HEALTH & WELL-BEING IN SOCIO-TECHNOLOGICAL ECOSYSTEMS

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Mission

in socio-technological ecosystems to sustain healthier, greener and fairer Individual and collective behaviors
To deal with e-Health, let’s start from Health

**Definition of Health**

“Health is a state of complete *physical, mental, and social* wellbeing, not merely the absence of disease or infirmity.

The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being without distinction of race, religion, political belief, economic or social condition.”

*Preamble of World Health Organization Constitution; 1948*
San Raffaele Smarter and Healthier City in Milan

A Living Lab for Open Service Innovation

• Besides the hospital (1,300 beds) and university, 74,000 square meters are dedicated to labs, offices and meeting rooms.
• Variety of Shops, Supermarket, Restaurants and cafeterias.
• Hotel (200+ rooms), Residence apts.
• Sports ground, kindergarten, etc.
• Underground & surface parkings
• Shuttle monorail connection with underground metro station; direct connection to highway, close to Milan Linate airport, private heliport.
• Energy-independent power plant on site (cogeneration).

312,000 sqm total San Raffaele Smarter City Area | 25,000+ people everyday on site: Patients, visitors, employees, students, etc.
San Raffaele Smarter and Healthier City in Milan

A Living Lab for Open Service Innovation

Smart er & Healthier City

Smart er & Healthier Life

Smart er & Safer Hospital

European Network of Living Labs
Smarter and Healthier Life

Ubiquitous & Cross-Generational Well-Being!
Research Center Advanced Technologies in Health and Well-Being

Research Program

Smart er & Healthier City

Smart er & Healthier Life

Smart er & Safer Hospital
Smarter and Healthier Life

e-Services in daily life are Social Innovation!
San Raffaele Smarter and Healthier City in Milan
A Living Lab for Open Service Innovation

Smart er & Healthier City

Smart er & Healthier Life

Smart er & Safer Hospital
Personalized e-Services for Life and Health

**Education**

**Physical Activity**

**Nutrition**
# Smarter and Healthier Life

**Automotive and Mobility**

<table>
<thead>
<tr>
<th>PHARMA INDUSTRY</th>
<th>HOSPITAL</th>
<th>PHYSICAL ACTIVITY</th>
<th>SUPERMARKET</th>
<th>HOME</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Pharma Industry" /></td>
<td><img src="image2.png" alt="Hospital" /></td>
<td><img src="image3.png" alt="Physical Activity" /></td>
<td><img src="image4.png" alt="Supermarket" /></td>
<td><img src="image5.png" alt="Home" /></td>
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<th>MEDIA INDUSTRY</th>
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<th>MEDICAL DOCTOR</th>
<th>WORKPLACE</th>
<th>MOBILITY</th>
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<td><img src="image6.png" alt="Food Industry" /></td>
<td><img src="image7.png" alt="Media Industry" /></td>
<td><img src="image8.png" alt="Pharmacy" /></td>
<td><img src="image9.png" alt="Medical Doctor" /></td>
<td><img src="image10.png" alt="Workplace" /></td>
<td><img src="image11.png" alt="Mobility" /></td>
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*Advanced Technology in Health and Wellness*
Innovative HMI based on gesture recognition simplifying the operation of the auxiliary systems

On-board display design based on advanced cognitive science studies

optimal posture including lumbar and neck support for comfortable and low-fatigue driving
SilverStream Project
Social Innovation and personalized e-Services in Automotive
Piloting e-Services for Well-Being in Automotive and Mobility

Tailored door-to-door mobility e-Services

PERSONALIZED CAR & SMART ACCESSORIES

PERSONALIZED ROUTE & CO-MODALITY
Socio-demographic Trends
Ageing of population and… Urbanization!

A majority of the world’s population lives in urban areas.

Figure 2.
Urban and rural population of the world, 1950–2050
Smarter and Healthier City…

for Smarter and healthier life!

Smart er & Healthier City

Smart er & Healthier Life

Smart er & Safer Hospital
Smarter and Healthier City…
for Smarter and healthier life!
Smarter and Healthier City…
for Smarter and healthier life!

An area of 300,000 sqm
Built area of 90,000 sqm
Large park of 80,000 sqm
Smarter and Healthier City Needs Lively Urban Parks

The Urban Park of the Future Concept!
Smarter and Healthier City Needs Lively Urban Parks

e-Services for engaging activities in Urban Park of the Future

Healthy-me

In motu vita

Mi Sky & Skyline

Il Bosco Tangenziale

Light Water

Rolling Water

BooX Factor

No-Video, Gioco

Lambro’s Cup

Rolling Wall

ParX Factor

Riciclo

Fiera della Tangenziale Est

Vivaio: The social Gardening

Dog Sharing

Walk-in Cinema
Personalized e-Services for Life and Health

WELLBEING THEME PARK
Personalized e-Services for Life and Health

WELLBEING THEME PARK
Smarter and Healthier City Needs Lively Urban Parks

Re-naturing the Urban Environment: Green City for Health!
Smarter and Healthier City Needs Lively Social Hubs

Cross-Generational Edutainment Leisure Formats

TRAVEL

TOURISM

MUSEUM

SHOPPING MALL

THEME PARK

URBAN PARK
Vodafone 5G Trial in Milan
5G as an enabling infrastructure and digital transformation opportunity for all!

CORRIERE DELLA SERA

La svolta di Internet superveloce
«Milano sarà capitale europea del 5G»

Il Ceo è un’infrastruttura che cambierà tutti i business, dall’educazione alle smart cities
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