



amsterdam area  
health-lab.nl

## Promoting resilience and healthy living through co-creation in urban living labs

Cities are under stress. Today half of the world's population lives in cities and this number continues to increase. This trend also holds for the Amsterdam Metropolitan Area. Greater Amsterdam is expected to grow 2.5 times as fast as the Dutch average in the coming five years. To achieve sustainable economic growth and improve the quality of life of its people,

the Amsterdam Metropolitan Area engages citizens, researchers, entrepreneurs, and public parties to experiment with new concepts that lead to breakthrough innovations. To face present and future challenges in the areas of health and wellbeing, Health-Lab offers a co-creation platform for innovative health solutions that work.

### Health-Lab innovation platform

Policy changes and cuts in healthcare budgets challenge the way we organise our local healthcare system. The Amsterdam Metropolitan Area intends to apply 21st century solutions to increase healthy living and reduce morbidity due to obesity, psychosocial problems, Alzheimer or cancer.

Health is promoted as the ability to adapt and self-manage in the face of social, physical and emotional challenges. To redesign our urban environment to accommodate resilience and healthy living, we need to listen closely to and understand the communities and people involved in their actual, practical surroundings. Health-Lab has established the Amsterdam Metropolitan Area as 'urban living lab'. It is open to test anything from telemedicine to mHealth, home automation, consumer products, medical technology, food products, sports programs, health literacy



and new housing concepts. As innovation platform, Health-Lab brings all stakeholders together to design and test new initiatives in designated urban living labs. By monitoring and integrating the various project outcomes, effective initiatives can be scaled up, while the knowledge and experience acquired in the projects is shared via the platform. The ultimate goal of all activity is to improve the resilience and health of the people of the Amsterdam Metropolitan Area, as well as aiding the economic development of the region.

### Core values of Health-Lab

The following ideas are central to all Health-Lab activities:

#### platform

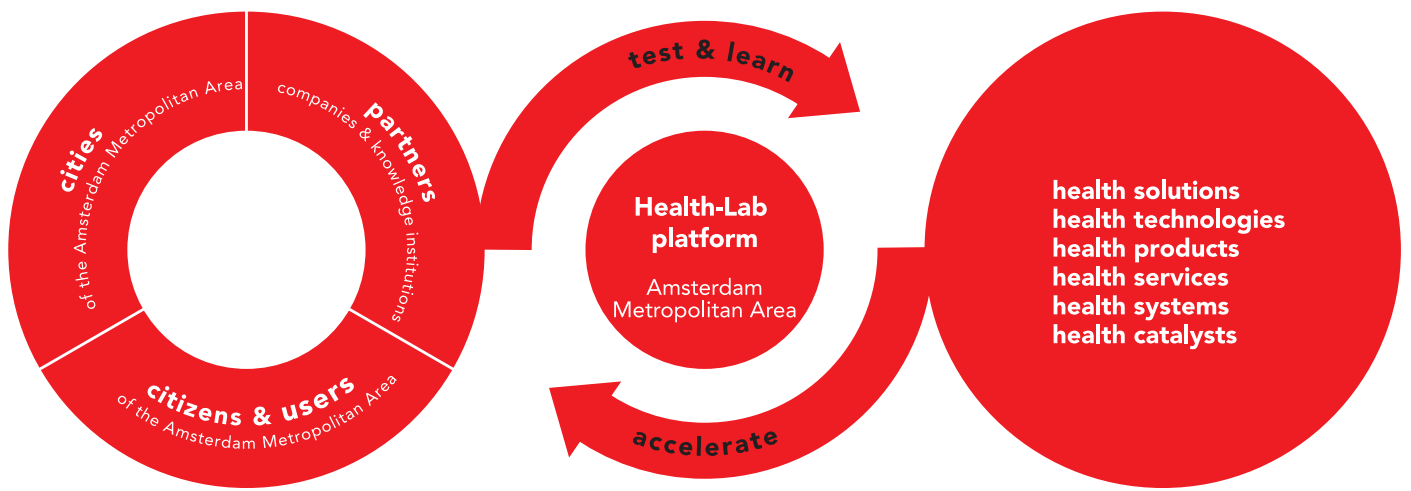
Health-Lab is an initiating and facilitating platform connecting partners and building consortia. It identifies the needs and wishes of users and citizens in urban living labs and connects to research, government, business and local investment portfolios.

#### testing

Health-Lab provides opportunities for testing and demonstrating new technologies, new products, systems and services in urban living labs, such as schools, homes, nursing homes, medical practices, sport clubs and neighbourhoods.

#### open

Open infrastructures, open innovation, open knowledge and open data: these form the basis for health innovations that improve the quality of life. It is believed that open and scalable innovation is the key to sustainable success.



## Urban living labs

Executing projects that design innovative applications together with the actual users in their physical surroundings dramatically increases the chances of finding realistic solutions to the user's real needs and wishes.

Health-Lab is your point of entry to test and demonstrate innovative products and services.

Examples of three living labs testing new products and approaches towards an improved health are:

### Amsterdam Nieuw-West

**Amsterdam Nieuw-West** is one pilot area in a large program aimed at a healthy weight for all Amsterdam children by 2033. In order to combat obesity, exercise and a healthy diet are promoted among primary school children.

### Amsterdam Centrum

**Amsterdam Centrum** Care provider Amsta facilitated falls prevention research at several of its nursing homes, involving care workers, residents and their representatives. Experience was gained developing dedicated sensor networks and scepticism about technology was overcome.

### Almere Poort

**Almere Poort** is successfully piloting with smart homes for young multi-handicapped people. Independent living is stimulated by engaging parents and partners in the areas of engineering, technology, finance and healthcare.

## Join us today!

Would you like to take advantage of the Health-Lab platform for developing your health solution with the people of the Amsterdam Metropolitan Area, or do you have an interesting idea? Please contact Health-Lab via [info@health-lab.nl](mailto:info@health-lab.nl) or find more information on [www.health-lab.nl](http://www.health-lab.nl). Twitter [@Health\\_lab](https://twitter.com/Health_lab)

### Partners

Health-Lab is an initiative of AMSTA, Waag Society, University of Amsterdam, VU University, Amsterdam University of Applied Sciences and Amsterdam Economic Board. Today many more partners participate in Health-Lab. Health-Lab collaborates closely with Amsterdam Smart City.



## amsterdam economic board