INNOVATION™ VALUE INSTITUTE

January Newsletter 2025

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Discover the digital transformation path for your business...

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SAVE THE DATES 2025
IVI Members Town Hall - March 20th
IVI Webinar - Innovation Voucher Programme - March 27th
IVI Summit 2025 - 11th - 13th June

IVI Summit 2025

11-13th June, TSI building, Maynooth University



The theme of next year's Summit is '**What's possible by 2030? Accelerate change with responsible and fair use of data, digital and AI**'.
Ensuring how this happens will bring both challenges and opportunities to Industry leaders and academic researchers across various sectors.
We will hear from experienced industry leaders, policy makers and academic speakers, with keynote addresses and parallel breakout discussions, this summit will discuss some of the key questions challenging them.

Agenda announced shortly.

Register here

Would you like to become a Sponsor of this years IVI Summit ??



By investing in a sponsorship package for the IVI Summit 2025, you are able to link your brand with your industry association, key leaders, and key stakeholders relevant to the data governance, digital transformation and AI. With over 250 attendees, the IVI Summit is a unique opportunity to meet and greet with sector leaders and decision makers face-to-face, and network with others in the sector. The packages provide you with various options and benefits for your investment.

Contact us info@ivi.ie

GoGreenNext Consortium Kicks Off in Barcelona



The first in-person meeting of the GoGreenNext Consortium took place in Barcelona on November 8th and 9th, 2024, setting the stage for a four-year collaboration dedicated to advancing urban sustainability and planetary health. Held against a backdrop of global urgency, including catastrophic floods in Eastern Spain that claimed 217 lives and international political shifts, the meeting highlighted the importance of research under Horizon Europe's Planetary Health call. Prior, several members also attended the Urban Transitions Conference in Sitges, where global experts discussed critical topics such as climate change, public health, and environmental challenges, further reinforcing the consortium's mission.

Building on the success of the €10.5 million GoGreenRoutes project, GoGreenNext aims to deepen knowledge, foster connections, and explore innovative approaches to health and sustainability in

urban areas. Key contributors from GoGreenRoutes, including Claudio Nigg, Tadhg MacIntyre, and Annalisa Setti, now lead critical work packages in the new project.

The two-day meeting marked the official launch of GoGreenNext with inspiring sessions that laid the groundwork for collaboration. Subcommittees were formed, and an academy cluster was introduced to provide postgraduate members with opportunities to learn and contribute in a supportive environment. Ethics training, led by Dr. Jennifer McMahon, reinforced the project's commitment to integrity. The Annual General Meeting was held in a hybrid-format and focused discussions among pilot cities, including Klagenfurt, Malta, the Päijät-Häme Region, and Cork, were facilitated to foster the exchange of ideas and strategies for the coming years. On the second day, the consortium focused on opportunities and necessary pathways of translating research into actionable policies and ensuring findings reach key stakeholders, including the public, aligning efforts with planetary health goals. A highlight was James Greene from the University of Limerick sharing insights from his research on e-bike travel behaviour in Limerick, showcasing innovative approaches to sustainable urban mobility.

Acknowledging the environmental impact of bi-annual in-person meetings, the project incorporates a carbon footprint assessment over its four-year span to inform and improve future practices. This approach reflects the consortium's commitment to embodying sustainability in both its research and operations. The meeting concluded with a greater sense of purpose and collaboration, leaving consortium members inspired and better equipped to support cities and regions across Europe in achieving climate targets and fostering resilience through innovative, interdisciplinary action. For more info contact Ada Nicke, GGN PhD Researcher

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Consortium Meeting of the Erasmus #ENDOs project, Maynooth University, 28-29 January 2025



For two days, the #ENDOs project partners gathered at Maynooth University for a productive and inspiring transnational meeting. #ENDOs connects health, art, technology, narrative medicine, etc. to raise awareness and better manage endometriosis.
The partner meeting was key moment to clarify connections between work packages, exchange perspectives, and plan the next steps for the project.
Prof. Markus Helfert and Dr Marco Alfano participated in the meeting bringing their views and contributing to the progress of this very important and timely project.
More information on the project can be found at https://endostories.eu/

EMPOWER collaborates with P4ML and its partners Dubai Health Authority and Fakeeh University Hospital

EMPOWER Data Governance is delighted to collaborate on the world's largest multi-OMIC precision medicine longitudinal study with P4ML and its partners Dubai Health Authority and Fakeeh University Hospital.
Data governance plays a pivotal role in driving the success of this transformative initiative, ensuring that participant data is managed with the highest standards of privacy, security, and ethical integrity. As this ground-breaking study harnesses advanced multi-OMIC science to personalise health and fitness strategies, EMPOWER is proud to contribute to creating a trusted research environment that protects and empowers individuals while enabling world-class discoveries.

Together, we're setting a new benchmark for innovation in personalised healthcare and global collaboration. Here's to shaping a healthier, data-informed future!

Read more

GoGreenNext Virtual Reality Showcase



The 11th of January 2025 marked the final day of the BT Young Scientist Exhibition, at the Royal Dublin Society, Dublin. The Young Scientist Exhibition is a national science fair, available to secondary school students all across Ireland. The first event was held in 1965, and recently the event has attracted over 40,000 people, making it one of the largest events of its kind in Europe.

The exhibition provided a fantastic opportunity to run a GoGreenNext Virtual Reality Showcase. The showcase was set up adjacent to the Maynooth University stall. With the cameras and sensors ready to go, the showcase was ready to start.

Running from the late morning to late afternoon, the showcase gained significant attention. There was a steady stream of attendees eager to use the VR. Attendees had the opportunity to use both the standing and seated versions of the VR. After putting on the headset and sensors users were free to explore a virtual representation of Tallinn - Estonia, and a greened version of the environment.

Throughout the showcase, we had a wide array of age groups using the VR. Reaction from attendees was overall extremely positive. Many attendees enjoyed exploring both versions of Tallinn. Users particularly enjoyed scouring the environments in search of environmental features. The search for two features stood out above the rest, this was the search for two animals, a crow and a squirrel. Across the whole, children took to both the seated and standing versions extremely well.
Responses were very positive for the greened version of Tallinn; users found the virtual environment very engaging. Several attendees found features in the environment that no other users had discovered before.

Overall, the BT Young Scientist Exhibition proved to be a fantastic event to conduct the VR showcase. It was clear to see that there was an appetite for engagement with Virtual Reality. For more info contact Matthew Walker, MSc Researcher

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Just as a reminder to you that members are welcome for a coffee in person or virtual so please do drop us an email if you would like arrange this at info@ivi.ie

Or listen in to our Latest **Coffee&talks** series at IVI **here**

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