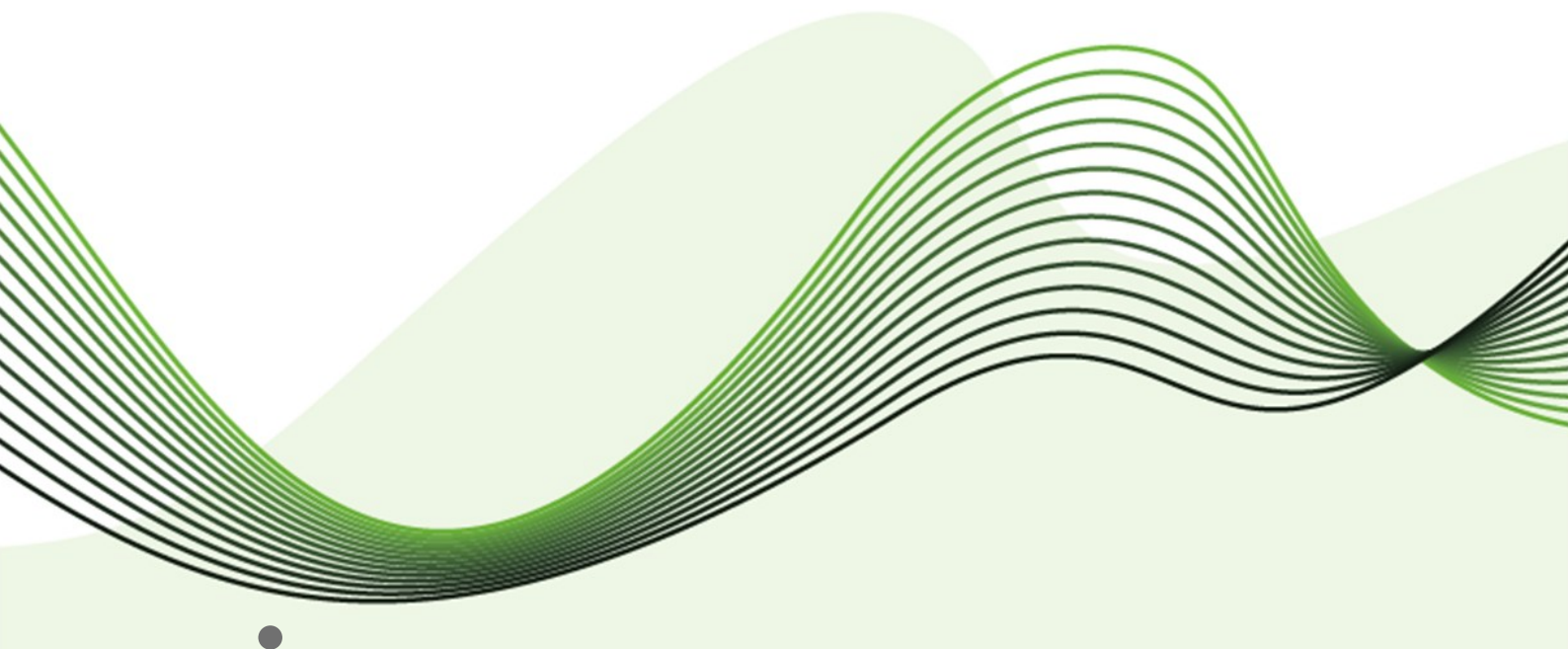




D2.7 SHIFT-HUB conference proceedings

- Submission date: December 19, 2025
- Author(s): Romanopoulou Evangelia, Varella Annita, Bamidis Panagiotis
Lab of Medical Physics and Digital Innovation, School of Medicine, Aristotle University of Thessaloniki



Project SHIFT-HUB: D2.7 SHIFT-HUB conference proceedings

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Abstract
<p>This deliverable documents and analyses the conferences organised within the SHIFT-HUB project, highlighting their role in supporting dissemination, stakeholder engagement, and ecosystem building in the field of smart health and digital innovation. It provides an overview of the objectives, thematic focus, and implementation of each conference.</p> <p>The report describes the project's involvement in the organisation of these events, the target audiences reached, and the key activities implemented, including thematic sessions, workshops, and entrepreneurial discovery processes. In addition, it presents indicators to assess the impact of the conferences on community building, knowledge exchange, dissemination, exploitation, and sustainability of SHIFT-HUB results. Overall, the deliverable demonstrates how conference-based actions contribute to the project's communication strategy and reinforce the long-term visibility and impact of the SHIFT-HUB innovation ecosystem.</p>
Keywords
<p>SHIFT-HUB; Conference Proceedings; Community Building; Stakeholder Engagement; Dissemination; Exploitation; Sustainability; Communication Strategy; Innovation Ecosystems.</p>

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Table of contents

1. Introduction.....	7
2. Objectives of Conference Participation & Organization	7
2.1 Dissemination of project activities and results	7
2.2 Stakeholder engagement and ecosystem building	8
2.3 Knowledge exchange and capacity building	8
2.4 Promotion of SHIFT-HUB services and opportunities	8
2.5 Support to sustainability and exploitation of project results	8
2.6 Alignment with project work packages and KPIs	8
3. Overview of Conferences Organized / Co-Organized	9
4. Detailed Description of SHIFT-HUB Conferences	9
4.1 SHIFT-HUB Conference “Living Labs for an Era of Transitions”	9
4.2 SHIFT-HUB Conference Catalyzing Smart Health Innovation in Thessaloniki	11
4.3 Future Health Conference	13
4.4 SHIFT-HUB Conference Scaling Smart Health: Artificial Intelligence and Big Data10 October 2025 Thessaloniki, Greece (Hybrid)	15
5. Conclusion	17

List of Figures

Figure 1: Promotional material of the first SHIFT-HUB Conference	10
Figure 2: 1st SHIFT-HUB Conference in conjunction with Open Living Lab Days 2023.....	10
Figure 3: Promotional material of the 2nd SHIFT-HUB Conference	13
Figure 4: SHIFT-HUB consortium in the 2nd SHIFT-HUB Conference.....	13
Figure 5: Promotional material of the FUTURE HEALTH Conference 2024	15
Figure 6: Panel discussion within the Entrepreneurial Discovery Workshop in Porto.....	15
Figure 7: Promotional material of the 3rd SHIFT-HUB Conference	16
Figure 8: Panel Discussion in the 3rd SHIFT-HUB Conference	17

List of Tables

Table 1: Overview of Conferences Organized	9
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Abbreviations and Acronyms

Abbreviation, Acronym	Description
AUTH	Aristotelio Panepistimio Thessalonikis
BEIA	BEIA Consult International SRL
BOOST	Booster Labs S.A.S
COP	Cleyrop
COPAC	Asociatia Coalitia Organizatiilor Pacientilor Cu Afectiuni Cronice Din Romania
EDSA	European DIGITAL SME Alliance
ENoLL	European Network of Living Labs
EUnetCCC	European Comprehensive Cancer Centre Network
IPPO	Ippocrate AS SRL
KINNO	KINNO Innovation Intermediaries LTD
KPI	Key Performance Indicator
MEI	Medical Education Informatics
Porto4Ageing	Competence Centre on Active and Healthy Ageing
S2i	Steinbeis 2i GmbH
SMEs	Small and Medium-sized Enterprises
UKOLN	Klinikum der Universitaet zu Koeln
UPORTO	Universidade de Porto
WP	Work Package

1. Introduction

The SHIFT-HUB project aims to establish a pan-European Smart Health Innovation Hub, to foster the uptake of Smart Health technologies and services, by fostering collaboration among Living Labs, research organizations, industry stakeholders, public authorities, and end-users. A core pillar of the project is the dissemination and communication of its activities, results, and services, ensuring broad visibility, stakeholder engagement, and long-term impact beyond the project's lifetime.

Within this context, conferences constitute a strategic instrument for the implementation of the SHIFT-HUB dissemination and stakeholder engagement strategy. Through the organization and co-organization of conferences, as well as the coordination of dedicated sessions and tracks within established international events, SHIFT-HUB actively contributes to knowledge exchange, capacity building, and ecosystem development at regional, national, and European levels. Conferences provide an opportunity to present project outcomes, promote SHIFT-HUB services, and facilitate dialogue among diverse stakeholder groups, including Living Labs, small and medium-sized enterprises (SMEs), researchers, policymakers, and healthcare and innovation professionals.

This deliverable documents and analyses the conferences organized, co-organized, or significantly contributed to within the framework of the SHIFT-HUB project. It presents an overview of the project's involvement in these events, the objectives pursued, the audiences reached, and the main dissemination and impact outcomes achieved. By systematically reporting on these activities, the deliverable demonstrates how conference-based actions support the achievement of SHIFT-HUB objectives, contribute to the project's communication and exploitation goals, and reinforce the sustainability and visibility of the SHIFT-HUB ecosystem.

2. Objectives of Conference Participation & Organization

The participation in and organization of conferences within the SHIFT-HUB project are driven by a set of objectives that support the project's overall mission to strengthen innovation ecosystems in the field of smart and healthy environments. Conferences are leveraged as high-impact dissemination and engagement instruments, enabling direct interaction with a broad and diverse range of stakeholders at European and international levels.

The specific objectives of conference participation and organization include:

2.1 Dissemination of project activities and results

Conferences provide an effective channel for communicating the vision, activities, and key outcomes of the SHIFT-HUB project. Through presentations, pitches, panel discussions, and dedicated sessions, the project disseminates its methodologies, services, and preliminary or final results to relevant audiences, ensuring transparency and maximizing visibility.

2.2 Stakeholder engagement and ecosystem building

A core objective of conference-related activities is to engage with key stakeholder groups, including Living Labs, SMEs and startups, research and academic institutions, public authorities, healthcare professionals, and innovation intermediaries. By facilitating dialogue and interaction among these actors, SHIFT-HUB contributes to the creation and strengthening of cross-sectoral and transnational innovation ecosystems.

2.3 Knowledge exchange and capacity building

Conferences offer opportunities for mutual learning and knowledge exchange, allowing SHIFT-HUB partners and external stakeholders to share best practices, emerging trends, and lessons learned in areas related to smart health, digital innovation, and Living Lab methodologies. These interactions support capacity building within the SHIFT-HUB community and contribute to the adoption of innovative approaches across regions.

2.4 Promotion of SHIFT-HUB services and opportunities

Through targeted conference activities, the project promotes the services, tools, and support mechanisms offered by SHIFT-HUB, including opportunities for collaboration, experimentation, and scaling of innovations.

2.5 Support to sustainability and exploitation of project results

Conference participation and organization contribute to the long-term sustainability of SHIFT-HUB by raising awareness among potential adopters, partners, and decision-makers. By fostering new connections and follow-up collaborations, conferences support the exploitation of project results and help ensure that project outputs remain relevant and usable beyond the project's funding period.

2.6 Alignment with project work packages and KPIs

All conference-related activities are aligned with the objectives of the relevant SHIFT-HUB work packages, particularly with WP2 - SHIFT-HUB Communication, dissemination and ecosystem building and WP5 - Stakeholder engagement and community management. The outcomes of these activities contribute to the achievement of predefined project KPIs, such as stakeholder reach, engagement levels, and network expansion.

3. Overview of Conferences Organized / Co-Organized

The SHIFT-HUB project organized a series of conferences across different European locations, each addressing key thematic priorities aligned with the project's objectives and responding to emerging trends in smart health, digital innovation, and ecosystem development.

Conference	Date	Location	Key Focus
SHIFT-HUB Conference "Living Labs for an Era of Transitions"	21-23 September 2023	Barcelona, Spain	Living Labs, Co-creation, Health & Well-being
2 nd SHIFT-HUB Conference	11 June 2024	Thessaloniki, Greece	Smart Health Technologies, Regional Innovation
Future Health Conference	8-10 October 2024	Porto, Portugal	Future Health, Digital Innovation, Education
3 rd SHIFT-HUB Conference	October 2025	Thessaloniki, Greece (Hybrid)	Scaling Smart Health, Artificial Intelligence, Big Data

Table 1: Overview of Conferences Organized

4. Detailed Description of SHIFT-HUB Conferences

4.1 SHIFT-HUB Conference "Living Labs for an Era of Transitions"

21-23 September 2023 / Barcelona, Spain

The first SHIFT-HUB Conference was held in conjunction with the Open Living Lab Days 2023, which took place from 21 to 23 September 2023 in Barcelona, Spain, and was aligned with the SHIFT-HUB consortium's second in-person partner meeting on 20-21 September 2023. This strategic timing created strong synergies between internal project coordination and external community engagement, marking a key milestone approximately nine months into the project's implementation.

Under the overarching Open Living Lab Days theme, "Living Labs for an Era of Transitions", the SHIFT-HUB Conference was organized in close collaboration with the European Network of Living Labs (ENoLL). SHIFT-HUB contributed a dedicated thematic track entitled "Co-creation and Innovation in Health & Well-being Living Labs", which provided a focused space for dialogue on smart health innovation, participatory design, and co-creation methodologies. The conference brought together a diverse and interdisciplinary audience, including academics, Living Lab practitioners, policymakers, innovation managers, and digital health experts,

fostering rich exchanges on participatory approaches, innovation practices, and real-life experimentation in health and well-being contexts.

In parallel, the SHIFT-HUB partner meeting strengthened internal alignment and preparedness for broader dissemination activities. Consortium partners shared progress across work packages and participated in targeted workshops addressing communication and dissemination strategies, technical platform demonstrations, and the presentation of forthcoming SHIFT-HUB service offerings. These sessions enhanced internal collaboration and supported the development of a coherent and impactful project narrative for engagement with external stakeholders.

During the Open Living Lab Days, SHIFT-HUB further increased its visibility through a dedicated exhibition booth and an interactive presence at the speakers' corner. Consortium members engaged in in-depth discussions with recognized experts in Living Labs and digital health, supporting strategic networking and knowledge exchange. This combination of expert dialogue, public presentation, and active participation within a major international Living Lab event significantly reinforced SHIFT-HUB's position within the European Living Lab ecosystem.

Overall, the Barcelona events laid a solid foundation for positioning SHIFT-HUB as a catalyst for smart health co-creation and innovation, while simultaneously strengthening internal collaboration and enhancing the project's external visibility and recognition.

The SHIFT-HUB related track schedule of the conference can be found [here](#) (*OpenLivingLabs_Disussion_Agenda*), while the conference proceedings are available at the [following link](#).



Figure 1: Promotional material of the first SHIFT-HUB Conference



Figure 2: 1st SHIFT-HUB Conference in conjunction with Open Living Lab Days 2023

4.2 SHIFT-HUB Conference Catalyzing Smart Health Innovation in Thessaloniki

11 June 2024 / Thessaloniki, Greece

The second SHIFT-HUB Conference, entitled “Catalyzing Smart Health Innovation in Thessaloniki”, was held on 11 June 2024 in Thessaloniki, Greece alongside the 5th International Conference on Medical Education Informatics (MEI 2024), and was again aligned with the SHIFT-HUB consortium’s third in-person partner meeting on 12 June 2024. The conference focused on advancing smart health technologies and strengthening regional innovation ecosystems as key drivers for digital transformation in healthcare. Hosting the conference in Thessaloniki supported SHIFT-HUB’s objective of reinforcing regional engagement while connecting local innovation actors with European-level initiatives.

The conference served as a platform for presenting the progress and services of the SHIFT-HUB project, while fostering dialogue on collaborative approaches for developing, testing, and scaling smart health solutions within regional ecosystems. The conference attracted a diverse audience comprising SMEs and startups, Living Lab representatives, researchers, healthcare professionals, innovation managers, and representatives of regional and public authorities. This multidisciplinary participation enabled knowledge exchange between technology developers, end-user representatives, and policymakers, fostering new connections and potential collaboration opportunities within the smart health ecosystem.

The programme included keynote presentations, thematic sessions, and panel discussions addressing smart health technologies, digital health innovation pathways, and the role of Living Labs and innovation hubs in regional development. Practical case studies highlighted successful examples of cross-sector collaboration and illustrated how regional innovation capacities can support the adoption of digital health solutions. Specifically:

Policy Makers’ Panel: National Strategies Discussion

The conference began with a panel on national strategies for digital health. The discussion centred on Greece’s approach to adopting smart technologies within healthcare systems and ensuring alignment with broader European frameworks. Speakers highlighted concrete actions and best practices derived from *European Joint Action* projects, especially concerning cancer care. Dr. Spyrou highlighted the *European Comprehensive Cancer Centre Network* (EUnetCCC) and stressed the importance of measurable indicators to evaluate the impact of joint actions. Practical tools developed through these initiatives were also presented, underlining their relevance in the rapidly advancing digital health environment.

Introduction to the SHIFT-HUB project

Partners from Steinbeis 2i GmbH and Booster Labs introduced the SHIFT-HUB project, which aims to establish a pan-European Smart Health Innovation Hub, connecting a diverse network of stakeholders and providing services like networking, matchmaking, funding guidance, and access to research infrastructures to accelerate health innovation.

Partners from Ippocrate AS SRL presented the SHIFT-HUB Smart Health App, an innovative tool using engaging games to address key health challenges. The app aims to transform healthcare delivery and empower individuals. Partners from the University of Porto showcased the SHIFT-

HUB Educational Resources, an online repository with 189 resources across 15 thematic categories, covering AI, data science, cybersecurity, and smart health applications. The SHIFT-HUB Community Platform, a tailored space for information, events, and best practice exchanges, was also presented by partners from the European Digital SME Alliance.

Innovation and Research in Clinical Environments: Overcoming Challenges for the Future of Healthcare

A panel discussion organized by **CareBridge** tackled the challenges of HealthTech innovation in clinical settings. Panellists discussed key challenges such as regulatory complexity and interoperability constraints. The session focused on identifying practical approaches to overcome these barriers and foster sustained innovation within healthcare systems.

SHIFT-HUB Entrepreneurial Discovery Workshop

An Entrepreneurial Discovery Workshop titled “Exploring Central Macedonia’s Opportunities for Smart Health” was also organized by the SHIFT-HUB partners S2i and KiNNO. This event aimed to connect regional stakeholders, identify new funding opportunities, and support the local ecosystem. Panellists discussed regional initiatives, innovation hub services, and public funding experiences. The event concluded with a networking session that enabled participants to exchange ideas and build new partnerships. Attendees discussed future pathways for smart health development in Central Macedonia, drawing valuable insights from both regional and local experiences.

The findings are summarised in a separate [workshop report](#) published on the SHIFT-HUB website.

Overall, the conference contributed to the achievement of SHIFT-HUB’s dissemination and stakeholder engagement objectives, enhancing the project’s regional visibility and positioning SHIFT-HUB as an enabling platform for smart health innovation and ecosystem development.

The SHIFT-HUB related track schedule of the conference can be found [here](#), while the proceedings can be found at the [following link](#).



Figure 3: Promotional material of the 2nd SHIFT-HUB Conference



Figure 4: SHIFT-HUB consortium in the 2nd SHIFT-HUB Conference

4.3 Future Health Conference

8–10 October 2024 | Porto, Portugal

The “Future Health Conference”, was held from 8 to 10 October 2024 in Porto, Portugal. Organised by the Competence Centre on Active and Healthy Ageing (Porto4Ageing) at the University of Porto, the event brought together industry leaders, innovators, healthcare professionals, technology experts, and education specialists, fostering discussion, collaboration, and innovation in future-oriented health and care solutions.

The conference aimed to examine how emerging technologies, educational approaches, and innovative practices can drive transformation in the health sector. The program included a wide variety of formats, such as roundtable discussions, presentation and debate panels, workshops, and other interactive sessions. A key highlight was the chance for innovators to present their solutions, supported by pitch events and matchmaking opportunities that connected

entrepreneurs with potential investors. The conference was structured around a different theme each day:

- **Day 1:** Focused on “Education and Co-creation in Health”.
- **Day 2:** Addressed “Technologies and Digital Health – AI, Virtual Reality, Smart Health”.
- **Day 3:** Featured a session from EIT Health’s Morning Health Talks and highlighted Open Innovation.

As a key partner of the event, SHIFT-HUB had a strong presence throughout the program, contributing to multiple activities, including organising the second Entrepreneurial Discovery Workshop and facilitating a session during the Demo Days and Matchmaking event. The event concluded with a Project Partner Meeting, which furthered the collaboration between partners.

Specifically, one of the standout sessions was the *Exploring Northern Portugal’s Opportunities for Smart Health* Entrepreneurial Discovery Workshop, promoted by SHIFT-HUB and organised by partners S2i. The panel brought together leading experts across the quadrupole helix of Smart Health ecosystem stakeholder discussing Northern Portugal’s Opportunities for Smart Health.

Additionally, the Entrepreneurial Discovery Workshop provided valuable insights for start-ups. A key takeaway was the critical importance of market validation for a product’s success. It was highlighted that attracting private investment, often referred to as “smart money,” can offer validation that grant funding alone cannot offer. The discussion also emphasized the importance of stronger corporate engagement in the translation of scientific and technological innovation. Key phases such as research, technology transfer, incubation, and access to funding were identified as areas where increased corporate involvement could significantly strengthen support throughout the start-up development cycle.

At the same time, attention was drawn to the range of opportunities available through European funding programmes, particularly for launching early-stage ideas. However, challenges associated with public funding were also acknowledged, including late fund transfers and complex bureaucratic procedures, which can pose significant obstacles for start-ups seeking state support.

The findings were summarised in the [following workshop report](#).

Overall, the Future Health conference substantially advanced SHIFT-HUB’s objectives related to dissemination, transnational stakeholder engagement, and the strengthening of smart health innovation ecosystems. It enhanced SHIFT-HUB’s visibility within European innovation networks and demonstrated the project’s commitment to fostering inclusive dialogue on future health challenges and technological transformation.



Figure 5: Promotional material of the FUTURE HEALTH Conference 2024



Figure 6: Panel discussion within the Entrepreneurial Discovery Workshop in Porto.

4.4 SHIFT-HUB Conference Scaling Smart Health: Artificial Intelligence and Big Data

10 October 2025 / Thessaloniki, Greece (Hybrid)

The fourth SHIFT-HUB Conference, entitled “[Scaling Smart Health: Artificial Intelligence and Big Data](#)”, took place on the 10th of October 2025 in Thessaloniki, Greece, in a hybrid format, combining on-site and online participation. As a concluding and forward-looking event within the SHIFT-HUB conference series, the conference focused on the scaling and sustainability of smart health solutions, with particular emphasis on the role of artificial intelligence (AI) and big data in healthcare innovation.

The conference was organized by the SHIFT-HUB consortium, with the involvement of regional and European stakeholders, including Living Labs, research and academic institutions, healthcare organisations, SMEs, and innovation support actors. The hybrid format maximized accessibility and outreach, enabling participation from a wide and geographically diverse audience while strengthening connections between regional ecosystems and the broader European innovation landscape. This conference brought together innovators, researchers, healthcare providers, policy experts and SMEs to explore the opportunities and challenges of AI-driven healthcare and smart health innovation.

The programme addressed key themes related to AI-driven health solutions, data analytics, and the large-scale deployment of smart health technologies. It involved keynote presentations on AI in Healthcare and how the Greek NHS is advancing towards a digital healthcare system. Furthermore, a panel discussion on Responsible AI in Health was organized, covering ethics, compliance, governance and practical strategies. A thematic Innovation session followed, where start-ups and projects pitched their solutions and gather feedback from experts and users.

A dedicated session allowed for showcasing the SHIFT-HUB project results, services, and success stories, supporting dissemination, exploitation, and sustainability of the project.

The conference included interactive booths and poster session that provided space for dialogue on future challenges and opportunities in scaling smart health innovation, including ethical considerations, data governance and interoperability. By fostering exchanges among technology developers, healthcare professionals, policymakers, and innovation intermediaries, the event aimed to support evidence-based decision-making and cross-sector collaboration.

Overall, the conference served as a key milestone for consolidating SHIFT-HUB achievements, reinforcing the project's impact, and positioning SHIFT-HUB as a long-term enabler of smart health innovation, collaboration, and ecosystem development beyond the project's lifetime.

The SHIFT-HUB conference schedule can be found [here](#), while proceedings can be found at the following [link](#).



Figure 7: Promotional material of the 3rd SHIFT-HUB Conference



Figure 8: Panel Discussion in the 3rd SHIFT-HUB Conference

5. Conclusion

The conferences organised within the framework of the SHIFT-HUB project have played a central role in advancing the project's dissemination, communication, and stakeholder engagement objectives. Through a coherent series of events held across different European regions, SHIFT-HUB successfully created spaces for dialogue, knowledge exchange, and collaboration among diverse stakeholder groups, including Living Labs, researchers, SMEs, healthcare professionals, policymakers, and innovation support organisations.

Each conference addressed key thematic priorities aligned with the project's objectives and responded to emerging challenges and opportunities in smart health, digital innovation, and ecosystem development. Collectively, the events contributed to increased visibility of SHIFT-HUB activities and results, strengthened regional and transnational innovation ecosystems, and supported capacity building through interactive formats, workshops, and entrepreneurial discovery processes.

By integrating dissemination, exploitation, and sustainability perspectives across all conference activities, the project reinforced its long-term strategic goals. In particular, the conferences facilitated new connections, encouraged collaboration opportunities, and strengthened the positioning of SHIFT-HUB as an enabling platform for co-creation and innovation in smart health.

Overall, the SHIFT-HUB conference series represents a key instrument in the project's communication strategy and a valuable mechanism for ensuring the sustainability and exploitation of project outcomes beyond the project's lifetime. The lessons learned and networks established through these events provide a strong foundation for continued engagement, collaboration, and impact within the European smart health innovation landscape.



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