



MEDEA Academy on Service Innovation for Active & Healthy Lifestyle



June 20-23, 2022 - Artimino (Italy)

<http://www.medeaproject.eu/medea-academy/>

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Introduction

The COVID pandemic experienced increasing adoption of IT-based services for Active and Healthy lifestyle (AHL), but a systemic dimension of the innovation is still far to be reached and it requires multidisciplinary factors are properly understood and addressed. At the same time, technology advancement, especially in data science, plays a pivotal role in the service innovation adoption.

The MEDEA Academy has been designed for early career researchers who are focusing on the research and development of service innovation for AHL also based on technology adoption. The Academy has a program of activities, both from a theoretical and practical perspective, which will offer training in technology, health, social science and business topics. The Academy will adopt both a multidisciplinary and cross-sector perspective and will examine a number of exemplar Case Studies at local and European level.

The MEDEA Academy is a unique opportunity for early career researchers who are interested in the promotion of service innovation and technology adoption. Training will be provided by a multi-disciplinary team comprised of researchers, social and behavioral scientists, service providers and innovation managers with a track record in the analysis, implementation and evaluation of service innovation and technology adoption. They will share their knowledge and guidance related to innovative ways to deliver solutions and services which will have significant societal and scientific impact.

In continuity with the training program, a set of Parallel Events will be the opportunity for sharing local and European Good Practices and creating networking among the stakeholders of the Service Innovation value chain.



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	Ecosystem-driven innovation	Innovation co-design	Innovation impact assessment	Service Innovation Sustainability
	Monday, June 20	Tuesday, June 21	Wednesday, June 22	Thursday, June 23
9.00	Welcome and Introduction to the academy: the Service Innovation value chain	The value of the users engagement approach for designing and adopting service innovation	Evidence generation of the service innovation value	How to promote the innovation sustainability
9.30	Lesson with Case Study	Technologies and services ecosystem mapping	How to engage users in the design of an innovative service	What is Data Quality and Why is it Important?
10.15	Coffee break			
10.30	Group Work			
12:30	Lunch break			
14.00	Lessons with Case Study	Why and how to identify innovation drivers at ecosystem level?	Behavioural change strategies	Features selection in Machine learning
14.45	Group work			Presentation of the Working Groups results
16:30	Conclusion			
	19.00 SOCIAL DINNER			

	Monday, June 20 15.30-18.30	Tuesday, June 21 16.30-18.30	Thursday, June 23 10.30-12.30
Parallel events	Innovation drivers at local and EU level: the ACTIVAGE.ORG event	Physical Activity experience: the PAIR project event	Services Innovation Sustainability: the PHARAON project event