

SOCIAL AND ENVIRONMENTAL CHALLENGES IN THE FIELD OF INNOVATION



Transnational
Workshop and
Matchmaking in
Bratislava

22.5.2018

1. CONFERENCE SOCIAL AND ENVIRONMENTAL CHALLENGES IN THE FIELD OF INNOVATION AND TECHNOLOGY

Conference Social and Environmental Challenges in the Field of Innovation and Technology, organized on May 22, 2018 in Bratislava, by The Slovak Centre of Scientific and Technical Information brought together innovators, representatives of academia, policy makers, business support organizations, NGOs and entrepreneurs with aim to present the latest innovative ideas created by innovators from across the Danube and Central Europe Region. The event presented in the same time a platform with opportunity to exchange knowledge and experience among different parts of the innovation ecosystem, platform to learn more on prototypes created by innovators and matchmaking place through networking amongst broad representatives of innovation ecosystem.

In keynote speech, a success story of Solved Company working in area of clean tech was present during the event and was followed by young and highly innovative company ITUD that focuses on urban planning employing virtual reality. Young innovator across the region and coming from Italy, Croatia, Hungary, Czech Republic, Slovakia, and Germany presented their innovative ideas and products in front of audience reaching 100 participants including representatives of investing companies. The after was dedicated to two interactive workshops bringing to audience insight into ecoinnovation and ICT used to improved societal challenges.

The keynote speech was followed by a panel discussion focused on debate over the social and environmental challenges, which is often associated with the wide-ranging discussion about innovations, technology and businesses. However, business innovations and use of the 21st century technologies have much larger potential to improve fundamentally the quality of life for populations around the world, bring out far-reaching changes in the societal system and enable a long-term green transformation by affecting several branches of the economy including consumers.



There is a clear evidence that emerging markets for greener products and services and the rise of sustainability along with the green growth agendas in corporate management are leading corporations

to integrate non-financial metrics into their decision-making processes, to revisit the concepts of value and profitability that drive their business models, and to reconsider the balance between the dual objectives of short-term profitability and long-term sustainability.

The debate with distinguished guest focused on answers whether doing innovative and responsible business is an option or an obligation:

- Why is important to make business more responsible and innovative?
- How to motivate entrepreneurs provide services and manufacture products, which improve the system and environment around us?
- How can responsible business and innovations tackle social problems, which are threatening Europe’s future?

The panel discussion was followed by presentations of innovators and start-ups who presented their innovative ideas and products.





2. DOCUMENTED LEARNING INTERACTION – TRANSNATIONAL WORKSHOP

The afternoon workshop was dedicated to the different themes connected to the Ecologically responsible innovations. Workshop aimed to: support the learning process in the Danube region; contribute to knowledge exchange of stakeholders representing institutions as well as the general public; and support development of *communities in the Danube region that will have positive impact on environment and energy saving*. The workshop presents in the same time *an inspiration how to eco-innovate by an inventor and researcher; an experience sharing by an implementer; and a debate on funding grants of environmentally responsible ideas, research and entrepreneurship*. The workshops is an integral part of project Ecoinn Danube, implemented under Danube Transnational Programme, which bring together the **eco-innovative community in the Danube Region under platform ecoinnovative.eu**

Warm welcome and brief teaser to join an eco-innovative platform created by the project EcoInn presented by the moderator Ivana Raslavska have launched the session. The whole session has been concluded by the brief wrap up from each roundtable.

Each workshop leader had short motivational introduction in line with his workshop topic:

1. Think “eco”, when you innovate!
2. EcoInnovation in Danube region/Energy Efficiency/Implementation of ecologically friendly ideas - Energy consumed by people not buildings.
3. How to fund your eco-innovative ideas and business – Horizon 2020 options – Communication of project results

1. Think “eco”, when you innovate!

Andrea Pitzschke, an inventor and researcher from Economica Austria **demonstrated the results of the eco-innovative research and an inspired participants on how to eco-innovate**. Within roundtable,

Think “eco”, when you innovate! participants had the opportunity to learn about eco-innovation from the perspective of a curiosity-driven scientist. With the purpose to stimulate “thinking outside the box”, petrol-based products, materials and technologies with their environmental consequences were critically scrutinized, and ecofriendly alternatives offered. Options of cutting down plastics use and removing environmental plastics contamination were discussed during the session. Participants could see (nappies), test (gloves) and taste (palm oil-free spread) recent prototypes of eco-alternatives to current products. Participants were encouraged to push development of eco-alternatives in their countries and define the way from prototype to series-manufactured product.





2. Energy consumed by people not buildings

Niko Natek an energy consultant from KSENA Slovenia focused on the topic of **Energy consumed by people not buildings**. During the workshop participants were introduced to the monitoring system EMIS which provided realtime data on different parameters such as microclimate parameters and indoor air quality. One of the prototypes developed for educational purposes based on the arduino or raspberry pi platform was presented at the event. Participants had the opportunity to make some measurements (like co2, temperature, rh,...) and then discussed value propositions in the area of energy monitoring systems and made sure that the environment in which users work, study, live... is optimal and secure. Participants learned about substantial opportunities for young entrepreneurs to work in the area of energy/microclimate/air quality monitoring systems and availability of data about what works and what doesn't, where is the benchmark and what goals should be set in consumer decisions and how products and services can focus on wider benefits (such as health, cognitive ability and productivity). They further discussed how to use ICT to support behaviour change of energy consumers, what are the key wider benefits that support implementation of monitoring systems (not only from a cost-benefit perspective), or who are the key stakeholders and how to involve them into the energy management process.



3. The relevance of the communication, dissemination and exploitation of the project results within environment and energy oriented calls within Horizon 2020

Third roundtable led by Veronika Dugovičová has focused on how to increase impact and relevance of the eco – innovative ideas and business while preparing an eco-innovative project. Participants discussed **the relevance of the communication, dissemination and exploitation of the project results within environment and energy oriented calls within Horizon 2020 and thus increasing the impact of the project results**. The workshop brought to participants more awareness on how strategic communication and suitably framed messages can bring research results to the attention of as many relevant people as possible - from the government using your knowledge and data to inform policy making, to enabling citizens making more sustainable day-to-day decisions or attract an investor. Participants worked with enviro-project abstracts and their task was to come up with communication strategy which helped to promote, disseminate and exploit the project results. They were supposed to identify various target groups, tools, strategies and channels to reach them and communicate the right message in the right way and thus increase the impact of the project. Furthermore participants discuss the requirements of the European Commission on communication, dissemination and exploitation of EU funded projects, target groups and how to reach/involve them and on using social media when promoting project results.

