



Collaborative online Brokerage event:

**“Artificial intelligence in Horizon Europe calls:
an interdisciplinary challenge”**

PredictBy: Bridging STEM & SSH

Flash Presentation

Predi[t
*By

PredictBy: Our expertise

- ▶ Research & consultancy company based in Barcelona, Spain (SME)
- ▶ Integrating **SSH** and **STEM** with many other disciplines (e.g, behavioural science, data science, life sciences and medicine, ethics, law, environmental health, health economics)
- ▶ Our domains
 - ▶ **Health & Life Sciences**
 - ▶ **Economy & Society**
 - ▶ **Environment & Climate Change**
 - ▶ **Technology & Digital Transformation**

PredictBy: Our expertise

- ▶ We have partners across and beyond the EU (+40 countries)
- ▶ We participate in over 35 EU projects (IHl, tenders, Horizon Europe grants)
- ▶ Our services include:
 - ▶ Research & Innovation
 - ▶ AI, Data & Analytics
 - ▶ Policy Evaluation & Impact Assessment
 - ▶ Strategy & Management Consultancy
 - ▶ Capacity Building & Engagement
 - ▶ Behavioural Insights & Interventions

Predi[t
*By



Role in the STEM-SSH collaboration

Predicit
*By

We have SSH *and* STEM expertise and we can contribute towards *bridging both* through:



Ethical and regulation-compliant use of AI and digital technologies



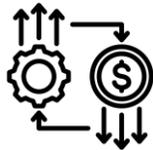
Policy and regulatory analysis of the AI Act, GDPR, EHDS



Adoption and implementation of digital behavioural interventions



Ethical, legal and societal impact assessment of digital and AI-supported technologies



Health economic assessment (Cost-effectiveness, HTA)



Societal Readiness and impact monitoring



Addressing inequalities and citizen engagement



Liaison/co-creation between technical and social experts to prevent biases and support FAIR data use



Exploitation, scalability and transferability



Evidence-based policy recommendations

Topics of interest*

Call	Our potential contribution
<p>HORIZON-HLTH-2026-01-STAYHLTH-02: Behavioural interventions as primary prevention for Non-Communicable Diseases (NCDs) among young people</p>	<p>Co-create and test youth behavioural interventions; quantify impact and cost-effectiveness; ensure DPIA/ethics and add a digital-wellbeing lens.</p>
<p>HORIZON-HLTH-2026-01-DISEASE-15: Scaling up innovation in cardiovascular health</p>	<p>Run multi-site pilots on cardiovascular innovations with adherence components, OMOP/EHDS-ready data pipelines, and HTA/economic evidence for scale-up, develop sustainability plan.</p>
<p>HORIZON-HLTH-2027-03-TOOL-04: Virtual Human Twins (VHTs) for integrated clinical decision support in prevention and diagnosis</p>	<p>Build FAIR/OMOP data foundations and secure processing workflows, cover ethics/legal (AI Act/EHDS), and demonstrate clinical/economic value, mixed-methods approaches for acceptability/usability by HCPs</p>
<p>HORIZON-CL2-2027-01-DEMOCRACY-04: Addressing the impact of artificial intelligence, cyberviolence, and deepfakes on equality, democracy and inclusive societies</p>	<p>Leverage LLM/NLP stack to analyse emotion/misinformation & cyberviolence, and co-design policy measures aligned with AI-governance through participatory approaches.</p>
<p>HORIZON-MISS-2026-04-CIT-01: Energy efficient urban and sub-urban public transport, complemented by shared mobility</p>	<p>Behavioural living-labs to shift mobility choices, plus socio-economic/business-case and smart-city evaluation to sustain adoption.</p>

Example of our previous roles

Predi[t
*By



- ▶ Modeling and design of LLMs fine-tuning for the identification of emotions in social media posts.
- ▶ Integration of theoretical and social context considerations in the data cohorts and LLM training process.

- ▶ Developed a comprehensive analysis of behavioural instruments for the prediction of adherence measures.
- ▶ Developed a ML model that is explicable and transparent in the prediction of patient health based on behavioural data.

Contact us!

Predi[t
*By



Rodrigo Ortega Izquierdo
Data Science &
Digital Society
rortega@predictby.com
[LinkedIn](#)



Justine Fleur van der Feen
Social Sciences & Demography
jvanderfeen@predictby.com
[LinkedIn](#)



Valeria Perez Muto
Public Health &
Health Data
vperez@predictby.com
[LinkedIn](#)

Predi[t
*By

Research and Consulting SME
Barcelona, Spain

**Thank you
for listening!**

Net4*Society*