



LIFEWISE 2027 Action Plan

From South-East European Priorities to European Policy Action

LIFEWISE – European Platform for Personalised and Lifelong Prevention

Executive summary

LIFEWISE – the European Platform for Personalised and Lifelong Prevention – is a multi-stakeholder policy platform initiated by the Centre for Innovation in Medicine (InoMED). It brings together patient organisations, healthcare professionals, academia and research, civil society and other stakeholders to strengthen prevention policy collaboration across South-East Europe and contribute to the wider European prevention agenda.

The 2027 Action Plan, “From South-East European Priorities to European Policy Action”, focuses on four policy areas where LIFEWISE can provide a practical contribution: cancer policy literacy for healthcare professionals; personalised prevention for better quality of life and comorbidity management in cancer and cardiovascular disease; predictive and participatory genomics for cancer and cardiovascular prevention; and AI Act literacy for implementing personalised prevention.

The policy challenge. European prevention policy is changing rapidly. Precision medicine, genomics, health data, digital technologies and artificial intelligence create new opportunities for earlier risk identification and more personalised prevention. At the same time, persistent inequalities in health outcomes, access to innovation, professional capacity and health-system readiness can affect who is able to benefit. The implementation challenge is therefore to translate evidence, innovation and European policy into prevention approaches that are practical, equitable and sustainable.

2027 priority	Policy challenge / opportunity	LIFEWISE 2027 response
Cancer policy literacy for healthcare professionals	European cancer policy is increasingly complex; implementation depends on informed healthcare professionals.	Develop and pilot a practical Cancer Policy Literacy Module for Healthcare Professionals and identify implementation needs.
Personalised prevention for better quality of life and comorbidity management in cancer and cardiovascular disease	Cancer and cardiovascular disease share risk factors and often coexist, creating a need for more personalised prevention approaches that address overall health, quality of life and multiple health conditions.	Develop a policy brief and convene cross-sector dialogue on integrated, person-centred prevention.
Predictive and participatory genomics for cancer and cardiovascular prevention	Genome-based prevention raises questions of access, participation, data governance, interpretation and health-system readiness.	Develop a policy paper, hold patient and citizen consultations, convene a multi-stakeholder workshop and produce an accompanying toolkit on genomic risk communication and informed participation.
AI Act literacy for implementing personalised prevention	The AI Act creates new obligations and implementation needs; healthcare must translate regulation into practical literacy and governance.	Develop an AI Act Literacy Resource for Personalised Prevention and convene a multi-stakeholder workshop to identify implementation needs and develop practical recommendations for prevention.

Implementation model. A LIFEWISE Policy Taskforce will provide strategic guidance and coordinate implementation across the four priorities. Activities will be supported by communication, policy engagement and community-building, with equity, accessibility, South-East European perspectives and cross-sectoral collaboration embedded throughout.

Expected contribution by the end of 2027: four focused policy initiatives; practical policy resources and recommendations; stronger links between European policy and national/professional implementation; and a growing cross-sector LIFEWISE community.

1 Introduction

LIFEWISE – the European Platform for Personalised and Lifelong Prevention – is a multi-stakeholder policy platform initiated by the Centre for Innovation in Medicine (InoMED). It brings together patient organisations, healthcare professionals, academia and research, civil society and other stakeholders committed to strengthening prevention policy and practice across Europe.

LIFEWISE aims to strengthen collaboration on prevention across South-East Europe while contributing to the wider European prevention agenda. It provides a space for stakeholders to connect evidence, innovation and lived experience with policy development and implementation, while ensuring that perspectives from South-East European countries are better represented in European discussions.

The LIFEWISE 2027 Action Plan translates this ambition into a focused programme of policy-oriented activities. It identifies four priorities where LIFEWISE can provide a concrete contribution in 2027:

- Cancer policy literacy for healthcare professionals
- Personalised prevention for better quality of life and comorbidity management in cancer and cardiovascular disease
- Predictive and participatory genomics for cancer and cardiovascular prevention
- AI Act literacy for implementing personalised prevention

These priorities reflect important developments in European health policy and the increasing convergence between prevention, personalised medicine, digital transformation, data, genomics and citizen participation.

Across all four priorities, LIFEWISE will place particular emphasis on inequalities, accessibility, affordability and cross-sectoral collaboration.

The four priorities provide a clear framework for LIFEWISE's work in 2027. By concentrating its efforts on these areas, the platform will develop practical resources, generate policy dialogue and build a stronger community, while laying the foundations for a sustained contribution to European and national prevention policy.

2 The policy context for LIFEWISE in 2027

European prevention policy is entering a period of significant transformation.

Advances in precision medicine, genomics, digital technologies and artificial intelligence are creating new opportunities to identify health risks earlier, understand individual and population-level risk more accurately and develop more personalised approaches to prevention.

At the same time, Europe continues to face persistent inequalities in health outcomes, access to innovation, health-system capacity and the ability of citizens and professionals to benefit from new approaches.

The policy challenge is therefore no longer only to generate new evidence or develop new technologies. It is increasingly about translating innovation into equitable, sustainable and implementable prevention practice.

This requires stronger connections between European and national policy, healthcare professionals, researchers, patients and citizens, technology developers, civil society and health-system decision-makers. It also requires attention to the different capacities and realities of European health systems, particularly in countries and regions that may have fewer resources to engage with rapidly evolving policy and technological developments.

Europe's Beating Cancer Plan places prevention, early detection, health literacy, quality of life and reducing inequalities at the centre of the European cancer agenda. The EU Cancer Mission complements this approach

by connecting research and innovation with public health policy, including through prevention and early detection, quality of life, citizen engagement, accessibility and personalised medicine.

The European cardiovascular policy agenda has also developed significantly. The Safe Hearts Plan, presented by the European Commission in December 2025, establishes an EU-level approach to cardiovascular disease and includes personalised and digitally enabled prevention, health checks, personalised monitoring, AI and digital innovation, and action on health inequalities.

The European Health Data Space is establishing a common framework for the use and exchange of electronic health data, including for research, innovation and policymaking. Its implementation will take place progressively over several years, creating both opportunities and implementation challenges for health systems, professionals, researchers, patients and innovators.

The same is true for artificial intelligence. The EU AI Act, adopted in 2024 and entering into force on 1 August 2024, establishes a risk-based regulatory framework for artificial intelligence. Its provisions are being phased in progressively, with AI literacy requirements applying from February 2025 and the broader enforcement framework becoming operational from August 2026.

Healthcare organisations and professionals will therefore increasingly need to understand not only the potential of AI but also the responsibilities, safeguards and implementation implications associated with its use.

These developments create a clear need for policy translation and implementation capacity.

LIFEWISE can contribute to this space by connecting European policy developments with the perspectives and practical realities of stakeholders across South-East Europe. Its role is not to duplicate existing EU initiatives, regulatory processes or research programmes, but to create a complementary space for policy literacy, cross-sector dialogue, implementation learning and practical policy recommendations.

The LIFEWISE 2027 Action Plan therefore focuses on four areas where emerging European policy requires stronger understanding, dialogue and implementation at national and professional level.

3 Policy priorities for 2027

Priority 1

Cancer policy literacy for healthcare professionals

Policy context and rationale

European health and cancer policy is shaped by an increasingly complex policy and legislative environment. Healthcare professionals are affected by European legislation, strategies, recommendations, initiatives and funding programmes, but may have limited opportunities to understand how these policies are developed, how different EU institutions and stakeholders contribute to the process, and how they can engage with it.

For healthcare professionals working in cancer, understanding this policy environment is particularly important. European initiatives such as Europe's Beating Cancer Plan, the EU Cancer Mission and other EU-level actions increasingly influence priorities around cancer prevention, early detection, screening, health inequalities, personalised medicine, research and innovation. However, knowing that these policies and initiatives exist is only one part of effective engagement.

There is a need to strengthen policy literacy among healthcare professionals: the knowledge and practical skills needed to understand the EU policy and legislative process, follow relevant developments, contribute to policy discussions and consultations, and engage effectively with policymakers and other stakeholders.

This includes understanding how EU legislation and policy are developed and adopted, which institutions and actors are involved, where and when stakeholders can contribute, and what tools and opportunities are available for engagement. Building these skills can help healthcare professionals move from being recipients of policy to more active contributors to the development and implementation of policies that affect cancer care and prevention.

LIFEWISE added value

LIFEWISE can provide a practical, healthcare professional-oriented platform for developing these skills, using cancer policy as a concrete entry point. By connecting policy knowledge with real opportunities for engagement, the platform can help healthcare professionals better understand the European policy landscape and strengthen their capacity to contribute to policy development.

2027 objective

To strengthen the policy literacy and policy engagement skills of healthcare professionals, enabling them to understand the EU policy and legislative process, navigate relevant cancer policies and initiatives, engage with policymakers and use available mechanisms to contribute to policy development and implementation.

2027 activities

1 Develop a Cancer Policy Literacy Module for Healthcare Professionals

The module will provide healthcare professionals with a practical understanding of how EU legislation and policy are developed, adopted and implemented, using cancer policy as a concrete case study. It will cover the roles of EU institutions and other actors, key cancer policies and initiatives such as Europe's Beating Cancer Plan and the EU Cancer Mission, and the main opportunities for healthcare professionals to contribute to policy development and implementation. The module will also introduce practical tools and approaches for engaging with policymakers, consultations, policy discussions and other relevant processes.

2 Pilot the module with healthcare professionals and refine it based on practical experience

The module will be piloted with healthcare professionals to assess its relevance, clarity and practical value. Feedback from participants, complemented where appropriate by input from policymakers and other stakeholders involved in health policy, will be used to refine the content and identify opportunities for further capacity-building.

Expected outputs

- LIFEWISE Cancer Policy Literacy Module for Healthcare Professionals
- Pilot delivery and feedback report
- Recommendations for further policy literacy and engagement activities for healthcare professionals

Equity and cross-sectoral dimension

The activity will take into account differences in access to policy information, professional training opportunities, language, institutional capacity and opportunities for engagement across European countries, with particular attention to South-East Europe. Input from policymakers and other relevant stakeholders will help ensure that the module reflects both the policy process and the practical opportunities available for healthcare professionals to engage in it.

Priority 2

Personalised prevention for better quality of life and comorbidity management in cancer and cardiovascular disease

Policy context and rationale

Cancer and cardiovascular disease are often addressed through separate policy and healthcare pathways, despite substantial overlap in risk factors, population groups and long-term health needs. People living with cancer may also experience cardiovascular disease and other chronic conditions, while many determinants of cancer and cardiovascular health are shared. This creates a need for prevention approaches that look beyond individual diseases and take account of people's overall health, risks and existing conditions.

European cancer policy recognises quality of life as an important part of the cancer pathway. The EU Cancer Mission includes improving quality of life among its objectives, while Europe's Beating Cancer Plan includes action on survivorship and quality of life.

At the same time, cardiovascular health has become a stronger EU policy priority. The Safe Hearts Plan, launched in December 2025, addresses prevention, early detection, treatment and rehabilitation and includes personalised and digitally enabled prevention, personalised monitoring, AI and digital innovation, and action on health inequalities.

Together, these developments point towards a more personalised and integrated approach to prevention, with greater attention to the individual's overall health rather than to single diseases in isolation. For people living with or at risk of cancer and cardiovascular disease, this means considering how prevention can contribute not only to reducing disease risk, but also to maintaining quality of life and addressing the risk and impact of comorbidities.

LIFEWISE added value

LIFEWISE can create a cross-disease policy space connecting the cancer and cardiovascular communities and exploring how personalised prevention can support better health and quality of life across conditions. Its multi-stakeholder structure provides an opportunity to bring together patients, healthcare professionals, researchers, policymakers and other stakeholders to consider the policy implications of prevention approaches that take account of individual risk, existing conditions and different health needs.

This perspective is particularly relevant as prevention becomes increasingly personalised. Rather than focusing on preventing one disease at a time, personalised prevention can support a more holistic approach to health across the life course, including the prevention and management of comorbidities and the preservation of quality of life.

2027 objective

To strengthen policy dialogue on personalised and person-centred prevention that can improve quality of life and address comorbidities across cancer and cardiovascular disease.

2027 activities

1 Develop a policy brief on personalised prevention, quality of life and comorbidities in cancer and cardiovascular disease

The brief will examine shared prevention opportunities, comorbidity and multimorbidity, quality of life across the life course, personalised approaches to prevention, and the policy and health-system implications of addressing multiple health risks and conditions. It will identify key policy gaps and opportunities and formulate practical recommendations for policymakers and health systems.

2 Organise a multi-stakeholder workshop on personalised prevention and comorbidities

LIFEWISE will convene healthcare professionals, patients, researchers, policymakers and other relevant stakeholders from the cancer and cardiovascular communities to discuss the challenges and opportunities identified in the policy brief. The workshop will provide a space to exchange experiences, test the emerging recommendations and identify practical opportunities for strengthening personalised and person-centred prevention.

Expected outputs

- LIFEWISE policy brief with policy recommendations
- Multi-stakeholder workshop
- Workshop outcomes informing the final recommendations and future LIFEWISE policy engagement

Equity and cross-sectoral dimension

The work will consider socioeconomic, geographic and health-system inequalities and the specific challenges faced by people living with multiple chronic conditions.

Priority 3

Predictive and participatory genomics for cancer and cardiovascular prevention

Policy context and rationale

Genomics creates opportunities to strengthen personalised prevention by contributing to the identification and interpretation of disease risk. Translating these opportunities into practice requires clear connections between genomic information, informed decisions and access to appropriate preventive services.

For this priority, predictive genomics concerns the contribution of genomic information to risk assessment and prevention decisions, alongside clinical, family-history, lifestyle and environmental factors. Participatory genomics concerns the involvement of patients and citizens in shaping priorities, governance and implementation, as well as their ability to make informed choices about testing, receiving results and the use of their data.

These developments raise policy questions about clinical utility, risk communication, genetic counselling, data governance, financing and health-system capacity. Different applications, including inherited predispositions and polygenic risk scores, require consideration of their respective evidence, limitations and implementation needs.

The European Health Data Space and European genomic-data initiatives provide an evolving policy context for this work. Their progressive implementation creates an opportunity to consider how genome-based prevention can become accessible, trustworthy and responsive to the needs of different populations and health systems.

LIFEWISE added value

LIFEWISE can connect scientific and policy developments with the experiences of patients, citizens, healthcare professionals and decision-makers across South-East Europe. Its contribution will focus on how genomic risk information can be translated into understandable, actionable information and integrated into appropriate prevention strategies and pathways.

The platform will also enable patients and citizens to contribute directly to policy recommendations, while bringing regional implementation needs and health-system perspectives into European discussions.

2027 objective

To identify practical policy conditions for the responsible and equitable use of genomic information in personalised prevention, with particular attention to informed citizen participation, access to appropriate preventive services and health-system readiness across South-East Europe.

2027 activities

1 Develop a policy paper on translating genomic risk into participatory and equitable prevention

The paper will examine how genomic risk information can be translated into prevention approaches relevant to cancer and cardiovascular disease. It will consider the pathway from risk identification to communication, informed decision-making, referral and access to preventive services, identifying the responsibilities and capacities required at each stage.

A focused mapping exercise, drawing on available policy documents and targeted input from stakeholders in selected South-East European countries, will assess access to genome-based services and genetic counselling, workforce capacity, financing, data governance and integration into existing prevention pathways. Its scope and limitations will be clearly described.

Patient and citizen consultations will inform the paper from an early stage. These discussions will explore information needs, expectations about the use of genomic data, barriers to participation and priorities for equitable access. The paper will reflect this input and make clear how the perspectives gathered through the consultations have informed its recommendations.

The resulting recommendations will distinguish between priorities for near-term policy action and areas requiring further evidence or capacity development.

2 Organise a multi-stakeholder workshop on genomics and personalised prevention

LIFEWISE will convene patients and citizens, healthcare professionals, researchers, policymakers and other relevant stakeholders to discuss the paper's findings and refine its recommendations.

The workshop will use practical scenarios from cancer and cardiovascular prevention to examine what should happen after genomic risk is identified, how uncertainty should be communicated and what support individuals and professionals need to make informed decisions.

Participants will identify shared implementation priorities, consider responsibilities for follow-up and discuss opportunities for national and European policy engagement. Their input will also inform a short accompanying toolkit in document format on genomic risk communication and informed participation.

Expected outputs

- LIFEWISE policy paper with practical recommendations and an overview of implementation needs in selected South-East European contexts
- Patient and citizen consultation findings reflected in the final recommendations
- Multi-stakeholder workshop and a prioritised set of actions to inform subsequent LIFEWISE policy engagement
- A short accompanying toolkit in document format on genomic risk communication and informed participation

Equity and cross-sectoral dimension

The work will consider inequalities across the prevention pathway, including access to information, testing, interpretation, counselling and subsequent preventive services. It will address differences in health literacy,

language, geography, socioeconomic circumstances and health-system capacity, alongside the representation of different populations in genome-based evidence.

Participation will seek to include people with different experiences of healthcare and access to services. Recommendations will reflect collaboration across patient and citizen organisations, healthcare, research, civil society and policymaking, with particular attention to the realities of South-East European countries.

Priority 4

AI Act literacy for implementing personalised prevention

Policy context and rationale

Artificial intelligence is increasingly becoming part of healthcare and prevention, including risk prediction, screening, clinical decision support, personalised prevention and the analysis of health data.

The EU AI Act — Regulation (EU) 2024/1689 — entered into force on 1 August 2024 and establishes a risk-based framework for artificial intelligence. Several of its provisions are particularly relevant to healthcare, including requirements for high-risk AI systems, human oversight, transparency, data quality and AI literacy.

The AI Act will be implemented over time, rather than all at once. Article 4 on AI literacy has applied since February 2025, requiring providers and deployers of AI systems to take measures to ensure an adequate level of AI literacy among staff and other persons dealing with AI. Supervision and enforcement of these provisions began in August 2026, while additional obligations for high-risk AI systems continue to be phased in over time.

This creates an important practical policy challenge. Healthcare organisations and professionals need to translate broad regulatory requirements into practical organisational procedures, professional training and everyday workflows.

The implementation challenge is compounded by the interaction of AI regulation with other health and technology frameworks, different levels of digital and AI literacy, the need for meaningful human oversight, patient trust and communication, and differences in health-system capacity.

LIFEWISE added value

LIFEWISE can support the implementation of the AI Act by serving as a health- and prevention-focused platform for translating policy into practice. It can help stakeholders understand what AI regulation means for personalised prevention and identify emerging needs in terms of capacity, literacy and policy support. Its cross-sectoral structure is particularly valuable, as responsible AI implementation requires collaboration among policymakers, healthcare professionals, patients, researchers, technology developers and civil society.

2027 objective

To strengthen AI Act literacy for personalised prevention by translating emerging regulatory requirements into practical knowledge, guidance and capacity-building for stakeholders across the health and prevention ecosystem.

2027 activities

1 Develop an AI Act Literacy Resource for Personalised Prevention

The resource will focus on practical implications of the AI Act for cancer and cardiovascular prevention, including AI literacy, risk-based approaches, human oversight, responsible use, healthcare professional responsibilities, patient and citizen perspectives, interaction with health data and other regulatory frameworks, and implementation considerations for health organisations.

2 Convene a multi-stakeholder workshop on AI Act implementation in personalised prevention

LIFEWISE will bring together healthcare professionals, patients, researchers, policymakers and other relevant stakeholders to discuss the practical challenges of implementing the AI Act in prevention. The workshop will use the AI Act Literacy Resource as a basis for discussion and help identify key capacity and training needs, health-system readiness gaps, and priorities for responsible and equitable AI adoption. The discussion will inform a set of practical policy and implementation recommendations.

Expected outputs

- LIFEWISE AI Act Literacy Resource for Personalised Prevention
- Multi-stakeholder implementation workshop
- Policy and implementation recommendations on AI Act literacy and personalised prevention

Equity and cross-sectoral dimension

The activity will examine differences in digital and AI literacy, infrastructure and organisational capacity and consider how implementation can avoid widening inequalities in access to AI-enabled prevention.

4 Principles across all priorities

4.1 Equity and reducing inequalities

LIFEWISE will consider inequalities across all activities, including differences in health outcomes, access to prevention, professional capacity, digital infrastructure, innovation and participation. The objective is not simply to promote innovation but to consider who can benefit from innovation, under what conditions and with what support.

4.2 Accessibility

LIFEWISE outputs will aim to make complex policy developments accessible to non-specialist stakeholders and relevant to different professional and national contexts. This includes consideration of language, health literacy, digital literacy and different levels of institutional capacity.

4.3 Collaboration across sectors

The four priorities require perspectives that cannot be provided by one sector alone. LIFEWISE will therefore bring together patients and citizens, healthcare professionals, researchers and academics, policymakers, civil society, technology and innovation stakeholders, and other relevant organisations.

4.4 Regional perspectives

LIFEWISE will use its regional focus as an asset in European policy discussions. The platform will seek to identify implementation realities, policy priorities and capacity needs from South-East European countries and bring these perspectives into wider European conversations.

4.5 Translating evidence into policy

LIFEWISE will focus on the space between evidence generation and policy implementation. Outputs will therefore prioritise practical policy resources, stakeholder dialogue, implementation considerations and recommendations rather than academic research outputs alone.

5 LIFEWISE Policy Taskforce

To provide strategic coherence across the Action Plan, LIFEWISE will establish a Policy Taskforce among its members.

The Taskforce will lead and support implementation of the four 2027 priorities and ensure that activities remain connected to the wider European prevention policy agenda.

Role of the Policy Taskforce

- Provide strategic guidance on LIFEWISE policy priorities.
- Coordinate implementation of the 2027 Action Plan.
- Bring together cross-sector expertise.
- Identify relevant policy and evidence developments.
- Identify emerging implementation challenges and opportunities.
- Support the development and validation of policy outputs.
- Facilitate dialogue with policymakers and other stakeholders.
- Ensure that patient, citizen, professional, research, civil society and other relevant perspectives are reflected.
- Contribute to the review of 2027 activities and development of future priorities.

The Taskforce will operate as a cross-sectoral advisory and implementation mechanism, ensuring that LIFEWISE activities are informed by diverse expertise and grounded in practical policy realities.

6 Communication visibility and policy engagement

LIFEWISE will use communication and policy engagement as integral components of implementation rather than as separate dissemination activities. The objective will be to ensure that LIFEWISE evidence, discussions and recommendations reach relevant European and national stakeholders and contribute to ongoing prevention policy discussions.

Policy communication

LIFEWISE will maintain an accessible digital presence, communicate regularly on activities and outputs, disseminate policy briefs and practical resources, and use targeted communication to policymakers and professional audiences.

Policy engagement

LIFEWISE will participate in relevant European and national policy events, stakeholder consultations and policy dialogues and engage with European and national health policy networks.

Knowledge exchange

LIFEWISE will seek opportunities to connect its work with existing European initiatives and communities, avoiding duplication and maximising complementarity.

7 Sustainability and development of the LIFEWISE community

The first year of implementation will also focus on establishing LIFEWISE as a sustainable multi-stakeholder platform beyond individual projects or activities.

7.1 Expand and diversify the LIFEWISE community

LIFEWISE will seek to strengthen participation from South-East European countries, patient and citizen organisations, healthcare professionals, researchers and academia, civil society, policymakers and other relevant stakeholders. Particular attention will be given to ensuring that the platform remains genuinely multi-stakeholder and that different perspectives are reflected in its policy work.

7.2 Build the basis for future policy action

The experience generated through the four 2027 priorities will be reviewed at the end of the year to identify emerging policy priorities, implementation gaps, opportunities for further stakeholder collaboration, areas requiring additional evidence or dialogue, and opportunities for European and national policy engagement. These findings will inform the development of the LIFEWISE 2028 Action Plan.

8 Expected contribution of LIFEWISE in 2027

Through the implementation of this Action Plan, LIFEWISE will seek to establish a practical contribution to the European prevention policy agenda by:

- Strengthening policy literacy among healthcare professionals.
- Connecting cancer and cardiovascular prevention perspectives around quality of life and comorbidities.
- Exploring the policy and societal implications of predictive and participatory genomics for cancer and cardiovascular prevention.
- Supporting practical understanding of the AI Act and responsible AI implementation in personalised prevention.
- Strengthening cross-sectoral collaboration between patients, professionals, researchers, policymakers and other stakeholders.
- Bringing South-East European perspectives into wider European prevention discussions.
- Producing practical policy resources and recommendations.
- Identifying implementation challenges and capacity needs.
- Building a sustainable community capable of contributing to future prevention policy development.

The four priorities are connected by a common objective: to help translate European innovation and policy ambition into prevention approaches that are understandable, implementable and equitable.

9 From regional priorities to European policy action

The LIFEWISE 2027 Action Plan is intended as the first step in a longer-term process.

Its ambition is not to create another parallel policy structure, but to build a community capable of identifying emerging prevention challenges, connecting evidence and stakeholder experience, and translating these insights into meaningful policy dialogue.

The 2027 programme will focus on specific policy priorities while also helping to build the wider LIFEWISE platform.

By bringing together stakeholders from South-East Europe and connecting them with wider European discussions, LIFEWISE can help ensure that emerging approaches to personalised and lifelong prevention are considered not only from the perspective of innovation, but also from the perspective of implementation, equity, accessibility and real-world health-system capacity.

In this way, the LIFEWISE 2027 Action Plan – “From South-East European Priorities to European Policy Action” – provides a framework for turning regional experience and stakeholder expertise into practical contributions to the European prevention agenda.

Key European policy references

- European Commission. Europe’s Beating Cancer Plan.
- European Commission. EU Mission: Cancer – Implementation and policy framework.
- European Commission. Safe Hearts Plan / Cardiovascular Health policy framework.
- European Commission. European Health Data Space (EHDS) Regulation.
- European Union. Regulation (EU) 2024/1689 – Artificial Intelligence Act.
- European Commission. AI literacy under the EU AI Act.
- European Commission. EU4Health projects supporting Europe’s Beating Cancer Plan and health literacy.