

Building Bridges, Beating Cancer

An #EUnite Event | #B3C





To identify and support the best practices for challenging the cancer crisis in Europe, **ScanBalt** and **Novartis** are co-organizing an event which will focus on innovative solutions to bridge the differences and inequalities in access to treatment in Europe.

We have witnessed the power that collaboration and inclusion hold to overcome significant health challenges by approaching them as a social responsibility.

Join us to build bridges and beat cancer!

Cancer is not one disease, but a constellation of diseases of immense complexity. These manifest in many different forms and cannot be solved through a one-size-fits-all approach.

Quickly becoming the number one killer in Europe, cancer is a policy priority for the EU and is a societal issue with a profound human effect on patients, care givers, family and friends. Impacting people in the prime of their lives, it has serious social and economic implications as patients might be the sole earners supporting their families, raising children, or building towards their dreams and aspirations in life.

In 2020 alone, 2.7 million people in the EU were diagnosed with cancer and 1.3 million people lost their lives to it. If nothing changes in how we prevent, diagnose, and treat cancer, the number of cases is set to increase by 24% within 15 years, making it the leading cause of death in the EU*.

As cancer cases rise, inequalities in care and treatment will grow as well. The probability of receiving a timely diagnosis and surviving the disease already differs greatly across Europe due to major inequities in access to cancer knowledge, prevention, diagnostics, treatments, and care. If these disparities are not reduced, more Europeans than ever before will be left at risk.

As a result of the pandemic, we have witnessed the power that collaboration and inclusion hold to overcome significant health challenges by approaching them as a social responsibility. Cancer is a health crisis demanding our attention. Tackling the cancer crisis in Europe will require the same mindset shift towards trust and cooperation across all stakeholders, including institutions, industry, academia, and patient groups.



Building Bridges, Beating Cancer

invites European universities, research centers, patient representatives, start-ups and other relevant stakeholders to participate in one of the following ways:

Top Project:

Present an existing implemented initiative which has significantly contributed to breaking barriers towards access to therapies and care.

Hackathon:

Register as an individual or as a team to collaborate and hack a challenge presented by the cancer crisis.

Inspirational Talks:

Join a series of conversations with patients, clinicians and experts on the critical role of innovation and collaboration in overcoming barriers and improving access.



Building Bridges, Beating Cancer

(**#B3C**) is a conversation open to everyone. Beginning on **November 22, 2021** with an opening session and continuing with events throughout the week, **#B3C** will culminate with the announcement of winning **Hackathon** projects on **November 26, 2021**.



**Monday
Nov 22**

Opening ceremony

Proclamation Top Project Winners

Hackathon starts



**Tuesday
Nov 23**

Inspirational talks (x2)

Hackathon continues



**Wednesday
Nov 24**

Inspirational talks (x2)

Hackathon continues



**Thursday
Nov 25**

Hackathon continues

Final submissions



**Friday
Nov 26**

Final ceremony

Proclamation Hackathon Winners



Inspirational talks delivered by experts from a diverse range of backgrounds, including clinicians and patients, will look at the role of innovation and collaboration in overcoming barriers and improving access to treatment .



A line-up of dynamic speakers will come together to share experiences and learnings, highlighting how they have seen value impact delivered to people and society, including solutions addressing social, economic, and psychological challenges.

Through their insight, we aim not only to learn but also ignite discussions and encourage follow-up actions. These events will be open to any registrants, regardless of participation in the Top Projects or Hackathon component of **#B3C**.



Top Projects will give visibility to initiatives which have contributed to breaking barriers towards access to therapies and can serve as inspiration to our sector and beyond.



The aim is to promote valuable implemented solutions and increase the chances for scaling good initiatives across the Region. Candidates for Top Projects can be submitted on the event [website](#).

All submissions will be carefully evaluated to measure projects for generated value and impact, in addition to considering the possibility to scale across regions and borders.

#B3C Jury will select 3 winning Top Projects.

The prize to commemorate the achievement of the winning projects will consist of:



A total financial donation of **15k euros** made by Novartis to 3 NGOs (5k each). The Top Project winners will propose a recipient NGO (subject to a reputation check). Alternatively, the recipient can be selected from a list of approved NGOs proposed by the organizers.

Mentorship opportunities from ScanBalt and Novartis to explore further scaling and implementation of the Top Project.

A virtual badge for use on social media platforms to reflect the achievement.

The deadline for submissions is October 31, 2021 and winners will be announced on November 22, 2021 at the opening session of Building Bridges, Beating Cancer.

*Candidates should be based in Europe.
Conditions for eligibility remain at the discretion
of the #B3C Organizers.*



The **Hackathon** will look to define new and effective ideas to reduce inequalities in cancer care outlined in the EU's Beating Cancer Plan.



This includes inequalities related to access to cancer knowledge, prevention, diagnosis and care; existing inequalities among and between states; and inequalities linked to socio-economic status and proximity to care centers.

The Hackathon component of **#B3C** will occur over the course of several days. Hackathon Teams will work throughout the week in virtual settings to hack one of the following challenges:

Challenge 1

How can digital tools help to bridge gaps in inequalities in and among countries?

Challenge 2

How can we strengthen health systems to lower barriers to healthcare delivery beyond product affordability?

Challenge 3

How can we activate civil society to engage more effectively in prevention, early detection and treatment of cancer?



Teams will have the opportunity to seek expert input from a group of **Mentors** to help guide and develop projects before submission. Mentors will be available during the Hackathon to provide expert insight on content, strategy, and presentation techniques.



In addition to Mentors, each team will be paired with a Connector who will be available to provide logistical support and information related to the competition.

Teams can be made up of individuals from different countries or groups. Solo participants are also invited to register and will be matched with a team in order to compete in the Hackathon.

All submissions will be carefully evaluated to measure projects for generated value and impact, in addition to considering the possibility to scale across regions and borders.



The top three **Hackathon** ideas will be selected by the **#B3C Jury**.

The prize to commemorate the achievement of the winning projects will consist of:

A total monetary prize from Novartis of **10k euros**: 5k to 1st place; 3k to 2nd; and 2k to 3rd place.

Mentorship from ScanBalt to further refine and shape the project for submission to funding opportunities for materialization and piloting.

A virtual badge for use on social media platforms to reflect the achievement.



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Roles

Sounding Board

Anticipated time commitment: 5 hours (4 before Hackathon week + 1 during)

The Sounding Board will serve as an advisory body contributing knowledge and expertise to support the #B3C event. Providing feedback and perspective on the implementation of project activities and other thematic issues, #B3C's Sounding Board will help drive organizational activities.

The contribution of the Sounding Board is expected to begin during preparatory stages and last up until the end of the #B3C.

Mentors

Anticipated time commitment: 2-3 hours each day during Hackathon week.

Mentors will be experienced individuals assigned to help support meaningful experiences for participating teams. Throughout the Hackathon, Mentors will be available to teams to offer feedback and support according to their areas of expertise.

Each Mentor will be selected based on their unique backgrounds and expertise (e.g. data analytics, digital solutions, finance, powerful pitching...) to ensure teams have access to a diverse range of background and expertise.

The efforts of Mentors will be concentrated during the week of the Hackathon, in addition to including a few preparatory calls leading up to the event.

Challenge Owners

Anticipated time commitment: 15 hours

Challenge Owners will be experienced individuals with deep understanding of the subject areas covered by the Hackathon Challenges.

Their role will be to outline what a good solution would look like and help answer questions from Hackathon Teams to guide work. After submissions, Challenge

Owners will short list the best delivered ideas to the jury to select the winning projects.

Challenge Owners will be asked to provide their input on the challenges leading up to the Hackathon week, to remain available to answer questions during the Hackathon and to help assess and shortlist the best projects following the submission deadline.

Connectors

Anticipated time commitment: 15 hours

Connectors will be individuals keen to support Hackathon Teams as they work to deliver submissions. They will ensure teams are able to operate, have access to the right Mentors and receive necessary feedback to improve their work.

The effort of Connectors includes a few hours before the hackathon week to align and prepare, and a significant presence during the hacking week to support up to three teams.

Jury Members

Anticipated time commitment: Hackathon Review max 5 hours, Top Projects Review 10 hours (pending number of submissions).

Jury Members are knowledgeable and recognized influencers in the areas of expertise related to the event. With a mix of experience and forward-thinking, they can support the winning Top Projects and Hackathon Teams to further develop their concepts to deliver tangible outcomes.

Efforts of Jury Members reviewing Top Projects will be concentrated leading up to the Opening Ceremony. Those reviewing Hackathon Projects will be needed on the fourth and final day of the Hackathon.

Inspirational Speakers

Anticipated time commitment: Time to prepare speech + 30mins of delivery.

Inspirational Speakers will be representatives of patients, clinicians and/or entrepreneurs.

They will be chosen according to their experience in fighting inequalities in a clear, compelling and inspiring way.

Inspirational Speakers will be required to prepare and deliver a 20-minute talk followed by a 10-minute Q&A session during the Hackathon week.



We have witnessed the power that collaboration and inclusion hold to overcome significant health challenges by approaching them as a social responsibility.

