



Toledo, 25-26 June 2025

Press Release

Smart Mirrors for healthier lives: MAYA Project launches to support adolescents and young adults after cancer



The MAYA project, acronym of smart **M**irrors supporting healthier lives of **A**dolescents and **Y**oung **A**dults after cancer, has officially held its kick-off meeting in Toledo, Spain, on 25-26 June 2025.

Funded under the Horizon Europe - Research and Innovation programme, MAYA is a 4-year project coordinated by the University of Ioannina, Greece, and bringing together a consortium of 16 partners from 11 countries, including both EU countries, and the UK. The consortium represents a **diverse group of stakeholders**: medical & technological universities, consultancies, foundations, research centers, patient associations, manufacturers of smart mirrors technology.

The project aims to **empower Adolescents and Young Adults (AYA) cancer survivors** in managing their cardiovascular health, particularly addressing **cardiotoxic-related late effects** of cancer treatment. The project envisions using the iCARE health hub, which integrates a smart mirror and an AI-powered conversational agent, to deliver personalised care and continuous monitoring.

The project's main objective is to reduce the risk of major cardiac events in AYA survivors by 30-40% by addressing **modifiable risk factors** such as hypertension, diabetes and obesity, ultimately improving both **cardiovascular outcomes and quality of life**.

The project officially started on 1 June 2025. The kick-off meeting marked the first in-person gathering of the consortium, offering an important opportunity to align

on immediate goals, coordinate ongoing work, and set the roadmap for the months. The event was a great occasion to discuss key items and laid a solid foundation for collaboration.

"MAYA is more than a project—it's a promise to young cancer survivors that their journey doesn't end with treatment. It's about giving them the tools, the voice, and the daily support they need to take charge of their health and their future. By combining science with empathy, and technology with trust, we envision a world where no young person feels alone in managing life after cancer. With MAYA, smart mirrors become silent companions—offering care, guidance, and hope, every single day."

Professor Dimitrios Fotiadis, Project Coordinator, University of Ioannina.

Stay tuned and follow us on LinkedIn: [@maya-horizon-project](#)

To learn more about the project and how to get engaged, contact:

- MAYA Project Manager, Vangelis Fotiou, University of Ioannina, vafotiou@gmail.com

List of project partners

University of Ioannina		Robert Gordon University - RGU	
University of Castilla-La Mancha		Duriglass	
Shine 2Europe		Charité – Universitätsmedizin	
Medical University of Gdańsk		Nordic Healthcare Group - NHC	
Idryma Technologias Kai Erevnas - FORTH		IPO Coimbra	
INOMED		Sylva	
CETEM		Consiglio Nazionale delle Ricerche - CNR	
ECHAAlliance		IRCCS	



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