



SHIFT-HUB

D2.5

COMMUNITY MANAGEMENT PLATFORM

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Project SHIFT-HUB: Communication, dissemination and exploitation plan

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Abstract
<p>The current document presents a comprehensive overview of the SHIFT-HUB community platform, that has been created to manage the wide range of stakeholders revolving around the project and connecting them to the services offered, depending on their interests and levels of engagement.</p> <p>Through this document, the reader will acquire the essential information on:</p> <ul style="list-style-type: none"> • What is the community platform and how it is managed by the Consortium • How users can join the platform and how they can participate within the community • Which services are currently available and the upcoming activities • What is the development strategy <p>Detailed information on the management of the community platform is essential for a positive collaboration among the consortium partners, that will in turn be able to better convey SHIFT-HUB's service offer to the external stakeholders.</p>
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<p>Community, Stakeholders engagement, Dissemination, Exploitation, Sustainability, Communication strategy.</p>

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Abbreviations and Acronyms

Abbreviation, Acronym	Description
EDSA	European DIGITAL SME Alliance
GDPR	General Data Protection Regulation
FG	Focus Group
WP	Work package
D $X.Y$	Deliverable $X.Y$
T $X.Y$	Task $X.Y$
KPI	Key performance indicators

1 Executive summary

1.1 Introduction

The purpose of this document is to present a comprehensive overview of the SHIFT-HUB community platform, that has been created to promote the project's goals and values. Its main purpose is to manage the wide range of stakeholders and connecting them to the services offered by the project while providing a tailored space to receive information, exchange best practices and engage in meaningful discussion.

It serves as Deliverable 2.5 - *SHIFT-HUB community management plan*, which primarily includes:

- The role of the Platform within the community building and engagement strategy
- The interlinkage between the community platform and SHIFT-HUB's service offer
- A breakdown of the community platform and its various components that are catered to specific needs and stakeholders' groups
- A detailed description of the functioning of the Focus Groups and Matchmaking components, including a practical guide for users to benefit from these services
- The measures put in place to secure users' data and GDPR compliance
- An overview of the planned actions and activities
- The exploitation and sustainability strategy

Through this document, the reader will acquire the essential information on:

- What is the community platform and how it is managed by the Consortium
- How users can access the platform and participate within the community
- Which services are currently available and the upcoming activities
- What is the development strategy

This document is developed within the scope Work Package 2, SHIFT-HUB Communication, dissemination, and ecosystem building. However, the community platform has been linked and remains strongly embedded in the activities of other Work Packages, namely:

- WP3 - *SHIFT-HUB service offer*
- WP5 - *Stakeholder engagement and community management*
- WP6 - *SHIFT-HUB exploitation, uptake, and sustainability*

In addition, at M30 a second document, the D2.6 *Updated SHFIT-HUB Community Management Platform*, will build upon and expand on the content of the present report.

2 The SHIFT-HUB Community

2.1 Scope and definitions

SHIFT-HUB aims to establish a pan-European Smart Health Innovation Hub bringing together a rich network of multidisciplinary stakeholders, promoting the uptake of Smart Health technologies and services. SHIFT-HUB is developing and testing with the community a complete service offer, integrating networking and matchmaking, identification of partners and support for procurement, guidance for access to funding, research infrastructures and scientific expertise.

The consortium has set up the adequate tools to reach the proposed objectives. To manage and interact with the community it relies on different technical components that can best match the needs for the relevant stakeholders. For the present document, the key nomenclature is thus defined:

SHIFT-HUB community

The network of all the stakeholders that have been directly or indirectly engaged through the project's activities. It is connected to the efforts of the consortium to disseminate, reach, engage and support potential stakeholders in the sector. It includes, for instance, social media followers, newsletter subscribers, events participants, users of the community or technical platforms,

SHIFT-HUB website

The main hub for the project, interlinked to all its components. It serves as the main reference point for the project's main activities and potentially as the first contact point between SHIFT-HUB and external stakeholders. By visiting the website, users can be redirected to the most relevant content or platform, depending on their interests.

Community platform(s)

- **Community page** - The main page for the community. It serves as the main community hub where interested users may register by providing few pieces of information. It also connects to its ad hoc components, the Focus Groups and the Matchmaking platforms.
- **Focus Groups** - A thematic platform dedicated to the most active stakeholders that will become the core of the community. Members will engage in networking activities, participate to tailored events, provide inputs on the developments and explore the integration of innovative technologies in the e-Health sector.
- **Matchmaking platform** - A platform intended and dedicated to facilitating the matchmaking activities. The tool is designed to easily connect users and potential partners for networking, procurement, or business purposes.

SHIFT-HUB technical platform

A pilot platform providing a controlled and thus safe environment - a sandbox - for the collection and the access to secure and anonymized data provided by patient and citizens based on criteria defined and implemented under the strict supervision of practitioners and regulation experts. It will support the integration of Smart Health applications and repositories, piloted by connecting application providers with the professional and private end users (practitioners and respectively citizens). It serves specific objectives by engaging with a sub-section of the overall community.

2.2 Targeted stakeholders

SHIFT-HUB aims at engaging with a wide and heterogeneous range of European stakeholder groups, that are identified by the consortium and invited to join the project's community. The community platform acts as bridge between the users and the activities carried out within the project, enhancing the dissemination of content and opportunities stemming from SHIFT-HUB and facilitating the interaction within the different groups.

D2.3 *SHIFT-HUB Communication, dissemination and exploitation plan* provides a comprehensive overview of the target groups, identifies their needs, highlights the opportunities offered by SHIFT-HUB and provides tailored value propositions.

The target groups identified based on SHIFT-HUB goals, topics and activities are: patients and citizens, health practitioners and public and private health organisations, technology providers, knowledge and infrastructures providers, innovation intermediaries, public authorities.

2.2.1 Patients and Citizens

The main objective of SHIFT-HUB is to increase their awareness of smart health technologies and innovative digital services that could positively affect their wellbeing, depending on their personal needs.

Through the SHIFT-HUB community ecosystem, patients and citizens will be able to learn about new technologies and devices, follow the latest trends in the sector and will be empowered through a series of educational resources and games. The community platform will also feature a catalogue of e-health solutions that will include both technology providers and manufacturers, a tool that will help users to match their specific needs.

2.2.2 Health practitioners and public and private health organisations

Smart health technologies open numerous opportunities to healthcare professionals and organisations. The community platform plays an important role

in helping them to discover the wide range of smart health solutions and their primary or secondary applications. Within the community, they will receive information on both funding and matchmaking opportunities that are open at European level while having the possibility to exchange services and best practices.

In addition, by participating to deep-dives and workshops, these stakeholders will be able to learn more about how specific technologies (big data, artificial intelligence, blockchain) are currently being integrated in the healthcare sector.

2.2.3 Technology providers

Health Tech start-ups, SMEs and mid-caps developing hardware and software solutions with applications in the field of Smart Health.

Participating in the SHIFT-HUB community opens the opportunity to technology providers to spotlight their solutions and case studies, exchange best practices and connect with a larger pool of users, healthcare providers and innovation intermediaries. The platform acts as an intermediary facilitating their access to funding opportunities, matchmaking events and technology deep-dives.

2.2.4 Knowledge and infrastructures providers

Knowledge and infrastructures providers such as universities and research centres possess advanced knowledge and technological expertise. However, the optimal results originate from the active collaboration with public and private organisations.

Through the community, they can be more aware of the funding opportunities at national and EU level and be supported in harnessing the potential of their research by collaborating with the other groups of stakeholders, especially with technology providers.

2.2.5 Innovation intermediaries

Business support organisations (clusters, networks, hubs, accelerators) have the potential to significantly support the technological innovation of the healthcare sector.

The SHIFT-HUB community platform can act as a link, bringing together technology developers and potential partners through networking events and matchmaking sessions. By joining the community, they can expand their networks, foster collaborations, and contribute to the exchange of knowledge and best practices

2.2.6 Financial intermediaries

Both private and institutional investors are able to leverage on their financial resources to support the growth of startups and SMEs at all stages and to enable them to bring innovative solutions to the market.

Their engagement in the SHIFT-HUB community can increase their awareness of promising technologies or enterprises and provide the stage where to discuss the latest technology applications in the healthcare sector. This is reinforced by the strong networking and matchmaking component of the community platform.

2.2.7 Public authorities

Public authorities at regional, national, or European level have the responsibility to implement policies that drive innovation, stimulate growth, and increase the wellbeing of the citizens.

To address the specific needs and requirements of their respective regions, they need to be embedded in an ecosystem that foster the collaboration among government, industry, academia, and society.

Through its community, SHIFT-HUB facilitates dialogue among various stakeholder groups within its members by creating a conducive environment. It provides opportunities to discuss healthcare policy, showcase smart health solutions, and support the alignment of healthcare service demand and supply.

2.3 Synergies with SHIFT-HUB's activities

The components, services and activities stemming from the SHIFT-HUB project that are interlinked to the Community span across multiple Work Packages and Tasks. The SHIFT-HUB community and its stakeholders' groups are the primary target of several services that are being developed by the consortium. In this perspective, the community platform supports the efforts of the consortium by linking the outputs from the various Tasks with the relevant stakeholders. The main Tasks that could benefit the most from the engagement with the community are listed below:

Task 2.1 - Communication tools and strategy

This task aims to globally define, based on the shared project vision, mission and implementation strategy, a communication strategy, action plan and an associated set of tools allowing to catalyse and focus the contributions of the consortium members for achieving the targeted communication and dissemination impacts

Task 2.3: Community events, networking, and matchmaking

This task deals with the physical and online events organized to animate the community, create visibility for the project and its ecosystem and foster interactions among the members

T3.1: Stakeholder promotion, cooperation and procurement opportunities

This task focuses on making visible the community members, their solutions and services visible and bridging the market gap. A particular emphasis will be put on creating procurement opportunities for Smart Health solutions and services providers

T3.2: Open co-creation to accelerate solution development and uptake

This task focuses on creating a cross-fertilization process among representative stakeholders of the Smart Health community, across the dimensions of the quadruple helix, to co-design and co-develop solutions answering the current sectorial challenges.

T3.3: Access to funding

This task aims to facilitate the access to private and public funding for the community members to support the development of their solutions and services

T3.4: Smart Health literacy, learning and skills

This task aims to create a pool of resources allowing the community members - and in particular the Healthcare practitioners and their patients to become proficient in the exploitation of emerging solutions in the field of Smart Health and leverage them to facilitate their daily tasks

T3.6: Living Labs to empower patients and citizens

This task aims to create an immersive and interactive process that will allow citizens and patients to discover emerging Smart Health solutions and provide valuable feedback to the developers that will allow to make them fit their needs and consequently boost the adoption

T5.2: Scouting EU digital health tech solutions and providers

This task adopts a bottom-up approach to identify the best Smart Health technologies and solution providers that fit within the emerging needs and evolving trends in the Healthcare industry. This will result in a portfolio of at least 500 relevant companies that will be invited to join the SHIFT-HUB community, create on-line profiles to make them visible on the project platform and support them through the activities of the hub.

T5.4: Creating focus groups

This task aims to tackle specific challenges associated to the development of Smart Health solutions for specific classes of pathologies by cross-fertilizing the knowhow of practitioners and technology developers. The cross-fertilization process will leverage the existing activities of the consortium partners to involve the representatives of the most relevant technological areas allowing to tackle the sectorial challenges.

T5.6: A gamified user journey for the adoption of digitally enabled Smart Health solutions

This task addresses the objective to raise the awareness of patients and citizens, engage them in the project through educational activities about emerging digital solutions and induce a behavioural change that will lead to an improved prevention and a more efficient self-management of the most common classes of targeted pathologies

Task 6.4: Contributions to Regulation, Standardization, and Policy Making

This Task aims at representing the SHIFT-HUB community in standardisation efforts, contribute to standardisation activities that facilitate the adoption of SHIFT-HUB community's solutions in the market and act as a bridge between the community members and European policies and regulations, offering valuable input to standardisation initiatives and working groups.

2.4 Key performance indicators

As a transversal component of SHIFT-HUB, the community progressively built by the consortium partners is intricately connected to the attainment of various Key Performance Indicators (KPIs). Several of these KPIs are directly associated with the size and composition of the community, measuring its growth and target groups' inclusion. Additionally, there are KPIs that, while not directly tied to community size, still rely on active and engaged participation from the community members. This includes the effectiveness of SHIFT-HUB's matchmaking component, where the community plays a pivotal role in connecting different stakeholders within the healthcare sector. Furthermore, the successful organization of events, another set of KPIs, depends on the involvement of parts of the community, emphasizing its significance in shaping and realizing the broader objectives of SHIFT-HUB. The main KPIs that are potentially linked with the community are listed below:

KPI	Name	Goal
KPI 1.1a	Number of SMEs providing technologies reached	1000
KPI 1.1b	Number of SMEs providing technologies involved	200
KPI 1.2	Ecosystem representatives (innovation intermediaries) reached	300
KPI 1.3	Health institutions and practitioners reached	30
KPI 1.4	Pool of patients and citizens reached	450
KPI 1.5	Public institutions reached	25

KPI 2.1	Profiles registered to the community	1000
KPI 2.2a	Matchmaking	1000
KPI 2.3a	Open innovation workshops	9
KPI 2.3b	Participants at OI workshop	225
KPI 2.4b	Projects applying for funding (200k(e) per company requested)	18
KPI 2.6a	Demo days	6
KPI 2.6b	Participants at Demo Days	150
KPI 3.1	Patients and citizens involved/reached (events + on-line)	1000
KPI 3.2a	Targeted pathologies	5
KPI 3.2b	Apps	100
KPI 3.3a	Living Labs organized	5
KPI 3.3b	Living Labs participants	250
KPI 3.4	Practitioners participating to the experimental assessment	50
KPI 4.1a	Large, cross borders networking events (OLLDs)	3
	participate/organize 100 regional events	100
KPI 4.3	Public authorities/policy makers representatives involved	50

3 The Community Management Platform

3.1 The SHIFT-HUB ecosystem and engagement strategy

SHIFT-HUB comprises numerous components that synergistically interact to foster innovation in the health ecosystem and deliver valuable tools to citizens and various stakeholders. The interplay of these components, along with their structure and interactions, is illustrated in Figure 1, showcasing the integration of the SHIFT-HUB community within a broader framework. The community serves as a link, leveraging other tasks to disseminate content and services to stakeholders effectively. The main objective is enhancing connectivity, and being a multiplier, extending the impact and reach of the other integral components.

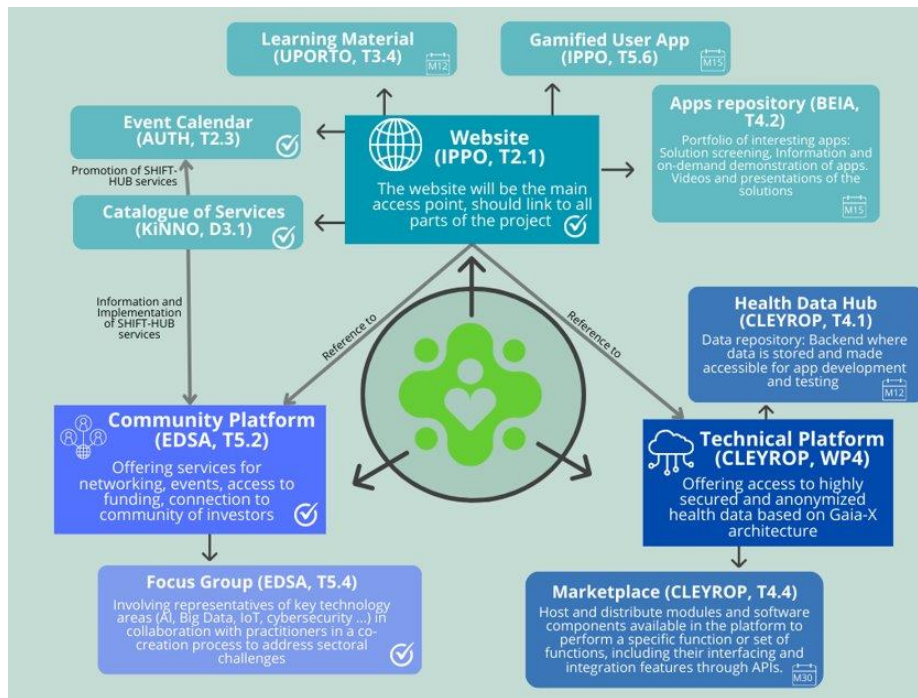


Figure 1. SHIFT-HUB Ecosystem

The SHIFT-HUB community has been designed to allow for both passive and active participation, two distinct yet complementary approaches.

Passive participation entails creating an environment where community members can absorb information, updates, and discussions without necessarily contributing actively. This approach relies on channels such as mailings, newsletters, social media updates, and informational resources, providing community members with a flow of relevant content.

Active participation involves encouraging direct involvement and contributions from community members. This can take the form of discussions, feedback sessions, polls, events, and collaborative projects that empower individuals to share their insights, expertise, and opinions.

SHIFT-HUB's community engagement strategy combines both passive and active participation, striking a balance that ensures members stay informed while also feeling motivated and empowered to actively contribute to the community's growth and shared goals.

Communication with stakeholders employs a diverse set of tools designed to effectively reach and engage with them. This comprehensive toolkit encompasses a variety of strategies, notably including:

- Newsletter
- Press releases
- Leaflets

- Social media posts
- Mailing lists
- Website content
- Presentations on the service offer
- Focus Groups on e-Health
- Matchmaking platform
- Memorandum of Understanding (MoU)
- Articles, shared documents, and forum

Other possible activities that in which stakeholders will be invited to participate, both as participants and as speakers are:

- Events, conferences, and congresses
- Workshops
- Local or international community building activities
- Matchmaking events

3.2 SHIFT-HUB Community Infrastructure

The cornerstone of the consortium's community-building and engagement endeavours is the SHIFT-HUB Community Infrastructure. This framework plays a pivotal role in establishing connections among users from the identified target groups and the diverse activities and services offered by the project. The infrastructure is based on different components, namely the SHIFT-HUB website, the dedicated community page, and two principal elements within the community – the Focus Group and the Matchmaking Platforms.

Each of these components synergistically contributes to the collaborative and interactive nature of the SHIFT-HUB community and it is tailored to cater to specific needs. Through this approach, stakeholders have the flexibility to subscribe to the services that are most aligned with their interests. This spans from passively receiving information about the project to actively participating, sharing insights, and benefiting from the initiatives undertaken by the project.

The [website](#) serves as a comprehensive main hub for the project, offering essential information on key aspects such as project highlights, outputs, and freely accessible products and materials that users can download. Functioning as the primary portal for the SHIFT-HUB project, the website acts as a gateway for users to explore and understand every facet of the initiative, enabling them to pinpoint areas of interest. Notably, the website seamlessly connects to the community, serving as a link that directs users to specific platforms tailored to their individual interests.

The on-line community is hosted and managed by the European DIGITAL SME Alliance (EDSA). SHIFT-HUB leverages the community infrastructure of EDSA that is already running and that has been extended to the healthcare and e-health sectors. The [community page](#) offers an overview of SHIFT-HUB, highlighting the advantages of

joining, and serves as the primary gateway for profile registration. Once registered, users will be added to the SHIFT-HUB community database. The latter is shared with all the consortium partners to disseminate to promote the project's activities and outputs. In addition, users will receive information about SHIFT-HUB's services, relevant funding opportunities, high-potential Smart Health applications, training courses, and events.

3.3 How stakeholders can join the Community

Stakeholders that are willing to join the SHIFT-HUB community have the opportunity to do so through different channels. This approach facilitates the registration process, tailored to the diverse levels of stakeholder engagement but applies horizontally to all the identified stakeholders' groups.

To be considered as part of the SHIFT-HUB community, interested users are required to share with the consortium at least the following information:

- Full name
- Email contact
- Type of Stakeholder
- Organisation
- Interest in any of the target pathologies

Moreover, the groups of stakeholders follow the definitions treated in section 2.1 of the present document. Registering as individuals, by choosing to be included in the community group of "citizens or patients", does not require to disclose the affiliation to any entity, organisation, or company. The target pathologies, identified by the SHIFT-HUB consortium, are the following: chronic diseases, cancer, cardiovascular diseases, mental disorders, disease prevention.

This set of minimal information enables the consortium to convey its activities and services to the community in a tailored manner, based on the specific interests and needs of the members.

Most notably, stakeholders can join the community by:

- registering through the community page
- participating to the events organised by the consortium
- joining the Focus Groups
- registering on the Matchmaking platform
- becoming partner organisations

Through the community page, hosted on EDSA website, users can register to the community by submitting a single form containing the required information, mentioned above. This process enables a quick and effortless registration in the community without the need of completing the additional steps required to create a

profile. By joining the community and being added to the consortium's database, users are kept informed about the activities and services of SHIFT-HUB.

Events and workshops are an essential component for SHIFT-HUB and an excellent space to grow and engage with the community. While registering the events, users will be invited to join the community and contribute to the related discussions.

For stakeholders that are eager to be actively engaged within the community, the Focus Groups and the Matchmaking platform offer additional possibilities and tools for interaction, collaboration, and networking. Before joining either of the platforms, users are required to register by creating a personal account with their credentials for logging in and by providing additional information. This procedure is necessary for EDSA, managing the platform, and the consortium to validate the profiles created and, most importantly, to prevent malicious attempts from bots and spammers or to preemptively counter any other potentially disruptive behaviours. The steps involved in the registration process are further detailed in section 4 and 5 of the present document.

Partners organisations are relevant business or innovation networks organisations and networks that become active participants in SHIFT-HUB's peer collaboration and co-creation process. Representatives of these organizations will be invited to events and actively participate and disseminate the activities of SHIFT-HUB. Organisations may become partners by signing Memorandums of Understanding (MoUs) with SHIFT-HUB, which underlines the mutual collaborative efforts, and will be invited to join a Board of Stakeholders (BoS). Partner organisations are vital in sharing SHIFT-HUB's activities and in ensuring the alignment and complementarity of its results with European policies to boost research, technology development, technology transfer and market uptake.

4 The Focus Groups on e-Health

4.1 Scope

The aim of the Focus Groups on e-Health is to tackle specific challenges associated to the development of Smart Health solutions. Leveraging the existing activities of the consortium partners to involve the representatives of the most relevant technological areas (AI, Big Data/Cloud, Cybersecurity, IoT) in collaboration with other stakeholders in the healthcare sector, facilitates the process of addressing the sectorial challenges.

The [Focus Group e-Health](#) has been created on an open-ended basis and helps SHIFT-HUB to build and manage a community network of diverse public and private stakeholders. In particular, the aim of this platform is to create a positive environment for stakeholders to address the challenges in the healthcare system and to benefit from the service offer stemming from EDSA network and the SHIFT-HUB project. The

Focus Group consists of a single platform for its members. However, it also provides the space for the creation of several sub-groups that are specialised in specific technologies or address the relevant pathologies.

The core list of topics for the FG e-Health, defined as the main priority areas includes, but it is not limited to:

- EU policy developments or legislation in e-Health
- Funding and public procurement
- Networking and matchmaking
- Vertical deep dives on the application of digital technologies to the healthcare sector

Therefore, the group aims to identify the main obstacles to the deployment of digital solutions from European SMEs and address them to promote fair competition, easy access to the market, as well as scalability.

The Focus Group creates a direct channel for stakeholders to discuss on the regulatory frameworks that will impact on the sector's ecosystem. At the same time, it aims at channelling experiences, challenges and best practices that will emerge from both public and private stakeholders, in particular SMEs, that may provide inputs to new EU or national initiatives, in terms of guidelines or needs for the sector.

When applicable, the group could help to inform positions towards the European Union regarding topics related to e-Health or Digital Health and define recommendations on policy actions to foster competitiveness in the healthcare sector.

4.1.1 Internal and external collaboration

As a horizontal topic, the e-Health ecosystem significantly relies on the concrete application of a variety of physical devices and digital technologies, with the aim to improve the healthy living and wellbeing of the EU citizens. Thus, the cross-collaboration with other active projects or Groups is highly sought in the form of joint endeavours, such as events, workshops, and other relevant activities. Relevant groups in the EDSA network include, among others:

- Focus Group Artificial Intelligence
- Focus Group Smart Communities
- Working Group Digital Skills
- Working Group Cyber
- Task Force on Data

In addition, collaboration with external entities is essential and highly valued. The Focus Group will remain open and give the opportunity to experts, industry representatives, sectoral associations, clusters and innovation intermediaries to propose joint initiatives, activities or events.

4.1.2 Membership

The members of the Focus Group e-Health are primarily the relevant stakeholders' categories that have been identified in the scope on the SHIFT-HUB project by the consortium partners.

Nonetheless, SHIFT-HUB particularly encourages and promotes the participation of technology providers, in particular SMEs, that are either already active in the healthcare sector or that could potentially participate in it.

Members' participation and work in the FG e-Health is undertaken on a voluntary basis and does not foresee remuneration from DIGITAL SME. Members are selected via an open call via the platform on the basis of their field of work, expertise, relevance to the scope or their potential to add value to the Focus Group.

Members retain the right to terminate their participation in the FG e-Health at any time. To exercise this right, they must inform the Coordinator of the FG e-Health about such decision with at least two weeks' notice.

Members role

The Members of the FG e-Health are asked to actively participate in the Group meetings, depending on their interests. In addition, they are kindly invited to provide their positions on certain topics or inputs when asked within specific initiatives (ex. surveys, position papers, guidelines...)

Responsibilities

Members are expected to participate in at least one of the meetings held over a calendar year. In addition, each member is asked to engage with the initiatives proposed from the Coordinators, especially those stemming from the SHIFT-HUB project.

Benefits

By joining, the members will benefit from the additional visibility in the SHIFT-HUB and EDSA communities and the possibility to exchange ideas and best practices with peers and potential partners. In addition, the members of the FG e-Health will be prioritised vis a vis other stakeholders, whenever suitable, in the activities proposed within the community, SHIFT-HUB's service offer, events and workshops.

4.2 Technical platform

The [Focus Group page](#) contains the main information on the Focus Group and on its members. On this page are also displayed the past and upcoming events relevant to the group. While the page is visible for all users, specific sub-sections and functionalities are only accessible for the members who have logged in their account.

In the platform, members can find the following sections:

- Home
- Forum

- Funding
- Members catalogue

Through these sections, members can interact among peers, receive information about funding opportunities identified by the consortium, working collaboratively on shared files and consult the profiles and organisations of the other members.

Through the platform, the consortium is able to share dedicated information and to communicate directly with this active sub-section of the community. Certain roundtables, workshops or discussions will be not accessible to the wider SHIFT-HUB community by being exclusively reserved to the member of the Focus Group.

4.3 Sustainability

Focus Groups and Working Groups hosted on the EDSA platform have been successfully active for several years. After the end of the project, the FG e-Health will remain to be hosted and operative on the EDSA platform and it will continue to provide the space for members to interact and discuss on the developments of the e-health sector.

The main outputs that stem from the group alongside its activities, in the form of events, ideas, best practices, case studies or others, will remain available for its members and the wider community, when applicable. Leveraging the community created by SHIFT-HUB and its partners organisations, the consortium will put in place measure that will contribute to the sustainability of the group.

5 The Matchmaking Platform

5.1 Scope

Networking, matchmaking and facilitating access to funding are essential component of the SHIFT-HUB project. The Matchmaking Platform, developed and managed by EDSA, aims to support the following objectives:

- Facilitate connections between stakeholders, potential business partners and customers.
- Enable efficient matchmaking and creation of partnerships across diverse ecosystems, offering cost-effective solutions for SMEs to access new markets and expand their business.
- Provide a platform for technology providers to showcase their products and services to a broader audience.

This platform incorporates advanced features to efficiently bring together SMEs and the other targeted stakeholders, fostering dynamic and effective interactions during online matchmaking events. Among these features, the platform supports online meeting scheduling and collecting company information in the form of a catalogue.

The consortium leverages on the functionalities of the platform to foster the interaction between the members of the community, promote the exchange of best practices and promote the opportunities in public and private procurement initiatives.

5.2 Technical platform & user guide

The platform is a flexible tool that can be primarily employed by the consortium to create and manage events that facilitate the interaction between registered participants.

Matchmaking events work by connecting participants with compatible interests, goals, or profiles. Through a structured and streamlined process, attendees have the opportunity to engage in one-on-one meetings or interactions based on predetermined criteria. This facilitates meaningful connections, networking, and collaboration tailored to the specific preferences and objectives of each participant. The organisers of the event have the possibility to establish the maximum number of matchmaking slots for each participant, timing and the length of the sessions.

The matchmaking process consists in the following steps:

Registration

Interested stakeholders are required to create a personal account in the platform, acquire their credentials and provide information about themselves and their affiliated organisation. Both the personal and the organisation profiles may be updated at any time. Additional descriptions or specific questions may be required if they have been set for the particular event by the organisers.

Event Registration Steps

✓
Event-specific questions

2
Your Profile

3
Organisation Profile

Please complete the event-specific questions

Possimus dolor eligendi *

Suscipit temporibus expedita quia est at reprehenderit

☐ Consequuntur
☐ Vero incidunt
☐ Est nihil ut

At et et

Velit ducimus occaecati veritatis qui dolor aut

Please select ...

Laudantium quia natus

Rerum sit fugit numquam quas molestiae ad

☐ Animi temporibus totam
☐ Laborum

Figure 2. Registration on the platform


Personalisation of the profile

Organisation Settings

Organisation Details

The organisation's details and owner information.

Organisation Owner




Mr. Reese Auer
reese@example.org

Organisation Name *

Organisation Logo *

Upload your organisation's logo. It will be visible in your profile.
Only jpg, png, jpeg, or webp with a size less than 1Mb.



SELECT A NEW LOGO


Organisation Description *

Write a short description about what your organisation does (max. 1500 characters).


Figure 3. Personalisation of the user profile

Users are free to share relevant information about their organisation. They may include details on their activities, service offer, partnership opportunities or needs. The submitted information are publicly displayed to the other registered users and will help to navigate through and attract potential partners, investors, and collaborators.


Exploring profiles




Miss Vivian Schaefer Jr.
Public Affairs Director at **Perferendis incidunt perferendis**
Finland



Dillan Carter Sr.
Policy Advisor at **Aperiam omnis nobis**
Honduras



Janie Altenwerth
Administration & Finance Officer at **Eaque maiores deserunt**
French Southern Territories



Prof. Rashad Mueller II
Junior Tech Policy Officer at **Aut quasi explicabo**
Solomon Islands

Figure 4. Overview of registered profiles

Users can navigate through the extensive list of participants to check their personal and organisation profiles. This process allows users to look for potential collaborations or valuable connections, facilitated by search and filtering functionalities.

Connecting with other participants

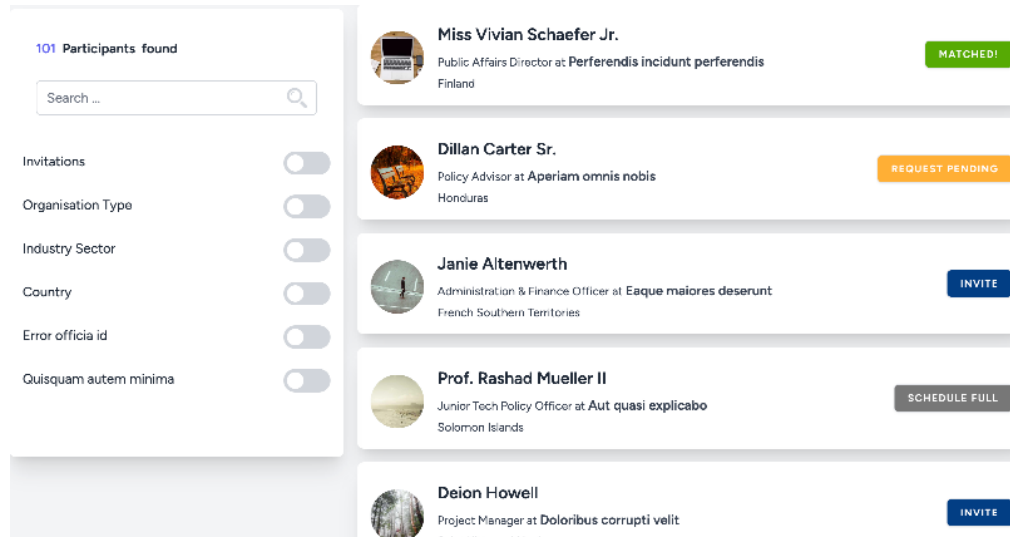


Figure 5. Matchmaking invitations

During the invitation period, users can explore the participants' list and utilise matchmaking buttons located at the right corner of each participant's profile. Clicking on "INVITE" will allow users to send personalised messages acting as a meeting request. Once sent, the participant's status changes to "REQUEST PENDING".

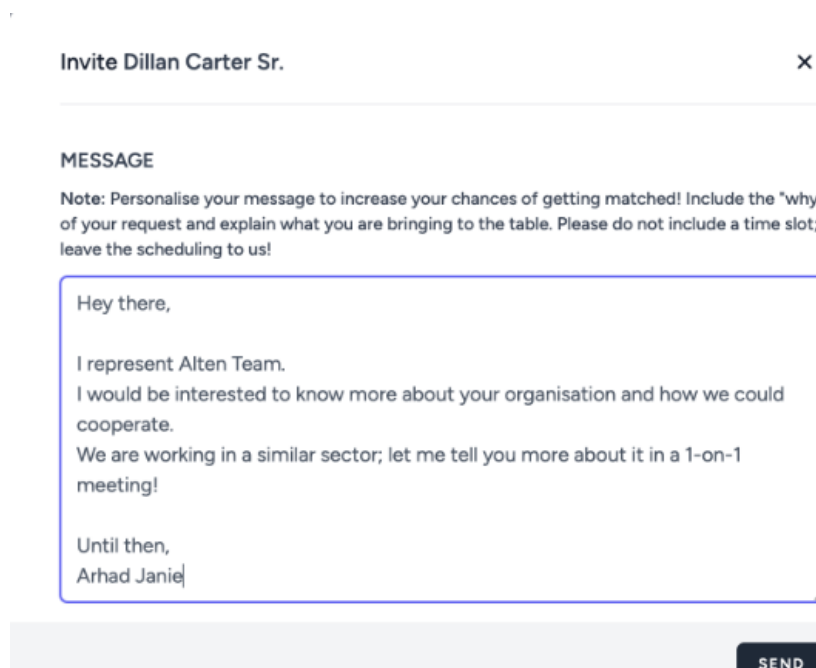


Figure 6. Personalisation of the invitation message

The platform automatically displays all the status information of the various matchmaking buttons, indicating invitation, schedule availability, and matched status, streamlining users' networking experience.

Managing the meeting requests

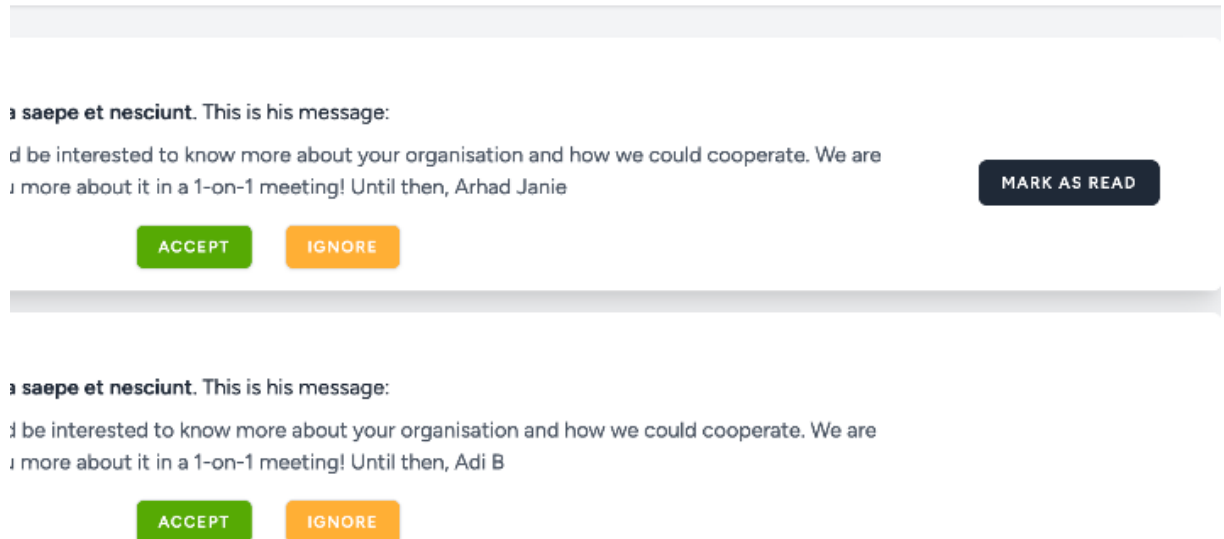


Figure 7. Accepting or declining invitations

Participants can check their requests in their agenda and will receive an email promptly after an invitation is received from other participants and have the flexibility to either accept or ignore the invitation, depending on their preferences. Additionally, users receive account notifications directly on the platform, keeping them informed and enabling quick responses to invitations.

Automatic Scheduling

Once an invitation is accepted, participants are instantly marked as "MATCHED" streamlining the process on the participants' list. Senders receive notifications confirming the accepted invitation, both via email and on the platform. The system takes care of the logistics by automatically assigning the first available timeslot to facilitate efficient scheduling.

Exploring the agenda and joining the meetings

The participants' personalised agenda, complete with scheduled meetings and join links, becomes visible in the "AGENDA" section after the invitation period starts.

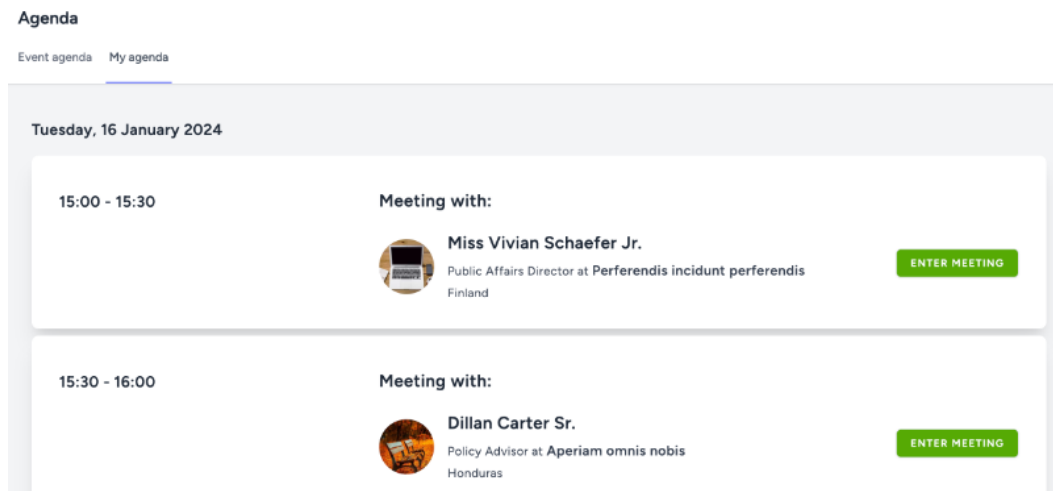


Figure 8. User's personal agenda

On the event day, users are invited to click the "ENTER MEETING" button to join their scheduled sessions. Additionally, users will receive an email with details on their matched partners and convenient links to seamlessly join your online meetings.

5.3 Sustainability

Once profiles are registered for the first time, their personal information and organisation will be securely stored on the platform so that users will be able to participate to all the future events organised on the Matchmaking platform by logging in through their credentials.

The platform will remain operative after the end of SHIFT-HUB while new tools, functionalities and services will be progressively implemented. Other focus areas beyond e-health will be added and the growing participation will ensure further opportunities for matchmaking, networking, and procurement.

The members of the community will continue to enjoy their possibility to participate to events and interact within the platform. In addition, further exploitation measures will be explored and initiated by the consortium.

6 Data protection

6.1 Security of users' data and GDPR compliance

The platforms hosted by EDSA are compliant with the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (referred to as "GDPR").

The collected data will be mostly qualitative personal (name, email, organization, position in the organization) but also organizational (country, organization's website,

type of organization, role in the smart health field, types of activities of interest, etc.). Freely given, specific, informed, and unambiguous consent is the main ground for personal data processing – it can be expressed, for instance, by ticking a box (electronic forms) or signing a document (paper version).

User data will not be shared with external parties who are not part of the EDSA infrastructure, with the exclusion of SHIFT-HUB consortium partners. If necessary for project implementation and aligned with SHIFT-HUB objectives, EDSA may share the relevant stakeholders' data with another SHIFT-HUB partner for conjoint or additional communication activities. All data collected, files and databases will be stored and kept in the EDSA's European server, located in Amsterdam, in the Netherlands. This procedure will be effective for all data collecting activities carried by the European DIGITAL SME Alliance.

The data will be kept, unless other specific interests are expressed by the user, until the SHIFT-HUB project no longer needs it to the execution of its activities or for reporting/legal reasons, which may extend beyond the project's duration.

A comprehensive overview on how SHIFT-HUB handles data and protects the rights of users is laid out in D1.4, SHIFT-HUB Data Management Plan.

6.2 Informed consent procedures

The platforms require the online users to login or register with their profile to access most of the platform's services. The registration process for the SHIFT-HUB community platform is necessary to ensure the effective provision of its services related, for instance, to communication, participation in the Focus Groups or matchmaking.

The user retains full control over their data and can modify, update, or delete it anytime. Personal information may be used for community and stakeholders' engagement activities such as but not limited to newsletters or press releases, or to provide opt-in services (event registrations, analysis of surveys, etc.). However, the recipient can withdraw from this service at any time. Any communications received, whether by e-mail, post, or otherwise, are kept strictly confidential.

7 Planned activities

7.1 Events and Workshops Roadmap

During the first year of the project, SHIFT-HUB has organised both physical and online events to engage the community, increase visibility for the project and its ecosystem, and facilitate interactions among members. The consortium members will also leverage existing major events where they participate, deliver presentations, and contribute to organising specific panels or tracks.

These initiatives will persist and receive reinforcement in 2024, with a multitude of events already in the works. Planned events for the SHIFT-HUB community include:

- Matchmaking events, through the Matchmaking platform
- Open Innovation Workshops
- Demo Days
- Regional events

Further details on the organisation, structure and outputs of the SHIFT-HUB events and workshops are included in D3.3, *SHIFT-HUB Planning of Workshops*.

For 2024, the Focus Group planned activities are:

- Launch event in February/March
- First internal meeting (May/June)
- Production of 1-2 articles with the contributions of members
- Creation of a catalogue of solutions for the community
- 1-2 workshops or deep dives, focusing on the target pathologies and disruptive technologies or standards

8 Exploitation plan

8.1 Sustainability measures

SHIFT-HUB's exploitation activities will be developed under WP6 - exploitation, uptake, and sustainability, starting from M13 of the project.

Through the implementation of these sustainability measures, SHIFT-HUB aims to drive continuous improvement, expand its community, facilitate replication and scalability, align actions with regional initiatives, and contribute to regulation and standardization efforts. The exploitation and sustainability plan of SHIFT-HUB promotes peer learning and collaboration by sharing valuable insights gained from project implementation.

By fostering cooperation among ecosystem members and with the support of policymakers, SHIFT-HUB strives to encourage the adoption of solutions facilitated by its project activities and the continued upkeep of the community. The platforms on which the community is based on will persist beyond the conclusion of the project, and additional sustainability measures will be actively pursued by the consortium.

Further strategies and initiatives will be included and detailed in:

- D6.1 - SHIFT HUB business model and Plan
- D6.2 - SHIFT-HUB's best practices and guide

This part of the plan will also be modified and updated due M30, considering the project's strategies and needs, during the development of the deliverable D2.6, *Updated SHIFT-HUB Community Management Platform*.

9 Conclusion

This document concludes the comprehensive presentation of the SHIFT-HUB community platform, an instrumental tool strategically designed to advance the project's goals and uphold its core values. As D2.5 *SHIFT-HUB community management plan*, this document touches upon multiple components of the community building activity, from the platform stakeholders, the engagement strategies, the platform's functionalities, and the user experience.

Developed under Work Package 2 - *SHIFT-HUB Communication, dissemination, and ecosystem building*, the community platform remains integrally linked to the activities of other Work Packages: WP3 - *SHIFT-HUB service offer*, WP5 - *stakeholder engagement and community management*, and WP6 - *SHIFT-HUB exploitation, uptake, and sustainability*. The document highlights the essential role of the platform in connecting stakeholders, fostering participation, and facilitating the provision of SHIFT-HUB's service offerings.

As readers navigate this document, they gain crucial insights into community platform management, guidelines on accessing the platform, active participation within the community, an overview of current services, and an outlook into upcoming activities. The detailed breakdown showcases components tailored to the nuanced needs of distinct stakeholder groups. Providing readers with a comprehensive guide on the functioning of the Focus Groups and Matchmaking platforms empowers them to extract maximum value from these services.

Looking forward, at M30, a subsequent document - D2.6 *Updated SHIFT-HUB Community Management Platform* - will expand upon the content presented, ensuring a continuous and evolving resource for all stakeholders involved in the SHIFT-HUB project.



SHIFT-HUB

Community Management Platform