



The afresh project

16 stakeholders from eight European regions work together in afresh:



Radboud University Nijmegen Medical Centre



The EU project afresh is a Regions of Knowledge Coordination and Support Action which brings together partners from science, enterprises and regional governments in regional health clusters for innovation and capacity building. afresh is part of major EU programmes and policies such as the 7th Framework Research Programme, the Europe 2020 strategy for sustainable growth and jobs, as well as the EU Innovation Union seeking to turn knowledge into solutions for society and markets. Within these frameworks, the afresh project will address the regional, national and EU level to seek future support for the developed concepts for further research, investment in products and capacities as well as policy activities.

The project is coordinated by

Wirtschaftsförderung
Region Stuttgart GmbH (WRS)
(Stuttgart Region Economic
Development Corporation)
Friedrichstraße 10
70174 Stuttgart

Managing Director
Dr. Walter Rogg

Project Coordinator
Sebastian Menzel
Phone +49 711-2 28 35-875
afresh@region-stuttgart.de

www.afresh-project.eu
wrs.region-stuttgart.de

afresh Solutions Joint Actions for Health



EU projects of the future
meet societal challenges

Activity & Food for Regional Economies
Supporting Health by research and
innovation



The afresh project

Nutrition and physical activity are looked at together in the EU project afresh. Scientists, enterprises and representatives of public services from eight European regions – strong in food research and/or physical activity research (food and health clusters) – join forces to analyze innovative solutions in order to tackle future challenges to society: the prevention and reduction of diet-related and physical-inactivity-related diseases (i.e. diabetes, obesity, cardiovascular diseases, cancer).

The Joint Action Plan

With workshops, study-visits, roundtables and brainstorming sessions all afresh-stakeholders were involved in multiple ways. A Joint Action Plan was developed within 18 months. The planned Joint Actions – on regional as well as on a cooperative EU level – shall make an impact on

- improved health of citizens,
- reduced health care costs,
- enhanced competitiveness of regional health economies.



The afresh solutions

The afresh partners work on solution-oriented ideas which follow the novelty of a dual approach: solutions combining nutrition and physical activity.

32 innovative ideas will be followed-up by the project partners. Their concepts center around target group oriented, personalized offers for a healthier lifestyle and behaviour changes. To pursue the vision of healthier lifestyles, the project will encourage:

- new research ideas
- product and service solutions
- customized public health policy and social marketing actions

afresh solutions for four target groups

- Children and young people**
New research ideas IT-solutions to stimulate healthy diets and lifestyle in youngsters (games, sensors, brands, social media)
- New products and services** “The Healthy Cascade” – train the trainers to develop healthy competencies in youngsters
- Healthy ageing**
New research ideas Biomarker research for healthy ageing towards a personalized nutrition and physical activity for best agers
- New products and services** IT-based Food and Activity Label Assistant for healthy lives in later years, including functional food against malnutrition
- Disadvantaged populations**
New research ideas ALL FRESH study; measuring health status by new offers of food and activity
- New products and services** Urban Gardening – Urban Landscapes. Social innovation projects to grow local food
- Health@Work**
New research ideas Evolution of indicators for the quality of worksite health promotion
- New products and services** New ISO/DIN standards for the sustainable “Healthy Company”
- Transversal ideas**
TARGET CHANCE – Targeted social communication for health, physical activity and nutrition messages to galvanize Europe/Regional Action Plans; Social Campaigning
- LATER LIFE** – Enable SMEs to give employees healthy chances after retirement