



## BRUSSELS LAUNCH EVENT PROGRAMME

Thursday 22 November | European Parliament | Brussels | 9am – 12pm | Room A5G1

9.00	<p><b>Welcome and introduction</b></p> <ul style="list-style-type: none"> <li>▪ <b>Tamsin Rose</b>, Moderator</li> <li>▪ <b>Lieve Wierinck MEP</b> (ALDE, Belgium)</li> </ul>
9.10	<p><b>All Policies for a Healthy Europe: placing citizens' well-being at the centre of policy</b></p> <ul style="list-style-type: none"> <li>▪ <b>Robert Madelin</b>, former Director General, DG SANTE, European Commission</li> </ul>
9.20	<p><b>Investing in people: health and well-being as drivers of inclusive growth</b></p> <ul style="list-style-type: none"> <li>▪ <b>Fabrice Murtin</b>, Economist, OECD</li> <li>▪ <b>Veli-Mikko Niemi</b>, Director General, International Affairs, Finnish Ministry of Social Affairs and Health</li> </ul> <p><b>It's Possible: Learning from cross-sectoral action at national and European level</b></p> <ul style="list-style-type: none"> <li>▪ <b>Marleen Bekker</b>, 'All About Health' (Alles is Gezondheit), Netherlands</li> <li>▪ <b>Henrique Martins</b>, President, eHealth Authority (SPMS), Portuguese Ministry of Health</li> </ul> <p><i>Followed by roundtable discussion, moderated by <b>Tamsin Rose</b></i></p> <p><b>Delivering for citizens: the political case for European action on health and well-being</b></p> <ul style="list-style-type: none"> <li>▪ <b>Andrey Kovatchev MEP</b> (EPP, Bulgaria) (tbc)</li> </ul>
10.20	<p><b>Making it happen: the political opportunity in 2019</b></p> <p>This session is divided into three parts. After each part, there will be opportunity for roundtable discussion, including interventions by: <b>Brian O'Connor</b>, Chair, European Connected Health Alliance; <b>Freek Spinnewijn</b>, President, European Public Health Alliance and member of the European Commission Working Group on SDGs; <b>Erika Widegreen</b>, CEO, Re-Imagine Europa; <b>EuroHealthNet</b> (speaker tbc); <b>Nicola Bedlington</b>, Secretary General, European Patients' Forum</p> <p><i>I. Co-creating a multi-stakeholder vision for 2020 and beyond</i></p> <ul style="list-style-type: none"> <li>▪ Led by <b>Bernard Merkel</b>, former Head of Health Strategy, European Commission</li> </ul> <p><i>II. Learning from successful political action in other sectors</i></p> <ul style="list-style-type: none"> <li>▪ Led by <b>Simon Bryceson</b>, Campaigns strategist</li> </ul> <p><i>III. Communicating to achieve our goals</i></p> <ul style="list-style-type: none"> <li>▪ Led by <b>Tamsin Rose</b>, Moderator</li> </ul> <p><i>IV. Concluding remarks</i></p> <ul style="list-style-type: none"> <li>▪ Tamsin Rose and participating stakeholders</li> </ul>
11.50	<p><b>Working together to deliver on a Healthy Europe 2020 – 2025 for citizens</b></p> <ul style="list-style-type: none"> <li>▪ <b>Karin Kadenbach MEP</b> (S&amp;D, Austria)</li> </ul>