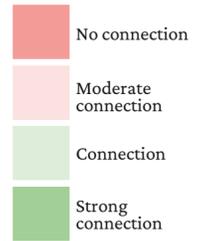


The European Green Deal

This matrix matches Life Science categories with the policy areas of the European Green Deal. The matrix is colour coded in four different shades, signifying the degree in which the specific categories are connected to a policy area.



		LIFE SCIENCE SEGMENT					CARE MANAGEMENT			GLOBAL CHALLENGES					
		DIGITAL HEALTH	FOODTECH	INDUSTRIAL BIOTECH	MEDICAL EQUIPMENT	DIAGNOSTICS	PHARMA-CEUTICALS	PREVENTIVE CARE	MEDICAL TREATMENT	REHAB	LIFESTYLE DISEASES	AGING POPULATION	ENVIRONMENTAL HEALTHCARE	INFECTION CONTROL	HEALTH-DATA MANAGEMENT
1	BIODIVERSITY	No connection	Strong connection	Strong connection	No connection	No connection	Connection	No connection	No connection	No connection	No connection	No connection	Strong connection	Strong connection	Moderate connection
2	FROM FARM TO FORK	No connection	Strong connection	No connection	No connection	No connection	No connection	Strong connection	Connection	No connection	Connection	Connection	Strong connection	Connection	Connection
3	SUSTAINABLE AGRICULTURE	No connection	Strong connection	Moderate connection	No connection	No connection	No connection	No connection	No connection	No connection	No connection	No connection	Strong connection	Connection	No connection
4	CLEAN ENERGY	No connection	No connection	Strong connection	Moderate connection	No connection	No connection	Connection	Connection	Connection	No connection	No connection	Strong connection	No connection	No connection
5	SUSTAINABLE INDUSTRY	Strong connection	Connection	Strong connection	Strong connection	Strong connection	Connection	No connection	No connection	No connection	No connection	No connection	Strong connection	No connection	No connection
6	BUILDING AND RENOVATING	No connection	No connection	No connection	Connection	No connection	No connection	Strong connection	Strong connection	Strong connection	No connection	No connection	Strong connection	No connection	No connection
7	SUSTAINABLE MOBILITY	Connection	No connection	Strong connection	Moderate connection	No connection	No connection	No connection	No connection	No connection	No connection	No connection	Connection	No connection	No connection
8	ELIMINATING POLLUTION	No connection	Connection	Strong connection	Moderate connection	Moderate connection	Strong connection	Connection	Connection	Connection	Connection	Moderate connection	Strong connection	Connection	Connection
9	CLIMATE ACTION	Moderate connection	Connection	Strong connection	Connection	No connection	No connection	Connection	Connection	Connection	No connection	No connection	Strong connection	Connection	Moderate connection

Life Science Categories

Below you can find brief descriptions of each Life Science category included in the matrix. From this you can place your organisation in one, or several categories to identify how you match with the policy areas of the Green Deal.

Life Science Segment

This segment includes six Life Science categories and is mainly directed towards the industry and companies which operates in these sectors.

Digital Health

Digital Health refers to the combination of digital technology and healthcare with the purpose to precise and streamline care to patients. This includes both hardware and software, such as wearable and smart devices, medical device applications, internet of things, remote monitoring, sensors, digital platforms, virtual care and other digital technologies intended for use as a medical product, in a medical product, or adjunct to other medical products.

Foodtech

Foodtech is a branch of Food Science which deals with production, preservation, quality and research, and development of food products. In this matrix the foodtech category refers to a specific segment of foodtech companies which have a focus on healthcare. This inculdes for example functional foods, nutraceuticals, the use of green chemistry and technology as well as naturally occuring raw materials as ingredients for pharmaceuticals.

Industrial Biotech

Industrial biotech is the use of biotechnology in industrial processes to achieve pollution reduction, resource conservation and cost reduction. This includes the use of microorganisms and enzymes to produces goods for industries such as chemicals, plastics, food and pharmaceutical products.

Medical Equipment

Medical Equipment encompasses all types of technology and equipment used within healthcare. This category is broad, and includes for example CT scanners, defibrillators, autoclaves, x-ray machines, equipment used for spirometry, and more. The category also includes technology which relates to the infrastructure of a healthcare building, such as ventilation systems, waste disposal and filters for water purification.

Diagnostics

Medical diagnostics includes the process of identifying the disease, diagnose the patient and identify the reason of the disease. To diagnose a patient a range of medical examinations laboratory tests are required, such as blood and pathology tests, scans, autopsy and biopsy, and more.

Pharmaceuticals

This category is defined in accordance with pharmaceutical law, which refers to products which aim to prevent, detect, alleviate, or cure diseases and symptoms of diseases. The pharmaceutical must be ready for use and administered to either humans or animals. Herbal medicines also fall into this category, as do producers of pharmaceutical packages.

Care Management

This segment includes three categories which are part of the healthcare chain. These categories includes all types of care to patients, as well as preventive care. This segment is mainly directed towards healthcare organisations.

Preventive Care

Preventive care refers to measures which are aimed at preventing illness in a healthy individual or prevent worsening of an already existing health condition. Both secondary and tertiary prevention are included, refering to early detection of an unhealthy lifestyle (for example screening) and measures to alleviate and cure the course of a disease. This category also includes health promotion, also known as premodial prevention, i.e. to create conditions for good lifestyle choices such as a healthy diet and excercise.

Medical Treatment

In this category medical treatment refers to all care of a patient following a diagnosis. This includes all treatment of patients in a healthcare organisation performed by healthcare staff, including both mental and physical illness or injury.

Rehab

This category includes both rehabilitation and habilitation, i.e. all care with the purpose to support a person so that they can return to a normal life after drug abuse, mental or physical injury or illness which has led to a disability. This also includes care of people who have a congenital disability. Measures in this category can be of a work-oriented, medical, educational, psychological or social nature.

Global Challenges

This segment includes five categories which are all global challenges affecting people around the world. This segment is directed both to the healthcare sector and the life science sectors working with these issues and to find solutions to these challenges.

Lifestyle Diseases

This category encompasses all diseases which are not transmitted between people and are a result of an unhealthy lifestyle. Examples of such dieeseases are cardiovascular diseases, cancer, diabetes and asthma. Lifestyle diseases can also be psychological, such as stress, depression and anxiety disorders.

Aging Population

This category refers to the global challenges of a population structure of increasingly older people, from the specific perspective of the healthcare sector. An older population leads to an increasing demand on the healthcare sector, putting higher demands on the capacities of elder care, palliative care, home care and other healthcare services directed towards an older population.

Environmental Healthcare

In this category, environmental healthcare refers to the global challenge of lowering the environmental impact and reduce the release of greenhouse gases from the healthcare sector. This relates to all activities within the sector with a negative environmental impact, such as the use of harmful chemicals, single use items, energy use, and more. This category is directed to both companies and healthcare organisations which works with lowering healthcare environmental impact and build a more resilient and sustainable sector.

Infection Control

Infection prevention and control are measures which are aimed at protecting patients, healthcare professionals and the general public against the spread of infectious diseases.This includes measures to limit the spread of pathogens, such as sterilization and hygiene, isolationtech, well-functioning ventilation systems to limit the spread of airborne pathogens, limited use of antibiotics to prevent antibiotic resistance, as well as other products used in treatment to limit the spread of infection.

Healthdata Management

This category refers to the global challenge of collecting and using healthdata with the purpose to precise patient care and increase efficiency in healthcare on an organisational level. Healthdata is also hugely important to further research and develop healthcare of higher quality and precision. This category includes technologies such as AI, ICTs, e-health, telemedicine and other digital solutions which works with healthdata.