

BUILDING THE SLEEP HEALTH EUROPE COALITION

1 OUR VISION

The coalition is a neutral, cross-sectoral alliance and platform that unites leading voices across sleep science, healthcare, advocacy, and civil society. By bringing together this diverse ecosystem, the coalition elevates sleep health as a vital pillar of Europe's public health agenda, positioning it alongside nutrition and exercise, mental health and Non-Communicable Diseases.

Despite growing awareness, sleep remains underrepresented in EU policy, funding frameworks, and prevention strategies. Sleep disorders continue to be underdiagnosed, undertreated, and insufficiently integrated into prevention and chronic disease management programmes. This gap limits Europe's ability to fully address rising healthcare costs, mental health challenges, and workplace productivity losses linked to poor sleep. **The coalition addresses this gap by building a credible, evidence-based policy voice.**

www.sleephealtheurope.eu

2 COALITION FORMAT

The coalition will provide a coordinated, credible platform for advocacy and action through:

- A scientific and evidence-based narrative, emphasizing the societal, economic, and healthcare impact of sleep disorders;
- A diverse membership base of medical societies, NGOs, advocacy networks, researchers, and industry stakeholders;
- An agile, evolving structure that welcomes regular input, content co-creation, and continuous onboarding of like-minded organisations.

The Coalition serves as a topic-driven and neutral space for collaboration, content co-creation, and joint communication aimed at shaping policy, public opinion, and media narratives.

This model positions the coalition to grow organically over time and to respond flexibly to developments in the EU public health and digital health agenda.

3 FOUNDING PARTNERS



European Brain Council
(EBC)

braincouncil.eu



European Association for
the Study of Diabetes
(EASD)

esrs.eu



Resmed

resmed.co.uk

Additional organisations are being actively approached as part of the coalition's outreach phase.

The coalition held its kick-off meeting in **June 2025**, setting shared goals and outlining the work needed to establish the governance framework. Since then, partners have finalised the current **Message House, the policy opportunity areas, the core principles, and the full visual identity**. **The [website](http://www.sleephealtheurope.eu) and [LinkedIn channel](#) are live**, and the first phase of activity is underway with outreach to prospective partners. Meetings now follow a regular rhythm and will adapt to the needs of the growing coalition.

4 TIMELINE & BUDGET

ZN

Resmed has engaged **ZN Consulting** to support and coordinate coalition activities through March 2026, with a view to extend and attract additional industry co-funders.

The long-term ambition is to sustain the coalition at least until the end of the current EU mandate in 2029.

5 ROLES & RESPONSIBILITIES

ZN Consulting

Day-to-day management, coordination, communications and strategic oversight.

Coalition members:

Strategic oversight and scientific validation, ensuring content quality. This requires only periodic supervision (monthly/quarterly), without significant resource commitments.

6 INDICATIVE POLICY PRIORITIES (FOR DISCUSSION)

Please note that the purpose of the Advisory Board is to advise the coalition on the policy asks so below are some initial suggestions to be discussed (non-exhaustive):

A **Raise public awareness**

Integrate sleep education into public health campaigns in workplaces, schools and digital platforms, we can empower citizens to seek help early, before symptoms escalate.

B **Secure EU-level recognition and funding**

Position sleep on the EU health policy agenda and increase funding for sleep research and future projects.

C **Embed sleep in NCD and mental health strategies**

Promote early screening in primary care, improve diagnostic pathways, and expand access for under-detected conditions such as obstructive sleep apnea.

7 WHY PARTNER WITH THE COALITION?

By joining as an industry partner, your organisation will:

- ✓ Gain visibility and credibility as part of a pan-European alliance shaping the future of sleep health.
- ✓ Influence policy frameworks that will directly impact prevention, screening, and treatment pathways.
- ✓ Collaborate with leading experts and advocates to co-create impactful narratives and evidence relevant to sleep health.
- ✓ Lead joint efforts in tackling and raising the priority of one of Europe's most under-recognised health challenges.

