

Action Plan for EURASANTÉ



Part I – General information

Project: SILVER SMEs

Partner organisation(s) concerned:
PP7 EURASANTE

Country: France

NUTS2 region: FRE1, FRE11, FRE12, FRE2, FRE21, FRE22, FRE23

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Part II – Policy context

The Action Plan aims to impact:

<input type="checkbox"/>	Investment for Growth and Jobs programme
<input type="checkbox"/>	European Territorial Cooperation programme
<input checked="" type="checkbox"/>	Other regional development policy instrument

Name of the policy instrument(s) addressed:

Regional plan for Economic Development, Innovation and Internationalisation (SRDEII) 2017-2021

Further details on the policy context and the way the action plan should contribute to improve the policy instruments:

Nearly a third of the total funds of the regional ERDF OP are dedicated to innovation and competitiveness. Nevertheless, more specific actions for SMEs support still need to be made up though, as the Region Nord Pas-de-Calais is lagging behind in terms of creation and transfer of companies in light of the average entrepreneurial density at the national level. Considering this point, the Silver economy has been identified as a priority in the RIS3, as a source for jobs creation. Today, there are different initiatives that are taken on the territory to foster competitiveness of SME in the silver economy area, and the action plan will contribute to the drafting of a roadmap to structure initiatives.

Following the new administrative map of France adopted in 2015, the Nord-Pas-de-Calais and the Picardie regions merged into one Region named "Hauts-de-France". Consequently, the new Hauts-de-France Region has adopted its Regional Plan for Economic Development, Innovation and Internationalisation fostering collaboration between all relevant regional stakeholders. As a continuation of the ROP ERDF Nord Pas-de-Calais (Axis 1, OT3: Investing in an area of knowledge, enterprising, dynamic, and opened to Europe) includes the investment priority "Promoting the creation of SMEs, their competitiveness and growth", the SRDEII of the Hauts-De-France region (adopted in 2017) targets five innovative sectors, based on the ones defined in both Picardie and Nord-Pas de Calais Research and Innovation Strategies for Smart Specialisation (RIS3). One of them aims at specialising on care and services to the elderly and making the Hauts-de-France Region the European leader in active and healthy ageing (French term used is "silver economy"). To achieve this goal the development strategy no.4 called "Generation S" has been elaborated. It aims at building a regional and innovative model to develop health and care.

In order to sustain these development strategies, action plans have been issued. "Booster filières" is the one dedicated to creating a conducive ecosystem enhancing the creation and competitiveness of Silver SMEs and the design of innovative digital technologies. Supporting innovation is addressed through 2 Regional cross-sector plans named "Starter plan" and "Booster plan". In the framework of the Silver SMEs project, our action is addressing the latter. "Booster plan" aims at helping companies to grow and fostering innovation in the Silver Economy branch by accompanying companies who want to innovate in accessing networks and funds. Beside healthcare, the Silver Economy offers new opportunities as well for a wide range of subsectors, such as silver tourism, development of ICT Apps, Internet of Things, transport, shopping, cleaning, housing, etc.



How does our action contribute to improve this policy instrument?

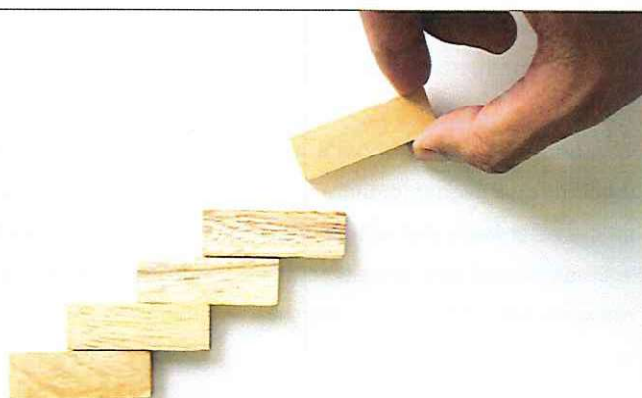
The action Eurasanté is implementing contributes to strengthen the specific approach (inclusive) of the regional economy, territorial planning and innovation aiming at structuring the Silver Economy at regional level.

Part III – Details of the actions envisaged

ACTION 1:

Name of the action: Connecting the “Silver Surfer” call for projects with the new incubator of Eurasanté as one of the main entry points for new projects.

- ✓ **Relevance to the project** *(please describe how this action derives from the project and in particular from the interregional exchange of experience. Where does the inspiration for this action come from?)*



This action has been inspired by the study visit of the Cork

Institute of Technology (practice « Health Innovation Hub Ireland») with regards to the combination of a call for projects as “first step” before joining a Silver Economy-related programme within a new Incubator for a long-term support program.

- ✓ **Nature of the action** *(please describe precisely the content of action 1. What are the specific activities to be implemented?)*

Eurasanté is implementing a new version of the Silver Surfer call for projects as an entry point of the Incubator dedicated to Silver Economy project development focusing on experimenting with innovations in a real environment. Since it has been created, Silver Surfer has adapted its model to meet the growing demand from innovative silver economy start-ups. However, more and more innovative initiatives are being developed in the region to improve the comfort of life of vulnerable people and to facilitate the work of their carers. Silver economy projects need specific support based on end-users' tests at a very early stage of the development phase. Disruptive innovation is less often present, barriers to entry are lower and the need to move quickly towards the market to maintain a competitive advantage is therefore major. Plus, the problems of solvency of demand are a real issue to be integrated into the design of the project.

It is in this context, Eurasanté has launched, in January 2021, the creation of an incubator dedicated to companies in the silver economy sector and is thus making available its expertise in supporting companies in this specific line of business. The “Silver Surfer” call for projects will be one of the main entry points of the innovative projects supported by this incubator. Therefore, The Silver Surfer model and services offer have been reshaped:

- Extension to Silver economy projects (and no longer Silver health).
- Communication at a national level to attract more applicants (in particular through media partnerships and the support of new partners).



- Give the selected applicants (Phase 1 and 2) the opportunity to enter the Incubator depending on the maturity level of the project and the applicant profile:
 - 1st level: provide the applicants with accurate services to graduate to a mature phase (through the Age-Start programme).
 - 2nd level: support the development of projects of interest by accompanying them to our silver economy incubator.

The programme of the Silver Economy Incubator offers support for different stages of maturity:

- ✓ an initial intensive 3-month programme with group and individual sessions for projects at an early stage
- ✓ a 24-month individualised incubation programme for projects with a proof of concept that need to confront users, secure their intellectual property, and raise their first funds.
- ✓ an 18-month acceleration programme for projects that have reached the market and need to boost their commercialisation and structure their company.

The pool of partners brought together is important for this launch. Given the targeted theme, Eurasanté has brought together institutional partners with dual expertise. On the one hand, that of economic development and the territory, and on the other hand that of support for dependent elderly people, health and medico-social structures, funders of innovations such as mutual insurance companies, structures linked to companies in the field and the territory, as well as training and research actors involved in the silver economy.

Our action will be evaluated and measured based on quantitative data:

- ✓ Number of applications for phase 1: 50 to 60 applications received.
- ✓ Number of applications for phase 2: 20.
- ✓ Number of projects supported by the Incubator in Silver Economy.
- ✓ Number of testing sessions.
- ✓ Number of end-users involved in testing products and services.

- ✓ **Stakeholders involved** (*please indicate the organisations in the region who are involved in the implementation of the action1 and explain their role*)

The organisations in the region who are involved in the implementation are:

- ✓ The national government (autonomy secretariat).
- ✓ The regional County Council: We are in the process of applying to the Region for the silver economy incubator to be labelled as an innovation park. The objective of this label is to boost the attractiveness of the region and the work of these labelled centres of excellence which bring together high-tech activities and innovative services.
- ✓ The local authorities of the Pas-de-Calais Department and his actors: the Artois Metropolitan Cluster (innovation actor for health), the bank of territories, Cluster Senior (innovation agency for the housing of the elderly): To implement the incubator in this area and boost it by working with these various innovation actors. They are also covering the budget for direct personnel costs.
- ✓ Innovation funders: Mutual insurance companies (AG2R LA MONDIALE, Malakoff HUMANIS), pension fund (Carsat Hauts-de-France), health services and innovation association (Santélyls). These actors finance indirect personnel costs and external costs.



- ✓ Innovation testing areas (nursing homes) to ensure that innovations meet the needs of the elderly: Apréva RMS (nursing homes)

All these stakeholders are members of the selection committee for the projects that will be supported in this incubator. 4 committees per year.

- ✓ **Timeframe** (please specify the timing envisaged for action 1)

June 2021: Official launch of the new Silver Surfer call for projects

June 2021 – August 2021: applications

September 2021: Decision of the 1st selection phase

September 2021 – November 2021: applications of the prequalified applicants

December 2021: Final decision (6 winners)

January 2022: launch of the Incubator programme supporting the Silver Surfer applicants who will have been selected.

- ✓ **Costs** (please estimate the costs related to the implementation of action 1)

A consolidated budget of €195K is required for the new “version” of the Silver Surfer call for projects. Eurasanté has also mobilised its own funds and private partnerships to finance indirect personnel costs and external costs. The local authorities are covering the budget for direct personnel costs.

- ✓ **Funding sources** (please describe how action 1 will be financed. Is it through the policy instrument(s) indicated in part II):

Eurasanté has mobilised its own funds to finance indirect personnel costs and external costs. Private partnerships (relevant stakeholders of the regional and national silver economy ecosystems) also finance these indirect personnel costs and external costs. The local authorities are covering the budget for direct personnel costs. The Silver Surfer call for projects is partially financed by the “Booster filières” plan of the Hauts-de-France Region SRDEII.

Date: 16.8.21

Name of the organisation(s) : :

Étienne VERVAECKE

General Manager of Eurasanté

Signatures of the relevant organisation(s): _____



Date : 26/10/2021

Name of the organisation : Région Hauts de France

Olivier COUSTENOBLE

Deputy Director General (Economic Development, Research, Training)

Signatures of the relevant organisation(s):