

1st R2I Clustering meeting

# SoHealthy

Mediterranean Research Network on Footcare Sector

## SOHEALTHY PROJECT

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**SOHEALTHY** is a cooperation, networking and roadmapping action to establish a community of experts, specific roadmaps and action plans within the footcare sector, and specifically addressed at obese people, diabetics and the needs of the elderly



## PROJECT FICHE

- **Title**: Mediterranean Research Network on Footcare Sector
- **Reference**: 609575-SOHEALTHY
- **Call**: INCO.2013-9.1: Reinforcing cooperation with European Neighbourhood Policy countries on bridging the gap between research and innovation (R2I-ENP)
- **Budget**: 960,803 euro
- **Duration**: 24 months (september 2013-August 2015)
- **Beneficiaries**: INESCOP (Spain), University of Salford (UK ), Centre National du Cuir et de la Chaussure (Tunisia), Politecnico Calzaturiero (Italy), Centre Marocain des Techniques du Cuir Association (Morocco), Cluster Calzado Innovación (Spain)



## Scope of the project: Elderly

- In 2050 there are expected to be **379 Million people aged 80 and over**
- By 2050 the number of people in the EU aged 65+ will grow by 70%. **The 80+ group will grow by 170%.**
- Today the life expectancy in developed countries is **75 years** (in 1900 it was 47 years)
- This tendency is also seen **in all countries** in Africa



	Life expectancy at birth	
	1990	2009
Morocco	65	73
Italy	77	82
Tunisia	70	75
Spain	77	82
United Kingdom	76	80

**Ageing has important repercussions in society generating high social and public health demands**



## Scope of the project: Obesity and Overweight

- The worldwide prevalence of **obesity nearly doubled between 1980 and 2008**
- Over **50% of men and women are overweight** in the developed countries
- Over **23% of women and 20% of men are obese**
- Nearly **43 million children** under the age of five were overweight in 2010

Adults ? 20 years who are obese (%)

	Male	Female
Morocco	11.1	23.1
Italy	19.3	14.9
Tunisia	13.9	33.4
Spain	24.9	23
United Kingdom	24.4	25.2



**Obesity is considered to be by most of the experts “the epidemic of the 21<sup>st</sup> century”**



## Scope of the project: Diabetes

- Over **60 million people** suffer from diabetes in Europe (10.3% of men and 9.6% of women)
- In 2008, there were **214 new cases** of diabetes per **100.000** population in Morocco and **131** in Tunisia
- Worldwide, **high blood glucose kills about 3.4 million people annually**
- Deaths related to diabetes will double between 2005 and 2030



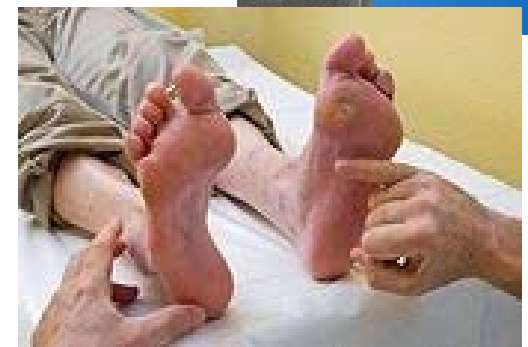
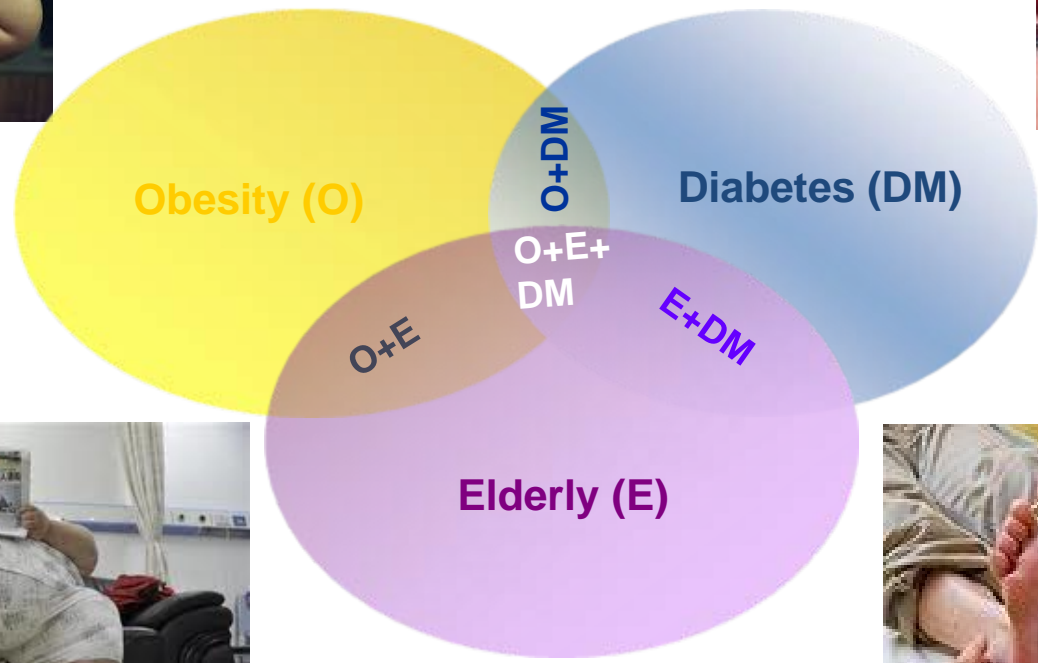
Cardiovascular disease and diabetes (ages 30-70 per 100.000 population)

Morocco	214
Italy	66
Tunisia	131
Spain	68
United Kingdom	91

**Prevalence of diabetes is increasing among all ages in the EU-Med region**



In addition, diabetes, the elderly and obesity are 3 interconnected groups





WHAT ARE THEIR NEEDS?  
HOW CAN THE FOOTCARE INDUSTRY ANSWER THESE NEEDS NOW?  
HOW CAN THE FOOTCARE INDUSTRY ANSWER THESE NEEDS IN THE FUTURE?  
WHO CAN MAKE IT POSSIBLE?







## **1. WHAT ARE THEIR NEEDS?**

- Identification of each group needs (Industrial opportunities)

## **2. HOW CAN THE FOOTCARE INDUSTRY ANSWER THESE NEEDS NOW?**

- Identification of current research and technologies (SoA)
- Evaluation of the SoA: existing gaps and relevance (prioritization)
- Analysis of main barriers: industry and research needs

## **3. HOW CAN THE FOOTCARE INDUSTRY ANSWER THESE NEEDS IN THE FUTURE?**

- Identification of future key technologies areas and enablers
- Development of a joint strategic research roadmap containing research priorities, strategic objectives, key technologies and enablers, priorities, impacts...

## **4. WHO CAN MAKE IT POSSIBLE?**

- Creation of an experts community
- Identification of competences and skills



## In conclusion.....

- Diabetes, obesity and the ageing process will have an important economic impact upon society now and in the future. This highlights the importance of undertaking innovative solutions, taken from many perspectives, in order that the health and social benefits can be delivered
- This would also help to develop appropriate prevention policies and measures
- At the same time, these complex problems are growing markets that represent important opportunities for the Footcare Industry
- Diabetes, obesity and the ageing process are global problems that must be faced globally, but.....



- EU-Med countries have different levels of development, and therefore:

**Cooperation is needed to decrease the gap between countries**





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## MAIN COOPERATION ACTIVITIES WITHIN THE SOHEALTHY PROJECT:

- Identification of partners' competences and skills
- Networking activities: workshops, conferences...
- Creation of working groups
- Seminars
- Exchange visits
- Mobility actions
- Specific training programmes (training plan)





## SOHEALTHY CONSORTIUM

-  INESCOP
-  CNCC
-  POLICALZ
-  CMTC
-  USAL



**= STRATEGIC DRIVERS IN  
the EU-Med COUNTRIES**



- **Involve key stakeholders from Industry, academia and policy makers**
- **Keep them inform**
- **Extend the scope of the network to new partners**
- **Promote collaboration**
- **Setting up a permanent expert community**



## Expected Results

- Creation of an **Expert Community** in the European and Mediterranean area encompassing the entire value chain in both, the public and private sectors
- Development of a **Strategic Research Agenda** that translates into new high added value products and services for people with foot problems
- To increase **knowledge exchange among Euro-Med countries** in the field of obese people, diabetics and elderly
- Creation of a **Communication Platform** as an interactive virtual space to connect people and organisations related to the footcare sector



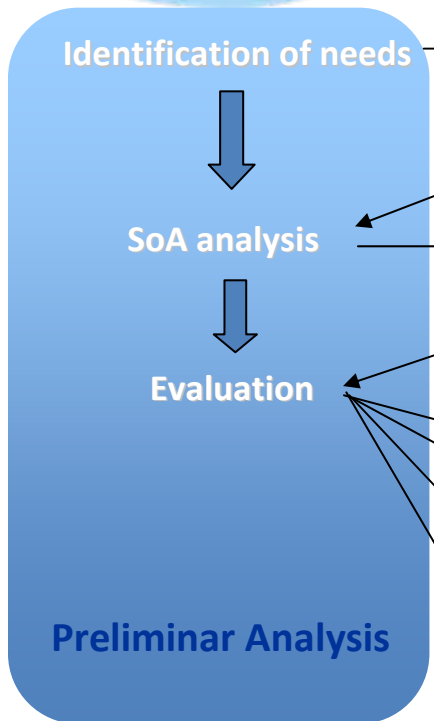
## Expected Impact

- Creation of a scientific and technological **cooperation network of a high level** centred on the footcare sector
- Development of a **strategic research Roadmap**, identifying main research lines in the short, medium and long term
- More than **1,500 participants** in the different events related to the project
- Production of competitive ideas for further development into beneficial project proposals: **80 project ideas** and **25 new National and European proposals**
- More than **90,000 visits** to the SOHEALTHY Web platform
- Up to **18 publications** and press releases





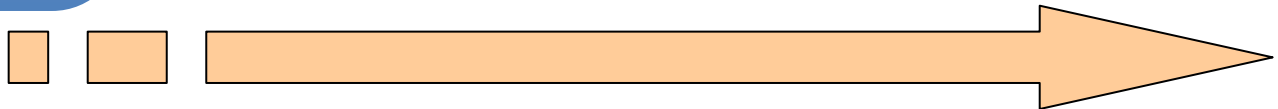
# METHODOLOGY



- Main needs and socio-economic Analysis report
- SoA form
- Final SoA Report
- Experts and partners evaluation (Networking event)
- Common interest research areas
- Working groups
- Database of industrial and research needs
- Partners competences and skills



- Action plan
- Strategic Objectives
- Key technology and enablers
- Priority areas
- Main barriers
- Impacts
- Opportunities / needs
- Time horizon



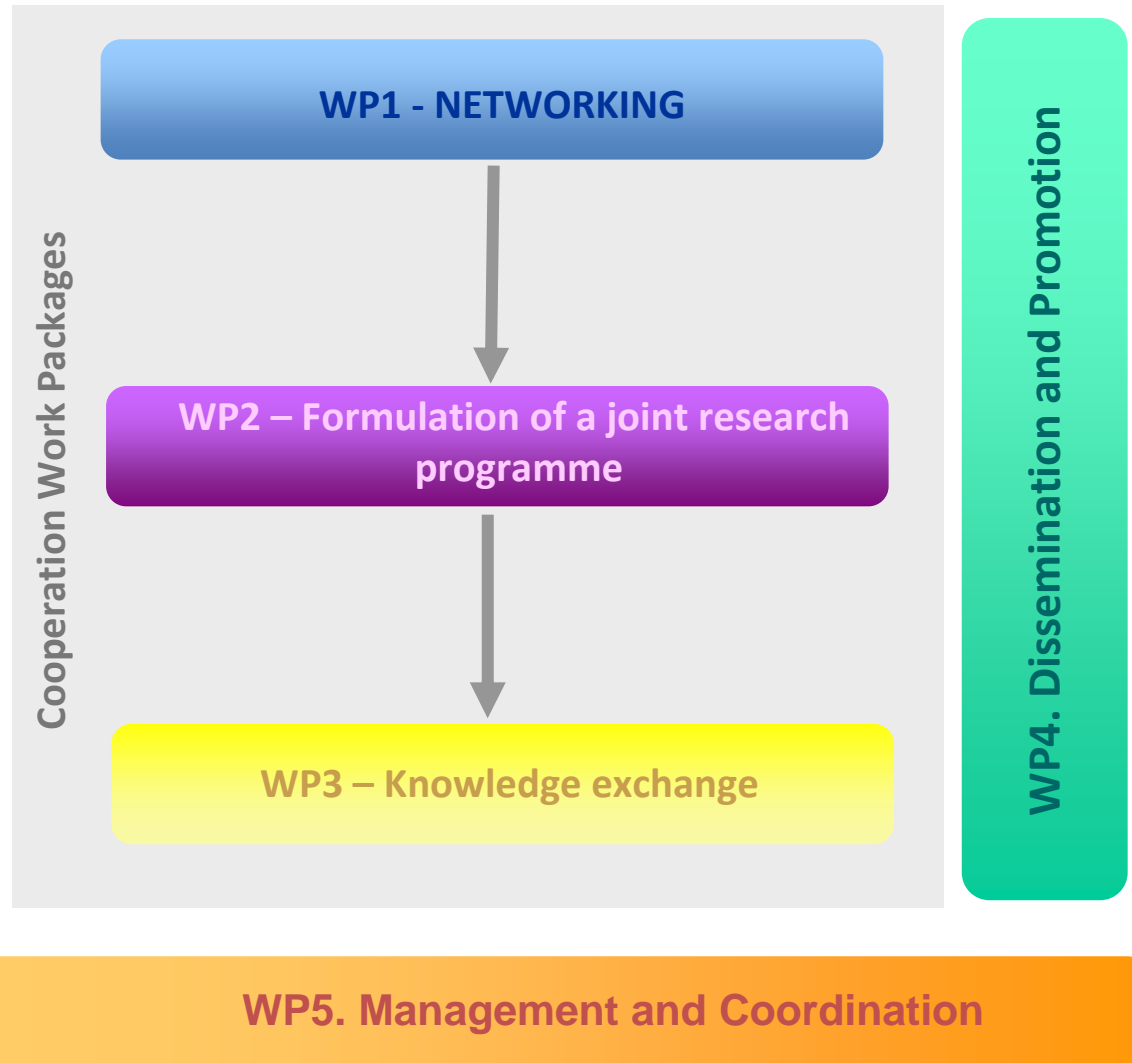
- Joining Questionnaires
- Networking event
- Workshops
- Common interest research areas & TT opportunities



- Database of new associated partners
- Training courses and programmes
- Mobility



## Work Packages





**ARE YOU AN INTERESTED IN PARTICIPATING  
IN THE SOHEALTHY EXPERT COMMUNITY?**

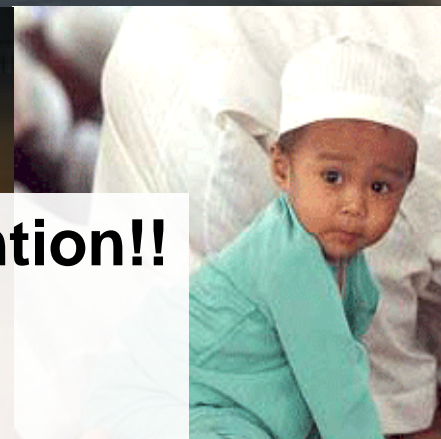
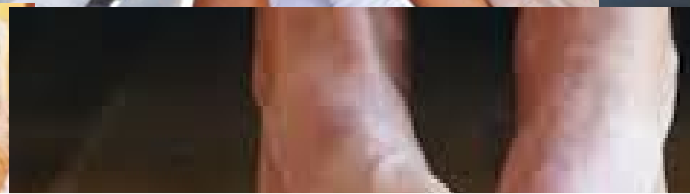


**ARE YOU AN INTERESTED IN PARTICIPATING  
IN THE SOHEALTHY EXPERT COMMUNITY?**

**Join Us!**



- ✔ **Is free of charge**
- ✔ **Be part of the first community of the footcare sector at a Euro-Mediterranean level**
- ✔ **Get access to high quality information**
- ✔ **Participate in high level events and conferences**
- ✔ **Participate actively in the decision-making process**
- ✔ **Receive updated news** related to the sector and the project



**Thank you very much for your attention!!**  
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**[emontiel@inescop.es](mailto:emontiel@inescop.es)**

