

# Glancing back at the ITEA PO Days 2022 and Family reunion in Helsinki

## Three days of familiar onsite inspiration and innovation

ITEA Call 2022 for project proposals was launched on 13 September 2022 in conjunction with the ITEA Project Outline Preparation Days (ITEA PO Days) in Helsinki on 13 and 14 September. After two years of meeting online, many were happy to finally reunite in real life. The Scandic Marina Congress Center in Helsinki provided a perfect backdrop to celebrate this occasion during the PO Days and the following ITEA Family reunion on 14 and 15 September.



## Driving innovation face-to-face again

This year around 310 participants from 21 different countries registered for the online sessions of the ITEA PO Days and about 230 of them joined the event in person in Helsinki. After years of online conferences, many were happy to finally be back again and meet their possible collaboration partners face-to-face. It became clear that the companies and researchers attending not only represent the leading edge of software innovation, but they also form our thriving ITEA Community.

*ITEA Chairwoman, Zeynep Sarilar, comments: "During the pandemic, we learnt many things such as the value of technology to keep seeing each other and the importance of physical meetings, especially with our families. Therefore, it was great to have the onsite ITEA PO Days and Family reunion in Helsinki this year to be able to meet and to collaborate in a physical environment."*



## Combining best of both worlds

For the first time, the ITEA PO Days were also partly online to combine the best of the online and physical PO Days. An online preparation session, 11 online country information sessions and an online project idea pitch session (with 34 pitches) were organised prior to the physical event in Helsinki. This optimised the time for networking and consortium building during the PO Days and opened up participation to a broader group of people that otherwise would not have been able to attend due to busy schedules or difficulties with travelling across the globe.

This combination of online and onsite sessions was highly appreciated by

most of the participants; 81% of the survey respondents indicated that it was a big success and another 18% felt that ITEA partly achieved in combining the best of both worlds, providing at the same time good suggestions to further improve for future events.

*Mehrdad Saadatmand at RISE Research Institutes of Sweden expressed his view: "The ITEA PO Days, in general, serve as a great forum for representatives from various industries and market sectors as well as academic and research partners to come together, exchange ideas, and identify industrial research challenges and project topics that are of high impact. The ITEA PO Days 2022 event was of special importance since it was the first physical and in-person PO Days event after two years of having*

with numerous very concrete projects in the pipeline.

*Ramon Schiffelers, Public Private Partnerships Manager at ASML draws a positive conclusion from his premiere participation at the ITEA PO Days: "ITEA brought the best of the online and offline worlds together by providing an online event a few days before the PO Days in which most project ideas were pitched. Due to this there was more time available on the PO Days itself to brainstorm and to form consortia face-to-face. Together with one of our suppliers, we went to the PO Days equipped with (just) some ideas. At the end of the PO Days, there was a Project Outline, a consortium spanning six different countries, and lots of energy to turn it into a project proposal!"*



## Public Authorities showing strong commitment

This year, a record number of ten representatives of the Public Authorities attended the event, showing their strong commitment to the ITEA PO Days. They combined their online country information session with a poster in a dedicated poster area at the event, informing participants about national priorities, eligibility criteria and funding outlook. Of course, participants were also able to discuss their first ideas for their project proposal one-on-one with the Public Authority representatives at the Scandic Marina, creating an early dialogue, which is very important to improve the chances for funding.

*it only online due to the pandemic. Thanks to the excellent organisation of the event by the ITEA Office, the PO Days 2022 enabled us to not only meet our old ITEA friends once again, but also establish new international collaborations and contacts."*

## Innovative powered Community presenting solutions for the future

In addition to the plenary sessions in Helsinki, there was plenty of time for interaction during the poster session – in which 32 project ideas were presented – and the many lively brainstorm and workgroup sessions to exchange, discuss and develop new ideas together. The group discussions resulted in 17 plenary project idea presentations



Mika Niskanen, Business Finland (Finland NCP for ITEA), shares his thoughts: "The ITEA PO Days 2022 were my first experience of the PO Days. My expectations were to understand the character of the event, meet customers, meet my ITEA colleagues and hear about ITEA projects under preparation and finished projects. My own task related to ITEA projects is to work with evaluation and funding of national applications

will work better together in the future. It was a pleasure to participate in the ITEA PO Days 2022."

Apart from initiating new innovative ideas, the PO Days 2022 also provided the opportunity to have a look at the great achievements of ITEA projects that were recently completed. On Thursday 15 September, during the ITEA Awards of Excellence ceremony, ITEA's four most outstanding software

(OT) exposes manufacturing systems to a growing number and diversity of threats. The ITEA project CyberFactory#1 has designed, developed, integrated and demonstrated a set of key enabling capabilities to foster the optimisation and resilience of the Factory of the Future (FoF). For these achievements, the CyberFactory#1 consortium was awarded the ITEA Award of Excellence 2022 for Business Impact!



and thus the PO Days event was an excellent opportunity to discuss the coming projects and to understand the results of finished projects. Definitely the most important dimension of the ITEA PO Days was to meet live with my ITEA colleagues who during the last two years have only been images on the screen. I enjoyed this possibility to learn more about my colleagues as persons and also to get to know the whole ITEA Community. We have worked well together before online and I think we

innovation projects – that finished between mid-2021 and mid-2022 – were celebrated for their impressive results. This year's award winners are:

> **CyberFactory#1 - fostering the optimisation and resilience of the Factory of the Future**  
To enable the Factory of the Future, optimisation must be reconciled with security. The growing integration of Information Technology (IT) into Operational Technology

> **IMPACT - making healthcare more efficient, accurate and cost-effective**  
Healthcare faces many challenges, including improving patient outcome and working more cost-effectively, while the demand is growing, staff capacity is declining, and new clinical and technological developments succeed each other quickly. The international collaborative ITEA project IMPACT has addressed several challenges by leveraging the power of data and building on the preceding award-winning ITEA projects MEDIANE and BENEFIT to move towards intelligence-based healthcare. Thanks to this innovative approach, IMPACT has won the 2022 ITEA Award of Excellence in the category 'Innovation' and was one of the three finalists for the 2022 Eureka Award 'Best Product and Service Innovation'.

> **OPTIMUM - offering greater efficiency, safety and usability in future smart factories**  
In today's factories, machines such as cranes are typically operated manually using heterogeneous