Non-academic Partners: a valuable contribution to Campus activities

1. The role of non-academic partners' involvement in Campus activities

The engagement and collaboration between academic and non-academic partners ensures the highest impact and sustainability of Campus activities. In the Call for proposals 2021, Campus encourages proposals to:

-Develop activities in collaboration with academic and non-academic partners, using expertise from different European regions ("Cross-CLC") with the expertise needed to contribute to meet the identified market & learners' needs
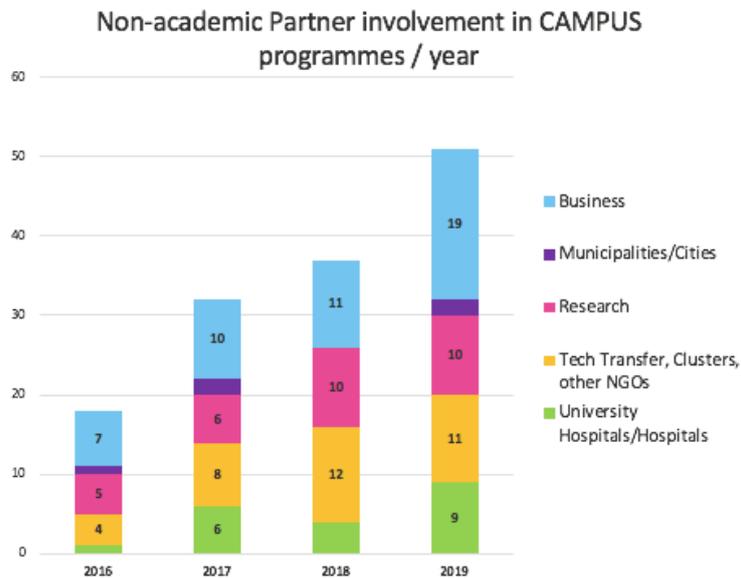
-Deliver activities with operational excellence, demonstrated by the participation of non-academic partners (Hospitals, Industry partners, Clusters, TechTransfer, NGOs, research centres, municipalities).

Why

Non-academic partners contribute expertise to Campus activities that academic activities cannot always provide. This is particularly relevant in terms of putting in place a viable business model for the training and ensure its scaling and sustainability.

Non-academic partners have been involved from the very beginning at EIT Health. The graph below shows the partner classification of Campus activities 2016-2019:

Non-academic Partner involvement in CAMPUS programmes / year

Year	University Hospitals/Hospitals	Tech Transfer, Clusters, other NGOs	Research	Municipalities/Cities	Business
2016		4	5		7
2017	6	8	6		10
2018	6	12	10		11
2019	9	11	10		19

The added value:

The added value of non-academic partners' involvement in Campus activities is reflected in the overall impact, as depicted through KPIs. One key success reported from 2018 was for the Innovation Fellowships with the KPI - Investment attracted in KIC-supported services & companies, totalling €32 005 000 in investment attracted. Moreover, the infographic below takes a closer look at the aggregated impact of Campus activities recorded in 2018, comparing KPIs of activities that involved non-academic partners, with those that were only academic.

	Activities with nonacademic partners (21)	Activities without nonacademic partners (31)
# Graduates Trained in I&E by KIC	974	530
# Professionals & Executives trained	1244	458

2. Best Practices of non-academic partners involvement

Example 1: Innovation Days (i-Days)
Lead Partner: Imperial College London

Objective of the Training:
- To Provide students with an introduction to awareness and practical tools in healthcare innovation.
- To Spark interest and confidence to pursue innovation and entrepreneurship in healthcare.

Non-academic Partners Roles:

1. Development	2. Delivery	3.Scale
Non-academic partners can be involved in the development of local I-Days by working with partners to define the healthcare challenge. We have two examples i-Days in 2019 with the Essilor company and the EAAD organisation who are working with 3 locations to define challenges.	Non-academic partners can support the delivery of i-Days by contributing in the capacity of speakers, coaches, judges etc. They can send relevant experts or professionals to amplify the i-Day.	Engaging impressive non-academic partners will help us to increase the visibility and prestige of i-Days for their continuous growth each year. Depending on the nature, size and suitability of the non-academic partner(s), they can be involved in more locations and/or the winner's event.

How does non-academic involvement add value?
i-Days have a unique format which allows non-academic partner involvement at every stage of the project. They can be involved in the development, delivery and follow up of i-Days. They can define challenges, contribute expertise and staff, and have exciting prize opportunities. The involvement of non-academic partners add value to the student experience as well. Non-academic partners can add context and a 'real world' aspect to the i-Days.

Impact:

Below are the achievements previously recorded in 2018:

- 18 locations across Europe
- Number of Graduates Trained in I&E by KIC: 912
- Number of Citizens directly involved in EIT Health activities: 475
- Number of Start-ups supported by the project

Example 2 : Innovation Fellowships
Lead Partner: University of Oxford

Objective of the Training:

- To train transdisciplinary teams of top talents from medicine, design, engineering and business in how to apply the needs-led innovation approach in health care
- To interactively introduce healthcare providers, medical staff and patients to each step of the need-led innovation process
- To generate validated ideas to solve real-life health and healthcare challenges with high translational potential and facilitate the creation of commercially successful start-ups
- To strengthen the innovation capacity of Europe by creating a network of need-led innovation experts
- To build an active network of academia, industry, and healthcare providers across Europe
- To promote Europe as a nexus for needs-led innovation and patient-centred design

Non-academic Partners Roles:

1.Development	2.Delivery	3.Scale
Non-academic partners are part of the co-development of the Starship programme. They continuously adapt the format to better answer the stakeholder needs.	In Starship the industry partners provide valuable input through a focus area for the teams and in mentoring the teams throughout the duration of the program.	The Starship team is working with industry partners in creating a sustainability strategy that creates enough value for industry partners to support it.

They also have been part of the development of the Global Insight Fellowships where Sanofi Foundation is an active partner playing a pivotal role in providing information to the adaptation of the Needs-Led Innovation Fellowship model to fit immersion in a resource constrained setting.	The "Clinical immersion" phase in the Innovation Fellowship programmes is reliant on hospitals or other healthcare organizations opening their doors to allow the participants to observe and get access to information to make the needs mapping.	

How does non-academic involvement add value?

The non-academic involvement is a pivotal component of the Fellowship Programme (of which Starship is a part). It provides access to healthcare clinics, low resource health settings, which could not be done otherwise. They also provide the industry perspective in programmes like Starship – which is not possible otherwise through academia.

Impact:

Below are the achievements previously recorded in 2018:

- investment attracted in KIC-supported services and companies (€): 32 005 000
- Number of successful start-ups (present after 3 years) as a result of your project: 8
- Programme attractiveness and demand: 519
- Number of Graduates Trained in I&E by KIC: 248
- Number of jobs created in new business organizations as a direct result of your project: 16

Example 3: Future Skill-Set
Lead Partner: Fraunhofer

Objectives of the Training:

The objective of the training is to combat mass unemployment and service disruption in the healthcare industry. The training introduces concepts such as agile development, machine learning, data analytics and blockchain to staff at the forefront of healthcare delivery in hospitals, communities and industry.

Non-academic Partners Roles:

1.Development	2.Delivery	3.Scale
Non-academic partners can be involved in defining the required skills (digital, management, etc.). Industry partners may also provide specific cases and statuses about their experience in digital transformation. It will help the activity adjust its modular trainings accordingly. Fraunhofer and NHS have a huge network of hospitals and healthcare industries that serve as customers that will help.	Non-academic partners can support the delivery of activities by taking part in the initial requirement workshop. For the courses themselves, they may send employees that are supposed to be working in the digital transformation of their entity. In parallel, they can also provide concrete use-cases for the participants to work on.	Eventually, involving strong non-academic partners with respectable reputations will help increase the visibility of the activity as well as vouch for the expertise and skills acquired. This will further lead to higher demand for the programme and therefore ensure sustainability of the activity. That may be done by increasing the capacity, enriching the content, and expanding to different locations.

How does non-academic involvement add value?

The involvement of non-academic partners is helpful during the conception phase of the content as it will ensure that the objectives that are defined are the current status of the market. Moreover, their involvement will encourage and serve as a best practice to other possible non-academic partners, therefore strengthening the plans for sustainability and scalability.

Eventually, the more non-academic partners get involved, the bigger the network of the customers grows. This can be used a feedback loop to maintain continuous improvement of the

activity and programme though providing input such as use-cases, new requirements, new needs, etc.

Impact:

Below are the projected KPIs to be achieved in 2020:

- Number of health professionals and executives trained: 120

Example 4: ONCOMMUN

Lead Partner:

IDIBELL - Fundació Institut de Recerca Biomèdica de Bellvitge

Objectives of the training:

Oncummun provides cancer survivors with the training and support they need through a stepped, integrated educational and psychosocial e-health platform. The programme merges social networks, video conferencing and monitoring platforms to let cancer survivors and health professionals interact. Oncummun's holistic approach can reduce sick leave by one third and optimise healthcare resources.

Non-academic Partners Roles:

1.Development	2.Delivery	3.Scale
Clinical partners own the patient journey and experience. Because of that they understand how to create the whole chain comprehensively. They oversee the recruitment of the patients, the communication, the definition of technical requirements for certain	-Clinical partners deliver the educational, monitoring and psychosocial support, while Nuofer Institute supports the cancer survivor once they prepare their return to the workplace.	- Amgen shares knowledge obtained in a previous project in order to adapt the prototype for breast cancer to other cancers. Also, since the project will end the year with a start-up, it is likely that Amgen assists on the business plan creation, although it

frameworks (breast cancer and myeloma), etc. Here, for example, IDIBELL (Biomedical Research Institute close to a huge metropolitan hospital) and ICO (Oncological Institute), build on a previous pilot with breast cancer and are strongly involved in the improvement of that framework. Instituto Pedro Nunes oversees performing the recommendations to guarantee technology transfer to health contexts. Nuofer Institute (Poland) as an expert in the occupational field, in charge of performing the recommend-ations to *return-to-work* and physiotherapy after cancer treatments. –Industrial partner Amgen builds on a previous project connected to myeloma. They are especially involved in the task of building the framework for cancer in collaboration with a clinical partner, an Oncological Institute.		is not the proposal-written central role. Amgen collaborates frequently with start-ups both to learn on innovations at the corporate level but also to keep exploring market scale-ups.

How does non-academic involvement add value?

It is a non-academic lead programme and all the key activities are led by non-academic partners. The value chain of the project is based on their competences: their capacity to recruit, to deliver education, to grant patient adherence, to define and co-create frameworks for the scale–up.

In this case the industrial partner is bringing knowledge but also it is boosting the scale up opportunities.

Impact:

Below are the projected KPIs to be achieved in 2020:

- Number of Citizens directly involved in EIT Health activities: 600
- Number of Citizens using our services: 600
- Number of jobs created in new business organizations as a direct result of your project: 5