

The Dutch 'Polder Model'



dr. Thomas Plochg, director

23rd of November 2019

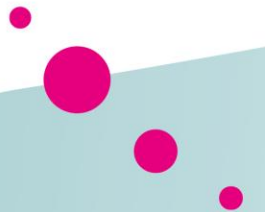
Marseille, European Public Health Conference, workshop 9K

Federatie voor
Gezondheid



My key message:

- We **must regulate** for healthier behaviour,
- but we can be more effective when we **thrive** on the **shifting value systems** in our societies and **collaborate** with citizens, politicians, professionals and business as well.





jongeren op gezond gewicht



MAINTAINING TRUST – EUROPE'S BIGGEST OPPORTUNITY

NEW ZEALAND'S FIRST WELLBEING BUDGET

- Creating Opportunities
- Boosting Innovation
- Backing Māori and Pasifika
- Improving Child Wellbeing
- Supporting Mental Health

We believe that the success of our country and our people should be measured on more than just dollars and cents.

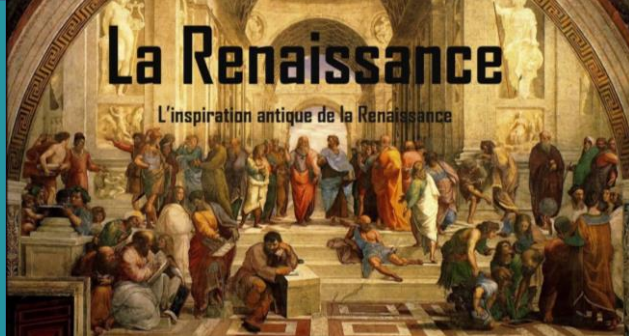
Labour

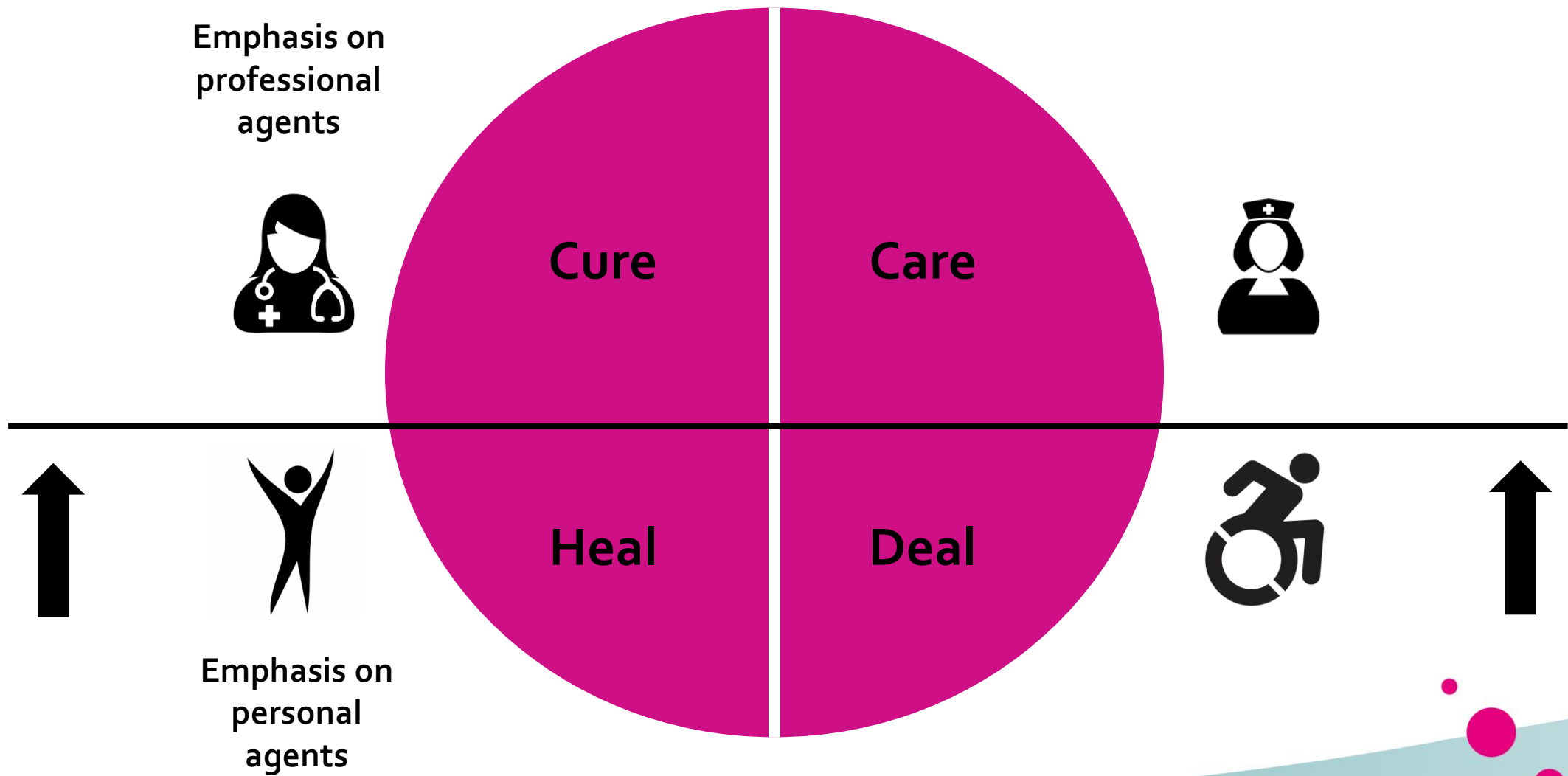
Source: Dr. Holger Schmidt, TU Darmstadt, 1H2018



“Some say China has all the data, and the U.S. has all the money. But in Europe we have purpose.”

Margrethe Vestager





The Federation as a national public-private *network* for health

- 'What-is-in-it-for-us'
- $1 + 1 = 3$
- 'Light' leadership –following the principles of complex adaptive systems

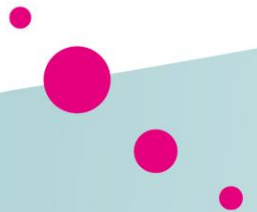




National Prevention Agreement

National Prevention Agreement –some reflections:

- A first step! –Historical in terms of political attention
- Better positioned for influencing politicians and policy makers
- Interactions with relevant stakeholders
- Collaborations with unusual suspects
- Stepping stone for addressing inert system incentives in society, and specifically healthcare
- And hopefully more impact ...



Europe as a forerunner in the **fair data economy**

- The current model of data economy is not based on the principles of **sustainable growth and well-being.**
- New services that utilise personal data will increase the well-being of EU's citizens. Transparent rules in data economy will **boost trust, strengthen inclusion and democracy.**
- Better data portability and more efficient use of data will provide companies a basis for **new innovations and services.**



Thank you for your
attention!

