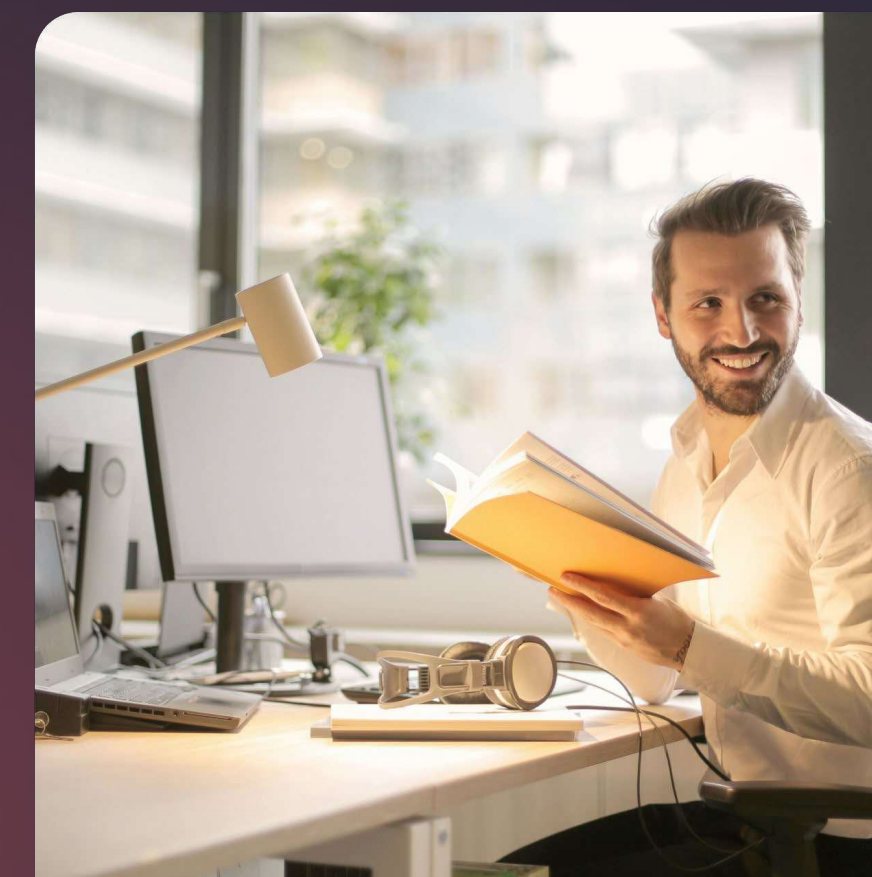




 Happy Mondays

# Service **Portfolio** 2026

[happymondaysgroup.com](http://happymondaysgroup.com)





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# Driving **innovation** through bold communication **strategies**

↳ From health to other domains, we help ideas grow and thrive.

↘

We are a communication agency turning European health innovation into real impact.

↘

13 years of experience in European programme; IHI, Horizon Europe, EIT Health, H2020.

↘

Communication leaders in flagship projects; GRACE, ENKORE, GATEKEEPER.

↘

Experts in strategic communication & EU project management.

↘

Turning innovation into adoption, scalability, and real-world impact.

↘

Supporting SMEs with branding, digital presence & growth strategies.

↘

Let's talk about your project.

# Let's **talk** about your **project!**

↳ Because we do not just communicate - we manage, connect, and amplify.

# ▾ About Us

## Who we are

### ■ Our mission

At Happy Mondays, communication goes beyond visibility — it's a catalyst for real impact. We combine creativity and strategy to translate complex innovation into powerful narratives, with a strong focus on European-funded health projects. We also bring our expertise to other domains where innovation and SMEs are driving change.

### ■ Who we are

We are a multidisciplinary team passionate about innovation, communication, and impact — especially in the field of health. With backgrounds in strategic communication, digital media, design, and project management, we work with European consortia and SMEs to amplify visibility, foster adoption, and support growth.



# About Us

## Our pillars

### Health Innovation Projects

These projects are funded by the European Commission and bring together hospitals, researchers, companies, and innovators to tackle major health challenges and improve care across Europe.

- **Strategic communication & dissemination** — Design and implementation of tailored strategies aligned with exploitation and sustainability goals, ensuring results outlive the project.
- **Community & stakeholder engagement** — Building and growing pan-European communities that bridge science, care delivery, and policy, fostering adoption and scalability.
- **Project management** — Coordination and management support for European consortia: smooth workflows, timely deliverables, and partner alignment, from administrative tasks to strategic oversight.

### Growth for SMEs

- **Branding & digital presence** — Bold brand identities, websites, and digital campaigns that combine storytelling, design, and performance to drive positioning and growth.
- **PR, events & training** — From major conferences to team workshops, we create and manage initiatives that inspire, engage, and empower. We also offer tailored PR and training to master communication and visibility.



## Health Innovation

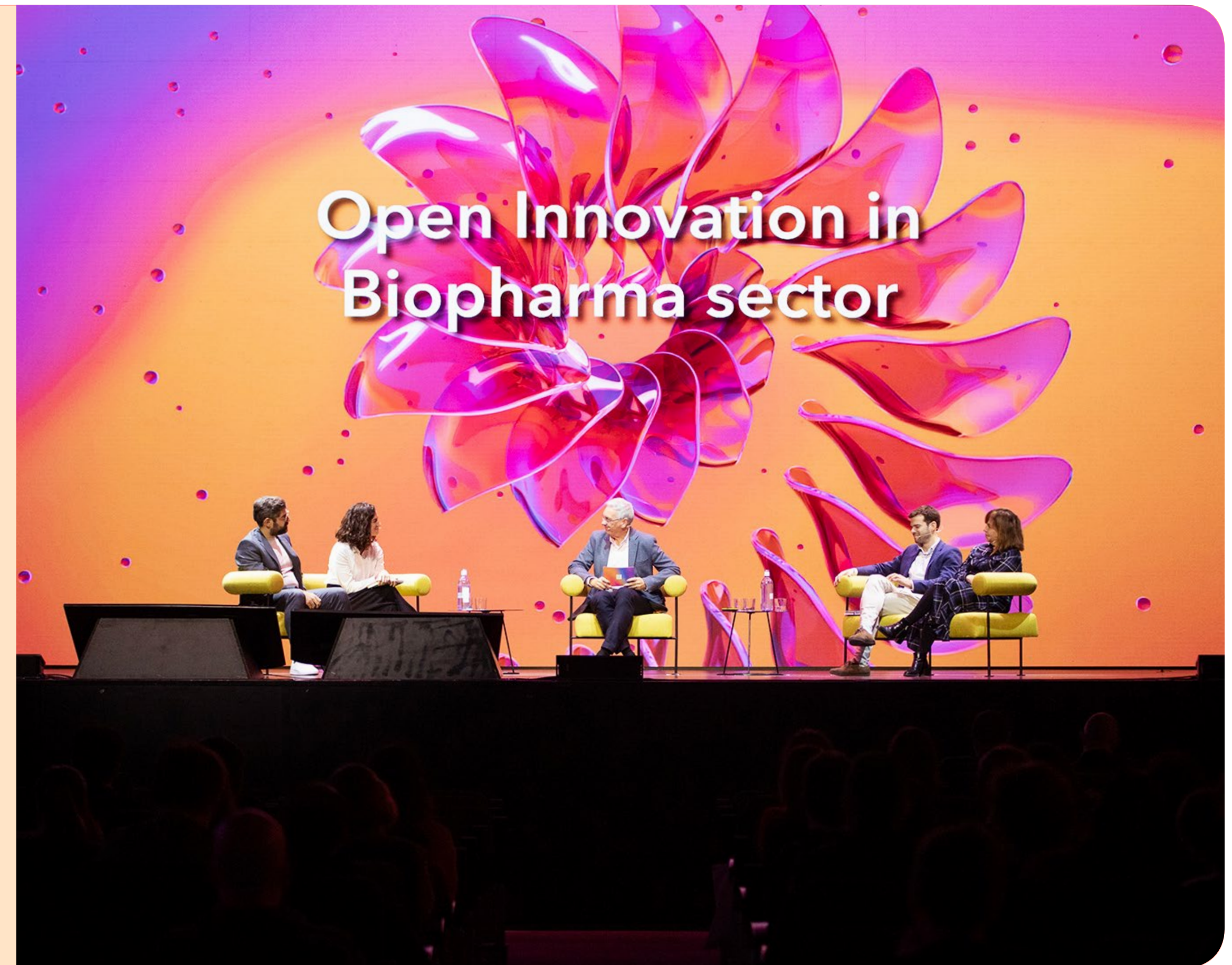
### How we support EU projects

For over 13 years, Happy Mondays has been a trusted partner in European Commission-funded programmes such as IHI, Horizon Europe, EIT Health, and H2020. We work side by side with hospitals, research centres, SMEs, universities, and industry in large-scale health innovation projects — leading communication, community building, and coordination efforts.

#### How we support EU projects

We support consortia from the proposal phase with impact-driven communication and community strategies that increase competitiveness and clarity. Once the project is funded, we help ensure its success through tailored actions such as:

- **Strategic dissemination and communication** → Multichannel strategies that turn complex research and innovation into clear messages, ensuring visibility and impact at local, national, and European level.
- **Community & stakeholder engagement** → We connect researchers, clinicians, policymakers, patients, industry and beyond. From clustering to open calls, we build ecosystems that foster adoption and scalability.
- **Open calls & clustering** → Proven methodologies to launch and manage open calls, attract innovators and healthcare organisations, and expand the reach and relevance of project outcomes.
- **Capacity building** → Training partners and project teams to communicate effectively, making communication a driving force for impact.
- **Management support** → Hands-on coordination and project support to keep workflows smooth, deliverables on time, and partners aligned throughout the lifecycle.



# ▾ SMEs Growth

## What we do for SMEs & How we work

We partner with SMEs to help them build their identity, strengthen their digital presence, and grow their businesses. Our approach is flexible: we adapt to both highly innovative sectors and more traditional ones that want to refresh or reposition themselves.

From Healthtech ventures to yoga studios, pet shops, plant retailers, consultancies, and even a trendy neo-tavern in Madrid — we have helped a wide variety of SMEs connect with their audiences and stand out in competitive markets.

### ■ What we do for SMEs

• **Branding & visual identity** — Positioning, messaging, and design systems that make your value unmistakable.

• **Digital presence & performance** — Conversion-ready websites and online stores, plus social media and digital campaigns aligned with growth goals.

• **PR, events & training** — Media positioning, launch events, and team upskilling to sustain momentum.

• **Community & partnerships** — Audience development and collaborations that open doors and build loyalty and unlock new opportunities.

### ■ How we work

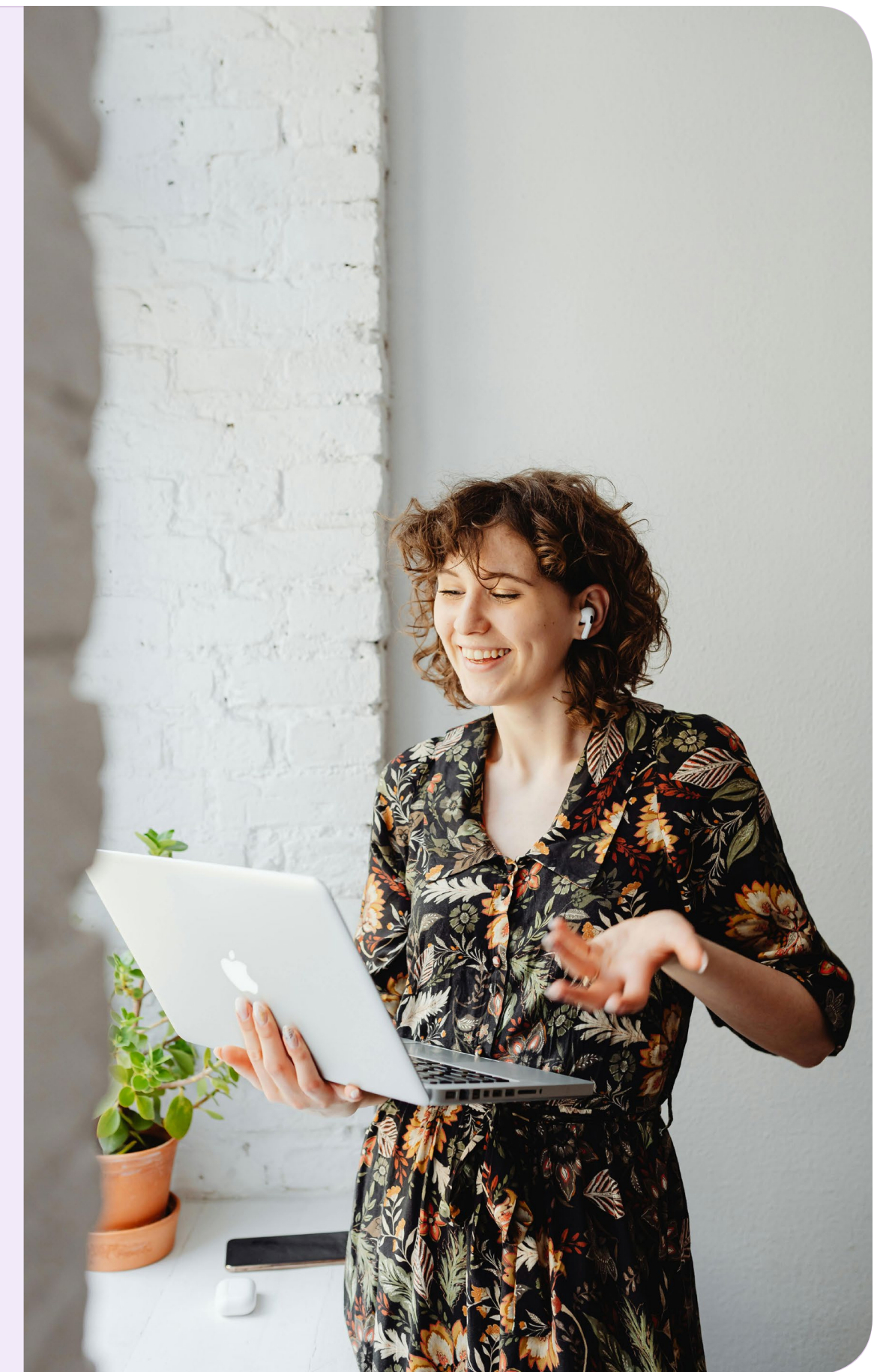
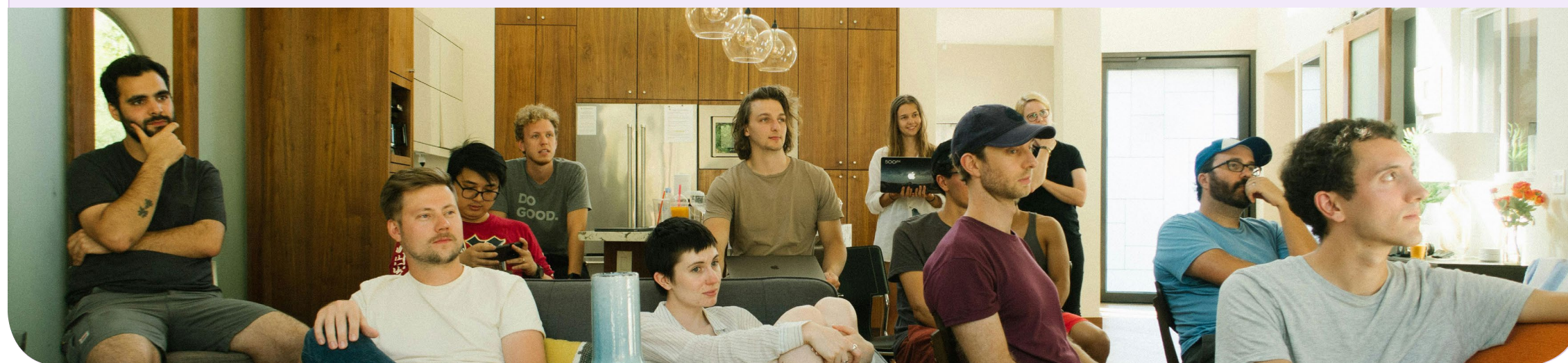
• **Discover & Analyze** — We start by diving deep into your product or service, the market landscape, and your reputation. At the same time, we build a clear understanding of your target audiences and objectives through meticulous research.

• **Strategize** — Based on initial insights, we craft a tailored roadmap with defined steps—maintaining open and direct communication with you for ongoing alignment.

• **Build & Execute** — We bring the strategy to life across agreed channels, launching campaigns, websites, or events while ensuring consistent follow-up and transparency through regular check-ins.

• **Measure, Learn & Scale** — We assess every outcome, identifying strengths and areas for improvement. This allows us to refine our approach—and double down on what works—to scale your impact effectively.

Whatever the sector, our mission is the same: to amplify visibility, connect with the right audiences, and turn ideas into growth.



## Impact

### Health Innovation Initiatives & Growth for SMEs

Impact is at the heart of everything we do. Whether we work with large European consortia or SMEs, our goal is always the same: to turn communication into a driver of adoption, scalability, and sustainable change.

#### Health Innovation Initiatives

- **Flagship projects (IHI)** → We collaborate with large-scale IHI flagship projects, delivering communication strategies that strengthen visibility, foster trust, and support long-term impact.
- **Other Horizon Europe projects** → We connect researchers, clinicians, policymakers, patients, industry and beyond. From clustering to open calls, we build ecosystems that foster adoption and scalability.
- **Completed projects** → We distill and showcase the long-term achievements of Horizon 2020 projects, ensuring their legacy, results, and resources remain accessible and impactful beyond their end date.

#### Growth for SMEs

- **Where communication fuels change** → From creative branding to digital campaigns and positioning strategies, we've helped a variety of SMEs grow and connect with their audiences.
- **Whatever the sector** → Our mission is the same: to amplify visibility, connect with the right audiences, and turn ideas into growth.



## ↳ **Impact** — Health Innovation Initiatives

### Grace IHI (Flagship Projects)

#### **Grace Project**

GRACE is one of Europe's most ambitious initiatives in cardiovascular innovation, funded by the Innovative Health Initiative.

• **Context and challenge** — Cardiovascular diseases (CVDs) remain the leading cause of mortality worldwide, affecting millions annually. Despite medical advancements, significant challenges persist in early detection, diagnosis, and care coordination.

GRACE aims to address these critical gaps through scalable and sustainable solutions based on AI-drive diagnostics, remote monitoring, and innovative care pathways. Our goal is to improve patient outcomes, optimize healthcare workforce efficiency, and reduce costs.

By integrating Artificial Intelligence, advanced analytics, and telemedicine, the platform serves as the backbone of the project, ensuring a seamless, data-driven approach to cardiovascular healthcare.

• **We lead GRACE's communication and community building strategy** — At Happy Mondays, we lead GRACE's communication and community building strategy to ensure that its breakthroughs resonate across the healthcare ecosystem. By connecting science with society and engaging key actors in co-creation, validation, and exploitation processes, we help maximise the project's impact and ensure its solutions are scalable and sustainable.

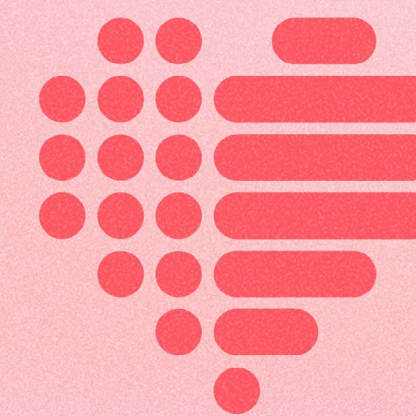
In close collaboration with our strategic design partner Blare Studio, we also led the full development of GRACE's visual identity and graphic design system — from brand concept and visual language to all communication materials and digital assets. This partnership ensured that every touchpoint of the project's communication reflects both scientific rigour and a clear, compelling visual narrative, reinforcing GRACE's credibility and reach across diverse audiences and stakeholder groups.

[grace-ihl.eu](https://grace-ihl.eu)

[Linkedin](#)

[BlueSky](#)

[X|Twitter](#)



# Grace<sup>®</sup>

In 2025, join to Grace project.

# ↳ **Impact** — Health Innovation Initiatives

## Enkore Ecohealthcare (Flagship Projects)

### **Enkore Ecohealthcare**

ENKORE accelerates the shift toward circular, safe, and sustainable solutions for single-use medical and pharmaceutical devices.

#### • **A Large-Scale Alliance for a Greener Healthcare Future**

With more than 40 partners, the project brings together leading organisations across the pharma and medtech sectors in a landmark collaboration to drive the transition toward greener, more responsible practices. This collective effort aims not only to reduce environmental impact but also to reinforce a healthcare model that remains consistently centred around patient needs.

By coordinating expertise from across the value chain, the initiative sets a new example of how sustainability and patient care can advance hand in hand.

#### • **Building Trust and Visibility for ENKORE's Mission**

Our role is to ensure that all communication remains fully aligned with ENKORE's sustainability mission, articulating its value and purpose across every interaction.

We work closely with institutions, stakeholders, and sectoral partners that help amplify ENKORE's impact within the eco-healthcare landscape.

Through consistent messaging, strategic positioning, and relationship-building, we strengthen trust and increase visibility, helping establish ENKORE as a benchmark for innovation and responsibility in sustainable healthcare.

[enkoreecohealthcare.eu](https://enkoreecohealthcare.eu)

[Linkedin](#)

[BlueSky](#)

[YouTube](#)



## Impact — Health Innovation Initiatives SusFE (Other Horizon Europe projects)

### SusFE

SUSFE is at the forefront of developing sustainable materials and processes for the next generation of electronic components.

#### · Innovative Processes & Methods for Next-Gen Sustainable Functional Electronics

We manage the project's website and digital strategy, ensuring stakeholders stay connected to its mission and progress. Through engaging online content, we help amplify the project vision and benefits of greener alternatives in the healthcare sector.

#### · SusFE will develop a sustainable design and production platform for the next generation of wearable and diagnostic devices.

Europe currently has a leading position in key digital technologies. However, functional electronics is one of several emerging digital transformation areas with no established players, but with the potential to significantly disrupt strategic sectors. Harnessing the full potential of functional electronics will enable Europe to exploit cutting-edge climate-neutral digital solutions to strengthen its leadership, and to seize on emerging opportunities by addressing existing technological gaps in multiple sectors.

[susfeproject.eu](https://susfeproject.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)



## Impact — Health Innovation Initiatives

### TeleRehaB (Other Horizon Europe projects)

#### TeleRehaB

Telerehab aims to improve access to rehabilitation services for people with neurological conditions through digital health solutions.

An AI-based decision support system (DSS) will be developed expanding upon the existing Augmented Reality (AR) rehabilitation training platform from HOLOBALANCE project.

With its balance exercises, exergames, cognitive training and remote patient monitoring with wearables and IoT devices, to provide suggestive feedback for experts through the entire clinical rehabilitation pathway.

##### Communicating Innovation That Transforms Care

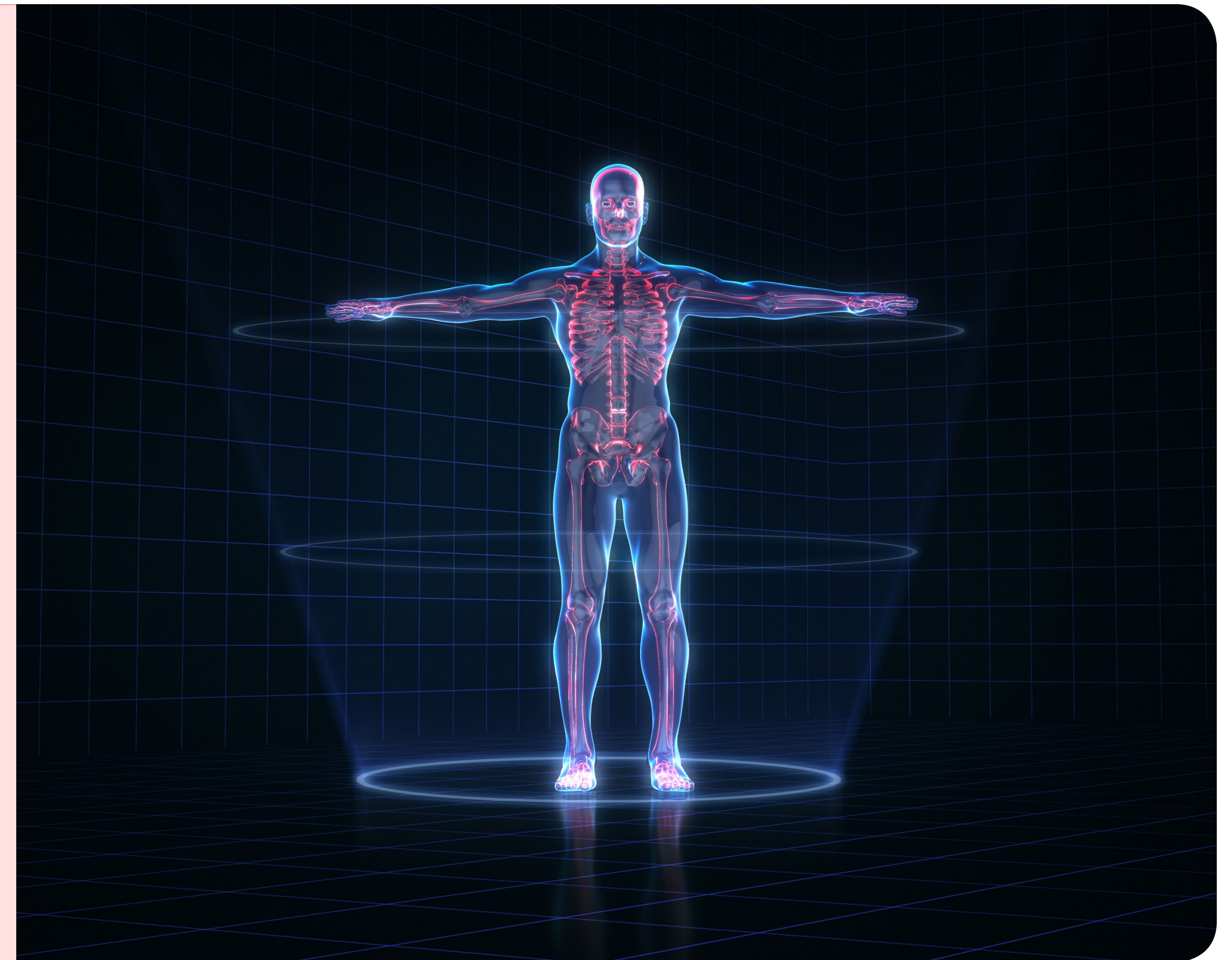
At Happy Mondays, we lead the project's communication strategy to showcase how remote monitoring and digital tools can enhance continuity of care, empower patients, and better support healthcare professionals. Our work bridges the gap between innovation and real-world clinical practice.

[telerehab-project.eu](https://telerehab-project.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)



## Impact — Health Innovation Initiatives INCISIVE (Other Horizon Europe projects)

### INCISIVE

INCISIVE explored how AI can enhance cancer imaging and support decision-making for clinicians.

#### Advancing Cancer Imaging with AI

Our role centred on clustering and ecosystem engagement, including high-impact event in Madrid that gathered over 200 participants onsite and online — showcasing project results and generating synergies across the oncology innovation space.

[incisive-project.eu](https://incisive-project.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)

## AI and Cancer: Unleashing Opportunities, Overcoming Challenges

Clustering event powered by INCISIVE and the AI4HI cluster

SAVE THE DATE for November 7<sup>th</sup> 2023 in THE CUBE, Madrid

The European project **INCISIVE**, which is working to **improve cancer diagnosis and prediction with AI and big data**, is thrilled to organize an **open hybrid clustering event**, bringing together leading partners from the Artificial Intelligence for Health Imaging (**AI4HI**) cluster (**CHAIMELEON, EuCanImage, ProCancer-I, PRIMAGE and INCISIVE**) and **EUCAIM**.

At this gathering, you will have the opportunity to engage with distinguished clinicians, legal and AI experts, pioneering companies, patient associations, and esteemed representatives from various institutions.

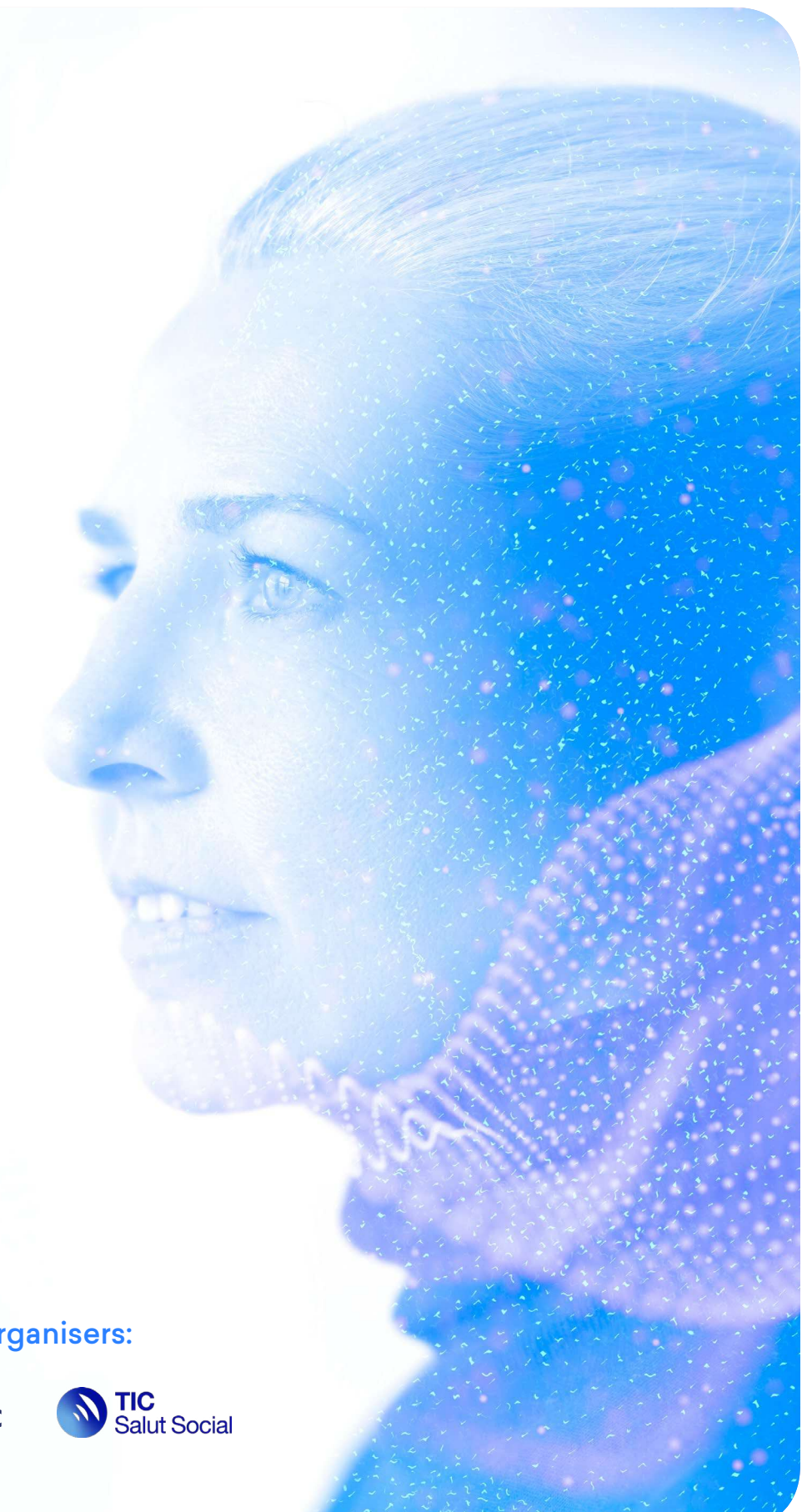
**Save the date and stay tuned for further communications** on how to register for either in-person or online attendance and logistic details.

Join us for a vibrant session where we will explore how Artificial Intelligence powered by health data sharing can transform cancer challenges into remarkable opportunities!

Organisers:



Local co-organisers:



## Impact — Health Innovation Initiatives

### GATEKEEPER project (Completed projects – Horizon 2020)

#### GATEKEEPER project

GATEKEEPER was a flagship project that transformed the prevention, diagnosis, and management of the most prevalent chronic diseases in Europe through cutting-edge technologies such as Big Data and Artificial Intelligence.

- **Smart Data driven Solutions** — For Personalized early risk detection and intervention. Over four years, we led the communication and dissemination strategy — reaching and engaging more than 500 stakeholders across the health ecosystem.
- **360° campaigns**— Tailored to each project phase, raising awareness about innovations and digital technologies applied to the chronic disease field.
- **Pioneering open call methodology** — That attracted high-quality proposals and broad participation.
- **Community-building efforts** — That enabled co-creation, validation, and supported a sustainable exploitation roadmap.
- **An outstanding final event** — With 300+ in-person attendees, speakers from all key sectors, and a spectacular audiovisual setup — showcasing results to the European community and beyond.

[gatekeeper-project.eu](https://gatekeeper-project.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)



**GATEKEEPER closing event**  
The AI effect: Igniting today's  
healthcare transformation.

## ↳ Impact — Health Innovation Initiatives

### ODIN project (Completed projects – Horizon 2020)

#### ODIN project

ODIN promoted the hospitals of the future by integrating cutting-edge technologies such as robotics and artificial intelligence to improve healthcare processes and efficiency across multiple levels of care.

- **User Engagement at Scale** — Happy Mondays led the stakeholder engagement strategy and open call management, attracting nearly 400 users who later became active participants in the validation process.
- **Robust stakeholder network** — Across Europe, facilitating testing and exploitation.
- **Open call campaign** — Designed and launched in collaboration with Medtronic Ibérica, enabling wide reach and quality participation.
- **Final showcase event** — That brought together key players from the European health innovation ecosystem.

[odin-smarthospitals.eu](http://odin-smarthospitals.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)

*Transforming Healthcare:  
Odin Innovations in Action*



## Impact — Health Innovation Initiatives

### ACTIVAGE project (Completed projects – Horizon 2020)

#### ACTIVAGE project

ACTIVAGE was our first flagship European project, concluded in 2020, aiming to demonstrate the positive impact of digital technologies on active and healthy ageing.

Despite the challenges of the COVID-19 pandemic, it delivered one of the largest multi-site pilots in Europe – with surprising results.

- **Strong community** – Strong community engagement with health and ageing organisations, sister projects, and key networks across Europe.
- **Immersive final event** – Immersive final event held remotely with over 300 participants, including virtual reality demos that brought project results to life.
- **ACTIVAGE Association** – A lasting legacy through the ACTIVAGE Association, founded by consortium partners to continue advancing innovation and commercialisation in home-based elder care. [Visit website →](#)

**ACTIVAGE was a turning point for Happy Mondays and opened the door to future large-scale collaborations.**

[activageproject.eu](https://activageproject.eu)

[Linkedin](#)

[X|Twitter](#)

[YouTube](#)



# Looking for a European project?

↳ Connect with our team to explore European health innovation opportunities.

Contact

# ↳ Impact — Growth for SMEs

## Éxito taberna

### ■ Éxito taberna

Madrid tradition with its own unique touch. Authentic flavors, honest ingredients, and cooking made with love. Éxito is a tavern that beats to the rhythm of the authentic and the familiar.

In the heart of Madrid, just steps away from the Movistar Arena. Here, traditional Spanish cuisine — home-style stews, classic tapas — is served with the warmth of true hospitality: a space that welcomes and embraces guests from the very first moment. You can also enjoy a curated selection of specialty coffees at Éxito Coffee Club.

Our corporate identity proposal aligns with each of these elements: a visual identity that reflects the spirit of doing things with heart, connecting with popular tradition while embracing a contemporary character. The identity reinforces its message of authenticity and closeness, from the choice of typography and illustrations to the colour palette and visual tone.

Bringing its two brands together in a coherent and functional way: Éxito Taberna and Éxito Coffee Club.

360° integrated design services:

- **Corporate identity** — brand and communication.
- **Signage and lightboxes** — exterior and interior.
- **Packaging** — layout and packaging design.
- **Social media** — management of social profiles.
- **Interior design** — lighting, ambient and furnitures.
- **Web** — corporate website design and development.

[exitotaberna.com](https://exitotaberna.com)

[Instagram](#)

[Tiktok](#)



## Impact — Growth for SMEs

dino & leben

### dino & leben

Dino & Leben Pet Shop is an e-commerce store for furniture that is more than just pet friendly.

• **They manufacture furniture and home decor designed for the enjoyment of all members of the household.**

Dino & Leben is a pet shop that embarked on a comprehensive rebranding and digital transformation aimed at attracting new customers and boosting online sales. The project focused on redefining the brand's visual identity and tone of voice to better connect with a modern, pet-loving audience, while reinforcing its values of care, trust, and expertise.

Alongside the rebranding, we developed and executed targeted digital campaigns designed to increase visibility, drive qualified traffic, and convert interest into measurable online sales. Through a cohesive brand presence across digital channels, Dino & Leben strengthened its market positioning and enhanced its connection with both existing and new customers.

[dinoandleben.com](https://dinoandleben.com)

[Instagram](#)

[Facebook](#)

[YouTube](#)



## ↳ Impact — Growth for SMEs

### Carla Sadhana

#### ■ Carla Sadhana

Our team designed a visual identity for Carla Sadhana that embodies balance, serenity, and the transformative power of yoga.

• **We developed Carla's core brand storytelling, articulating her unique approach to yoga and wellness in clear, compelling language.** — This included writing brand texts that express her philosophy and professional journey in a way that resonates with both existing clients and new prospects. Our messaging supports her business growth by highlighting her credibility, experience, and holistic teaching style.

We developed the corporate identity for Carla's yoga and wellness practice, translating her holistic philosophy into a visual and verbal brand language that resonates with her audience. Our work included crafting a cohesive visual identity, defining her tone of voice, and shaping a brand presence that reflects her expertise, authenticity, and deep commitment to wellbeing. Through strategic design choices, we helped create a meaningful connection between her mission and her community.

We applied this identity across digital platforms to enhance visibility and recognition, ensuring a consistent, professional appearance across her website, social media, and promotional materials. By aligning visuals with her personal ethos, we helped strengthen her brand narrative and foster deeper engagement with her audience.

[Facebook](#)

[Instagram](#)



# ↳ **Impact** — Growth for SMEs

## New Mondays

### **New Mondays**

New Mondays' mission is to support organizations and individuals through change, development, and transformation, boosting their results by impacting four key skill groups:

Life Skills | Soft Skills | Team Skills | Language Skills

• **We designed New Mondays' corporate identity to reflect their expertise in guiding businesses towards growth and innovation.** — Our team crafted a visual and verbal language that conveys professionalism, credibility, and a forward-thinking mindset. By aligning brand strategy with corporate values, we ensured that every touchpoint communicates a consistent and compelling message to clients and stakeholders.

We developed the corporate identity for New Mondays with a holistic approach, integrating visual design, messaging, and brand positioning. By creating a cohesive language that mirrors their consulting philosophy, we made sure that every interaction – from presentations to online communications – reflects the company's professionalism and strategic insight.

[newmondays.es](https://newmondays.es)

[Linkedin](#)

[YouTube](#)



## Impact — Growth for SMEs

### LolaFlora

#### LolaFlora

LolaFlora is a premium online boutique specializing in rare and exotic indoor plants.

• **They came to us with a vision: to bridge the gap between tropical jungles and modern urban living** — We were tasked with building their entire brand ecosystem from the ground up—transforming a passion for botany into a high-converting digital business.

#### Our Work:

- **Corporate Identity & Branding:** We developed a visual language that balances “wild nature” with “minimalist luxury.” This included a bespoke logo, a sophisticated earthy color palette, and typography that reflects both elegance and organic growth.
- **Web Design & E-Commerce Development & Analytics:** The heart of the project was a custom-built online store designed for a seamless user experience (UX). We focused on high-quality visual storytelling, intuitive navigation, and a robust checkout process optimized for mobile users.
- **Social Media Management:** To grow the community, we implemented a content strategy focused on “educational aesthetics.” By managing their Instagram and Tiktok profiles, we increased engagement through expert plant-care tips, stunning photography, and strategic influencer collaborations.



# Are you looking to **build** your **SME** project?

↘ Connect with our team to explore innovation opportunities.

Contact

# ▾ Contact


Contact our team

## ■ Contact us

We transform communication strategies for health projects across Europe with precision and purpose. Share your health innovation vision with our strategic communication experts:

 [Imanero@happymondaysgroup.com](mailto:Imanero@happymondaysgroup.com)

 +34 699 349 679

 Calle Ferraz, 72  
28008, Madrid  
Spain.

Your project starts here. We'll review your submission and connect you with our expert team. Expect a personalized response within 24 hours.

Let's build creative impact together!

Contact

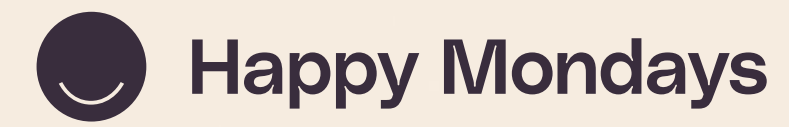


# Stay **connected** with us!

↳ Follow our journey in health communication and innovation

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[Visit web](#)



Thanks for watching!

[happymondaysgroup.com](http://happymondaysgroup.com)