**PROJECT ACTIVITIES**

**Workshop activity**

Experienced researcher (ER), Mr. Yiannis Stasinopoulos from Imedica Ltd. (IMED), was seconded to the University of Thessaly (UTH) to lead a workshop on “Commercialization strategies in medical technology products”. In addition, the ER shared interesting information with UTH researchers aiming to commercialise medicinal technology products.

During the workshop, Mr. Stasinopoulos presented IMED’s marketing campaigns for different products, the methods that the company uses to bring new products to the market, as well as the current and future trends in medical technologies. Moreover, he focused on IMED’s knowledge and experience on cold exposure protocols from a research point-of-view.

**Networking activity**

During a networking activity, Dr. Giannis Spyropoulos, from the Center of Technology Research and Innovation Ltd. (CETRI), visited the University of Thessaly (UTH) to present the new CETRI’s project in H2020 about the climate change and its goal which is the creation of thermal models working individuals through EU.

There were also discussions with the lab of Biomechanics and motion analysis in matters of Hip Arthroplasty / Hip joint replacement.

Furthermore, Dr. Spyropoulos had meetings about future collaborations to conduct new projects with an innovative and product oriented outcome.

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Research and training activity

The ICI-THROUGH partner University of Porto (UoP), conducted a secondment at Imedica Ltd. (IMED), with early stage researcher, Ms. Marta Santos, in order to implement research and training activity on a study aiming to develop a brown adipose tissue (BAT) activating cold exposure protocol.

Dissemination activity

Dr. Andreas Flouris from the University of Thessaly (UTH) travelled to Imedica Ltd. to plan dissemination activities including the ICI-THROUGH project website. During this exchange, demonstrations and guidance regarding Imedica’s marketing and dissemination methods were provided to Dr. Flouris.

Public engagement activity

Early Stage Researchers, Ms. Mihaela Palela and Ms. Ioana Oprea, travelled from Imedica Ltd (IMED), to the University of Porto (UoP) to implement public engagement activity. During their secondment, the ESRs collaborated in the production of a video for the project. Moreover, they demonstrated the ways in which the project contributes to a European Innovation.

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