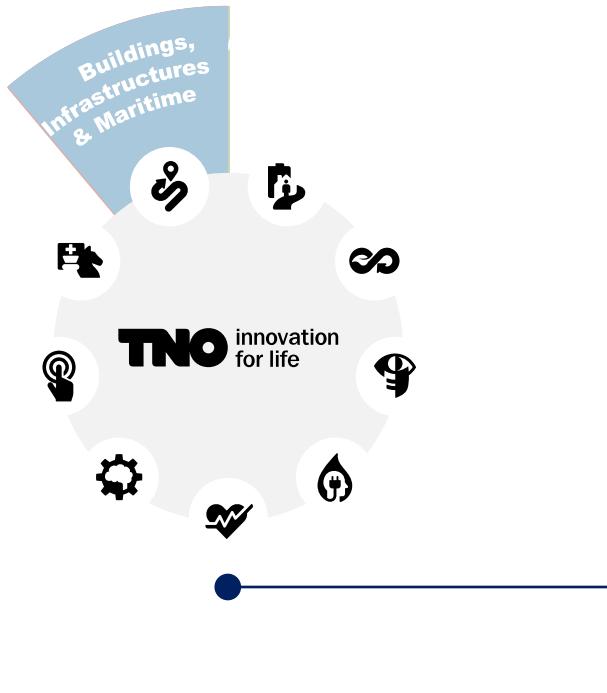




› WELKOM BIJ TNO

TNO innovation
for life

TNO HEALTHY LIVING



Connect people and knowledge to innovate and boost the competitive strength of industry and well-being of society

- **6 research groups with ca. 300 employees**
 - Microbiology & Systems Biology (MSB)
 - Metabolic Health Research (MHR)
 - Risk Analysis for Products in Development (RAPID)
 - Child Health (CH)
 - Work Health Technology (WHT)
 - Sustainable Productivity & Employability (SPE)
- **Focus on prevention and interventions in the field of healthy working and living**
 - Focus on societal challenges in the field of lifestyle related health, child health, and sustainable employability
 - Strategic execution through roadmaps supported by multiple demand-driven research programs (“VP’s”) and early research programs (“ERP’s”)

TNO HEALTHY LIVING – RESEARCH PROGRAMS

Biomedical Health



1

Digital Health Technologies



2

Child Health



3

Work Health



4

Enabling the right medicine for the right patient at the right time

Enabling digital technology to empower people in choosing a healthy lifestyle

Enabling children to grow up healthy, safely and with equal opportunities

Enabling productive, inclusive and sustainable work participation

TNO HEALTHY LIVING – RESEARCH PROGRAMS



Biomedical
Health



Digital Health
Technologies



Child
Health



Work
Health

CHILD HEALTH PORTFOLIO



Biomedical
Health



Digital Health
Technologies



Child
Health



Work
Health

Product Market Combinations (PMC) Youth

1. First 1000 days
2. I-JGZ
3. Transformation, professionalization and implementation
4. Resilient youth and parents
5. Personalized prevention and care

WORK HEALTH PORTFOLIO



Biomedical Health



Digital Health Technologies



Child Health



Work Health

A

Product Market Combinations Inclusive Work

1. Inclusive organisations
2. Inclusive technology
3. Transformation social domain

B

Product Market Combinations Smart Work

4. Robot & AR support for workers
5. Smart organizations

C

Product Market Combinations Sustainable Work

6. Skills
7. Well-being
8. Occupational exposome
9. Industrial safety

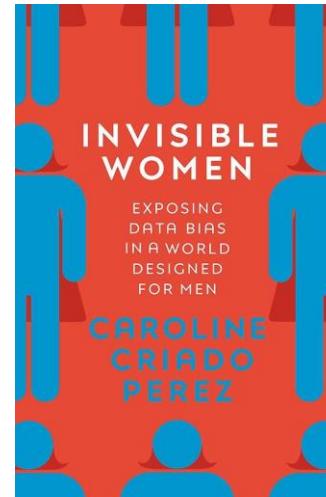
HUMAN FACTORS IN HEALTHY LIVING

- › *Invisible women*



HUMAN FACTORS FOR HEALTHY LIVING

- › *Invisible women*: 'gap' tussen het gebruikersmodel en daadwerkelijke diverse groep gebruikers



DOSSIER INCLUSIVE DESIGN – BRUG SLAAN NAAR KWETSbare GROEPEN

- › Informatie & communicatietechnologie (ICT) in de publieke sector (o.a. overheid en gezondheidszorg)
- › Afstemmen van ontwerp op factoren van diversiteit, oa
 - › Geslacht (en samenhngende factoren zoals lengte, gewicht)
 - › Land van herkomst (cultuur, gewoonten)
 - › Opleidingsniveau en geletterdheid
 - › Beperkingen of kwetsbaarheden
- › In het ontwerp van ICT deze factoren meenemen, zodat iedereen er gebruik van kan maken
- › **Maar hoe doe je dat?**

DOSSIER INCLUSIVE DESIGN – BRUG SLAAN NAAR KWETSbare GROEPEN

- › Dossier TvHF (2019-2) – Inclusive design
- 1. (Her)ontwerp van digitale informatie- en communicatiemiddelen in het publieke domein middels inclusive design
 - › Digitale formulieren van de gemeente
 - › Informatiewebsite voor tienermeisjes over preconceptie.
- 2. Innovatief onderzoeksinstrument om mensen met lage gezondheidsvaardigheden beter te betrekken in het inclusive design-proces
 - › Overzicht van ontwerpeisen voor Inclusive design
 - › <https://inclusie.gebruikercentraal.nl/>





BEDANKT VOOR UW AANDACHT

Voor meer inspiratie:
TNO.NL/TNO-INSIGHTS

TNO innovation
for life