



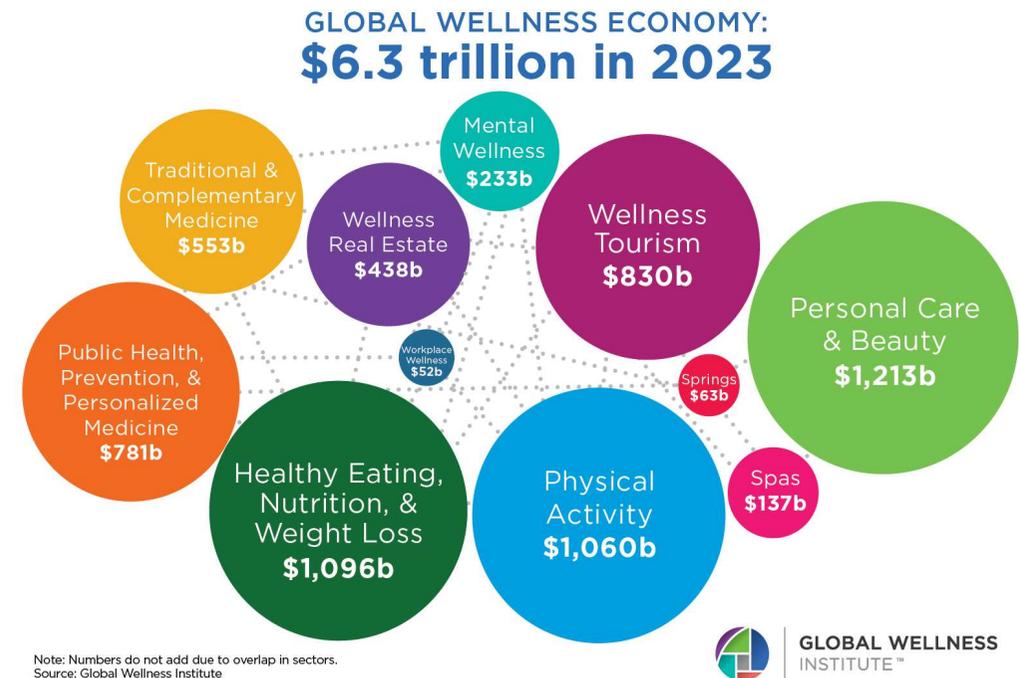
Health as a driver for innovation in the Utrecht Region

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Well-being and well-being economy

- Polycrisis of cross-cutting challenges
- New compass of growth
- Well-being economy as a global development
- Reshape economies towards achieving population and planetary well-being
- Create more equitable, cohesive and prosperous societies
- Human and planetary well-being central in economic decision making
- Requires systemic changes in public policy and economic practices



Utrecht Heart of Health

- Heart of Health
 - companies, governments and knowledge institutions join forces
 - tackle social challenges like chronic diseases, pandemics and ageing
 - improve the well-being of people
 - contribute to the well-being of people
 - all over the world 🌍
- requires innovation, including in collaboration!



Competitiveness and innovation

- strong economic base with excellent education and science,
- high quality of life
- innovation leader in the Regional Innovation Scoreboard 2025
- most competitive region in Europe in the Regional Competitiveness Index
- important player in strengthening European competitiveness
- promoting economic growth through **health-driven innovation**



Shared vision on health as a driver for innovation



... keeping people, animals, and the planet healthy, especially in urban environments.



... effective and accurate diagnosis and treatment of patients.



... increasing productivity in healthcare.



... strategic autonomy and resilience.



Pillars and ecosystems in the Utrecht Region

The strength of Utrecht's economy rests on three pillars:

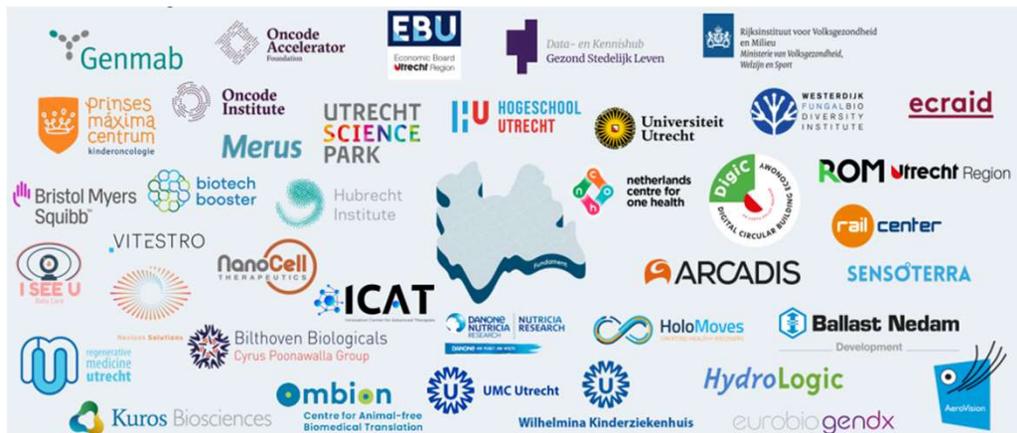
- Healthy people
- Healthy living environment and
- Healthy society

Innovation and sustainable economic growth through 3 ecosystems



Multiple helix collaboration

- Partnerships with knowledge institutions, businesses, (sub)government bodies and residents
- Strong foundation in health
- Multiple helix
- Sharing and connecting knowledge creates space for innovation
- Diverse and resilient economy



"We are building a region where people are healthy, happy and connected. This can only be achieved if we work together: government, education, entrepreneurs and citizens."

Policy and implementation

- Environmental vision
- Focus on 'health and safe'
- Encourage organisation and residents to contribute to vision
- For example:
 - Green, Healthy and Climate-Proof Cities and Villages subsidy scheme.
 - Vouchers for the greening of school playgrounds



50+



10+

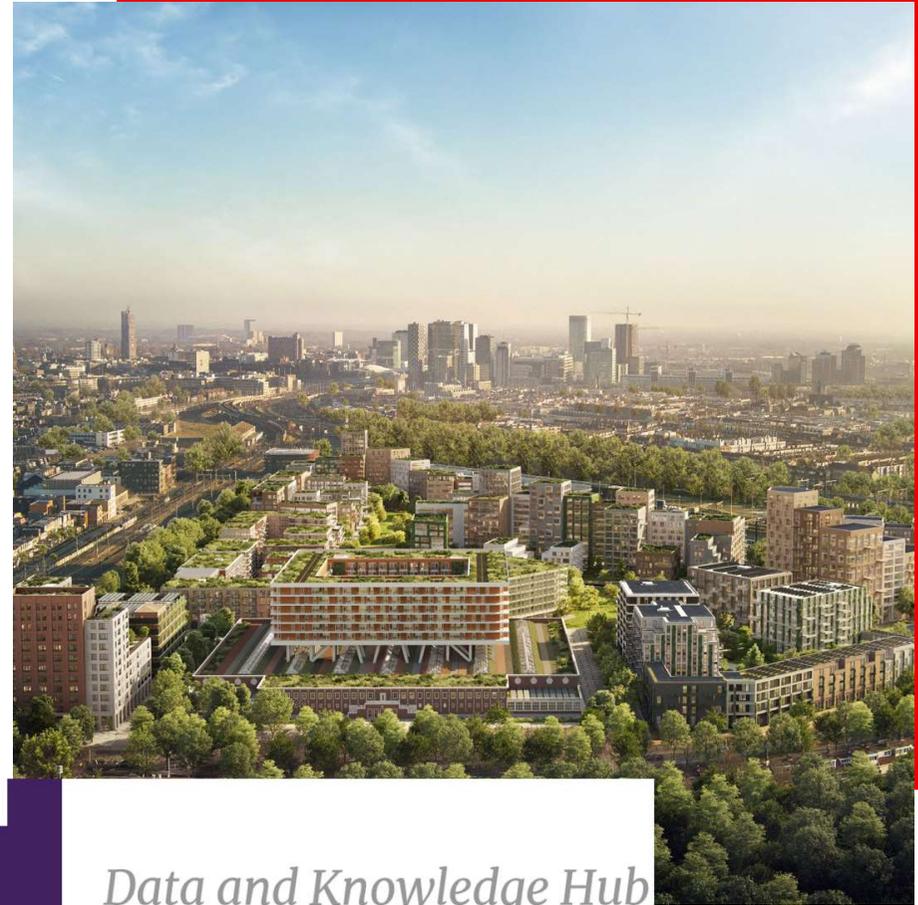


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Examples

- Area development
- Cartesius, residential area in development
 - Inspired by the Blue Zones principles
 - Pilot of the WHO Europe Healthy Cities Network
- Data- and Knowledge Hub Healthy Urban Living
 - Making urban life more healthy
 - By exchanging knowledge as a community of practice
 - Through collaboration and learning together in living labs



Data and Knowledge Hub
Healthy Urban Living

More examples

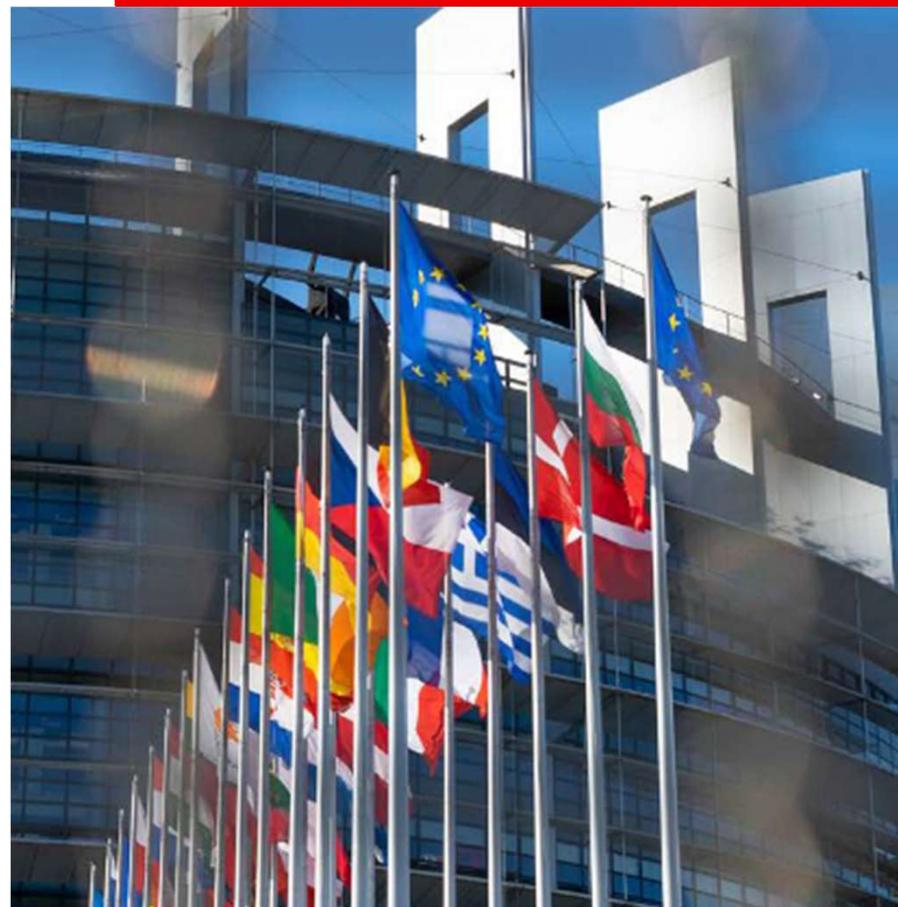
Integrated heat action plan



Citizen Science in Horizon project UrbanRreleaf



Cross-border learning



Thank you!

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