected to exceed 60 minutes. In terms of content, onsite events present the agreed-upon topics in a condensed format. Participants are encouraged to join the webinar series for more in-depth content.

Differences	Onsite events	Online events
Content	Must present the full picture in a condensed format (time limitations).	They can be focused on a specific aspect in more detail (e.g needs identification). They are a series.
Format	They must be organised back-to-back with 3rd parties' events targeting buyers.	Online ad hoc. We must allow for at least 2-3 weeks for online registration.
Duration	We adapt the duration depending on the event organiser's requirements. No longer than 60 minutes ideally.	They should not exceed 60 or 90 minutes.
Q&A	They must include interaction with audience.	They must include Q&A with the audience.

TABLE 1. OBJECTIVES AND APPROACH OF THE ONSITE AND ONLINE EVENTS

2.2.4 Content

In shaping the content and format of the sessions, several considerations have been considered to maximise relevance, impact, and alignment with the project's goals:

- **Not a methodological deep dive, but a strategic introduction.**

The programme is not intended to replicate in-depth training programmes on innovation procurement, as these are already available (e.g. SPIN4EIC or EAFIP). Instead, the focus is on delivering a practical introduction to innovation procurement that is accessible to a wide range of public and private buyers. The emphasis is on **raising awareness, breaking down barriers, and providing a clear, actionable entry point** into innovation procurement. Attendees interested in in-depth training are directed to SPIN4EIC, part of the Innovation Procurement Programme from the EIC

- **Framing innovation procurement as an advantage.**

Each session communicates the tangible benefits of innovation procurement for the Buyers. By presenting compelling use cases, testimonials, and lessons learned from past initiatives, the programme aims to reframe **innovation procurement as a strategic enabler of transformation**. Topics include common challenges and how to overcome them, governance models that support innovation, and insights into successful cross-sector collaborations.

- **Positioning InnoMatch as an initiative to de-risk innovation procurement.**

The programme strongly positions the InnoMatch Call for Buyers (and where relevant, the Open Call for EIC Innovation and Buyers) as a **low-risk, high-impact entry point** into innovation procurement. Participants are guided through how InnoMatch enables experimentation through Proofs-of-Concept and pilots for innovative solutions, reducing financial and operational risks for Buyers.

InnoMatch is promoted as a simple, fast, and cost-efficient mechanism to test innovative solutions before engaging in large-scale procurement processes. This **'stepwise approach' allows Buyers to progressively build confidence and internal capacity** without the need for an immediate leap into complex procurement procedures.

- **Hands-on learning that builds toward future readiness.**

The aim is not only to inform but also to inspire and equip participants with the tools to take immediate next steps. At the same time, **this hands-on approach serves as a preparatory stage for later procurement**, should Buyers wish to purchase them after initial experimentation.

2.2.5 Topics

1. Introduction to InnoMatch

The events opened with a clear and engaging presentation of the InnoMatch programme. Outlining its purpose, strategic value, and the specific benefits it offers to Buyers. This segment helped participants understand how InnoMatch

2. Core Topics of the InnoMatch Journey

The main body of the event was structured around **four critical steps** in the process:

- **Describing and understanding innovation needs.** Participants learned how to frame their challenges in innovation-friendly language and identify opportunities for transformation within their organisations.
- **Exploring the market and engaging suppliers.** Practical guidance was shared on how to map the innovation landscape, conduct market consultations, and identify suitable innovation partners.
- **Preparing, piloting and assessing.** This step focused on how to structure pilot projects, including legal, financial, and organisational aspects.
- **Maximising impact.** Attendees were introduced to strategies for ensuring long-term success, such as internal alignment, knowledge transfer, and post-pilot scale-up considerations.

3. Showcasing Success

A key component of each event was the presentation of a success case, featuring a Buyer who had previously engaged in innovation procurement, or related projects such as InnoBuyer. This segment provided credibility, inspiration, and concrete insights into how theoretical approaches can translate into tangible results.

4. Call to Action – InnoMatch Open Calls

The closing section of each event focused on motivating participants to take action by applying to the ongoing InnoMatch calls. A dual overview was provided:

- Open Call 1 (OC1). Targeted at joint applications from Buyers and EIC Innovators, with emphasis on matchmaking and early-stage collaboration.
- Open Call 2 (OC2). Dedicated to Buyers only, focusing on defining and publishing innovation needs.

Detailed guidance and tips were offered on how to articulate challenges, demonstrate organisational readiness, and build credible partnerships.

3 ONSITE EVENTS

As a core component of the project’s outreach and capacity-building strategy, InnoMatch was present at onsite events across various European locations targeted at Buyers organisations interested in innovation. This approach multiplies InnoMatch outreach by leveraging strategic networks.

These events played a role in engaging stakeholders directly, fostering peer-to-peer exchange, and building awareness of the InnoMatch programme in in-person settings.



FIGURE 2. TOPICS FOR ONSITE EVENTS

Each onsite session followed a flexible agenda designed to guide participants through each phase to the opportunities offered through InnoMatch. Each event had a different scope, participants and slot dedicated to the InnoMatch opportunity. Thus, in order to fit in each of the different events the foreseen capacity-building blocks were adapted to the audience’s main interest on each of the events. Then, the online webinars served to cover other specific aspects.

3.1 Proposed Onsite Events

Below is the initial list of proposed third-party events to co-locate our on-site capacity-building training. This list was developed in January 2025, and the consortium prioritised the events that better addressed the Open Call for Buyers Timeline (March, April, May 2025). This timing was selected to ensure that newly recruited buyers would have sufficient lead time to prepare and submit high-quality proposals.

In the selection process, the consortium gave precedence to cross-cutting innovation and procurement events over sector-specific ones. Cross-sectoral events were considered more suitable, as they attract a wider range of stakeholders from different domains—maximising exposure, facilitating interdisciplinary matchmaking, and enhancing knowledge transfer. Moreover, these broader events were better positioned to generate synergies across multiple industries, in line with the project’s goal of promoting diverse, scalable innovation procurement

partnerships.

In **green**, the events where InnoMatch was present.

Thematic Groups	Potential Events	Date And Place	Link
Agriculture, food and beverage	GreenTech Amsterdam	Amsterdam (Netherlands) 10-12/6/2025	Website
Construction, Infrastructure and Manufacturing	Construction & Building Technology	Madrid (Spain) 12-13/5/2025	Website
	InnoHive by EIT Manufacturing	Brussels (Belgium) 8-10/4/2025	Website
Digital Transformation	Global forum on AI and digital transformation in the public sector	Paris (France) 12-13/2/2025	Website
	Big Data & AI	Paris (France) 1-2/10/2025	Website
Energy, Water, Environment, Sustainability and Mobility	Vaasa Energy Week	Vaasa (Finland) 17-20/3/2025	Website
Health and Life Science	Digital Health and Wellness Summit, 4YFN	Barcelona (Spain) 3-6/3/2025	Website
	HLTH Europe 2025	Amsterdam 16-19/06/2025	Website
Cross-cutting	Intelligent Cities Challenge Conference & Mayors – Business Forum	Brussels 5-6/3/2025	Website
	Hello Tomorrow Summit	Paris (France)	Website

		13-14/3/2025	
	PPE+ 2024 Training Programme (Proposed by ICLEI)	Brussels (Belgium) 17-21/3/2025	Website / LinkedIn
	Big Buyers Annual Conference	Helsinki (Finland) 24-25/03/2025	Website
	EU Innovation Journey '25	Warsaw (Poland) 12-13/6/2025	Website
	PROCURA+ Seminar	Middelburg (Netherlands) 8-9/10/2025	Website
	Smart City Expo	Barcelona (Spain) 4-6/11/2025	Website

TABLE 2. PROPOSED ONSITE EVENTS

3.2 Attended Onsite Events

The events finally attended as capacity-building are described in the sections below.

3.2.1 DIGITAL HEALTH AND WELLNESS SUMMIT, 4YFN, MWC



FIGURE 3. 4YFN & ECHA HEALTH PROCUREMENT THEMATIC INNOVATION ECOSYSTEM

KEY INFORMATION ABOUT THE EVENT	
DATE	5-6th March 2025, Barcelona
VENUE	4 Years from Now, Mobile World Congress, EIC Pavillion (5th March) Health Procurement, ECHAlliance Thematic Innovation Ecosystem (6th March)
DESCRIPTION	4YFN in MWC MWC is the world's leading event for mobile and connectivity tech, featuring keynotes, exhibitions, and industry gatherings. The 2025 welcomed +100K attendees from +200 countries. 4YFN is a B2B startup platform nested within MWC, aimed at connecting early-stage startups, investors, corporate partners, and innovation-focused stakeholders. DIGITAL HEALTH AND WELLNESS SUMMIT > HEALTH PROCUREMENT THEMATIC INNOVATION ECOSYSTEM The Digital Health & Wellness Summit (DHWS) is an annual flagship summit co-organised by ECHAlliance and held as part of the 4YFN/MWC Barcelona. Attendees include healthcare leaders, clinicians, policymakers, tech innovators, telecoms representatives, and startups. As part of the DHWS, a Health Procurement Thematic Innovation Ecosystem (TIE) was hosted by ECHAlliance and AQUAS. This TIE examines the role of value-based procurement and how healthcare initiatives can be effectively implemented, adopted, and scaled. This interactive event specifically focused on "Procuring and Adopting AI", bringing together key stakeholders to exchange knowledge and collaborate on best practices.

TABLE 3. KEY INFORMATION ABOUT 4YFN & MWC

Partner Ticbiomed participated in the panel '**EIC BAS Support to innovation procurement: bridging and derisking the demand and supply of innovative solutions**' at the EIC Pavillion

during 4YFN, which was chaired by Bertrand Wert (EIC). The panel included demand-side practitioners, both public and private, an EIC awardee, as an innovation supplier who had previously participated in the EIC innovation Procurement Programme, and Ticbiomed representing InnoMatch.

Panelist Briefing & guiding questions

Panel 3: EIC BAS Support to innovation procurement: bridging and derisking the demand & supply of innovative solutions

Date: Wednesday, 5 March 2025
Time: 10:50 – 11:30
Location: EIC Pavilion, booth 8.1 B52
Moderator:

- Bertrand Wert, Innovation maker and demand side measures expert at EIC

Speakers:

- Francisco Javier Maté Caballero, Deputy Director General of Food Quality Control and Agri-Food Laboratories in the Ministry of Agriculture, Fisheries and Food
- Iratxe Perales, CEO, Microfy
- Natalia Álvarez Liébana, Open Innovation Senior Analyst, REPSOL
- Elena López, Project manager, TIC BIOMED

FIGURE 4. AGENDA OF THE 4YFN EVENT

In an agile format, as a fireside chat, participants shared their perspectives on innovation procurement, its importance, and their experiences to date. InnoMatch was presented as an initiative to derisk innovation procurement. The average number of attendees during the session was 50, including buyers of innovation, EIC awardees and intermediate organisations that support innovation, like Regional Development Agencies and Clusters.

Agenda:

Welcome by AQuAS
 Ramon Maspons, Chief Health Innovation Strategist @ Ministry of Health, Government of Catalonia, Chief Innovation Officer @ Agency for Health Quality and Assessment of Catalonia (AQuAS)

Welcome by ECHAAlliance
 Andy Bleaden, Communities Director, ECHAAlliance

EIC Support to innovation procurement
 Bertrand Wert, Innovation Procurement Lead, European Innovation Council (EIC)

Opportunities for healthcare organisations to unlock the power of AI: InnoHsupport and InnoMatch (EU-funded)
 Elena López, Project Manager, Ticbiomed

Health Innovation Procurement Support Services
 Maria Sanchis Amat, Senior Open Innovation & Innovative Procurement Manager, EIT Health

Introduction to discussion
 Rossana Alessandrello, Value Based Procurement Director, AQuAS & Coordinator of Value Based Procurement Subcommittee of the Innovation & Transformation Departmental Commission of Catalanian Health System

- Who is actually using AI in primary care?
 Susanna Ausó, Secretary of the Artificial Intelligence Programme of the Healthcare System of Catalonia
- Who is actually using AI in hospitals?
 Mart Kull, Chief Medical Officer, Viljandi Hospital, Estonia
- Who is actually using AI in social care?

Discussion: How to collaborate?
 Andy Bleaden, Communities Director, ECHAAlliance

Conclusions
 Rossana Alessandrello, Value Based Procurement Director, AQuAS & Coordinator of Value Based Procurement Subcommittee of the Innovation & Transformation Departmental Commission of Catalanian Health System

Figure 5. AGENDA OF THE HEALTH PROCUREMENT ECOSYSTEM

During the Health Procurement Thematic Innovation Ecosystem, partner Ticbiomed introduced InnoMatch Open Calls and best practices for needs identification and successful supplier

collaboration. The session gathered approximately 100 participants, comprising a blend of buyers, both public and private and other stakeholders from the healthcare sector. Discussions and stories were shared about implementation innovative solutions in healthcare.



FIGURE 6. ELENA LÓPEZ (TICBIOMED) ATTENDING BOTH EVENTS

3.2.2 PPE+ TRAINING PROGRAMME

KEY INFORMATION ABOUT THE EVENT	
DATE	17 th March 2025
VENUE	PPE+ Training Programme, ICLEI Headquarters, Brussels
DESCRIPTION	PPE+ Europe 2024 – 2028 ‘Strategic procurement training for centralised procurement organisations’ is an EU-funded programme aimed at central purchasing bodies and similar procurement organisations across EU Member States and countries in the Single Market Programme. The programme aims to support procurement practitioners by equipping them with tools to achieve value for public money, ensuring sustainable, innovative, SME-friendly and digitally advanced procurement. Four annual training rounds are foreseen, each combining on-site blocks in Vienna and Brussels with online modules, blending academic rigor with practical skill development

TABLE 4. KEY INFORMATION ABOUT PPE+ TRAINING PROGRAMME

The PPE+ Europe training program had an on-site block in Brussels, covering:

1. Public procurement negotiations,

2. Collaborative market engagement,
3. Anti-corruption and compliance systems, integrity and conflict of interest, and
4. Contract modifications and price changes.

European Commission representatives also provided insights on emerging topics like the evaluation of EU Public Procurement Directives and the European Union Ecolabel.

Embedded in the training module “Collaborative Approaches to Market Engagement”, partner ICLEI provided participants with practical insights on how to communicate the needs of public authorities to the market effectively, considering innovation needs as well. The capacity-building session also covered key aspects of innovation between the public and private sectors, including engaging with the suppliers and pilot testing. InnoMatch was presented as a key initiative that can empower procurers during the market engagement phase preceding procurement.

Number of attendees: 41



FIGURE 7. PPE+ ATTENDEES AFTER THE TRAINING

3.2.3 BIG BUYERS ANNUAL CONFERENCE

KEY INFORMATION ABOUT THE EVENT	
DATE	March 24th and 25th 2025
VENUE	Helsinki, Finland
DESCRIPTION	The event focuses on how public buyers can drive a more sustainable, social and innovative Europe, befitting the broader aims of the project. BBWT seeks to strengthen the collaboration between public buyers with strong purchasing power, and promote the wider use of strategic public procurement for innovative and

	sustainable solutions. During panel discussions and interactive sessions, the event brought CoP members and other relevant stakeholders together to reflect on BBWT's progress in the past year, and discuss the future of strategic public procurement in Europe
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TABLE 5. KEY INFORMATION ABOUT BIG BUYERS ANNUAL CONFERENCE

The [Big Buyers Working Together](#) (BBWT) [Annual Conference](#) brought together public buyers, stakeholders, and the wider community for an invaluable opportunity to share knowledge, build connections, exchange insights, and foster collaboration around innovative, sustainable procurement.

On the second day of the conference, Ticbiomed presented the InnoMatch project, highlighting its potential within the framework of Open Calls. The project was introduced as a “de-risking” innovation procurement approach, enabling early adopters to explore and test innovative solutions before committing to full-scale investments. This presentation underscored how InnoMatch aligns with the conference’s goal of empowering public buyers to embrace innovation with greater confidence and reduced risk.

Number of attendees: around 120



FIGURE 8. AUDIENCES AT THE BBWT ANNUAL CONFERENCE IN HELSINKI

3.2.4 HEALTH REVOLUTION CONGRESS



FIGURE 9. HEALTH REVOLUTION CONGRESS

KEY INFORMATION ABOUT THE EVENT	
DATE	14 th May 2025
VENUE	Health Revolution Congress, Barcelona
DESCRIPTION	The Health Revolution Congress (HRC) is a leading summit on digital health. A major two-day gathering uniting startup, scale-ups, healthcare institutions, investors, policymakers and tech innovators. As part of the event, ACCIÓ – Agència per la Competitivitat de l'Empresa in Catalonia – organised the Open Innovation Challenge session as a meeting place to connect decision-makers in the Digital Health ecosystem with innovative companies. Under the session 'Public procurement of Innovation and Govtech in the health sector', Acció opened the conversation on the issues that today set the agenda for the procurement of innovation in healthcare. The aim was to discuss the benefits, challenges, and opportunities from both the demand and supply sides.

TABLE 6. KEY INFORMATION ABOUT THE HEALTH REVOLUTION CONGRESS

Given the deadline extension of the Open Call for Buyers (from May to June 2025), Ticbiomed decided to organise an additional capacity-building event in the framework of the Health

Revolution Congress. Elena López (Ticbiomed) participated as a speaker of the panel ***'Public procurement of Innovation and Govtech in the health sector'***. This also arose as a mitigation strategy to increase the number of proposals for the 'Health Thematic Area'.

The session included successful cases of companies that had participated in innovation procurement initiatives. Then, the demand-side practitioners also shared their journey and lessons learned. Finally, ongoing initiatives related to innovation procurement were presented, including InnoMatch and upcoming opportunities from public and private buyers.

The audience was composed of innovation buyers and suppliers, as well as support organisations, with approximately 50 participants.



FIGURE 10. AUDIENCE AT THE HEALTH REVOLUTION CONGRESS

3.3 Online Events with Third Parties

Even if not initially foreseen, InnoMatch engaged with third-party networks that were not organising onsite events but rather online. As an added value, InnoMatch decided to join forces with some of them to maximise the outreach of this activity and increase the accessibility for buyers.

3.3.1 NETZERO CITIES

KEY INFORMATION ABOUT THE NETWORK & EVENT	
DATE	19 th March 2025
DESCRIPTION	NetZeroCities The NetZeroCities project supports the objectives of the European Green Deal, the Political Agenda for Cities, and the Clean Industrial Deal by driving systemic change toward climate neutrality at the urban level. A cornerstone of this effort is the implementation of Urban Climate Contracts (UCCs)—comprehensive frameworks developed by each participating city that include action and investment plans co-created with citizens and stakeholders. A key enabler for translating these plans into tangible results is strategic public procurement (SPP). By embedding innovation and sustainability criteria into procurement practices, cities can catalyze market demand for clean technologies, drive local innovation, and secure long-term value aligned with their UCCs. Procurement thus becomes not just a transactional process, but a transformative instrument to deliver on climate ambitions. Meeting with the Cities on Pre-Commercial and Strategic Public Procurement in NetZeroCities During the session, participants explored how procurement strategies can be reoriented to serve as levers for achieving NetZeroCities goals. The focus was on equipping city representatives and stakeholders with the knowledge and tools to design forward-looking, mission-driven procurement approaches—those that unlock financial opportunities, stimulate sustainable solutions, and accelerate progress toward the shared objective of urban climate neutrality.

TABLE 7. KEY INFORMATION ABOUT NETZEROCITIES

InnoMatch was presented during the ***‘Meeting with the Cities on Pre-Commercial and Strategic Public Procurement in NetZeroCities’***. The meeting objectives were to inform city representatives and stakeholders about the benefits of innovation procurement, as well as funding and support opportunities (such as InnoMatch), as a tool for implementing sustainable and climate-conscious procurement strategies.

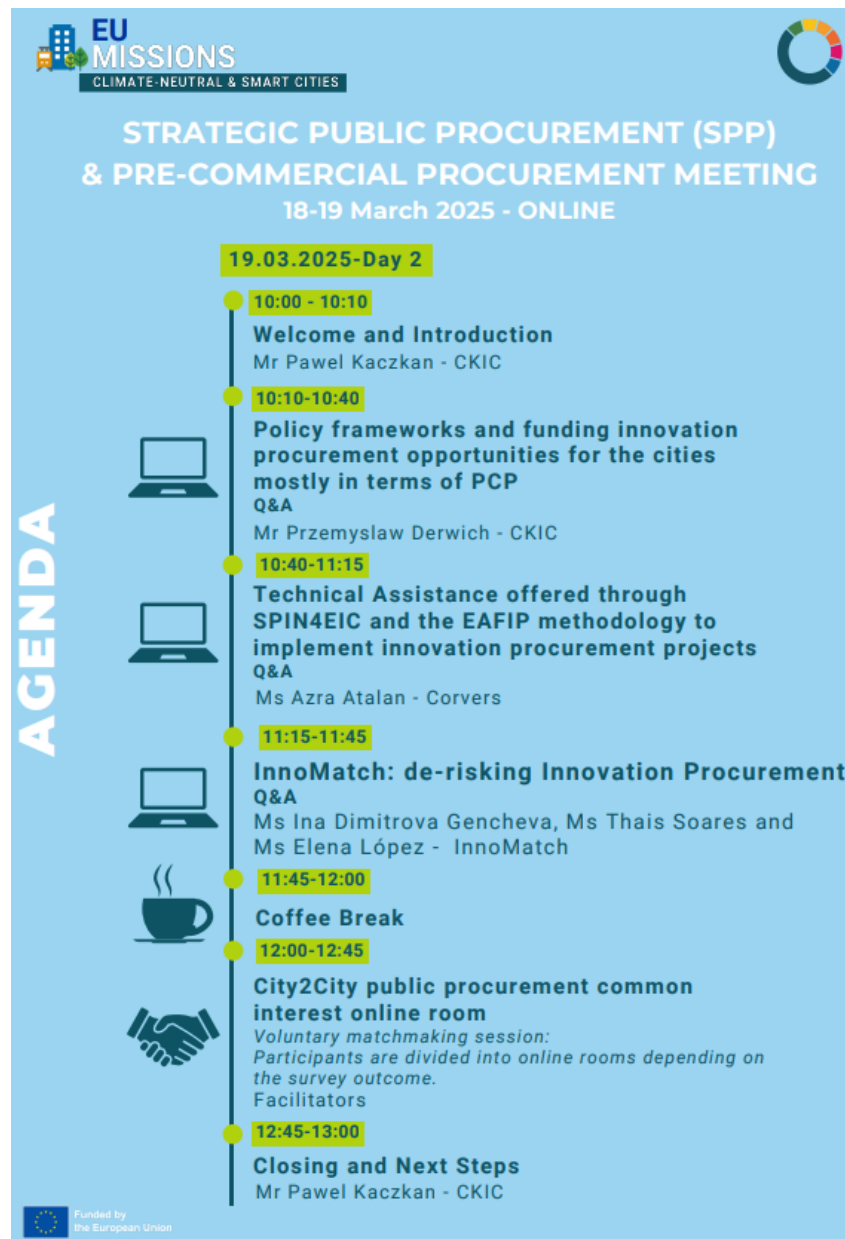


FIGURE 11. STRATEGIC PUBLIC PROCUREMENT EVENT AGENDA

3.3.2 PROCURE

KEY INFORMATION ABOUT THE NETWORK & EVENT	
DATE	27 th March
DESCRIPTION	The PROCURE EU funded project's goal is to make current healthcare procurement practices more resilient and efficient across the European

	Union, and to ensure that public health and care procurement systems can respond to future emergency crises and pandemics.
--	--

TABLE 8. KEY INFORMATION ABOUT PROCURE

TBM held a session of the PROCURE Community of Interest Forum: **'How to Test Innovation Procurement Using a Cheap, Quick, and Easy Approach'**. This webinar was designed to guide participants through key strategies for adopting innovation procurement and achieving high-impact results. In addition, several opportunities were presented. InnoMatch was introduced as a 'test before invest' approach, and its two Open Calls were discussed.

Number of attendees: 19 attendees

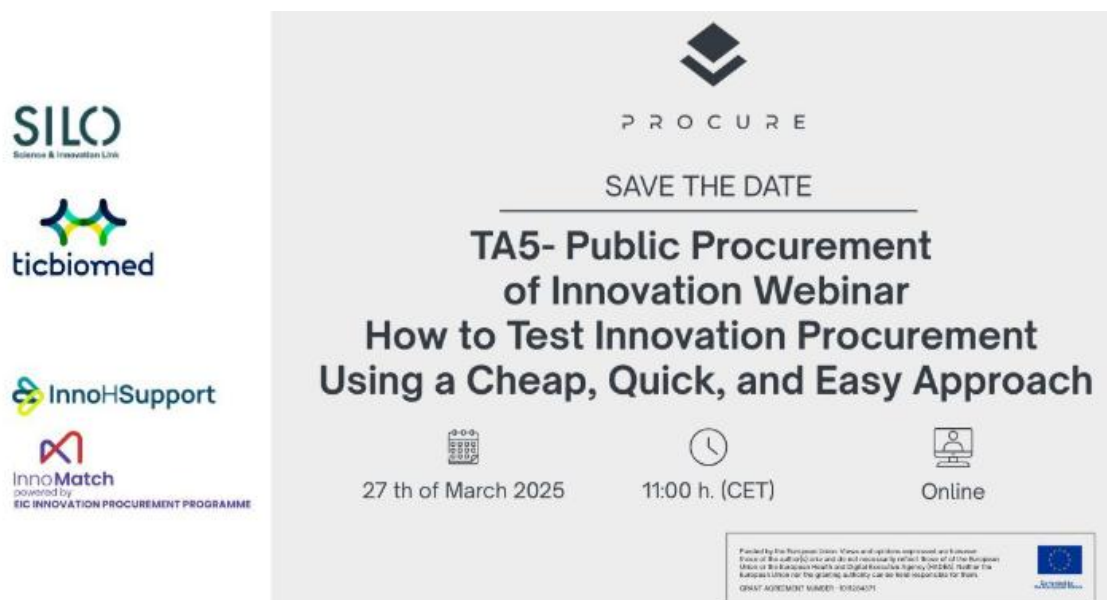


FIGURE 12. PROMOTIONAL BANNER FOR THE WEBINAR ALONG PROCURE PROJECT

3.3.3 PROCURE INNOVATION EU

KEY INFORMATION ABOUT THE NETWORK & EVENT	
DATE	9 th April
DESCRIPTION	Procure Innovation EU A four-year training programme (2023–2027), managed by DG GROW and EISMEA, that aims to support the uptake of procurement of innovation in public authorities. Through training sessions and support activities, participating public authorities and their staff gain comprehensive and cross-cutting knowledge in public procurement, enabling them to better understand and manage the procurement

	of innovation processes. The programme organises online workshops for decision-makers covering case-studies and lessons from experts.
--	---

TABLE 9. KEY INFORMATION ABOUT PROCURE INNOVATION EU

Partner Ticbiomed organised an online session with Procure Innovation EU focused on demand-driven innovation, the different stages of its lifecycle (needs identification, market consultation, challenge definition, deployment and adoption), the relevance of Dragui and Heitor Reports and how they show a great interest on innovation procurement, and as conclusion, to showcase that ultimate impact is not about pilots but to changing the mindset towards innovation. In addition, a success case was presented from InnoBuyer, another initiative of the EIC Innovation Procurement Programme. SafeStay, led by the public buyer Wojewódzki Szpital Specjalistyczny in Olsztyn (Poland) presented their experience from needs identification, market consultation, piloting in the context of InnoBuyer, and currently moving to procurement preparation. The webinar, held on April 9th, offered actionable strategies and tools for attendees to implement similar innovative approaches.

Number of attendees: 43 attendees, mostly Public Buyers



PROCURE INNOVATION EU
Driving Innovation from the demand side: Lean PPI

Jorge González
Director of Ticbiomed, an association that promotes the adoption of successful innovation results, avoiding the valley of death of pilots. He is the promoter of the **Impactful Innovation movement**, an initiative that investigates the barriers that prevent the deployment of innovation and proposes solutions to overcome them. He is also experienced as a business coach and proposal evaluator for the European Commission.

Marcin Kautsch
M.Sc., Ph.D., a health care / public health lecturer and researcher, the coordinator of innovative procurement projects. Editor and author of health care management publications. He also works as a consultant for health care units and local authorities in the field of health care management and innovation procurement. He also works for the European Commission as the projects' evaluator.

April 9th, 2025
13:00 – 14:00h (CET)
Online

European Commission

FIGURE 13. PROMOTIONAL BANNER FOR WEBINAR ALONG PROCURE INNOVATION EU

4 ONLINE EVENTS

The series of webinars organised by InnoMatch is detailed below.

4.1 Webinar#1 – De-Risking Innovation Procurement For Public Administration And Big Corporates



FIGURE 14. WEBINAR #1 BANNER

As part of the InnoMatch Buyers Capacity Building Series, the first official webinar was held to inform and engage public and private Buyers about the opportunities offered through the InnoMatch programme, as well as to build foundational knowledge around innovation procurement.

A successful experience from the InnoBuyer project was presented, sharing different good practices and practical tips to others with little experience but great willingness to adopt innovation. This example illustrates the starting of a Buyer with a small pilot project, that after a year of deployment, is now preparing the adoption of a solution as they were very satisfied with the results achieved during this pilot.

This webinar marked a critical early step in stimulating interest in the programme's Open Calls. The main aim was to introduce the InnoMatch programme and demonstrate how it enables public and private buyers to engage to de-risk innovation procurement with EIC-backed innovators.

#1 InnoMatch – De-risking innovation procurement for public administration and big corporates	13/02/2025 10:00 CET
EIC Innovation Procurement Programme Bertrand Wert, EIC	
Benefits for Buyers & overview of the Open Calls Ina Gencheva, F6S	
A successful experience Adrián García, Hospital del Sureste, Madrid	

The InnoMatch Capacity Building Series | Elena López, TBM

Q&A with the audience

Link to Recording: <https://www.youtube.com/watch?v=zRARcWfXvjY>

TABLE 10. WEBINAR#1 AGENDA

The Speakers



Buyers Capacity Building Series

WEBINAR:
De-risking Innovation Procurement for Public Administration and Big Corporates



Bertrand Wert
Project Advisor at
European Innovation
Council, BAS programme



Ina Gencheva
InnoMatch Coordinator
| Project Manager at F6S



Elena López
Project Manager at
Ticbiomed



Adrián García
Head of Management
Control Department at
Hospital del Sureste

13 FEBRUARY - 10:00 CET

 **Funded by the European Union**

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FIGURE 15. WEBINAR 1 SPEAKERS

Attendees Breakdown - W1

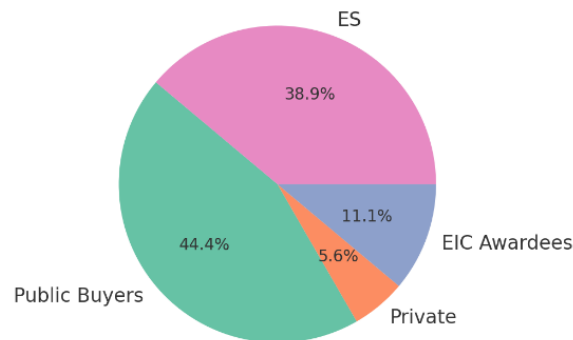


FIGURE 16. WEBINAR 1 SPEAKERS

Attendees per Thematic Areas	#
Energy, Environment, Sustainability, Mobility	4
Health and Life Sciences	9
Construction, Infrastructure, Manufacturing	2
Agriculture, Food and Beverage	1
Digital Transformation	2
Total	18

TABLE 11. WEBINAR#1 ATTENDEES PER THEMATIC AREAS

Type of Attendee	#
Public Buyer	8
Private Buyer	1
EIC Awardee	2
Ecosystem Supporter	7
Total	18

TABLE 12. WEBINAR#1 TYPE OF ATTENDEES

A total of 18 participants attended this first webinar, representing a diverse range of thematic areas and stakeholder types. The largest group came from the Health and Life Sciences sector (9 attendees), followed by Energy, Environment, Sustainability, and Mobility (4 attendees). Other sectors such as Construction, Digital Transformation, and Agriculture were also represented, though with fewer participants. In terms of attendee profile, the majority were public buyers (8), alongside private buyers (1), EIC awardees (2), and ecosystem supporters

(7), reflecting a well-balanced mix of demand-side actors and innovation ecosystem facilitator

4.2 Webinar#2 – How To Identify And Select A Good Unmet Need



FIGURE 17. WEBINAR #2 BANNER

The second webinar focused on a foundational step: **identifying and defining unmet innovation needs**.

The main aim of the webinar was to support public and private buyers in preparing quality applications for the InnoMatch Open Call for Buyers (OC2), by starting with formulating well-defined unmet needs. Participants were guided through both the conceptual framework and the different practical tips to carry out needs identification processes and ensure a good translation of these to the suppliers, to properly ensure the mutual understanding. The aims is to help the Buyers translate internal organisational pain points into structured unmet needs suitable for the InnoMatch pilot funding scheme.

It had the participation of Mrs. Claire Cummings from Department of Public Expenditure in the Irish Government. After receiving assistance by SPIN4EIC on Open Market Consultation and state-of-the-art analysis, she shared her experience on public services transformation delivery and strategies implementation across the different departments of the Irish Government. She explained her experience dealing with the challenge of translating the Irish language supported by AI.

The Open Call for Buyers was introduced by the ICLEI team, which is greatly experienced on the relationship with public organisations, especially cities and municipalities working to be more sustainable and resource-efficient throughout Europe.

#2 InnoMatch – How to identify and select a good unmet need	25/02/2025 10:00 CET
EIC Innovation Procurement Programme Elena López, Ticbiomed	
Buyer Fireside Chat Claire Cummings, Irish Government, Department of Public Expenditure, NDP Delivery and Reform	
An overview of InnoMatch Open Call for Buyers Cristina Roca, ICLEI	
Unmet needs identification for InnoMatch Open Call for Buyers Jorge González, Ticbiomed	
Q&A with the audience	
Link to Recording: https://www.youtube.com/watch?v=cMd4lN6upMc	

TABLE 13. WEBINAR#2 AGENDA

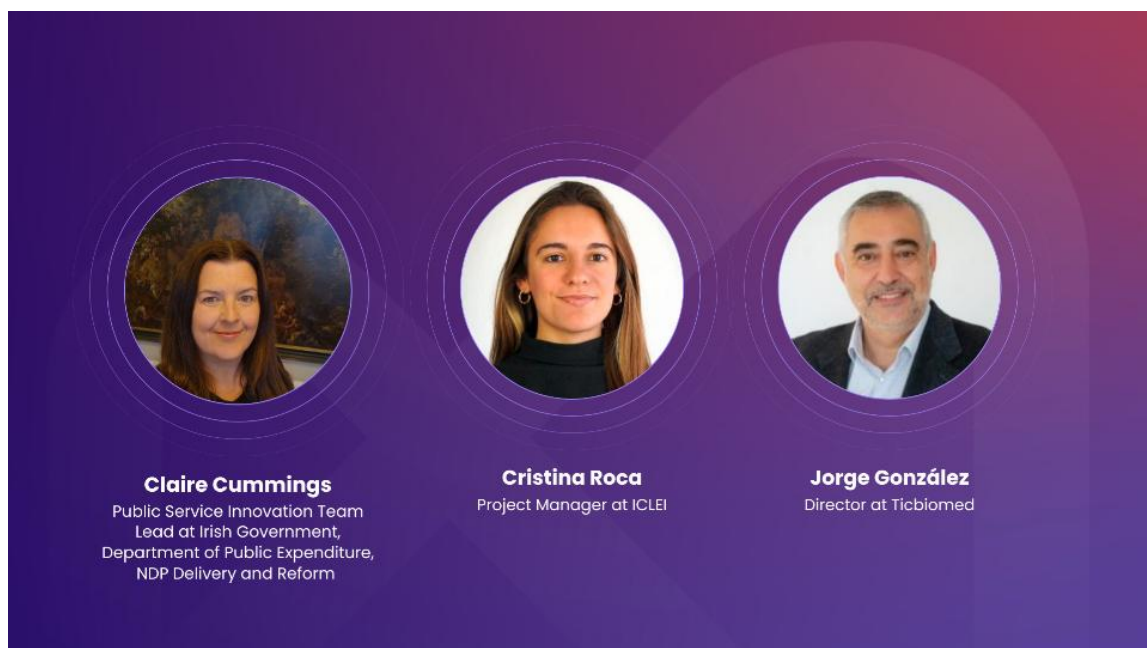


FIGURE 18. WEBINAR#2 SPEAKERS

Attendees Breakdown - W2

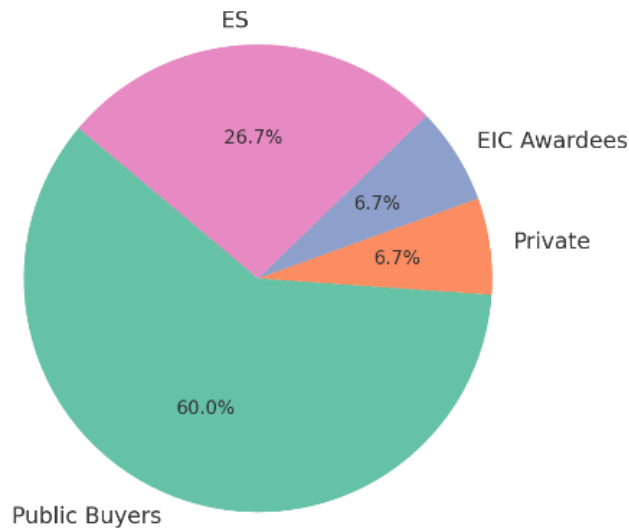


FIGURE 19. WEBINAR#2 ATTENDEES

Attendees per Thematic Areas	#
Energy, Environment, Sustainability, Mobility	3
Health and Life Sciences	3
Construction, Infrastructure, Manufacturing	4
Agriculture, Food and Beverage	1
Digital Transformation	4
Total	15

TABLE 14. WEBINAR#2 ATTENDEES PER THEMATIC AREAS

Type of Attendee	#
Public Buyer	9
Private Buyer	1
EIC Awardee	4
Ecosystem Supporter	1
Total	15

TABLE 15. WEBINAR#2 TYPE OF ATTENDEE

The second webinar gathered 15 participants, with a balanced distribution across key thematic areas including Construction and Digital Transformation (4 attendees each), followed by Health and Energy-related sectors (3 each), and Agriculture (1). Public buyers continued to

represent the majority (9), alongside a small number of private buyers (1), EIC awardees (4), and ecosystem supporters (1).

Compared to the first webinar, overall participation was slightly lower, which may be attributed to factors such as reduced novelty effect, or overlapping commitments during the period. Additionally, the narrower pool of new potential buyers and increased targeting in outreach may have contributed to a more focused but smaller audience

4.3 Webinar#3 – What To Expect And How To Manage Collaboration With Innovation Suppliers



FIGURE 20. WEBINAR #3 BANNER

The third session of the InnoMatch Buyers Capacity Building Series focused on equipping Buyers with practical guidance for establishing and managing effective collaborations with innovation suppliers.

The session was divided into two main blocks: (1) the capacity building webinar per se, and (2) a matchmaking session, consisting of reverse pitches by buyers with an unmet need who were in search of an EIC Awardee to jointly apply to the InnoMatch Open Call for EIC Awardees and Buyers.

1. Capacity Building Session

The session was opened by introducing the EIC Innovation Procurement Programme. Then, the emphasis was put on how InnoMatch support de-risking innovation adoption through financial backing, matchmaking, capacity-building, and ultimately, fostering commercialisation and early adoption of innovative solutions.

Furthermore, the invited experts from CORVERS, leading the support of public buyers in SPIN4EIC and EAFIP, shared insights on how public buyers can recruit top-notch innovators, avoid legal pitfalls, and ensure a structured, mutually beneficial partnerships. Key legal frameworks, such as the use of negotiated procedures for prototype testing under EU procurement directives, were also explained.

2. Matchmaking Session, showcasing Challenges.

Three real-world innovation challenges were presented by:

- Ayuntamiento de Las Rozas (Spain) – Rafael Olmedo.
- Junta de Andalucía (Spain) – Francisco Campuzano.
- Municipality of Haarlem (Netherlands) – Sanne van Kamp.

#3 Innomatch – What to expect and how to manage the collaboration with innovation suppliers		20/03/2025
		10:00 CET
EIC Innovation Procurement Programme Elena López, Ticbiomed		
An Overview of InnoMatch Benefits for Buyers and EIC Awardees Elena López, Ticbiomed		
How to recruit Top-Notch Innovators. Keys to a successful collaboration with the innovator Azra Atalan, CORVERS		
Examples of successful partnerships Stephan Corvers, CORVERS		
Q&A with the audience		
Matchmaking Session Thaís Avellar, F6S, along the mentioned Public Buyers		
Link to Recording: https://www.youtube.com/watch?v=ho6mikJagggc		

TABLE 16. WEBINAR#3 AGENDA

Buyers Capacity Building Series

WEBINAR: WHAT TO EXPECT AND HOW TO MANAGE COLLABORATION WITH INNOVATION SUPPLIERS

20 MARCH – 10:00 CET



InnoMatch
powered by
EIC INNOVATION PROCUREMENT PROGRAMME



Elena López
Project Manager at
Ticbiomed



Azra Atalan
Legal Counsel at
CORVERS



Thais Avellar Soares
Project Manager at
F&S

+ MATCHMAKING SESSION

BUYERS + EIC AWARDEES



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FIGURE 21. WEBINAR#2 SPEAKERS

Attendees Breakdown - W3

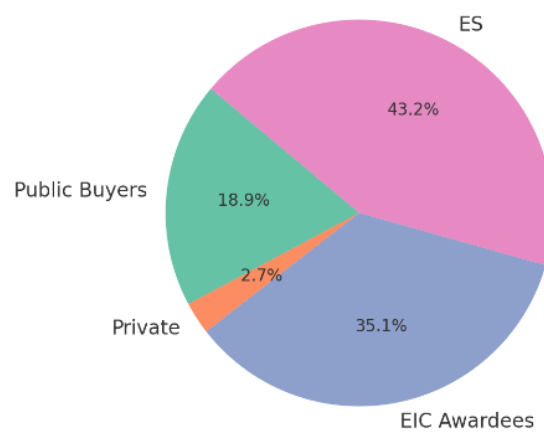


FIGURE 22. WEBINAR #3 ATTENDEES

Attendees per Thematic Areas	#
Energy, Environment, Sustainability, Mobility	8
Health and Life Sciences	10
Construction, Infrastructure, Manufacturing	6
Agriculture, Food and Beverage	3

Digital Transformation	10
Total	37

TABLE 17. WEBINAR#3 ATTENDEES PER THEMATIC AREAS

Type of Attendee	#
Public Buyer	7
Private Buyer	1
EIC Awardee	13
Ecosystem Supporter	16
Total	37

TABLE 18. WEBINAR#3 TYPE OF ATTENDEES

The third webinar saw a significant increase in participation, with 37 attendees representing a broad spectrum of thematic areas—most notably Digital Transformation and Health and Life Sciences (10 each), followed by Energy-related sectors (8), Construction (6), and Agriculture (3). This surge in attendance may be attributed to several factors, including improved outreach and visibility of the event, growing interest among EIC awardees (13 attendees) and ecosystem supporters (16 attendees), and the accumulating momentum of the project itself. Additionally, the timing may have aligned better with participants' availability, and word-of-mouth from previous sessions likely contributed to wider engagement across sectors.

4.4 Webinar#4 – Uptake Of Results: Key Considerations To Maximise Impact



FIGURE 23. WEBINAR #4 BANNER

This final session aimed to equip Buyers with strategic insights and practical tools to enhance the adoption of innovative solutions emerging from the EIC ecosystem.

The webinar addressed one of the critical bottlenecks in innovation procurement; the uptake and scaling of a pilot outcomes into real-world applications. By highlighting systemic barriers and offering structured support mechanisms, the webinar provided attendees with a comprehensive toolkit to enhance the long-term impact of innovation procurement efforts.

On the buyers' side, challenges often stem from limitations in strategy, governance, available resources, and institutional support. At the same time, EIC awardees frequently encounter difficulties navigating the complexities of procurement processes and ensuring their solutions are properly aligned with the specific needs and expectations of buyers. These issues are further compounded by collaborative challenges, such as misaligned objectives and communication gaps between innovators and procurers, all of which contribute to a significant adoption gap despite technically successful innovations.

#4 Innomatch – Uptake of Results: Key Considerations to Maximise Impact	15/04/2025 10:00 CET
EIC Innovation Procurement Programme and InnoMatch – Benefits for Buyers and EIC Awardees Carlos González, Ticbiomed	
Barriers that prevent the successful uptake of innovation results results Jorge González, Ticbiomed	
OC2 for Buyers Fiorella Tamburrelli, ICLEI	
Q&A with the audience	
Link to recording: https://www.youtube.com/watch?v=eolhDc3opyE	

TABLE 19. WEBINAR#4 AGENDA

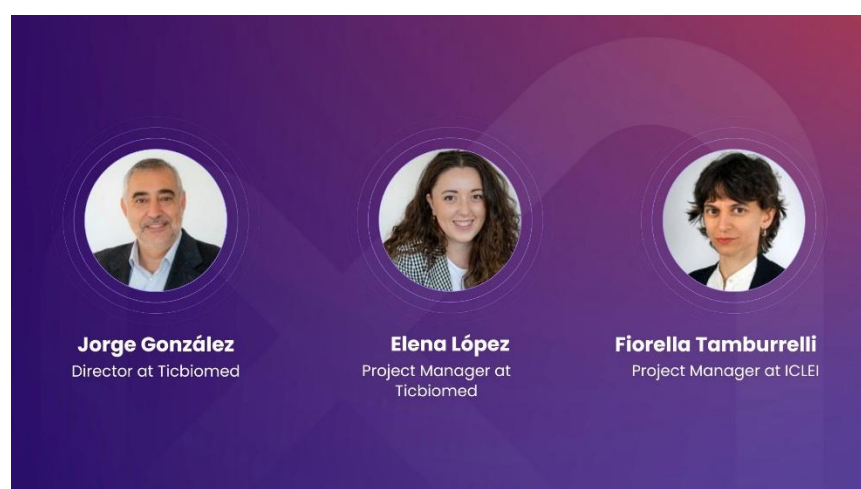


FIGURE 24. WEBINAR#4 SPEAKERS

Attendees Breakdown - W4

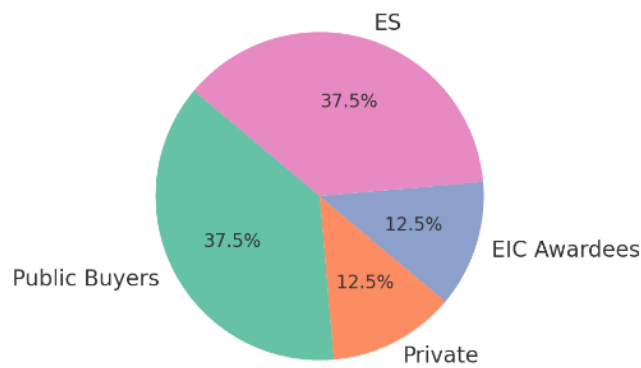


FIGURE 25. WEBINAR #4 ATTENDEES

Attendees per Thematic Areas	#
Energy, Environment, Sustainability, Mobility	8
Health and Life Sciences	10
Construction, Infrastructure, Manufacturing	6
Agriculture, Food and Beverage	3
Digital Transformation	10
Total	37

TABLE 20. WEBINAR#4 ATTENDEES PER THEMATIC AREAS

Type of Attendee	#
Public Buyer	3
Private Buyer	1
EIC Awardee	3
Ecosystem Supporter	1
Total	8

TABLE 21. WEBINAR#4 TYPE OF ATTENDEES

Although the thematic interest in the webinar remained high—with many registrations—the actual turnout was considerably lower, with only 8 attendees. This drop in participation may reflect a temporary loss of momentum following the heightened activity and visibility around

the EIC Summit. Additionally, post-event fatigue, competing priorities, or a perception of reduced novelty could have contributed to lower engagement, particularly among EIC awardees and ecosystem supporters, despite their strong initial interest.

Aiming to access a wider audience, a YouTube Playlist was created to comprise the [Buyers Capacity Building Series](#). All four webinars can be found on the InnoMatch project website as well: [Resources – InnoMatch](#)

5 RESOURCES REPOSITORY

To support communication with decision makers and foster understanding and endorsement of innovation procurement, a dedicated online repository is being available and featured on the project website. This repository serves as the central hub for all resources—produced, adapted, and referenced—that explain the concept and benefits of innovation procurement, helping stakeholders make informed decisions and give the green light to participate.

The repository also serves as a tool for outreach, with selected materials repurposed for communication efforts during the buyer recruitment phase.

Ticbiomed offered its [Impactful Innovation Library](#) and its comprised resources to support and illustrate all the different organisations (EIC Awardees, Buyers, Stakeholders...) interested in InnoMatch and/or participating in the different Open Calls.

This repository includes more than 500 practical resources, mainly:

- Case studies (EU-funded projects, procurement practices and related documents)
- Challenge examples
- Guides for applications (from Open Calls like InnoMatch)
- Open Market Consultations
- Subgrant Agreement examples
- Webinars
- Reports

The Library is used both by the project partners but also for the webinars' attendees and Open Calls applicants as they could find their different examples that shed some light to their application process. In the figure below it is stated the improvement on the Library's traffic during the performance of the Buyers Capacity Building Webinars:

	Pageviews		Sessions		Visitors
	5		3		2
+84%	31	+84%	19	+86%	14

FIGURE 26. LIBRARY STATISTICS FROM FEBRUARY 2025

	Pageviews		Sessions		Visitors
	33		19		14
+52%	69	+44%	34	+33%	21

FIGURE 27. LIBRARY STATISTICS FROM MARCH 2025

6 IMPACT ASSESSMENT

Assessing the impact of the performed webinars is essential to understand their effectiveness in engaging key stakeholders—particularly public and private buyers, EIC awardees, and ecosystem supporters—across diverse thematic areas. As the webinars served both to raise awareness and stimulate participation in InnoMatch Open Calls, measuring their outreach and outcomes helps determine whether communication objectives were met. It also provides valuable insights into trends in engagement, identifies factors influencing participation and guides improvements for future capacity-building and recruitment efforts.

6.1 Feedback Received

To evaluate the effectiveness of the capacity-building activities, a survey was conducted following the information sessions.

While the response rate was limited to thirteen participants, indicating a strong alignment between the **content and the audience expectations**, with 70% respondents rating it as *Good* (4/5) and 30% as *Excellent* (5/5), indicating a high level of relevance and quality.

Then, regarding the **increasement of knowledge** on the topic, it was acknowledged by 60% of participants who *Agreed* (4/5) that their awareness had improved, while 20% felt *Neutral* (3/5) and 20% rated it as *Excellent* (5/5). Similar to when asked about **real-world relevance**; 60% *Agreed* the session addressed practical challenges, while 20% *Fully Agreed* (5/5) and 20% remained *Neutral*.

Keynote speakers were well received; 60% rating them *Excellent* (5/5) and 30% as *Good* (4/5). Only 10% remained *neutral*, which reflects a high level of satisfaction with both content and delivery of the webinars. Last, but not least the **session dynamics**, including presentations, interactions and Q&A received 50% *Excellent* ratings, and 50% *Good*, signalling an effective format that kept participants engaged during the sessions.

This strategic distribution contributed directly to achieving the established KPI of at least 10 buyers reporting improved knowledge. Despite the limited number of formal survey responses, the initiative demonstrated effective stakeholder engagement and made a meaningful contribution to the project's impact objectives.

6.2 Key Performance Indicators

The consistent participation across both onsite and online formats reflects not only effective outreach but also willingness to engage with procurement approaches. The diverse representation—from different sectors and buyer profiles—helped create dynamic learning environments, encouraging exchange and mutual learning. While participation levels suggest broad interest, the relatively low number of buyers explicitly reporting improved knowledge and trust signals a gap between exposure and deeper understanding. This highlights the importance of complementing outreach with more targeted follow-up, reflective dialogue, and tailored support to help buyers internalise the concepts and feel confident applying them. In this sense, the webinars served as valuable entry points, planting seeds that now require nurturing to truly grow into action and impact.

Indicator	Target Value	Current Value
Onsite trainings for Buyers to understand the benefits of Innovation Procurement and its application methodology	4	4
Number of attendees per onsite training	12	60 average
Buyers involved in capacity building and workshops	15	+80
Buyers reporting improved knowledge and trust in innovation procurement	10	12
Online capacity building trainings (for Buyers)	4	7
Attendees per capacity training online	10	19 average

TABLE 22. KEY PERFORMANCE INDICATORS

7 CONCLUSION

The InnoMatch capacity-building activities have achieved their initial goals of:

- 1 **Raising awareness of InnoMatch** by gathering **+150 participants** in total across **11 events**, including 4 onsite workshops and 7 online webinars performed from February to May 2025.
- 2 **Promoting Knowledge Exchange** by sharing best practices and fostering discussions, with **+500 resources** in the repository. By fostering engagement, building capacity, and increasing understanding of the innovation procurement process, these initiatives have successfully laid the groundwork for more informed participation in upcoming procurement activities.
- 3 **Stimulating Participation in InnoMatch Open Calls.**

Looking ahead, the project team will continue to leverage the insights gained from these activities to refine future interventions, ensuring they are aligned with participant needs and sector-specific challenges.

Based on the data collected from the participants who attended the webinars, it can be affirmed that three organisations successfully submitted their applications under the Open Call 1 (OC1) – Wave 1, meeting all necessary criteria. Additionally, two other participants were in the process of accurately submitting their applications under the Open Call 2 (OC2) specifically targeted at Buyers, demonstrating active engagement and interest in the program's successive phases.

Besides the different activities organised, the consortium keeps its willingness to continue participating in more webinars or onsite events that could help foster the participation in the upcoming Open Calls. Continued monitoring, evaluation, and tailored capacity-building efforts will be critical to sustaining momentum and embedding innovation procurement practices more broadly.



FIGURE 28. SPEAKERS PARTICIPATING IN BUYERS CAPACITY BUILDING SERIES

ANNEXES

ANNEXE 1 – Assessment Questions

Open Questions

1. Participants Name
2. Participants' Email
3. Name of Organisation
4. Type of Organisation
5. What is your current role in your organisation?
6. If 'Other', please specify

Rank from 1 to 5

7. Relevance of the topics covered
8. Keynote speakers (content, clarity, engagement...)
9. The session dynamics (presentations, interactions, time for Q&A...)
10. The webinar has increased my knowledge and awareness on the topic
11. The webinar addressed real-world challenges related to the topic
12. The webinar has increased my knowledge and awareness on innovation procurement
13. The webinar will help me to improve my (organisation) current practices

Final remarks

14. Any other comments
15. Testimonial. Would you like to leave us a statement? We could use it to promote the following webinars with your insights