



Building a greener Health ecosystem: The Importance of Reducing Materials and Resources

SustainableSolutionsMatch

Welcome!



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Session Agenda

- Welcome & Introduction
- Sustainability in the Health Sector
- Pitch Presentations:
 - Pitch 1: DentPlanet (Belgium)
 - Pitch 2: Gedoc AB (Sweden)
 - Pitch 3: Bio-Gram Diagnostics GmbH (Germany)
 - Pitch 4: BestHealth4U (Portugal)
 - Pitch 5: Tesalys (France)
 - Pitch 6: Etheclo BV (Belgium)
 - Pitch 7: Veraco Ltd (United Kingdom)
- Closing Remarks



Welcome & Introduction

Who's moderating?

- **Reyes Sansegundo**
- Fundación para el Conocimiento madri+d.
- EU project advisor in Health & Chair TG Sustainability at EEN.



- **Daniela Cena**
- Camera di Commercio di Torino
- Innovation advisor in Health & sustainability. Up2Circ project.



Who's organizing?



Welcome & Introduction

Let's play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Session Recording:** This session will be recorded.
- **Time management:** Pitchers, please keep track of your time. We will inform you if 5 minutes have passed.
- **Technical Issues:** If you encounter issues, use the chat to notify the host.



Sustainability in Healthcare: Reducing Materials & Resources

The Challenge: Healthcare's Environmental Footprint

- The healthcare sector accounts for **4.4% of global CO₂ emissions**.
- High reliance on **single-use plastics, disposable equipment, and excessive packaging**.
- **Sustainable resource management** is crucial for reducing waste and emissions.

Building a Greener Health Ecosystem

- **Reduction:** Using fewer materials through **lightweight packaging, energy-efficient devices, and digital records**.
- **Reusability:** Sterilizable tools and durable equipment **lower costs and cut waste**.
- **Recyclability:** Implementing circular economy principles for **medical packaging, office supplies, and devices**.

EU Transition Pathways & Sustainability in Healthcare

- The **EU Industrial Strategy** integrates **green and digital transitions** for sustainability.
- Healthcare aligns with **Circular Economy & Zero Pollution** strategies.
- **Transition Pathways** provide structured **roadmaps** for greener, more resilient healthcare.

- **Health Transition Pathway** is covered by HERA, the revision of the pharmaceutical legislation, the IPCEI for health and the security medicines supply under the pharmaceutical strategy for Europe.

Key Actions for a Sustainable Future

- ✓ **Eco-friendly procurement:** Prioritizing sustainable medical products.
- ✓ **Green energy adoption:** Reducing carbon footprint in hospitals.
- ✓ **Waste minimization programs:** Cutting down unnecessary medical waste.
- ✓ **Digitalization: E-health records & AI** reduce paper and resource consumption.

A Collective Responsibility for a Greener Future

- Collaboration among **providers, policymakers, manufacturers, and patients** is essential.
- **Investments, incentives, and education** can drive systemic change.
- Sustainable healthcare **improves resilience, lowers costs, and benefits public health**.



Pitch Presentations

Time to meet the innovators!

Pitch 1
DentPlanet
Mohammed Ahmed



DentPlanet Ecological Dental
Solutions

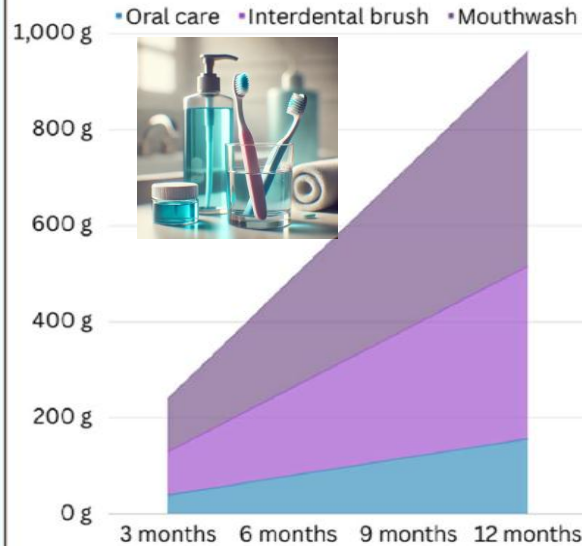
Dentplanet

DentPlanet
Mohammed Ahmed
Founder



Personal Oral Health Care (per year)

Estimated mass of plastic used for
personal oral care by 2 adults



= 1 kg of plastic waste

BE = 5500 ton of plastic waste

EU = 223,000 ton of plastic waste

Professional Dental Treatment (per visit)



= 0.5 kg for check-up

= up to 1 kg for tooth filling

Medical waste = incineration
= No sorting mechanism

DENTISTRY

is one of the industries with the highest CO₂
emissions worldwide



2022

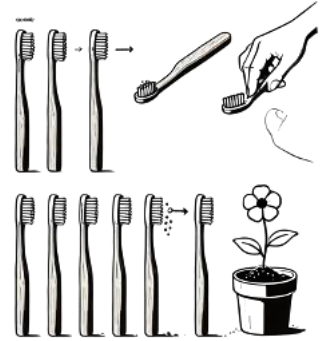
- Idea/conception/stratup
- EU/USA/China trademarks registration
**DentPlanet/PlanetBrush/
DentPlanet's Emoji**

2023

- 6 design patents registered in EU/China and USA

2024 (Next ECO-gen)

- **ECO⁺**
- Implantable toothbrush patent registered.

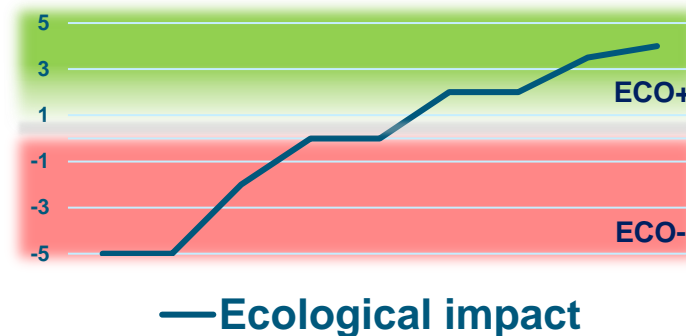


Dentplanet

PlanetBrush



- Ecological dental bonding bottle
- World-first wooden micro-brush/applicator
- More dentist-specific instrument



ECO⁺ products

Ecological products

Plastic products



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...-2023 we AIMED to lower down the Carbon footprint of the dental industry to the lowest possible level.

2024-... PLUS developing a next-generation products that can help in building back the ecological balance of the environment

2022-2023

PlanetBrush®
PlanetFloss
InterDent

ECO
neutral

- Complete solution for routine daily Oral Health Care

- The only present ecological toothbrush that has been every tested in the lab.

2024

PlanetuBrush
(patented)

More than 6 PLA ecological dental alternatives were developed (dentist-specific product)

ECO
neutral

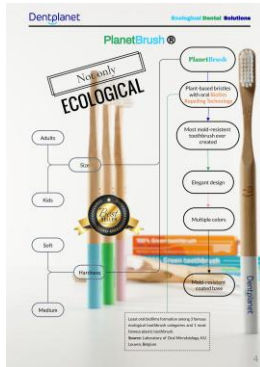
2025

World-first implantable toothbrush (Q4-2025)

EU patent 015046987-0001

EU patent 015046987-0002

ECO+
positive



Market



Sustainable and circular innovation needs good networks along the whole value chain. What kind of cooperation partners would you like to connect to beyond finding new customers?

- Distributors and Retailers Focused on Green Products
- Licensing and Commercialization Partners
- Healthcare and Dental Industry Stakeholders
- Franchise and Licensing Models
- Global Sustainability Networks



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Book a meeting with: DentPlanet

Mohammed Ahmed

DentPlanet

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sales@dentplanet.be



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.eu

Dentplanet



Pitch Presentations

Time to meet the innovators!

Pitch 2
Gedoc AB
Andreas Bengtsson



Innovative diagnostic tool for sustainable primary and elderly care

Gedoc AB

Andreas Bengtsson
M.D. / CEO



[SustainableSolutionsMatch](https://SustainableSolutionsMatch.com)

What?

Diagnostic Multi-instrument from Gedoc

Exchangeable camera parts for a wide range of applications and examinations. Ex ENT, Dermatology etc

Simplifies documentation by saving foto/video to the medical journal of the patient

Connection to telemedicine enables remote assessment by doctors

Documentation with images gives a good base for future AI application and diagnostic aid with image analysis



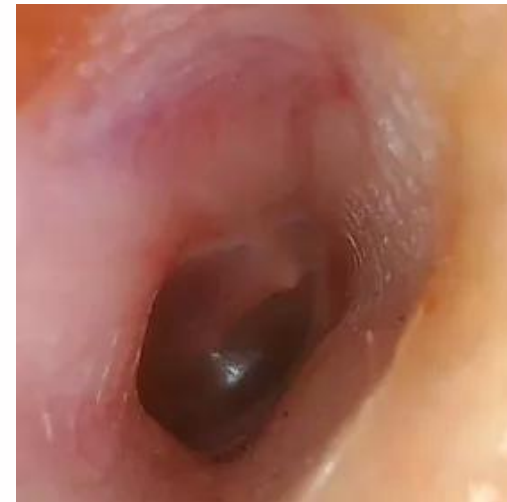
Why?

An increased elderly population in Europe places higher demands on primary and elderly care.

A shortage of healthcare personnel means that more efficient ways of working must be found

With new tools for remote diagnostics and documentation, new more efficient working methods can be created

Documenting findings with image/video instead of text in medical journals saves time and enables other healthcare staff then doctors to perform examinations



How?

Examples how our technology can be used

Nurse-led clinics where patients are assessed by doctors via telemedicine in the rural parts of Northern Sweden

Doctors in primary care clinics can easily document findings with image/video to include in consultations to other specialists and decrease time to diagnosis

Examinations can easily be preformed in home setting or at elderly homes without the need to move elderly fragile patient

With image/video documentation from our instrument, nurses and healthcare staff can preform the examination and a doctor does assessments of pictures



Sustainable production

Circular recycling of all plastic consumables



1. All plastic consumables to Gedocs device have been developed to fit into our circular recycling system
2. Used plastic consumables goes back to our factory in the brown recycling box
3. Used consumables are grinded into plastic pellets and from that new circular products are made



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Book a meeting with: Gedoc AB

Andreas Bengtsson

M.D. / C.E.O.

Gedoc AB

andreas.bengtsson@gedoc.se

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www.gedoc.se



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GEDOC
INNOVATIVE DIAGNOSTIC



Pitch Presentations

Time to meet the innovators!

Pitch 3
Bio-Gram Diagnostics
GmbH
Bayram Cucu



Substitution of Methanol/Alcohol in IVD 0 % Hazardous – 100 % Quality – 100% Green

Bio-Gram Diagnostics GmbH

Dr. Bayram Cucu
MD Business Development



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Alcohol-free staining – Why!

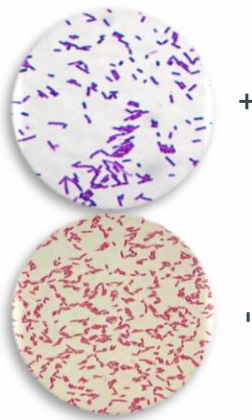
Traditionally, alcohol-based staining formulations and manual staining have been widely used, but their inherent drawbacks necessitated a paradigm shift in the field.

Bio-Gram ´s alcohol-free staining solutions offer a progressive and transformative alternative. Their superior safety profile, versatility, and reduced environmental impact make them an attractive choice for researchers, clinicians, and laboratory personnel worldwide.

Hans Christian Gram

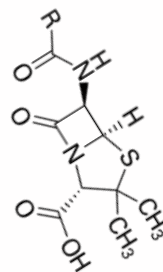


1853



1858

+



1928



2019



Competition Landscape alcohol-based solutions

Merck; ThermoFisher; BioMerieux; BD, Siemens e.g.
Hematology, Microbiology, Cytology, Histology, IHC



High risk to
laboratory staff



High risk to
pregnant staff



High Cost for
transportation



Harmful for
Environment



USPs alcohol free solutions

- minimizing the ecological footprint
- enhancing the safety profile
- reducing costs of storage and waste management



Waste management costs to date

Case Example +1000 Bed Hospital with Central Laboratory

- 2000 Blood smears a day results in 730.000 Samples/year (14.600 Liters of dangerous/toxic waste)
- Cost per Liter Waste approx. 22 €/Liter results in annual Waste Management Cost of 321.200 €
- “Suddenly” Sustainability gets very interesting for the Management of the Laboratory if switched to Bio-Gram!
 - What about the cost of storage ?
 - What about the cost of Safety measures ?
 - What about the cost of Accreditation?
 - What about the cost of health ?
 - What about the cost of the future?



Market/Target audience

- Medical laboratories
- Diagnostic Centers
- European Commission (European Green Deal)
- Research Institutions
- Distribution Partners

By catering to diverse stakeholders within the healthcare and research sectors, Bio-Gram Diagnostics empowers organizations to achieve their sustainability objectives without compromising performance.



We actively seek partnerships across the entire value chain, including:

- Suppliers of laboratory equipment
- Research institutions
- Medical facilities

Our aim is to broaden the reach of our sustainable diagnostic solutions, driving transformative change within the healthcare and diagnostics industries.



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Book a meeting with: Bio-Gram Diagnostics GmbH

Dr. Bayram Cucu
MD Business Development
Bio-Gram Diagnostics GmbH
cucu@bio-gram.de



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Pitch Presentations

Time to meet the innovators!

Pitch 4
BestHealth4U
Sónia Ferreira



Solution title: adhesiv^{AI}



Company name: BestHealth4U

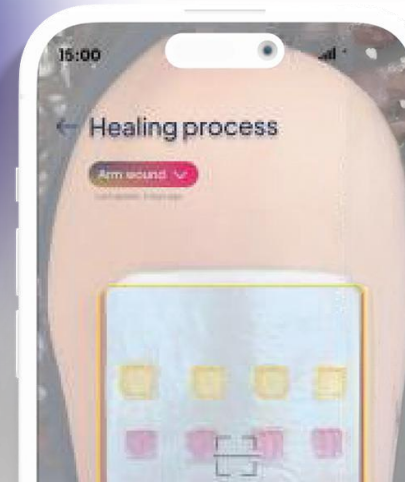
Sónia Ferreira
CEO & Founder



SustainableSolutionsMatch

adhesivAI

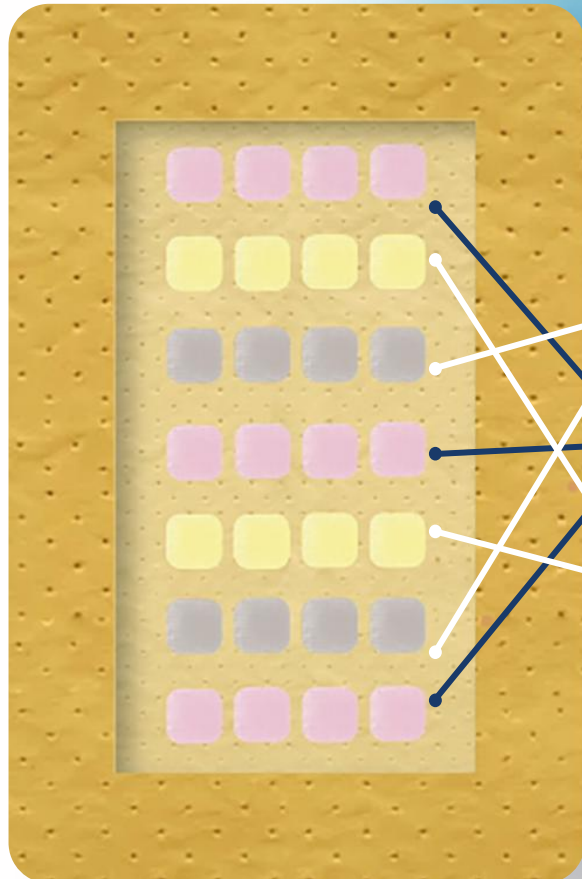
The All-in-one
Solution to
Revolutionize
Chronic Wound
Care



Technical Innovation



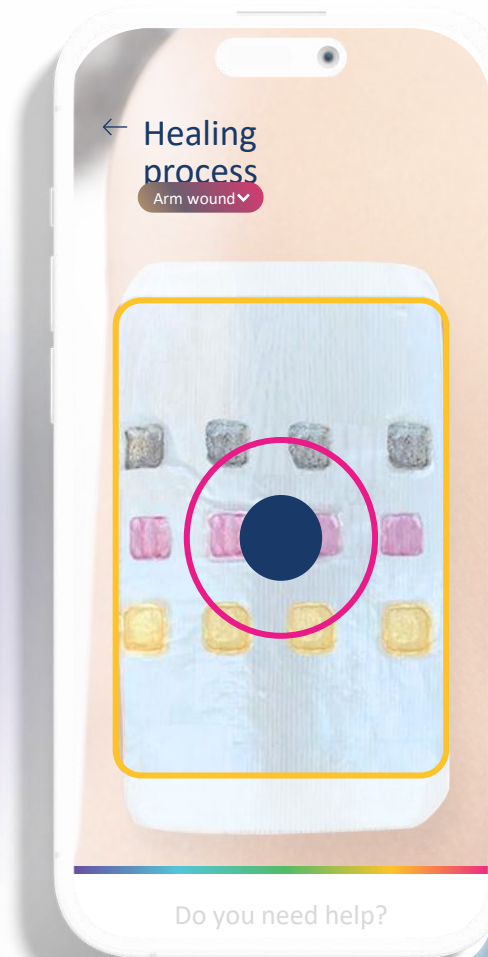
Smart dressing with biosensors



Temperature
sensor

Bacterial sensor

pH sensor



- in situ Monitoring
- **Multiple wound** parameters analysis
- AI and ML for **wound healing prediction**
- Cloud integration
- Predictive **wound healing algorithm**

Competitive Advantage



	Cost Effective	Accessibility	Fast Documentation	Accurate Monitoring	Wound Healing and Other Health Conditions Predictions	Assessment Without Removing the Dressing
Wound Dressings	✓	✓	✗	✗	✗	✗
Simple Camera Measurements	✓	✓	✓	✗	✗	✗
Camera Integrated with Other Technology	✗	✗	✓	✓	✗	✗
adhesivAI	✓	✓	✓	✓	✓	✓



Benefits



5% Less
Healthcare Expenses



<60% Less
Hospitalizations



<80% Less
Trips to Hospital



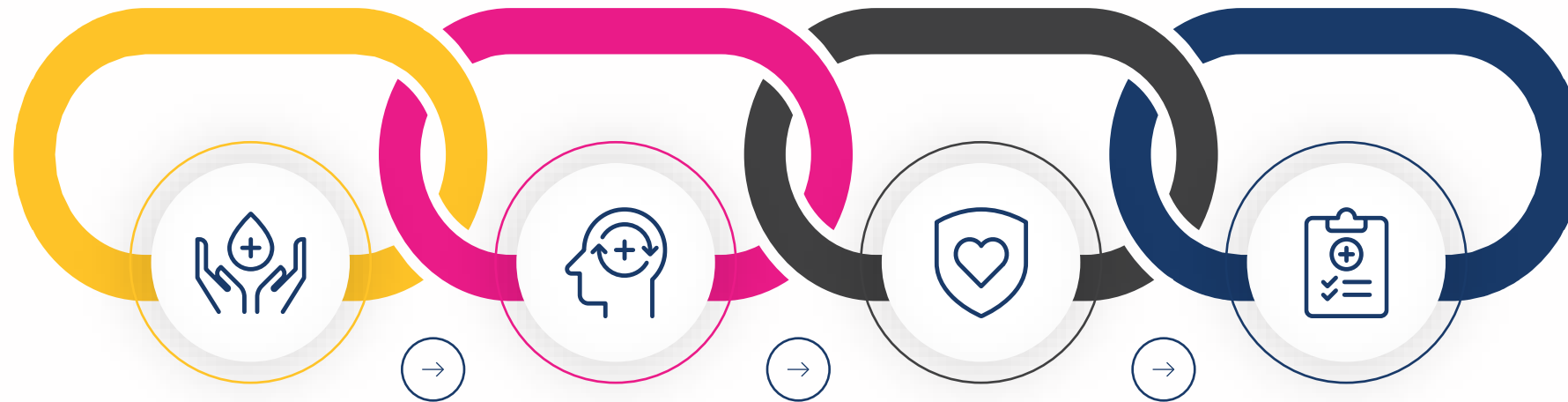
<67% Less
Nursing Work



<85% Less
Administrative Work



Market & Target Audience



Surgical
wounds
and
incisions

Traumatic wounds

Burns

Chronic
wounds

Multiple applications: Civil, Space & Military



Committed to UN' SDGs & EU' Green Deal for a better world



Good health
& well-being



Industry,
innovation &
infrastructure



Reduced
inequalities



Responsible
consumption
& production



Partnerships
for the goals

Partnerships

17
Partnerships for the goals

Patient organizations



Hospital partners



Institutional partners



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Book a meeting with:



INSPIRED BY **NATURE**
POWERED BY **SCIENCE**
FOCUSED ON **PEOPLE**

Sónia Ferreira

CEO & Founder

BestHealth4U

+351 939362036



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Pitch Presentations

Time to meet the innovators!

Pitch 5
Tesalys
Miquel Lozano



On site treatment systems for Infectious Healthcare Waste

Tesalys

Miquel Lozano
President



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Tésalys, the specialist of on-site healthcare waste treatment

Main concerns :

- Infectious risk
- Use of containers/packaging - plastic waste
- Transport - CO2 generation
- Incineration - CO2 generation, toxicity

Our solution :



Infectious risk
waste



On site treatment by
our shredder-sterilizers



Shredded and
decontaminated waste
material



Harmless waste
associated to ordinary
waste



STERIPLUS™ systems, a user-friendly solution

[STERIPLUS™ systems working video](#)



Tesimalys, the green revolution

- Reduced use of **plastics/transport**
- **CO2 reduction** - 0.46 TqCO2 avoided for each ton processed
- **Waste volume reduced** by up to 80% on site
- **Recycling possibilities** after treatment (96% recyclable materials)



About our customers / target audience



- Hospitals, medical centers, hemodialysis centers,...
- Laboratories, research centers, biotech/pharma industry,...



- Distributors of medical/laboratory equipment
- Environmental companies
- Service providers



Building Partnerships for Sustainable and Circular Innovation

- **Medical device manufacturers** willing to reduce the CO2 footprint of their products
- **Providers of recycling solutions** willing to explore recycling/reuse possibilities for the treated healthcare waste
- **Consulting companies** willing to promote sustainable healthcare solutions
- **Regulators / lobbyists** willing to standardize at European level alternative solutions to incineration for healthcare waste treatment



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Book a meeting with: Tesalys

Miquel Lozano

President

Tesalys

miquel.lozano@tesalys.fr | info@tesalys.fr



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Pitch Presentations

Time to meet the innovators!

Pitch 6
Etheclo BV
Marnix Van Bockaven



Etheclobox : smart & sustainable isothermal box



Etheclo

**Van Bockhaven Marnix
Business Partner**

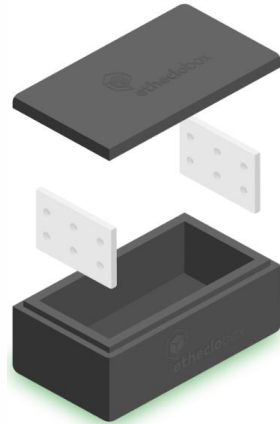


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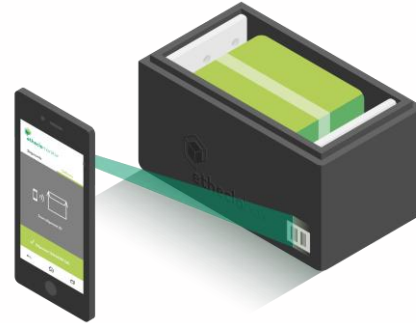
Etheclobox is made off EPP



Starting from loose beads



Insulated to isoboxes, re-usable up to 300 times



Used to protect Healthcare and Food Products with temp monitoring



Boxes, recycled into new products



For our focus customers : healthcare & food players

For Healthcare & Food players some principles are key :

- reduce their **plastic** waste, essentially in the healthcare where one way packaging remains an issue
- high **isolation** properties for their cold chain transportation
- choc** resistance
- lower risk on cold chain **breaches**
- reduce their **carbon** footprint
- flexibility** in their supply chain



Describe your solutions differential value and sustainable impact

Etheclo offers a sustainable packaging combined with an easy to use monitoring platform. Since our boxes can be used for several years in a logistic context, retailers can combine temperature sensitive goods with other goods in the same van, **reducing** thus the number of **vehicles** on our roads.

At the same time, due to the high isolation capacity of the boxes, cold chain can be preserved for at least **36 hours**, allowing overnight logistics. Temperatures can be **monitored** thanks to the optional built-in sensors, guaranteeing correct temperatures, important for healthcare and food distributors.



Market/Target audience – Who can apply your solution?

Retailers like Colruyt and Carrefour are already customers, but also healthcare distributors like Febelco are using our solution.

We invite other retailers, labs, hospitals and logistics providers of temperature sensitive goods to use our solution.



Sustainable and circular innovation needs good networks along the whole value chain. What kind of cooperation partners would you like to connect to beyond finding new customers?

We are seeking for international partners, interested in reducing their carbon footprint who are prepared to invest in Etheclo and to open their networks : logistic providers, big labs or hospitals...



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Book a meeting with: Etheclo

Marnix Van Bockhaven

Business partner

Etheclo

marnix@etheclo.com



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Pitch Presentations

Time to meet the innovators!

Pitch 7
Veraco Ltd
Charles Churchman



HyGe Smart Dispenser

A revolutionary way of making on demand paper wet wipes and eliminating single use plastic wipes.

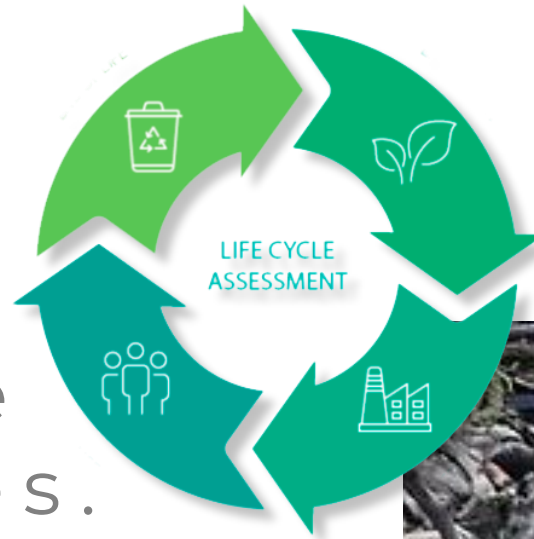
Charles Churchman
Director



HyGe®



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Replacing single use plastic wipes.

A recent LCA study found that Veraco's paper wipes emit 78% less carbon than single-use plastic wipes.

Carbon calculation for a single Dental practice:

75,000 - wipes used per year

A single plastic wipe contributing 124 g of carbon equivalent emissions

A single dental practice produces 9,300 kg of carbon equivalent emissions per year.

Moving to Hyge reduces carbon equivalent emissions by 7,254 kg per year.



How the HyGe smart dispenser works.

- > 180m Paper roll - No more single use plastic
- > 2 L fluid disinfectant tank
- > Touch free - Aiding infection control
- > Wet and dry option
- > A perfectly saturated wipe every time



Why is HyGe such a game changer.

- > 78% less carbon emissions
- > No more single use plastic wipes
- > No more plastic wipe packets
- > 29% less wipes wasted
- > 30% cost reduction
- > A great leap toward net Zero!



Our Markets



Primary Care

- . Dentists
- . Care homes
- . General Practices (GPs)
- . Pharmacies



Secondary Care

- . NHS Trusts
- . Clinics
- . Rehabilitation centres
- . Laboratory's

Who we work with

International Partners

Veraco is always looking for new international partners to work with on sustainable healthcare projects.

Our business model is to always have a local partner in each region that we are looking to move into. We know that having local knowledge of a market is essential to success.



Research Institutions and Universities

Development & Innovation
Universities have cutting-edge labs and researchers facilities.



Environmental Organisations

Awareness
Increased reach and awareness through member engagement



Better Futures

Government & Regulatory Bodies

Policy Influence
By working with government regulatory bodies, we can contribute to shaping policies that encourage the adoption of sustainable alternatives to single-use plastics



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Book a meeting with: Charles - Veraco Ltd

Director

Veraco Ltd

charles@veraco.co.uk



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About Veraco

Who we are

Veraco is a UKRI grant funded innovation company working on sustainable technology solutions to challenges in healthcare.

With products ranging from antimicrobial surfaces in oncology wards to chitosan-loaded packaging to extend fresh fruit shelf life, to paper wipes to reduce single-use plastic, Veraco prides itself on tackling major challenges.

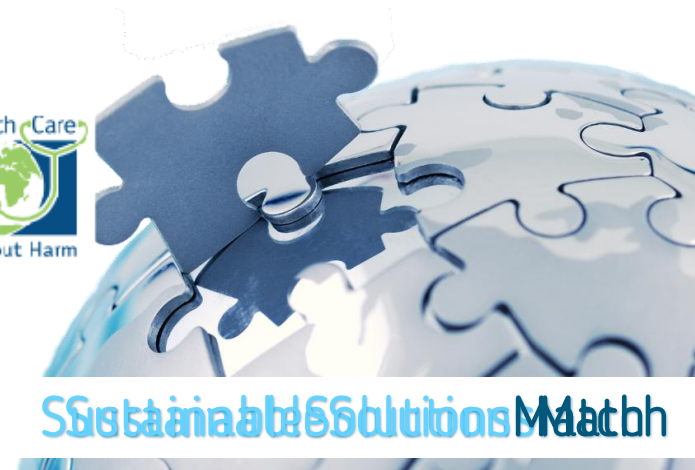
Veraco has done national rollouts for the likes of Wincanton & Deutsche Bank it has traded globally and is currently involved in clinical trials in Imperial College Healthcare NHS Trust as well as the middle east.

Veraco is in the process of starting projects up in Pakistan & Ghana looking into the effect of innovative antimicrobial technology on AMR in LMIC countries.

Our partner organisations:



Better Futures



Closing Remarks

A big thank you to all pitchers and attendees!
We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting!**

Next available at

09:00 - 09:30 CET

Monday 10 February 2025

FEB

10

in 1 mo

+ Request meeting

Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>



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Thank you!

Reyes Sansegundo / Daniela Cena

SG Health members
Fundación para el Conocimiento madri+d / Camera di Commercio di Torino
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