

DE PREVENTIE PROMOTOR

*ECONOMISCHE GROEI EN GEZONDHEIDSWINST
DOOR AFNAME VAN OVERGEWICHT*

AANVRAAG NATIONAAL GROEIFONDS

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Voorblad

De Preventie Promotor			
Naam indieners		Ministerie van VWS	
Projectduur		10 jaar	
Terrein		Kennis	
Totale investering <i>(incl. verwachte omzet)</i>	Gevraagde bijdrage NGF	Bijdrage van andere partijen	
		Publiek	Privaat
EUR 601.7 m	EUR 289.8 m	EUR 128.6 m	EUR 92.1 m

1. Samenvatting

Overgewicht is een wereldwijd probleem, dat economische groei belemmert. In Nederland is meer dan de helft van de bevolking te zwaar en heeft ca. 14% obesitas. Overgewicht leidt tot meer dan 200 ziekten en grote maatschappelijke problemen zoals **sociale ongelijkheid**, **dalende arbeidsproductiviteit** en **hoge zorgkosten**. Het is een direct gevolg van onze hedendaagse omgeving waarin marktfalen leidt tot het stimuleren van ongezond gedrag.

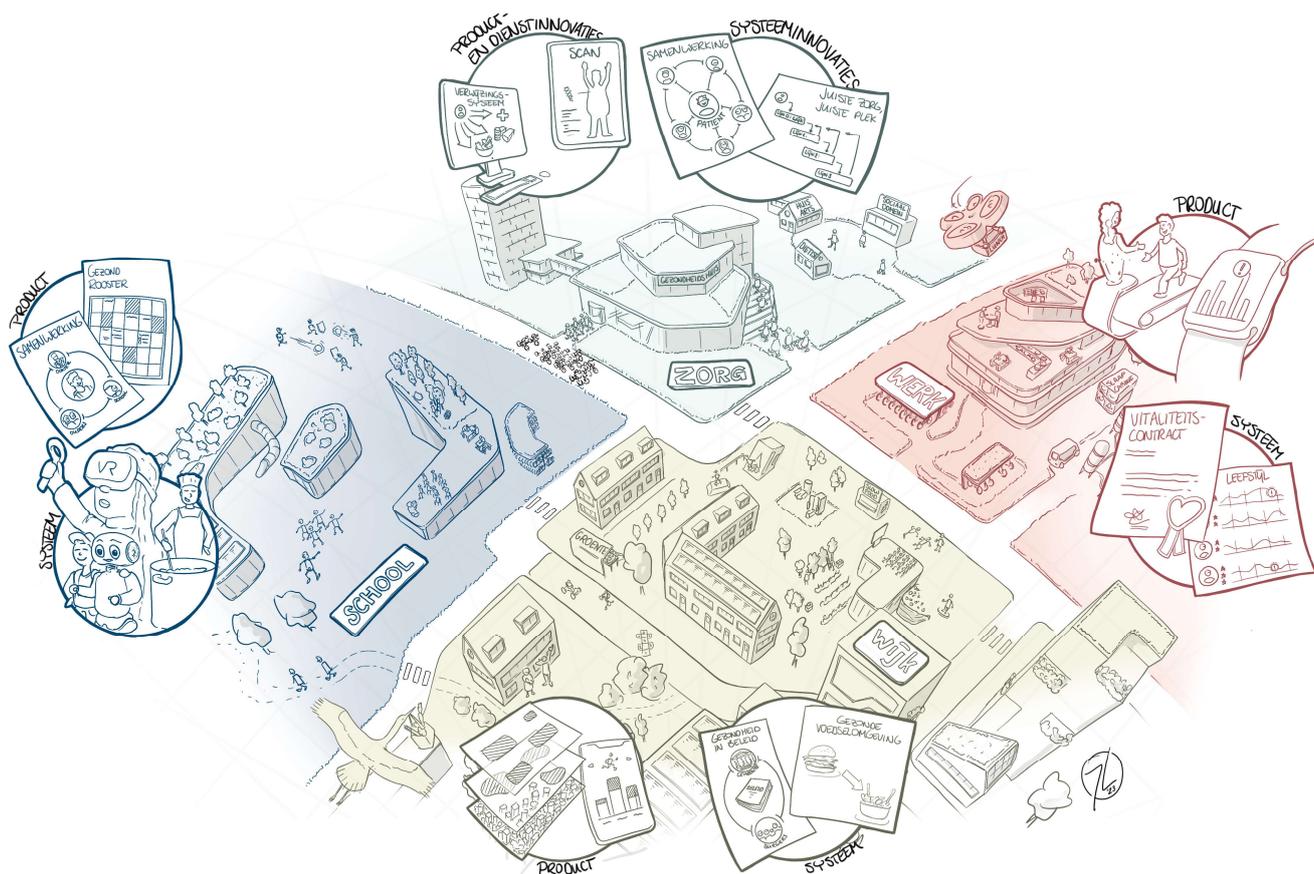
Aan het NGF wordt een impulsfinanciering gevraagd voor het opzetten van de *Preventie Promotor*, een innovatie-infrastructuur waarbinnen we leren hoe we overgewicht kunnen voorkómen en beperken, door het ontwikkelen en valoriseren van product- en dienstinnovaties, alsook systeminnovaties, die (inter)nationaal geïmplementeerd en verkocht kunnen worden. Eenmaal succesvol geïmplementeerd, zullen deze innovaties de economische groei bevorderen. De *Preventie Promotor* bestaat uit drie onderdelen:

1. **Omgevingen** 'van de Toekomst' die door heel Nederland (en in de toekomst in Europa) worden opgezet waarbinnen innovaties voor preventie kunnen worden ontwikkeld, bewezen en geïmplementeerd; we leggen de focus op vier omgevingen die belangrijk zijn bij de preventie van overgewicht: School, Werk, Wijk en Zorg (kosten: EUR 366 miljoen waarvan EUR 149 miljoen gevraagd aan het NGF)
2. **Projectportfolio** van innovaties die, deels samen met bedrijven, worden ontwikkeld in de omgevingen (EUR 159 miljoen, EUR 84 miljoen gevraagd)
3. **Accelerator**, een omgeving-overstijgend valorisatie- en expertisecentrum dat helpt bij het versnellen van de ontwikkeling van innovaties en hun (internationale) opschaling, en het ontwikkelen van kennis over preventie (EUR 32 miljoen, EUR 19 miljoen gevraagd)

De totale begroting voor de eerste 10 jaar komt daarmee uit op EUR 602 miljoen, **waarvan EUR 290 miljoen (49%)** wordt gevraagd aan het NGF. Na deze looptijd is de *Preventie Promotor* volledig financieel zelfstandig.

Dit voorstel leidt op twee essentiële manieren tot structurele economische groei: succesvolle interventies zullen nationaal leiden tot een **gezondere en productievere bevolking** en internationaal worden geëxporteerd door Nederlandse bedrijvigheid. Maatschappelijk wordt bijgedragen aan een **afname in gezondheidsverschillen** tussen bevolkingsgroepen en een **vergroete maatschappelijke participatie**.

Deze aanvraag is geschreven door een multidisciplinair consortium van experts op het gebied van preventie (o.a. TNO, GGD-GHOR, Stichting Noaber, de ROMs, Federatie voor Gezondheid, Hartstichting, Zilveren Kruis Achmea, veel kennisinstellingen, en de Brightlands campus) onder leiding van de Nederlandse Federatie van Umc's en wordt departementaal ingediend door het ministerie van VWS.



6.7 Executive Summary (in English)

<p>PROBLEM ANALYSIS AND PROPOSED SOLUTIONS</p> <ul style="list-style-type: none"> • What (social) problem needs to be solved and/or what opportunity can be exploited? • What is the proposed solution? • Why is a contribution from the NGF necessary? • Does your solution envisage a role for the government (other than the NGF contribution)? • How is the proposal's internationally embedded 	<p>The rising trend of obesity and overweight around the world – and the difficulty in reversing this trend – is leading to escalated levels of disease and, in turn, societal problems such as reduced labour productivity and mounting healthcare costs. Several bottlenecks limit the effectiveness of prevention programs, including the marketing of unhealthy products, an emphasis on "point solutions", poor funding options, and insufficient development of health data infrastructures.</p> <p>The Prevention Promoter aims to overcome such hurdles with its integrated approach to a healthy living environment. It establishes an innovative national infrastructure to design and scale up prevention solutions that can be implemented and marketed in the Netherlands and abroad, comprising three mutually reinforcing components:</p> <ol style="list-style-type: none"> 1. Innovation environments, physical and digital infrastructures for <i>neighbourhoods, workplaces, schools and healthcare locations</i>, where innovations can be developed and tested; 2. Project portfolio consisting of innovative products and services, developed by companies and other organisations; 3. Accelerator, a centre of expertise that helps accelerate the development and scale-up of innovations and environments. <p>The global market for prevention solutions is large and growing, signifying considerable economic and social opportunity. Still, not enough players cease this opportunity. Moreover, organisations that invest in prevention, often do not acquire the (economical) benefits. Because no other public instrument has the right scope or scale, funding from the NGF is needed to jump-start the Promoter. Affiliations with central and regional governments are crucial for establishing the Promoter's innovation environments, scaling up innovations through e.g. legislation, and advising on the feasibility and scalability of innovations when related to (new) policy. Likewise, the Promoter has secured and continue to build collaboration with renowned international companies and networks, such as EIT Food and the Danish equivalent of the Promoter – relationships which are crucial to scouting and incorporating promising international initiatives and scaling up Dutch innovations internationally.</p>
<p>ACTIVITY PLAN AND INTENDED RESULTS</p> <ul style="list-style-type: none"> • What activities will be carried out? • How are these activities planned in time? • What will be achieved after implementation of this proposal • How does the proposal plan to steer towards maximising the 	<p>The innovation environments (component 1) and projects (component 2) will be developed in stages, while the accelerator (component 3) will be developed from the start. The general timetable for the innovative environments and projects (components 1 and 2) is:</p> <ul style="list-style-type: none"> • Design (0.5 yr) – detailed design and planning of the first environments and projects; • Set-up (2 yrs) – establishment of the first environments and projects; • Development (4 yrs) – expansion of the environments and execution of projects; • Anchoring (2 yrs) – transition to financial autonomy. <p>Key performance indicators and milestones are in place to evaluate and steer the components through the phases and guide go/no-go decision-making. From day one, the accelerator (component 3) will</p>

<p>contribution to earning capacity and social cost-benefit balance? Quantify these expected contributions as far as possible</p>	<p>consist of services that help design, develop and scale up innovations (inter)nationally.</p> <p>The development of the innovation environments will be in the following order: neighbourhoods, workplaces, schools and healthcare locations. These will be built in succession in order to transfer lessons from one to the next. Data and data-infrastructure will be important pillars of the environments, that will be well-connected to existing health-data infrastructures (e.g. Health-RI).</p> <p>The total duration of the Promoter is 10 years. During this time, its ambition will focus on increasing labour force participation, creating new (inter)national business opportunities in obesity and overweight prevention, and promoting health in the Netherlands. By the end of the NGF period, the following objectives will be achieved:</p> <ul style="list-style-type: none"> • Network of innovative and self-sustaining physical and digital infrastructures that are accessible to (inter)national parties, in which the future of prevention is continuously being shaped and knowledge about the effect of prevention innovations and policies is generated; • Proven effective and scalable prevention products and services scaled up and marketed by companies, and system innovations implemented in the Netherlands; • An active prevention ecosystem in the Netherlands resulting in more attention to and attracting (inter)national parties and investments, the benefits of which extend beyond obesity alone. <p>The Promoter will realise economic impact (new businesses, increased labour participation) and social impact (reduced pressure on healthcare, increased social participation, reduced health disparities within the population) that over the years will radically exceed the NGF's initial investment.</p>
<p>Participating parties</p>	
<ul style="list-style-type: none"> • Who submits the proposal and what is the role of each participating party and/or how do they contribute to the project? If all parties are not yet known, explain how these parties will be selected • Outline the relevant experience, capabilities and track record of the participating parties • In what way do you plan to set up cooperation with the 	<p>This proposal is submitted by the Dutch Ministry of Health, Welfare and Sport. The founding partners have a broad range of expertise in the field of prevention: academic medical centres, the Dutch Federation for Health (which represents 80 public and private organisations), health insurers, public health institutions, regional development agencies, health funding organisations, and many others. This unique collaboration of pivotal partners in prevention delivers a strong, broad, leading and state-of-the-art network that will be exceptionally positioned to realise the goals and aims of this proposition.</p> <p>A number of additional organisations and companies are also included for their expertise in development and execution:</p> <ul style="list-style-type: none"> • Innovation environment partners will provide or create physical and/or digital sites for testing innovations, e.g. HealthKIC will work with "neighbourhood", Healthy Primary School of the Future and JOGG with "school"; • Project partners will test innovations within environments, and will predominantly be companies (food, coaching, architecture, exercise,

<p>above-mentioned participants - and perhaps others?</p> <ul style="list-style-type: none"> • What does the international force field look like? Which international parties are involved and how is cooperation taking place 	<p>medtech, digital health, etc.), or organisations such as academic institutions (possibly in consortia);</p> <ul style="list-style-type: none"> • Accelerator partners – including international companies and networks – will use their expertise to provide acceleration services. <p>The Promoter will have a central organisation that will manage and allocate resources for the three components. Each environment will have its own organisation and be coordinated by a dedicated management team responsible for its (new) partners that provide new projects. The accelerator will be managed by the general director (of the central organisation) and the business development team, which will attract innovation partners. All Promoter partners will be invited annually to evaluate activities, ambitions and strategy. The general public will also be involved from the outset. The advisory committees (that include e.g. Danish Light House experts) secure international embedding, connections to EU initiatives and cooperation and exchange of knowledge and experience.</p>
Budget	
<ul style="list-style-type: none"> • List the expected financial costs of the proposal, possible direct financial revenues of the proposal; requested NGF contribution, financial contributions of the participating parties (with a clear distinction between public and private co-financing and other forms of financing and funding and, as far as possible, between in-cash and in-kind contributions and national/international. • Indicate how you will absorb any financial setbacks in the development process 	<p>The current budget for the Promoter is based on a 10-year period (2024-2034) and totals approximately EUR 602 million. The budget is broken down as follows:</p> <ol style="list-style-type: none"> 1. Setting up, developing and maintaining environments: EUR 366 million, for which an NGF investment of EUR 149 million is requested; 2. Running the project portfolio: EUR 159 million, for which EUR 84 million is requested; 3. Developing the accelerator: EUR 32 million, for which EUR 19 million is requested; 4. Developing the data infrastructure: EUR 27 million, for which EUR 21 million is requested; 5. Organising and managing the consortium: EUR 17 million, for which EUR 17 million is requested. <p>An NGF contribution of EUR 290 million is requested, or 48% of the total budget.</p> <p>The remaining budget (52%) will be partly financed by public and private parties (EUR 129 million and EUR 92 million respectively), and partly by a revenue model (EUR 91 million, including ramp-up) generated by a fee-for-use paid by (inter)national parties which wish to develop their innovations at the Promoter.</p> <p>The likelihood of financial setbacks is reduced through various mitigation measures:</p> <ul style="list-style-type: none"> • Phasing: the development of all environments will happen in a phased effort, so that lessons can be optimally transferred from one environment to another. Every phase will be followed by a comprehensive evaluation; • Partial budgets: each component will be allocated its own budget to facilitate its monitoring and any financial adjustments that may need to be made. Together, the

	<p>components cover overhead by contributing part of their revenue (which is maximised). This will ensure that the central organisation remains proportionally sized;</p> <ul style="list-style-type: none">• Governance: budgets will be authorised by the central organisation, allowing for adjustment and steering based on the review processes;• Investment committee: potential investments will undergo thorough evaluation before being authorised. These evaluations will be carried out by an independent group of (international) experts. <p>In the unlikely event of a financial setback, the initiative has flexibility to adjust the volume of innovation environments or projects.</p>
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