

NOTRE - Novel Solutions for Healthy Ageing

from Lab to Ecosystem Development

Pannon Business Network - Hungary



**Interreg
Europe**



Co-funded by
the European Union

NOTRE

Organizational Introduction

Pannon Business Network is the center for **applied research** and **training** to catalyze added value manufacturing connected both to **industry** and **academia**, enabling **digital, sustainable, resilient business transformation**.

450+

international partners

5

partner universities

500m²

laboratory space

90+

research and cooperation projects

31

full time engineers and economists

50+

digitalization applications used

150+

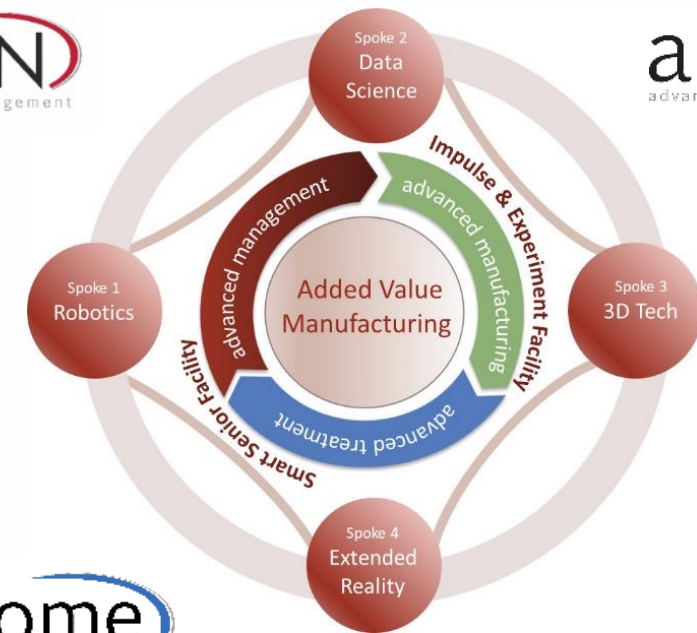
serviced business customer

No 1.

DIH in EU in 2020 by DIHNet consortium

3.000+

citizens trained on digitalization in 3 years



Key Challenge

How to Create a Supporting Environment for Job Creation in the field of Senior Healthy Ageing?

Not about talking about EU projects

Not about sharing long term, sophisticated visions

Not inviting for long workshops with no business outcome

How to be Strategic and Operational at the same time?

Process of Strategic Build-Up

A woman with short blonde hair, wearing a white bathrobe, is sitting in a light-colored armchair. She is holding a tablet computer in her hands and looking at the screen. The background is a plain, light blue wall. The image is overlaid with a semi-transparent white box containing text.

Elaborate Strategic Plan with Broad Partnership
Establish Formal Local Partnership
Identifying Financial Resources to Support Businesses
Building an attractive infrastructure for inspiration
Organizing Events to Generate Interest and Ideas
Connecting the Components for Holistic Development
Organizing Test Infrastructure

Role of Interreg Europe Projects in the Learning



- Study Visit in Seinäjoki in October 2019
- Intencive Methodology for Stakeholder Analysis in September 2020
- Pilot project for Smart Senior Room December 2021
- Accreditation of AHA Reference Site October 2022

- Health Ecosystem Landscape in June 2022
- Good Practices Globally with Overview by ECHAlliance
- Digitalization in Health and Personalized Nutrition
- Learnings and adaptation possibilities



NOTRE - Novel Methods Improving Production Innovation Potential with examples of senior care-related solutions

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Official start of the project: 1st March 2023

Phase 1: Core phase

End of Phase 1: 28th February 2026

Phase 2: Follow-up

End of Phase 2: 28th February 2027

Policy Objective: Smarter Europe

Specific objective: SME competitiveness



NOTRE Project partnership

ECHAlliance

Eurasanté EEIG
Hauts-de-France R. Council

CNA EMILIA-ROMAGNA
Emilia-Romagna Region

San Sebastian Socio-
Economic Dev. Agency



Seinäjoki Uni of Applied Sc.
R. Council S. Ostrobothnia

Pannon Business Network
Prime Minister's Office

North-West Regional
Development Agency

NOTRE Project main goal

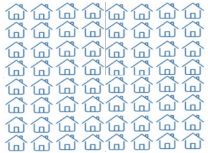
Support the improvement of the Policy instruments targeting healthy ageing related innovation.

NOTRE will support the higher survival and expansion success rates of the new products and services developed by SMEs and start-ups targeting healthy ageing market

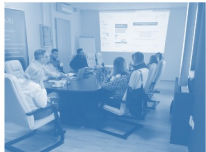
Key elements of NOTRE success



exchange of experience in boosting the **setting up and operation of test and experimentation environment** for seniors' product and service development



creation a network of **internationally connected test facilities and households** enabling unique, international product validation environment for SMEs and start ups



exchange of knowledge is encouraged within the regional stakeholders - end-users, SMEs and start-ups, intermediaries and policy makers – and among the participating regions, as well



enlarging the relevant stakeholder pool by support of highly competent international ecosystem coordinator, who guides the partners also through a structured learning and sharing process.

Thank you for your attention.

www.pbn.hu

www.am-lab.hu

www.at-home.hu

Balázs Barta – barta@pbn.hu

