

# The EU-funded SHIFT-HUB project reaching its Halfway Point

The **EU-funded project SHIFT-HUB**, aimed at the creation of a pan-European Smart Innovation Hub, has now successfully hit the **halfway point** of its **3-year journey**. Given its ambitious objective, the first months of the project were crucial in setting the management approach, defining the time plan, the activities to carry out and the results to be achieved throughout the project, with the purpose of ensuring a smooth and effective cooperation.

Thanks to the SHIFT-HUB consortium's commitment and hard work, it was possible to record multiple early successes thought to enrich the services for the **patient-centric community**.

Particularly, **SHIFT-HUB offerings** include:

- 🌀 **Involvement Services** including community building and engagement facilitation
- 🌀 **Growth Services** through comprehensive support in a cross-fertilisation process
- 🌀 **Route-to-Market Services** helping technology providers access funding and supporting discovery, demonstration, and test-before-invest activities.

Given the project's nature, the SHIFT-HUB consortium launched its community consisting of **health practitioners** and **organizations, technology, knowledge** and **infrastructure providers, innovation intermediaries, public authorities**, and **individual citizens**. Through a simple registration process, members receive updates on events, materials, and project-promoted opportunities.

Among the relevant events organised by SHIFT-HUB, the project hosted **two International Conferences** on Smart Health Innovation and Future technologies, **Demo Days, Living Labs**, an outstanding **International Brokerage Event** and **Access to Funding workshops**.

## Educational Resources: Bridging the Digital Gap

Recognizing the **need to upskill healthcare workers and enhance digital capabilities** of the general public, the SHIFT-HUB Catalogue of educational resources was developed. This online repository, comprising **189 resources across 15 thematic categories**, addresses essential topics such as AI, data science, cybersecurity, and smart health applications. These resources cater to healthcare professionals, patients, entrepreneurs, SMEs, companies, and students, contributing to narrowing disparities in digital skills.

## SHIFT-HUB Smarth Health App: encouraging a healthier lifestyle while playing

SHIFT-HUB has created a captivating and immersive e-learning journey for both patients and citizens, aimed at enhancing their awareness of health-related matters and fostering healthy lifestyles **to promote overall well-being and disease prevention.**

Hosted on a single digital platform in the form of a **classic arcade machine**, each of the games tackles one of the five pressing health challenges that SHIFT-HUB is working on:

- ✿ The **Card Association game** centers around **disease prevention**;
- ✿ The **Drag&Drop game** educates about **chronic diseases**;
- ✿ In the **Basket collection game** participants engage in collecting items in a basket to learn about making healthy lifestyle choices and prevent **cardiovascular diseases**;
- ✿ The **Quiz game** focuses on **mental disorders**;
- ✿ The **Simulation game** immerses players in a captivating experience to enhance their knowledge about **cancer prevention**.

**PLAY NOW!**

To learn more about these first 18 months, out of 36-month journey, visit SHIFT-HUB website and follow it on [LinkedIn](#)!



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*SHIFT-HUB Consortium*



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