SHIFT-HUB

Smart **H**ealth **I**nnovation & **F**uture **T**echnologies **Hub**
Fostering the development and uptake of Smart Health Technologies

www.**shift-hub**.eu

Open Innovation Workshop

Creation of Project Ideas and Partnerships for EU Funded Calls

Welcome & Introduction

NADJA DOKTER
IPPOCRATE AS

SHIFT-HUB OI Workshops

An open platform to:

- **create a cross-fertilization process** among representative stakeholders of the Smart Health Community,

- **generate project ideas and co-design and co-develop solutions** answering the current sectorial challenges,

- explore in-depth the **needs of the Healthcare sector,**

- discover technological solutions,

- support the emergence of **cross-sectoral collaborative research, development and innovation/technology transfer projects**.

Significance of Open Innovation 1

Innovation journey

Closed innovation model
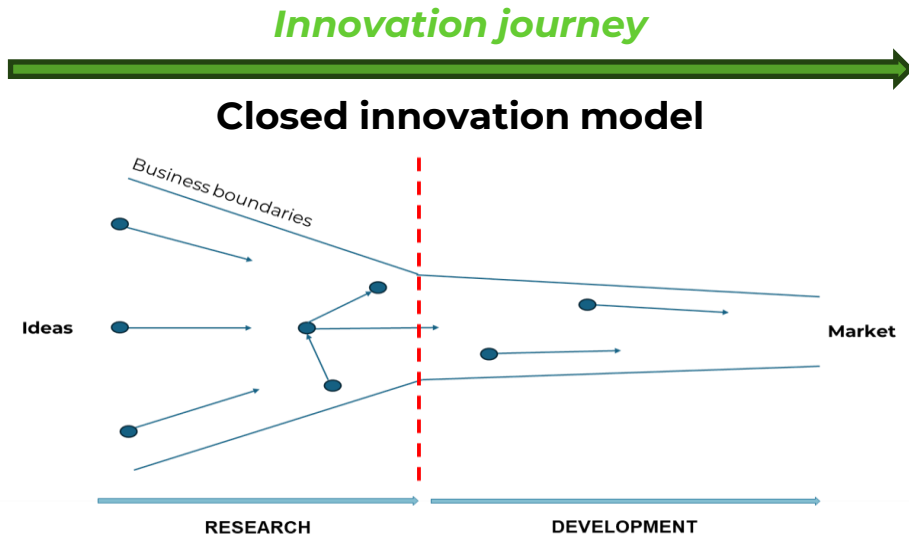
✓ Innovation development process: **more internally**

✓ Transformation of the initial idea to a product/service: by the **employees of the company**

✓ Innovation model: limited **within the business boundaries**

Significance of Open Innovation 2

Open innovation model

Business boundaries

Ideas

New Markets

Markets of other businesses

Market

RESEARCH

DEVELOPMENT

Innovation journey
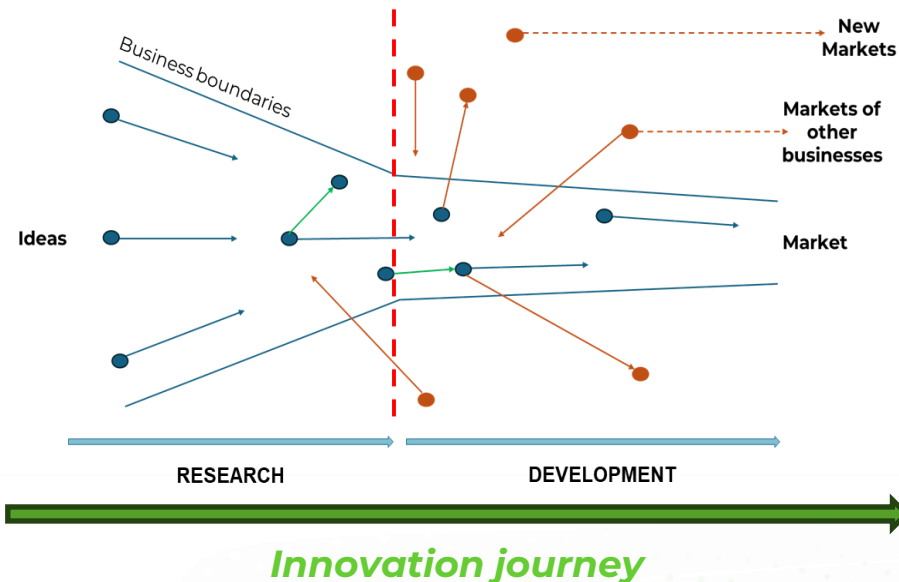
✓ More **interactive & open process**

✓ **Interaction with external environment of innovation ecosystem** (new markets, markets of other businesses, etc.)

✓ Get **feedback/input for the development of the idea** throughout the whole innovation journey

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During today's workshop, you'll have the opportunity to:

- Gain insights into **two calls:**

    - End user-driven application of Generative Artificial Intelligence models in healthcare (GenAI4EU)

    - Good practices for increased autonomy of persons with disabilities, including physical, mental, intellectual, and sensory disabilities.

- **Discuss** and **co-create project ideas and concepts** with others

- **Share your interests**, your **organisational background, innovative solutions** and articulate your needs aligned with the targeted topics

- **Connect to collaborate** beyond this workshop.

Agenda 1/2

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Time (CET)	Topics	Speakers
10:00 – 10:10	**Welcome & Introduction**	*Nadja Dokter, IPPOCRATE AS*
10:10 – 10:25	**The SHIFT-HUB Project: How we support Smart Health innovation**	*Anastasia Papachristodoulou, KiNNO INNOVATION INTERMEDIARIES LTD*
10:25 – 10:35	**Tour de Table** – Short presentation of participants	All participants
10:35 – 12:20	**EU Funding Calls: Co-creating project concepts** **10:35 – 10:45 Presentation of Call 1:** HORIZON-HLTH-2025-01-CARE-01 - End user-driven application of Generative Artificial Intelligence models in healthcare (GenAI4EU)	*Gabriele Grillo, PMF Research (JO Goup)*
10:45 – 11:25	**Discussion and idea sharing**	*All participants*

Agenda 2/2

Time (CET)	Topics	Speakers
11:25 – 11:40	**Presentation of Call 2:** HORIZON-CL2-2025-01-TRANSFO-09 - Good practices for increased autonomy of persons with disabilities, including physical, mental, intellectual and sensory disabilities	*Nathalie Leiba, VITECO SRL*
11:40 – 12:20	**Discussion and idea sharing**	*All participants*
12:20– 12:30	**Next Steps in collaboration:** SHIFT-HUB Community & Upcoming Opportunities	*Nadja Dokter, IPPOCRATE AS*
12:30	**End of the workshop**	

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Agenda

Topics
The SHIFT-HUB Project
The SHIFT-HUB Consortium
About the Project – Main Goal
Objectives & Services
SHIFT-HUB offers

The SHIFT-HUB Project

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Smart **H**ealth **I**nnovation & **F**uture **T**echnologies **HUB**

36 Months

Jan '23

↓

Dec '25

12 Partners

From: Belgium, Germany, France, Greece, Italy, Portugal, Romania Coordinated by Steinbeis Europa Zentrum

1 999 990 €

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

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The SHIFT-HUB Consortium

Innovation Intermediaries

Other Partners
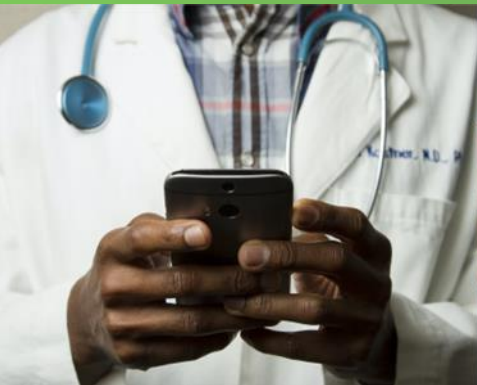
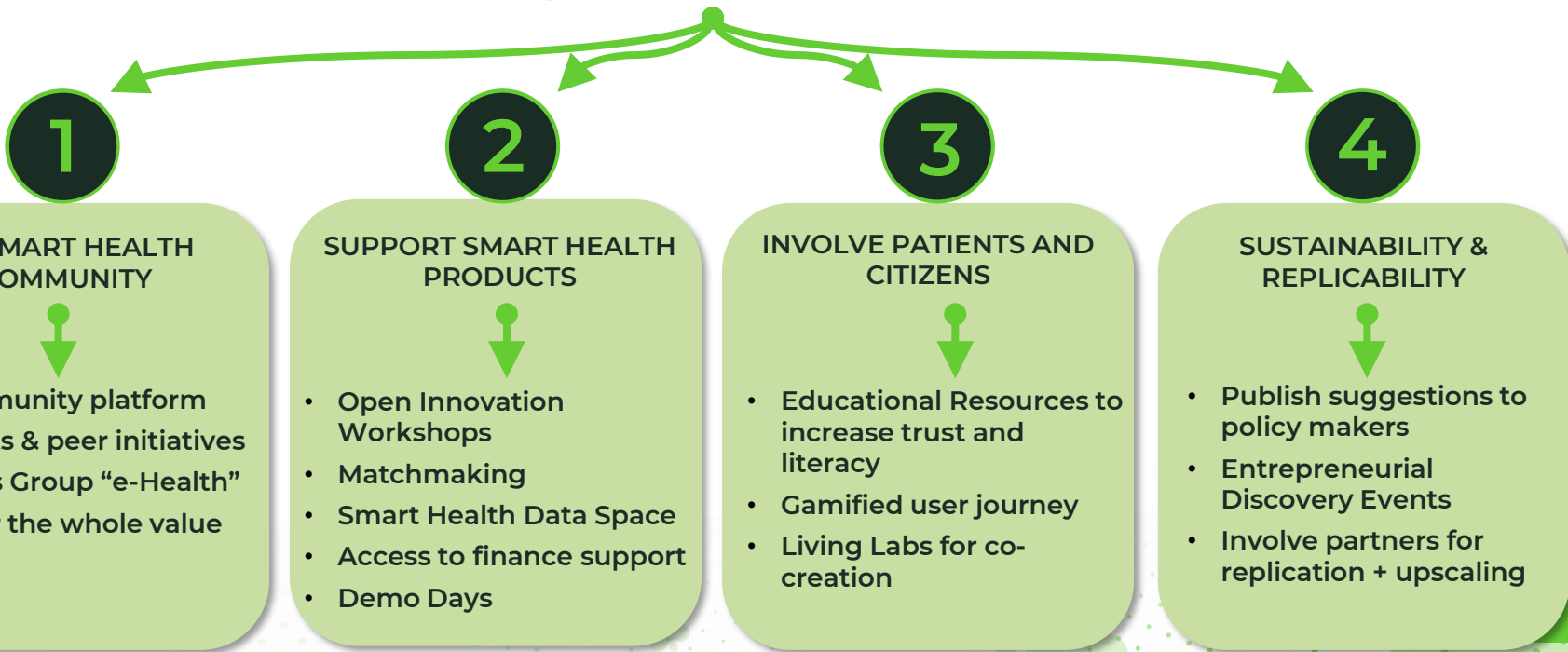**Knowledge Providers**

Technology Providers

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About the Project

MAIN GOAL

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

Objectives & Services

SHIFT-HUB

1 — EU SMART HEALTH COMMUNITY

- Community platform
- Events & peer initiatives
- Focus Group "e-Health"
- Cover the whole value chain

2 — SUPPORT SMART HEALTH PRODUCTS

- Open Innovation Workshops
- Matchmaking
- Smart Health Data Space
- Access to finance support
- Demo Days

3 — INVOLVE PATIENTS AND CITIZENS

- Educational Resources to increase trust and literacy
- Gamified user journey
- Living Labs for co-creation

4 — SUSTAINABILITY & REPLICABILITY

- Publish suggestions to policy makers
- Entrepreneurial Discovery Events
- Involve partners for replication + upscaling

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SHIFT-HUB offers

TECHNOLOGY PROVIDERS

- Networking & Knowledge exchange
- Support of product development
- Promotional Services

KNOWLEDGE AND INFRASTRUCTURES PROVIDERS

- Partnership opportunities & knowledge exchange
- Funding opportunities
- Research validation in industrial contexts

HEALTH PRACTITIONERS AND ORGANISATIONS

- Insights into emerging Smart Health Solutions
- Knowledge about funding opportunities
- Possibility to express challenges and needs

TOUR DE TABLE –
Short introduction of participants

- Your name and organisation

- Your focus and interests

EU Funding Calls: Co-creating project concepts

CALL 1: <u>HORIZON-HLTH-2025-01-CARE-01</u> - End user-driven application of Generative Artificial Intelligence models in healthcare (GenAI4EU)

Gabriele Grillo, PMF Research (JO Group)

Call details

Type of action: HORIZON-RIA HORIZON Research and Innovation Actions ➡️ 100% Funding rate

Type of MGA HORIZON Action Grant Budget-Based ➡️ No lump sum

Single stage

Deadline date: 16 September 2025 - 17:00:00 Brussels time

Total budget for the call: €40.000.000

Projects funded: 2

Contributions: 15 to €20.000.000 per project

Expected outcomes

- **Healthcare professionals**, at all stages of healthcare provision, have **access to user-centric, robust and trustworthy virtual assistant solutions** based on Generative Artificial Intelligence **(AI) models and other AI tools** to support them towards the provision of **safer, more efficient and personalised care.**

- Healthcare professionals benefit from cross-country applicable methodologies with the aim to **facilitate acceptability, healthcare uptake and public trust of virtual assistant tools** based on Generative AI models.

- **Patients** benefit from **enhanced outcomes, more personalised care,** and **increased engagement** with their healthcare professionals, leading to **improved safety, quality of care, access to appropriate healthcare information** and patient-doctor communication.

- **Healthcare systems** benefit from **improved cost-effective patient outcomes**, superior to standard of care in terms of accuracy, safety, and quality, and from **cost-savings** through advancements in highly accurate, transparent, traceable, and explainable solutions.

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Activities

- **Develop virtual assistant solutions** based on new or optimised trustworthy and ethical Generative AI models, **augmented by other AI tools to support healthcare professionals**. The models should leverage extensive and diverse multimodal health and research data, public knowledge, and reliable healthcare systems information relevant for healthcare settings (health records, medical imaging, genomics, proteomics, molecular data, laboratory results)

- **Demonstrate the added-value and clinical utility of the virtual assistant solutions** in at least two healthcare use cases in different medical fields and unmet needs showing e.g. improved care management and efficiency, prediction of potential patient-specific therapeutic strategies and outcomes, etc.

- **Develop a regulatory strategy/interaction plan** with regulators for generating evidence

- **Develop or adapt existing methodologies for continuous assessment of the developed solutions**. The methodologies should demonstrate technical robustness, healthcare utility and trustworthiness of the Generative AI-based solutions.

Synergies with other proposals

- Proposals are **encouraged to exploit potential synergies with** the projects funded under the topic **HORIZON-CL4-2021-HUMAN-01-24**, as well as with other projects funded under Horizon Europe and Digital Europe Programmes. When the use cases are relevant to diseases covered by specific Horizon Europe Partnerships or missions (e.g., **European Partnership on Rare Diseases, European Partnership on transforming health and care systems, the Cancer Mission**, etc.), the proposals should adopt the federated data-management and data access recommendations already developed.

- All proposals selected for funding under this topic are **strongly encouraged to collaborate**, for example by **participating in networking and joint activities**, exchange of knowledge, developing and adopting best practices. Proposals are expected to include a budget covering the costs of any other potential joint activities.

Synergies with Social Sciences and Humanities (SSH) disciplines

- This topic **requires the effective contribution of social sciences and humanities** disciplines and the involvement of SSH experts and institutions as well as the inclusion of relevant SSH expertise.

- The **active engagement** of healthcare professionals as end users, patients, and their caregivers is central to achieving targeted outcomes in the development and testing of the Generative AI virtual assistant solutions.

Synergies with AI Factory

- Successful proposals are encouraged to utilise the resources offered by the AI factories

GENAI4EU

GenAI models should:

- Be aligned with human values and ethical principles

- Address Ethical, Legal and Societal Implications (ELSI), including data privacy concerns and risk of discrimination/bias

- Transparent and explainable (vs. black box)

Some mandatory readings:

- GenAI4EU: Funding opportunities to boost Generative AI "made in Europe"

- AI Act

- European Approach to Artificial Intelligence

TOPIC DESTINATION

Ensuring equal access to innovative, sustainable, and high-quality healthcare (2025)

- **Expected outcome:** *healthcare systems provide equal access to innovative, sustainable and high-quality healthcare thanks to the development and uptake of safe, cost-effective and people-centred solutions. This is to be accompanied by management models focusing on population health, health systems resilience, and health equity and patient safety, and also improved evidence-informed health policies.*

- **Expected impact:** (a) *Healthcare providers are trained and equipped with the skills and competences needed for future healthcare systems that are modernised, digitally transformed and equipped with safe innovative tools, technologies and digital solutions for healthcare; (b) Enhancing healthcare efficiency and cost-effectiveness with Generative Artificial Intelligence solutions [...] to support healthcare professionals in decision making, offer improved personalised care, and to develop sustainable practices.*

Discussion and idea sharing (10:45 – 11:25)

Questions for discussion:

- Role of GenAI tools in empowering healthcare professionals and patients: brainstorm
- Barriers in the uptake of Generative AI-based virtual assistant
- Promising practices to overcome the barriers
- Exchange on previous experiences/projects developed under the topic

Discussion and idea sharing (10:45 – 11:25)

Some barriers

- Users and organizations worry about data misuse, surveillance, or breaches when interacting with AI

- Healthcare professionals and patients may distrust AI responses if they seem opaque, biased, or inaccurate

- GenAI-based tools may fall short due to the black box phenomenon

- Healthcare professionals may fear job loss or feel threatened by automation, leading to low adoption

- Trained models may exhibit biases in language or responses, leading to reputational or legal risks

EU Funding Calls: Co-creating project concepts

**CALL 2: <u>HORIZON-CL2-2025-01-TRANSFO-09</u> -
Good practices for increased autonomy of
persons with disabilities, including
physical, mental, intellectual and sensory
disabilities**

Nathalie Leiba, VITECO SRL (JO Group)

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Call details

- **Type of action:** Research and Innovation Actions ➡ 100% Funding rate

- **Single stage**

- **Deadline date:** 16 September 2025 - 17:00:00 Brussels time

- **Indicative budget for the topic:** €10.20M

- **Contributions:** around €3.40M per project

TOPIC DESTINATION

Innovative research on Social and Economic Transformation (2025)

Projects funded under this destination should contribute to the following expected impacts in the Horizon Europe Strategic Plan 2025-2027:

- Strengthening social and economic resilience and sustainability
- Boosting inclusive growth and reducing vulnerabilities effectively

Expected Outcomes:

Projects should contribute to some of the following expected outcomes (**minimum three outcomes)**:

- **Develop innovative evidence-based policy approaches** to promote the autonomy of persons with disabilities of any age and any origin of the disability or impairment.

- Develop **practices that facilitate the full inclusion and participation of persons with disabilities** in different areas of life, including education, family life, employment, living arrangements, leisure, arts, culture and sport on equal basis with others.

- **Address the seamless use of accessible and assistive technology**, including and digital technologies and artificial intelligence, in the community and related services and infrastructure. If possible, **identify specific measures tools for different addressed areas of lives of persons with disabilities**, such as education, recruitment, hiring, return to work, and independent life.

- **Identify and compare the usefulness of different options for policies and measures aiming to increase the autonomy and quality of life of persons with disabilities**, as well as the quality of life and well-being of their families, using a **person-centred approach**, taking into account the individual needs of persons with disabilities and ensuring their full enjoyment of human rights and fundamental freedoms on equal basis with others.

- **Identify relevant actors to achieve effective results** (public actors, civil society organizations, private sector, social economy actors, etc.) and explore their roles and interaction, **with a view to assessing integration among different social, support and essential services** (including e.g. transport or housing) necessary to promote autonomy and inclusion in the community.

KEY FEATURES 1

- The proposals **may focus on a specific disability or address several of them**.

- Research (including from SSH disciplines) **should address barriers and solutions with regard to specific disabilities** to increase inclusiveness, decision-making and autonomy, taking into account the integrated and personcentred support provided by families. **The role of the family** as carers and as the first agent to promote inclusion **needs to be addressed.**

- **Promising support practices in** these areas: **access to inclusive education, training, active labour market measures and employment in the open labour market should be mapped, analysed and tested,** including the integration and communication between different services for a usercentred approach.

- The proposals **should consider the impact** – including the impact on the self-esteem of persons with disabilities **– of inclusive education versus special needs education or special schools/classes for promoting the autonomy of persons with disabilities.**

KEY FEATURES 2

- **New and innovative ways of increasing the autonomy of persons with disabilities need to be explored and tested** (…) This **includes the use of assistive technology and other accessible digital technologies and artificial intelligence (AI)** measures and tools to increase accessibility in society and overall communication, social participation and inclusion of persons with disabilities

- **The possible loneliness, impact on emotional well-being and inactivity status of many persons with disabilities needs to be addressed** when designing approaches to increase their autonomy and independence. Moreover, **the higher risk of persons with disabilities to be exposed to abuse, neglect (including self-neglect), scams and aggression needs to be considered**,

- Proposals **should include civil society engagement and dialogue,** for wider input and uptake.

- Proposals are encouraged to seek **synergies and collaboration** whenever possible with projects funded under the topic HORIZON-HLTH-2025-01-STAYHLTH-01: Improving the quality of life of persons with intellectual disabilities and their families.

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POLICY DOCUMENTS

- UN Convention on the Rights of Persons with Disabilities

- Agenda 2030 for Sustainable Development : persons with disabilities are both referenced multiple times and important to the entire 2030 Agenda, which overarching principle is to **leave no one behind** (the Sustainable Development Goals connect to the UN CRPD - the UN CRPD should serve as a guiding framework for implementing the SDGs)

- Council Recommendation of 28 November 2022 on Pathways to School Success and replacing the Council Recommendation of 28 June 2011 on policies to reduce early school leaving (Text with EEA relevance) 2022/C 469/01

- Human Rights Council resolution A/HRC/58/33: Rights of persons with disabilities and digital technologies and devices, including assistive technologies (2025)

- The European Pillar of Social rights and its Action Plan

- The European Education Area's 2030 EU-level targets

- The Union of Equality policies and strategies, including (but not limited to):
  - The Strategy for the rights of persons with disabilities 2021-2030, the European Accessibility Act (Directive 2019,882), and the European Disability Card.
  - The Gender Equality Strategy 2020-2025

INCLUSIVE APPROACHES TO PROPOSAL DEVELOPMENT

TIPS:

- Tailor communication for cognitive accessibility (ex. Easy to read formats)
- Engage with disability-specific organizations to ensure accurate representation
- Include caregivers in co-design
- Offer multiple participation options / multimodal communication
- Assign budget and time to ensure accessibility

STAKEHOLDERS

NATIONAL LEVEL:

- Organisations of persons with disabilities (OPDs), NGOs
- National and Local Governments
- Private sector stakehodlers
- CSOs such as the European Disability Forum. National associations for specific disabilities
- Community-Based Support Services
- Research and Academic Institutions
- Family associations and caregivers networks

EU LEVEL: EU bodies

Discussion and idea sharing (11:30 – 12:10)

- Role of digital and assistive technologies in boosting people with disabilities' autonomy:
- People with disabilities are more likely to use E-governance programs, digital technology can turn assistive technology into smart devices

Questions for discussion:

- Innovative use of digital technologies and AI tools in boosting the autonomy of people with disabilities': brainstorm

- Barriers in the uptake of digital and assistive technologies

- Promising practices to overcome the barriers

- Exchange on previous experiences/projects developed under the topic

Some barriers:

- Not enough people with disabilities know about assistive technologies.

- Assistive technologies are too difficult for people with disabilities to use.

- They are often too expensive.

- Service staff and people working with individuals with disabilities do not know how assistive technologies work.

- Assistive technologies are predominantly designed for men and do not work well for women.

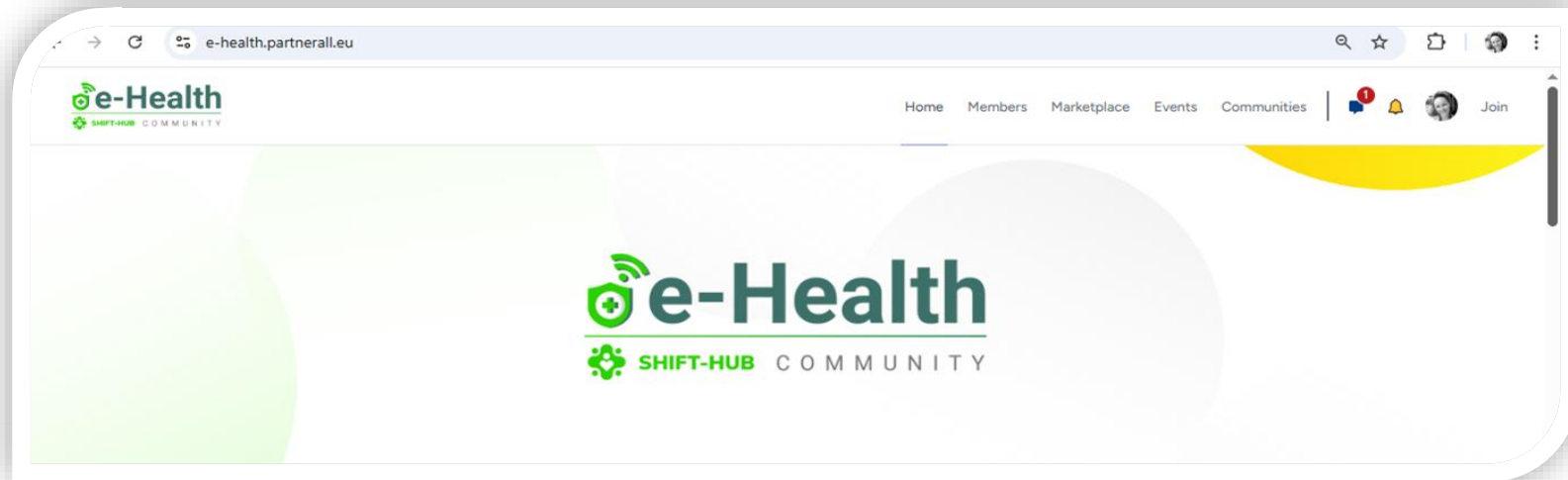- There are not enough assistive technologies available for children.

Some ideas:

- Develop and provide training on designing inclusive technology and innovation policies

- Establish a community of practice to support the formulation of inclusive Science, Technology and Innovation (STI) policies

- Provide specific financial support to advance inclusive innovation

- Share information about assistive technology and why it is important

- Inform people with disabilities about the various assistive technologies available to help them make informed choices.

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NEXT STEPS IN COLLABORATION

SHIFT-HUB Community Platform

- Continue the dialogue and collaboration with workshop participants.
- Expand these connections by engaging with other SHIFT-HUB Community Members

https://shift-hub.eu/the-community/   **https://e-health.partnerall.eu/**

![SHIFT-HUB logo] **SHIFT-HUB** # SHIFT-HUB Community Platform

Community:

✓ Create a personal & company profile (done)

✓ Search, filter and find like-minded peers by looking at their profiles and reach out quickly and easily – message function.

Events:

✓ **Register for and participate in relevant events**, including those focused on funding and matchmaking and invite other members to 1-2-1 sessions.

Marketplace:

✓ Join the **interactive marketplace** to **showcase your services, products, solutions, business needs and opportunities.**

https://e-health.partnerall.eu/marketplace
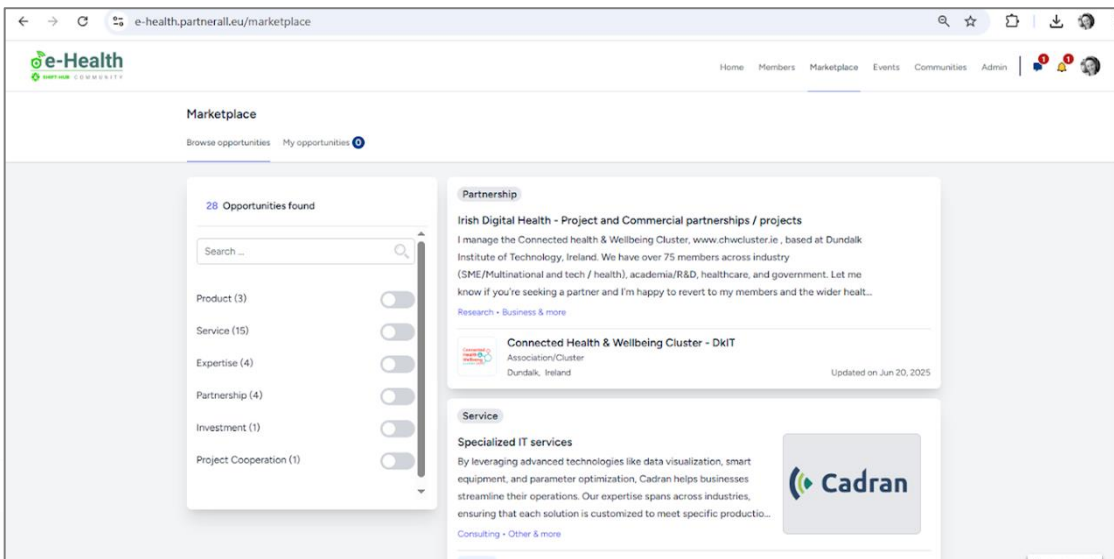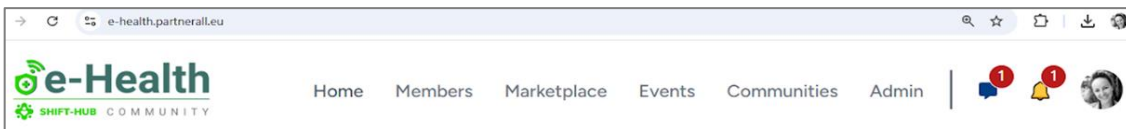
Additional Resources

From our recent Brokerage event:

https://2nd-shifthub-international-online-brokerage-event.e-health.partnerall.eu/

Access below all the shared presentations and the full recording!

- AI Healthcare Transformation - *Paraskevi Papadopoulou*

- AIoD - *Martin Welss*

- Horizon Europe Health Cluster 2025 – Funding Opportunities (Part 1) - *Adamantios Koumpis*

- IED Health Hub - *Eleni Zarimi*

- Horizon Europe Health Cluster 2025 – Funding Opportunities (Part 2) - *Giuliana Folco*

The event recording is available on the SHIFT-HUB YouTube channel.

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OTHER UPCOMING OPPORTUNITIES
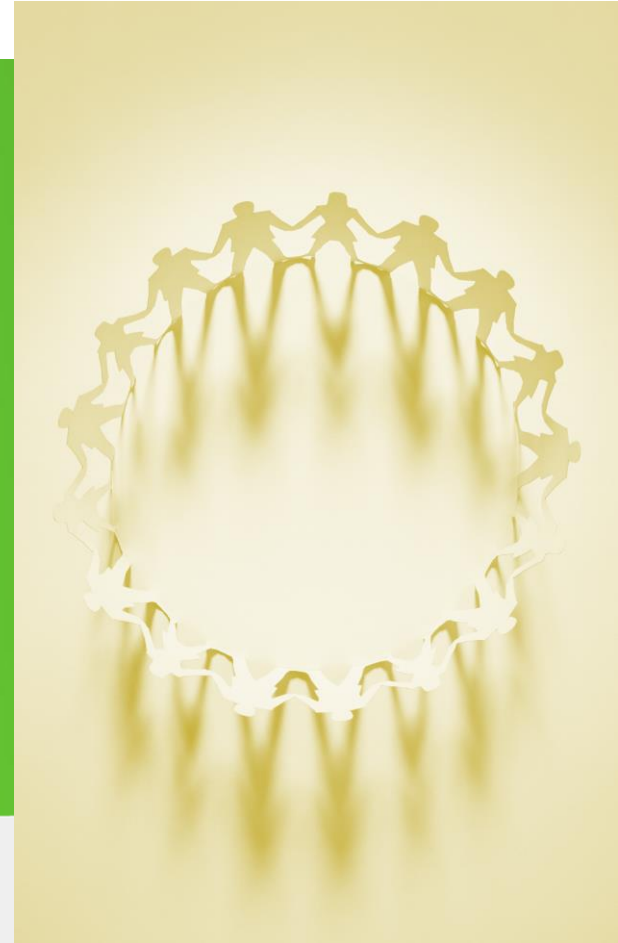
Capacity Building Workshop: Living Lab Methodology for Sustainable Innovation

16 July, 13:00 – 15:00

Register here:

https://capacity-building-workshop-co-creating-for-impact.e-health.partnerall.eu/

YOUR FEEDBACK MATTERS

Your feedback helps us improve our work and serve you more effectively.

Thank you!

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THANK YOU!

Nadja Dokter, Anastasia Papachristodoulou , Gabriele Grillo and Natalie Leiba