

## Endorsement of the FITSILVER Project

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**“FITSILVER lays the groundwork for next-generation metabolic monitoring solutions that support healthier aging and improved population health.”**

Alongside rapid global population growth, we have witnessed remarkable technological progress and growing scientific knowledge that have allowed us to tackle numerous diseases and improve both public health and the welfare of nations. Yet, despite these advancements — and in part because of them — ensuring sufficient staffing and sustainable funding for healthcare systems remains a major global challenge.

We are experiencing this firsthand in Iceland and are actively working to address it. Life expectancy in Iceland has increased substantially, now reaching approximately **81 years for men** and **84 years for women** and is projected to rise further in the coming years. At the same time, the **age pyramid is shifting rapidly**, even though we are still considered a relatively young nation. Currently, older adults (67+) represent about **14% of the Icelandic population**, while this figure is closer to **20% in other Western countries** (Eurostat, 2023). The familiar warning that there are “*fewer working hands behind each older citizen*” has never been more relevant.

As the need for healthcare and long-term care inevitably increases, it is essential to act now. **FITSILVER represents a highly inspiring and promising solution** in this regard — a valuable response to the challenges facing not only Iceland but countries around the world.

What sets FITSILVER apart from other initiatives is its ability to offer **accurate energy expenditure tracking** and **indirect assessments of metabolic health** using biometric data. This enables early detection and long-term prevention strategies that support individuals in maintaining better health and independence as they age.

From a policy perspective, this project strongly supports **key national strategies**:

- The **Icelandic Health Policy to 2030**  
[Read policy](#)
- The **Public Health Action Plan (2023–2027)**, which is reviewed annually  
[View plan](#)

- The government's “**Good to Grow Old**” initiative, launched in 2022  
[Learn more](#)

FITSILVER not only strengthens alignment with these national health goals — particularly those related to **healthy aging**, **digital health innovation**, and **preventative care** — but also plays a crucial role in promoting **health literacy** and **personal responsibility** for well-being.

By empowering individuals to better understand their health data, FITSILVER helps combat lifestyle-related diseases such as **cardiovascular disease**, **diabetes**, and **cancer**, and addresses their underlying risk factors (European Commission, 2021). Through such innovation, people are given greater opportunities to **extend the number of healthy, high-quality years in their lives**.

It is therefore especially gratifying that the Technology Development Fund supports innovative solutions like FITSILVER in addressing future health challenges.

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Willum Þór Þórsson.