

Marc Rinkes, innovation business development



Th!nk East Netherlands

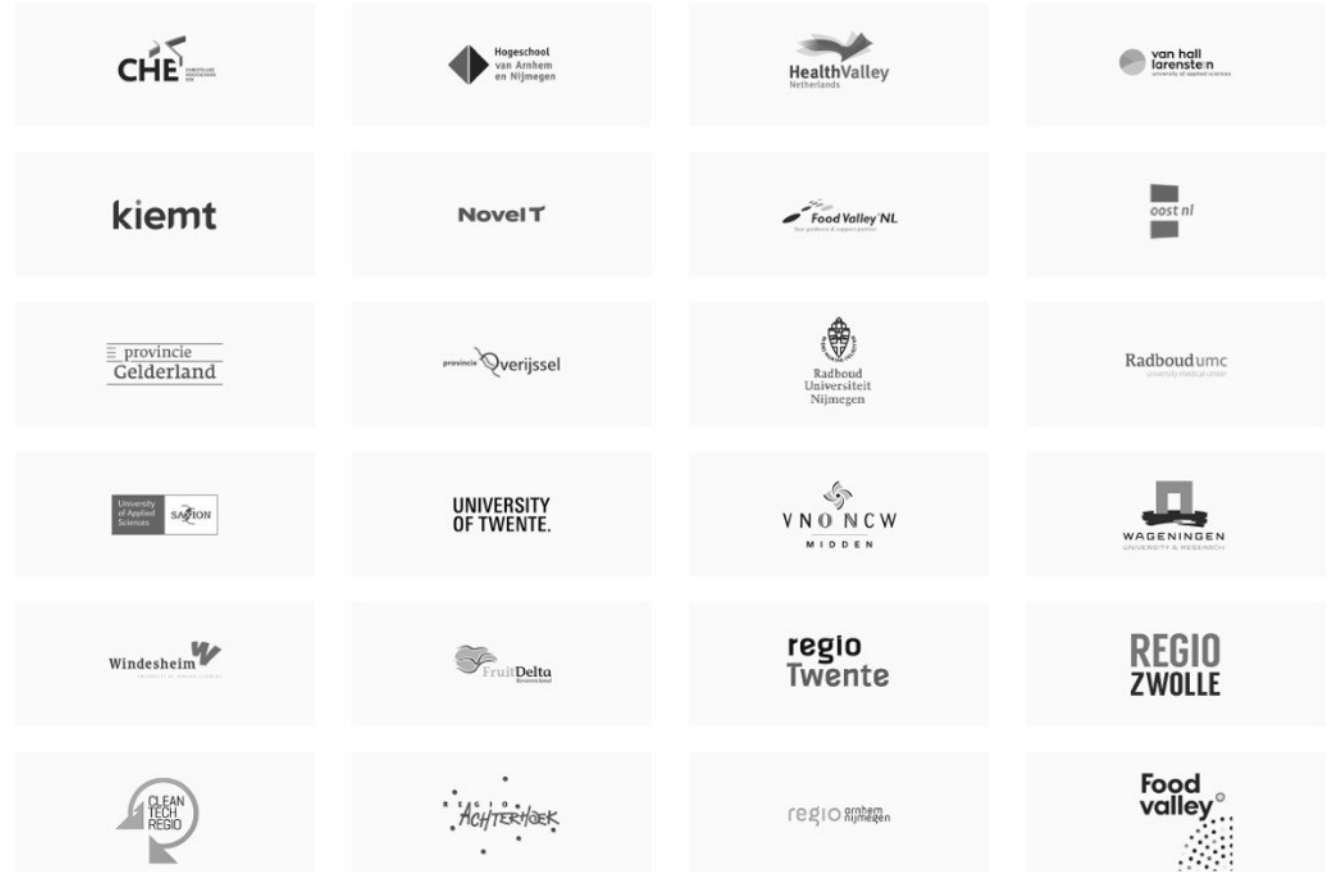
East Netherlands is 'Smart & Healthy.' A large number of education and research institutes as well as companies in our region are leaders in Europe when it comes to innovations in the sectors Agro-Food, Life Sciences & Health, High Tech Systems and Materials, Energy and Environmental Technology.

The European Commission stimulates innovation by providing access to funding and other resources. **In the Innovation Profile East Netherlands we offer a clear profile of what sets us apart from other European regions.**

The two flagships of East Netherlands

The Innovation Profile is organised under two 'flagships,' each with three separate focus areas. **Companies and other organisations that choose to develop innovations under either one of these two headers can count on strong support and profiling in front of the EU.** They will be the embodiment of the power of innovation in East Netherlands.

Onze partners



Innovation profile: two 'flagships'

Concepts for a Healthy Life

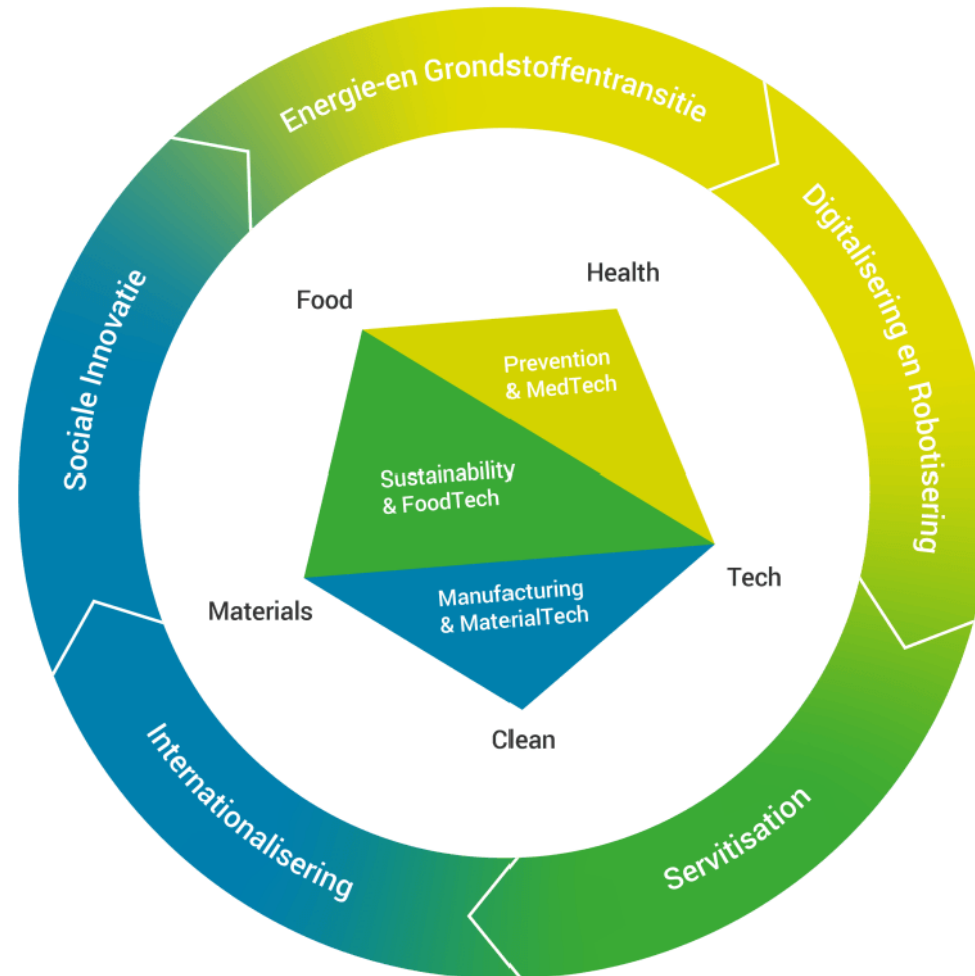
- Health Technology & Delivery Systems
- Healthy Brain
- Personalised health and nutrition

Smart & Sustainable Industries

- Smart Manufacturing & Materials
- Smart Food Production
- Biobased Production

Regional Innovation Strategy 2021-2027

The regional smart specialization strategy shows the strengths of the East Netherlands and our focus in collaboration



1 One step ahead of disease and disease burden

Vision: Focus on prevention by being one step ahead of diseases and disease burden

2 Two more healthy life years

Mission: Two more healthy and active life years in 2030 for citizens

3 Three domains connected: Tech – Health – Behavior

Strategy: Connecting the three domains of Health, Tech and Behavior, by

1. Stimulating program development and collaboration;
2. Supporting consortium creation and attraction of funding for strategic projects;
3. Sharing results and good practices to realize impact for social and economic impact;
4. Showcasing results to position the TOPFIT approach.

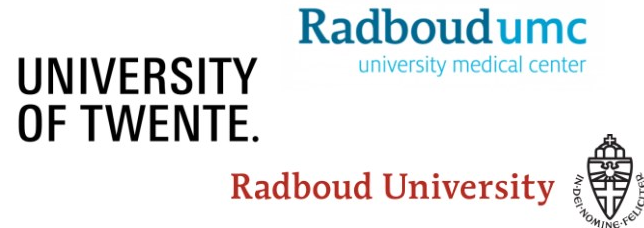
Founders: University of Twente, Wageningen University & Research, Radboud University and RadboudUMC.

TOPFIT partners

Primary Partners

Supporting Partners

University



University of applied sciences



Vocational training



Hospital



+ 3 GGD Regio's

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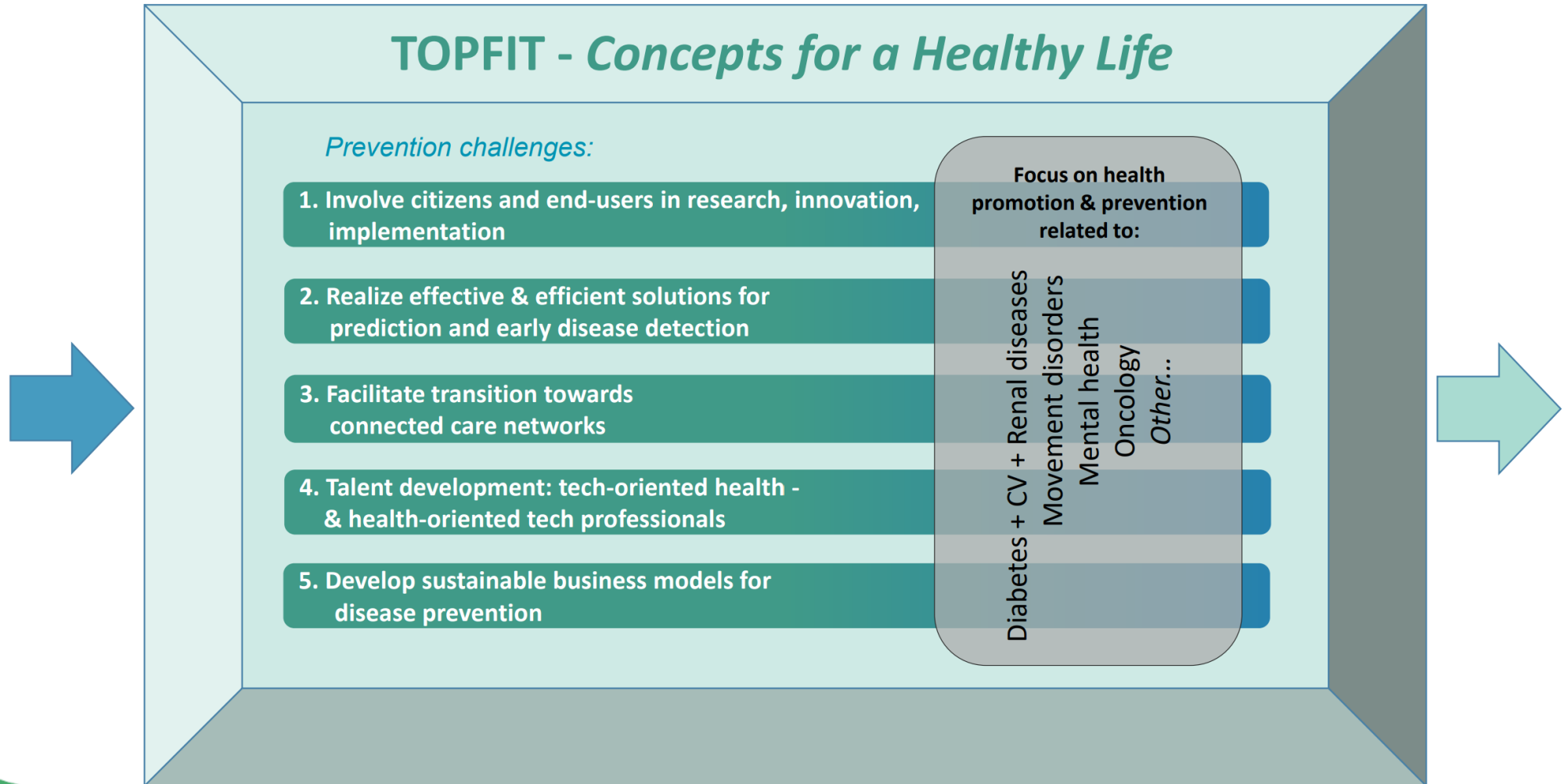
TOPFIT *'One step ahead' of disease and disease burden*

Two more healthy and active life years



Icoon Topfit Preventing and reducing disease and the burden of disease.

Impact driven and Mission oriented programmes



Th!nk a step ahead

We are looking for partners to collaborate in European projects

Profile: University, applied Science, vocational training, SMEs, fieldlabs, hospitals, regional development agencies

Project development in missions under HE, I3 or Digital Europe

- **I3 – digital**
 - Strand 1, deadline 18 October. Concerning communities of care, **connected care/'hospital without walls'**, with cascade funding for SMEs.
- **Horizon Europe, IHI**
 - Several calls, interest in making connection for SMEs to participate in consortia.
 - Innovative SME on: Ear device & Ai for sleep improvement, shield for patients from external sound and light, noise canceling voor sleep environment babies, fast diagnostics Antibiotic resistance, **AI infrastructure healthcare**, hydration coaching, tissue engineering
- **Digital Europe**
 - Connection to EDIH

Examples of EU projects

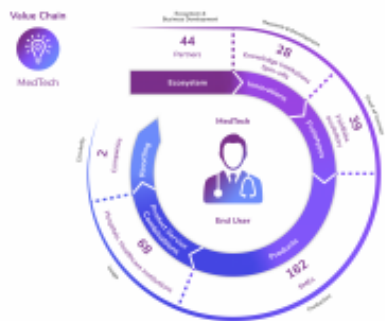


The European DIH-HERO

- DIH-HERO is an independent platform that connects the hotspots around medical robotics throughout Europe. In this way, the platform creates a sustainable network for everyone active in the field of healthcare robotics. The project consortium consists of seventeen core partners from eleven pan-European countries. The UT is the lead partner. **The primary objective is to accelerate innovation in healthcare robotics. To bring innovators, providers, companies, users and politicians into contact with each other,** DIH-HERO offers an open online matchmaking portal. DIH-HERO supports small and medium-sized enterprises (including through vouchers and grants) in maximising their impact and reducing time-to-market.
- Companies are brought into contact with healthcare stakeholders, making their innovative products and services more attuned to the needs of healthcare across Europe. Moreover, DIH-HERO addresses the necessary standardisation for robotics in healthcare, including ethical, legal and social issues.

See more: [The strength of East Netherlands - SIIA Prevention & MedTech - English \(maglr.com\)](#)

Value chains - Concepts for a Healty Life



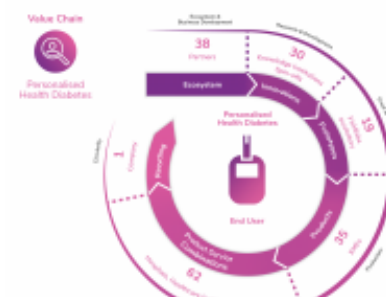
MedTech



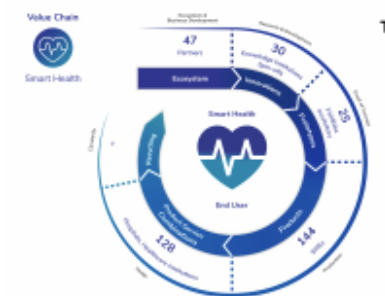
Personalised Health & Nutrition



Healthy Brain



Personalised Health - Diabetes



Smart Health



Thank you for your attention

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