

# cuida



asociación para  
el cuidado de la  
calidad de vida

quality-of-life care association

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[www.cuida.com](http://www.cuida.com)

# Quality-of-Life Care Sector (I)

- ➔ The Quality-of-Life Care Sector (healthcare and wellbeing sector) covers professional and business activities related to...
  - ➔ **Health and safety,**
  - ➔ **Health promotion and improvement,**
  - ➔ **Healthcare technology,**
  - ➔ **Personal autonomy improvement,**
  - ➔ **Elderly and long-term care,**
  - ➔ **Healthful improvement of human performance activities,**
  - ➔ **Comfort and satisfaction in the use of products, services and environments.**



## Quality-of-Life Care Sector (II)

- ➔ In this sector the **person** takes up the focus of the innovation activity, as user and beneficiary of the **health and wellbeing technologies** and services associated to them.
- ➔ **Quality-of-life care** is the sector common objective, it has a strong appeal in the markets and contributes with value and differentiation to companies from several industrial sectors.



# Products and Services

➔ This sector includes different products and services aimed at the improvement of people's quality-of-life.

HEALTHCARE  
TECHNOLOGY



REHABILITATION  
AND PERSONAL  
AUTONOMY



ELDERLY  
PEOPLE AND  
AGEING



TOURISM  
AND  
LEISURE



SPORTS



OCCUPATIONAL  
HEALTH AND  
SAFETY



HABITAT



CLOTHING



AUTOMOTIVE  
AND  
TRANSPORTATION



## Sector dimension

- ✘ More than 1.500 companies in Valencia Region
- ✘ More than 250.000 professionals in Spain
- ✘ Market volume: 3.000 M€/year in Valencia Region

| Scope                                       | Number of companies |               | Number of employees |                | Market Value (million euro) |                 |
|---|---------------------|---------------|---------------------|----------------|-----------------------------|-----------------|
|   | CV                  | Spain         | CV                  | Spain          | CV                          | Spain           |
| <b>HEALTHCARE TECHNOLOGY</b>                | 230                 | 2.700         | 5.300               | 28.400         | 1.103,6                     | 5.536,0         |
| <b>REHABILITATION AND PERSONAL AUTONOMY</b> | 308                 | 1.725         | 950                 | 6.100          | 73,0                        | 750,0           |
| <b>ELDERLY PEOPLE AND AGEING</b>            | 100                 | 1.600         | 8.000               | 88.500         | 600,0                       | 4.000,0         |
| <b>TOURISM, LEISURE AND SPORTS</b>          | 200                 | 1.500         | 1.200               | 8.000          | 12,5                        | 120,0           |
| <b>OCCUPATIONAL HEALTH AND SAFETY</b>       | 78                  | 650           | 1.800               | 18.000         | 77,5                        | 631,0           |
| <b>HABITAT</b>                              | 250                 | 2.125         | 9.400               | 56.000         | 492,5                       | 2.304,0         |
| <b>CLOTHING</b>                             | 400                 | 4.200         | 7.790               | 38.300         | 450,0                       | 2.240,0         |
| <b>AUTOMOTIVE AND TRANSPORTATION</b>        | 10                  | 87            | 1.520               | 13.075         | 326,0                       | 3.050,0         |
| <b>TOTAL</b>                                | <b>1.576</b>        | <b>14.587</b> | <b>35.960</b>       | <b>256.375</b> | <b>3.135,1</b>              | <b>18.631,0</b> |

## ¿What is CVIDA Association?

*Association created for boosting the quality-of-life care sector development in Valencia Region*

CVIDA Association currently has **120 members**  
(66 companies and 54 institutions)

## Stakeholders

- ✓ Product manufacturers and service providers from several sectors and interconnected business networks.
- ✓ Government: Health, Social Welfare, etc.
- ✓ Professionals: rehabilitation specialists, geriatricians, gerontologists...
- ✓ Users: general population, older persons, people with disabilities
- ✓ Technology centres, R&D&i centres and training centres



# Cluster Technological Base: IBV

## Instituto de Biomecánica de Valencia

Quality-of-life care sector is an **intensive sector in technology and innovation**. It is supported by IBV as leading technology and innovation centre in quality-of-life care in its different areas of specialization:

- ➔ Automotive and transportation.
- ➔ Clothing.
- ➔ Elderly people and ageing.
- ➔ Habitat.
- ➔ Healthcare technology.
- ➔ Occupational health and safety.
- ➔ Rehabilitation and Personal autonomy.
- ➔ Sports.
- ➔ Tourism and leisure.



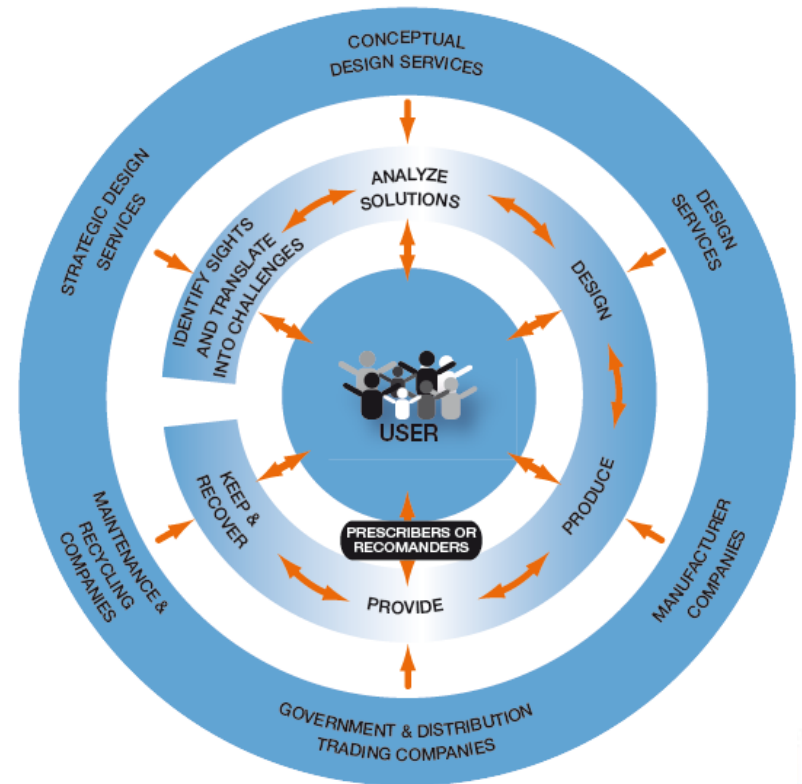
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# The CVIDA-IBV innovation model

In order to create opportunities for economic and social development, CVIDA Association and IBV have designed an innovation model that contributes to people's sustainable quality-of-life.

➔ This innovation model covers the **complete life cycle of products and services**, since their conception, design and manufacture, until provision, use and withdrawal/recycling.

➔ This innovation model aims at transforming quality-of-life into a **competitive advantage** for manufacturers and suppliers of people-oriented products and services

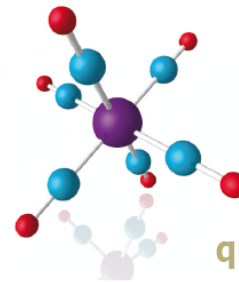




# CVIDA Commitment

CVIDA Association and its members are working to boost the quality-of life care sector:

- ⇒ Quality, socially responsible business practices.
- ⇒ Constructive links and cooperative networks with other agents.
- ⇒ Society awareness about the benefits of quality-of-life oriented consumer behaviour.
- ⇒ Innovation, leadership and value creation.
- ⇒ Professionalism, human capital.



quality, social responsibility  
co-operation  
awareness  
innovation  
professionalism

# CVIDA Advantages

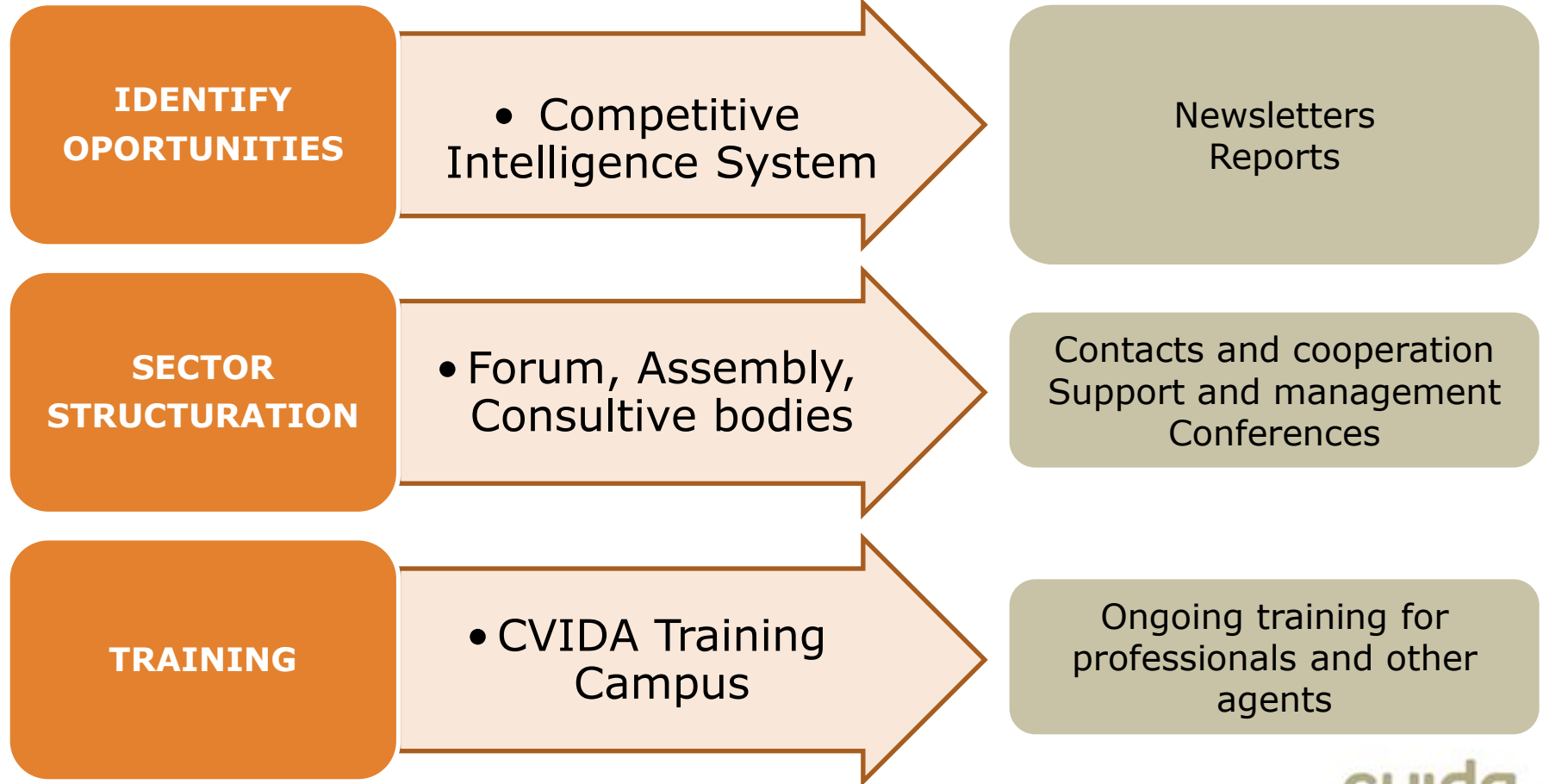
CVIDA companies and institutions are part of an innovative collective project with strong economic impact and social appreciation that provides them with:

differentiation and reputation  
contacts and co-operation  
information and opportunities  
marketing spaces  
collective campaigns and strategies  
support and management

- ➔ Differentiation and reputation towards market and society.
- ➔ Fertile environment, business and collaboration opportunities.
- ➔ Competitive intelligence, strategic orientation towards market and innovation.
- ➔ International vision for their products and services.
- ➔ Joint communication and promotion activities.
- ➔ Alerts and support to apply to innovation funds.

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# CVIDA Activities



# CVIDA Promotional Activities

Exhibition  
"We care about your quality of life" in  
Museo Príncipe Felipe

Communication  
Dissemination

CVIDA  
ASSOCIATION

Marketing material

Websites:  
[www.cvida.com](http://www.cvida.com)  
[www.mibienestar.es](http://www.mibienestar.es)

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# Outstanding Activities

- **Competitive Intelligence:** Success factors reports in different sectors
- **Advertising:** CVIDA exhibition, promotional campaigns
- **Cooperation:** Best practice models, Cooperation Days
- **Specialized training:** Healthcare technologies, elderly care professionals
- **1st Health and Wellbeing Trade Fair:** November 26-29th in Valencia
- **Forum about Innovation, Economy and Quality of Life**
- **Clusters Cooperation:** National Federacion of Clusters (FENAEIC)
- **CVIDA in social networks** (Facebook, Twitter)
- **Quality of Life score** ([www.cvidacenter.com](http://www.cvidacenter.com))

# CVIDA Members (I)



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# CVIDA Members (II)



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INSTITUTO DE  
BIOMECÁNICA  
DE VALENCIA



IMPIVA



UNIÓN EUROPEA  
Fondo Europeo de  
Desarrollo Regional

*Una manera de hacer Europa*