



# Healthy Regions Project

## Agenda

- Original Idea
- Products & Results
- European Website
- Regional Processes



# Original idea

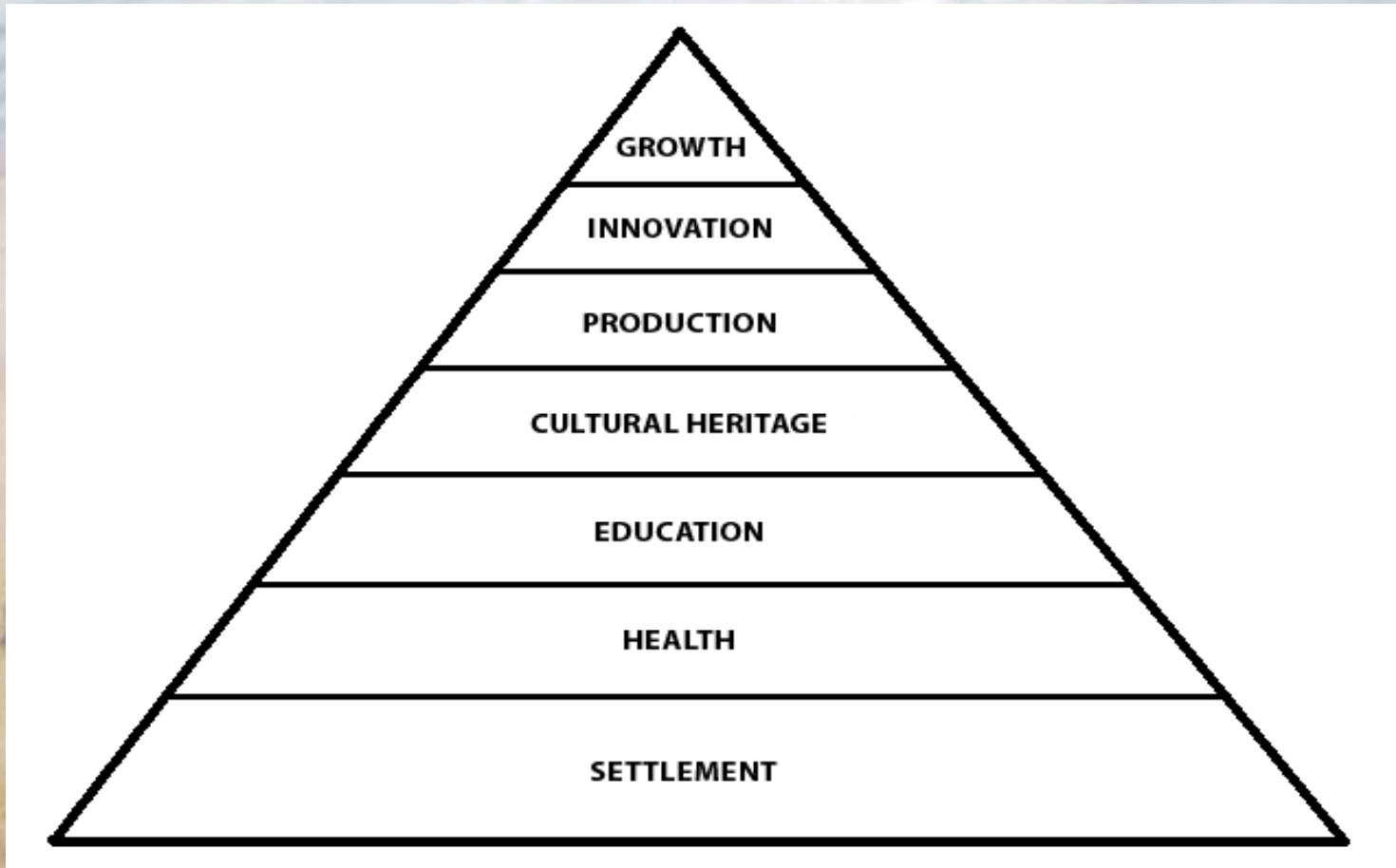
## Regional Key Competencies Project (Art 6)

- Strategic view on regional development
- Health as a regional key competence

## Healthy Regions Project

- Turning the growth pyramid up side down
- Good health is a prerequisite for economic growth
- Innovation, employment and growth can be created in the health sector if we look at health as an investment
- It is less expensive to prevent than to treat

# Growth Pyramide



# Overall Idea

”How can we put health on the political agenda”

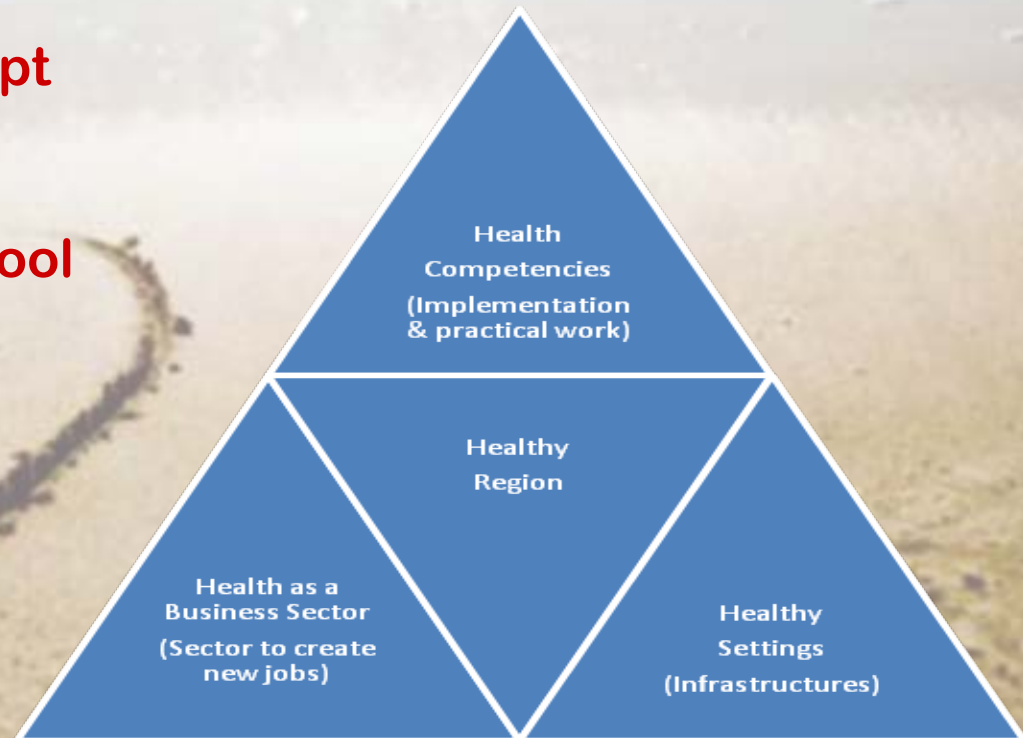
”How can we make health a strategic priority area”

”How can we make policy makers understand that health can be seen as a long term investment and not just a cost because citizens get sick”

# Products & Results

## Tools development

- Framework Paper (A common frame of understanding)
- Healthy Regions Concept
  - Dialogue Tool
  - Scenario Planning Tool
  - Mapping Tool
  - Traffic Light Matrix
  - Project Catalogue



# Products & Results

## Regional Processes & Progress

- All regions have worked actively with the tools
- Concrete process results in the regions
- Good practice examples that can inspire all regions all over Europe



# Products & Results

Website:

[www.healthyregions.eu](http://www.healthyregions.eu)

**A useful toolbox for other regions  
who want to work strategically with health**

# Regional Processes

## Today's agenda

- Showing how the regions have worked actively with the tools from the project
- Showing how it is important to have a common goal but still work in flexible ways
- Showing how the tools can be useful for others
- Showing how results from our project can be used on European level



# Closing remark before we begin



**Great project**

**Great partners**

**Confidence in each other**

**Engagement & Participation**

