

# MAX & EVE

Human experience.

**2020–2023 and beyond**

for Switzerland in Bern



VISION

**MAX & EVE** aims to improve  
people's health competence through  
self-experience.

[www.maxeve.ch](http://www.maxeve.ch)

## MAX & EVE in profile

Start of the first preliminary projects	<b>2020</b>
World of experience	<b>April to October 2023</b>
Expected number of visitors	<b>1 million</b>
Exhibition area in Bern	<b>70'000 m<sup>2</sup></b>
Infrastructure, bicycle and car parking	<b>60'000 m<sup>2</sup></b>
Participating national health organizations	<b>over 30</b>
Scientific premium partner	<b>University of Bern</b>
Venue	<b>Bern</b>
Investment costs in CHF	<b>60,6 million</b>
Size of the three main tents	<b>three times 100 × 60 × 35 m</b>
Supporting organization	<b>Health Literacy Association</b>

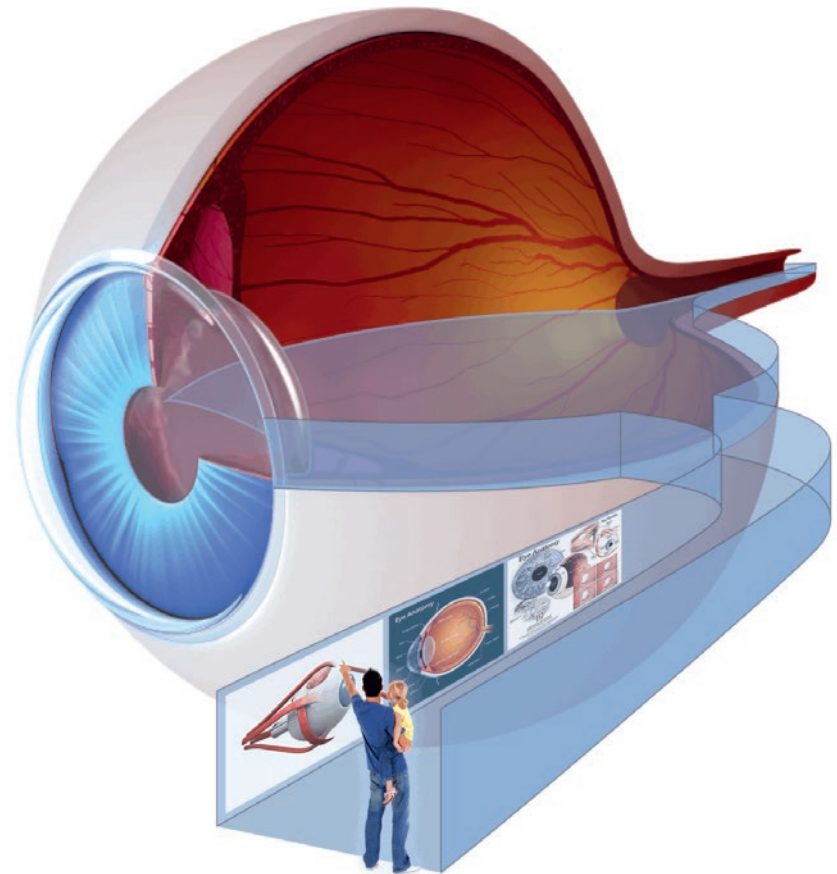
WHY

## Why does Switzerland need more health literacy?

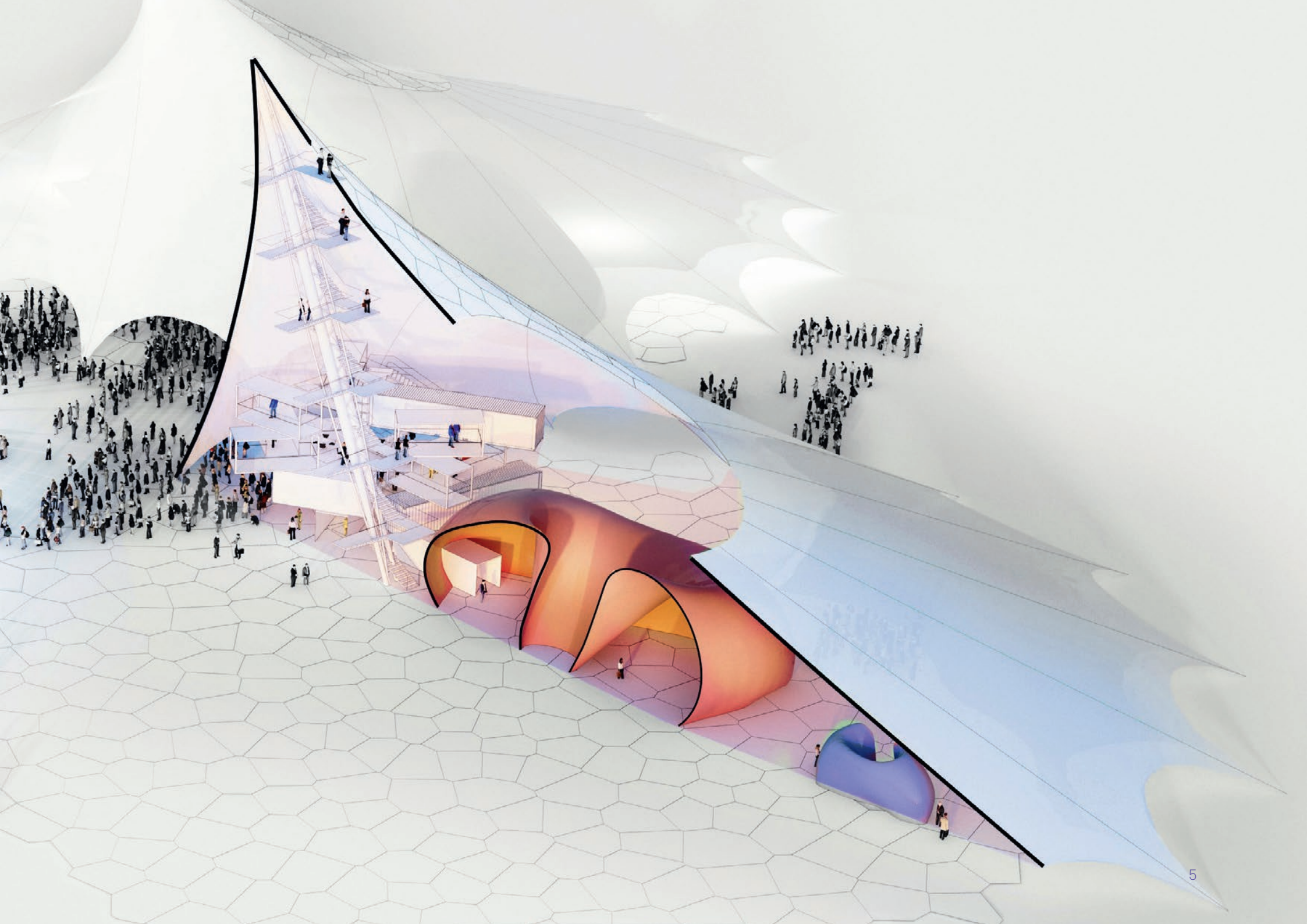
Health is our most important asset and we must take responsibility for maintaining it. We usually only do this when we fall ill. «Health» is one of the megatopics of our time, which is also reflected in the increasing number of media reports, TV shows, new trends, apps, seminars, etc.

People with higher health literacy suffer less and recover faster if they are ill. They are in better health and help to reduce today's steadily increasing health costs. This is confirmed by studies and the federal expert report.

European surveys show: The Swiss population has poorer health literacy than the average European. It even lags behind countries such as Poland or Greece. We want to change this with MAX & EVE.







## Goals

**Strengthening health literacy:** As early as 2020, we will start various sustainable and long-term projects to strengthen health literacy in schools & everyday life throughout Switzerland.

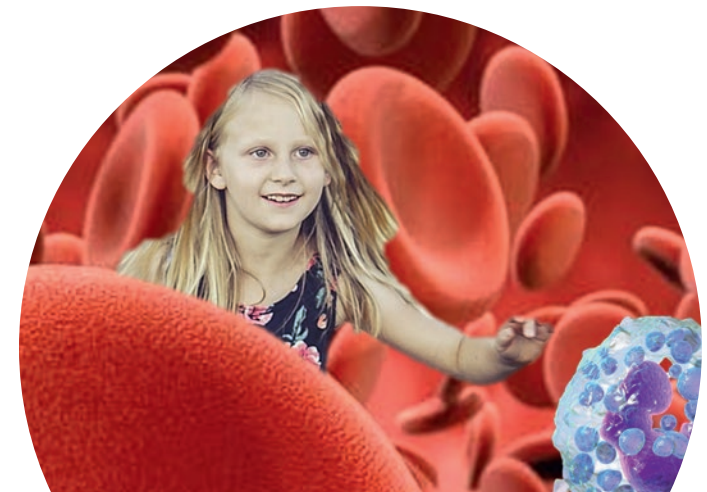
- **To motivate people to take personal responsibility:** Personal responsibility is the key to well-functioning health care. With various projects we want to encourage people to become more responsible for their own health.
- **World of experience:** The projects culminate in 2023 in a major national world of experience on the theme of people. Playfully experiencing, making new discoveries, being right in the middle of the action as an effective means of promoting self-competence.
- **For everyone:** People with disadvantages due to their social status, education, income, etc. are increasingly lacking in health literacy and are ill more often and for longer periods. We also want to support them in their self-competence.

## An innovative “hands-on” project

Through various projects MAX & EVE want to enable people of all ages to experience how their own body's processes work and how they are affected by social & environmental influences. In 2023 the projects will culminate in a national world of experience.

We take innovative new paths, bring visitors right into the middle of the action and choose a user-centered approach in the design of the exhibits. Research, everyday life and the inclusion of the environment are presented in equal measure.

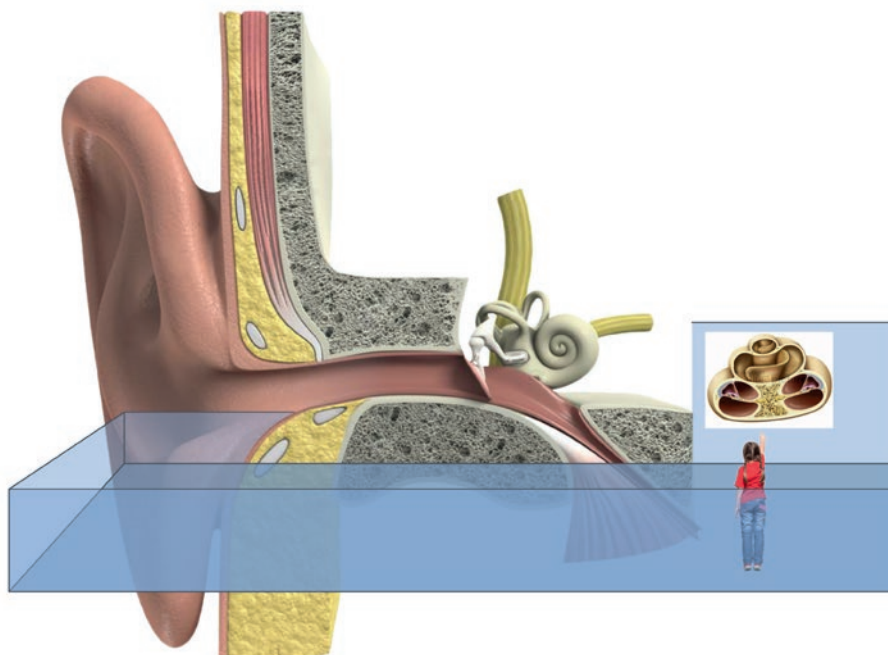
The topics are geared to different categories of knowledge and age. Playing, touching, hearing, smelling, seeing, trying out, reading, so that young and old, intellectuals and those eager for experience benefit equally.



## MAX & EVE for schools

Special programs and experiments are being set up for schools, which can be used in the adventure park as well as in schools. Barrier-free infrastructure for the disabled is as much a part of the concept as is the provision of recreation and relaxation zones during the eventful day. Through various projects MAX & EVE will enable people of all ages to experience how their own bodies work and how they are affected by social and environmental influences.

MAX & EVE provides space for projects and solutions with model character, which have a lasting effect on the development of our society. Successful projects will be continued after 2023.





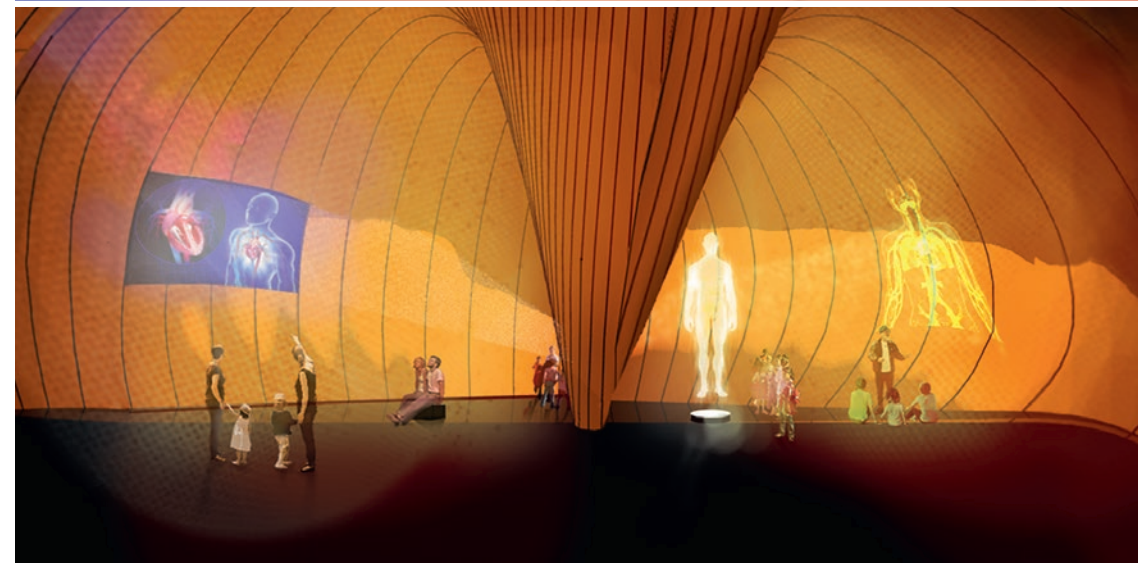
## OBJECTIVES

### For the whole of Switzerland

The projects and the exhibition will be conducted in four languages (DE, FR, IT, EN) and are aimed at all sections of our population. We place a special focus on children (including schools), families, people with social, mental or physical disabilities and the “silver agers”.

### The name: MAX & EVE

MAX & EVE stands for YOU & ME, for everyone. Health and medicine concerns us all. Doctors, nurses or even you yourself can be a coach when advice or help is needed. MAX & EVE are short names that work independently of language, and they stand for all of us.





## Integrated, innovative project over 4 years

The MAX & EVE World of experience is a national event with the aim of launching various long-term projects to strengthen health literacy. These include projects for schools, families, communities, companies, “silver agers” or for people with disabilities.

Some long-term projects will start as early as 2020, long before the exhibition. All projects are working towards preparing for the mobilizing experience of 2023. Successful projects will continue after the end of the exhibition.

	2020	2021	2022	2023	2024
World of experience				■	
Projects with schools			■	■	■
Mental health		■	■	■	■
Witch Kitchen		■	■	■	■
Knowledge platform	■	■	■	■	■



## Examples of long-term projects

### Knowledge platform

As a platform for knowledge the internet is flooded with information of differing levels of quality. Whether it is good or bad is not discernible. In addition, the paid information appears first and has sales-driven views. Without high-quality, comprehensible and transparent information on medicine and health people cannot develop good health literacy.

With MAX & EVE knowledge we and our partners will provide a high-quality platform on health topics. See [www.maxeve.ch/wissen](http://www.maxeve.ch/wissen).

### Magic Food

Many original home remedies have been lost over the years. These however are a valuable and cheaper alternative for common ailments than expensive medicine.

We would like to make this knowledge available to all people with a free app. Which foods will relieve my cough? What should I cook during the flu season to activate my family's immune system? Which food combinations help me lose weight? A Magic Food guide with (where possible) scientific expertise and without ideological or financial interests. This is the Magic Food project.



## Patronage Committee

**Tatjana Binggeli**, Dr. sc. med., President of the Swiss Federation of the Deaf SGB-FSS

**Thomas Binggeli**, CEO Thömus AG and various board memberships

**Urs Brügger**, Prof. Dr., Director of the Department of Health at the Bern University of Applied Sciences

**Daniel Buser**, Prof. Dr. med. dent., Chairman of the Board of Directors of Kursaal Bern, Chairman of the Board of Directors of Sitem Insel AG

**Thomas Gasser**, Prof. Dr. med., Head of the Urological University Clinic of Basel

**Alec von Graffenried**, Mayor of Bern

**Uwe E. Jocham**, Dr. med. h.c., President of the Board of Directors of Insel Gruppe AG

**Jürgen Holm**, Prof. Dr., Head of the Medical Informatics Department, Bern University of Applied Sciences

**Monika Jänicke**, Country Pharma Organization (CPO) Head, Novartis Pharma Schweiz AG

**Kevin Kunz**, CEO Kongress + Kursaal Bern AG

**Christa Markwalder**, National Councillor (BE), FDP Switzerland

**Gerhard Pfister**, Dr., National Councillor (ZG), President of CVP Switzerland

**Nadja Pieren**, National Councillor (BE), SVP Switzerland

**Regula Rytz**, National Councillor, President Green Switzerland

**Christian Schär**, Dr., President of the Zurich Hospitals Association and Chairman of the Board of Directors of Spital Bülach AG

**Réné Schmid**, Director of Bernmobil

**Hans-Uwe Simon**, Prof. Dr. med, Dean of the Medical Faculty and Director of the Institute of Pharmacology, University of Berne

**Eduardo Stadelmann**, Dipl. Ing. ETH, MBA IMD, General Manager Zimmer Biomet AG

**Hans Stöckli**, Member of the Council of States for the Canton of Berne and involved in various organisations

**Thomas Straubhaar**, President of ANQ (Association National de Qualité)

**Flavia Wasserfallen**, Member of the National Council for the Canton of Berne

**Christian Westerhoff**, Dr. med, Chief Clinical Officer, Hirslanden Private Hospital Group

**Hannes Zaugg-Graf**, President of the Canton of Berne

**Christoph Zimmerli**, Dr., Partner Kellerhals Carrard, Member of the Cantonal Council

**Barbara Züst**, former Managing Director of the Swiss Foundation SPO Patient Protection

**Ursula Zybach**, Food Engineer ETH, Member of the Cantonal Council, President of Spitex Association Canton of Berne



## Supporting organizations

Supporting organizations

Agile.ch

Berne Universities of Applied Sciences

Bernmobil

Professional Association of General  
Practitioners and Paediatricians

Creaholic AG

Cocherane Switzerland

Curaviva

Diabetes Switzerland

FMCH

Health Promotion Switzerland

Inclusion Handicap

Insel Gruppe

Kursaal Bern

Pro Mente Sana

Procap

QualiCCare

Swiss Society of Pneumology

Swiss Patient Centres

Swiss Foundation SPO Patient Protection

Swiss Federation of the Blind

Swiss Federation of the Deaf

Science et Cité

Sitem Insel AG

Spitex Association of the Canton of Bern Foundation

Swiss Bike Park Swiss Medtech

Swiss Orthopaedics

University of Bern

Xsunds Grauholz





## INVESTMENTS

### Total project costs until the end of 2023

Position	2020	2021	2022	2023	Total
Planning	0	241'000	100'000	30'000	371'000
Exhibits	0	5'750'000	9'850'000	2'120'000	17'720'000
Exhibition infrastructure	0	600'000	5'210'000	2'890'000	8'700'000
Cost of goods for restaurant and kiosk	0	0	0	4'608'000	4'608'000
Personnel	167'000	1'905'000	5'159'000	9'526'000	16'757'000
Space requirements back office	18'000	34'000	34'000	164'000	250'000
Maintenance, consumables and repairs	6	169'000	350'000	2'007'000	2'532'000
Dismantling, transport and assembly costs	0	0	0	3'400'000	3'400'000
Insurance, duties, fees, permits	0	60'000	90'000	690'000	840'000
Energy and waste	0	10'000	43'000	708'000	761'000
Management	6	38'000	72'000	442'000	558'000
Marketing and communication	0	130'000	250'000	2'380'000	2'890'000
Royalties and licenses	0	0	0	280'000	280'000
Unforeseen events	0	0	0	700'000	700'000
<b>Total investments</b>	<b>197'000</b>	<b>8'937'000</b>	<b>19'158'000</b>	<b>29'945'000</b>	<b>60'487'000</b>

*Payment details in CHF*



## Planned financing until the end of 2023

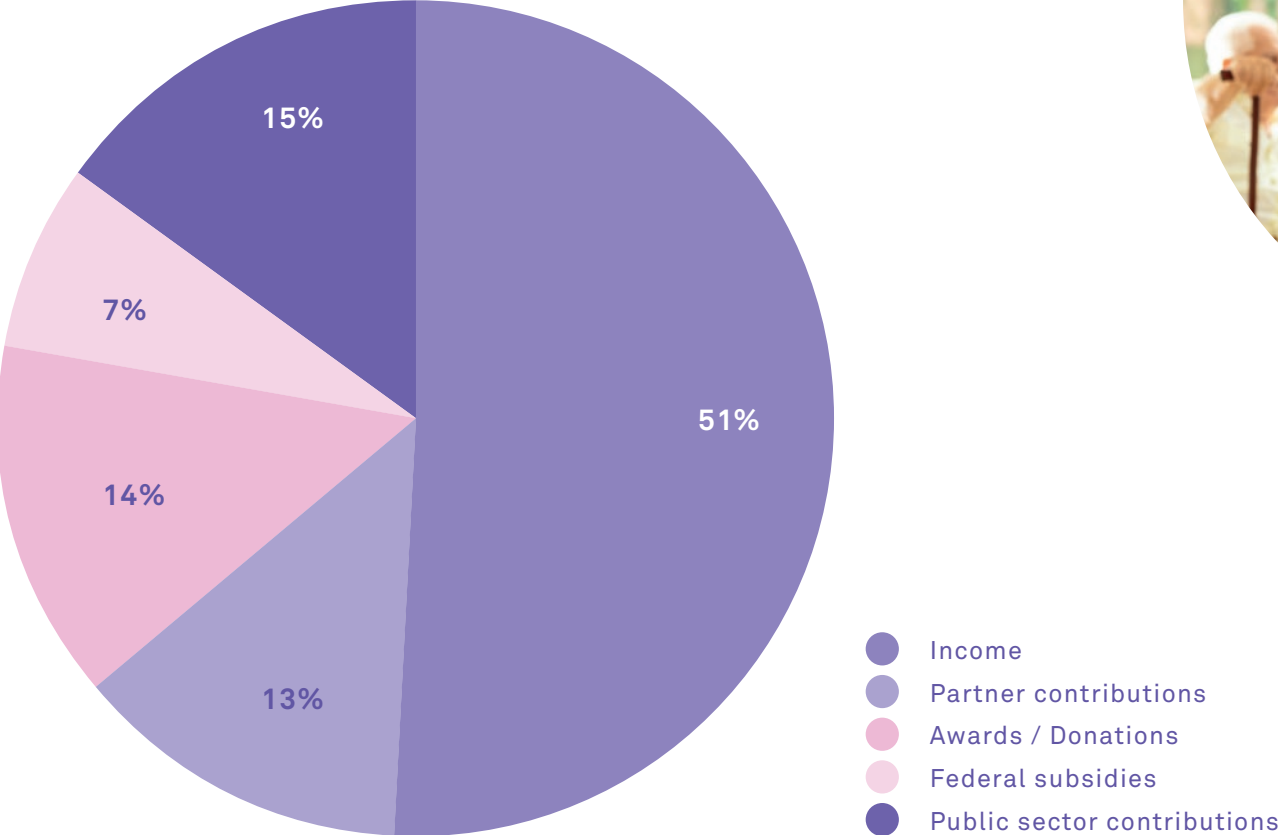
Position	2020	2021	2022	2023	Total
Income	0	0	600'000	30'333'000	<b>30'933'000</b>
Partner contributions	0	2'000'000	4'600'000	1'400'000	<b>8'000'000</b>
Awards/Donations	210'000	3'000'000	5'450'000		<b>8'660'000</b>
Federal subsidies	0	1'000'000	3'000'000		<b>4'000'000</b>
Public sector contributions	0	3'000'000	6'000'000		<b>9'000'000</b>
<b>Total</b>	<b>210'000</b>	<b>9'000'000</b>	<b>19'550'000</b>	<b>31'733'000</b>	<b>60'593'000</b>

*Payment details in CHF*

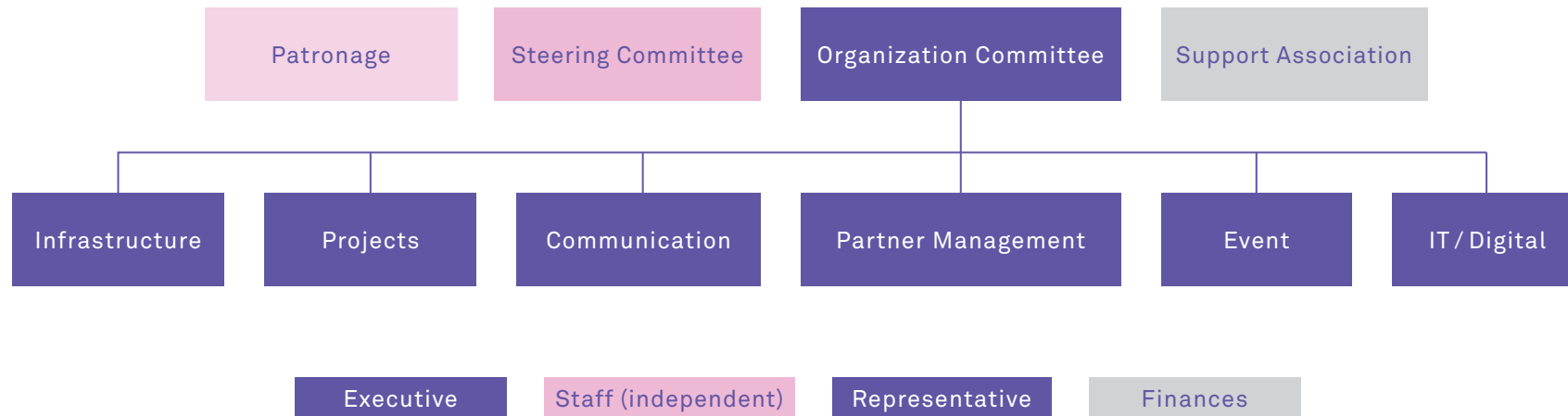


INVESTMENTS

Share of financing in percent



## The organization of MAX & EVE





TAKE PART



PD Dr. med. Urs J. Müller  
Initiator and overall management MAX & EVE

**Become part of our vision** and help to improve the health literacy of children, adults, families, “silver agers” and people with disabilities.



**Contact**

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www.maxeve.ch

## Testimonials



“Health Promotion Switzerland is committed to a healthier Switzerland. This also includes promoting the health competence of the population. MAX & EVE can make a valuable contribution to this. That is why we are committed to this project.”

Prof. Dr. Thomas Mattig, Director Health Promotion Switzerland

“Health is our most important asset. The island group as the largest health service provider in the country supports MAX & EVE, because we regard it as central that individual health literacy is promoted.”

Dr. med. h.c. Uwe E. Jocham, President of the Board of Directors of Insel Gruppe AG



“MAX & EVE pursues an important goal: to promote the health competence of the population. The University of Berne or the medical faculty is motivated to take responsibility for the content”.

Prof. Dr. med. Daniel Candinas, Vice-Rector University of Bern, Clinical Director of Visceral Surgery Inselspital, © University of Bern, picture Ramon Lehmann

