



NEWSLETTER NO.1



## WELCOME TO THE FIRST HMI2MARKET NEWSLETTER

**We're excited to launch HMI2MARKET** - an EIT HEI initiative that empowers people, universities, and industry to turn human-machine interaction (HMI) research into real impact. Our vision is simple and bold: nurture entrepreneurial skills and mindsets that create safer, more inclusive, and more productive workplaces, while translating deep tech into solutions that benefit society at large.

**HMI2MARKET** brings together 4 academic, and 5 non-academic partners to design an open, human-centric innovation pathway. We're building Inclusive Ecosystem Integration Labs (IEILs) as collaborative spaces where students, researchers, and practitioners co-create, test, and validate HMI ideas, bridging the gap between lab results, industrial needs, and market readiness.

We believe change starts with individuals, students and early-career researchers, scales through education and institutional capability, and lands in industry and public services as real improvements to how people work and live.



# THE HMI2MARKET TOOLKIT NOW AVAILABLE WITH 6 LEARNING MODULES



We have developed a 6-module Toolkit designed for students, academic staff, and non-academic professionals. It blends entrepreneurial skills with human-centric HMI practice, offering short, applied learning paths hosted on our digital IEL platform.

All modules are certified by the European Institute of Technology (EIT). Upon successfully completing a module, you will receive a personalized certificate.



## M1: Training on Entrepreneurial Transformation

Through hands-on exercises and frameworks like Lean Startup and EntreComp – plus mentorship links to the STP Belgrade ecosystem, you'll validate problems, shape business models and gain the courage to ship. This is your chance to get access to real examples, startup mindsets, and entrepreneurial pathways.



## M2: Training on SDG-Compliant Universities

Explore leadership models, SDG integration, change management and impact reporting to embed sustainability across governance, curricula, research and community engagement. Become a catalyst for institutional transformation.



## M3: Training on SDG-Compliant University

Lead with purpose and turn sustainability into action. Explore how universities can shape the future through SDG-aligned leadership, smart growth, and inclusive innovation. Build the skills to transform your institution, strengthen partnerships, and develop initiatives that create real social, environmental, and educational impact. And most importantly, learn how to turn bold ideas into meaningful change within your campus and community.



#### M4: Training on Setting Up Shared Entrepreneurial and Research Infrastructures and Test Beds

This module introduces how universities, industry, and the public sector co-create and run shared labs and testbeds to accelerate HMI innovation. It covers key aspects such as governance, resource sharing, funding models, and access policies, while offering practical guidance for setting up environments for experimentation, prototyping, and validation that support entrepreneurship and enhance societal impact.



#### M5: Training on Understanding Diversity, Inclusion, and Equal Opportunity in Value Creation

Learn Universal Design for Learning (UDL), reasonable accommodations, assistive/digital tools, and intercultural communication to create equitable learning and work environments, then apply them through practical exercises and tools.



#### M6: Training on Inclusive UX Design for Human-Machine Interaction in Industry 5.0: Robotics, AI, LLMs, and XR

Design technologies that truly serve people. This module will help you prototype HMIs that are ethical, accessible, and ready for real-world impact.

## WHAT'S NEXT IN 2025: OUTREACH

**By year-end, we're scaling impact on three fronts:** training, mentoring, and infrastructure. First, we plan to train cohorts of students across the consortium through short, practice-oriented learning paths that pair entrepreneurial skills. Second, we'll mentor early-stage startups and third, we're delivering tangible IEIL upgrades at four faculties.

### This is also an open invitation.

If you're a student, a startup, or a faculty outside the consortium and want to build your internal capacity, you can use our Toolkit to accelerate your journey – from idea to pilot to adoption. Each module includes an optional mentoring track, adding hands-on guidance to the structured curriculum for extra value.

### We're here – reach out!

Explore the Toolkit, and join the community. Check what's already available, pick the module that fits your needs, and let's co-create safer, more inclusive, and more productive human-machine technologies together.

