



**Invest4Health**

# **MOBILISING NEW FINANCIAL APPROACHES FOR EQUITABLE HEALTH AND WELLBEING**



## **FINAL EVENT PROGRAMME**

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# INVEST4HEALTH HORIZON EUROPE PROJECT

## MOBILISING NEW FINANCIAL APPROACHES FOR EQUITABLE HEALTH AND WELLBEING

### FINAL EVENT PROGRAMME

**Thursday, 28 May 2026**

**08.30h – 17.15h**

**Venue:**

European Committee of the Regions (CoR), Brussels, Rue Belliard 101, B-1040,  
5th floor of JDE-Bâtiment Jacques Delors

**Rooms:**

JDE51 (Plenary room) & JDE53

**Contact person:**

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**European Committee  
of the Regions**

## PROGRAMME OVERVIEW

<b>Time</b>	<b>Room JDE51 - Plenary room</b>	<b>Room JDE53</b>
08:30 – 09:00	Registration & Welcome Coffee	
09:00 – 09:20	Welcome Speeches	
09:20 – 10:30	Keynote Speeches <i>Prevention investment gap &amp; equity</i> <i>Private capital for prevention</i> <i>Blended finance for health promotion</i>	
<b>10:30 – 11:00</b>	<b>Coffee Break &amp; Networking</b>	
11:00 – 11:30	Presentations <i>Smart Capacitating Investment finance models</i> <i>Investability</i>	
11:30 – 12:30	Panel Discussion <i>From Pilots to Uptake</i>	
<b>12:30 – 13:15</b>	<b>Networking Lunch</b>	
13:15 – 14:30	A1 Parallel session Roundtable Discussion <i>Testbed Experiences – SCI in Practice</i>	A2 Parallel session Interactive Dialogue & Peer Learning <i>Under Construction: Paving the Path for Upstream Health Infrastructure</i>
<b>14:30 – 15:00</b>	<b>Coffee Break &amp; Networking</b>	
15:00 – 16:00	B1 Parallel session Panel Discussion <i>Mainstreaming Health Promotion Investment: Policy Considerations</i>	B2 Parallel session Interactive Workshop <i>Delivering SCI through Social Franchising</i>
16:00 – 16:15	Plenary Closing Remarks	
<b>16:15 – 17:15</b>	<b>Networking Reception</b>	
<b>17:15</b>	<b>Event closure</b>	

## SPEAKERS, CONTRIBUTORS

## **GUEST SPEAKERS AND EXTERNAL CONTRIBUTORS**

Graham Randles – Consultant – Well-being Economy, WHO European Office for Investment for Health and Development (keynote speaker)

Stanleyson Hato – Team Lead, Life Sciences & Health Business Development, Invest-NL (keynote speaker)

Alain Coheur – Member, European Economic and Social Committee; Director of European and International Affairs, Solidaris

Cornel Riscanu – Project Advisor, European Health and Digital Executive Agency (HADEA)

Pascal Lardier – Co-organiser, éditoHealth and Radical Health Festival

Ushma Issar – Co-Founder and CEO, Rypple

## **INVEST4HEALTH CONSORTIUM SPEAKERS AND CONTRIBUTORS**

Caroline Costongs – Director, EuroHealthNet (keynote speaker)

Alison Massen – Programme Manager, EuroHealthNet

Anant Jani – Senior Research Fellow, University of Heidelberg

Apostolos Tsiachristas – Associate Professor in Health Economics, Nuffield Department of Primary Care Health Sciences & Department of Psychiatry, University of Oxford

Balázs Babarczy – Senior Research Associate, Syreon Research Institute

Balázs Nagy – Senior Research Associate, Syreon Research Institute

Bengt Stavenow – Senior Innovation Manager, Innovation Skåne

David Evers – Project Manager, FIR an der RWTH Aachen; North Rhine-Westphalia testbed representative

Elena Stebbings – Trainee Clinical Scientist, Hywel Dda University Health Board; West Wales testbed representative

Jacob Davies, Research Officer, Health Economics at the Centre for Health Economics and Medicines Evaluation (CHEME), Bangor University

Jolanda van Vliet – Invest4Health Project Manager; Senior Innovation Manager, Innovation Skåne; Region Skåne testbed representative

Joanna Lane – Managing Director, Stichting Health ClusterNet (SHCN); Chairperson, FHEF; Professor, USN; Advisory Board Co-Chair, THCS Partnership

José María Romero Fidalgo – Director, Health Development and Innovation Area – ACIS; Galicia testbed representative

Lars Münter – Invest4Health Citizen Patient Advisory Group representative, Nordic Wellbeing Academy

Lina Papartyte – Project Coordinator, EuroHealthNet

Maureen Rutten-van Mölken – Professor of Economic Evaluation of Innovations for Health, Erasmus School of Health Policy & Management

Petra Vogt – Medical & Strategic Advisor, I4H Project Coordinator, Region Skåne

Rhiannon Tudor Edwards – Professor of Health Economics; Co-Director, Centre for Health Economics and Medicines Evaluation, Bangor University

Shabs Rajasekharan – Senior Associate, IESE Centre for Research in Healthcare Innovation Management

Shirin Bartholdsson – Innovation and Process Leader, RISE, Social & Health Impact Centre

Stephen Wright – Independent Economic Consultant; Research Associate, Stichting Health ClusterNet

Theologos Xenakis – EU Project Manager, Norway Health Tech

Vidya Oruganti – Associate Professor in Digital Business, SNF Centre for Applied Research, NHH Norwegian School of Economics

## DETAILED PROGRAMME

**08:30 – 09:00 | REGISTRATION, ARRIVAL COFFEE (ROOM JDE51)**

## **SESSION 1 – PLENARY**

### **WELCOME & KEYNOTE SPEECHES – SETTING THE CONTEXT**

09:00 – 09:20 | WELCOME SPEECHES

#### **FROM A HORIZON EUROPE PROJECT TO ACTION: MOBILISING INVEST4HEALTH – WHAT OUR CONSORTIUM BUILT, WHY IT MATTERS, AND WHAT COMES NEXT**

Moderators: **Jolanda van Vliet**, Invest4Health Project Manager, Innovation Skåne; **Joanna Lane**, Managing Director, Stichting Health ClusterNet

- **Petra Vogt**, Medical & Strategic Advisor, I4H Project Coordinator, Region Skåne
- **Cornel Riscanu**, Project Advisor, European Health and Digital Executive Agency (HADEA)
- **Joanna Lane**, Managing Director, Stichting Health ClusterNet (SHCN), Chairperson FHEF, Professor USN, Advisory Board Co-Chair THCS Partnership

09:20 – 09:40 | KEYNOTE SPEECH

#### **WHY ACT NOW? TURNING THE PREVENTION INVESTMENT GAP INTO AN OPPORTUNITY FOR EQUITY AND SUSTAINABILITY**

- **Caroline Costongs**, Director, EuroHealthNet

09:40 – 10:00 | KEYNOTE SPEECH

#### **LEVERAGING PRIVATE CAPITAL FOR ACCELERATING PREVENTION**

- **Stanleyson Hato**, Team Lead, Life Sciences & Health Business Development, Invest-NL

10:00 – 10:20 | KEYNOTE SPEECH

#### **UNLOCKING PUBLIC AND PRIVATE FUNDING FOR INVESTMENT IN HEALTH PROMOTION AND WELL-BEING**

- **Graham Randles**, Consultant - Well-being Economy, European Office for Investment for Health and Development, World Health Organization (WHO)

10:20 – 10:30 | Q&A AND DISCUSSION

10:30 – 11:00 | COFFEE BREAK

## SESSION 2 – PLENARY FROM PILOTS TO SCALABLE INVESTMENTS (ROOM JDE51)

Session moderator: **Maureen Rutten-van Mólken**, Professor of Economic Evaluation of Innovations for Health, Erasmus School of Health Policy & Management

11:00 – 11:15 | PRESENTATION

### SMART CAPACITATING INVESTMENT: MODELS, MOTIVATIONS, SUCCESS FACTORS

- **Maureen Rutten-van Mólken**, Professor of Economic Evaluation of Innovations for Health, Erasmus School of Health Policy & Management, The Netherlands

11:15 – 11:30 | PRESENTATION

### WHAT WOULD DRAW BANKS INTO FINANCING HEALTH IMPACT? INVESTABILITY AND THE MANAGEMENT OF RISKS

- **Stephen Wright**, Independent Economic Consultant; Research Associate, Stichting Health ClusterNet

11:30 – 12:30 | PANEL DISCUSSION

### FROM PILOTS TO UPTAKE: FINANCING AND GOVERNANCE MODELS FOR PREVENTION, HEALTH PROMOTION AND EQUITY

This panel discussion will examine the practical conditions needed to move prevention and health promotion initiatives from isolated pilots to sustainable, repeatable investment models. Speakers will reflect on implementation experiences from research, regional innovation, and economic evaluation, focusing on SCI-compatible business and financing models, governance arrangements, and the role of evidence generation in supporting long-term scaling and system integration.

Moderator: **Maureen Rutten-van Mólken**, Professor of Economic Evaluation of Innovations for Health, Erasmus School of Health Policy & Management

- **Vidya Oruganti**, Associate Professor in Digital Business, SNF Centre for Applied Research, NHH Norwegian School of Economics
- **Balázs Babarczy**, Senior Research Associate, Syreon Research Institute
- **Apostolos Tsiachristas**, Associate Professor in Health Economics, Nuffield Department of Primary Care Health Sciences, & Department of Psychiatry, University of Oxford
- **Bengt Stavenow**, Senior Innovation Manager, Innovation Skåne

12:30 – 13:15 | NETWORKING LUNCH

## SESSION 3 – AFTERNOON PARALLEL SESSIONS (A) TESTBED EXPERIENCES & MOVING AWAY FROM PILOTS

PARALLEL SESSION A1 (ROOM JDE51)

### TESTBED EXPERIENCES – SMART CAPACITATING INVESTMENT IN PRACTICE

Session moderator: **Jolanda van Vliet**, Invest4Health Project Manager, Innovation Skåne

13:15 – 13:30 | INTRODUCTORY PRESENTATION

#### FRAMING THE EVIDENCE FROM REGIONAL TESTBEDS

- **Jacob Davies**, Research Officer, Health Economics at the Centre for Health Economics and Medicines Evaluation (CHEME), Bangor University

13:30 – 14:30 | ROUNDTABLE DISCUSSION

#### COLLECTIVE LEARNING FROM TESTBEDS THROUGH SHORT STORIES AND EXAMPLES

This panel brings together four testbeds implementing SCI in practice to share real-world experiences, challenges, and key lessons learned. The discussion will explore how the testbeds navigated stakeholder engagement, funding pathways, governance, and operational barriers, highlighting both successes and difficulties. The session aims to provide practical insights for others involved in similar innovation and development processes, while contributing to more effective and scalable approaches to SCI implementation.

Moderator: **Shirin Bartholdsson**, Innovation and Process Leader, RISE, Social & Health Impact Centre

- **José María Romero Fidalgo**, Director, Health Development and Innovation Area - ACIS; Galicia testbed representative
- **Jolanda van Vliet**, Senior Innovation Manager, Innovation Skåne, Region Skåne testbed representative, Sweden
- **David Evers**, Project Manager, FIR an der RWTH Aachen, North Rhine-Westphalia testbed representative, Germany
- **Elena Stebbings**, Trainee Clinical Scientist, Hywel Dda University Health Board, West Wales testbed representative, UK

14:30 – 15:00 | COFFEE BREAK

## PARALLEL SESSION A2 (ROOM JDE53)

### UNDER CONSTRUCTION: PAVING THE PATH FOR UPSTREAM HEALTH INFRASTRUCTURE

13:15 – 14:30 | INTERACTIVE DIALOGUE & PEER LEARNING

This interactive session explores how the tools and approaches developed through Invest4Health can move beyond pilots and become part of long-term “upstream health infrastructure”. Through expert discussion and participatory exchanges, participants will reflect on the conditions needed to scale and embed prevention and health resilience into policy and investment systems. The session will focus on practical pathways for adoption and cross-sector collaboration, treating health resilience as critical societal infrastructure rather than a short-term project or cost.

Moderator: **Ushma Issar**, Co-Founder and CEO of Rypple

- **Joanna Lane**, Managing Director, Stichting Health ClusterNet (SHCN), Chairperson FHEF, Professor USN, Advisory Board Co-Chair THCS Partnership
- **Stanleyson Hato**, Team Lead, Life Sciences & Health Business Development, Invest-NL
- **Rhiannon Tudor Edwards**, Co-Director Centre for Health Economics and Medicines Evaluation, Professor of Health Economics, School of Health Sciences Bangor University
- **Lars Münter**, Invest4Health Citizen Patient Advisory Group representative, Nordic Wellbeing Academy
- **Pascal Lardier**, éditoHealth & Radical Health Festival co-organiser
- Audience participants

14:30 – 15:00 | COFFEE BREAK

## SESSION 4 – AFTERNOON PARALLEL SESSIONS (B) POLICY AND ACTION

PARALLEL SESSION B1 (ROOM JDE51)

### POLICY CONSIDERATIONS OF INTRODUCING INNOVATIVE INVESTMENTS

15:00 – 16:00 | PANEL DISCUSSION | MAINSTREAMING HEALTH PROMOTION INVESTMENT: WHAT SHOULD POLICY LOOK LIKE?

This panel discussion will explore the policy frameworks and enabling conditions necessary to mainstream investment in health promotion and disease prevention across Europe. Bringing together perspectives from public health, research, social economy, and policy, the discussion will address how prevention can move from short-term projects to long-term strategic investment. Participants will reflect on policy changes required to support more equitable, resilient, and sustainable health systems.

Moderators: **Alison Massen**, Programme Manager, EuroHealthNet; **Lina Papartyte**, Project Coordinator, EuroHealthNet

- **Caroline Costongs**, Director, EuroHealthNet
- **Joanna Lane**, Managing Director, Stichting Health ClusterNet (SHCN), Chairperson FHEF, Professor USN, Advisory Board Co-Chair THCS Partnership
- **Anant Jani**, Senior Research Fellow, University of Heidelberg
- **Alain Coheur**, Member of the European Economic and Social Committee and Director of European and International Affairs at Solidaris

## PARALLEL SESSION B2 (ROOM JDE53)

### **DELIVERING SCI THROUGH SOCIAL FRANCHISING: A TRANSFERABLE CONCEPT**

15:00 – 16:00 | INTERACTIVE WORKSHOP | DELIVERING SMART CAPACITATING INVESTMENT THROUGH SOCIAL FRANCHISING: SCALING HEALTH PROMOTION ACROSS EUROPE

This workshop will present potential Invest4Health support options designed to help scale health promotion and disease prevention initiatives. Participants will be invited to share feedback on the proposed approach and discuss how social franchising can be used to deploy it across regions to maximise impact. The workshop will conclude with a discussion on future collaboration opportunities between Invest4Health and interested stakeholders to support the adoption of Smart Capacitating Investments in their own contexts.

Moderator: **Theologos Xenakis**, EU Project Manager, Norway Health Tech

Contributors:

- **Balázs Nagy**, Lead Partner & Head of Modelling Division, Syreon Research Institute
- **Shabs Rajasekharan**, Senior Associate, IESE Centre for Research in Healthcare Innovation Management
- **Vidya Oruganti**, Associate Professor in Digital Business, SNF Centre for Applied Research, NHH Norwegian School of Economics

## SESSION 5 – FINAL PLENARY

### CLOSING REMARKS (ROOM JDE51)

Moderator: **Joanna Lane**, Managing Director, Stichting Health ClusterNet (SHCN), Chairperson FHEF, Professor USN, Advisory Board Co-Chair THCS Partnership

16:00 – 16:15 | PLENARY | AUDIENCE REFLECTIONS: KEY INSIGHTS AND TAKEAWAYS FROM THE DAY

### RECEPTION

16:15 – 17:15 | NETWORKING RECEPTION (COFFEE AREA, JDE51)

17:15 | EVENT CLOSURE



### European Committee of the Regions

The content of the meeting is the sole responsibility of the organisers and does not reflect the views of the Committee of the Regions



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