

Project ACRONYM	SHIELD
Project Name	Sustainable Health Innovation and Engagement for Lifestyle Determinants
Priority Axis (PA) and Specific Objectives (SO)	Priority 3 – P3: Enhanced cooperation for a more social and inclusive GR-IT area – Specific Objective RSO4.5: Ensuring equal access to health care through developing infrastructure, including primary care
Financial Source	Interreg VI-A Greece-Italy 2021-2027
Duration	24 months (From 17/06/2025 to 17/06/2027)
Total project budget	€ 2.125.002,97
EU funding	€ 1.593.752,23 (75% ERDF co-financing)
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Lead Partner	University Hospital Consortium Corporation Polyclinic of Bari (IT – https://www.policlinico.ba.it/)
Project Partner	• University of Ioannina – Research Committee (EL – https://www.uoi.gr/en/research/research-committee/) • University Hospital of Ioannina (EL – https://uhi.gr/) • General Hospital of Corfu (EL – https://www.gnkerkyras.gr/) • Local Healthcare Company of Matera (IT – https://www.asmbasilicata.it/) • Social Welfare Center of Epirus Region (EL – https://kkppe.gr/)
Description	SHIELD (Sustainable Health Innovation and Engagement for Lifestyle Determinants) is a project co-funded by the Interreg VI-A Greece-Italy 2021-2027 Programme that aims to transform healthcare management through an integrated approach combining traditional practices with innovative digital solutions. Bringing together hospitals, universities, healthcare institutions and social welfare organisations from Italy (Puglia, Basilicata) and Greece (Epirus, Ionian Islands), the project addresses major public health challenges such as obesity, diabetes, cardiovascular diseases, and chronic disabilities linked to non-communicable diseases (NCDs) through a holistic, cross-sectoral, patient-centred approach.

	Key outputs include the SHIELD Digital Platform and educational games (Edugames), a cross-border Referral Support Network, integrated CB Policy Guidelines on NCD management, a Virtual Incubation Platform for health startups, and a Joint Pilot including Healthy Lifestyle Workshops, Family Engagement Programmes, and Entrepreneurial Skill Building activities across the eligible territories. Grounded in the One Health concept and a Triple Helix model, SHIELD promotes healthy living, personal empowerment, economic innovation and strict data privacy. The project fosters the development of startups, public-private partnerships, and new business models to strengthen healthcare resilience, increase awareness, reduce disease incidence, and ensure equitable access to care in the cross-border area. For more information, please visit the programme website: https://www.greece-italy.eu/project/shield-sustainable-health-innovation-and-engagement-for-lifestyle-determinants/
Logo	Interreg Greece – Italy  Co-funded by the European Union SHIELD
Project Image	