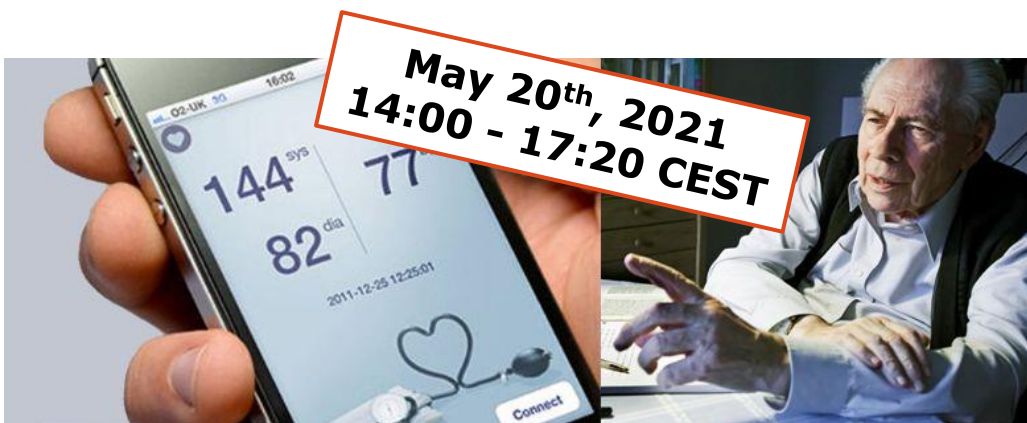


PUBLIC HEALTH AND RESPONSIBLE INNOVATION IN A POST-COVID EUROPE

Thank you for registering for the webinar
"Public Health and Responsible Innovation
in a post-Covid Europe"



Hosted by



In this webinar, we invite you to:

- Learn about recent developments for Responsible Innovation and how these fit with goals for CSR, ESG, circularity, the UN SDGs and European policy agendas;
- Engage, through your questions, in the dialogue between leading experts; and
- Help your organisation when designing and developing health-related products, providing or procuring technologies and services in a responsible and sustainable way.

Join the webinar using this link:

<https://wu-ac-at.zoom.us/j/92170898740?pwd=QlhyK3JvSHJXN2RZWetLNUpmVHJwZz09>

If you want to join the meeting via the zoom app, you can also use the following meeting ID and passcode: Meeting ID: 921 7089 8740, Passcode: 560062

Contact the organizer: malcolm.fisk@dmu.ac.uk

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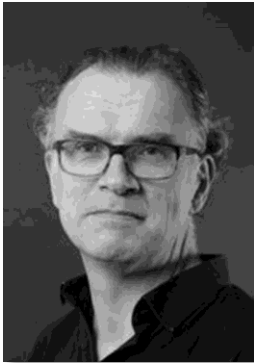
Agenda



- 14:00 Welcome and Introduction to **Session 1**
- 14:10 **Health in All Policies: People, Business and Innovation – Lessons from Utrecht**
Matthijs Zwier, Strategic Partner at Municipality of Utrecht and Advisory Board member at European Health Futures Forum
- 14:25 **The World of 5G and Digital Health: Getting Innovation Right**
Eman Martin-Vignerte, Head of Political Affairs and Government Relations at Bosch UK
- 14:40 – 15:10 **Facilitated debate**
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- 15:25 Welcome Back and Introduction to **Session 2**
- 15:30 **Healthy Environments & Societies: Why the UN SDGs are important for Business Ethics**
Annette Kleinfeld, Professor of Business Ethics at University of Applied Sciences Konstanz
- 15:40 **Good Business and the Safeguarding of People's Health Data**
Eerke Boiten, Head of School of Computer Science and Informatics at De Montfort University
- 15:50 **Promoting Responsibility in Health Innovation: Funders Perspectives**
Ignasi López Verdeguer, Director of the Department of Science and Research at la Caixa Foundation
- 16:00 – 16:15 **Facilitated debate**
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- 16:30 Welcome Back and Introduction to **Session 3**
- 16:35 **How Co-Creation can bring Success for Healthcare Businesses**
Myriam Martin, Project Manager at TICBiomed, partner in CHERRIES project
- 16:45 **How Responsibility in Health Innovation is Guided by Standards**
Matthias Marzinko, Director International Standards Management (ISM) at Drägerwerk AG and CEN-CLC Advisory Board for Healthcare Standards (ABHS)
- 16:55 **Measuring Responsibility: Responding to the New Agenda - Why Healthy and Sustainable Businesses make sense**
Natalia Jozwowicz, Manager (Operations, Talent & Culture, Facilities) at Sustainalytics Poland
- 17:05 – 17:20 **Facilitated debate**

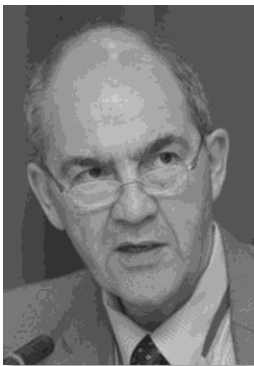
PUBLIC HEALTH AND RESPONSIBLE INNOVATION IN A POST-COVID EUROPE

Meet the experts



Eerke Boiten

is a computer scientist who has led university research centres in cyber security (including at the University of Kent) for the last 10 years. As a consequence, he has been drawn into talking and thinking about the legal, social, and political dimensions of data security and privacy – including those relating to health. His current research projects are in privacy impact assessment, refinement, cybercrime, and cyber intelligence.



Malcolm Fisk

has extensive experience in local government, the electronics industry and academia. His main focus is on digital health. He led European funded projects on both telehealth (TeleSCoPE) and ICT standards for 'active and healthy ageing' (PROGRESSIVE). He is a National Institute for Care and Health Excellence (NICE) expert and was first Chair (appointed by Welsh Government) of the National Partnership for Older People in Wales. He supports DMU's work in the LIV_IN project.



Ignasi López Verdeguer

a physicist by training, has 20 years experience in research, innovation and management around the responsible and open use of science in society. He coordinated the RRI TOOLS project. He is Chairman of the Research Forum of the European Foundation Centre; and was Chair of the Advisory Board of Ethical, Legal and Social Issues for EIT Health. Notable is that he is a member of the European Commission Expert Group on Venture Philanthropy and Social Investments.



Annette Kleinfeld

a pioneer in business and corporate ethics, she has been an advisor in this field since 1998. She was a long-time board member of the European Business Ethics Network (EBEN) and, through her consultancy, represented Germany in the International Working Group to support the development of ISO 26000, the first global standard for social responsibility. She now serves on the ISO26000 Stakeholders Global Network that promotes its adoption and review.

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Meet the experts



Myriam Martin

joined TICBioMed in 2013. She has degrees in European Business and specialises in project implementation and management - aimed to meet healthcare challenges that can be solved with the use of ICT. Her main areas of interest include supporting eHealth SMEs in the go-to-market process and paving the way for eHealth opportunities. Her approach involves active interaction with potential customers and end-users. She represents her company in the CHERRIES project.



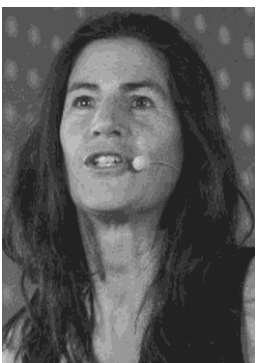
Eman Martin-Vignerte

was responsible for business development for telehealth in the UK and Ireland. She had prior international experience in software and hardware engineering for the automotive industry and, for Hyundai, in electronic pumps. She is Vice Chair at CBI Thames Valley (UK) and a board member of the Buckinghamshire Local Enterprise Partnership (west of London). She sits on the Advisory Board for UK5G and is a member of the Oxford- Cambridge ARC Virtual Institute for Aviation.



Matthias Marzinko

has been working in quality management and regulatory affairs for healthcare products for over 20 years. He is responsible for coordination and strategic development of the company's national and international standardisation activities. He chairs the CEN CENELEC Advisory Board for Healthcare Standards that is consulting on the European standardisation system regarding the challenges around interactions with stakeholders and of technological and regulatory convergence.



Lydia Montandon

Lydia's role focuses on opportunities arising through research and development projects for the company's exploitation and commercialisation. She has over 20 years of experience coordinating and participating in major projects in the fields of technology-enhanced learning, eInclusion and eHealth. She is a member of the EIT Health (European Institute of Innovation and Technology) Supervisory Board and Executive Committee. She represents her company in the LIV:IN project.

PUBLIC HEALTH AND RESPONSIBLE INNOVATION IN A POST-COVID EUROPE

Meet the experts



Eva Zuazua Schucker

works on Responsible Research and Innovation, science communication and engagement for several projects – including RRI TOOLS, where she focuses on content development and curation, community building and dissemination via its interactive digital platform. A biologist by training, she has over 20 years' experience in event design and coordination and programmes embracing sustainability, technology, culture and education.



Matthijs Zwier

is an independent business owner, strategist, change agent and transformational catalyst - stimulating and enhancing transformations around health, healthcare and society. The ultimate goal is to make a difference - through inclusive partnerships with citizens, professionals, organisations and (local) government; building capacity and targeting 'wicked problems' - with happy and healthy living for everybody!

Organized by Malcolm Fisk, Professor at De Montfort University; Eva Zuazua Schucker, RRI Tools project; and André Martinuzzi from Vienna University of Economics and Business.