



May 2021

PREMSTEM co-creation brief

Request for proposal

1) Background

[PREMSTEM](#) is a €9M research project funded by the European Union's Horizon 2020 research and innovation programme. The project aims to develop a new regenerative stem cell therapy to repair the brain damage caused by preterm birth.

The consortium includes a wide range of expertise: developmental neuroscientists, stem cell biologists, molecular biologists, pharmacologists, immunologists, bioinformaticians, neonatologists, paediatric neurologists, engineering scientists, patient and family advocates, and a pharmaceutical company.

The eventual aim is to take the PREMSTEM stem cell therapy to clinical trial. A second commercial outcome of the project is a new brain imaging diagnostic tool for use in the neonatal setting.

Through co-creation activities, we aim to engage our stakeholders early on and throughout the project. Given their differing personal and professional experiences and circumstances, their participation and contributions will provide a range of distinct perspectives beyond those of the research consortium.



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2) Objectives

PREMSTEM is seeking an experienced service provider to develop co-creation activities which will unveil insights into stakeholder opinion through online or in-person workshops, and assist with the planning of other tools such as surveys or interviews. Co-creation outcomes will inform our exploitation and communication strategies as we pave the way for future clinical trials.

Goals of the co-creation sessions include:

- Receive specific input and diverse perspectives from key stakeholders to identify concerns and potential obstacles to achieve project aims
- Identify the ultimate project outcomes of importance to each stakeholder in the neonatal ecosystem
- Lay the groundwork for societal and professional acceptance to perform clinical trials with stem cells in medically fragile preterm infants

3) Scope of work

The service provider's expertise in design thinking and creative methodologies will complement the capabilities and knowledge within the PREMSTEM consortium.

The target audience for the co-creation program may be segmented based on the activities and includes:

- Patient/Consumer Advisory Board (PCAB)
- Ethics/Institutional Review Board committee members
- Parents/carers of preterm babies and young children eligible for the future treatment
- Patient/consumer organisations (advocacy groups)
- Clinicians and other health professionals



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- Researchers
- Policy makers
- Governance/regulatory bodies

It is imperative that co-creation activities are conducted in a respectful and sensitive way as those with firsthand experience of preterm birth may feel vulnerable or emotional about the topic.

The tasks where we would look for an external provider have been highlighted in the following table. All proposed tasks have been included to provide an overview of the co-creation program.

Task overview	Responsibility
Project management and participant recruitment	
Project management of co-creation activities	External service provider
Assistance in aspects of co-creation activities (e.g. recruitment of participants, liaison with PREMSTEM consortium, creation of communication/promotional materials)	PREMSTEM (RMIT Europe)
Identification of co-creation questions	PREMSTEM (all partners, PCAB)
Review of co-creation questions and refinement of key themes/topics to shape the co-creation plan	External service provider



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Planning of online or in-person workshops, including activity content and materials	External service provider with contribution from PREMSTEM (Chiesi, CPA, EFCNI, Iconeus, PCAB, RMIT Europe)
Identification of stakeholder profiles, including demographics	PREMSTEM (Chiesi, CPA, EFCNI, Iconeus, RMIT Europe)
Creation of stakeholder profiles, including demographics	External service provider
Recruitment of co-creation activity participants (including ethics approvals)	PREMSTEM (CPA, EFCNI)
Consortium engagement	
Attendance at internal PREMSTEM meetings (up to 4 per year), e.g. to meet the PREMSTEM consortium, meet the PCAB, provide an update on co-creation activities at annual consortium meeting	External service provider
Co-creation activities	
In-depth interviews with key stakeholder groups, including analysis of interview outcomes and recommendations provided as an in-depth written report	External service provider (see below note on student involvement)
Facilitation and delivery of online or in-person workshops (minimum of 2) by design	External service provider (see below note on student involvement)



thinking/creative methodologies expert, including analysis of workshop outcomes and recommendations provided as an in-depth written report	Experienced PREMSTEM team member to provide expertise in workshop
Analysis and reporting	
Analysis of interview outcomes and recommendations provided as an in-depth written report – on conclusion of all interviews	External service provider
Analysis of workshop outcomes and recommendations provided as an in-depth written report – one per workshop	External service provider
Final report outcomes and implementable recommendations which inform PREMSTEM exploitation plan and communication strategy – on conclusion of all co-creation activities	External service provider
Report on Open Innovation activities: Co-Creation Sessions (deliverable to European Commission)	PREMSTEM (RMIT Europe)





4) Potential student involvement in co-creation activities

The PREMSTEM consortium includes RMIT University, a global university of technology and design with campuses in Australia and Vietnam.

We would be interested to see how RMIT students could be involved in PREMSTEM's co-creation activities working alongside the external service provider.

As such, your quotation may include tasks which could be undertaken by current students, such as qualitative research and interviewing.

RMIT has an existing partnership with RIIPEN, a leading-edge experiential learning platform designed to bring real projects to the classroom, which could be used to aid the matchmaking of PREMSTEM co-creation tasks with relevant RMIT classes and students.

Another possibility could be for the co-creation component of PREMSTEM to align with a masters student project.

It is envisaged that PREMSTEM co-creation activities could be suitable for students in disciplines such as:

- Design thinking
- Service design
- Psychology
- Behavioural economics
- Design thinking in business
- Business modelling

If you're interested in learning more about the ways in which students could assist with the delivery of co-creation activities and how to incorporate this into your proposal, please contact Tallulah Forrest



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(tallulah.forrest@rmit.edu.au), Education Partnerships Manager at RMIT Europe.

5) Expected deliverables (as highlighted in the task table)

- Plan of co-creation activities with clear timelines, and description and assignment of tasks (broken down by external service provider and various PREMSTEM partners)
- In-depth interviews with key stakeholder groups including analysis of interview outcomes and implementable recommendations provided as an in-depth written report
- Facilitation and delivery of co-creation online or in-person workshops with support materials (slides, reading materials, templates) including analysis of workshop outcomes and implementable recommendations provided as an in-depth written report
- Final report on co-creation insights and outcomes with implementable recommendations to inform PREMSTEM exploitation plan and communication strategy at the conclusion of all co-creation activities

6) Quotation requirements

- Quotation to include a cost breakdown per activity/deliverable (e.g. the cost of one workshop, the cost of one interview etc.) and proposed timeline (commencing in 2021 and ending by April 2024)
- Quotation to refer to PREMSTEM Horizon 2020 project
- Quotation to not exceed co-creation activity budget of €19,000



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7) Assessment

For the selection of the co-creation workshop facilitator, the best value for money principle will prevail. The PREMSTEM team will assess proposals according to:

- Evidence of relevant past experience delivering co-creation activities
- Alignment with PREMSTEM co-creation brief
- Perceived value for money

8) Proposed timeline

- Intention to quote to be indicated to info@premstem.eu by Friday 4 June 2021
- Proposal and quotation for the provision of external services to be submitted to info@premstem.eu by Friday 11 June 2021
- Short discussion between shortlisted external service provider and PREMSTEM team members to discuss proposal and quotation
- Decision on offer to be communicated during w/c Monday 21 June 2021

All co-creation activities and reporting to be delivered between 2021 and April 2024.



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