

Online Workshop – “How to Refine your Needs and Engage the Market”  
8 February 2023 – Draft Agenda

10:00-10:10 **Welcome & Introduction**

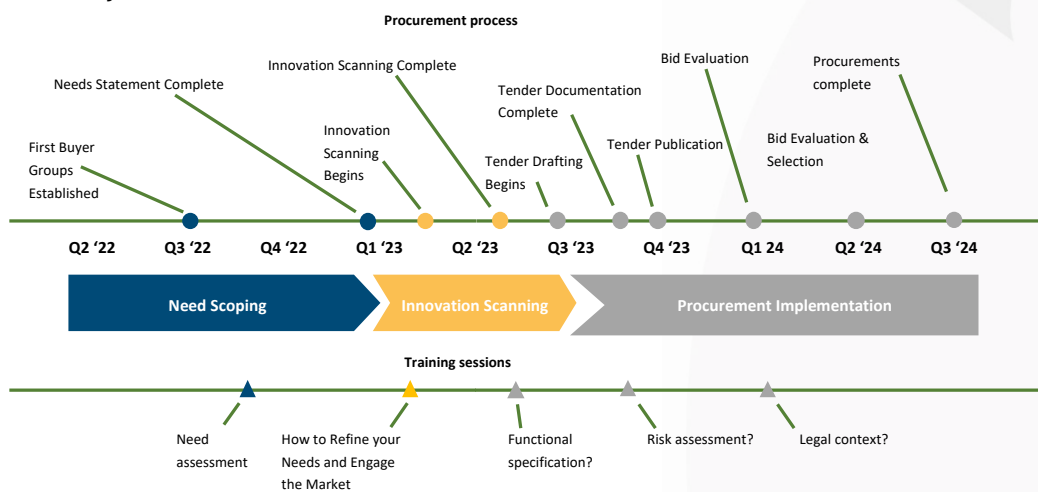
Danko Aleksic, ACR+

Meet the BRINC project partners

10:10-10:15 **BRINC Project**

Ben Jorgensen, CLEAN

Preliminary timeline for BRINC



10:15-10:45 **Case Study: Demand acceleration – how public sector can drive innovation through market engagement**

Lina Svensberg, Innovation manager, Compare, Sweden

10:45-10:50 **Break**

10:50-11:20 **Case Study: TBD**

TBD

11:20-11:50 **Interactive exchange - workshop**

Interactive discussion with participants

Questions for discussion:

1. What are your challenges in engaging the market?
2. Do you have a good example of successful market dialogue?



This project is co-funded by the European Union's COSME programme.

11:50-12:00 **Wrap-up**

Ben Jorgensen, CLEAN

Marja Boström, Hållbar Utveckling Skåne

General Data Protection Regulation: This workshop will be audio and video recorded. When attending this workshop you agree on the collection and on the processing of your personal data and on the publication of the audio and video recordings. If you do not agree with your image or voice being recorded and published, please contact the organizer by sending an email to Danko Aleksic, [dal@acrplus.org](mailto:dal@acrplus.org).