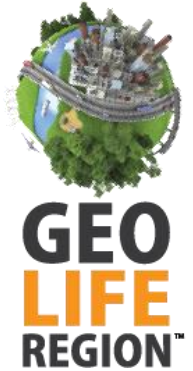


THE CHALLENGES OF WELLBEING

Public Health through innovation



PREVENTION OR TREATMENT?

EU Member States spend on average only 3% of their healthcare budgets on health promotion and disease prevention. This is not enough.

The more health systems invest in prevention now, the less they will pay in treatment costs in the future. I will not tire of repeating this central message.

-Commissioner Vytenis Andriukaitis

KEY CHALLENGES IN EU – WE NEED TO...

- Guarantee accessible, efficient and resilient healthcare
- Invest more in innovation, research and eHealth
- Tackle antimicrobial resistance
- Promote innovative health products and technologies
- Prepare for new global health threats

CHALLENGES IN SWEDEN – WE HAVE...

- Increased sick leave
- Increased stress: A total of 70 percent of all sick leave is due to stress or ache
- Mental ill-health is growing
- Lack of movement/exercise
- Obesity
- Loneliness among the elderly

WHAT DOES FUTURE POSITION X DO?

- Swedish Gold Label Cluster in GeoHealth - Focusing on Health & Wellbeing and Smart Cities
- GeoHealth is about understanding the relationships between people, location, time and health. Scientifically, it represents the overlap between two professional fields; GIS and Health science
- GeoHealth shows how geographical context shapes health outcomes, trends, and inequalities
- We are the link between challenges and innovation, companies, research and public agencies

OUR WORK

- Sensing City – COPD-patients, Air Quality, 4D-model (University, Hospital, Cluster, National Agency, Local Government) together with New Zealand and Australia
- Hospital beds – Mapping through sensing
- Sensing Sports Athletes - Acceleration, pulse, adapting the training to the needs and position of the player. Audience could follow the athletes. Detect pulse change to prevent injury
- Infection spreading (Rural China, Daycare in Sweden, Universities, Pharmacies reporting)

WHAT DO WE OFFER?

- Innovation Arena including Reality Testbed and Policy Lab - for research, trials, testing products, development of smart solutions
- Connecting partners with key stakeholders in Health Care and Elderly Care in Sweden
- University of Gävle - Health Promoting Working Life and Built Environments, research environments with cutting-edge research in several areas such as:
 - Energy systems/energy efficiency
 - Environmental sciences including environmental psychologies and green technologies/Recycling
 - Public health strategies for sustainable development
 - Health promoting work environments
 - Centre for Logistics and Innovative Production (CLIP) is among the excellence in its field in Northern Europe

WHAT ARE WE LOOKING FOR?

- Innovations in eHealth, IoT, Active Ageing, gamification
- Partners in Public Health & Wellbeing, Smart Cities
- Projects for Innovation Arena



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