

PARTICIPATION RULES

1. INTRODUCTION:

Children's rights are embraced in the United Nations Convention on the Rights of the Child, one of the most widely ratified treaties in history. Among its various articles, the treaty calls on states to protect and facilitate children's access to the highest standards of health and to healthcare services. However, although children make up 21% of society, there is a significant gap between the number of health innovations and opportunities developed for adults and those developed for children/young people. The reasons are multifactorial and include risk perception, ethical and regulatory complexities, lack of awareness of children's health, and many other barriers. This means that a large number of opportunities and innovations with the potential to be exploited and generate an impact remain unexplored. However, well-structured incentives and programmes can reduce these barriers and facilitate the market entry of new innovations for children. It is therefore necessary to coordinate joint action to reduce and overcome these barriers, to coordinate and stimulate innovative actors, and to ensure that children, adolescents and mothers have access to health innovations

The **i4KIDS Pediatric Innovation Hub** is established as a comprehensive program for valorization and transfer in the pediatric and maternal field. Its objective is to promote innovation by valuing innovative projects, training innovative agents, connecting different actors, and inspiring towards new models and opportunities for innovation. To achieve this goal, i4KIDS has created the **Pediatric Innovation Challenge Program**. This program is built on the foundation of public-private partnership as a successful strategy to identify unmet needs and solutions in the field of pediatrics and maternal health.

In the present edition, i4KIDS has teamed with **AstraZeneca**, a pharmaceutical company dedicated to the manufacture and distribution of medicines.

The aim of this partnership is the identification of solutions and strategies that can help to **reduce the burden of influenza in the pediatric population**.

2. PROBLEM

Seasonal influenza is a significant health concern that results in high morbidity and mortality rates, particularly in vulnerable populations such as the elderly and children. Each year, there are approximately 1 billion cases of seasonal influenza worldwide, with 3-5 million severe cases and 250,000 to 500,000 related deaths. In Europe, influenza causes 4-50 million symptomatic cases, 15,000-70,000 deaths, and 150,000 influenza-related hospitalizations annually. Vulnerable groups, including the elderly, individuals with chronic diseases, young children, and pregnant women, are at increased risk of developing severe illness and complications. Pediatric populations are particularly susceptible due to limited pre-existing immunity and high infection rates, which can increase the risk of transmission to their families and communities.

Although most influenza-related complications and deaths occur among the elderly and individuals with underlying conditions, young children under the age of 5 are also at high risk of developing serious influenza-associated disease, with indirect impacts on their families and society. In fact, influenza is responsible for approximately 870,000 hospitalizations and 28,000 to 111,500 deaths annually among children under the age of 5, with the majority occurring in developing countries. Additionally, childhood influenza can impose a significant socio-economic burden on healthcare systems, families, and society, resulting in hospitalizations, outpatient visits, missed workdays, and school absences.

It is essential to recognize the significance of influenza and take steps to mitigate its impact. Vaccination, particularly among young children, can reduce disease rates and transmission to non-immunized individuals in the local community. Furthermore, coordinated efforts are needed to address the barriers that prevent the

development of effective influenza treatments and strategies for vulnerable populations. By prioritizing the health and well-being of vulnerable populations and implementing evidence-based strategies, we can reduce the morbidity and mortality rates associated with seasonal influenza and lessen the economic burden on healthcare systems and society as a whole.

3. PEDIATRIC INNOVATION CHALLENGE

AstraZeneca and i4KIDS are launching this **Pediatric Innovation Challenge** to help identify new tools and strategies to reduce childhood influenza burden. The aim is to identify innovative solutions with the potential to improve vaccination coverage, disease awareness, and prevention strategies against pediatric influenza.

Examples of possible solutions:

- Platforms or tools for vaccination management and influenza disease prevention.
- Applications or tools to improve the accessibility of vaccination information for people with disabilities and vulnerable communities (e.g. low-income communities).
- Telemedicine platforms for healthcare professionals, including alert and reminder systems to support vaccination management, communication with patients, and monitoring population coverage.
- AI-based personalized recommendation system for childhood vaccination.
- Educational projects targeting different communities, including professionals, general public, schools, children's centers, and vulnerable populations (e.g. low-income communities).
- Social innovation projects that raise disease awareness and promote healthy habits to prevent children influenza.
- Any other strategy or approach whose main outcome focuses on reducing children's influenza burden.

Expected results: Both technology-based and social-based innovation projects are welcome. Projects can be at any stage of development, including at ideation stage. Projects should provide a clear and feasible implementation plan. Solutions should be designed from a user-centric perspective and target different population segments. Solutions should be easily integrated and scaled up into different communities and regions. Ideal proposals should promote accessibility and equity between different population segments.

4. ELIGIBILITY CRITERIA:

Candidate projects should meet the following General Criteria:

- Technology-based or social-based solutions in the areas of the life sciences, health, or well-being that address the challenge described.
- Any maturity level, from ideation to implemented solutions.
- Projects presented by a legal entity established in Europe, including the UK (research center, hospital, start-up, company, patient association...).
- Projects presented by individuals will NOT be eligible.
- Projects with a clear implementation plan within 1-2 years
- Projects that can be carried out within the award budget.

5. PARTICIPATION IN THE PROGRAM

5.1. Application process

Participants must complete the Application Form available on the program website and upload the documentation to the specific registration link: <https://www.innovation4kids.org/open-innovation-pediatric-challenge-program/>

Proposals have to be presented and submitted by a legal entity.

Applications must be submitted in English using the aforementioned form.

Applications will be accepted **until 15 July 2023 at 12:00 PM**. Any application received after this date will not be accepted.

5.2. Candidate selection process

An initial evaluation will be performed to identify the projects that meet the eligibility criteria. Selected projects will be assigned to external evaluators for review in accordance with the evaluation criteria described below. External evaluators will be experts from the field of healthcare. AstraZeneca employees will not be part of the selection process. Proposals will be ranked according to evaluation criteria.

One project will be selected as the winning project of the Pediatric Innovation Challenge Program.

The winning project will be notified in early September 2023.

5.3. Evaluation criteria

Proposals participating in the **Pediatric Innovation Challenge** will be evaluated according to the following criteria:

» Idea (40%)

- Soundness and innovativeness level of the proposal.
- Supporting state-of-the-art.
- Degree of coverage of the proposed challenge.

» Feasibility and implementation capacity (30%)

- Current state of development.
- Development and implementation plan.
- Involvement of patients and users in the development phase.

» Impact (20%)

- User-centric innovation.
- Engagement strategy.
- Scope of the impact.

» Team (10%)

- Previous experience in the field.
- Candidate's capacity to implement the proposed solution.

If deemed necessary, the evaluation committee may request that the information in the proposals be verified with the applicants either in person or online.

5.4. Prize

The winning project will be awarded a maximum amount of **50,000€**. The amount will be financed by AstraZeneca and used to implement the winning project.

5.5. Timeline



6. ACCEPTANCE OF THE RULES

Participation in the Program entails full and unconditional acceptance of these Rules. Recognition as a valid participant is subject to compliance with the requirements set forth in these Rules.

7. ASSIGNMENT OF THE RIGHT TO USE THE IMAGE

Applicants irrevocably and free of charge authorize Hospital Sant Joan de Déu (HSJD), as coordinator, and AstraZeneca, as Industry Partner, to make use, reproduce, edit, in whole or in part, or broadcast their full or partial name as well as their image, in any publicity or advertisement made through any media or format, whether written, audiovisual or internet, for the maximum period permitted by law, worldwide, in relation to participation in the program for the purpose of promotion, information and advertising of the program and the i4KIDS Network.

8. ETHICS

All activities carried out as part of the i4KIDS Pediatric Innovation Challenge Program must be conducted in compliance with:

- Ethical principles (including the highest standards of research integrity) and
- Applicable international, EU and national law.

No grant will be awarded for activities carried out outside Europe (UK included), if they are prohibited in such countries. The participants must ensure that the activities have an exclusive focus on civil applications.

9. PROCESSING OF PERSONAL DATA

Under the provisions of the regulations on protection of personal data, it is reported that the data provided by participants under the Program will be incorporated into a file or files, owned by the i4KIDS program.

They will be processed for the purposes of: (i) maintenance, compliance, development, control and proper management of their participation in the Program and subsequent related activity (including any communication that is necessary to notify or publicize their status as a finalist, winner or alternate); (ii) as well as for any other purpose provided for in these Rules of Participation.

In the event of providing data of third parties, now or in the future, the participant guarantees that each third party will have been previously informed and their consent obtained on all those aspects foreseen in the present clause, as well as in the Rules.

Likewise, the participant guarantees that the data provided are accurate and truthful. Any false communication of personal data will entitle to disqualify the participant and his/her team.

Participants may exercise their rights of access, rectification, cancellation and opposition, under the terms provided in the data protection regulations.

i4KIDS undertakes to treat personal data confidentially at all times and in accordance with the purposes set out in this clause and Rules of Participation; to adopt the necessary technical and organizational measures to ensure the security of your data and avoid its alteration, loss, unauthorized access or processing, given the state of technology, the nature of the data stored and the risks to which they are exposed, all in compliance with the provisions of the data protection regulations in force at all times.

In case of providing personal data, participants authorize i4KIDS to process them according to the above.

10. MODIFICATION OF THE RULES

i4KIDS reserves the right to modify at any time the Rules of Participation, without assuming any responsibility for these modifications, provided that there is a justified cause, due to force majeure or circumstances beyond the control in a way that does not prejudice the rights acquired by the participants, committing to communicate with sufficient notice the new conditions of participation.

11. EXTENSION OR SUSPENSION OF THE CONTEST

i4KIDS reserves the right to be able to extend the deadline for completion of the Program or suspend the Program, for good cause or force majeure and in the event that it could not be developed by fraud detected, technical errors or any other nature that are not under the control of i4KIDS and may affect its normal development. Should any of these situations arise, all participants will be duly notified.

12. DISCLAIMER OF LIABILITY

i4KIDS are not responsible for any possible losses, deterioration, data theft, delays or any other circumstances attributable to third parties that may arise from your participation in the present Program.

Furthermore, i4KIDS does not guarantee the availability, continuity or infallibility of the operation of the Website, and consequently excludes, to the maximum extent permitted by current legislation, any liability for damages of any kind that may be due to the lack of availability or continuity of the operation of the web pages used in the Program.

i4KIDS shall not be liable for any damages of any nature whatsoever that may be suffered by the winner and/or third parties arising out of or in connection with the use of the prize.

13. INDUSTRIAL AND INTELLECTUAL PROPERTY

The names, logos, icons and any element that identifies with the Program are property and trademarks of HSJD and AstraZeneca respectively, being reserved all their exploitation rights.

Coordinated by:



In partnership with:



Selected program participants are allowed to use the brand and names of the Program and i4KIDS for current and future communication and marketing activities related to the team's and project's participation in the Program.

14. CONTACT

Should you have any questions about the call, please contact us at:

contact@innovation4kids.org