Appendix I: Description of the KIA Gezondheid & Zorg mission statements[1]

Disclaimer: The definitions below are intended to support the writing of your application. No rights can be derived from them. The strategic frameworks from the official KIA Gezondheid & Zorg are always leading.

Central mission

Central Mission: *By 2040, all people in the Netherlands will live at least five years longer in good health, while the health disparities between the lowest and highest socio-economic groups will have decreased by 30%.*

Description:
This mission addresses the persistent gap in health outcomes between different social groups, which undermines overall well-being and economic resilience. The ambition is relevant for the entire population, with a special focus on vulnerable groups. Achieving this requires inclusive and accessible innovations that promote prevention, provide accessible health information, and encourage healthy lifestyles. Potential solutions include user-friendly digital health apps, workplace wellness programs, and health services that are both affordable and easy to understand.

Missions	Description
Mission I: *By 2040, the burden of disease resulting from an unhealthy lifestyle and living environment will have decreased by 30%.*	This mission responds to the rising prevalence of preventable diseases driven by poor diets, inactivity, stress, and environmental challenges such as pollution and climate change. The target groups include citizens who are at higher risk due to lifestyle factors or social vulnerabilities. Solutions may include innovations for healthier urban environments, digital tools that promote sustainable lifestyle change, and personalized prevention strategies. The mission also links strongly to climate goals, making cross-sector collaboration essential.
Mission II: *By 2030, the extent of care provided to people within their own living environment (rather than in health-care institutions) will be 50% more than today or such care will be provided 50% more frequently than at present.*	The mission responds to an unsustainable care model driven by staff shortages, an aging population, and increasing care demand. Organizing care closer to home, for example through hybrid or digital care models, reduces the burden on healthcare institutions and enables people to live independently for longer. This requires innovations that reduce administrative workloads, improve data sharing, and

[1] https://www.health-holland.com/nl/publications/useful-documents/kia

	streamline care processes. Examples include smart home monitoring, remote care services, and products that help older adults remain self-sufficient.
Mission III: *By 2030, the proportion of people with a chronic disease or lifelong disability who can play an active role in society according to their wishes and capabilities will have increased by 25%.*	People with disabilities still face exclusion from education, employment, or digital services. Enhancing physical and digital accessibility, promoting inclusive employment, and supporting health through technological and social innovations can significantly improve their participation. Innovations can include accessible digital platforms, inclusive workplace models, medical advances such as cell and gene therapy or regenerative medicine, and assistive technologies that enhance independence. It is essential that these individuals are involved from the start in developing solutions.
Mission IV: *By 2030, quality of life for people with dementia will have improved by 25%.*	Dementia is one of the fastest-growing health challenges, affecting both patients and their caregivers, and placing heavy demands on the healthcare system. The mission focuses on enabling people with dementia to live meaningful, autonomous lives for as long as possible. Innovations may include predictive and early diagnostic tools, personalized therapeutic approaches, smart technologies for safe living at home, and creative interventions that stimulate activity and social participation. It is crucial that innovations align with the daily lives of people living with dementia.
Mission V: *By 2035, the population is better protected from socially disruptive health threats.*	The COVID-19 pandemic highlighted vulnerabilities in healthcare systems and disproportionately affected disadvantaged groups. This mission aims to strengthen resilience by building scalable, flexible public health infrastructure, supported by innovations in monitoring, diagnostics, and data modeling. Solutions may include vaccines and treatments, detection and surveillance technologies, and One Health approaches that integrate human, animal, and environmental health. The ultimate goal is to ensure faster, more effective responses and to minimize social and economic disruption during future crises.