

SMART LIVING 2014-2017

Opportunity for a direct approach to the Polish Healthcare sector



The Royal Danish Embassy in Poland initiates a long-term cooperation project - branding campaign - under the headline 'SMART & HEALTHY LIVING'

BACKGROUND

The project was announced in January 2014 (to the respective Polish ministries, cities and local authorities) and launched in May 2014, during the Crown Prince's visit to Poland, with the Polish Ministry of Economy. The task now is to build on the good relations established and nurture the co-operational opportunities between Danish and Polish stakeholders.

The cooperation with the various Ministries in Poland: **Ministry of Labor and Social Policy, Ministry of Economy, Ministry of Finance, National Health Fund and National Fund for Rehabilitation for Disabled People** is under development. We hope to have a number of partners in entire country in the future but suggest focusing on Warsaw it being the wealthiest region in Poland, during the first year of the campaign.

PURPOSE

The aim is to put on emphasis on **Danish technologies and solutions** that contribute to smart living. Challenging the mindset and raising awareness of the available and accessible technologies and solutions that will contribute to the prevention life style diseases, better quality of life for seniors and disabled people, home treatment and rethinking the hospital care.



The twin project in the area of energy & environment will be performed simultaneously, which means that some activities will be joined. The goal is to create a platform for displaying how Danish technological know-how and solutions are contributing to sustainable development across sectors.

The Third EU Health Program is the main instrument that the Commission uses to implement the EU Health Strategy. Annual work plans of the Program set out priority areas and the criteria for its funding actions. The total budget for the Program is € 449.4 million. The Program has 4 overarching objectives which seek to: 1/ Promote health, prevent diseases and foster supportive environments for healthy lifestyles taking into account the 'health in all policies' principle 2/ Contribute to innovative, efficient and sustainable health systems 3/Facilitate access to better and safer healthcare for Union citizens¹ 4/Protect Union citizens from serious cross-border health threats

¹ <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/3hp/index.html>

ON THE WAY TO A SMART & HEALTHY LIVING – DIRECT APPROACHES

For your company you have the possibility to be a part of the direct approach to decision makers in the health sector, promoting your technologies and solutions.

SMART & HEALTHY LIVING will focus on:

- **User oriented innovation in healthcare**
- **Assisted living for seniors and disabled**
- **Ergonomic design and products**
- **Healthy indoor environment**
- **Welfare Technology**
- **E-health/digitalization**

APPROACH FOR SMART & HEALTHY LIVING GROUP**January 2015**

Joint New Year Reception with the participation from all relevant stakeholders within the areas covered by Smart Living: healthy living, energy and environment.

NOVEMBER 2014 – NOVEMBER 2015

- **Roundtable discussion on 16th of December 2014 at the residence of the Danish Ambassador in Poland under the working title: Addressing modern European demography: at what cost and quality?**
- **Three day exhibition at the Medical University of Warsaw (invitees – potential stakeholders) plus evening entertainment at the Ambassador's residence**
- **During or just after the exhibition visits to potential end-clients i.e. 4-5 hospitals, rehabilitation centers, elderly homes in and around Warsaw (2 day program)**
- **SMART & HEALTHY Exhibition Reference Book where you have the possibility to have your actual profile and project presented**
- **Press conference**
- **3 hours individual counselling, yearly from the team at the Embassy in Warsaw**

ADVANTAGES FOR COMPANIES PARTICIPATING IN THE APPROACH

- *Possibility to network with Polish Decision makers and Key Clients*
 - *Networking with companies and possibility to learn from each other*
 - *Possibility of developing larger projects with other Danish companies and/or Polish companies*
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INVESTMENT

Participation in **SMART & HEALTHY LIVING Group equals to 20.000 DKK** including Roundtable discussion, New Year Reception with Key Stakeholders, three day exhibition at the Medical University of Warsaw (invitees – potential stakeholders) plus evening entertainment at the Ambassador's residence, visits to 4-5 hospitals, rehabilitation centers in Warsaw and around Warsaw (2 days program), SMART & HEALTHY Exhibition Reference Book, press conference and 3 hours of individual counselling, yearly from the team at the Embassy in Warsaw.

SMEs below 100 employees and 150 million in turnover can use the "export start packages" for this project. For more info please contact us.

INTERESTED?

For more information on that project and events please contact us at the Embassy:

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EMBASSY OF DENMARK



REGISTRATION FORM

I would like to sign up for the first year of the Smart & Healthy Living Campaign (Fall 2014 - Fall 2015)

Company _____

Name _____

Email _____

Direct Phone _____

Date

Signature

Please fill out this registration form and send it to the Embassy of Denmark in Warsaw by 18th of November 2014 latest.