

ITEA POs – Towards impactful research projects

Call 7 PO Preparation Days, Online, 7 September 2020

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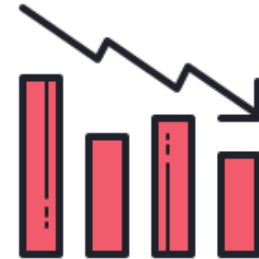
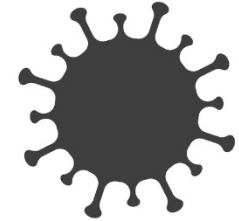
Societal challenges and impactful research projects

A new situation due to Covid-19

- Medical urgency situation
 - Pandemic management
 - Race to collect and exploit data

- Economy slow down
 - New economic channel development
 - Infrastructure, tools and services for new working habits

- Less physical contacts
 - How to maintain social links
 - How to build trust



Fighting Covid-19



- EUvsVirus Hackathon, 24-26 April 2020
 - Over 20,900 people from across the EU and beyond
 - 2,150 solutions submitted: health and life (898), business continuity (381), remote working and education (270), social and political cohesion (452), digital finance (75) and other challenges (83)
- Open-data for Covid research
- Computing resources put to support research projects



Relevant research topics

- Exploitation of genetic data
- Hospital management or protection of medical personnel solutions reducing transmission risk
- **Crisis management tools**
- Online systems for retail
- Local channels management
- Air monitoring and control in buildings
- New entertainment solutions
- E-learning methods and tools
- **Community management tools**
- Cyber Security (see up-coming presentation of the CyberSecurity Customer Workshop by Philippe)

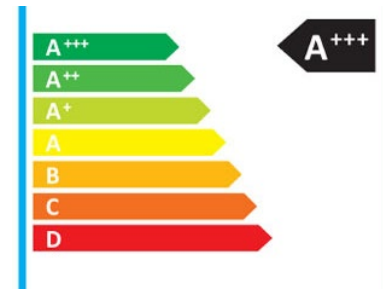
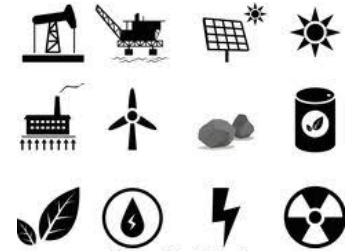
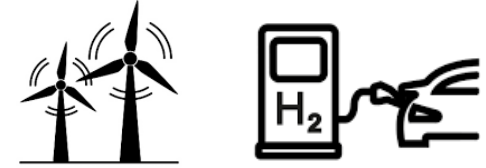


Sustainable society: smart energy

- New energies
 - Renewable energy production (yield optimisation)
 - Hydrogen

- New markets and distribution channels
 - Management of a more complex environment
 - How to provide flexibility

- Efficient energy management
 - Industry, residential, IT infrastructures, cities
 - Measure, monitoring, optimisation



General advices

Impactful ITEA proposal

- Define which impact is targeted (KPIs), for which customers & end users
- Describe clearly your innovation challenge
- Choose a light consortium, no sleeping partners, a partnership with a purpose (extract from the **value chain**). Check eligibility for funding with PA
- Don't just collect text from everybody but share a clear and compact, common story
- Use the ITEA project to prepare long-term business partnerships



“For a child to grow-up, you need a whole village.”

African proverb

Create Intelligent and Natural Value with ITEA stakeholders



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