

ITHACA Final Conference

“Transformation and Scaling of Innovation in Health and Care”



Date: 21 September 2021, 14.00 - 16.30 hrs

- 14.00h **Start livestream event** - live cultural performance by Onias Landveld
- 14.05h **Welcome and introduction**
- Welcome by the **regional minister of the Province of Noord-Brabant, Mrs Elies Lemkes**
 - Short intro by **project leader Astrid Kaag of the Province of Noord-Brabant**
 - Information **on the future Interreg programme, Interreg Europe: State of Play of the interregional cooperation by Ana Mihaljevic of the Joint Secretariat**
- 14.25h **Video:** Inspiring innovations for Active & Healthy Aging (AHA)
- 14.30h **Keynote presentation** by **Professor Jutta Treviranus**, from Inclusive Design Research Centre & Inclusive Design Institute of OCAD University in Toronto (Ontario- Canada). Mirroring by **Professor Caroline Hummels** from dpt. of Industrial Design of the Technical University of Eindhoven (Noord-Brabant, Netherlands) and Q&A via chat
- 15.05h **Video:** Inspiring innovations for AHA
- 15.10h **Intermezzo**, cultural performance by Onias Landveld
- 15.17h **Personal learnings, experiences, celebrations to be remembered**
- 15.38h **Intermezzo**, cultural performance by Onias Landveld
- 15.45h **Public-private regional partnerships for scaling up innovation**
- 16.00h **Video:** Inspiring innovations for AHA
- 16.05h **Follow up, sharing of ideas and ongoing actions for sustaining the peer learning partnership of ITHACA**
- 16.25h **Final words of thanks**
- 16.30h **Closure**