



Health and Wellbeing
across the Lifespan



The HYGIEIA Project: a European Joint Master Degree on health and wellbeing



Universitat
de les Illes Balears



УНИВЕРЗИТЕТ У БЕОГРАДУ
UNIVERSITY OF BELGRADE

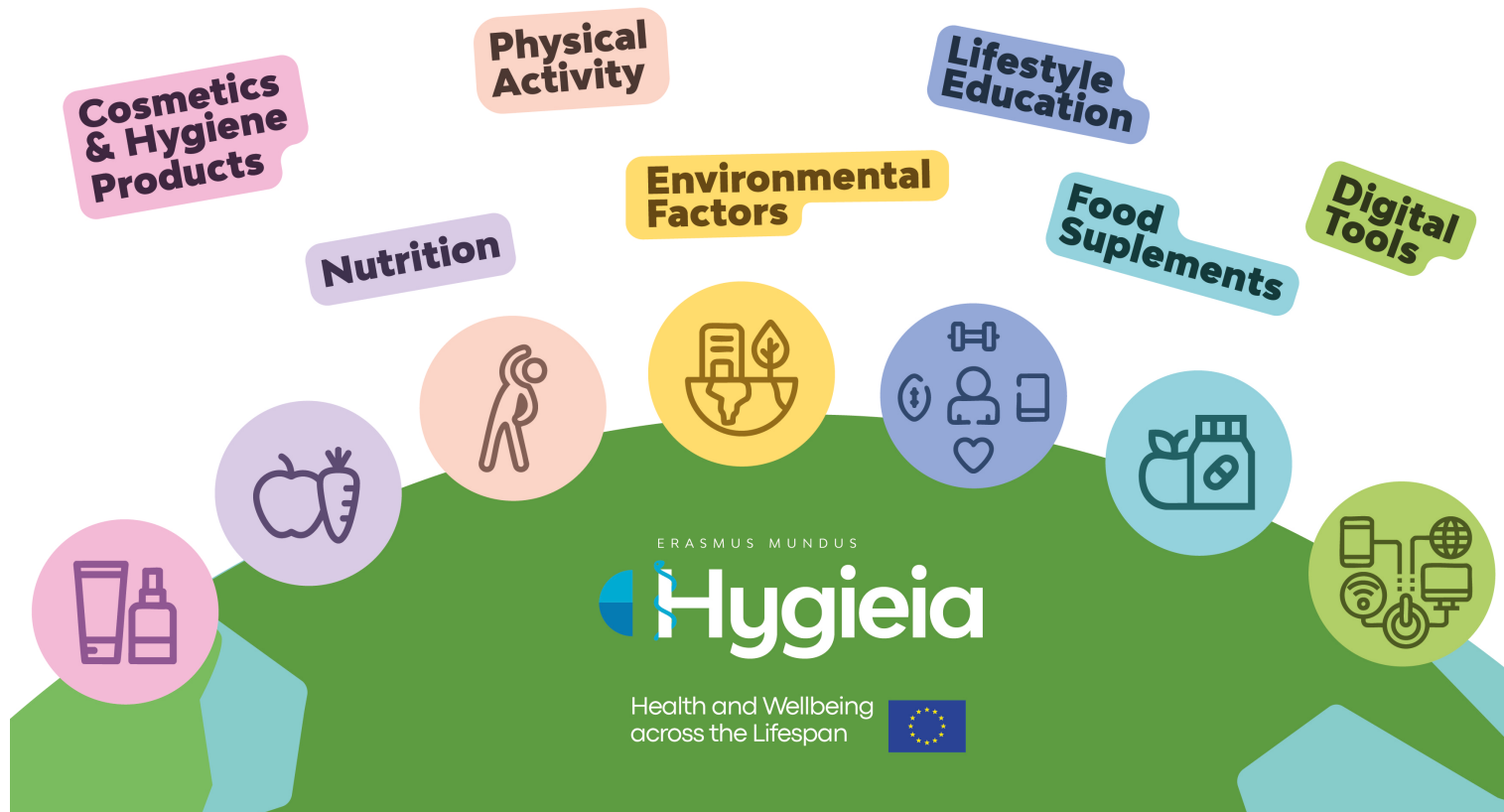
Associated Partners meeting agenda

- Welcome aboard
- The HYGIEIA project
- Project progress update
- Collaboration possibilities



HYGIEIA

Goddess of health, cleanliness and sanitation,
adored by her power to prevent –not cure–
sickness



- Audacious transnational educational project
- Addressing a demanding societal challenge
- Integrated knowledge in the health and wellbeing market
- Based on the principle of interdisciplinarity

Needs analysis

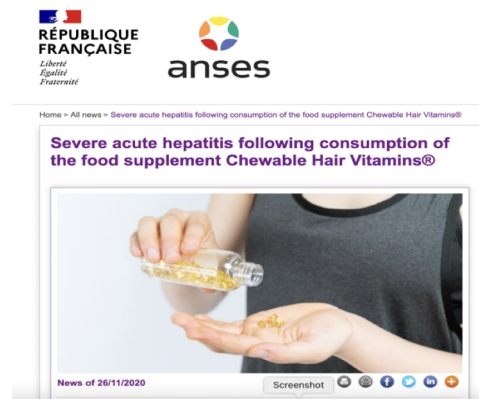
HYGIEIA will bring evidence-based knowledge to the health and wellbeing industry

HYGIEIA operates in an area of high economic impact and strategic relevance

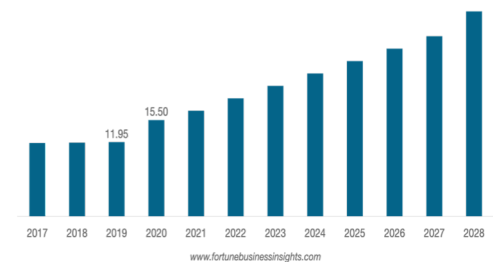
HYGIEIA will help to establish Europe as a global beacon in the health sciences formative offer



Daily Mail: Nutritionist reveals 16 of the most outrageous health claims spread on social media in 2019



North America Dietary Supplements Market Size, 2017-2028 (USD Billion)



HYGIEIA co-creation plan

Brainstorming

Online
Surveys

Focus Groups

Design of syllabus / contents

Definition of complementary
training activities

Establishment of the
promotion strategy

Consortium Enlargement

Focus Groups

Lisbon, Mallorca, Belgrade

- Employers (Cosmetics and Food Supplements Industry)
- Students
- Academia (Health Sciences, Sports Sciences, Psychology)
- Europe and Latin America
- Health professionals and Medical Societies
- Health and regulatory authorities



Priorities in Health and Wellbeing training

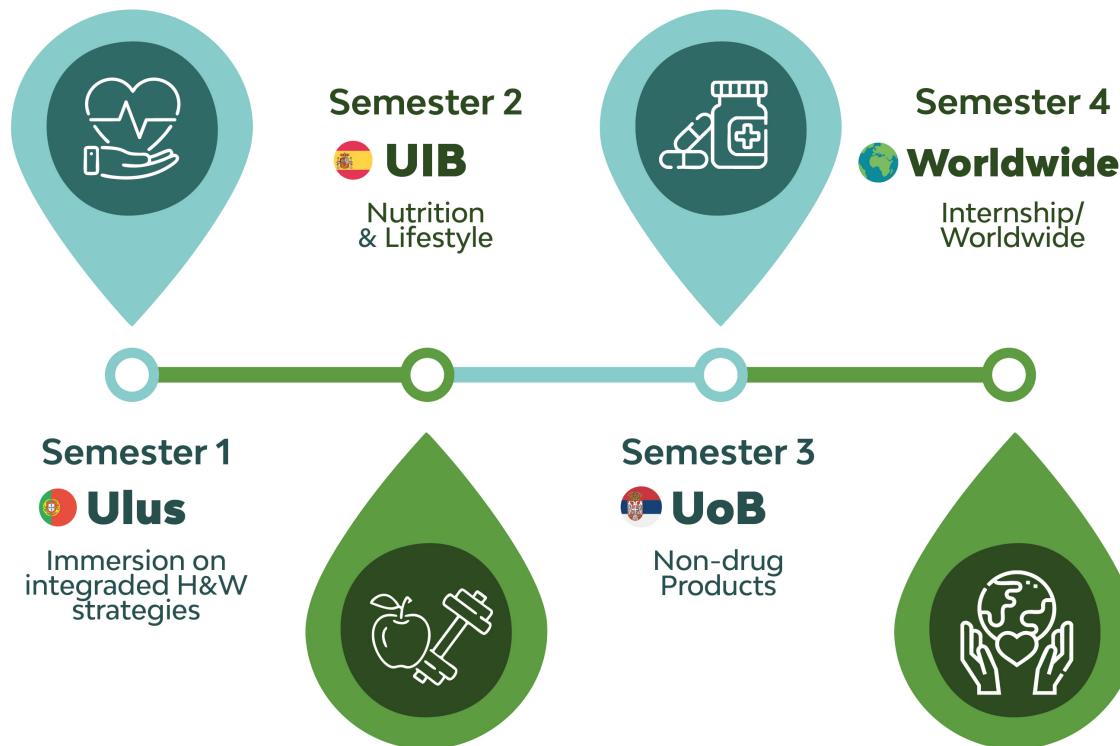
- Health needs of **aging population**
- **Burden of chronic diseases** in modern societies
- **Environmental** and **social** determinants of health and well-being
- **Sustainable** strategies in health promotion and wellness
- **Personalized** non-drug products
- Role of **health systems** in health promotion
- **Communication**
- **Health literacy**



HYGIEA Erasmus Mundus Joint Masters



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2 academic years / 120 ECTS credits



ULus Semester #1		ECTS
Public health and health promotion		6
Toxicology and the exposome		6
Digital Tools and Healthy Living		5
Regulatory framework of Non-drug Products		5
Entrepreneurship and Sustainability		5
Option 1		3
	TOTAL	30
UIB Semester #2		ECTS
Lifestyle and Health		6
Nutrition Throughout the Lifespan		6
Physical Activity across the Lifespan		6
Nutrition and Feeding in Physical Activity and Sports		3
Food and Sustainability		3
Methods and Techniques in Health & Wellbeing Research		3
Option 2		3
	TOTAL	30
UoB Semester #3		ECTS
Evidence based use of dietary products and cosmetics in health and wellness		5
Starting materials for non-drug products: environmental impact		5
Formulation, production, and testing of food supplements		5
Formulation, production, and testing of cosmetic products		5
Health economics and quality of life		4
Communication and Health Literacy		3
Option 3		3
	TOTAL	30
(ULus, UIB or UoB) Semester #4		ECTS
Dissertation/ Master Thesis		30

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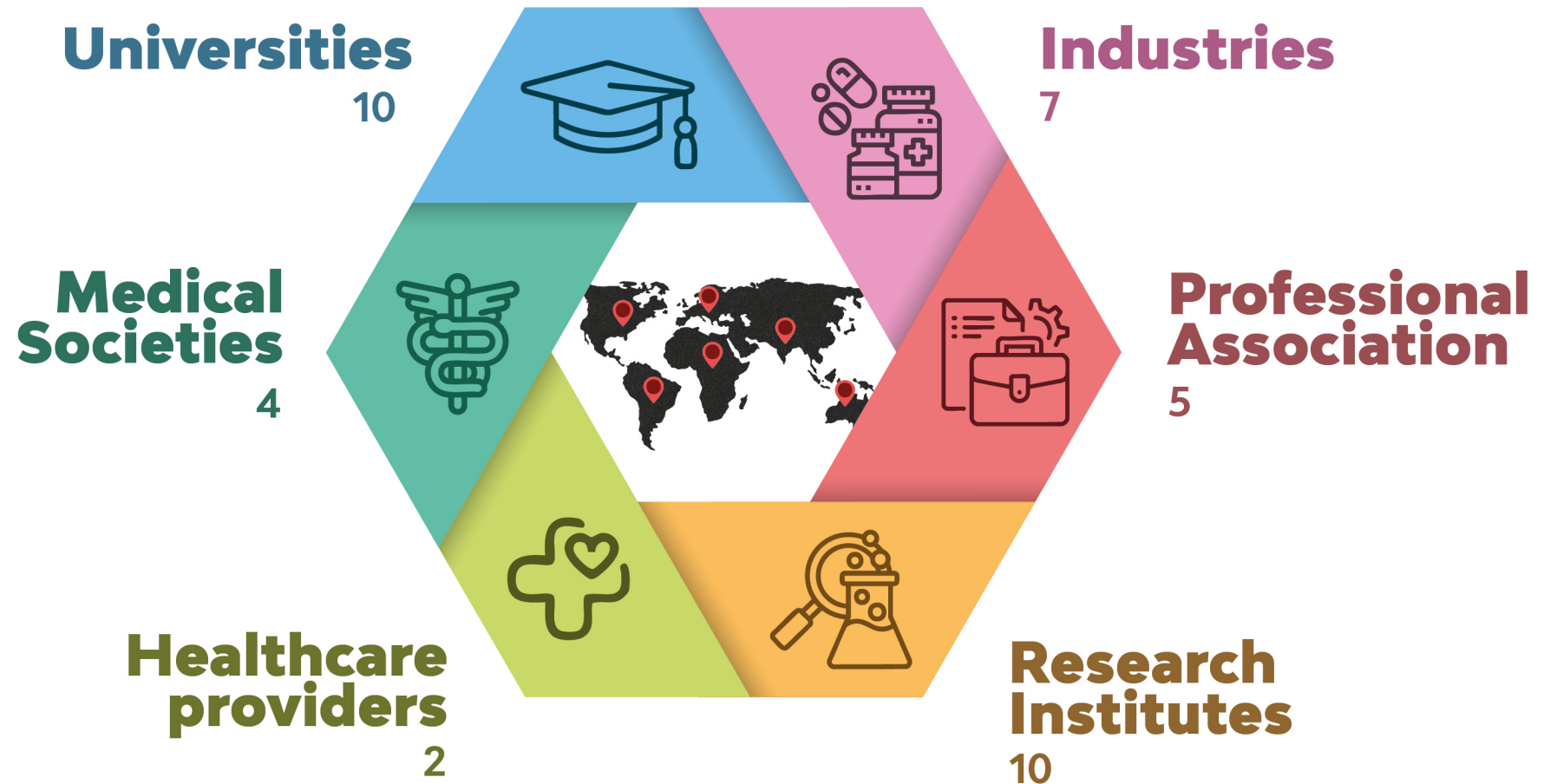
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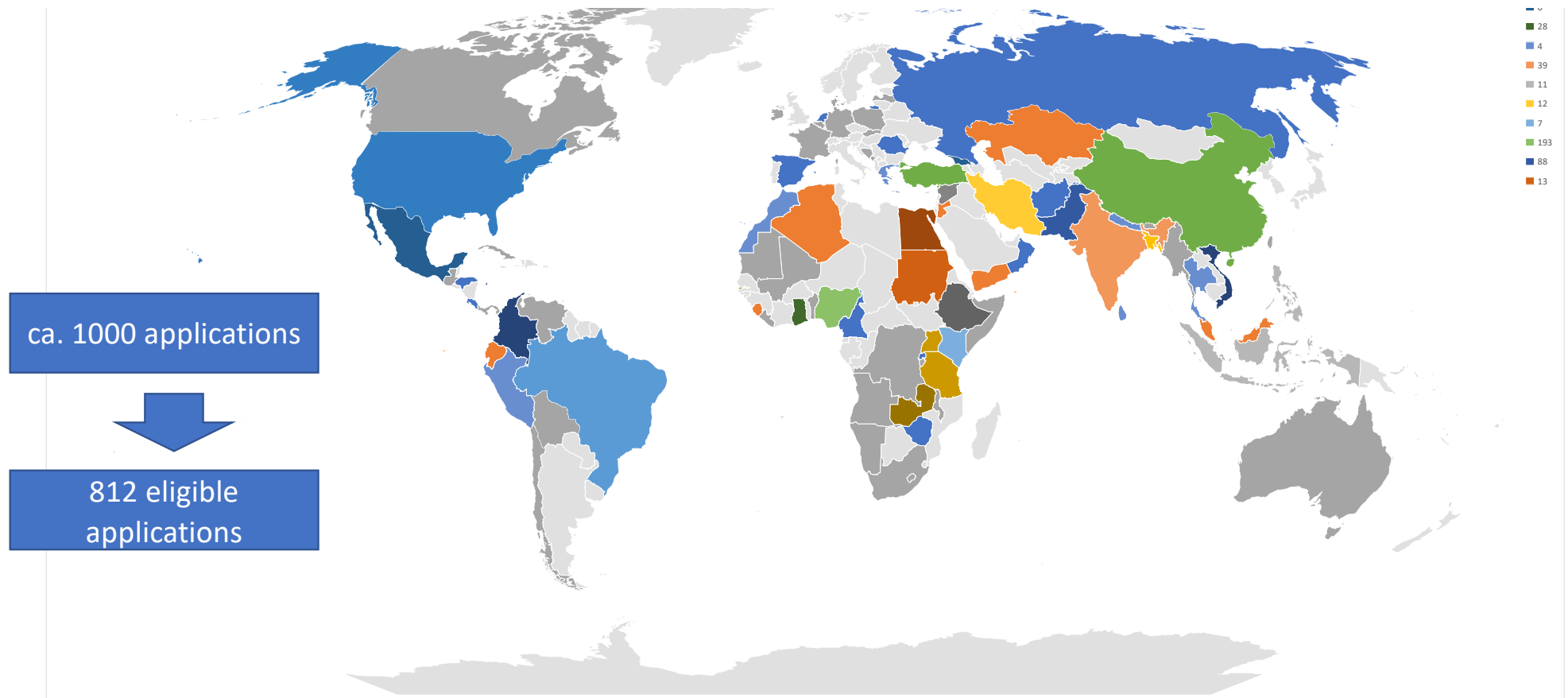


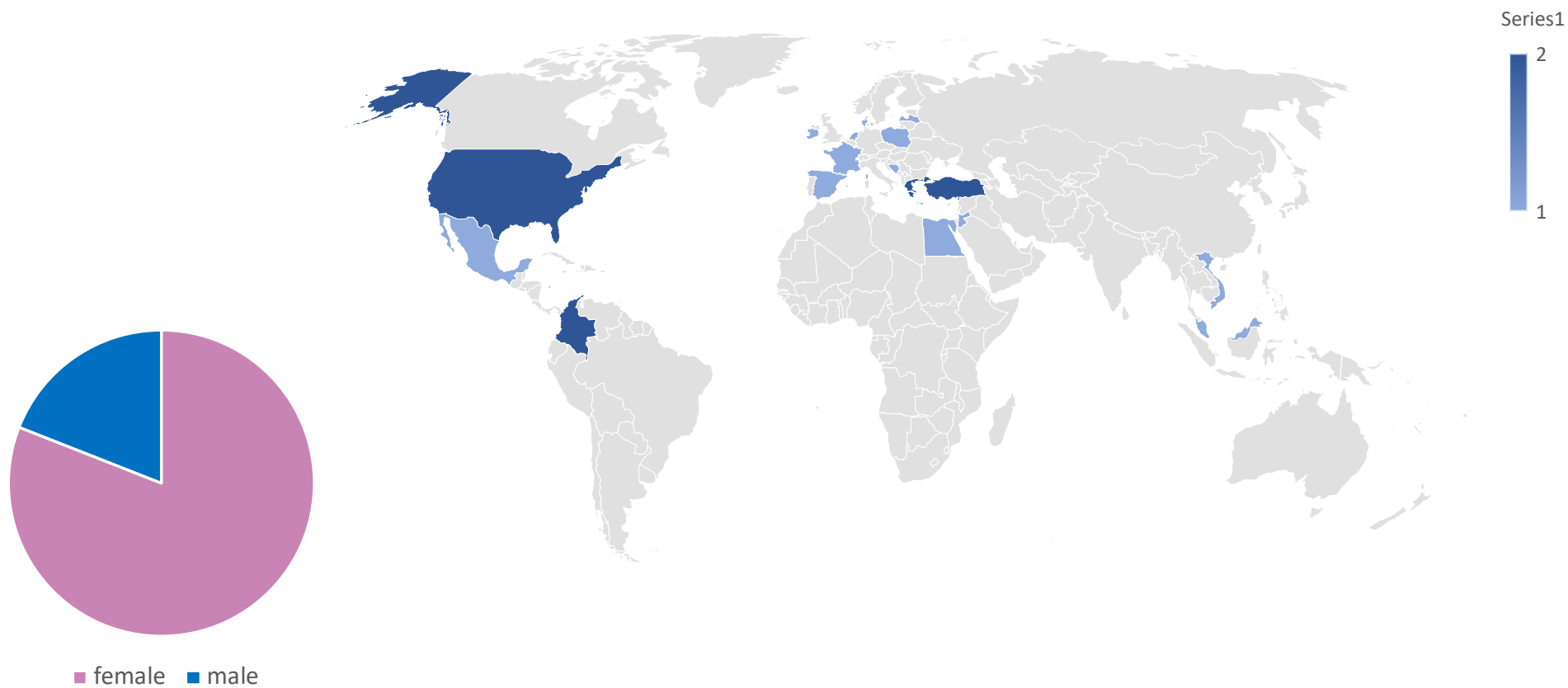
HYGIEA EMJM- Students application

- 25 students per intake
 - 16 scholarships- tuition fees + 1400€ monthly allowance
 - 11 EU member states and third countries associated with the program
 - 2 Third countries not associated with the program*
 - 1 Third countries not associated with the program IPA*
 - 3 Third countries not associated with the program NDICI*
 - 4 tuition fees waived
 - up to 5 totally self-funded- tuition fees 4,500€ per semester

*<https://erasmus-plus.ec.europa.eu/programme-guide/part-a/eligible-countries>

HYGIEA EMJM- Students application



HYGIEIA – 1st intake students

Participating in the consortium

Collaboration possibilities

- Teaching activities
- Integrated complementary teaching/ training activities
- Internship placement
- Dissemination and communication activities

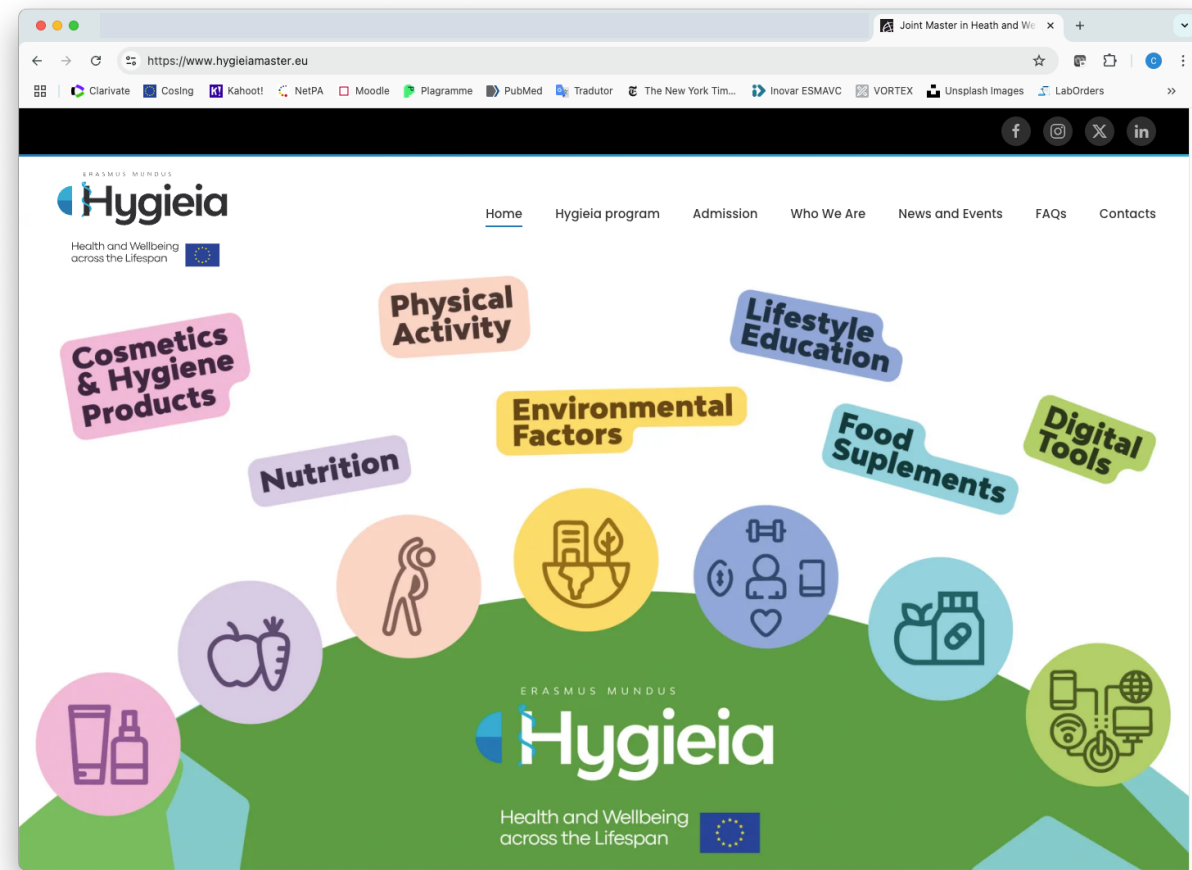


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- Follow us in the website and social media



THANK YOU



 <https://hygieiamaster.eu/>



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