



EuroHealthNet Seminar 5 June 2018, 13:00-17:30

***Smart investments? Let's talk prevention.  
Innovative financing and investments for health promotion***

Venue: Permanent Representation of the Federal Republic of Germany in the EU,  
Rue Jacques de Lalaing 8-14; 1040 Brussels

**Draft agenda**

Nicoline TAMMSMA, *President, EuroHealthNet (chair)*  
Caroline COSTONGS, *Director, EuroHealthNet (co-chair)*

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**13:00 - 14:00**      **Registration, networking and light lunch**

**14:00 – 14:10**      **Welcome and introduction**

**Welcome**

Nicoline TAMMSMA, *President, EuroHealthNet*

**Opening**

Ortwin SCHULTE, *Head of Unit Health Policy, Permanent Representation of the Federal Republic of Germany to the European Union (tbc)*

**Keynote speech (video message)**

Vytė ANDRIUKAITIS, *European Commissioner for Health*

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**14:10 – 14:50**      **Session 1: The need for the shift in funding to prevention and health promotion**

**Successful transitioning to health promoting health systems: challenges and opportunities**

Loukianos GATZOULIS, *Directorate B - Unit B1 DG SANTE, European Commission*

**The social return on investment in public health as a driver for sustainable development**

Mariana DYAKOVA, *WHO Collaborating Center for Investing in Health and Well-being, Public Health Wales*

**The momentum of health promotion and disease prevention**

Michael PADGET, *OECD Health Division*

**Discussion**

14:50 – 15:30

**Session 2: How to ensure clever use of available funds for health promotion?**

**European Investment Funds as potential smart mechanisms for investments in health promotion in Europe**

*Lieve FRANSEN, European Policy Centre; co-author of the report of the High-level Task Force on Investing in Social Infrastructure in Europe*

**Funds, bonds and contracts - methods to realise the promise of prevention economics?**

*Frederik LINDENCRONA, Swedish Association of Local Authorities, SWEDEN*

Discussion

15:30 – 16:00

Coffee break

16:00 – 16:40

**Session 3: How to set up innovative structures for funding health promotion?**

**The German Prevention Act and increase in funding dedicated to health promotion and addressing health inequalities. Challenges and opportunities for setting up innovative structures.**

*Birgit COBBERS, German Ministry of Health (tbc)*

**Implementing the Prevention Act**

*Frank LEHMANN, German Federal Centre for Health Promotion and Education, BZgA*

Discussion

16:40 – 17:25

**Session 4: How to encourage Member States to take specific actions within their powers to advance investment shifts?**

**EU Semester and steering macro-economic policy for investment in health and well-being**

*Stefan ISZKOWSKI, Policy Officer Unit "Employment and social aspects of European Semester", DG EMPL*

**How can Structural Reform Support Services support the transition to health promoting systems?**

*Christoph SCHWIERZ, Policy Analyst at DG ECFIN; co-author of the Joint Report on Health Care and Long-Term Care Systems and Fiscal Sustainability*

**Investing in NCD prevention and health promotion - how can the World Health Organization help?**

*Bente MIKKELSEN, Head WHO Global Coordination Mechanism for NCDs (tbc)*

Discussion

17:25-30

**Take-home messages and closing**

*Caroline COSTONGS, Director, EuroHealthNet*