



Belgian  
Red Cross

# Scaling up VNRD plasma supply in Belgium

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# Strength of non-profit VNRD systems in EU

>20

million donations



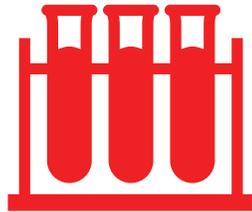
>6

million recipients



>30

million transfusions



1,300

blood establishments,  
mainly nonprofit/public



- **Labile blood components**

- VNRD: Voluntary Non-Remunerated Donations
- 100% self-sufficiency
- High quality & low prices

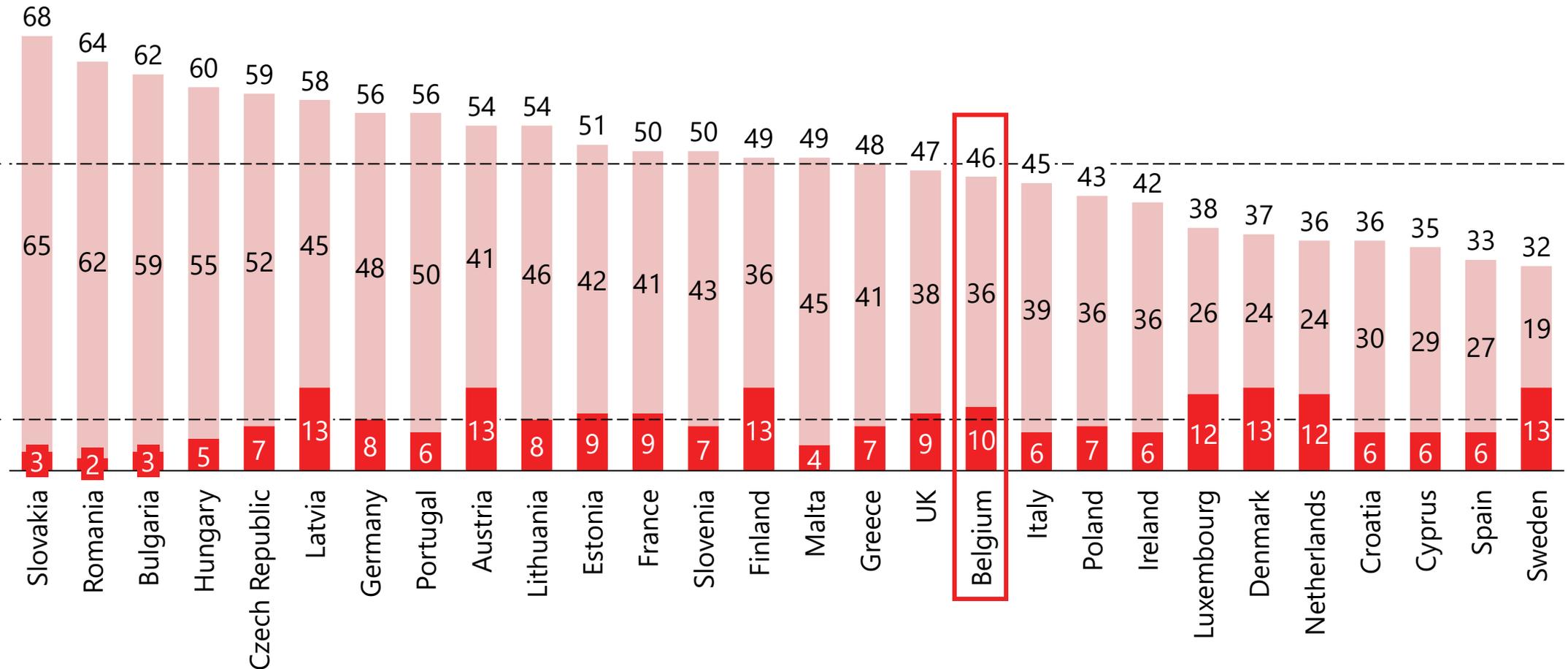
- **Stable blood components**

- *Past*: 100% self-sufficiency VNRD
- *Current*:
  - **Handful** (4-6) of companies serving EU plasma market valued at ~**8-9bEUR**
  - ~100m EU citizens in **countries without plasma collection**
  - Need to **import plasma** from outside EU

# In all EU countries, willingness to donate plasma exceeds existing donor base

Willingness to donate plasma, %

■ Donated in past, and prepared to donate in future  
■ Not donated in past, but prepared to donate in future

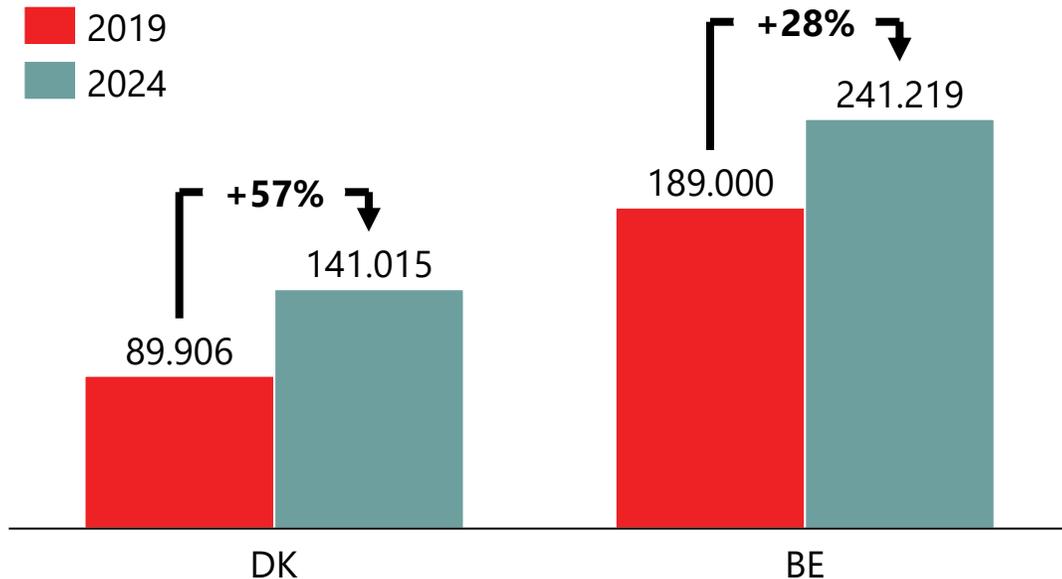


# Two models to manage donorbase: Capacity matters, not compensation

## VNRD model

- No commodification, donation = act of altruism
- Low frequency
- Broad donorbase
- **Investment in donor centers required, without the need for donor payment**

Examples: Denmark & Belgium (liters / kilos plasma)



## Market model

- Blood products are goods, donation = transaction
- High frequency
- Narrow donorbase
- **Investment in donor centers required, and payment of donors essential**

Example: dependency of plasma donors on payments from private collection centers



Receive up to  
**\$100\***  
your first donation

\*Varies by location and is subject to change



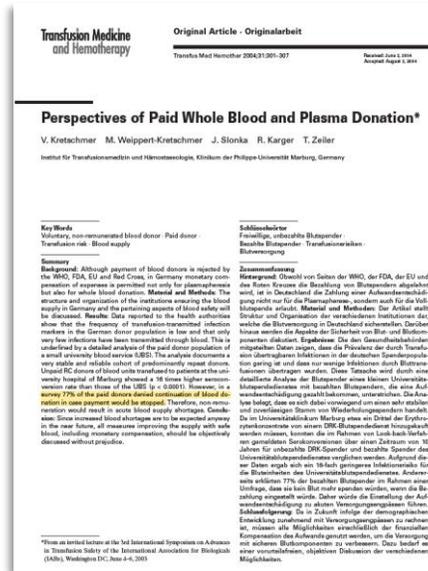
Receive up to  
**\$700\***  
your first month as a  
new donor

\*Varies by location and is subject to change

# Payment is a 'one-way street'...

# 77%

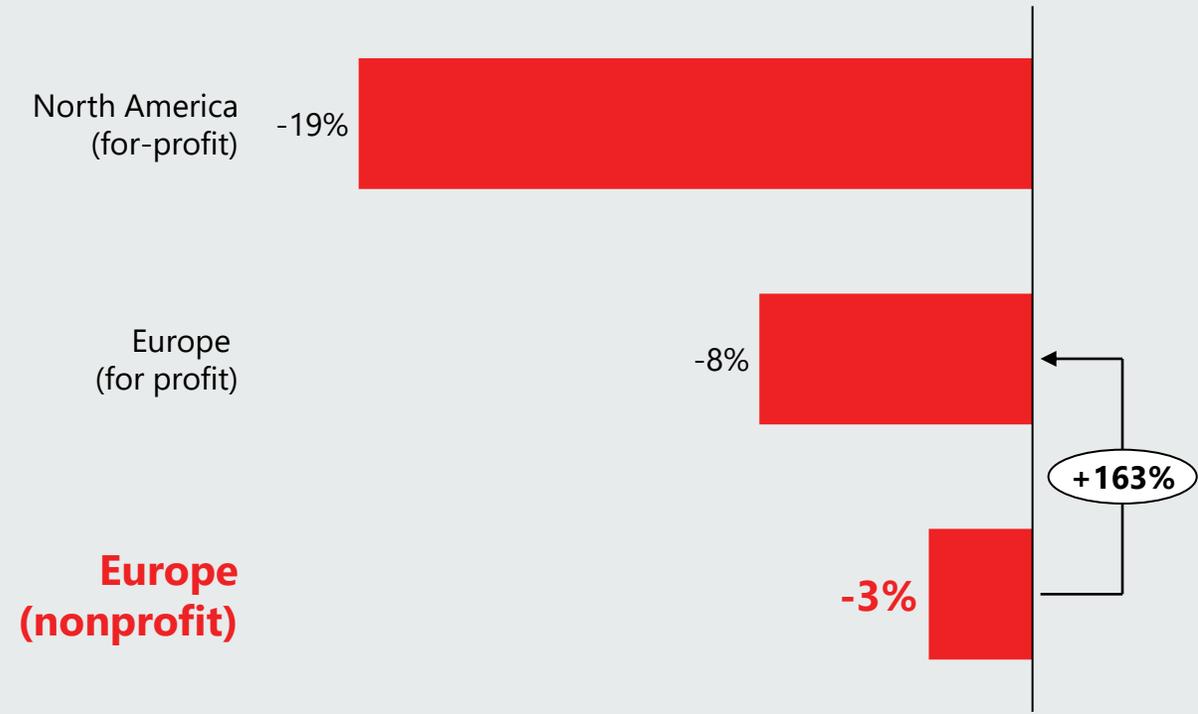
Of German donors would **stop donating** if they are no longer paid, blood donations are a **transaction, not an act of altruism**



Source: Kretschmer et al. (2004)

# ... threatening resilience of supply

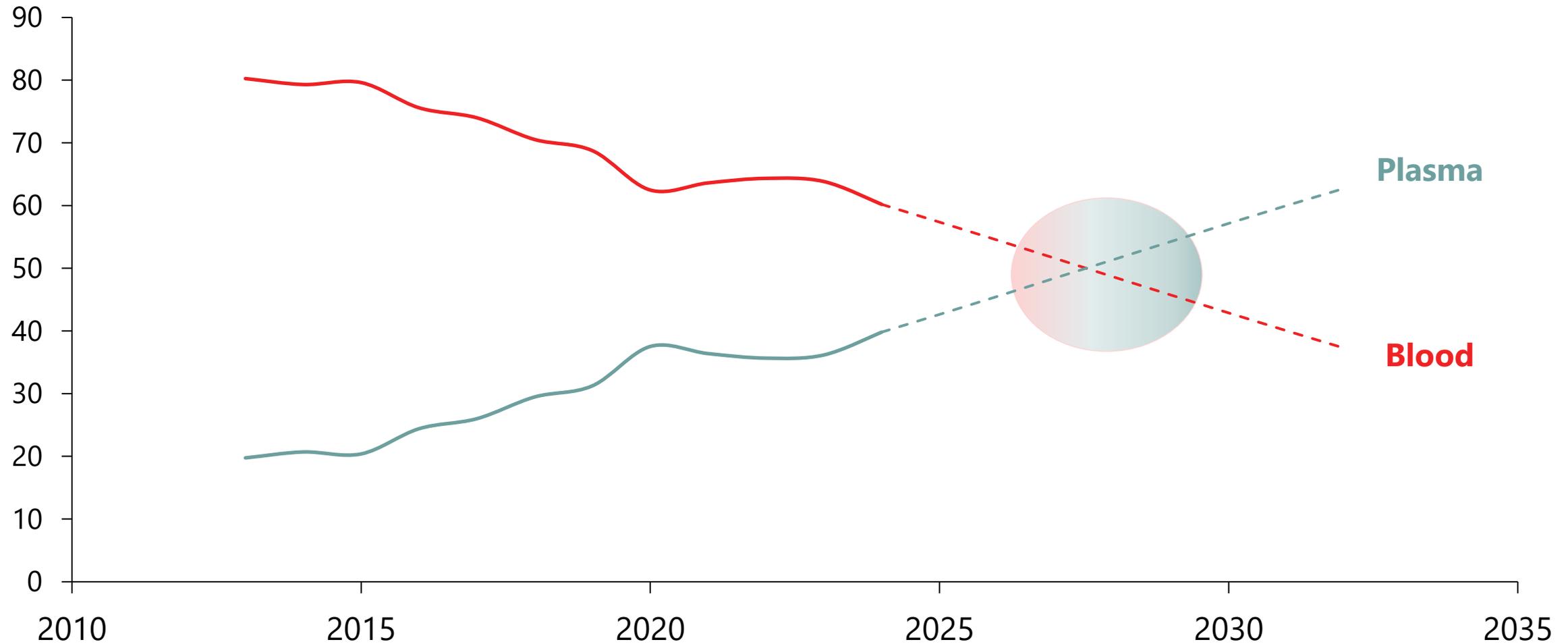
## % change between 2019 and 2020



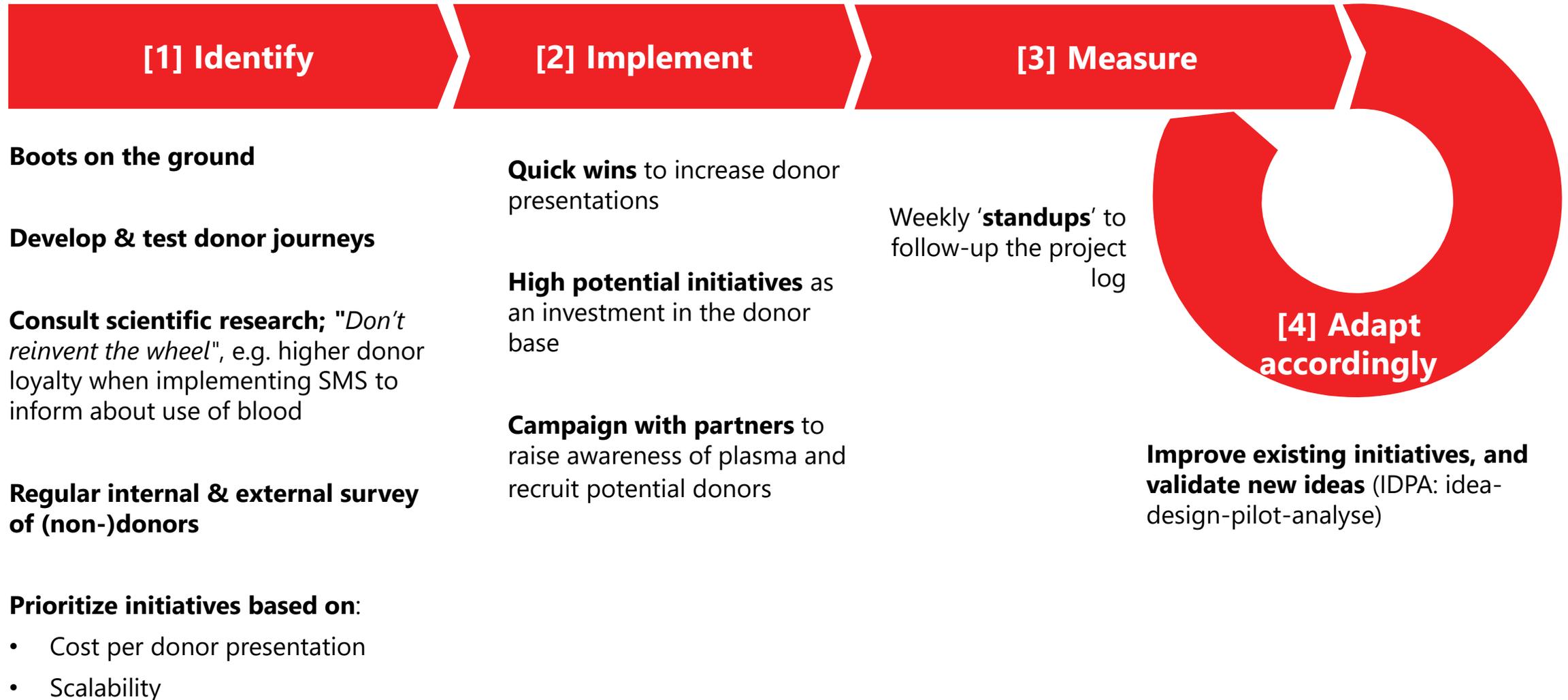
**Note:** 'for-profit' = volume reported by Plasma Protein Therapeutics Association (PPTA); 'nonprofit' = volume reported by European Blood Alliance (EBA)

# More plasma than blood donations expected after 2028 in Belgium

% of total



# Strategy for the Blood and Plasma Collection Plan





Example

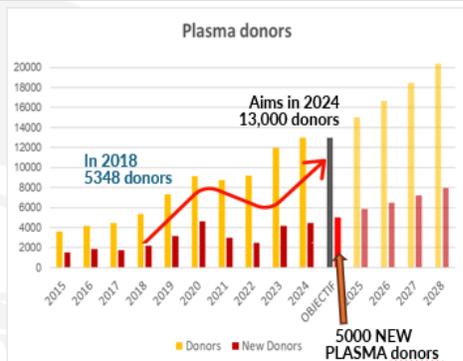
# Recruit new plasma donors in 2024 "Plasmarathon"

01/07/2024 – 30/11/2024

Driven by a **WIN-WIN** concept  
By taking part, the club earns points for each plasma donation made in its name and win sport equipment.  
The club mobilize people for doing a good deed

**5 steps**

<b>1</b> FROM 15TH JULY Target and brief the clubs in the vicinity over collections sites	<b>2</b> FROM 1 AUGUSTUS 2024 TO 30 SEPTEMBER: Clubs registrations	<b>3</b> 20TH AUGUST 2024 Monitor plasma donations during the campaign	<b>4</b> FROM 1 SEPTEMBER TO 30 NOVEMBER: Boosting actions during the campaign	<b>5</b> 1ST DECEMBER Thank you action
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Goal

- Awareness of new prospects and recruit new plasma donors
- Visibility -> Outside the usual channels



Summary

- Innovative Campaign driven by a win/win concept.
- The sport club mobilizes members for plasma donation
- Sport clubs earns points for each plasma donation made in its name
- Points converted into vouchers for sport equipment.



Target Group

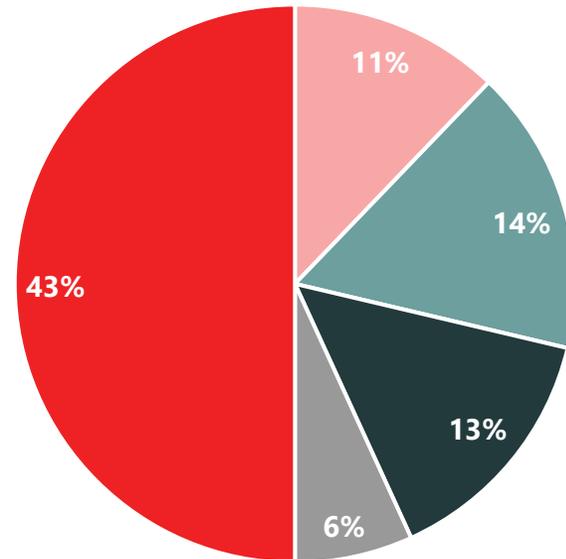
- Sport clubs (new target group)
- New donors/young and healthy population

# Plasmarathon

Plasma donors recruitment in 2024

**“Plasmarathon” campaign contributed for 43% of new donors' recruitment in 2024**

New plasma donors registration in 2024 (%)



■ AUGUST ■ SEPTEMBER ■ OCTOBER ■ NOVEMBER ■ **Plasmarathon Campaign**

## Key take-aways

- Result of Plasmarathon campaign: ≈ **1000 active new donors**
- Raise of awareness for plasma donation in a new population of **young** healthy people
- Collective motivation of **sport club members**
- New donors registered all over the regions in **18 different donation centers**



*Example*

## While preparing the next Plasmarathon campaign

### Campaign "JAUNE"

2025



Plus d'infos ici.  
Prends rendez-vous !



#### Goal

- Attract new donors
- Strong visual effect
- Strong impact in general media (at no cost)



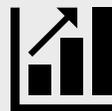
#### Summary

- Introduce a sense humor instead of heavy emotions, difficult emotions.
- **Raise awareness on the yellow compartment of the blood.**
- Provide commodities for making appointments and to donate plasma



#### Target Group

- New donors/general population



#### Growth

- Vs reference year 2017, all campaigns together
- Donor base growth +222%
- Donations growth +190%



*Example*

## Blood Donor Retention Activities

### **Donation Goal**

01/01/2025 – 31/12/2025

Kies je aantal donaties\*

**Bloed**

0

0 donaties

**Plasma**

0



### **Goal**

- Increase frequency of donors
- Attract new donors



### **Summary**

- Donors indicate how often they want to donate blood and/or plasma in the coming year.
- **Every month, they receive an update email on their progress towards their donation goal.**
- Registration is open from end of December to mid February.



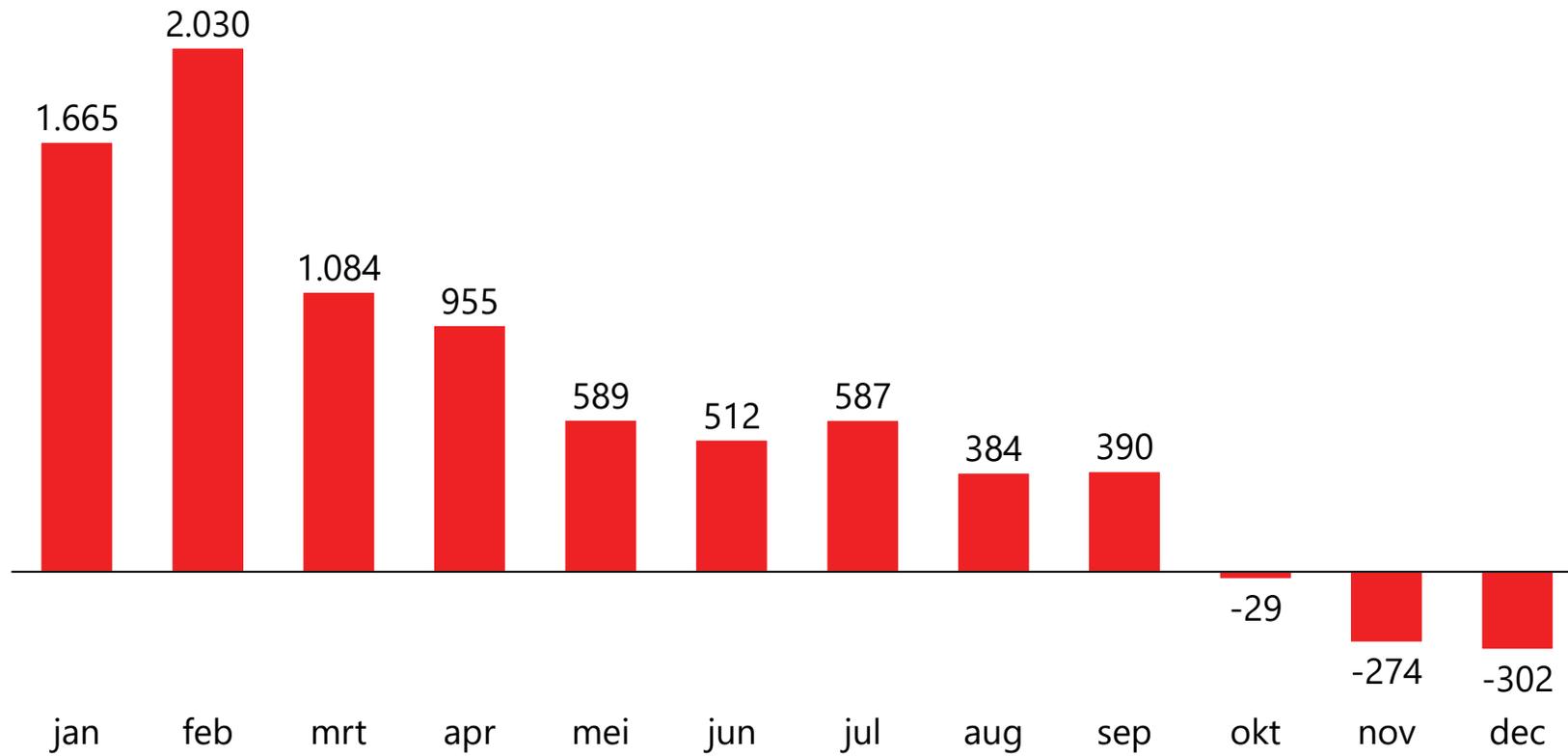
### **Target Group**

- All donors who donated in 2024
- New donors/general population

# Donation Goal

Results 2025

## Additional donations via "Doneerdoel" (Donation Goal) 2025

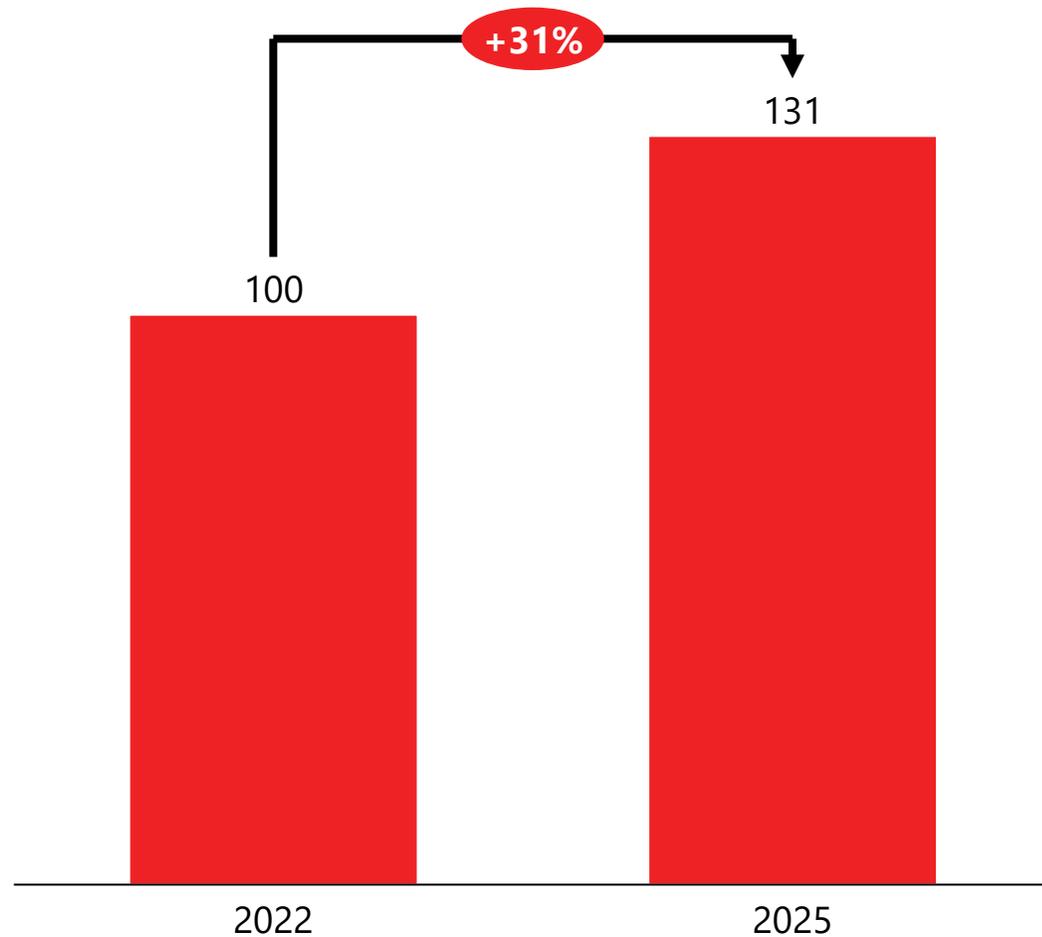


## Key take-aways

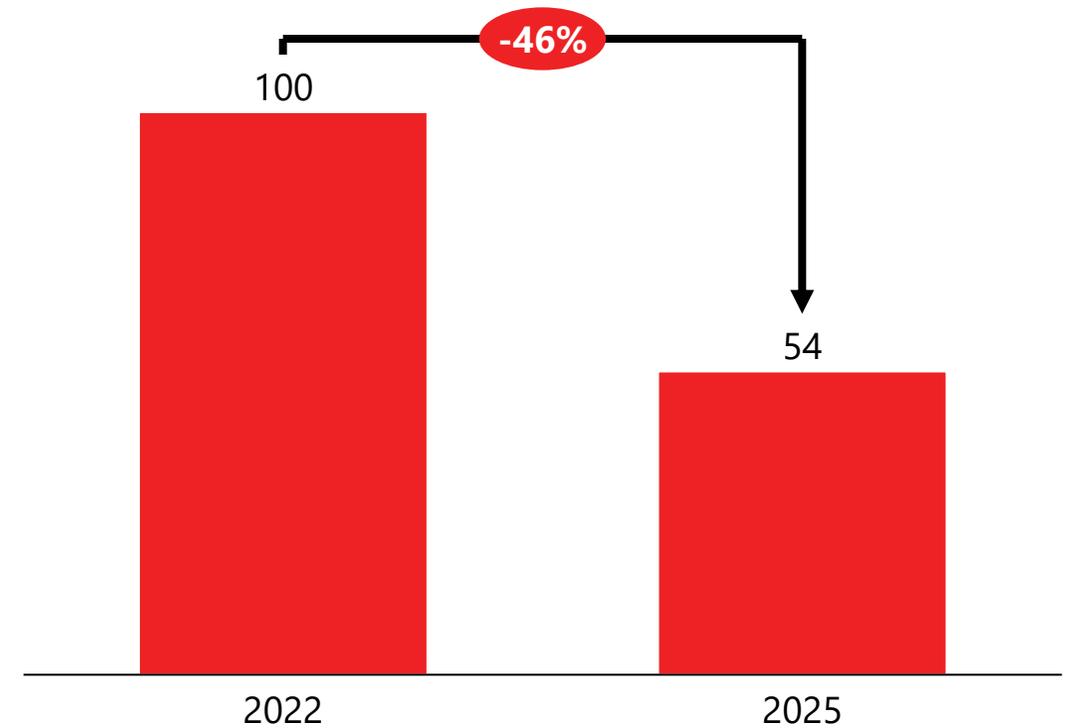
- The graph shows how many **additional plasma donations** people with a **Donation Goal** made in 2025 compared to 2024
- For **plasma**, we see a **monthly** increase of **>600 donations**

# Investment in donation capacity and data-driven marketing: expansion of donor base by ~30%, at ~50% of total costs

Donor base, # active plasma donors (2022=100)

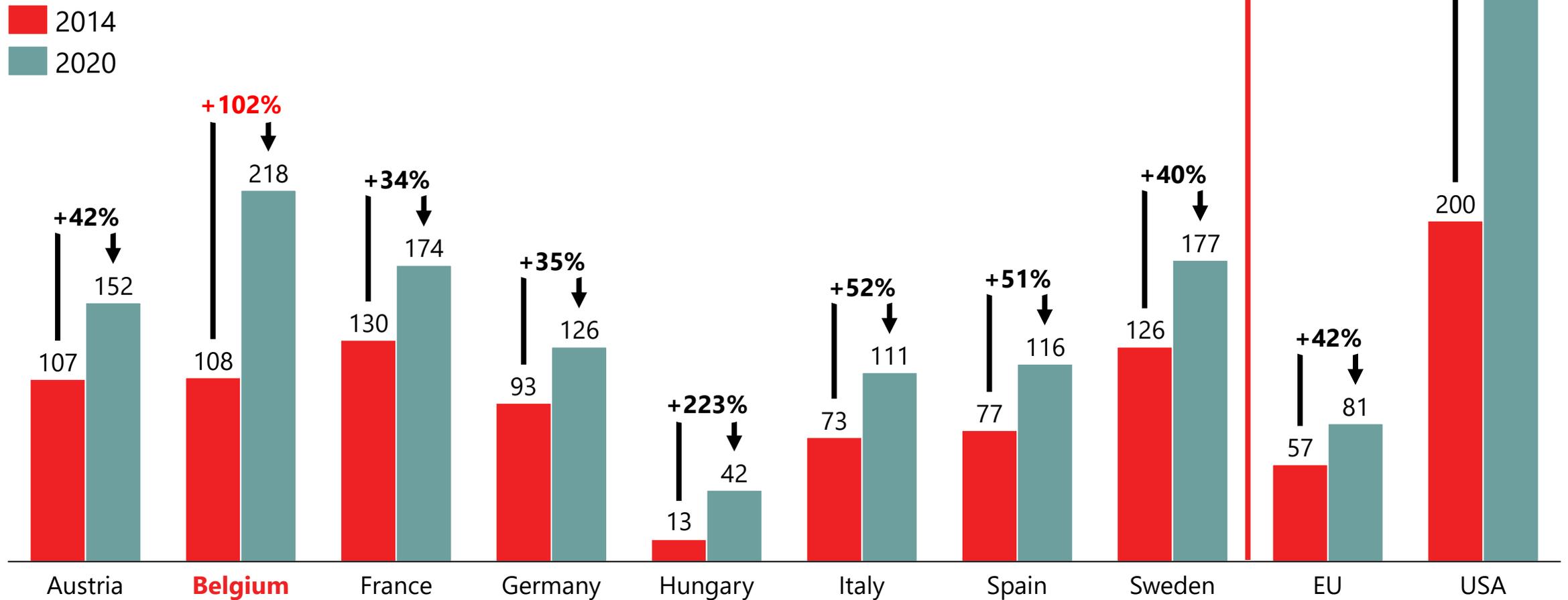


Costs, marketing and communication (2022=100)



## Not only supply of plasma matters...

IG consumption by country (2014-2020), kg per million inhabitants



Source: Marketing Research Bureau (2023)

# Conclusion

- Blood institutions in Europe are **shifting from blood to plasma donations**
- **VNRD systems** in Europe are **under pressure**
- **Self-sufficiency in VNRD plasma is possible** but requires a deliberate choice on how to manage the donor base: VNRD model vs market model
- For both models: **investment in capacity is key**
  - Without public investment in extra donor centers, the **private sector will invest, and introduce payment**
  - Introducing payment is a **one-way street**, threatening resilience of supply
- The **case of Belgium** illustrates that **public investment** and **adequate donor management** can significantly increase plasma supply
- In all EU countries, there is **margin for growth without abandoning the VNRD model**
- Self-sufficiency will **not** be achieved by only focusing on supply, **demand of IG also matters**

Thank you