



16 | ONLINE
JUNE SESSIONS
2021

**TURN
SUSTAINABILITY
INTO BUSINESS**

CLEAN VISION SUMMIT

by VITO

TURN
SUSTAINABILITY
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CLEAN VISION SUMMIT

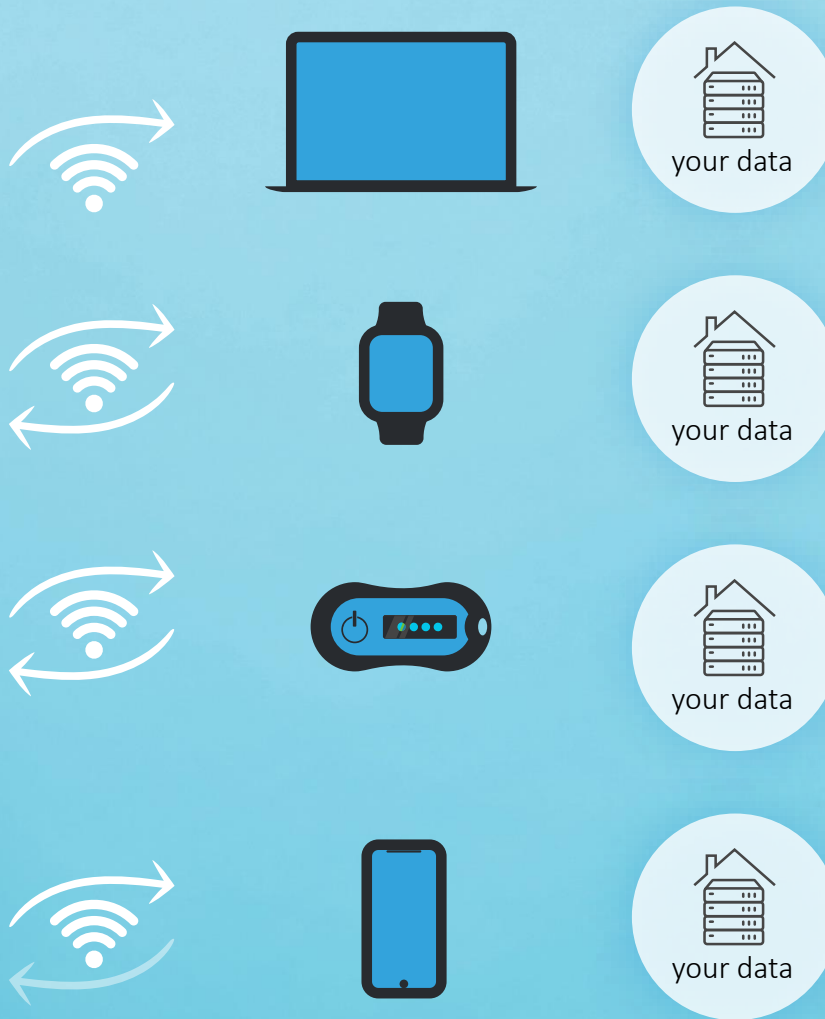
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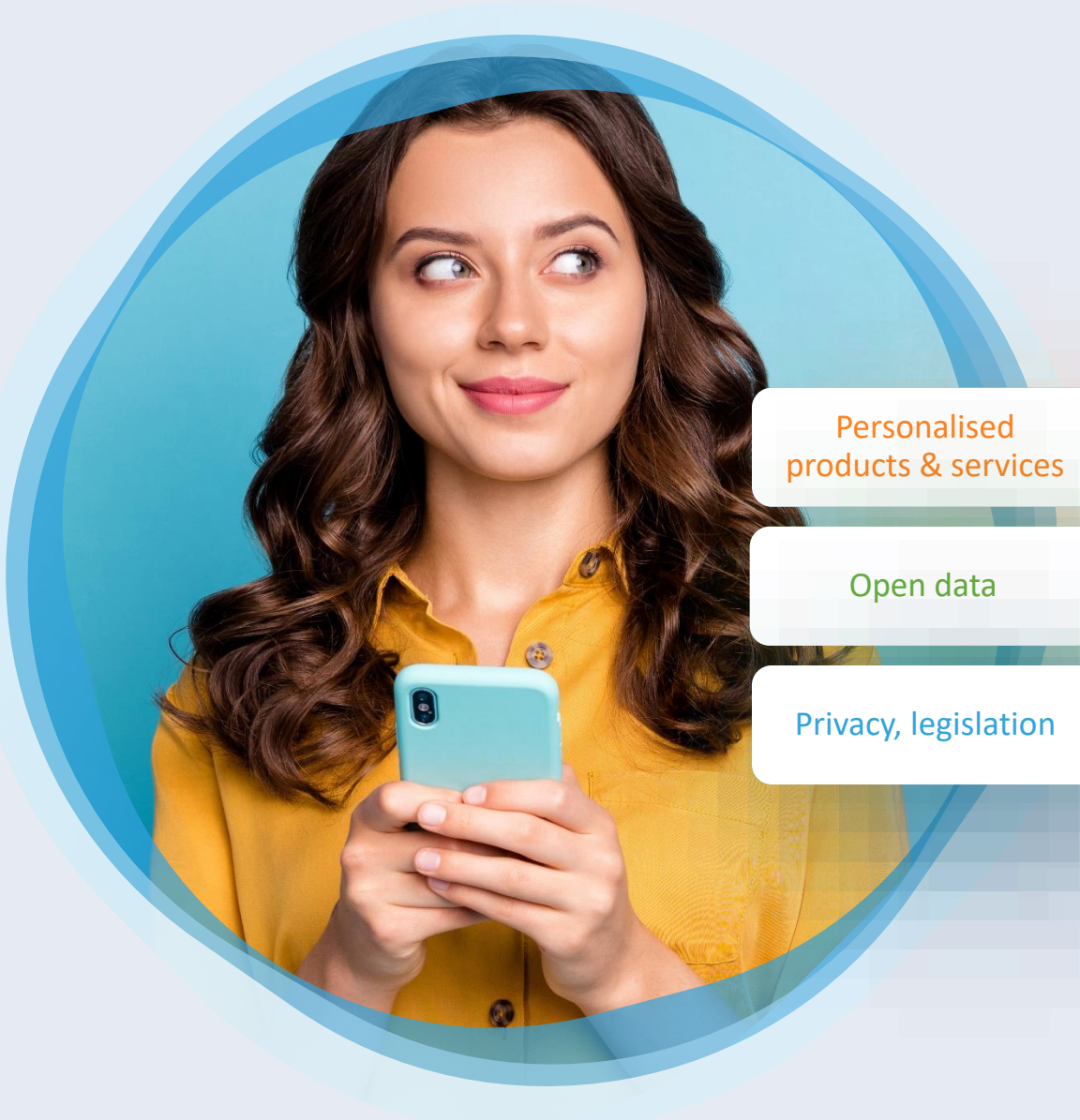
SUSTAINABLE OPEN ECOSYSTEM FOR PERSONAL DATA

Personalised services
without collecting user data

Jef Hooyberghs, VITO
Clean Vision Summit, 16 June 2021



**CURRENT
ECOSYSTEM =
APPLICATION-
CENTRIC**



Personalised
products & services

Open data

Privacy, legislation



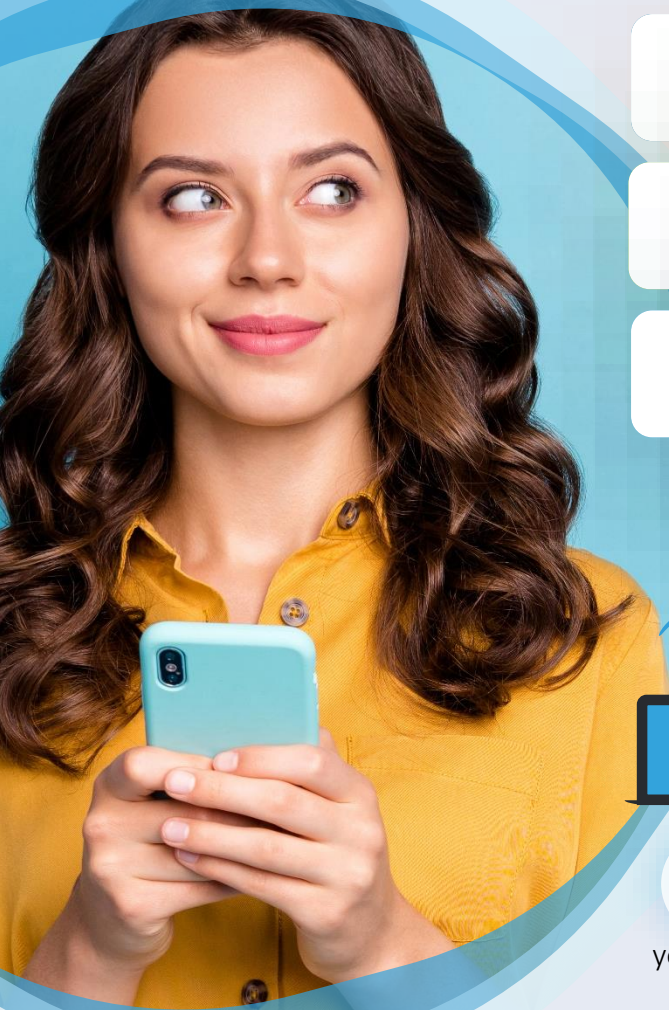
Data economy

Innovation

Protect & engage
end users

SOCIO- ECONOMIC TRENDS

Global & European



Personalised
products & services



Data economy

Open data



Innovation

Privacy, legislation



Protect & engage
end users



- Counteracting trends
- Ethical issues
- Oligopoly
- ...

Application-centric

SOCIO- ECONOMIC TRENDS

Global & European



**Citizen-centric
Approach**

**CITIZEN-
CENTRIC
ECOSYSTEM**



Creation and
capture of personal
health data



Functionalities: data & communication

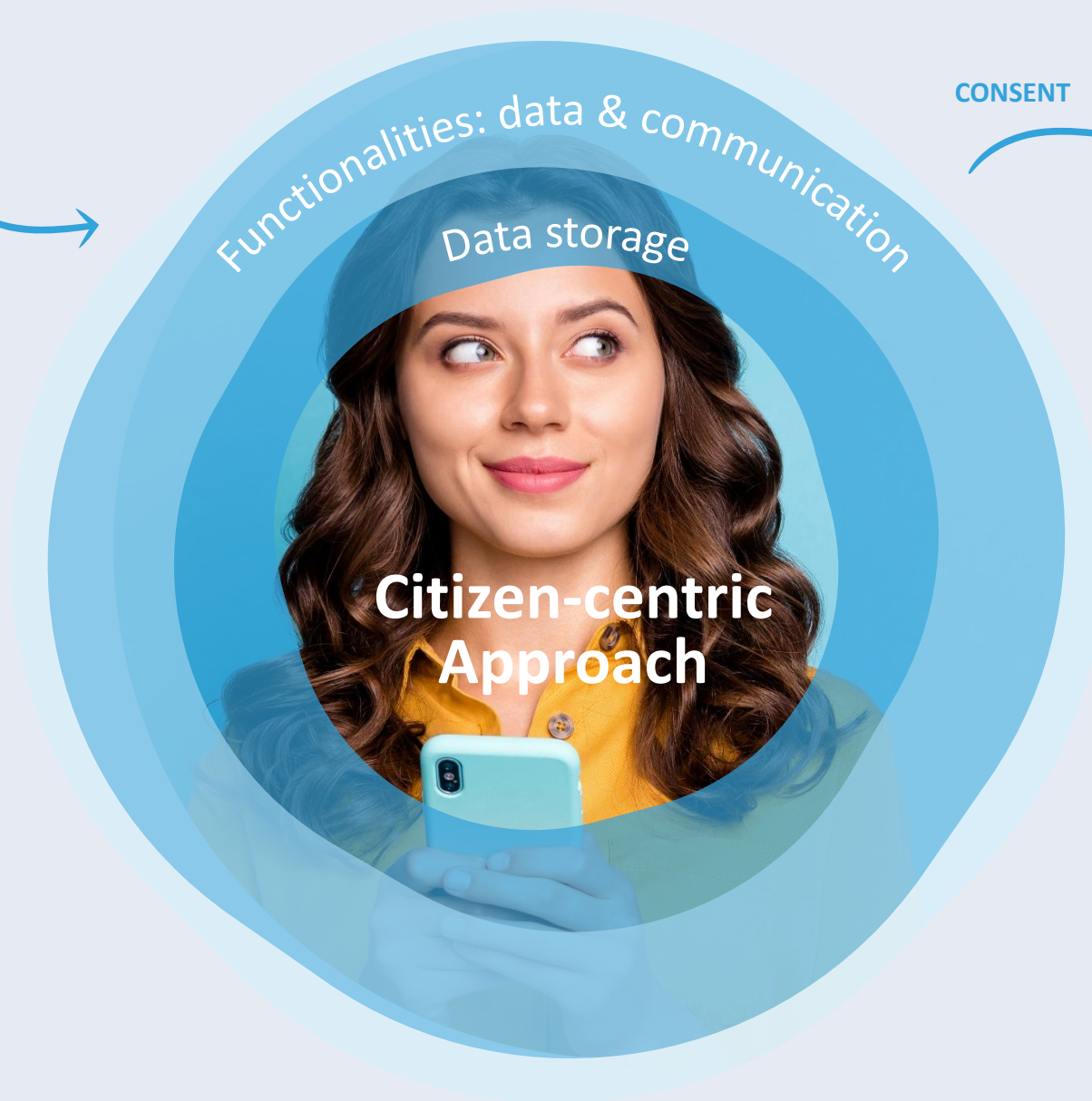
Data storage

**Citizen-centric
Approach**

**CITIZEN-
CENTRIC
ECOSYSTEM**



Creation and
capture of personal
health data



CONSENT



R&D innovation

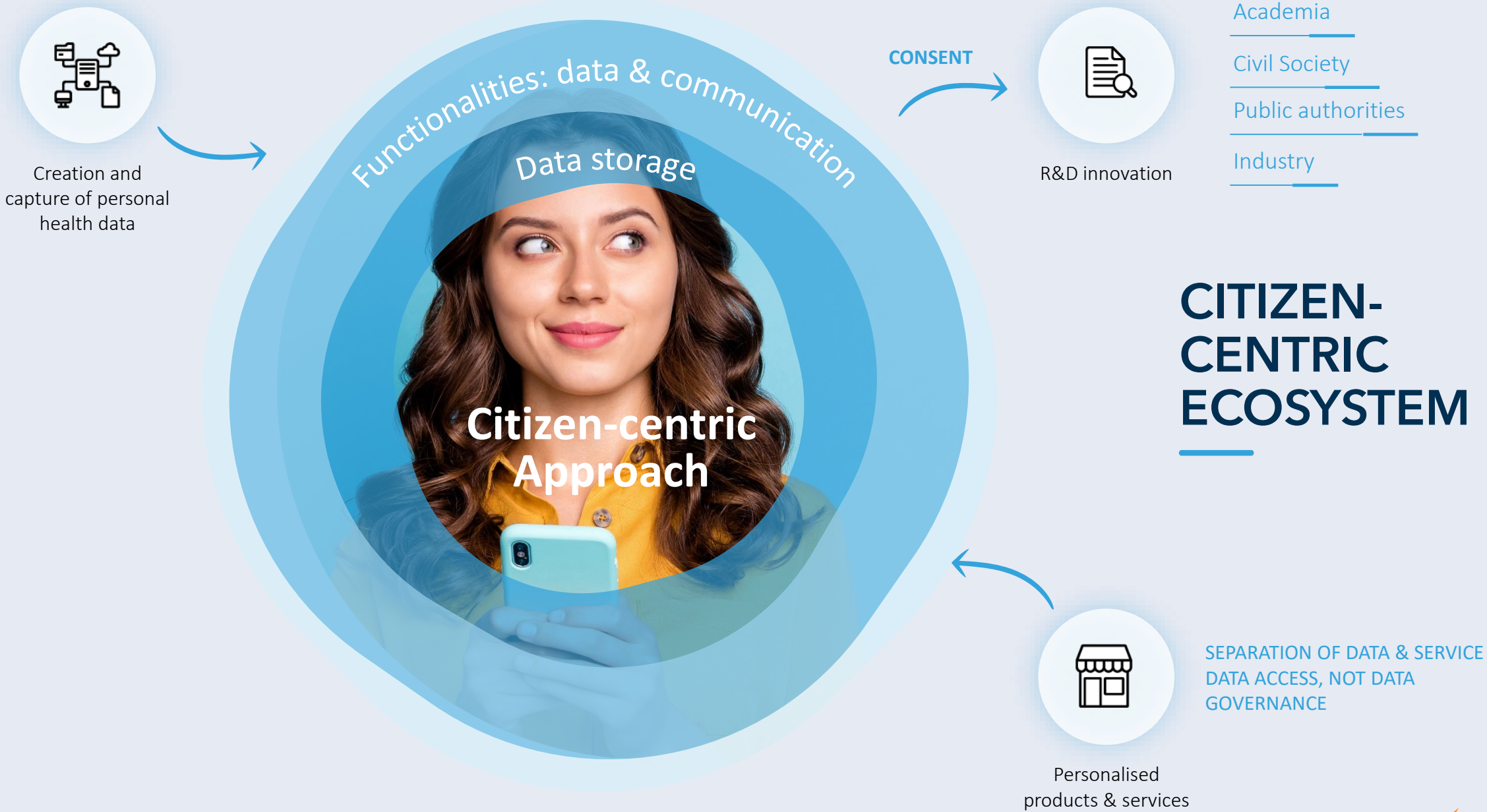
Academia

Civil Society

Public authorities

Industry

CITIZEN- CENTRIC ECOSYSTEM



CITIZEN-CENTRIC ECOSYSTEM

FLANDERS INVESTS IN PLATFORM FOR SECURE DATA SHARING



Sharing personal data? We do it every day and more and more often. **But what happens next with that data?** Flemish Minister of Innovation Hilde Crevits is now co-investing in the development of an Interregional Platform for Personal Data containing a personal digital safe. Flemish Research Centre VITO is developing the system and is further developing it in a broader partnership

Tue 9/02/2021



INITIATIVE

SMART HEALTH

PERSONAL DATA
MANAGEMENT PLATFORM



DEPARTEMENT
ECONOMIE
WETENSCHAP &
INNOVATIE

Personal Data containing
a personal digital safe.
Flemish Research Centre
VITO is developing the
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HEALTH SECTOR

 **we are**

DOMUS
MEDICA

zorg net
ICURO

 **vito**

Vlaams
Patiëntenplatform

 **Koning
Boudewijnstichting**
Samen werken aan een betere samenleving



SOLID

Both

Open source community
Commercial product



Move freely
between services



Reuse data across
APPS



Connect with anyone



Select what you
share precisely

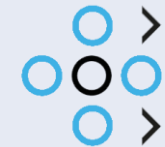


DEPARTEMENT
ECONOMIE
WETENSCHAP &
INNOVATIE



DIGITAAL
VLAANDEREN

TECHNOLOGY



we are



GUIDING PRINCIPLES



Synergy
Private &
Innovation

Participatory
Governance

TRUST



we are



R&D innovation



Personalised
products & services

Open innovation ecosystem

Systematic user co-creation approach

Integration innovation in real life

Operates as intermediary among companies, citizens, research & government

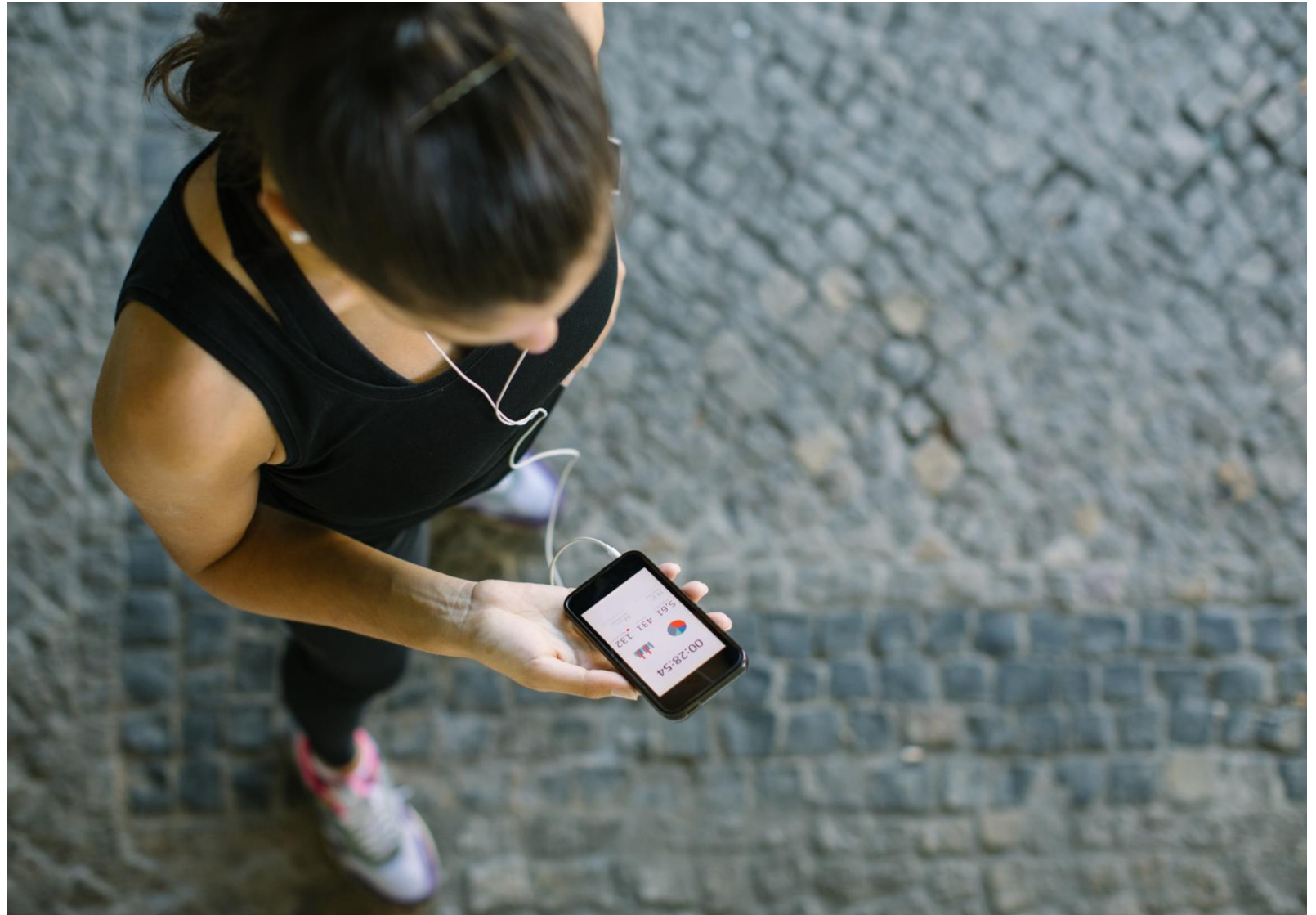
Rapid prototyping and validation to scale up

**A LEVEL
PLAYING
FIELD**

EXAMPLE: BIBOPP LIVE IN SUMMER 2021



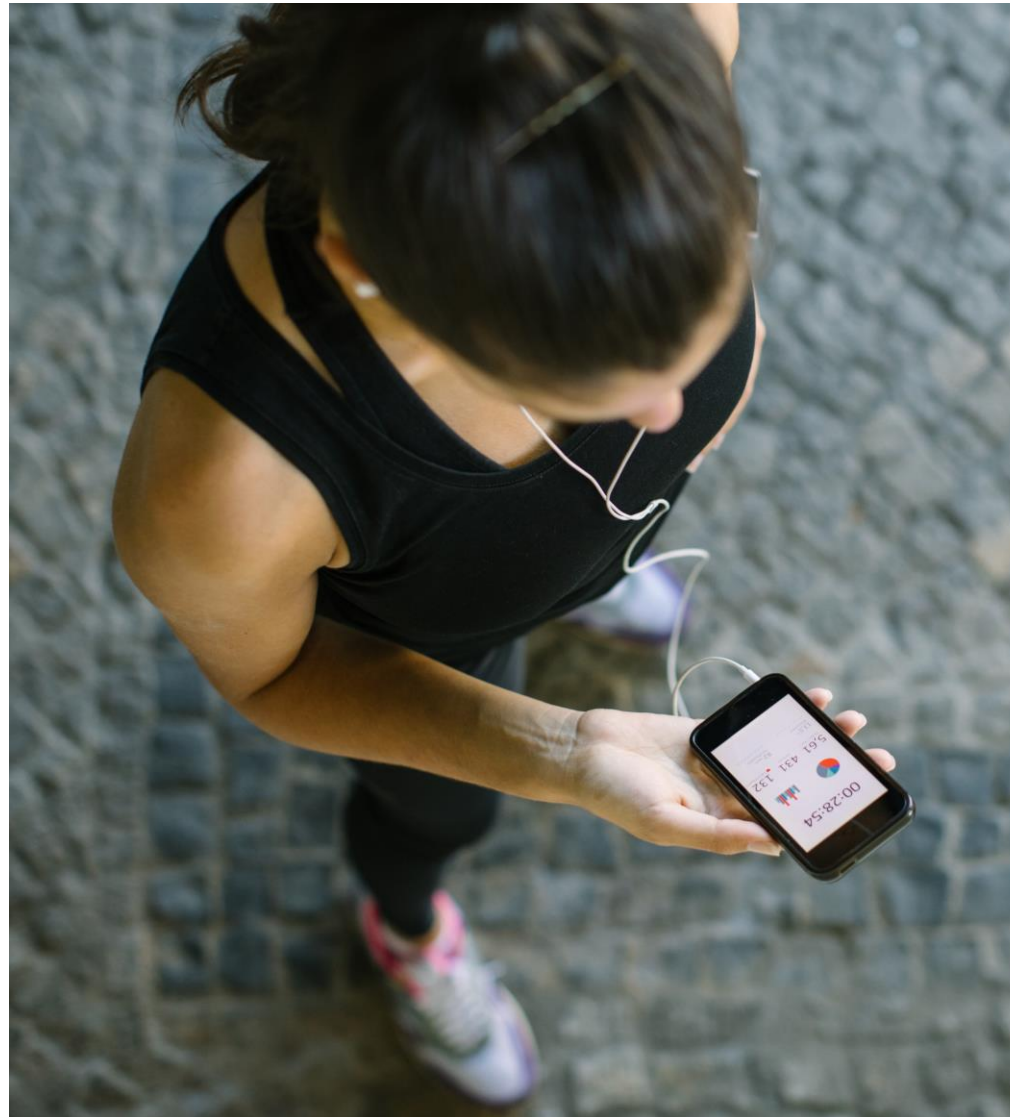
Platform for health promotion
Non-clinical health solutions
integrated with EHR



EXAMPLE: BIBOPP LIVE IN SUMMER 2021



Platform for health promotion
Non-clinical health solutions
integrated with EHR



Tools co-created
with citizens for
personalized service
providers from

Industry:

e.g. sport, life style apps,
smoking cessation,
telemonitoring, ...

**Governmental
authorities:**

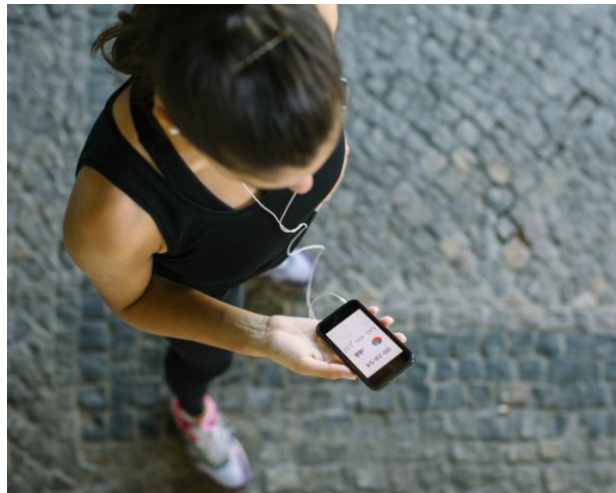
e.g. infrastructure,
environment, vaccination,
screening, ...

EXAMPLE: BIBOPP LIVE IN SUMMER 2021



Platform for health promotion

Non-clinical health solutions integrated with EHR



Tools co-created with citizens for personalized service providers from

Industry:

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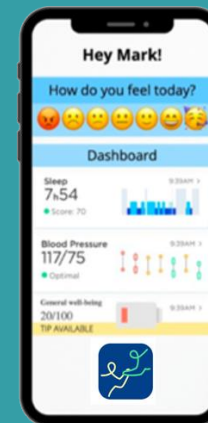
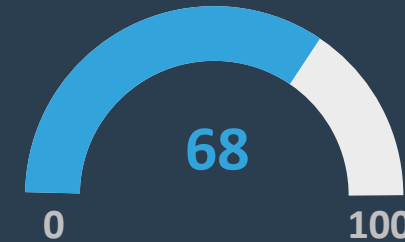
Governmental authorities:

e.g. infrastructure, environment, vaccination, screening, ...

19 and Me: COVID-19 Risk Score Calculator

[Score](#) [Method](#) [FAQ](#)

The risk score for people with similar characteristics and behaviors as you is



Step 1



Step 2



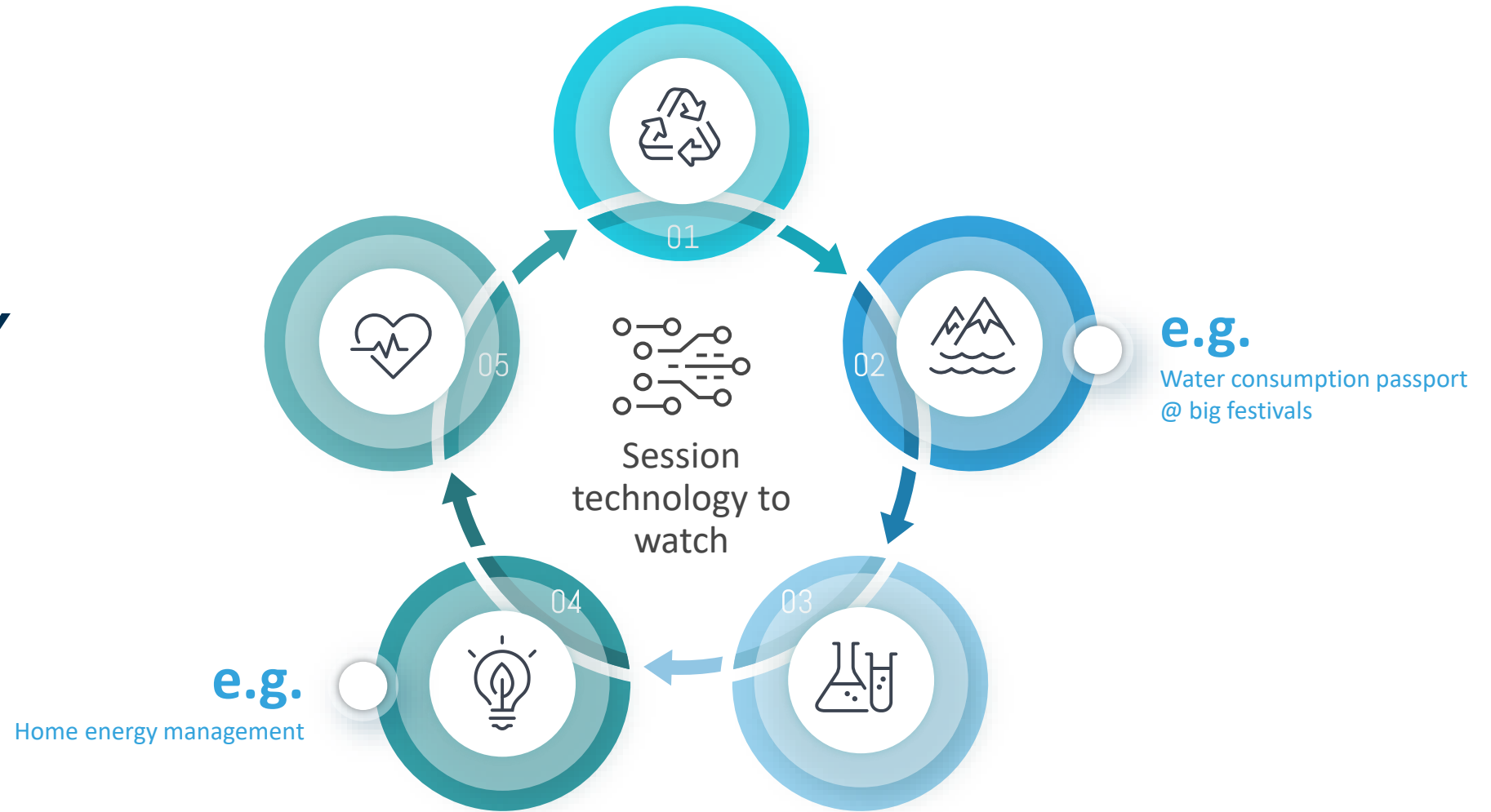
Step 3

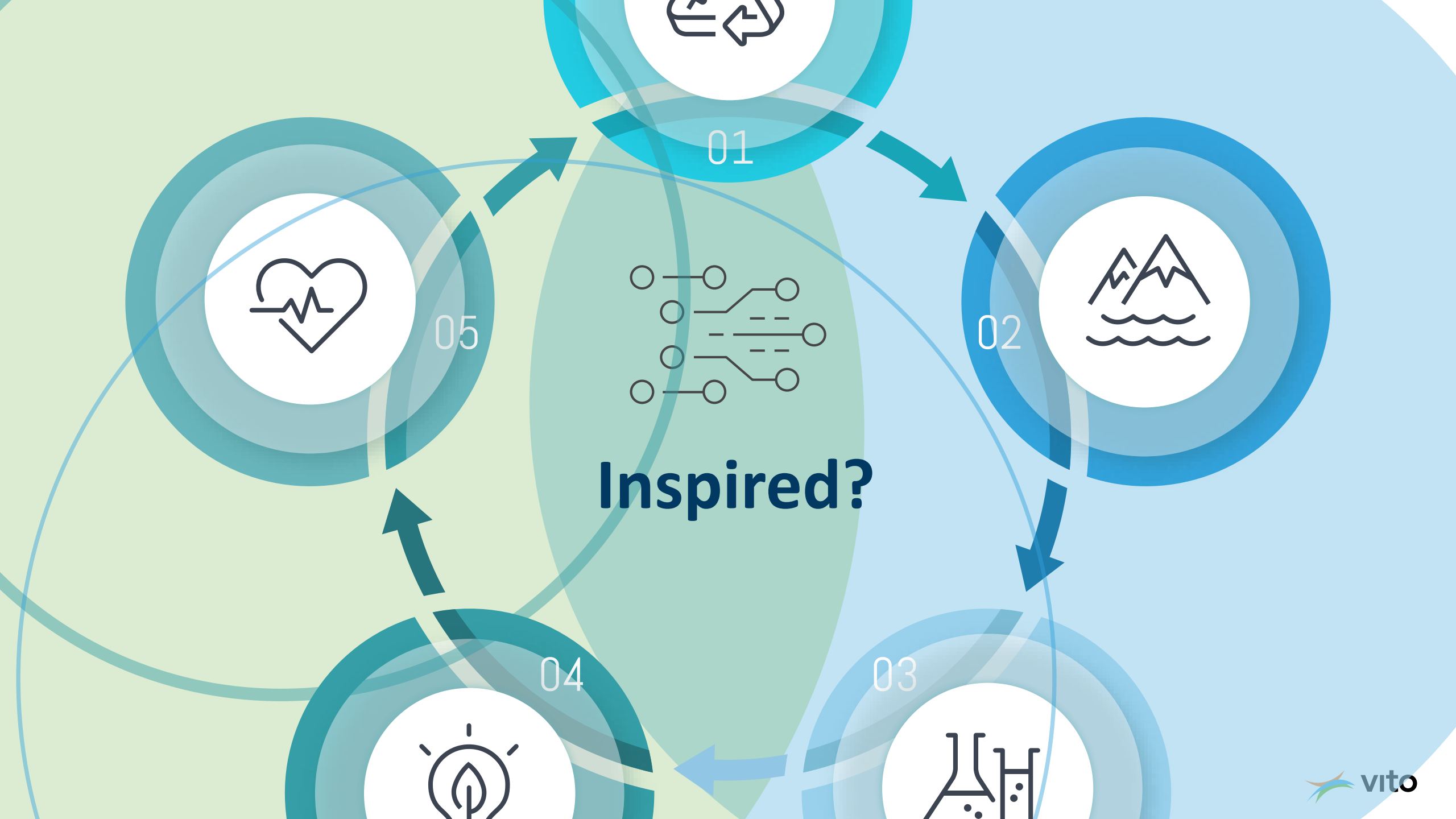


AS WE
SPEAK...

TECHNOLOGY 2 WATCH

Cross Thematic







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THANK YOU

Jef Hooyberghs, VITO
Clean Vision Summit, 16 June 2021