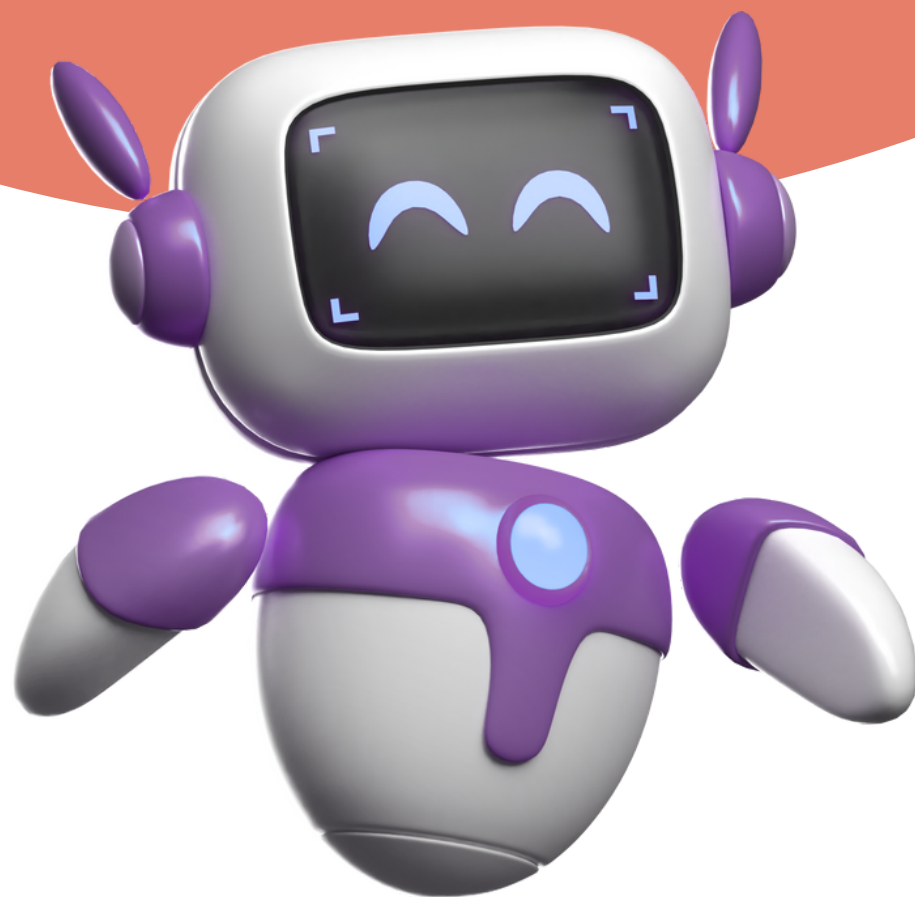


SustainX



SustainX for SMEs: Build, Partner, Unlock EU Innovation

#I3Instrument



KEARNEY | IMP³ROVE



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This project received funding from the European
Union through grant agreement no. 101184410.

Introduction

Submit your Application to become a SustainX SME

[Apply here](#)

SustainX

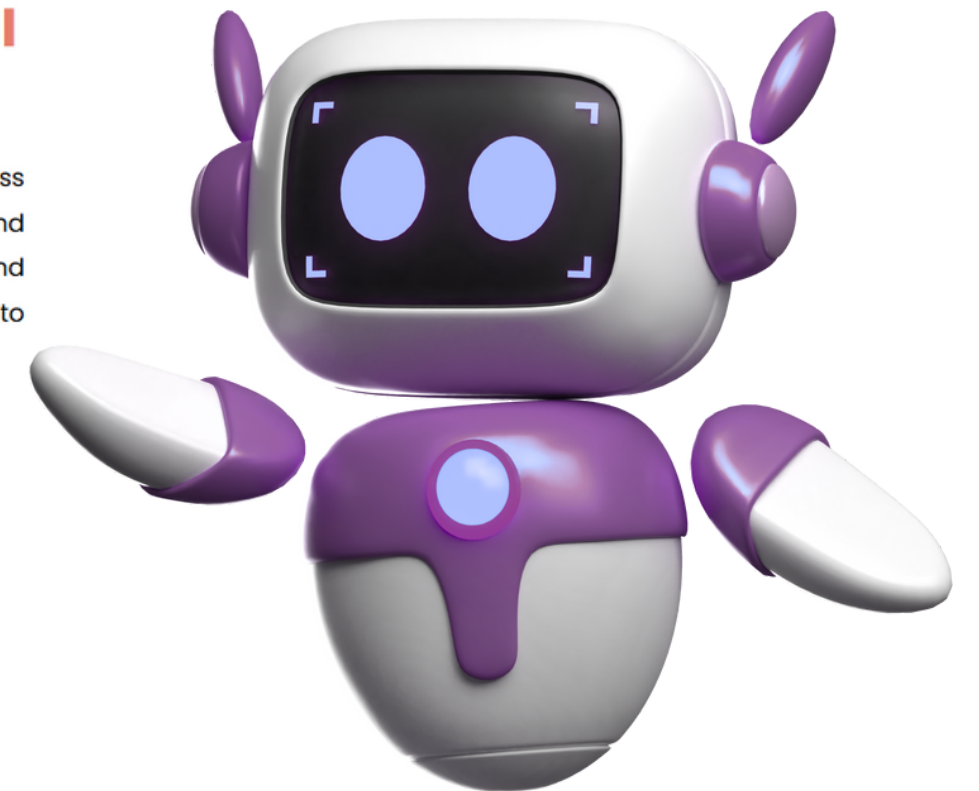
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Driving Innovation for a Sustainable Future

Empowering SMEs and fostering interregional collaboration to accelerate Europe's Green and Digital transition.

SustainX is a strategic initiative designed to accelerate innovation in less developed European regions, including Romania, Greece, Bulgaria, Latvia, and the Canary Islands. Our mission is to enhance the capabilities of Small and Medium Enterprises (SMEs), fostering sustainability-driven digital innovation to support Europe's transition to a Green and Digital Economy.



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Sustainable Digital Innovation: Healthcare Use Cases – Healthcare Infrastructure

1.1 Smart Energy Management in Hospitals:

- **IoT-based energy monitoring and optimization systems that reduce electricity and heating use.**
- **Predictive maintenance of medical equipment to extend lifespan and minimize waste.**
- **Integration of renewable energy (solar, geothermal) into hospital infrastructure, managed by AI-based energy balancing systems.**

1.2 Circular Economy for Medical Equipment

- **Platforms for reusing, refurbishing, or recycling medical devices and consumables.**
- **Traceability systems using blockchain to manage end-of-life equipment responsibly.**
- **Marketplace for repurposing or donating usable medical devices to underfunded clinics.**



Sustainable Digital Innovation: Healthcare Use Cases – Green MedTech Production

2.1 Eco-Design of Medical Devices

- **AI-driven life-cycle analysis tools for assessing carbon footprint during device design.**
- **Sustainable materials innovation (e.g., biodegradable polymers for medical packaging).**
- **Additive manufacturing (3D printing) for local production of prosthetics, reducing logistics emissions.**

2.2 Green Supply Chains

- **Digital twins for monitoring and optimizing logistics in pharma and medtech supply chains.**
- **Blockchain-enabled transparency on CO₂ emissions and supplier sustainability compliance.**



Sustainable Digital Innovation: Healthcare Use Cases – Data, AI, Digital Transformation

3.1 AI for Preventive Healthcare

- Predictive analytics for early diagnosis, reducing invasive treatments and associated costs.
- Personalized prevention programs based on digital biomarkers and wearable data.

3.2 Digital Twins for Healthcare Systems

- Simulations of hospital workflows to optimize resource allocation, energy use, and staffing.
- AI-enabled modeling of patient pathways to reduce unnecessary hospitalizations.

3.3 Telemedicine & Remote Care

- Remote patient monitoring reducing travel-related emissions.
- Virtual consultations and digital therapeutics for chronic disease management.
- Integration with AI for personalized treatment recommendations.



Sustainable Digital Innovation: Healthcare Use Cases – Human-Centered and Socially Sustainable Innovation

4.1 Accessible Digital Health for Vulnerable Groups

- AI-based assistive technologies for people with disabilities.
- Inclusive telehealth interfaces for elderly or low-literacy users.
- Training programs for digital literacy among patients and healthcare workers.

4.2 Mental Health and Wellbeing Platforms

- Digital therapeutics promoting psychological resilience among healthcare professionals.
- Gamified preventive health apps that nudge sustainable behaviors (nutrition, exercise).



Sustainable Digital Innovation: Healthcare Use Cases – Sustainable Public Health Systems and Communities

5.1 Environmental Health Intelligence Systems

- AI systems correlating environmental data (air quality, climate) with health indicators.
- Predictive models for climate-related disease outbreaks.

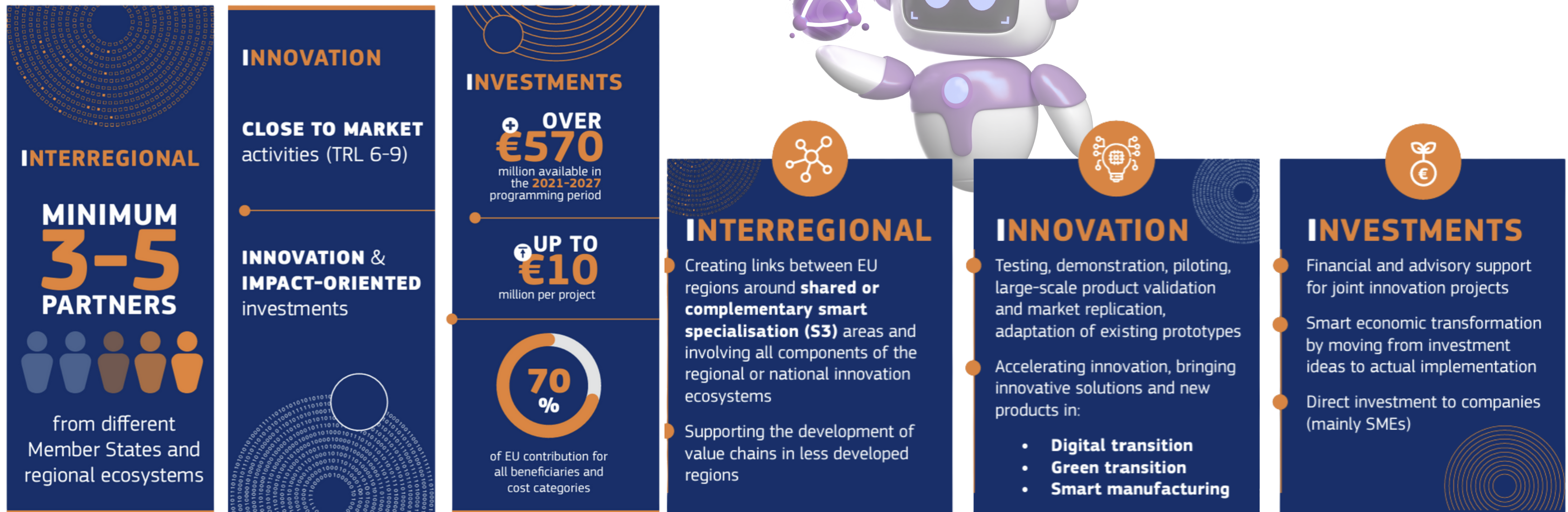
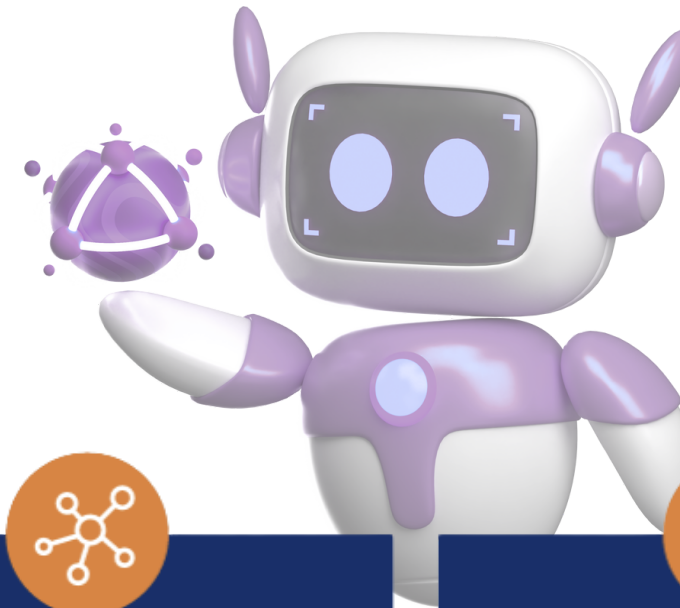
5.2 Green Mobility in Healthcare

- Smart logistics for ambulance and home care routing to reduce CO₂ emissions.
- Encouraging active mobility (cycling, walking) through health-tech-integrated urban platforms.



Value Chain	Detailed Use Case	Roadmap for Funding (EU-friendly)	Status @ TRL 4–6
Smart, Low-Carbon Hospital Ops	IoT-based energy monitoring & AI optimization for HVAC, ORs, imaging suites	Horizon Europe (Cluster 5 Energy + Cluster 4 Digital), Digital Europe (AI/testing facilities, data spaces), I3 (scale-up across regions)	TRL 4: integrated PoC; TRL 5: pilot in operational ward; TRL 6: validated in full department with seasonal cycle.
Smart, Low-Carbon Hospital Ops	Predictive maintenance of imaging & lab equipment to extend lifespan	Horizon Europe (Cluster 4 Digital/AI; Cluster 1 Health ops efficiency), Digital Europe (AI validation), I3	TRL 4: component validated with historical data; TRL 5–6: prospective pilot across >3 device types.
Circular MedTech & Devices	Refurbish/reuse marketplace for certified devices (with traceability)	Horizon Europe (Cluster 4 Industry/Circular), I3 (interregional value chain), Digital Europe (interoperability/data)	TRL 4: workflow PoC + limited SKUs; TRL 5–6: multi-hospital pilot with MDR-compliant QA.
Circular MedTech & Devices	Biodegradable/low-impact medical packaging & tray systems	Horizon Europe (Cluster 4 Materials/Circular), I3 (pilot industrialization), EIC Transition (if IP-heavy SME)	TRL 4: lab material + sterility validated; TRL 5–6: pre-clinical/controlled use pilots.
Green Supply Chains (Pharma/Medtech)	CO ₂ -tracking & blockchain transparency across suppliers	Horizon Europe (Cluster 4 Data/Industry), Digital Europe (Data Spaces), I3 (supplier network scaling)	TRL 4: end-to-end PoC on a product line; TRL 5–6: multi-tier supplier pilot.

Value Chain	Detailed Use Case	Roadmap for Funding (EU-friendly)	Status @ TRL 4–6
Telehealth & Remote Care	RPM kits + virtual consults to reduce patient travel emissions	EU4Health (deployment), Horizon Europe (Cluster 1 Health), Digital Europe (testing/EDIH), CERV (access/equity add-ons)	TRL 4: integrated telemetry PoC; TRL 5–6: multi-site clinical pilot with PROs & CO ₂ KPIs.
Telehealth & Remote Care	Digital therapeutics for chronic care (behavior change + sustainability nudges)	EU4Health, Horizon Europe (Cluster 1), EIC Transition (innovative SME path), Digital Europe (testing)	TRL 4: clinico-digital PoC; TRL 5–6: controlled deployment with adherence & CO ₂ endpoints.
AI-Driven Prevention & Pop Health	Environmental health intelligence (link air/climate to admissions)	Horizon Europe (Missions: Climate & Cities; Cluster 1/5), Digital Europe (data infra), I3 (regional roll-out)	TRL 4: predictive models validated on retrospectives; TRL 5–6: live alerts with response protocols.
AI-Driven Prevention & Pop Health	Personalized prevention via wearables & digital biomarkers	Horizon Europe (Cluster 1), EU4Health (uptake), Digital Europe (interoperability/testing), EIC Transition (novel IP)	TRL 4: model + app PoC; TRL 5–6: cohort pilot with reduced acute events.
Waste & Materials Management	IoT waste sorting, smart bins, AI classification for biomedical waste	Horizon Europe (Cluster 4 Circular/Process Industry), I3 (regional deployments), Digital Europe (interoperability)	TRL 4: model-on-bench; TRL 5–6: full-cycle ward pilot with Δ contamination & cost.
Inclusive Health & Workforce Wellbeing	Accessible telehealth UI for elderly/low-literacy; assistive AI	CERV (inclusion, accessibility), EU4Health (service uptake), Digital Europe (solutions testing), Horizon Europe (Cluster 1)	TRL 4: UI/assistive PoC; TRL 5–6: usability + outcomes pilot at scale.
Mobility & Care Logistics	Low-emission routing for ambulances & home-care teams	Horizon Europe (Missions: Cities; Cluster 5 Mobility), Digital Europe (data/AI), I3 (interregional scaling)	TRL 4: sim validated; TRL 5–6: live dispatch pilot with response time + CO ₂ KPIs.



European Commission I3 instrument



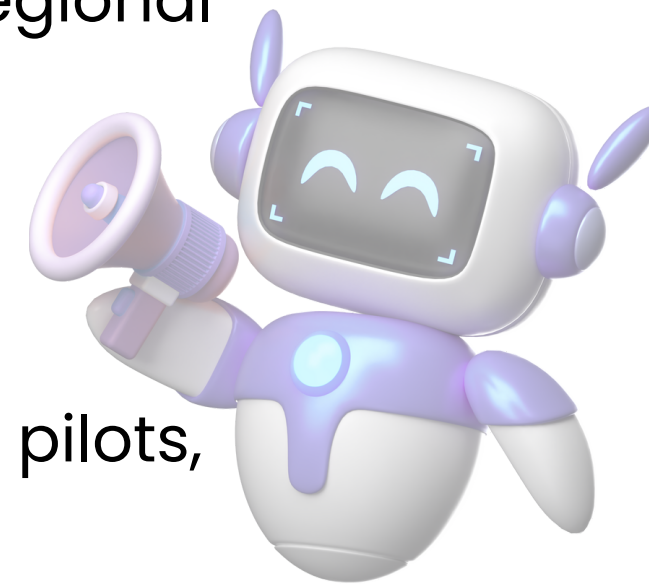
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SustainX Open Call

At scale: ~**100 SMEs** trained;
~**20 innovation projects** advanced
toward I3 in 2026 calls

- **Free, expert-led training in Phase 1:** local workshops on your region's challenges + interregional virtual sessions with proven playbooks.
- **Peer learning that saves time:** real SME cases, templates, and checklists you can reuse.
- **1-to-1 guidance (for selected projects in Phase 2):** sharpen your innovation plan, metrics, pilots, and funding route.
- Curated EU partners: **structured matchmaking** across multiple regions to form cross-border consortia and potential business partnerships
- **One-stop access:** proposal clinics, TRL upgrade roadmaps, budget & co-funding guidance, and partner search tools — everything SMEs need to be **I3-ready for the 2026 calls**.



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Why SustainX vs. Traditional SME Support?

Goal: innovation-to-investment pathway built to get you I3-ready in 2026

Training: multi-month curriculum + interregional best practices tied to your S3 priorities

Partnerships: curated matchmaking across several EU regions → faster, better-fit partners for pilots and consortia

Advisory: 1-to-1 deal-style advisory (workplan, pilots, KPIs, budget, co-funding, IP/data/ESG)

Funding route: I3-ready track (TRL6–9 expectation, 3–5 partners, interregional value chain) with proposal clinics and timeline alignment

Goal: general business help

Training: one-off, generic

Partnerships. ad-hoc networking

Advisory: light mentoring

Funding route: explore funding when ready

Outcomes: new knowledge, few partnerships



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How You Get In & What Happens Next

- **1 Sep – 17 Oct 2025:** SME Open Call for Training & Advisory Support Services
- **End of Oct 2025:** Selection & onboarding
- **November 2025 – March 2026: Programme Phase 1 — Training** (initial estimation of up to **100 SMEs**)
- **March 2026 – September 2026: Programme Phase 2 — Advisory & Consortia** (~**20 innovation projects** & I3 applications)

Q3–Q4 2026: I3 proposal finalisation & submission (aligned to 2026 call windows)

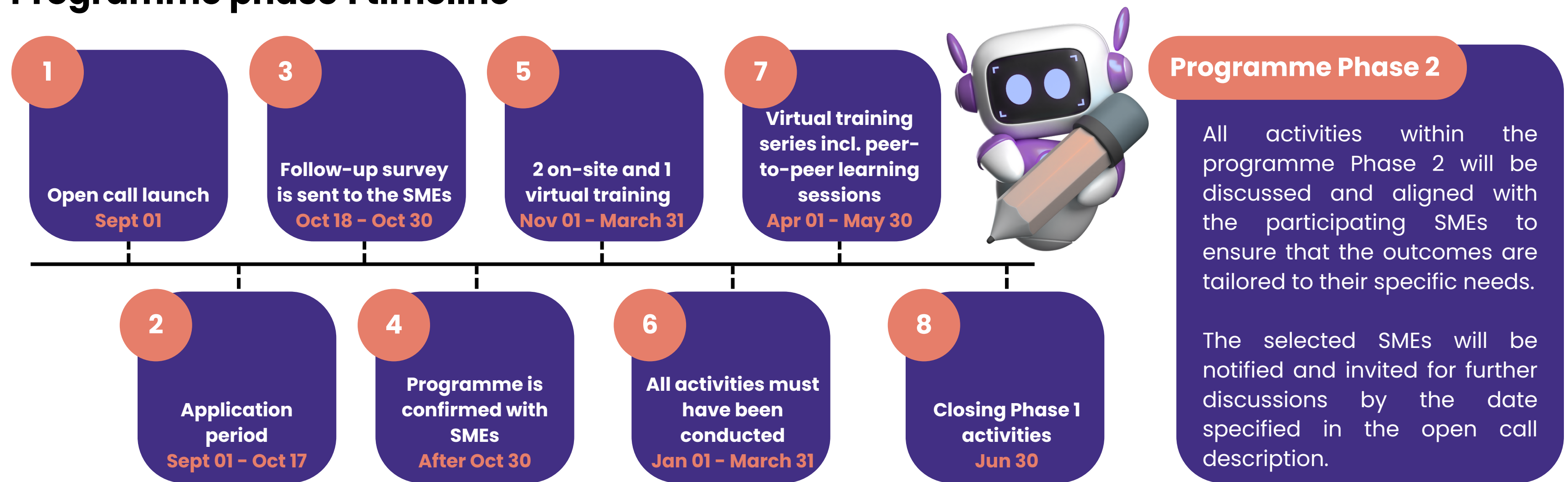


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How the programme supports the SMEs

Programme phase 1 timeline



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What it takes to build an I3-ready project and consortium

✓ Vision & Alignment

Addresses clear societal/economic challenge
Fits EU priorities (green, digital, regional)

✓ Strong Consortium

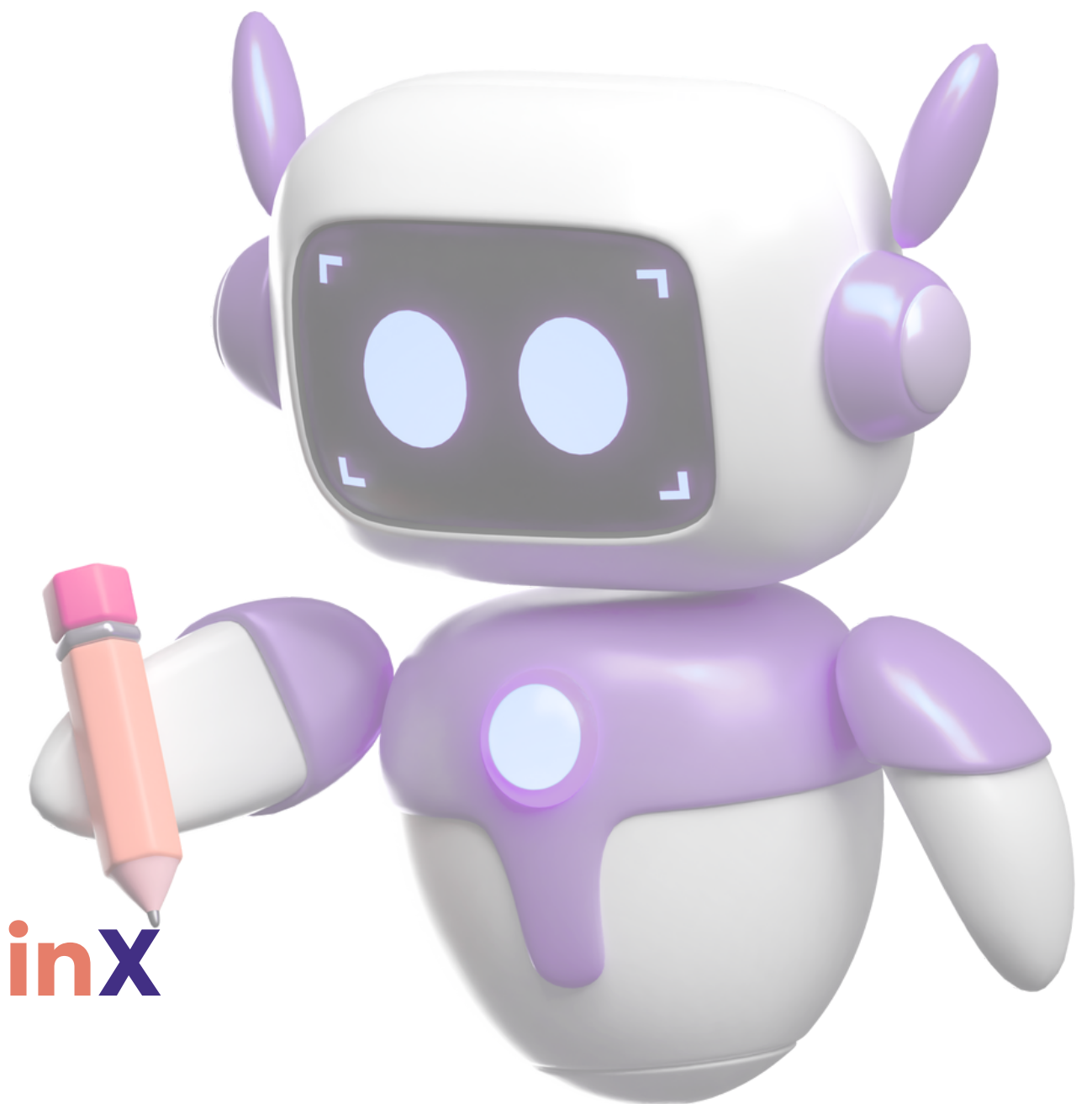
Mix of SMEs, corporates, clusters, public bodies, RTOs
Geographic & skills diversity
Clear governance & complementarity

✓ Market & Investment Focus

Solid business case & path to market
Investor commitment & sustainability

✓ Readiness & Impact

Mature tech (close to market)
Measurable KPIs (jobs, growth, investment leveraged)
Scalable & replicable results across regions



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Practical steps to apply and maximize your chances of selection

1

✦ Read the Open Call announcement

The open call announcement is [AVAILABLE HERE](#)

2

✦ Apply to the SustainX open call

The registration form is [AVAILABLE HERE](#)

3

✦ Participate to the regional events if you have questions

The regional event will be organized as follows:

Canary Islands - 16 September 2025 [REGISTER HERE](#)

Greece - 14 October 2025 [REGISTER HERE](#)

Romania - 02 October 2025 [REGISTER HERE](#)

Latvia - 9 October 2025 [REGISTER HERE](#)

Bulgaria - 30 September 2025 [REGISTER HERE](#)

4

✦ Contact the regional representatives if you have questions

Representatives and contact details from each region:

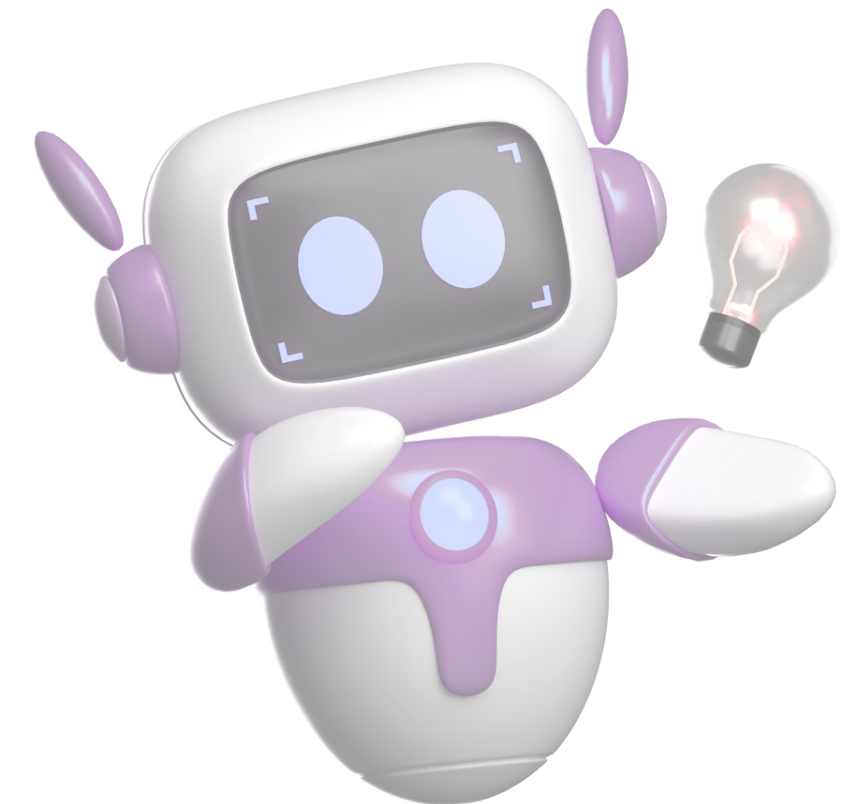
Canary Islands - Laura Lorenzo Brito llorbri@santacruzdetenerife.es

Greece - Georgia Lalou glalou@ied.eu

Romania - Andreea Văculișteanu innovation@digital-innovation.zone

Latvia - Agnese Kore agnese.kore@techcenter.lv

Bulgaria - Michaela Dineva michaela.dineva@arcfund.net



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Evaluation criteria for SMEs Application to the Open Call

★ Mandatory

✓ **S3 Regional Sector**
Priority S3 Sectors

✓ **Consortium Region**
NE-Romania Latvia
Thessaly (Greece) Canary Islands (Spain)
Bulgaria

★ Scoring criteria

✓ **Digital Transformation**
Current or intended digital innovations in your SME

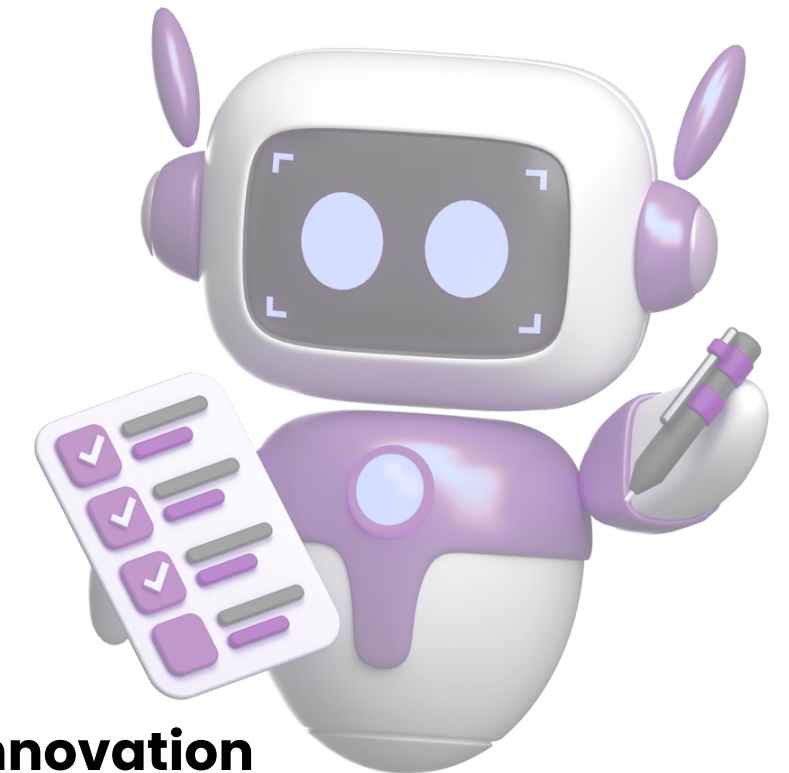
✓ **Sustainable Practices**
Current or intended sustainable practices in your SME

✓ **Sustainability in Innovation**
Current or intended sustainability in your innovations

✓ **English Proficiency**
Ability to communicate in English

✓ **Collaboration Willingness**
Learn, share knowledge, and collaborate

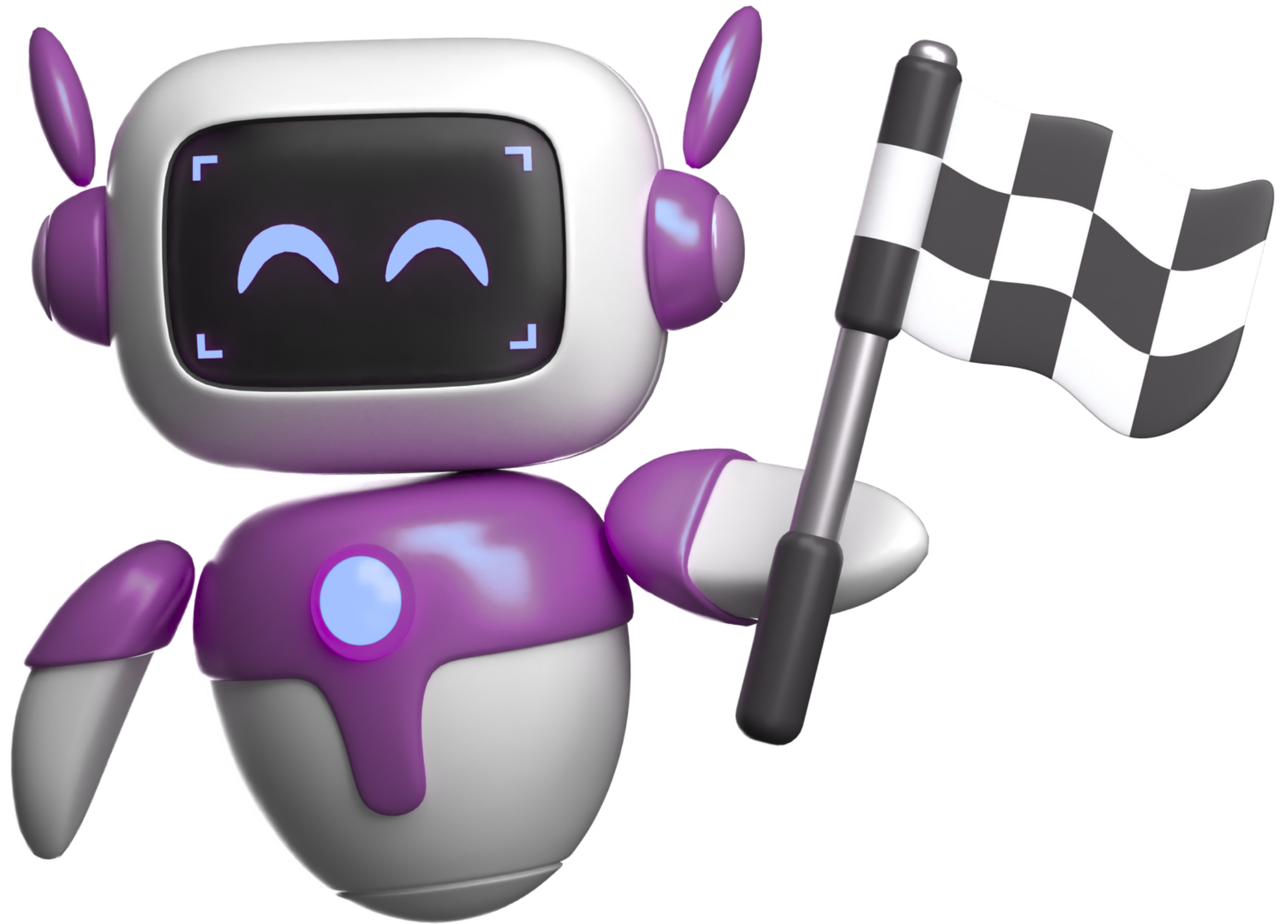
✓ **Women Leadership**
Priority for women-led or founded companies



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Q&A TIME
To apply [CLICK HERE](#)



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Programme partners



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