

Freezing Week 7–9 Feb 2023

DATA-DRIVEN EMPATHY

Dear International Partners and Colleagues,

We are pleased to invite you to the 9th Freezing Week taking place on 7–9 February 2023 at Häme University of Applied Sciences (HAMK) in Hämeenlinna, Finland.

The event explores the theme of Data-Driven Empathy from the perspectives of human-centered design and technology. How do we use data and technology to better understand people we work for? How can artificial intelligence help us advance action towards sustainability? What new insights each one of us may bring to our work?

The Freezing Week offers interesting keynotes and thematic sessions as well as networking opportunities with colleagues around Europe. There is also a possibility to visit HAMK's campus in Riihimäki with a strong focus on robotics and technology. And don't forget the social events and a genuine Finnish winter experience!

The programme and social events are free for the participants. You will need to cover flights, hotels and other travelling expenses yourself. This staff mobility can be financed by ERASMUS+ through your institution's International Office.

- Online registration is now open [HERE](#). Please sign up by 15 January 2023.
- The preliminary program of the week can be found [here](#).
- Please find more information about the practicalities and accommodation tips [here](#).

We are looking forward to meeting you at HAMK in February 2023,

Best regards,
Jaana, Riikka and Sanna

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