

4. Incentive revolution: aligning markets with health for all

What is the shift?

The shift is to move to a whole-of-government approach to drive a mission-oriented agenda that puts population health, equity and long-term value at the centre of every investment and incentive.

Agenda for action

The agenda for action for Mega shift 4 is to:

- **design targeted fiscal incentives for priority health investments**, for instance, increasing effective corporate tax rates while linking tax rebates to private sector investments and measurable impact in underserved areas, providing subsidies and grants for innovations by public and private sector actors addressing defined health priorities;
- **prioritize public leadership in high-impact health innovation** by directing public investment into areas where private capital is insufficient, such as antimicrobial resistance therapies and climate-resilient health infrastructure, using tools like sovereign green bonds, public venture funds and redesigned Advanced Market Commitments that guarantee affordability, local manufacturing and equitable access;

- **invest in a robust regional knowledge-sharing platform** such as the WHO Public Health Innovation Coordination Hub to accelerate the adoption and scaling of effective financing models – these platforms should provide capacity-building for the procurement of innovations, covering needs assessment, contracting and impact evaluation; and
- **institutionalize safeguards against financialization** through transparent governance, public oversight and rigorous accountability mechanisms to ensure that public resources are not used to simply de-risk private profit but instead deliver broad, sustainable health impact.

Imagine: A health innovation ecosystem where every euro invested delivers measurable value for people and planet.

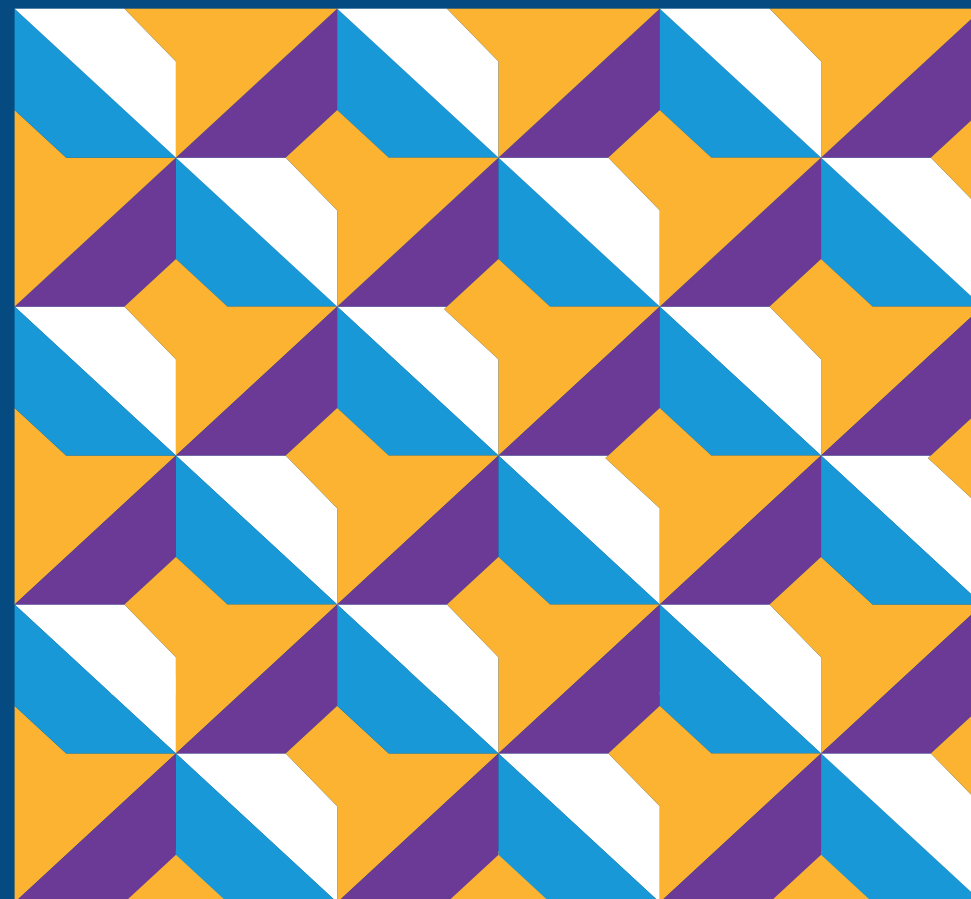
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European Region

Innovation Agenda for Public Health in the WHO European Region 2025–2030



Welcome to the future of public health innovation: four mega shifts make this possible

1. Quantum collaboratives: partnerships for impossible problems

What is the shift?

The shift is to move from fragmented, profit-driven innovation to mission-driven, cross-sector “quantum” partnerships that tackle the Region’s toughest health challenges.

Agenda for action

The Agenda’s definition of innovation is underpinned by a set of guiding principles that ensure flexibility, relevance and impact in the innovation process:

The agenda for action for Mega shift 1 is to:

- **establish a Regional Health Innovation Coordination Hub** by formalizing partnerships with innovation hubs, science parks and R&D centres, to collectively address complex public health challenges through innovation;
- **accelerate equitable access to transformative technologies and innovations** by providing openaccess resources for sustainable scaling models, monitoring dashboards and deploying contextual tools and guidance to ensure these innovations reach all populations, particularly underserved communities;
- **institutionalize annual multistakeholder convenings** by hosting structured forums where public health leaders, innovation hubs and frontline workers co-prioritize challenges, foster collaboration and transfer knowledge; and
- **launch targeted collaborative working groups** by creating multidisciplinary teams to tackle specific challenges using structured innovation cycles.

Imagine: An engagement model for public health innovation – where the science parks, innovation hubs, industries, civil society, patient organizations and public health authorities from across the WHO European Region partner to co-create and scale breakthrough solutions that respond to complex public health challenges.

2. Digital solidarity: data as a public good

What is the shift?

This shift is to democratize health data and digital tools, ensuring everyone – especially the digitally invisible – benefits from innovation.

Agenda for action

The Agenda’s definition of innovation is underpinned by a set of guiding principles that ensure flexibility, relevance and impact in the innovation process:

The agenda for action for Mega shift 2 is to:

- **establish a harmonized, ethical and inclusive health data infrastructure** by developing and implementing interoperable data systems modelled on the European Health Data Space, ensuring all Member States can securely share, access and utilize health data for public health intelligence and innovation;
- **advance digital inclusion to bridge the health equity gap**, through targeted digital inclusion initiatives that address barriers faced by digitally excluded populations, including older adults, migrants, non-native speakers and rural communities;

- **operationalize artificial intelligence (AI) ethics and governance through practical frameworks** by adopting and adapting comprehensive AI governance frameworks, enabling health organizations to systematically evaluate, monitor and govern AI solutions for safety, equity and contextual appropriateness; and
- **build public trust through transparent governance and community engagement** by implementing transparent data governance policies that clearly communicate how health data and AI are used, ensuring citizens have visibility and control over their data.

Imagine: A future where every byte of health data serves the public good, every citizen has a stake in the system and every innovation is accountable to the highest standards of equity and ethics.

3. Accelerated capacity: amplifying human potential

What is the shift?

The shift is to supercharge the workforce and systems to turn innovation from a buzzword into daily reality.

Agenda for action

The agenda for action for Mega shift 3 is to:

- **launch a National Health Innovation Cluster with multidisciplinary mandates** to establish centralized units within ministries of health to coordinate innovation pipelines, aligning with national priorities like AI integration and workforce development;

- **institutionalize workforce innovation capacity-building** that delivers mandatory innovation literacy training for health professionals; incentivize frontline staff to lead innovation projects; and implement AI-augmented continuous learning systems; and
- **transition to learning health systems with embedded feedback loops** using real-time data from electronic health records and staff/patient feedback, deploy innovation impact dashboards to track metrics like time-to-adoption for new protocols and equity outcomes across socioeconomic groups.

Imagine: Every nurse, doctor and health worker is an innovator – empowered not only to define and cocreate new solutions to improve care every day, but also to harness AI and digital technologies to enhance the delivery of health and care.

