



Celebrating EIC Pathfinder stories, people and visions

Introduction

From 21st-25th of September, the FETFX project in collaboration with the **European Commission (EC)** hosted the **Future Tech Week 2020**, a week-long event fostering the communication around visionary, high-risk and long-term research funded by the **European Innovation Council (EIC)** under the [EIC Pathfinder- FET programme](#) as a driver for future breakthrough innovation.

Following the success of the inaugural 2019 edition, EIC Pathfinder-FET projects were once again invited to showcase their **achievements** and **innovative results** through any possible communication means, with one small difference: this year's Future Tech Week was entirely virtual. In 2020, projects could participate by making a direct upload to the **Future Board**, a page on the Future Tech Week website dedicated to multimedia posts such as photos, news links, or videos; by incorporating the **#EICFTW** hashtag on Twitter or Instagram; by hosting **virtual events**; by contributing special **videos spotlighting their results or aims**; or, by participating in a series of **roundtables and interviews**, known as 'FETFX Pills' featuring key figures and researchers from across the *Future and Emerging Technologies (FET)* ecosystem.

The two **main aims** were to:

- ⇒ celebrate more than **30 years of Future and Emerging Technologies** supported by the EC while communicating about the future of EIC Pathfinder via outstanding interviews and discussions;
- ⇒ to showcase project findings, results and paths to innovation in alignment with the EC's priorities, to a wide range of stakeholders.

This year, the [Future Tech Week](#) also joined forces with the virtual flagship **European Research & Innovation Days**, contributing **four sessions** highlighting 'Voices from the Future' over two days (22nd-23rd September) to the event's EIC hub. These sessions featured a combination of the aforementioned FETFX Pills and the spotlight videos, and were dedicated to celebrating EIC Pathfinder stories, people and visions.

"The EIC Pathfinder-FET programme is the champion of tomorrow's research and innovation; these projects produce research of exceptional quality aimed at breakthrough technologies which will revolutionise our life. The Future Tech Week provides a public platform upon which to celebrate this research – which will help pave Europe's way towards a green, digital and resilient future – to share in their exciting successes, achievement and results." — Jerzy Langer, EIC Pilot Advisory Board

Future Tech Week @ the Research & Innovation Days: *FETFX Roundtables, Interviews, Ted Talks & Keynotes*

On September 22nd and 23rd, Future Tech Week took part in the flagship **European Research and Innovation Days**, through the organisation of four sessions in the European Innovation Council dedicated Hub, entitled ‘Voices from the Future: EIC Pathfinder projects, stories, people and visions’.

These sessions, which saw the participation of noted researchers and key figures from the EIC Pathfinder-FET ecosystem, aimed to highlight results and achievements of H2020 FET funded projects, in terms of **scientific and technological breakthroughs capable of bringing science-enabled innovation into the market and society**. In addition to the moderated discussions and presentations – the FETFX Pills, the sessions included special videos contributed by projects which invited viewers behind the scenes and into research laboratories.

Between 21st-25th September, the four sessions, which played in parallel on the Future Tech Week platform, were watched **1,128 times**, but this number continues to rise as the recordings are now publicly available on the FETFX YouTube channel. The **outstanding speakers** included:

- ⇒ Keynotes Nobel Laureate and GRIDMAP coordinator Edvard I. Moser and the EIC Pilot Advisory Board’s Jerzy Langer
- ⇒ EIC Programme Manager for Health and Biotechnology Iordanis Arzimanoglou
- ⇒ Former FET Advisory Group Chair Clivia Sotomayor Torres (PHENOMEN), Cecilia Laschi (OCTOPUS, RoboSoft)
- ⇒ Paul Lukowicz (CIMPLEX), Anxo Sanchez (IBSEN), Emanuela Merelli (TOPDRIM), Stefano Battiston (DOLFINS)
- ⇒ Rachel Armstrong (Living Architecture)
- ⇒ Emmanuel Stratakis (LiNaBioFluid), Johannes Heitz (LaserImplant)
- ⇒ Antonella Bongiovanni (VES4US, BOW), Maria Goreti Ferreira Sales (MindGap), Paolo Bergese (evFOUNDRY), Seppo Vainio (Gladiator), Marcella Chiari (INDEX), Marina Cretich (MARVEL, INDEX)
- ⇒ Thomas Schmickl (HIVEOPOLIS, SubCULTron, ASSISSIbf, Flora Robotica) Thorsten Schumm (nuClock), Federico Baiutti (HarveStore) * *Future Tech Week platform only*

“Technology influences science but it is a bidirectional relationship. Programmes such as FET are important because they require us to think ahead.” - Nobel Laureate, Prof. Edvard I. Moser

Future Tech Week 2020

Close to **100 EIC Pathfinder-FET projects** and related organisations from across Europe and beyond participated in Future Tech Week 2020, representing diverse research fields from **AI and IT, energy and environment, and nanotechnology and materials, to biotechnology and health, and culture and society**. Following an outreach campaign by the FETFX project and the European Commission, projects at all stages - from completed, to ongoing, to new - were able to register their participation through the [Future Tech Week 2020 website](#), where they found useful guides on effective online communication strategies to inform their contributions.

There were several popular participation options:

- ⇒ **11 roundtables, interviews and presentations** featuring 1 Nobel Laureate, 2 EIC experts, and 23 projects
- ⇒ **42 projects** opted to participate via **34 virtual events**, ie. webinars, Ted Talks, discussions
- ⇒ **89 projects** created direct posts on the [Future Board](#), a page dedicated to multimedia posts including videos, documents, photos, and other links. It was visited **1,636 times**
- ⇒ **28 videos** were submitted to the **spotlight video challenge**, highlighting research results, introducing project teams and providing behind the scenes lab footage

The [website](#), which received **7,463 pageviews** from **2,128 different users**, acted as a central, multi-functional info hub for the virtual week. In addition to the [Future Board](#), the homepage provided a [calendar section](#) with links to all **34 events** as well as an embedded, rotating set of **YouTube video playlists** which were watched **229 times**.

“I think what we’ve learned over these past decades in FET is the value of consortium-based research with a layer of multi-disciplinarity and a layer of various generations from senior professors down to masters students - it is an incredibly rich pool of practical ideas and implementations .”
— ICREA Research Prof. Clivia Sotomayor Torres



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#EICFTW: Future Tech Week on Social Media

Future Tech Week was supported by an extensive **social media campaign** which started in July 2020 with the kick-off announcement. FETFX created three sets of cards to use in the promotion via Twitter and Linked In: One had the purpose of **luring users to participate** in the Future Tech Week (sample in Fig. 1). A second set (sample in Fig. 3) featured selected FET projects that have been covered by the FETFX editorial team. Their aim was to **invite users to think of the potential FET can show** in time for the Future Tech Week. Lastly, **events during the Future Tech Week** were showcased via separate cards (sample in Fig. 2). Other than cards, **video teasers** were made to promote the Future Tech Week and to recap the exclusive events ([22nd September](#) and [23rd September](#)) that took place in parallel with the **Research & Innovation Days**.

A special Twitter and Instagram hashtag **#EICFTW** was announced and shared across the FET network. This was used not only to trace the conversation around Future Tech Week but also to fish out the posts from social media and display them directly on the **Future Board**, alongside **multimedia posts** uploaded directly by EIC Pathfinder-FET projects. The hashtag helped to ensure a constant interaction with FET projects as part of the promotion. **#EICFTW** was mentioned in tweets a total of **850 times** during the month of September 2020.



Fig. 1: A card featuring a call for participation

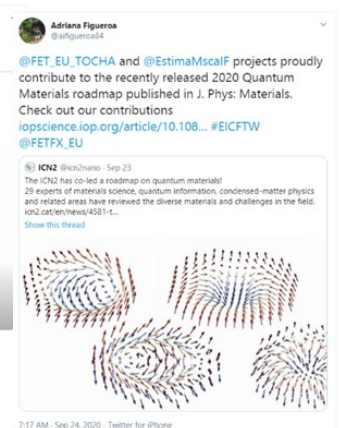


Fig. 2: A card showcasing an event during Future Tech Week



Fig. 3: A card featuring selected projects covered by the FETFX editorial team

Examples of Project Posts from Twitter using #EICFTW



Future Tech Week 2020 Events

What follows is a full list of the engaging events that comprised Future Tech Week 2020. The events all took place online, or in some cases were pre-recorded as part of other events.

1. An Interdisciplinary Discussion of Ethics and Data Sciences for Personalization Technology by WeNet - [link](#)
2. Thomas Schmickl Interview: Finding new ways to Protect Endangered Species & the Environment by Integrating AI-Based Robotic Animals - [link](#)
3. Interview: HarveStore's Federico Baiutti on Harnessing Heat & Light to Sustainably Power the IOT of the Future - [link](#)
4. Innovation Opportunity Workshop by FET BRIEFING - [link](#)
5. Creativity Workshops for Most Promising Project Ideas (Session 1) by RTDI/PREFET - [link](#)
6. Roundtable Discussion: Extracellular Vesicles - Reshaping our Perspective on Life Sciences, Environment & Public Health - [link](#)
7. Graphene for Research, Innovation Collaboration Webinar - [link](#)
8. ChistEra Project RadioSense Open Research Seminar Webinar - [link](#)
9. Roundtable Discussion on Advanced Laser Processing Strategies Feat. Emmanuel Stratakis & Johannes Heitz - [link](#)
10. Roundtable Discussion on Global Systems Science: Shaping Europe's Future Feat. Paul Lukowicz, Anxo Sanchez, Stefano Battiston & Emanuela Merelli - [link](#)
11. An Overview on the Project POTION: Promoting Social Interaction Through Emotional Body Odours - [link](#)
12. Communicating EIC Pathfinder Results Online - [link](#)
13. Q-MIC: Quantum-enhanced on-chip interference microscopy - [link](#)
14. The CURE Project: Constructing a 'Eubiosis Reinstatement Therapy' for Asthma - [link](#)
15. Magneto-Thermoelectricity in Ferrofluids: A presentation by Prof. Sawako Nakamae - [link](#)
16. MEESST: Magnetohydrodynamic Enhanced Entry System for Space Transportation - [link](#)
17. GROWBOT Festival - [link](#)
18. Instrumentation for Nano-Illumination Microscopy Based on InGaN/GaN NanoLED Arrays by ChipScope EU - [link](#)
19. A Giant Leap to More Precise Time Measurement: Thorsten Schumm on Building a Nuclear Clock as Part of the FET Project nuClock - [link](#)
20. Introducing BoneFix: A radical new Adhesive Based Bone Fracture Treatment - [link](#)
21. FET BRIEFING Exploitation Stories: The FET Path to Innovation - [link](#)
22. Future Tech Week Keynote: Nobel Laureate Professor Edvard I. Moser from FET GRIDMAP - [link](#)
23. ALMA - Human Centric Algebraic Machine Learning: A recently launched project in the field of AI - [link](#)
24. QUEFORMAL: Quantum Engineering for Machine Learning - [link](#)
25. An Interview with EIC Programme Manager Iordanis Arzimanoglou - [link](#)
26. From FET to EIC: A Star in the Making - Presentation by Jerzy Langer, EIC Pilot Advisory Board - [link](#)
27. Ted Talk by Rachel Armstrong - Microbes & Urban Sustainability: 'Living' Architecture - [link](#)
28. A Female Perspective on Robotics & Information technology feat. Cecilia Laschi & Clivia Sotomayor Torres - [link](#)
29. Creativity Workshops for Most Promising Project Ideas (Session 2) - [link](#)
30. Introduction to the FET-Proactive Project HERMES: Breakthrough zero-emissions heat generation with Hydrogen-metal systems - [link](#)
31. An Introduction to MARVEL: Proposing New Diagnostic & Therapeutic Tools Using Extracellular Vesicles - [link](#)
32. Webinar 'IP Strategies - Focus on Shared IP in Joint Research Projects' - [link](#)
33. Complnnova - An Advanced Methodology for the Inspection and Quantification of Damage on Aerospace Composites using an Innovative Approach - [link](#)
34. An Introduction to AUTOCAPSULE: An autonomous multimodal implantable endoscopic capsule - [link](#)

At a Glance: Future Tech Week 2020 in Numbers

General

- 94 EIC Pathfinder-FET projects participated
- 34 virtual events featuring 42 different projects
- 89 Future Board direct posts

Audiences

- 700 visits to Future Tech Week @ Research & Innovation Days sessions
- 1,128 views of FETFX roundtables & recorded sessions (YouTube & Research & Innovation Days) *Between 21st-25th September

Website

- 2,128 unique website visitors
- 7,463 pageviews

#EICFTW

- 850 mentions on Twitter

Written by:

Angelique Lusuan (ICE)
Sarah Kiehne (eutema)

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FETFX



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