



SHIFT-HUB

Capacity Building Workshop

Providing a Complete Service Offer

Building, Growing, and Sustaining
Innovation Hubs and Networks



27 Nov | 13:00-14:30 CET



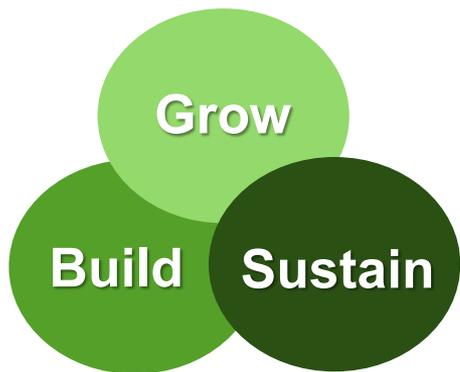
Online event



www.shift-hub.eu



Capacity Building Workshop – Agenda



Time (CET)	Topics	Speakers
13:00-13:10	Welcome & Opening	Alena Bubeck (S2i)
13:10-13:35	Insights from SHIFT-HUB	Joana Carrilho (UPORTO)
13:35-14:00	Insights from Health Data Sweden EDIH	Frida Lindberg (Health Data Sweden)
14:00-14:25	Insights from HealthTech Lisboa	Vitor Crespo (HealthTech Lisboa)
14:25-14:30	Closing Remarks	Alena Bubeck (S2i)



SHIFT-HUB

Fostering the development and uptake
of Smart Health Technologies



Dr. Alena Bubeck
Steinbeis Europa Zentrum
Coordinator of SHIFT-HUB



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the European Union

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The SHIFT-HUB Project



SHIFT-HUB

Smart Health
Innovation &
Future
Technologies
HUB



36 Months

Jan '23



Dec '25



12 Partners

From: Belgium,
Germany, France,
Greece, Italy,
Portugal, Romania



1 999 990 €

By European
Commission
Horizon Europe –
Coordination and
Support Action
(CSA)

The SHIFT-HUB Consortium



UNIKLINIK
KÖLN

ARISTOTLE
UNIVERSITY
OF THESSALONIKI

U.PORTO

Innovation
Intermediaries



cleyrop

wipih

ippoxrate

Other
Partners



Knowledge
Providers



BOOSTER LABS
JACO SEITE YOUR AGENCY

Steinbeis
Europa Zentrum
Enabling Innovators to Grow

KiNNO

Beia
CORPUS INTERNATIONAL



Technology
Providers



European
DIGITAL SME
Alliance

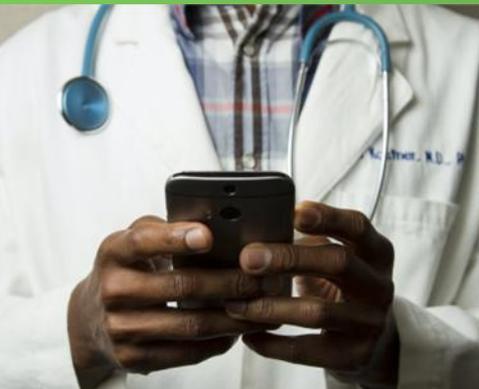
COPAC
Coaliția Organizațiilor Pacienților
cu Afecțiuni Cronice din România



About the Project

MAIN GOAL

to facilitate the development, ensure the promotion
and foster the uptake of
Smart Health technologies and services



SHIFT-HUB Service Offer



BUILD AND BOOST

OPEN INNOVATION WORKSHOPS

LIVING LABS

DEMO DAYS

ACCESS TO FUNDING

SMART HEALTH DATA SPACE

RAISE DATA-SHARING PLATFORM

APPS REPOSITORY



CONNECT & THRIVE

COMMUNITY

FOCUS GROUP

CONFERENCE

ENTREPRENEURIAL DISCOVERY
WORKSHOPS

MATCHMAKING



LEARN & GROW

EDUCATIONAL REPOSITORY

GAMIFIED USER JOURNEY

CAPACITY BUILDING WORKSHOPS



More on our website

High-quality services
centred around
3 key pillars,
designed to meet the
unique needs of our
stakeholders

Insights from SHIFT-HUB

**Speaker:**

Joana Carrilho & Anastasia Papachristodoulou

jcarrilho@ff.up.pt & papachristodoulou@kinno.eu

**U. PORTO****KINNO**

SHIFT-HUB Opportunities & Value Proposition

27/11/2025



Joana Carrilho

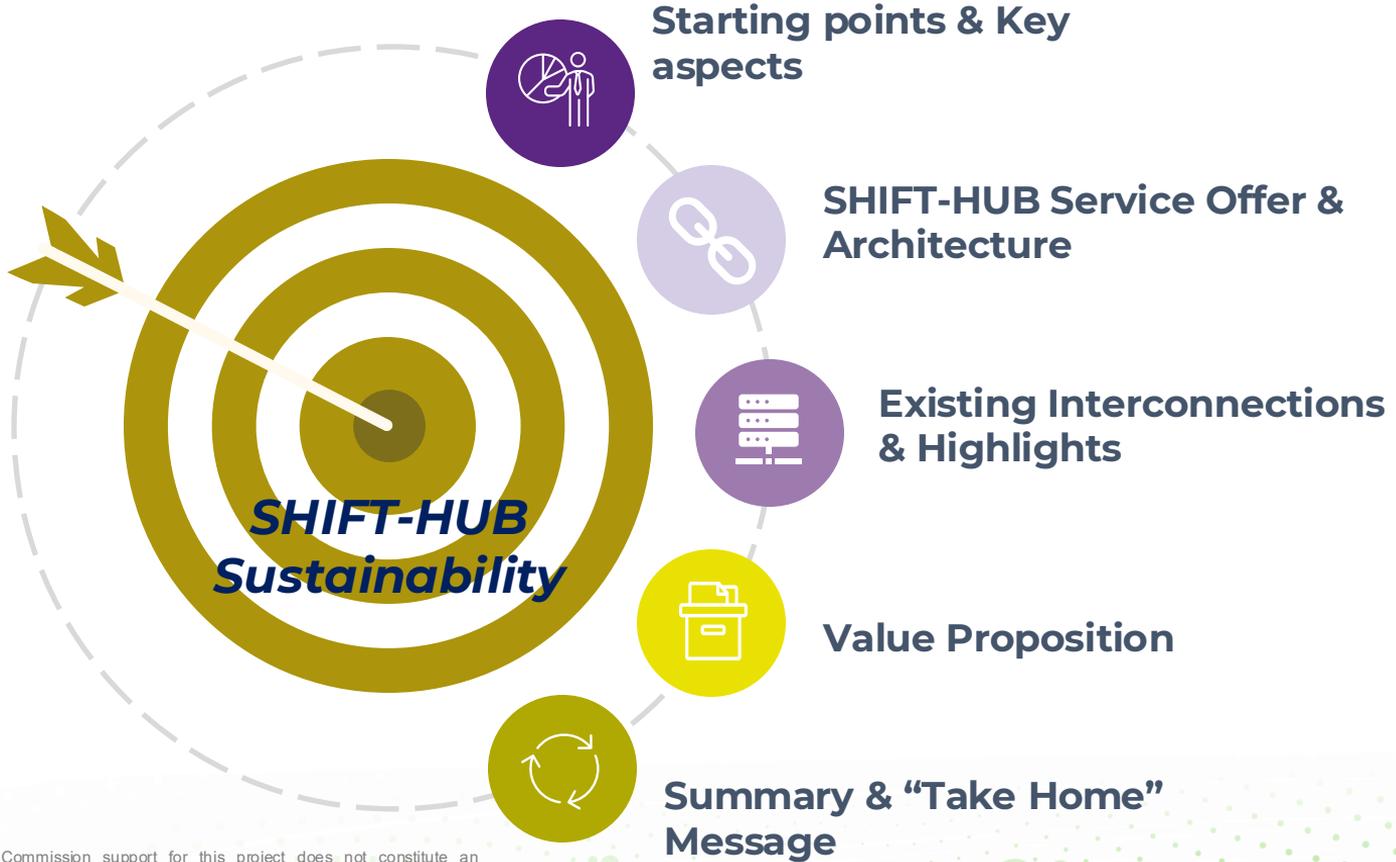
jcarrilho@ff.up.pt

Anastasia Papachristodoulou

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Starting points and “reason of existence” for the Service Offer

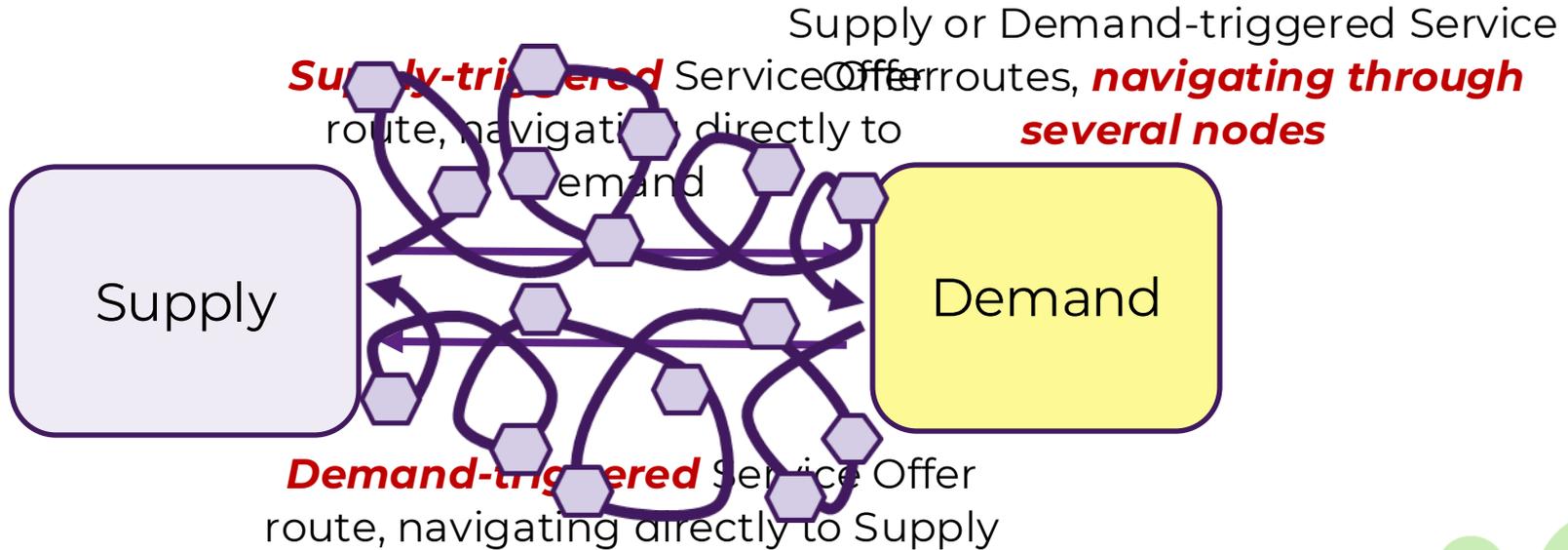
Supply

*Knowledge
Know-how
Technology
Tools
Solutions*

Demand

*Needs
Requirements
Wishes
Preferences
Concepts*

Advanced scenario where a demand- or supply triggered
Basic scenario of demand and supply matching



Key aspects of the Service Offer implementation process:

Needs identification & analysis

Market and technology scouting

Networking & relationship building

Matchmaking & partnership facilitation

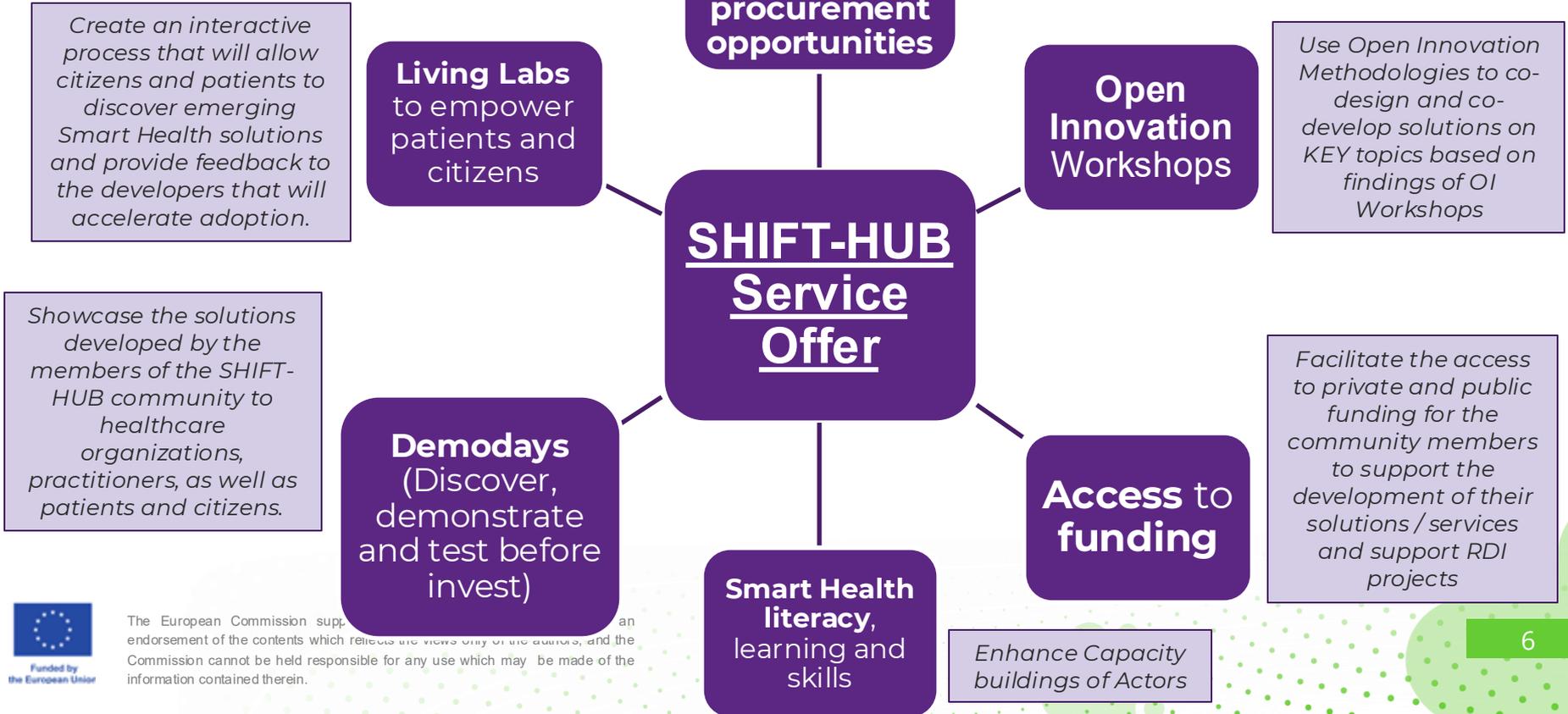
Knowledge sharing & capacity building

Monitoring & evaluation

Support in securing funding & resources

Promotion of an open innovation culture

Opportunities overview & Structure



Services architecture: Pre-services & core services levels



BUILD AND BOOST

OPEN INNOVATION WORKSHOPS

LIVING LABS

DEMO DAYS

ACCESS TO FUNDING

SMART HEALTH DATA SPACE

APPS REPOSITORY



CONNECT & THRIVE

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FOCUS GROUP

CONFERENCE

ENTREPRENEURIAL DISCOVERY
WORKSHOPS

MATCHMAKING



LEARN & GROW

EDUCATIONAL REPOSITORY

GAMIFIED USER JOURNEY

CAPACITY BUILDING WORKSHOPS

Adoption of a holistic approach

SHIFT-HUB Communication, dissemination and Ecosystem Building

Stakeholders onboarding and community building
Community events, networking and matchmaking building

- Stakeholder needs analysis
- Scouting EU digital health tech solutions and providers
- Setting up a network of EU Partners
- Creating focus groups
- A gamified user journey for the adoption of digitally-enabled Smart Health solutions

ENGAGE

SUPPORT & CONNECT

- Stakeholder cooperation and promotion, and procurement opportunities
- Open innovation/co-creation to accelerate solution development and uptake
- Living Labs to empower patients and citizens
- Fostering exchange of knowledge and best practices

- Access to funding
- (Enabling) learning and (enhancing) skills for all stakeholders
- Discover, demonstrate and test before invest

VALUE ADDING

SHIFT-HUB exploitation, uptake and sustainability
Developing the SHIFT-HUB Business Model

Replication of the projects and scalability of the framework

Highlights in numbers (so far)...

- **2** Online Brokerage Events
- **9** Open Innovation Workshops implemented
- **13** Fundraising Campaigns – for private funding
- **18** projects applying for public funding
- **Reports & Online tools** (catalogues of services and educational resources, online repository)
- **6** Demodays
- **5** Living Labs & Serious Games

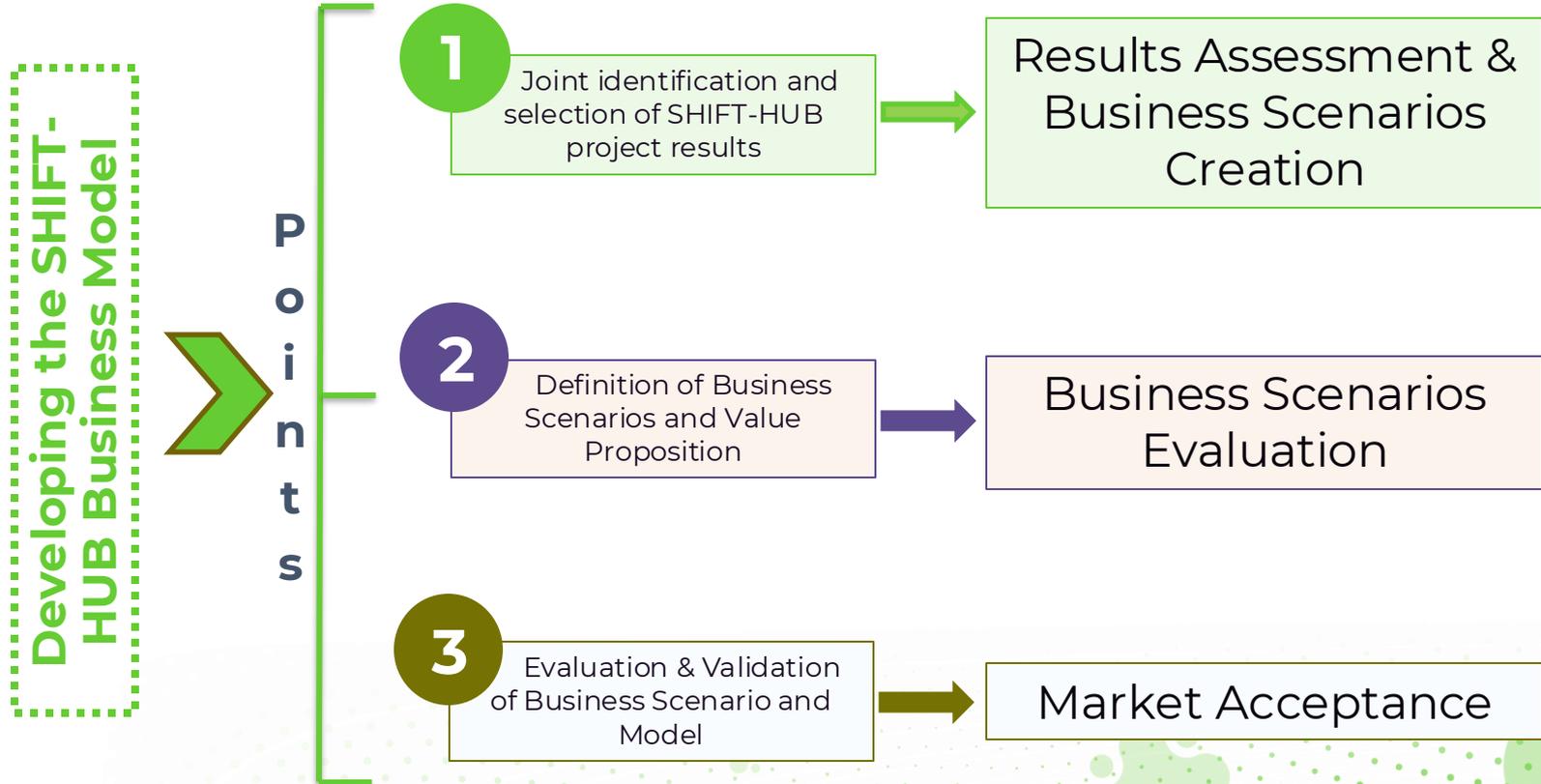
- **147** tech providers involved
 - **733** matchmaking opportunities
- **319** effective cooperations
 - **404** participants in OI Workshops
- **15,3** mio € requested
 - **329** participants in Demodays
- **184** participants in Living Labs



D3.2 Catalogue of educational resources



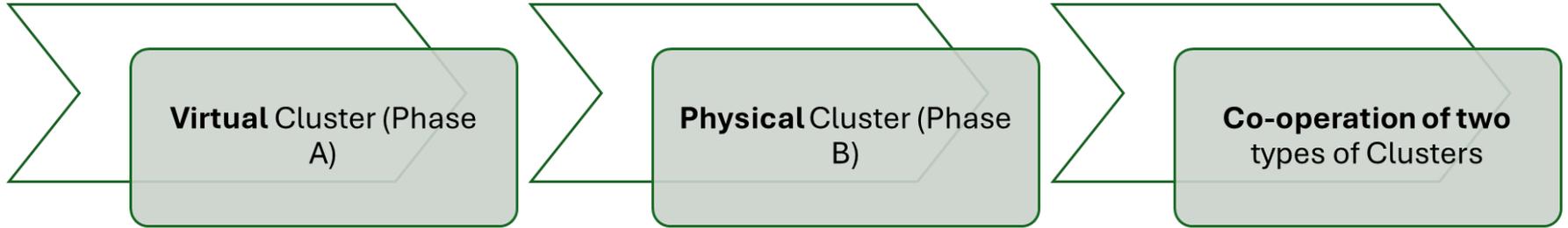
SHIFT-HUB Value Proposition – Approach & Process



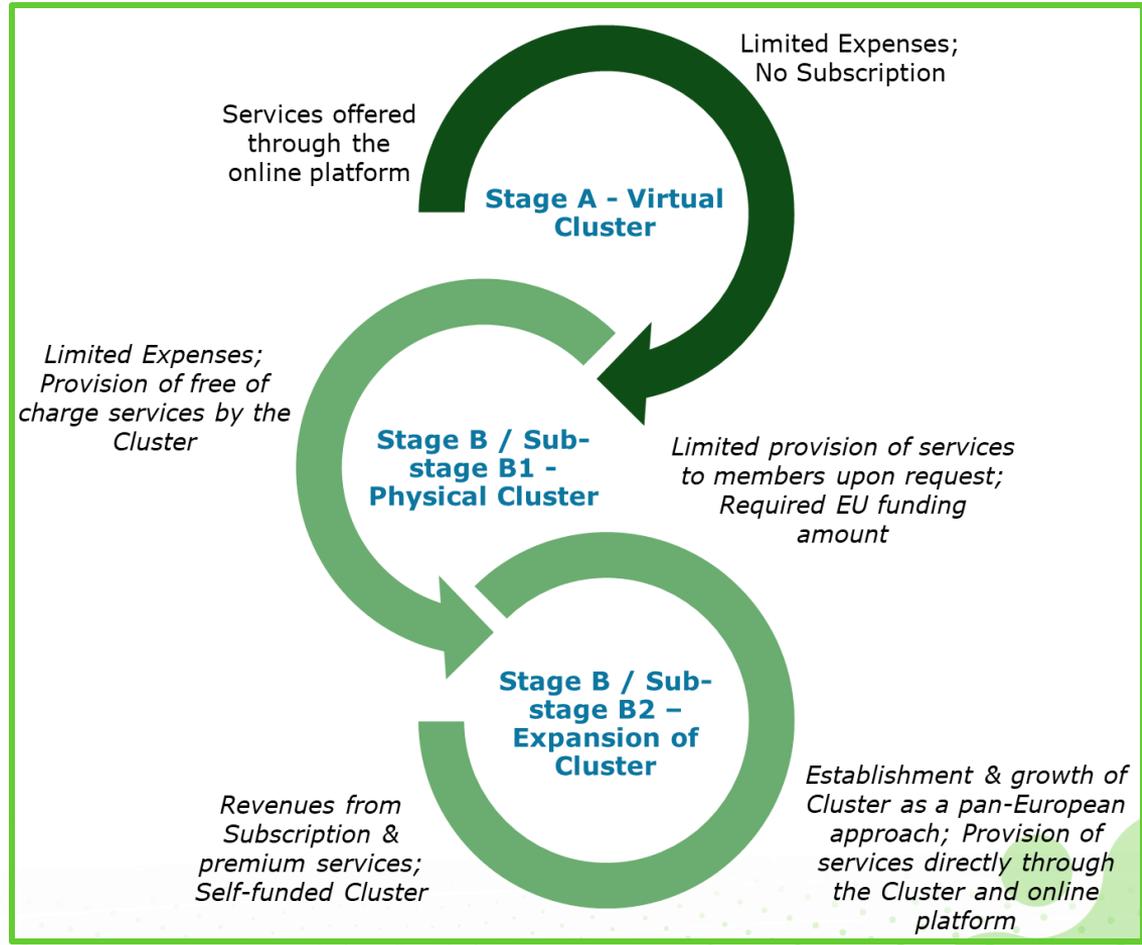
SHIFT-HUB Value Proposition – Optimal Scenario

**Establishment of an Innovation Cluster
(SHIFT-HUB Innovation Cluster) in the Smart
Health sector**

Different Stages of Implementation



SHIFT-HUB Cluster – Steps for establishment & operation



- **Services**: such as Fundraising campaigns, matchmaking events, Open Innovation Workshops, Educational needs assessment surveys, Demo days, Living Labs, **are provided** either as a **holistic approach/methodology** or as **separated services (at hoc)**.
- **Main goal**: **bringing together** different stakeholders of the **quadruple helix** & **be engaged** in the **SHIFT-HUB service chain**, as part of a **pan-European Community** in the Smart Health sector.
- **SHIFT-HUB Value proposition**: (i) potential of a future **Innovation Cluster**, an **Innovation-oriented option** with a **holistic character**, (ii) the **replication potential** of SHIFT-HUB activities **by external users** and (iii) the **active involvement of public authorities/policy makers representatives** to foster the sustainability of SHIFT-HUB after its funded period.

“Creation of an enabling & favorable environment where stakeholders feel comfortable participating and interacting with each other”



THANK YOU for your attention!



Joana Carrilho / Anastasia Papachristodoulou



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shift-hub.eu



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Insights from Health Data Sweden

Speaker:

Frida Lindberg

frida1@kth.se

HDS
Health Data Sweden

Insights from Health Data Sweden

Frida Lindberg, Nov 27th 2025



,
HDS
Health Data Sweden

DIGITAL- The Digital Europe Programme



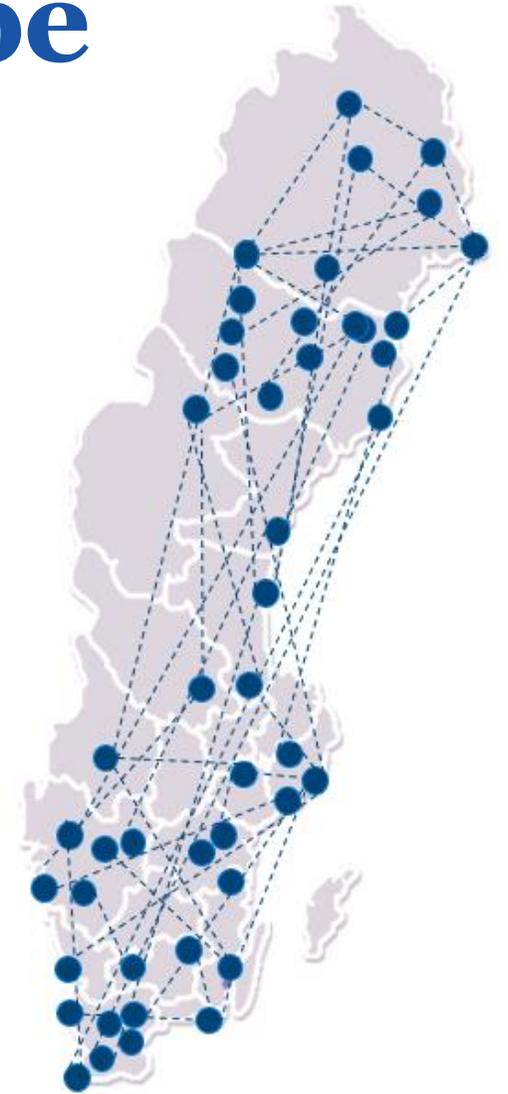
Long-term initiative to build the EU's strategic **digital capacity** and support the **broad use of digital technologies**.

European Digital Innovation Hubs – an initiative within the DIGITAL programme.

EDIH | European
Digital Innovation
Hubs Network

EDIHs in Sweden and Europe

- The **nine hubs** in Sweden are geographically spread across the country through cooperation actors.
- There are **254 hubs** across **37 countries** in the European Digital Innovation Hubs Network.
- First funding period: 2023 – 2025.
- 83 hubs receive continuation funding 2026 - 2028



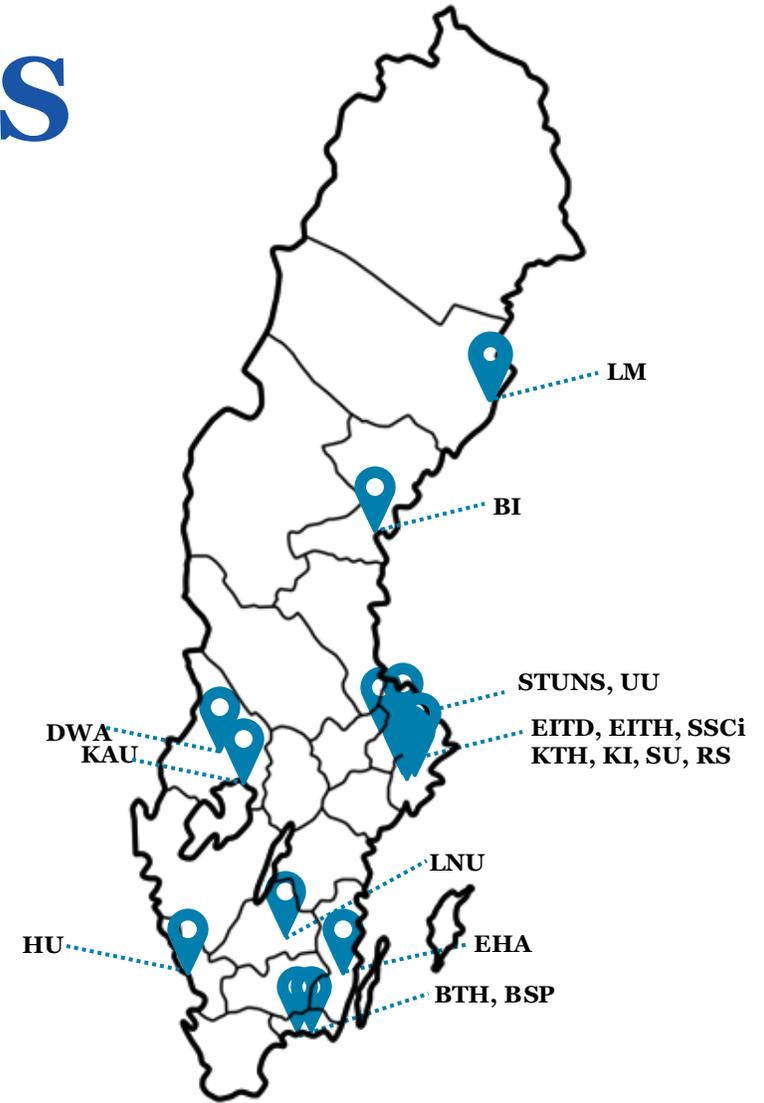
Sweden Secure
Tech Hub



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Health Data Sweden, HDS



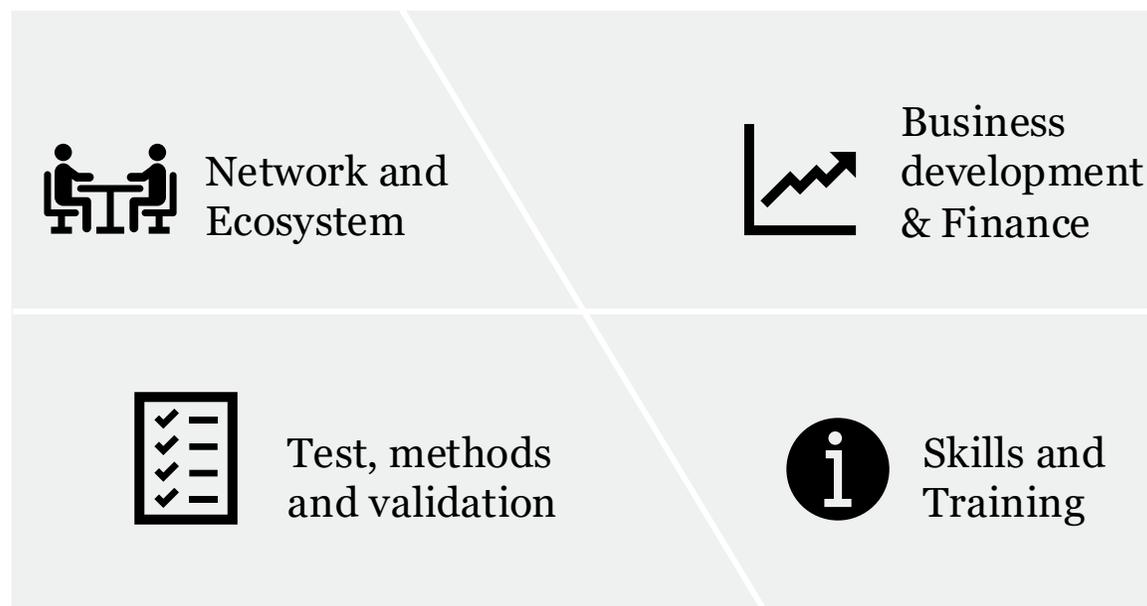
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VINNOVA
Sweden's Innovation Agency

EDIH | European
Digital Innovation
Hubs Network

HDS Health
Data
Sweden

HDS – service offer



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VINNOVA
Sweden's Innovation Agency

EDIH | European
Digital Innovation
Hubs Network

HDS Health
Data
Sweden

Sweden situation

- Strong, developed regional ecosystems.
- Support and services exist, but they are "regionally locked."
- Fragmented ownership of health data.
- Difficult to scale and foster innovation.

*'Sweden is too little to work in isolated regions'
and needs to be part of EU networks*



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VINNOVA
Sweden's Innovation Agency

EDIH | European
Digital Innovation
Hubs Network

HDS Health
Data
Sweden

HDS Partners



bron.

compare

DIGITALWELL
ARENA

eHealth Arena



STUNS
life science



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HDS Health
Data
Sweden

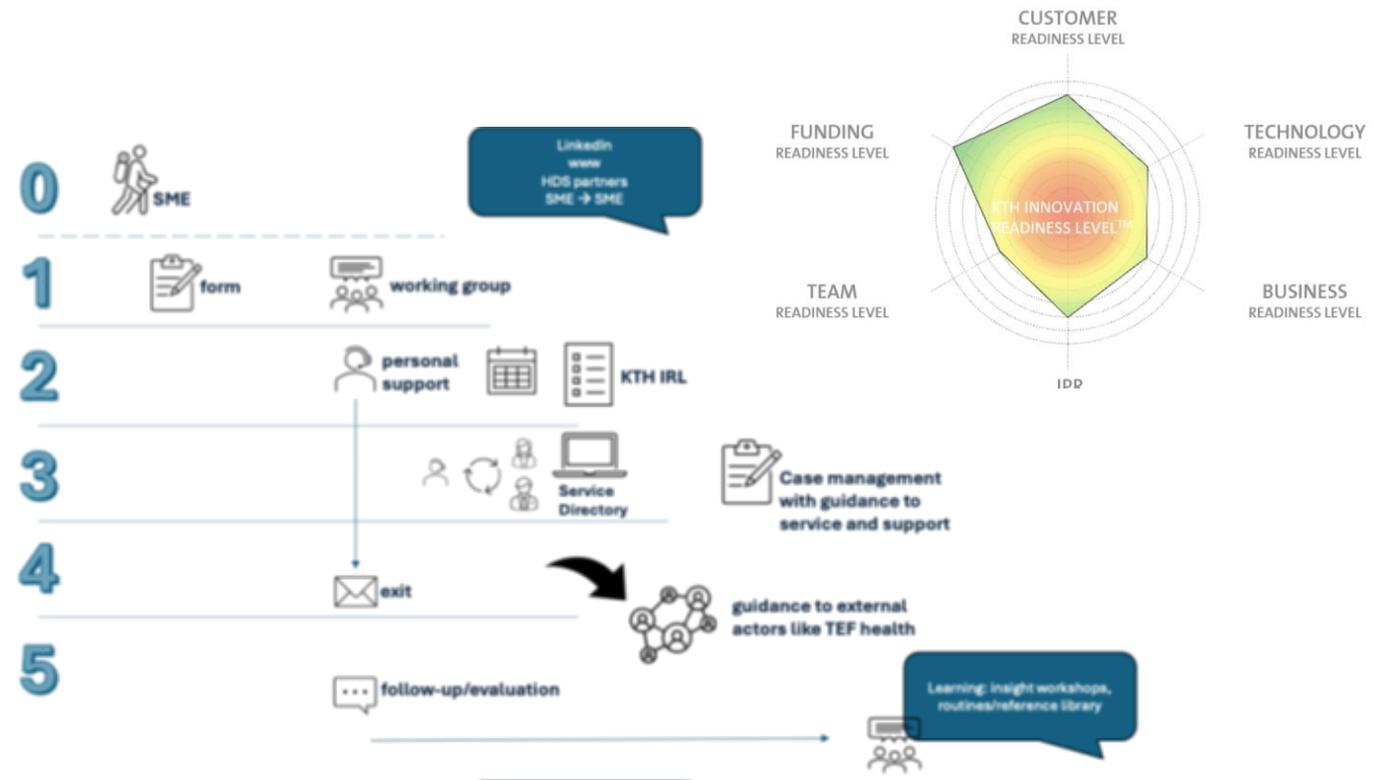
Scaling

- Needs based design of services
- Co-creation and joint service delivery among the partners
- HDS Gateway – a common entry point



KTH Innovation Readiness Level™

A method, visual tool, and resource library guiding the development from early sta



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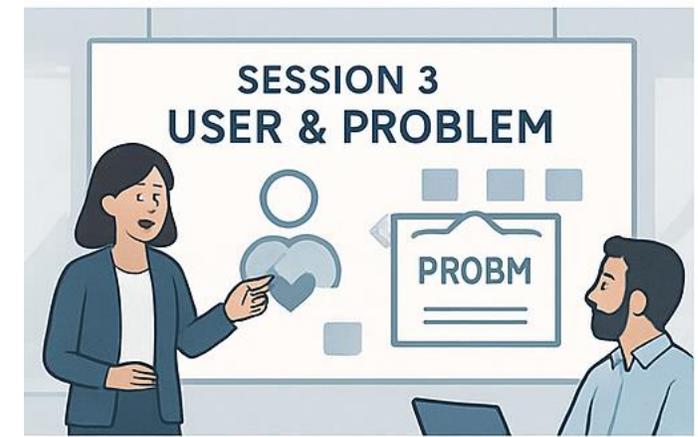
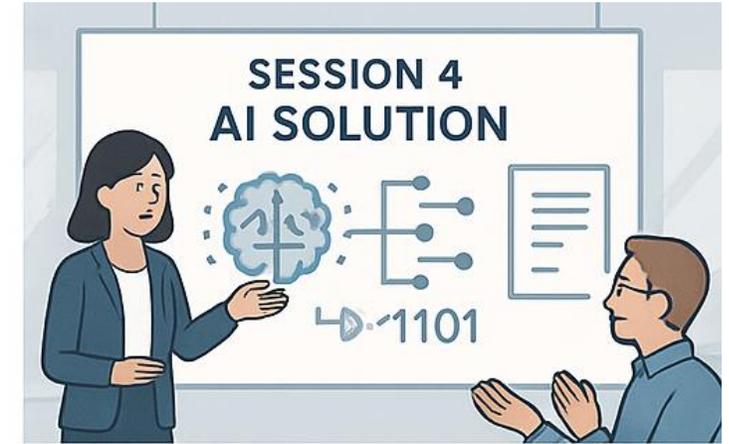
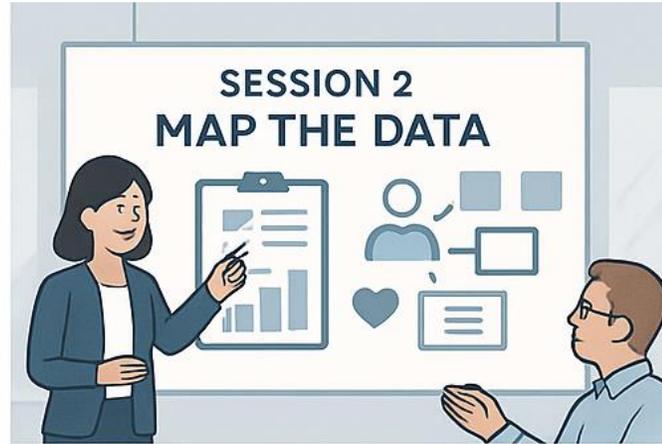
VINNOVA
Sweden's Innovation Agency

EDIH European
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HDS Health
Data
Sweden

Service:

”AI Sprint”



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HDS Health
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Sweden

Service:

” Competence Panel”



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Lessons learned from 2023-2025

Limited awareness among SMEs.

The value of shared experience – collaboration structures and harmonisation of services in both national and European contexts.

High demand for PSO support.



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Sweden's Innovation Agency

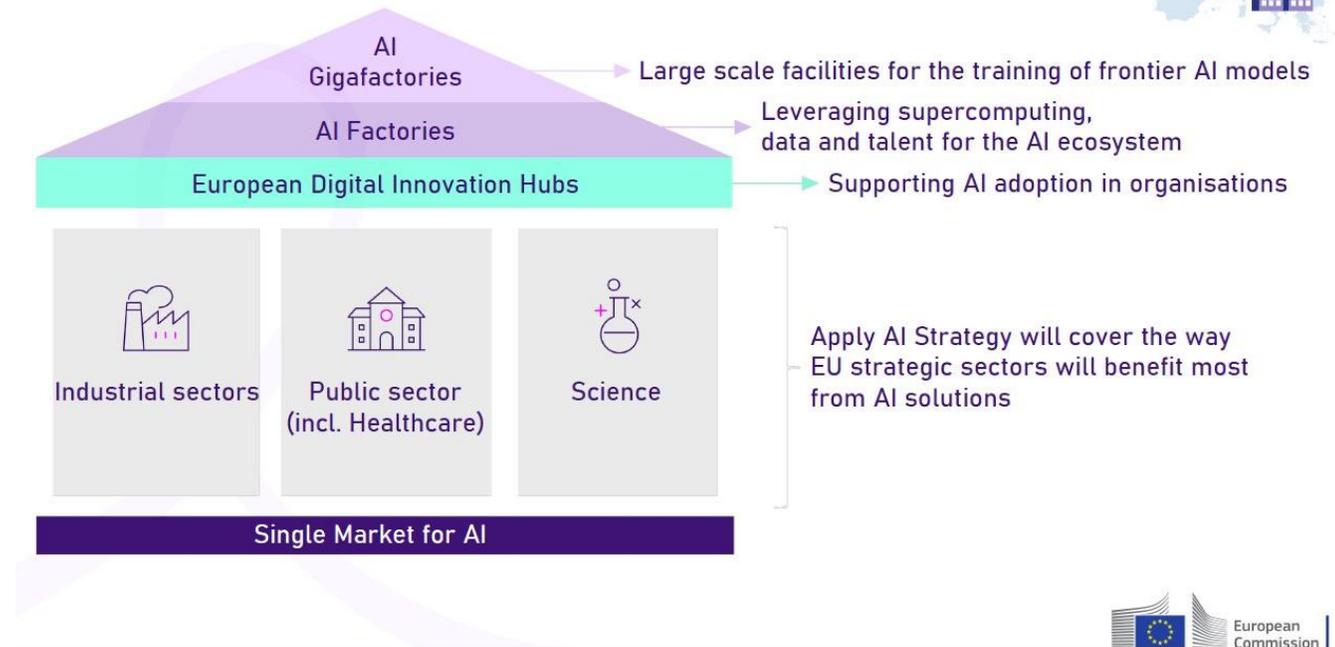
EDIH | European
Digital Innovation
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Sweden

HDS - Next Level

- A consolidation of HDS 1.0
- Reinforced AI focus
- Navigating the EU AI innovation Ecosystem
- Long-term sustainability of services

Apply AI Strategy for health



Insights from HealthTech Lisboa

**Speaker:**

Vitor Crespo

vitor.crespo@healthtechlisboa.com



Building and Sustaining Healthtech Hubs: Insights from Healthtech Lisboa & Portugal

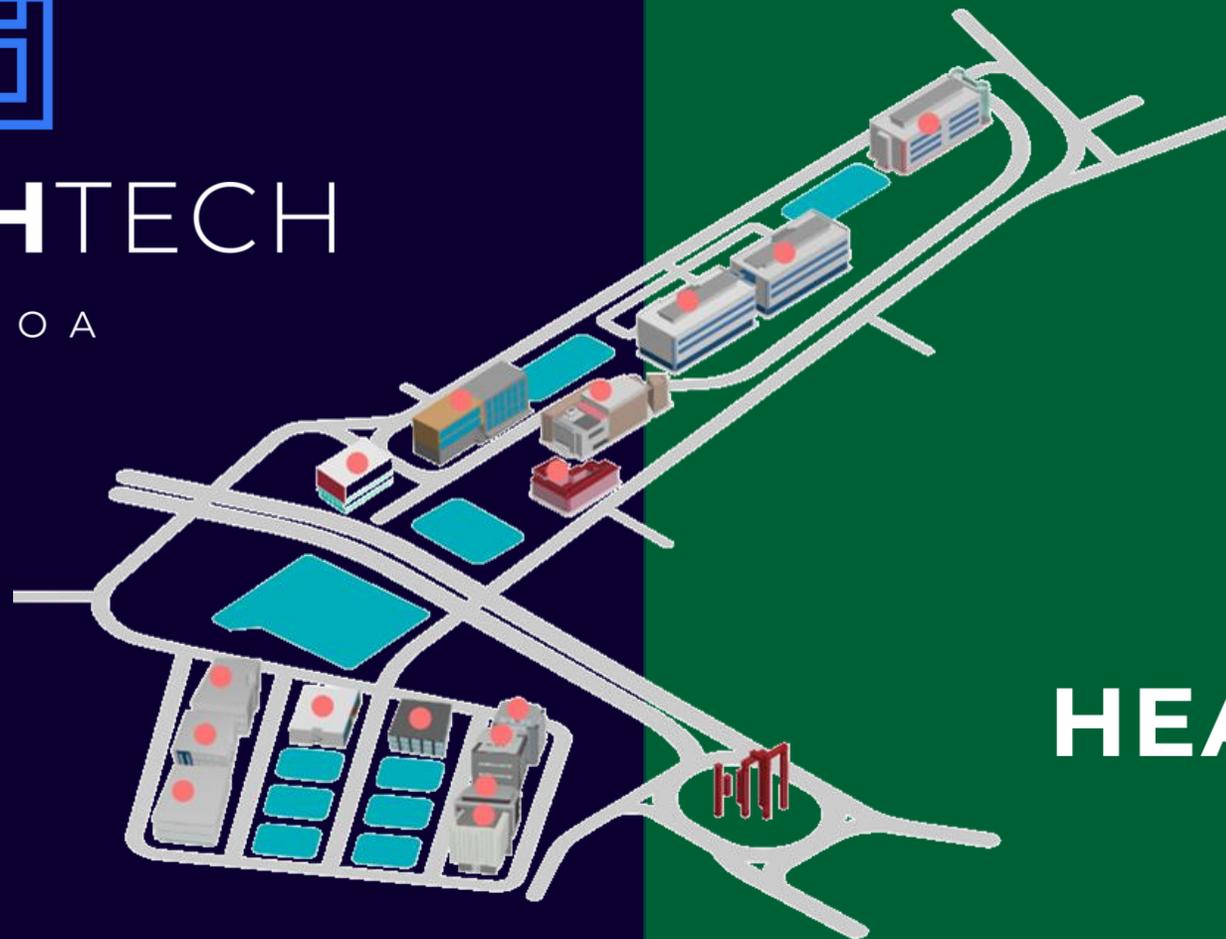
Strategies for developing innovative healthcare technology centers





HEALTHTECH

L I S B O A



HEALTHTECH

P O R T U G A L

Venture Builder

@ L I S P O L I S

Service Factory

Welcome And Mission



Fostering Healthcare Innovation

Healthtech Lisboa and Portugal support startups to innovate and commercialize breakthrough healthcare technologies efficiently.



Accelerating Technology Transfer

The mission focuses on bridging academia and industry to bring healthtech solutions to market faster.



Ecosystem Support and Venture Building

Providing infrastructure, mentorship, and investment pathways to transform ideas into scalable businesses.



Addressing Healthtech Challenges

Structured support helps startups navigate long development cycles and complex health regulations.



Founding and Initial Activities



Establishing Core Services

Initial focus was on mentoring, strategic partnerships, and providing access to investment for startups.



Connecting Key Stakeholders

Building connections between founders, investors, mentors, and customers was crucial for ecosystem growth.



Challenges and Lessons Learned

Overcoming ecosystem fragmentation and limited resources highlighted the need for agility and collaboration.



Future Improvements

Stronger partnerships, streamlined regulatory processes, and better resource allocation can accelerate startups.





Scaling Strategies and Partnerships

Strategic Partnerships

Growth leveraged partnerships across regional, national, and European levels, creating a strong multi-layered ecosystem.

Scaling Challenges

Key bottlenecks included coordination complexity, resource strain, and misalignment among partners during scaling.

Quality and Consistency

Rigorous due diligence, standardized frameworks, and stakeholder engagement ensured consistent quality amid rapid expansion.



Adapting and Mitigating Risks



Continuous Adaptation to Needs

Healthtech hubs must adapt continuously to evolving digital health demands to stay relevant and effective.

Proactive Risk Management

Identifying risks like funding instability and policy shifts helps in devising strategies to mitigate their impact.

Community Engagement Initiatives

Thematic groups and shared infrastructure foster trust and long-term collaboration among healthtech partners.

Supportive Testing Platforms

Test Beds provide startups affordable platforms for validating innovations, boosting commercialization readiness.



Key Takeaways and Discussion



Long-Term Hub Development

Building healthtech hubs requires strategic planning and adaptability across all phases of growth and sustainability.



Role of Structured Support

Structured support, investment readiness, and community engagement drive innovation and lasting impact in healthtech hubs.



Collaborative Dialogue

Encouraging participant reflection and discussion fosters best practices and strengthens healthtech networks.





HEALTHTECH
PORTUGAL



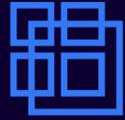
HEALTHTECH
LISBOA

LET'S CO-CREATE SUCCESS TOGETHER

EMPOWERING HEALTHTECH ENTREPRENEURS TO CHANGE THE WORLD

Thank You!

GET IN TOUCH



HEALTHTECH
L I S B O A



Venture Builder



HEALTHTECH
P O R T U G A L



Service Factory

THANK YOU!



SHIFT-HUB



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Steinbeis Europa Zentrum
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