



Invest4Health

Open Call for regional test-beds



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Open Call for new regional test-beds

Inviting regions, to build their competence on novel financial and investment models, through simulation exercises for health promotion and disease prevention initiatives.

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1 Introduction

The Invest4Health consortium is seeking to support a maximum of four (4) new regional test-beds, by **offering capacity building activities and simulation exercises** on testing novel business, financial, and investment models for health promotion and disease prevention initiatives, delivered by the Invest4Health consortium partners.

Invest4Health (<https://invest4health.eu/>) is a **Horizon Europe and UKRI-funded research and innovation project with participation of leading European academic and innovation partners in health and social care**. The project is taking the first steps in the design and testing of new finance and business models that will help health and social care providers, local governments, and communities transform how financial and non-financial resources are allocated to strengthen health promotion and disease prevention in a post-COVID pandemic world. What the pandemic taught us is that it is better to be prepared rather than repair after things go wrong. Thus, we aim to find models that could support shifting our focus towards proactive health management and disease prevention. The project also aims to involve citizens, patients, and civil society in a co-governance approach to managing initiatives.

2 Project context

The challenge – European society is ageing and expectations regarding healthcare services or public health are rising. At the same time, budgetary pressures keep increasing, so in the medium to long-term, governments will have less fiscal space to provide additional budgetary resources in healthcare, let alone to facilitate a shift from disease treatment to disease prevention.

Our solution – Invest4Health aims to find new ways of financing health promotion and disease prevention, where risks are shared among stakeholders, localized benefits are generated, and the financial benefits to health and other sectors outweigh the initial costs, giving a sustainable return on investment. This is **Smart Capacitating Investment (SCI)**, the core concept of our project.

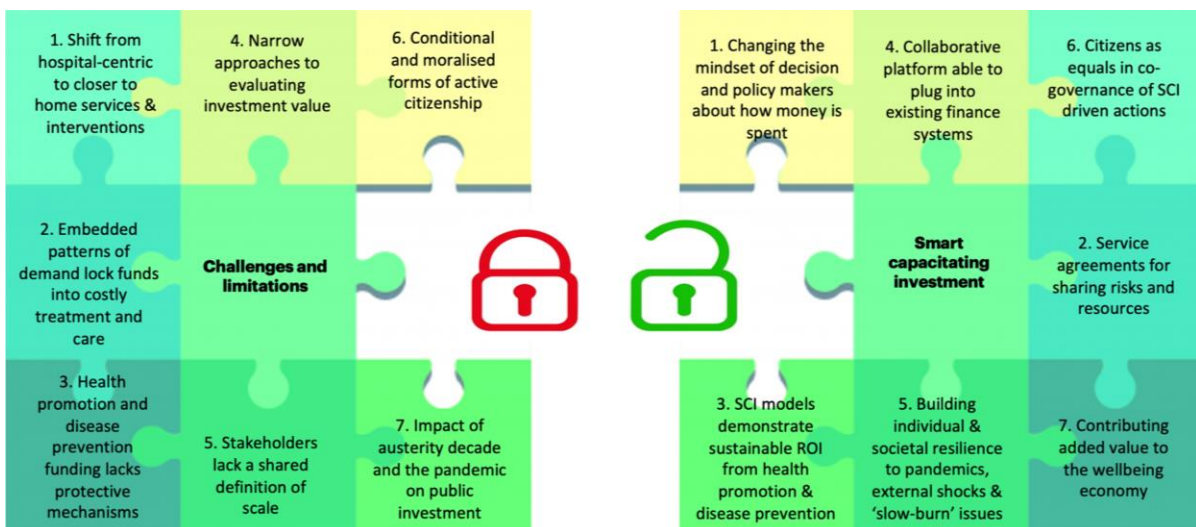


Figure 1: Invest4Health challenges and responses

The project is working towards developing and testing novel finance and business models for health promotion and disease prevention, developing an SCI package and tools to support replication and large-scale adoption across Europe, supporting and training our current regional test-beds in assessing and enhancing their organizational readiness for testing SCI models, refining our models and tools through simulation exercises with our new regional test-beds, and finally designing a social franchising model for replication and scaling of our Invest4Health SCI package.

Our project is currently working on the following activities to achieve its objectives and impact (Figure 2):

- SCI validation in 4 regional test-beds in Germany, Spain, Sweden, and the UK – following the completion of the first phase of research and SCI concept development.
- Open Call for new regional test-beds to participate in training, capacity-building, and simulation activities on testing SCI models and tools in their context.
- Designing a scalable SCI package of models, tools, and governance mechanisms for large-scale adoption across regions

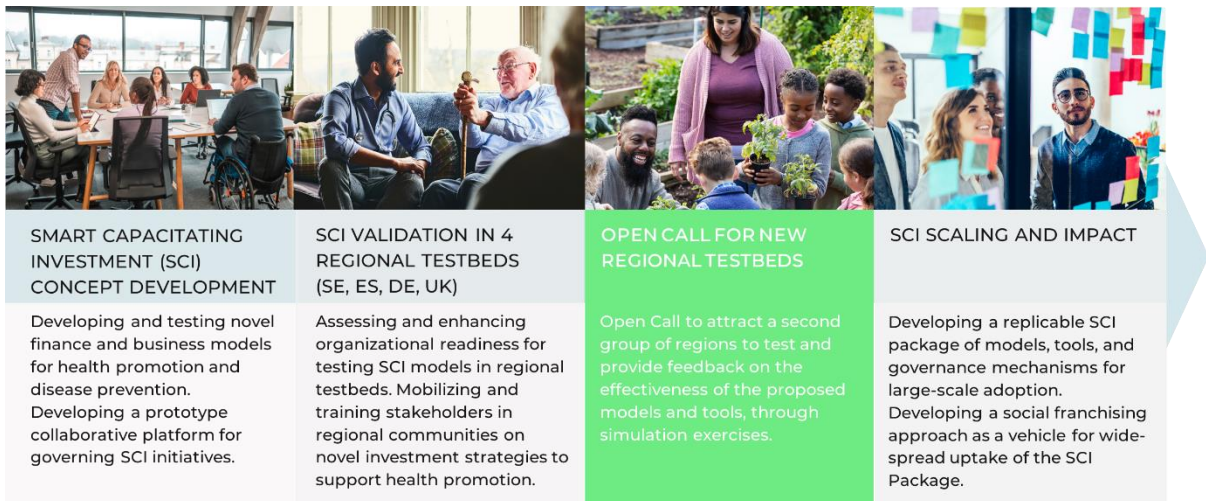


Figure 2: Invest4Health activities

3 Who is this call for?

This Open Call is addressed to **local governments, regional governments, cities, municipalities, health authorities, community-driven initiatives, social enterprises and other actors which are working on health promotion and disease prevention initiatives and are interested in exploring new, innovative ways of financing these initiatives.**

We welcome applications from test-beds focused on health promotion and disease prevention initiatives at different stages of maturity, e.g. from needs/ problem identification stage to project development, or implementation stage. As an applicant you can indicate the stage of your initiative, so that we can discuss which of the Invest4Health activities described in the next section add the most value to your team and your process.

4 The value you get from Invest4Health

The Invest4Health consortium is aiming to support regional test-bed teams in building their capacity and knowledge around novel ways of financing health promotion and disease prevention initiatives.

This creates value both for the citizens, through potential long-term health benefits, and for the regions themselves, through unlocking new ways of financing, more society-driven initiatives, and potentially reducing healthcare costs due to a healthier population.

The support you will get as new test-beds will essentially help with understanding and solving the complexities of designing, sustaining, and scaling your health promotion and disease prevention initiatives. It will be an **iterative process** consisting of design thinking steps¹ tailored by Invest4Health towards health promotion and disease prevention initiatives:

1. understanding the needs of the population,
2. defining and understanding existing challenges at both systems and user levels hindering initiatives,
3. ideating on different and innovative solutions and goals to achieve them,
4. designing / conceptualizing SCI solutions, and
5. refining and testing the SCI solutions through simulation exercises.

More specifically, within these steps, our consortium will guide each new test-bed through the following activities:

- **A situational analysis of needs, priorities, strengths, and weaknesses**, so that a test-bed team can better understand the context and relevance of an initiative in a specific region (the Shared Purpose).
- **Self-assessment exercises** of the participating regions, to assess their awareness, and readiness **to test and implement** novel financial and business (SCI) models and new governance structures.
- **Capacity building and training exercises** for policy makers on SCI models and tools, stakeholder identification and engagement, and governance structures to support implementation.
- **Workshops on designing** a collaborative platform that can be instrumental in sustaining the orchestration and governance of regional initiatives beyond the scope of the Invest4Health project.
- **A toolkit** on designing SCI-compatible investment and finance models
- **A toolkit** with potential solutions to barriers for SCI adoption (e.g. technical feasibility, motivation of stakeholders, existing healthcare delivery and financing system, economic and cultural aspects, etc.)
- **Workshops with simulation exercises** on how chosen SCI models could be adopted to the regional context.
- **Arguments for advocacy** to support the implementation of SCI models in new settings.

¹ Dam, R. F. (2024, March 1). The 5 Stages in the Design Thinking Process. Interaction Design Foundation - IxDF. <https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

We are also aiming to **connect the new test-beds with each other and with the current Invest4Health test-beds**, to further enhance learning and to encourage feedback that can improve the project’s outputs and impact.

As a new test-bed, you are not required participate in all steps or all activities mentioned above. After your test-bed has been selected, you will have the opportunity to discuss with the Invest4Health team on which activities fit you and your team best.

The following figure (Figure 3) explains how the different activities under this call fit into the iterative development process of the new test-beds.

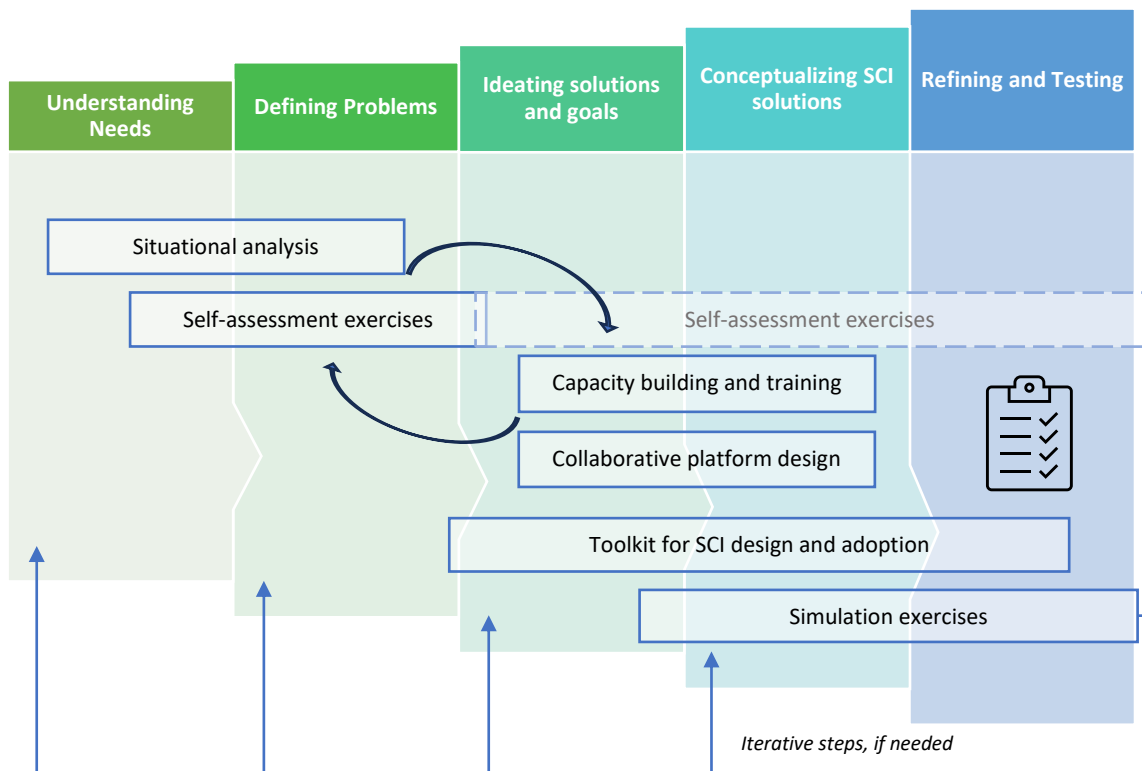


Figure 3: Invest4Health activities for new test-beds

Collaborating with Invest4Health will give you the chance to provide input into how new financial and governance mechanisms can be improved or introduced, to involve citizens and multiple stakeholders in decisions about prioritizing investments in health promotion and disease prevention.

We will rely on you bringing your own views and experiences, and work together with us to create change at local, national, and international levels. Regional funders and participating public authorities will also be **invited to join an expanded Strategic Advisory Board** to support large-scale adoption of the Invest4Health concepts and results.

5 Call and activity timeline

The Invest4Health Open Call for new regional test-beds opens on 13 December 2024, at 12:00 CET (UTC+1). The **deadline** for applications is **27 February 2025, at 17:00 CET (UTC+1)**. All application documents must be submitted through email to invest4health.opencall@norwayhealthtech.com. Submissions after the deadline will not be considered.

The applicants will be informed about the outcome of their application by 19 March 2025.

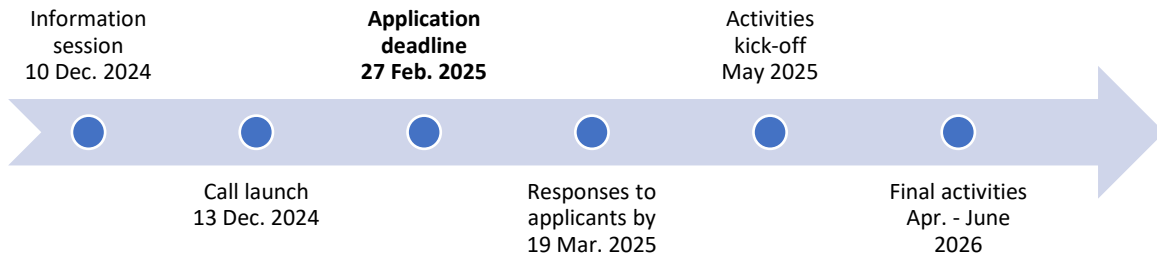


Figure 4: Open Call timeline

The specific activities under this call (training, simulation exercises, etc.) will take place **online**, in the period from May 2025 until the end of June 2026. The schedule of these online activities will be agreed between each test-bed and the Invest4Health partners during an **online kick-off meeting** taking place in **May 2025**. The new test-beds will also be requested to participate in a **final meeting in the period from April to May 2026**. All activities and meetings will take place in English language.

Time commitment for new test-beds

The estimated time commitment for the new test-bed teams is approximately **30-40 hours in total, for each team participating in the activities**. This includes all meetings and activities.

The time allocated is an estimate and can be tailored to the level of support you need as a test-bed, and any further opportunities for collaboration with Invest4Health. For example, if a new test-bed has already performed a situational analysis before as part of their initiative, it may not need to invest time in this exercise, but instead to relevant activities of later development stages.

6 Evaluation of applications

The Invest4Health consortium is looking for test-beds who are willing, able, and ready to commit to participating in our activities, and work towards exploring new, innovative financing and investment models of their health promotion and disease prevention initiatives. We invite **local governments, regional governments, cities, municipalities, health authorities, community-driven initiatives, or social enterprises** to submit their applications. It is possible that more than one entity is included in the application.

The **eligibility of the applications received** will be assessed by an internal committee consisting of Invest4Health consortium partners, based on the following criteria:

Eligibility criteria	<i>All the following criteria <u>must</u> be fulfilled for an application to be considered for evaluation</i>
1. Legal entity	All applicant organizations must be established legal entities in one of the EU Member States (MS), or third countries associated to the Horizon Europe programme ² .
2. Health Promotion and Disease Prevention relevance	All applications must focus on and cover at least one health promotion area and/ or disease prevention category ³
3. Application completion	All requested application documents must be submitted within the deadline. Incomplete applications will be rejected. All applications must be submitted in English, as the working language of the Invest4Health consortium. The legal entity proof may be submitted in local/ original languages.
4. Number of applications submitted	Applicant organizations can only submit one (1) application as leaders. If there are multiple applications submitted from the same lead organization/entity, only the most recently submitted will be considered.

Applications which fulfil all eligibility criteria will be further **evaluated and potentially selected** to participate in the Invest4Health activities outlined in this document, by the internal project committee based on the following **selection criteria**:

² [Updates on the association of third countries to Horizon Europe - European Commission](#)

³ [Health Promotion and Disease Prevention | Knowledge for policy - European Commission](#)

Selection criteria	<i>The following criteria will be considered for the final selection of new test-beds</i>
1. Motivation for Invest4Health collaboration / Strategic fit	Applicants should describe why they wish to collaborate with the Invest4Health project and how it could benefit their initiatives. An interest in working with and testing alternative financing models should be clearly stated and explained (e.g. what is the need for investment/ investment gap). The Invest4Health team will evaluate the alignment of each application with the invest4health priorities to maximize the value for the new test-beds.
2. Clarity of the initiative	Applications should include a clear description of the proposed initiative, including the problem statement, its objectives/ outcomes/ results, and milestones to achieve its expected results. The health promotion area and/or disease prevention category the proposed initiative covers should also be mentioned, and social determinants of health should be considered. Relevance to regional and/or European health promotion and disease prevention objectives will be positively evaluated.
3. Readiness to test	The application should include a clear description of the soft-infrastructure and the facilities where the new test-beds can simulate, experiment and test. Each application should also clarify the staff/ team members who will participate in the Invest4Health activities, the size of the team involved, and the resources that will be provided by the new test-beds for their participation in the Invest4Health activities.
4. Team composition	Multidisciplinary, multi-sectorial, and multistakeholder teams will be positively evaluated with extra points. Involving multiple organizations in the application/ team is not required but will be positively evaluated when bringing added value. <i>N.B.: Extra points will be awarded for active involvement of policy and/or decision makers (particularly in charge of financing).</i>
5. Stakeholder engagement	Applicants should mention which stakeholders they plan to target in order to understand their needs and

	generate momentum for their initiatives (e.g., regional and health authorities, investors, charities, social enterprises, solution providers, community/citizen driven initiatives, end users, etc.), as well as provide with a plan on how to engage with them in the mid/long-term.
6. Geographic diversity	Applications from transition and less developed regions ^{4,5} will be positively evaluated with extra points.
7. Societal impact	Applications should clearly describe the societal, health, economic, and environmental impact of their interventions, as well as ethical, gender, and diversity considerations. The inclusion of specific metrics and performance indicators (KPIs) will be positively evaluated.

7 How to apply

To apply for this Open Call, you need to complete and submit all the following documents:

- **Application form** – available on the Invest4Health website
- **Declaration of Honour** – available on the Invest4Health website
- **Proof of existence of legal entity** (e.g. registration certificate, statutes, etc.)

Before you send us your documents, please make sure to check all eligibility criteria, and address all the selection criteria in your application form. **Applications must be submitted in English**, as the working language of the Invest4Health consortium.

Once you have completed all application documents, please send them via email in PDF format to the following email address: invest4health.opencall@norwayhealthtech.com.

All information provided will be kept secure and confidential and will only be used for by the Invest4Health project for the purpose of this call and the outlined activities in this document, in compliance with EU GDPR data protection rules.

You will receive the outcome of your application and any next steps via email, by 19 March 2025.

For any questions, you can read our Frequently Asked Questions document on the Invest4Health website, or send us an email at invest4health.opencall@norwayhealthtech.com.

We look forward to receiving your application!

⁴ [Inforegio - New Cohesion Policy](#)

⁵ [Inforegio - Is my region covered?](#)

8 Call Terms and Conditions

By applying for this open call, the applicant organizations accept the following terms and conditions.

- 1. Time commitment** – The estimated time commitment for the new test-bed teams is approximately **30-40 hours in total, for each team participating in the activities, in the period from May 2025 until the end of June 2026**, including all meetings and activities. This is the minimum requirement for the new test-beds to attend and actively participate in these activities. Each test-bed team is of course welcome to engage with more time and resources and draw more value from the support provided by Invest4Health.
- 2. Activity costs** – There is **no financial reimbursement nor compensation by the Invest4Health project for any costs** incurred by the new test-beds for their participation in any of the project's activities. The new test-beds must cover their own costs and allocate sufficient resources for participating in the activities described in this call document.
- 3. Liability** – Neither the Invest4Health consortium nor any of its partners shall be liable for any direct or indirect damage of any kind (including disruption of business, third party claims and loss of profits, anticipated savings, or goodwill), which may occur during the implementation of any activities in the new regional test-beds.
- 4. Privacy and Confidentiality** – The Invest4Health project is committed to following ethical guidelines in all research activities, including communication and dissemination. It is particularly important when dealing with sensitive or possibly personal data, as in the case of test beds and citizen engagement. The project will ensure that privacy and confidentiality are respected, and appropriate measures will be implemented to safeguard the rights and interests of all stakeholders involved.
The new test-beds must also equally ensure that they also respect privacy and confidentiality according to all applicable data privacy laws and regulations laws (including GDPR), and that they will treat all confidential information of any party involved in the Invest4Health project with the same degree of care. As such, both the Invest4Health consortium and the new test-beds will not use, disseminate, or in any way disclose any confidential information of the disclosing party, except to the extent necessary to fulfil the reporting obligations of the Invest4Health project in reports that are only shared with the European Commission.
- 5. Public communications** – The Invest4Health project may publicly share updates, content, and results from the new test-beds' activities, upon agreement with each new test-bed. The new test-beds must contact the Invest4Health team prior to publicly sharing any Invest4Health contents or material.
- 6. Ownership of materials used** – The Invest4Health consortium and respective partners retain ownership of all materials used in providing support to the new test-beds. These materials may be used by the new test-beds for the sole purpose of implementing their own activities but

must not be shared further without the written consent of the Invest4Health consortium. Eventual request for further sharing/use must be addressed via email to the Invest4Health project coordinator to the following email address: bengt.stavenow@innovationskane.com

7. **Term and Termination** – The engagement of the new test-beds in the Invest4Health project under this open call is estimated to last until the end of the project (June 2026). **To initiate activities, an agreement will be signed between each new test-bed and the Invest4Health project coordinator**, outlining the terms of the collaboration. The new test-beds have the right to withdraw from the project activities at any point with a written request to the Invest4Health project coordinator via email to bengt.stavenow@innovationskane.com. In case of a breach of the Terms agreed herein and the contents of the Declaration of Honour included in the required application documents, the Invest4Health consortium reserves the right to terminate the engagement of a new test-bed in the project activities with immediate effect.



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