A snapshot to Europe's tomorrow technologies

The Future Tech Week, organized by the European Commission in collaboration with the FETFX project, fostered the communication around visionary, high-risk and long-term impact research and emerging technological trends funded by the European Commission under the FET programme, including the EIC Pathfinder as a driver for future breakthrough innovation.

The projects have been invited to showcase their achievements, innovative results, through any possible communication means: from the organization of or participation in a conference, open lab or webinar, to the publication of a scientific paper, article or video or any other creative tool.

The future is now as high-risk and long-term research projects are creating the innovations of the future.

We bring you the Future Tech Week, an initiative under the European Innovation Council Pathfinder.

Concept

Following the request of the European Commission, the FETFX team developed the Future Tech Week campaign, inviting the FET and EIC Pathfinder projects showcase their results through the organization of events or any other communication mean addressing their research.

The Future Tech Week took place from 23 to 29 September, and was launched during the Innovative Enterprise Week in June 2019.

The contributions received populated the Future Tech Week (FTW) website via a Future Board, which has been shown at the **Innovative Europe Hub** during the European Research & Innovation Days, organized by the European Commission on 24-26 September in Brussels.
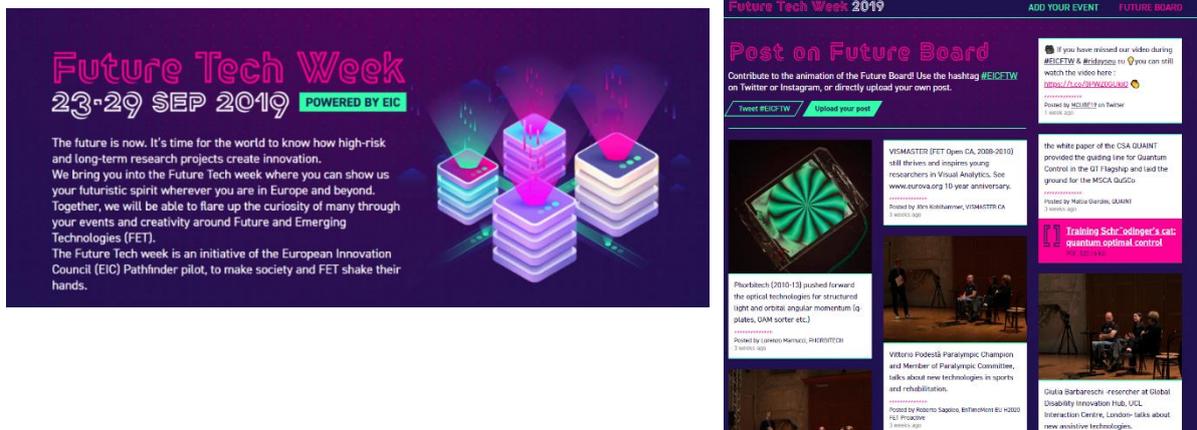

Figure 1 Part of the Future Tech Week website homepage and Future Board
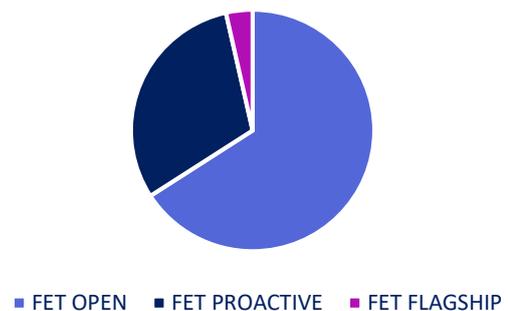
Key features

40 events
121 Future Board posts

#EICFTW on Twitter

Online engagement: a total of 839 mentions recorded in *September 2019* with 217 of these original mentions reaching more than 46,157 *potential audience; 210 unique profiles made a total of 623 re-shares with a *potential spread of mentions to an additional 1,384,236 people

*these numbers are not necessarily accurate as these risk chances of double-counting (despite the efforts of the monitoring tool used)

The Future Tech Week campaign involved 85 projects funded under FET and the EIC Pathfinder Pilot

Future Tech Week involved projects

■ FET OPEN   ■ FET PROACTIVE   ■ FET FLAGSHIP

Future Tech Week - Website

The platform design for the Future Tech Week, was based on the FETFX Visual Identity though the colors varied thereby providing a bit of flare in order to attract enthusiasm not only from the projects but also from other stakeholders i.e. policymakers.

A hashtag (**#EICFTW**) was announced and shared across the FET network. This was used not only to trace the conversation with regards to the Future Tech Week, but also to fish out the posts from social media and put them in the Future Board, a page in the Future Tech Week website dedicated to multimedia posts other than those of social media, i.e. Instagram and Twitter.

Promotional campaign

Invites were sent by the FETFX team via a mail-out campaign and social media promotion. A series of videos and cards were published from the FETFX social media channels – Twitter and LinkedIn. Also, a constant interaction with FET projects was ensured in the process. All these were supported by the EC as they contacted directly the FET projects via their project officers.
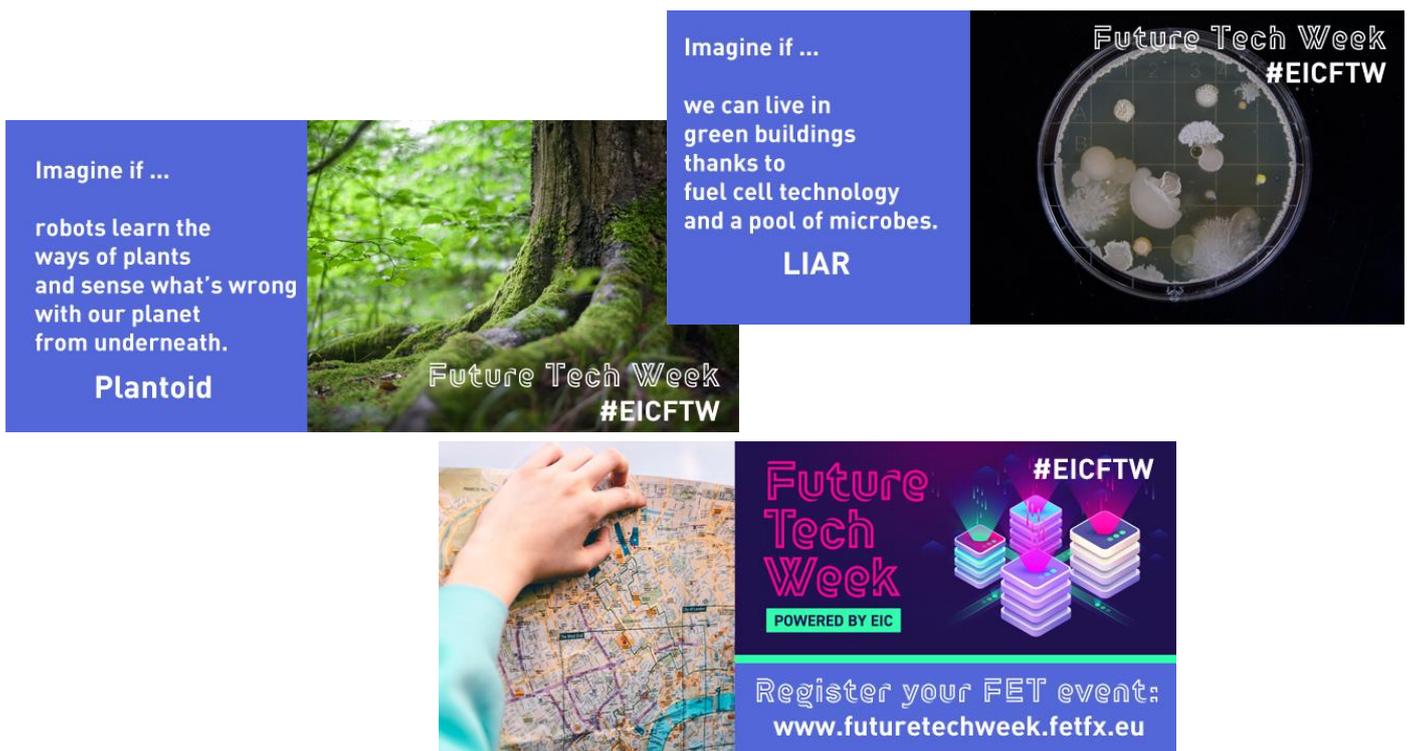

Figure 2 Promotional cards dedicated to EICFTW campaign

Lastly, The FETFX team promoted the event on-site at the Innovative Enterprise Week, held in Bucharest on June 2019, and during the ICT Proposers' Days, on September 2019 in Helsinki and online through specific information campaigns dedicated to National Contact Points and European NCPs Networks.

FETFX Twitter Account

On the month of September, the FETFX Twitter account received a total impression (or visualizations) of 96,022, a total engagement of 1,314 and an average engagement rate of 1.9% all throughout the month. By focalising only on the FTW (from September 23 to 29), it contributed to 46% of the overall impression and 48% of the overall engagement. Its standalone average engagement level was 2.2%. All these numbers, in particular the engagement rate, indicate the high engagement level going on during the Future Tech Week.

The account received a total number of 131 mentions with 59 unique authors. The FETFX account was mentioned three-times more than average that month as illustrated in Figure 3. These contributed to 64% of the overall mentions.
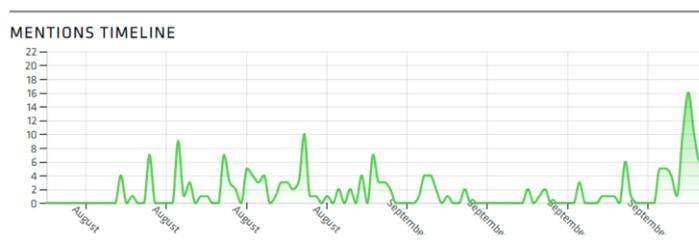

Figure 3 Number of mentions from August 2019 to September 2019

#EICFTW

Aside from the data mentioned above, the #EICFTW has been mentioned four times more than the average during that month (see Figure 4). Some FET project accounts have contributed particularly to the numbers indicated above. These include @PotionProject, @MCube19, @LuminousEU, @sunrisereaction, @HERMES_FET, @NeuHeart2020, @quantumsorter, @FutureAgriculture and @breast2bone, representing four FET Open projects, three FET Proactive projects and one FET Flagship Preparatory Action.
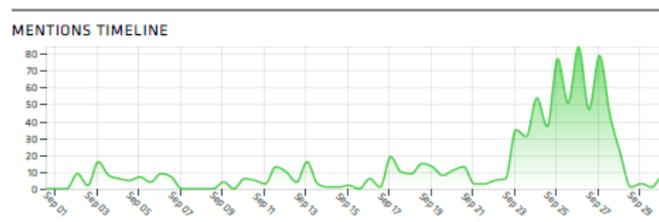

Figure 4 Number of mentions for #EICFTW on September 2019

All these data suggest that the Future Tech Week was highly engaging if the FETFX account and the #EICFTW were accounted for.

Posts from projects via Twitter using the #EICFTW hashtag

Levitate Project @LevitateProj · 26 set

We wrote a short blog post about how our work is being used to create novel displays, with graphics created from levitating physical objects: levitateproject.org/blog-feed/2019... #EICFTW #FET_EU #H2020 @FETFX_EU

0:18 | 1.534 visualizzazioni

💬 2   ⟲ 17   ♡ 53   ⬆

Aureli Soria-Frisch @aurelisofr · 25 set

Can we measure consciousness? Today's technology is expensive, bulky and not ease to use. We are trying to improve these technology @LuminousEU. Come to the Future Tech Week @fet_eu, @FETFX_EU.
#EICFTW on Friday 27th 16:00 if you would like to know more luminous-project.eu/index.php/even...

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NeuHeartH2020 @NeuHeartH2020 · 30 set

#NeuHeart at the @SantAnnaPisa booth during @brightoscana European Researchers' Night: engaging the wider public togeth... @HybridHeartEu and @AdmaioraH2020 colleagues. #EICFTW #... #bright19 @MSCActions @FET_eu

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HERMES-FET @HERMES_FET · 25 set

HERMES_FET is enhancing the future of #brain regeneration: would you like to know how? Watch our video and engage with our community! youtu.be/ir4WhhPCHMQCan
Proudly participating in the Future Tech Week @fet_eu @FETFX_EU #EICFTW 🇪🇺 #EnhancedRegenerativeMedicine #biohybrid #AI

HERMES Project
In a short video we explain how the FET-proactive project HERMES merges together the biological and ...
🔗 youtube.com

💬   ⟲ 9   ♡ 18   ⬆

ByAxon_Project @ByAxon_Project · 3 set

We will proudly show the FET research to all attendees to our open-lab tour at @imdea_nano.

📅 The date: 27th Sep. 2019, Madrid.
📇 Register now: futuretechweek.fetfx.eu

#EICFTW @fet_eu

CONNECT THE NEURON
IMDEA Nanociencia
27th September 2019
Open lab tour
Future Tech Week
ByAxon nanotech health

FETFX e altri 9

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nanotbtech @nanotbtech · 11 set

NanoTBTech project n°801305 has received funding from EU Horizon 2020. 9 institutions are involved & Luís Carlos @LuisCarloszit1(UA-PT) is the coordinator. #EICFTW @UnivAveiro

edition.pagesuite-professional.co.uk/html5/reader/p...

THE MEDICAL SPACE — PROFILE — PROFILE
Nanoparticle-based 2D thermal bioimaging technologies (NanoTBTech)

The Horizon 2020 FET-OPEN-funded project NanoTBTech is leading the change towards new thermal bioimaging technologies

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List of events

The events took place either online or at a specific location in Europe and were registered on the Future Tech Week website.

1. European Commission: Breakthrough Tech - Back to the Future, R&I Days event - [link](#)
2. European Commission: IP and licensing: Knowledge sharing for best practice and efficiency, session at R&I Days event - [link](#)
3. European Researchers' Night 2019 - [link](#)
4. AMECRYS – FET Open project: A crystal-clear approach to make anticancer drugs more affordable, workshop - [link](#)
5. Bio4Comp - FET Proactive project: €5,000 Prize For Novel Biocomputing Ideas, webinar - [link](#)
6. ByAxon – FET Open project: Connect the neuron, workshop - [link](#)
7. ChistERA: Open ChistEra RadioSense, workshop – [link](#)
8. CompBioMed – FET Proactive project: CompBioMed Conference 2019 - [link](#)
9. EDRA – FET Open project: Applying Decoupled Access Execute acceleration on Amazon's FPGA-powered datacenters, live demo - [link](#)
10. Energy-X – FET Flagship Preparatory Action: Research needs towards sustainable production of fuels and chemicals, workshop - [link](#)
11. Energy-X – FET Flagship Preparatory Action: Research Roadmap Launch event - [link](#)
12. EnTimeMent – FET Proactive project: EnTimeMent "A Tempo!" Workshop - [link](#)
13. FET Briefing – FET Open CSA project: Research Meets Industry – Join the matchmaking for FET researchers and industry players, conference - [link](#)
14. FETFX – FET Open CSA project: "Publishing vs. Patenting" Webinar - [link](#)
15. FLASH project: Light from Silicon - European Researchers' Night Short Talk - [link](#)
16. FUTURE AGRICULTURE - FET Open project: finalist at the Innovation Radar Prize 2019 - [link](#) and video – [link](#)
17. Graphene FET Flagship: Graphene Week - [link](#)
18. Harvestore – FET Proactive project: Power on your fingertip -Madrid open lab [link](#)
19. Harvestore – FET Proactive project: Power on your fingertip -Zaragoza open lab [link](#)
20. Hiveopolis – FET Proactive project: Bio-hybrid Superorganisms Diversify Urban Ecological Niches, event- [link](#)
21. HOT – FET Proactive project: Hybrid Optomechanical Technologies, online event – [link](#)
22. Luminous – FET Open project: From Science to the Market workshop - [link](#)
23. NeuHeart – FET Proactive project: NeuHeart@ERN - [link](#)
24. ODYCCEUS – FET Proactive project: Opinion Dynamics and Cultural Conflict in European Space, workshop [link](#)
25. PREFET – FET Open CSA project: Top trends in future high-impact technologies, event - [link](#)
26. PREFET – FET Open CSA project: IdeAcademy for researchers working in emerging long-term technological trends, event - [link](#)
27. POTION – FET Proactive project: A Little sniff of Emotions, youth workshop - [link](#)
28. PROSECCO – FET Open project: Your Wit Is My Command, event - [link](#)
29. Q-SORT – FET Open project: Q-SORT at the Emilia Romagna Open Event - [link](#)
30. Q-SORT - FET Open project: participation at the Researchers' Night 2019 - [link](#)
31. Quake – FET Open project: 2nd Spanish HPC Combustion Workshop - [link](#)
32. SkAT-VG - FET Open project: @SkATVG @Chitaly2019 event - [link](#)
33. Time Machine - FET Flagship Preparatory Action: Archives and Archival Research in the Digital Environment, conference - [link](#)
34. TIMESTORM – FET Proactive project: TIMESTORM @ Researchers Night - [link](#)

35. TOCHA – FET Open project: WELCOME TO NANOWORLD, event - [link](#)
36. TOPDRIM – FET Open project: TOPDRIM influence: a new dream, online event - [link](#)
37. VES4US – FET Open project: Join us for a Workshop on nCS1 and Exhibition of VES4US - [link](#)
38. WeNet – FET Proactive Project: Co-designing AI services with and for students, youth workshop - [link](#)
39. WeNet – FET Proactive project: Adaptive norms for online interactions, event – [link](#)
40. WhiteRabbit – FET Open project: Follow the WhiteRabbit workshop! From FET to innovation (how to turn privacy from an obstacle into an opportunity) - [link](#)

Future Board - Projects' Promotion through videos and interviews

1. European Commission After 10 years, is 'The FET Spirit's messages still valid under the EIC Pathfinder: video - [link](#)
2. A-LEAF – FET Proactive project: video – [link](#)
3. AMADEUS – FET Open project: The AMADEUS project - [link](#)
4. B2B – FET Open project: video - [link](#)
5. BioProMarL – FET Open project: Bio-inspired Protection of Marble with Lasers - [link](#)
6. ChipScope – FET Open project: video – [link](#)
7. CLIMEX – FET Open project: How financial institutions can manage climate risk - [link](#)
8. DISCOVERER – FET Open project: video- [link](#)
9. Flora Robotica – FET Proactive project: video – [link](#)
10. FEAT – FET Open project: video – [link](#)
11. E-Spectr FET Open project: video - [link](#)
12. evFOUNDRY- FET Open project: the Extracellular Vesicle foundry – video - [link](#)
13. GOAL-Robots – FET Open project: video – [link](#)
14. Growbot – FET Proactive project: GrowBot video - [link](#)
15. HERMES – FET Proactive project – Enhancing the Future of Brain Regeneration – video promotion [link](#)
16. ICARUS – FET Open project: video - [link](#)
17. INSIGHT –FET Open project – video1 - [link](#) and video2 - [link](#)
18. LIAR – FET Open project: video interview - [link](#)
19. LiNaBioFluid – FET Open project: Biomimetic Surfaces Futures - [link](#)
20. Luminous – FET Open project: Open Consciousness - [link](#)
21. M-CUBE – FET Open project: Animation Video on M-CUBE project - [link](#)
22. NEUROFIBRES – FET Proactive project: concept - [link](#)
23. ONE Flow – FET Open project: video - [link](#)
24. OCTOPUS- FET Open project: video – [link](#)
25. OPRECOMP – FET Proactive project: The Transprecision Computing Paradigm and its Application - [link](#)
26. Plan4Act - FET Proactive project: video - [link](#)
27. PROSECCO – FET Open project: video - [link](#)
28. SKYTOP – FET Open project: video - [link](#)
29. SPICE – FET Open project: video - [link](#)
30. VIRTUALTIMES - FET Proactive project: video - [link](#)
31. WeNet - FET Proactive Project: video interview - [link](#)

This list is not exhaustive; more promotional material is available on the [Future Board](#).

FETFX - Unleash FET & EIC Pathfinder impacts

The emergence of a science-driven breakthrough innovation is the essence of the Future & Emerging Technologies (FET) programme.

Stimulating effects of Future and Emerging Technologies through communication and outreach is the main aim of the FETFX project.

For the last 30 years, the FET programme has been intensively stimulating FET researchers and its community to the foundation and consolidation of the next promising technologies of the future, by conducting high-risk, long-term, multidisciplinary and collaborative frontier research and innovation.

The FETFX project will support all FET and EIC Pathfinder projects in their communication and outreach activities to increase their influence and impact among society, policy makers and research and innovation communities.

The project will turn up the volume for opinion leaders and multipliers, general public, and the wider business community, who may investigate, benefit, invest or just promote the emerging technology supported under the FET/EIC Pathfinder programme.

Acting as a communications hub across various media, FETFX will stimulate the debate on the technologies of the future through different media channels and several events.

The hidden innovation potential will be the focus of the next FETFX Start Cup, capable to foster the emergence of the next generation of deep tech companies, in line with the European Innovation Council purposes.
Open research laboratories to independent Journalists, who will support the communication of the FET and EIC Pathfinder research and results in novel ways, independently reviewing content to boost outreach potential!
More opportunities will arise…

FETFX is here to help FET and EIC Pathfinder projects boost their effect!

Website: www.fetfx.eu

Twitter: https://twitter.com/FETFX_EU

LinkedIn: https://www.linkedin.com/company/fetfx/

YouTube: https://www.youtube.com/channel/UC3ARjRJE8A02w-YA3jEJV9g

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OUR FUTURE, TODAY