



CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS

D7.4 CHERRIES Final Conference

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Executive summary	The following document outlines objectives, target audience and communication strategy, programme of CHERRIES Conference, and key outcomes and reflections about the event.



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Executive Summary

Originally planned as the final gathering of CHERRIES project, the CHERRIES Conference “**CONNECTING RESPONSIBLE INNOVATION ECOSYSTEMS**” took place in Brussels the 24-25 May 2022.

At the end of 2021 EBN started looking into possible options for the organisation of the event in the last quarter of 2022. As COVID-19 highly affected the availability of events venues in Brussels, many of them being fully booked for the period September-November 2022, partners agreed to anticipating the conference to Spring 2022, so to organise it back-to-back to the 2022 EBN Annual Congress “Transition towards 2030” taking place the 24-25 May 2022 at The Square, Brussels.

Having anticipated the CHERRIES Conference to mid-2022, a final European Workshop was then organised in the framework of the European Week of Regions and Cities 2022 to disclose project results and disseminate them to a wide European audience (see D7.3 for more details).



CHERRIES Conference aimed at offering a space for the broad project community to meet and exchange and reaching out to relevant European stakeholders and sharing key project outcomes and results of the project through engaging and innovative sessions, where best practices and concrete cases were at the core of the debate.

CHERRIES event consisted of 2 “chapters”: the first one on May 24, addressing CHERRIES community, namely the consortium partners and the stakeholders from both the Pilot and Mirror regions involved in the project activities.

The second one being a full day public event (25 May), open to a wider audience, consisted of a first part full of interactive workshops and a second part where CHERRIES conference merged with the EBN Annual Conference organising the keynote speech and discussion panels of the afternoon programme.

The following document outlines objectives, target audience and communication strategy, programme of CHERRIES Conference, and key outcomes and reflections about the event.



1. Conference overview: objectives and target audience

“Connecting Responsible Innovation Ecosystem” was the title of a 2-day event dedicated to the **CHERRIES community** that was finally meeting in person to discuss main outcomes of two years and half of project activities and exchange on the way forward.

Starting on May 24th, 2022, at 14.30 CET, the first day of CHERRIES conference was designed for consortium partners, regional stakeholders from the CHERRIES Pilot Regions (Örebro, Sweden; Murcia, Spain; Republic of Cyprus), and the CHERRIES Mirror Regions (Centro, Portugal; West of Ireland, Ireland; Nord East, Romania; Burgos, Spain) to debate the opportunities and challenges of designing and enabling Open and Responsible Innovation programmes, based on demand-driven innovation processes and co-creation approaches.

What is the benefit and need for changing the R&I culture in and between organisations? What is required and how do you initiate and manage these processes in the given regional systems?

Divided into two parallel tracks (one for the practitioners and one for the policy makers), they discussed how CHERRIES methodology and outcomes could contribute to a culture change in regional R&I strategies. In this report we do not present the outcomes of this session as they are already reported in D7.3. Nevertheless, this first “chapter” of the CHERRIES Conference, represented a key ingredient for the aim of the overall event, which was indeed to offer an informal and engaging space for CHERRIES community members to have frank exchanges and conversations around the CHERRIES model, its implementation across Europe and its further development beyond the project lifetime.

On May 25th, the event was opened to a wider audience. Organised back-to-back to the EBN Annual Congress 2022 | Transition Towards 2030, CHERRIES Conference provided participants with insights from project partners and their stakeholders on how the CHERRIES model contributed to shape regional “shared arenas for deliberation” as a means for needs identification and the way they are planning to transit “from regional pilots to sustainable actions”.

Through engaging workshops, during the first part of the conference, participants explored the “next generation of CHERRIES-model”, by integrating transition management thinking into Open Innovation 2.0 approaches.

In the afternoon, when CHERRIES conference merged with the wider 2022 EBN Congress, consortium partners, European policy makers, innovation experts and RRI researchers shared ideas on how CHERRIES model could contribute to shape more responsible, inclusive and open regional R&I strategies.

When designing the programme, CHERRIES partners had always in mind two audiences:

- on one side the so-called “CHERRIES Community”, this including consortium partners, the regional stakeholders of the three CHERRIES pilot regions (including policy makers, entrepreneurs, researchers, healthcare professionals), and the organisations part of the CHERRIES Mirror Regions consortia (including R&I actors, healthcare professionals and regional authorities);
- on the other side a wider European audience who could be interested in learning about CHERRIES model and replicating it in other territories: EU|BICs, regional innovation agencies, regional development agencies, European Networks dealing with innovation and regional development (such



as ENoLL, ERRIN, EURADA, EBAN, BAE, EVPA, IHUB), other SwafS14 projects' partners, and Brussels-based healthcare organisations.

To mobilise and engage CHERRIES community members, project partners prepared dedicated invitation letters and approached on a bilateral basis potential attendee (in particular regional policy makers and stakeholders, and representatives of the Mirror Regions).

Dedicated invites (more than 20) were also sent to Brussels-based organisations who could be interested in CHERRIES activities and results. The main profiles approached with targeted emails are regional representative offices in Brussels, healthcare and patients' associations based in Brussels, European business angels' networks, European innovation networks, regional innovation agencies participating in other RRI related projects.

EBN also invited the Commissioner Kyriakides to address a keynote speech at CHERRIES Conference and EBN Congress 2022, but she was not available on the event's date. Nevertheless, on April 26th, 2022 EBN arranged a meeting with two members of her Cabinet - Ms Daphne Von BUXHOEVEDEN and Mr Ralf KUHNE - to present CHERRIES approach and the regional experiments. As follow up, EBN will share the final policy brief and CHERRIES publication with them.

The conference was promoted through CHERRIES communication channels (website, social media and newsletter) with the support of the consortium partners. In particular, EBN promoted CHERRIES as a relevant track of the network's annual congress.

Dedicated visuals were created to promote the event and the speakers intervening in the CHERRIES Conference. EBN and CHERRIES developed integrated visual identities for the events and coordinated the communication campaigns.

In the end, the event saw the participation of regional and European policy makers, researchers, innovation experts, entrepreneurs, incubators that joined interactive workshops, panel discussions, pitching sessions and keynotes.

CHERRIES Conference Highlights

Title: CONNECTING RESPONSIBLE INNOVATION ECOSYSTEMS. CHERRIES Conference 2022 | Discover. Exchange. Connect.

Date: 24-25 May 2022 9.30-17 CET.

Venue: The Square Convention Centre, Brussels.

Participants: 49 participants attending dedicated CHERRIES workshops on 25th of May morning – who merged in the afternoon with the 200 attendees of the EBN conference.

Website: <https://www.cherries2020.eu/events/cherries-conference/> (621 hits)

<https://www.cherries2020.eu/connecting-responsible-innovation-ecosystems-highlights-from-cherries-conference-2022/> (186 hits)

Video: <https://youtu.be/1DYHdCuqip0> (228 views)



2. CHERRIES Conference Programme

24-25 May 2022. Brussels, The Square Convention Centre [Glass Entrance, Mont des Arts/Kunstberg]

AGENDA 24 May 2022

Time	Parallel Session 1 – Mirror Regions	Parallel Session 2 - Regional Stakeholders
	Moderators: Ulises Pisano, Ticbiomed Myriam Martín, Ticbiomed	Moderators: Stefan Philipp, ZSI Sonia Mena Jara, CWTS (Leiden University)
14:15-14:30	Registration + permanent coffee (Foyer 205)	
14:30-15:00	Welcome	
15:00-16:00	Mirror Regions. WS1 - Activation phase <ul style="list-style-type: none"> How to set ecosystems: involving the key stakeholders? Need co-creation. How to identify needs: individually or jointly? How to transform the need into a challenge. 	Stakeholders. WS1 Change Management – Inter-organisational <ul style="list-style-type: none"> Plenary: Change management concept explanation Presentation Regional policy workshops outcomes and topic selection Creation of breakout groups by region Change management Interorganisational.
16:00-16:30	Coffee Break	
16:30-17:30	Mirror Regions. WS2 – Operationalisation <ul style="list-style-type: none"> How to set the co-creation groups? Define the roles of the stakeholders. Put in place the co-creation. How to gear adoption? 	Stakeholders. WS2 Change Management – Roadmap for change Roadmap for change questions (45 minutes)
17:30-18:30	Mutual learning: sharing outcomes and exchange ideas on results Plenary session to discuss conclusions	
18.30	End meeting	
19:30	Networking Dinner at BOZAR – Centre for Fine Arts Rue Ravensteinstraat 23 1000 Brussels	

AGENDA 25 MAY 2022

Time	Session
9.00-9.30	Registration & welcome coffee
9.30-9.45	Welcome and intro about CHERRIES Speaker: Stefan Philipp, Researcher and Project manager at ZSI and CHERRIES coordinator
9.45-10.15	Responsible TeRRitories Innovative ecosystemic approaches to regional health challenges <i>The session aims at presenting CHERRIES methodology by hearing from regional actors.</i>



	<p>Speakers: Laure Raso, Head of EU Projects Department at CEEIM; Moyses Moysesos, Operations Manager at CyRIC; Lena Uvhagen, Development Leader for Public Health at Örebro Lan</p>
10.15-11.00	<p>ZOOM IN – CHERRIES solution providers’ insights</p> <p><i>This session will look at the CHERRIES methodology from a different perspective, the one of CHERRIES solution providers. Two companies and a municipality engaged in the co-creation process aimed at designing and implementing innovative solutions to the regional challenges. We'll listen to their experiences: opportunities, challenges and the way forward.</i></p> <p>Speakers: Dr Hara Pylarinou, SYSTSERV (online); Annika Karlsson Juliussen, Head of Public Health in Southern Örebro County; Blanca Contreras, Senior Project Manager at Evidenze Digital Health - Pulso</p>
11.00-11.30	Networking coffee break
11.30-13.00	<p>Parallel workshops on the next generation of the CHERRIES model</p> <ul style="list-style-type: none"> • WS1: Shared arenas: Strategic deliberation as basis for need identification? • WS2: Sustainability for Pilots: How to manage change? <p><i>In two parallel workshops, we'll debate how Open and Responsible R&I approaches can shape sustainable and inclusive innovation processes. The questions will revolve around the mobilisation of existing frameworks for addressing societal challenges and an effective exploitation of available resources. The CHERRIES model provides a proven framework for identifying and addressing needs but how can it be better used to facilitate change and sustainable transformation? In the Workshops we will discuss how experiences made in transition management in combination with the CHERRIES model can be strategically used to initiate change and support regions in adapting the societal systems. How could a new generation of the CHERRIES model look like and what are barriers on strategic, tactical and operational level?</i></p> <p>Speakers: Stefan Philipp, Researcher and Project Manager at ZSI; Sonia Mena Jara, Researcher at CWTS</p>
13.00-14.15	Lunch and CHERRIES Conference will merge with EBN Annual Congress
14.15-14.45	<p>Inspiring speech: Are we doing it all wrong? The 12 building blocks of innovation and sustainability</p> <p><i>Nir Koren, CEO & founder of buildinn will discuss his perspective on the connection between innovation and sustainability, as well as its potential based on his experience over the past 15 years. In conversation with the audience, he will then present a methodology for constructing "12 basic building blocks of innovation".</i></p> <p>Speaker: Nir Koren, CEO & founder of buildinn; Laura Lecci, CEO of EBN</p>
14.45-15.30	<p>Responsibility and sustainability – two sides of the same coin.</p> <p><i>This panel will debate the role Open and Responsible Innovation approaches play in shaping institutional and territorial changes through inclusive and demand-driven innovation approaches. We'll get contribution from European Institutions, R&I decision makers and innovation experts.</i></p> <p>Speakers: Lotta Karlsson-Andersson, CEO at Activa Foundation; Cristiana Costa, Project Manager at Laboratory for Automation and Systems (LAS) of the Instituto Pedro Nunes; Ingeborg Meijer, Senior Researcher at Leiden University (CWTS); Marinos Portokallides, Scientific Officer 'A at Research and</p>



	Innovation Foundation representing the Chief Scientist Office or Research and Innovation Foundation of the Republic of Cyprus
15.30-15.45	Coffee break
15.45-16.25	<p>Keynote speech: testing RRI and demand driven approaches to shape regional (smart specialisation) innovation strategies</p> <p><i>Our speakers will share insights on how regional innovation ecosystems can operationalise responsible research and innovation (RRI) and promote multi-stakeholder co-creation approaches and demand driven-innovation methodologies as drivers for the definition of inclusive, sustainable and impactful R&I strategies. They will also debate mission-oriented policies for the research and innovation system, and how missions can be implemented by targeted policy and through co-creation activities.</i></p> <p>Speakers: Esther Peñalver Ibarra, Director CEEI Murcia; Douglas Robinson, Deputy Director of LISIS; Nicola De Michelis, Director, EC Smart and Sustainable Growth and Programme Implementation</p>
16.25-16.30	<p>Conclusions and closing remarks</p> <p>Speakers: Stefan Philipp, Researcher and Project Manager at ZSI; Laura Lecci, CEO of EBN</p>
16.30 -17.00	Cocktail

3. CHERRIES Conference outcomes

As already mentioned above, as the workshops on May 24th have been covered in D7.3, we focus here on the content and key highlights from the public event held on May 25th, 2022.

After an introduction about the project methodology by Stefan Philipp (ZSI), CHERRIES Pilot Regions shared key highlights from the regional implementation of the CHERRIES model. Each region focused on a different step of the CHERRIES methodology sharing insights from the regional experimentations.

In particular, regional representatives were asked to explain how the whole process was kickstarted in their territories, and in particular how they motivated stakeholders to share/propose their needs.

“In Murcia we created a platform working as an observatory of needs, allowing different players to suggest, monitor and assess the challenges citizens, professionals, patients face in the healthcare sector” said Laure Raso, EU|BIC CEEIM, representing CHERRIES Murcia.

“Cyprus ecosystem is mainly following solution-driven approaches. We had to work to change this culture into demand-driven processes. We had to take a step back to reassess challenges through different perspectives. Demanding but very rewarding”, said Moyses Moyses, EU|BIC CyRIC, representing CHERRIES Cyprus.

“We didn’t want to close the doors for stakeholders that are not used to these processes. Helping stakeholders articulating needs and supporting organisations proposing solutions was key for us”, shared Lena Uvhagen, Örebro Regions, representing CHERRIES Örebro.



CHERRIES Conference continued with the three selected solution providers (SYSTSERV, Evidenze Digital Health – Pulso, and Southern Örebro County) who shared their experience in implementing co-creation processes aimed at designing and implementing innovative solutions to the regional challenges.

The three speakers agreed that multidisciplinary brings complexity and requires commitment from all parties to be kept in the process beyond the project phase. Therefore, co-creation/participatory innovation processes are very much needed, as they result in a series of benefits for solution providers:

- Multidisciplinary vision
- Good communication with final beneficiaries
- Generating a societal interest in a problem and encouraging citizens to be part of the solution

The panel also focussed on how the pandemic changed their engagement and involvement with diverse stakeholder groups, given the evolving restrictions.

The first block of the conference dedicated to CHERRIES methodology - presented through the concrete examples of the three pilot regions- closed with a first networking moment organized around a coffee break.





The Conference continued with parallel workshops where participants explored the “next generation of CHERRIES-model”, by integrating transition management thinking into Open Innovation 2.0 approaches.

Partners used this occasion to get feedback on initial thoughts on the future of the CHERRIES model and the way of anchoring it in regional practices. The topics of “a shared arena for deliberation” as a means for need identification and “from pilots to sustainable actions” were raised as topics in relation to the CHERRIES model.



These workshops provided the opportunity for people coming from Mirror Regions, other projects implementing RRI and co-creation, such as TetRRIS, MOSAIC, WBC-RRI.NET, and other participants to share their experiences and best practices and relate these to the challenges and successes of the CHERRIES project.

Special attention was paid to the discussion on how to move from the operational level to the strategic level when implementing the model, throughout the process of assessing how to best replicate and scale up the most positive results.

“Vision and operational level are strongly connected.. you need the strategic level to be considered at early stage so to create the coalition of the willing. Trust & long-term partnerships are key!” concluded Dr. Ingeborg Meijer, CWTS University of Leiden.

For the second half of the public conference, as of the lunch break, CHERRIES event merged with the 2022 EBN Annual Congress | Transition towards 2030.

Nir Koren, CEO and founder of *buildinn* opened the afternoon with an engaging presentation on the connection between innovation and sustainability and advocated for the need to think about sustainability not as an independent concept in itself, but to think about sustainability and innovation together.

The following session, “Responsibility and Sustainability – two sides of the same coin” was moderated by Lotta Karlsson-Andersson CEO of Activa Foundation.

During this session, Mr Marinos Portokallides, Scientific Officer at the Cypriot Research and Innovation Foundation, mentioned that *“we should move from an industry-driven to more demand, responsible driven innovation”*.

In the panel, there was frequent mention of the need to engage citizens and a wider range of stakeholders, Cristiana Costa, Project Manager at Laboratory for Automation and Systems (LAS) of the Instituto Pedro Nunes stressed the importance of making them aware of how R&I can improve citizens’ lives and society as a whole, and therefore calling everyone to contribute to territorial strategies and goals.



As stated by Ingeborg Meijer (CWTS Leiden) “We have developed an ecosystem of SwafS14 projects focused on territory. We found that there is no one size fits all. We can join the best of different, diverse worlds and find something in common.”



During the final session “Testing RRI and demand driven approaches to shape regional (smart specialisation) innovation strategies” moderated by Esther Peñalver Ibarra, Director EU|BIC CEEI Murcia, Nicola De Michelis, Director at DG Regio, discussed the future relevance of Smart Specialisation Strategies. He suggested that while the strategies aren’t perfect, they do continue to offer enough value to continue to be in use, and that now is the time to engage with regional authorities to revise these strategies to be effective and sustainable in the coming years.

Moreover, in line with RRI principles, he talked about the need to involve different stakeholders with different skills in order to bring together that collective knowledge, which allows organizations to be more demand-drive, and ultimately have a wider intake by the public. “Connect with your regional authorities to help them shape the upcoming cohesion funding interventions” said De Michelis in his speech.



Douglas Robinson, Deputy Director of LISIS-CNRS (partner of the MOSAIC project) shared some reflections about the overall CHERRIES Conference and observed how the EU Missions represent a shared agenda between ecosystems and shareholders, capturing shared values and setting innovation priorities for the society.

He also discussed how citizens, firms and other stakeholders could be incentivised to be involved in co-creation activities and summarized the need for RRI as follows: “RRI is about linking dots enabling ecosystems to mobilise several actors for long term objectives”.



Final observations

CHERRIES Conference “Connecting Responsible Innovation Ecosystems” presented a dense programme, enriched by different territorial and sectorial perspectives and expertise.

The Conference, which originally was meant to take place towards the end of the project as a “traditional” final dissemination activity, turned out to be a fundamental milestone for the CHERRIES community.

According to the few evaluation forms received after the event (from the 49 participants who attended the whole CHERRIES programme on the 25th), participants particularly valued the interactive sessions of the conference as they represented an opportunity to learn from peers, listen to other regional and sectorial applications of RRI-driven methodologies and debate the possibilities of replicating the CHERRIES model - while enhancing it- beyond the project pilots. CHERRIES sessions in the framework of the 2022 EBN Annual Congress were also evaluated positively, in particular the final panel on how to shape (and implement) more inclusive Regional Smart Specialisation Strategies.

Moreover, having eight more months of project activities ahead, the CHERRIES “Spring” conference allowed partners to present the results of the experiments while at the same time testing and developing ideas for the exploitation of those results. The Conference (together with other sessions run during CHERRIES General Assemblies in Nicosia and in Cartagena) offered a space for an inclusive debate on how to embed RRI and demand-driven approaches in regional R&I strategies, a space for co-designing and co-creating the New CHERRIES model.

This inclusive and impact-oriented approach, contributed to grow and strengthen the CHERRIES community; a community made of regional innovation ecosystems committed to embrace Open and Responsible Innovation approaches as a way to shape inclusive, sustainable and impactful territorial strategies.

CHERRIES Partners



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