



**Welcome to the latest edition of the EIT Digital newsletter!**

In this issue, we bring you timely insights, expert-led learning opportunities, and strategic conversations that are helping shape Europe's digital future—from cybersecurity and AI to cross-border growth and circular innovation.

We begin with a new [Makers & Shapers conversation](#) between **EIT Digital CEO Federico Menna and Imini Papakirillou**, CEO of the Hellenic Development Bank, on how development banks can serve as catalysts for digital transformation, startup growth, and skills development.

Also featured: our upcoming [Cybersecurity Essentials](#) course launching this September—designed to help you build practical, up-to-date protection strategies in a rapidly evolving threat landscape.

In the latest [Grow Digital Insights articles](#), we explore **AI's dual role** in enabling and defending against cyber threats, and how AI-powered robotic sorting systems are advancing Europe's circular economy objectives.

Finally, for startups eyeing expansion, [the Scalesmart webinar](#) on July 1 offers actionable advice on **breaking into the U.S. market**, without the costly mistakes.

As always, this newsletter is your gateway to the programs, ideas, and partnerships driving Europe's digital leadership.

Let's build the future together!



## Makers & Shapers: How Development Banks Can Drive Europe's Digital Future

In the latest episode of **Makers & Shapers**, EIT Digital CEO **Federico Menna** sits down with **Ismini Papakirillou**, CEO of the **Hellenic Development Bank (HDB)**, for a deep dive into the role of development banks in accelerating **digital transformation**, **cross-border collaboration**, and **skills development**.

### □□□ Key Takeaways from the Conversation:

- **Boosting Greek Innovation:** HDB is rolling out tools like the Innovation Guarantee and Ino Agora to support startups and scaleups with financing and market access.
- **From Labs to Market:** Synergies with EIT Digital focus on translating R&D into real-world solutions through startup–academia–industry collaboration.
- **Funding the Future:** Learn how HDB is blending public and private capital to fuel innovation, including the upcoming “**patent fund**” to boost IP creation.
- **Closing the Skills Gap:** With the launch of **HDB Academy**, the bank aims to equip SMEs and startups with the digital skills needed for today's economy.

[Watch the full conversation](#) to see how HDB and EIT Digital are working together to build a **stronger, more competitive, and inclusive digital Europe**.



## EIT Digital is launching a course on Cybersecurity Essentials starting soon on 17 September 2025

EIT Digital is launching a course on Cybersecurity Essentials starting soon on 17 September 2025.

**Why You Can't Miss It:** Through five expert-led sessions, you will gain insights into safeguarding data, preventing social engineering attacks, and implementing effective strategies for both personal and organizational security.

**When:** Once a week starting from 17 September till 15 October 2025.

**Price:** €49 for a Single session or €139 for the full package of 5 sessions.

**Language:** All sessions are in English.

**Discount Code:** Use the code EITDBuddy50 to access a 50% discount during the registration process

**Course Content & Registration:** For more information about the speakers, content and enrolment, please visit the link [HERE](#).



## From Smart Sorting to Smarter Security: AI's Double Duty in Europe's Digital Future

The two most recent articles in [Grow Digital Insights](#) — EIT Digital's expert-driven series exploring key tech trends shaping our digital future — take on AI's expanding role across sectors. From revolutionizing waste management to redefining cybersecurity, these contributions highlight both the opportunities and complexities of emerging technologies.

In our [latest article](#), Beatriz Carratalá Lleó explores AI's power to both enhance and undermine digital security.

AI has become a “force multiplier”— but for both sides.

- **Offensively:** AI enables phishing attacks powered by hyper-personalized language models, adaptive malware that morphs to avoid detection, and deepfakes that blur reality.
- **Defensively:** It also powers automated detection, proactive threat hunting, smarter SOCs, and insider threat analysis via User Behavior Analytics.

But as AI helps both sides level up, the arms race intensifies—making **ethical deployment, explainability, and governance** more critical than ever. The message is clear: we need AI, but we also need to guide it.

In another article, Angelos Amditis [takes us inside](#) the world of **robotic waste sorting systems**—a fusion of AI, robotics, and smart manufacturing poised to accelerate the EU's circular economy goals. These systems use deep learning and



multispectral imaging to identify, sort, and trace complex waste streams with precision.

Deployed across sites in Spain and Italy, these smart systems are turning waste into high-value raw materials—helping Europe **reduce emissions, close resource loops, and digitally transform** industrial operations.



Founder & Startup Investor

## MASTERCLASS WITH ANNE COCQUYT

Join us on 1 July 2025 at 17:00 (CEST)

Organised by the EIT Hub Silicon Valley

Run by EIT Digital

In partnership with



## Scalesmart Webinar: Avoid These Costly U.S. Expansion Mistakes

Is your European startup preparing to enter the U.S. market? The Scalesmart program invites you to a focused masterclass built to help you scale with strategy—not guesswork.

In partnership with EuroQuity - Bpifrance and The GUILD, this session offers actionable guidance on how to successfully navigate U.S. market entry without wasting time, resources, or momentum.

### What you'll learn:

- The top 3 mistakes EU founders make when expanding to the U.S.—and how to avoid them
- How to localize your messaging to better connect with American customers
- When to hire your first U.S. sales rep—and when to wait
- How U.S. buyer behavior, tariffs, and AI are reshaping go-to-market strategies

Led by Anne Cocquyt, award-winning entrepreneurship educator and startup investor, this webinar is ideal for SaaS, B2B, and B2C founders ready to scale with precision.

**Date:** 1 July, 17:00 CET

[Register here](#)



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