

Guidelines for Replication of Pilots



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INTRODUCTION

In framework of the Ecolnn Danube project pilot events were organised in order to improve conditions for successful transfer of eco-innovative ideas to practice and introduce eco-technologies in sustainable energy area in daily use. The events focused on the obstacles, and the main challenges in the eco-knowledge transfer process.

The project partners identified and analysed the challenges and needs, the territorial problems in the Danube region in the field of eco-innovation. According to the statements of the national reports the economies of the region are strongly reliant on SMEs, but they are still not able to fully exploit the existing potential because of the structural difficulties, lack of internationalization of their activities and internal disparities related to research and innovation fields and low-intensity (efficiency) of knowledge transfer from the scientific sector towards the potential beneficiaries on the commercial level. The results of the analyse show that most countries are not successful in providing a supporting environment for innovations.

The national reports pointed out that although the supporting structures for start-ups and SMEs in general have been rigorously integrated into business support structures available on the national level, opportunity-driven entrepreneurship has been on a steady decline since 2009 and dropped to its lowest level in the countries of the Danube region in 2016. Venture capital as a share of GDP in the Danube region has also substantially declined from 2008 onwards and was on average only 42% of that documented for the EU. Excluding Austria and Germany, the share further drops to only 0,165% of GDP for the other analysed Danube region countries.

Reflected on the current situation of the eco-knowledge transfer process, the pilot events offered a space to innovators to present their environmental problem-solving ideas, and let business supporters (investors, business angels, TT offices) and producers know about the presence on talents and innovative eco-technologies in the Danube region.

In order to achieve these goals, in framework of the project three Green Summer Schools and two Green Innovation Forums were organised:

Green Summer Schools

11-15 September 2017 in Constance (Germany)

25-29 June 2018 in Bratislava (Slovakia)

25-28 September 2018 in Vienna (Austria)

Green Innovation Forums

30 November – 1 December 2017 in Krtiny (Czech Republic)

20-21 February 2018 in Stuttgart (Germany)

The aim of the follow-up plan is to provide a guideline for the financial, institutional and political sustainability of the pilot actions, and recommendations how to integrate actions into existing regional/national structures inside and outside of the Danube region. The document contains an explanation step by step how to organise similar events, including complete documentation of the green summer schools and green innovation forums, concepts of pilot actions, and feedback from stakeholders of the events.

The recommendations presented within this follow-up plan have been collected based on the experience of the 5 pilot actions realized in three countries. In order to collect lessons learned and recommendations, a questionnaire was provided to all partners in charge of the organisation of a pilot action as well as to all partners who attended one of the pilots. Based on their first-hand experience, feedback and evaluation of the 5 pilot actions, common elements and patterns that might play a crucial role in the successful replication of these actions were identified.

1. GREEN INNOVATION FORUM

1.1 AIMS OF THE GREEN INNOVATION FORUM

The green innovation forum particularly aims to tackle the weak linkages between research and market, and furthermore the accessibility of finance for eco-innovative products and services. Firstly, the forum offers a platform for the presentation and visibility of eco-innovative business ideas, secondly for the exchange and networking among actors of the field. The event provides opportunity for innovators and researchers to meet with investors. The aim of the forum is dual: on one side it provides platform to encourage the technology transfer of eco-innovative ideas into the market. On the other side it has a general awareness raising role of focusing on environmental problems and opportunities in the Danube region, and promotes the use of eco-technologies in everyday life.

The experience of the pilot events indicates, that there are huge differences between the approach to innovation and innovative start-ups in the western and eastern part of the Danube region. In the western countries sustainability and green topics are considered as more important, people are more interested in the green topics. In contrast, in the eastern countries the public awareness about environmental needs, the knowledge and use of best available practices is not sufficient. Because of this, in the moderate innovative countries it was difficult to find ideas that were in first promoted as energy efficient or ecological, and the presenters mainly highlighted other aspects of products and ideas.

As the sensibility for eco-innovation varies among countries, the aims of the forum are different from region to region. In the western countries the event focuses in matching start-ups with investors or business partners in order to help the further development and commercialisation of eco-technologies, service or product offered. Instead in the eastern regions, the event is also used to spread knowledge and awareness around eco-innovation. In these countries, building awareness is crucial to educate innovators and SMEs that the ecological aspects of innovation is necessary, and also helps to market the product, also taking into consideration the EU policies which highlights the movement towards energy union.

Recommendations for the successful organisation of a similar Green innovation Forum:

- Survey the needs of the participants and the regional situation is highly recommended to figure out the aims and focus of the event.
- The organiser should take into consideration that in the eastern countries the general awareness raising role may be more emphasised, in the western countries the matchmaking function can be stronger.
- Specific aim can be to encourage international knowledge transfer and matchmaking.
- The event can be dedicated to a specific topic (and thus a narrow target group), or have a wider, more general scope.

1.2 TARGET GROUPS

Based on the aims of the green innovation forum, the most relevant target groups are innovators and researchers from the higher education and research sphere, as well as from private area: start-ups, SME-s, who performed eco-oriented R&D activities and offer eco-innovative solutions. The other direct target groups are investors, companies, public authorities who are searching environmentally friendly solutions for specific problems.

The secondary target groups are business support organisations, business angels, experts of green technologies, innovative NGO-s who can provide assistance for the eco-knowledge transfer, and policy / decision makers, who has an important role in creating the appropriate legal and structural environment.

The innovation forum targets also novice innovators, who can gain knowledge from experienced representatives of eco-business.

The primary target groups of the green innovation forum are

Developers / suppliers of eco innovation / eco solutions	Users of eco innovation / eco solutions
<ul style="list-style-type: none"> • SME eco innovators • eco-start-ups developing new innovative applications • R&D institution innovators • Higher education innovators • Other developers 	<ul style="list-style-type: none"> • SME-s • Large companies, industrial sector, producers • Governmental / public organisations, policy makers • Local authorities • Other users

Recommendations

- Defining the target groups, the organizer should consider both type of groups – also representatives of supply and demand of eco-solutions.
- Representatives of secondary target groups should be involved – they have a crucial role in the successful knowledge transfer.

1.3 FORMAT

In order to achieve the aims of the green innovation forum - namely to tackle the diffusion of innovation, and the exploitation of the economic potential of new technologies through transfer of knowledge and dedicated matchmaking events between interesting start-ups, companies and investors - the format of the event comprises two main parts:

- conference – with the aim of knowledge-transfer among experts, research institutions, universities, companies and public authorities
- matchmaking platform for start-ups and advance companies to meet with investors, business angels and potential cooperation partners.

The project partners agreed that the mix of formats – conference and matchmaking / pitching – as a structure and general framework is an optimal method for the event, but according to the experience of the previous forums, the composition and programme of the blocks has to be adapted to the regional needs. The chosen proportion of the blocks mainly depends on the organisers' aim that they wish to achieve through the implementation of the forum.

The conference format can be useful to raise awareness as well as deepen particular topics with the audience of experts and matchmaking / pitching sessions. It can provide a concrete solution for participants to find networking partners.

Because of the regional differences within the Danube region, in the central and Eastern European countries the forum has stronger awareness building role, so the conference session is much emphasised, contrary to the Western countries, where the matchmaking function is stronger. Consequently, during the preparation of the programme the organizers need to take these differences into account.

In order to figure out the sufficient proportion of blocks, and the topics of the event, it is crucial to analyse and understand the local needs and the specific national / regional features in eco-innovation field, and adapt the forum to the local circumstances. To provide smooth preparation and the successfulness of the event, it is recommended to survey the ecosystem characteristics of the region, and identify the most urgent needs and challenges that need to be addressed.

Based on the concept of green innovation forum, and the experience of the implemented pilot events, the constitution building blocks of the innovation forum are:

Conference

The role of the conference is on one hand to raise awareness on topic of eco-innovation, on the other hand to enable the knowledge transfer among the representatives of the different actors and regions. Beside this, the goal of the event is to provide information on how to successfully introduce to the market an eco-innovative product, service or technology, and what financial resources are available for the commercialization.

According to the experience of the previous pilot events, it highly raises the attractiveness of the forum if a “popular” keynote speaker is invited, for example an influencer, furthermore successful start-up companies present their stories and achievement.

Further experience of the pilot events is that the live questioning of participants is a very good option to incorporate with the audience and gain prompt information about the impressions and opinions of participants.

Because of the regional differences, in the Central / Eastern countries the conference session may be given stronger emphasis than in the Western regions.

Matchmaking

The aim of the matchmaking is to present the start-up companies to an expert audience of investors, business angels and business support institutions in order to generate investment opportunities as well as more generally to find cooperating partners. The matchmaking is not restricted to find investment opportunities through a pitch competition, but should also offer networking opportunities to participants. The matchmaking supports interconnections between those actors who:

- perform R&D activities with environmental impact, generate innovative eco-solutions but in general have limited space and opportunities to present their eco-innovative ideas;
- look for new eco-technologies and solutions to help to minimize the environmental pollution and problems – industrial sector, producers, investors, business intermediaries, and public authorities / policy makers;
- are stakeholders such as NGOs (3rd sector).

According to the experience of partners, and feedbacks of participants the most effective and popular format was when the start-ups and companies presented their product or service in a pitching format that varied between 5 and 15 minutes. It is strongly suggested that the matchmaking should be moderated by an enthusiastic professional. This format is intended to be informal and interactive.

Optionally the organizer can choose between the following discussion formats to bring together and engage participants:

- Expert facilitated/moderated brainstorming session:
- A method to inspire creative problem solving by encouraging group members to play around with ideas while withholding criticism or judgment. Brainstorming, in its many forms, has become a standard tool for ideation (development of new ideas). An invitation only brainstorming session at the matchmaking event could generate as many ideas as possible—no matter how “off the wall” they may seem. During this period, no criticism is allowed. The ideas should be reviewed and after most interesting can be selected, which they could make a discussion on how to combine, improve and/or implement idea.
- Open format models (like hackathons and unconferences): In a moderated way, these mini events can be used to encourage an outpouring of “non-traditional” engagement with stakeholders.
- Other relevant formats.

Training and coaching

According to the feedback of participants the most appreciated block was the tailored training and coaching, which was organised for the start-ups. The aim of this block is generally to strengthen the company’s business skills and get prepared to access the market. The training and coaching can focus on different areas, according to the needs of the participants.

Based on the experience of the previous pilot events, the suggested topics are:

- intellectual property right

- business model validation
- access to finance
- investment readiness
- pitching training
- green check of business area

During the preparation process the organizer needs to identify in advance the needs of the applicants, and based on the results of the survey can elaborate the topics that need to be deepened by the companies.

Regarding to the method of the block, the one-to-one coaching was the most popular among the companies, where each participant was able to meet with an expert, and received tailor-made assistance, furthermore got direct feedback from them.

Recommendations

- The mix of formats is the optimal solution as a general framework of the event.
- If the focus is on the awareness raising, the conference format is the most sufficient, in case of matchmaking, other interactive blocks should be highlighted.
- The tailored training and coaching blocks enhance the attractiveness of the forum for potential participants.
- For the successful matchmaking it is crucial to survey the expectations and competences of the participants (SMEs, innovators, investors) in advance.
- The organiser should provide opportunities for the participants to introduce themselves in front of the audience (presentation, posters, stands etc.).

1.4 SUBJECTS OF THE FORUM

The green innovation forum is targeted to promote the use of eco-innovative technologies and to foster the knowledge transfer among the actors of the field. According to the experience of the previous events, eco-innovation as a topic might be too broad. In contrast with this, from the aspect of matchmaking and networking, the broad focus has a high risk that the participants represent different fields of eco-innovation. If there are not overlapping among their fields, participants might on the other side not be able to find relevant partners. However, too focused topic might involve just a niche audience of experts, so in this case the low number of participants could be an obstacle for the successful matchmaking. For all these reasons, it is highly recommended to survey the needs and expectations of potential applicants, and identify the local situation. It could be a solution to give narrower focus to the event, and in parallel with this, broaden the geographical area, even to extend it into transnational level.

The general focus of the event can be chosen if the organizer's aim is to raise awareness on eco-innovation in the region, in which the forum is organised thus enlarging the potential audience. If the organizer chooses

a general focus for the event, it is important that the forum preserves its “signature”. The event should be recognizable, and more topics can be presented, but not a “random mix” of them.

An intermediate solution could be to give general focus to the conference block, while the interactive sessions could focus on more specific topics. This format can provide the sufficient number of participants, and the necessary conditions for successful matchmaking at the same time.

Depending on the special characteristics of the region, the focus of forum can be kept on that specific field of eco-innovation, but with an option accompanied by more topics which are interconnected (as ICT, humanities, etc).

Based on the experiences of partners the areas of interest may include:

- energy sector
- waste disposal / management recycling
- water management, air cleaning
- clean technology
- recycling
- digital eco innovations
- eco transport
- zero waste methods
- other eco technologies / relevant sectors.

The recommended spectrum of topics spreads from green technologies to smart production:

- environmental engineering
- green IT
- resource and energy efficiency
- smart grid and production
- material efficiency
- implementation circular economy into praxis

Recommendations

- Giving a broader focus to such an event might help to reach a wider audience, which in turn allows a more widespread awareness raising effect.
- Defining subjects and issues for the forum, taking into consideration the national/regional situation, and the most urgent needs and challenges.
- If the event has a broader focus, the organiser should pay attention to sufficient overlap of the professional fields of the participants in order to provide matchmaking opportunities for them.

1.5 SELECTION PROCESS OF COMPANIES

The concept of green innovation forum suggests two main types of application:

- by an open call without selection process
- carry out a selection process

The conclusion of the green innovation forum in Brno was that in the Central and Eastern countries (even in the more developed Czech Republic), because of the low awareness of eco topics and environmental problems, and the underdeveloped eco-innovation sector, the organisers should launch an open call for applications as a marketing and raise-awareness tool. Nonetheless, in these countries it might not always be necessary to carry out a selection process as this may limit the number of potential participants, or the “entry threshold” needs to be set relatively low.

In case of international innovation forums the number of applicants will possibly justify a selection process. According to the experience of pilot events, the most sufficient selection method is which based on the application form filled in by the applicants.

If a selection process is used, the selection criteria particularly needs to focus on the following aspects:

- general information on the company and the business idea
- stage of the company (early or advance)
- business sector
- type of cooperation they look for
- detailed information on the business idea
- environmental benefits of the business idea

According to the feedbacks of the participants and organizers of pilot events, the most popular block was the pitching competition, where the start-ups were able to present their business idea in front of a jury and the general audience. Based on this experience it is suggested to organise a pitching event in the framework of the innovation forum. On one hand, the pitching has a remarkable attractive effect, and the competitors can get a direct feedback about their business idea from the experts.

The evaluation aspects of the competition are:

- degree of innovation
- business model
- relevance of the green technology used
- team, presentation and negotiation skills, competence of team, execute the idea.

1.6 Organization

The organisation of green innovation forum comprehends the following tasks:

1. Definition of the programme and topics based on the local needs.

2. For preparation of the programme the organiser implements a survey among the potential participants, to identify the situation in the region, the main problems, the expectations and intentions.
3. Decision about the selection process of applicants (open call or selection), if selection process is applied, decision about the methodology.
4. Identify the suitable venue and date for the event.
5. Identify speakers, experts for the conference part, invite a key speaker for the event as well.
6. Identify and invite experts, moderators for the training and coaching parts.
7. Invitation of investors, business angels for the pitching competition.
8. Engage sponsors, supporters

Sponsors who support the organisation with offering financial resources or other service or product (provide venue, experts, IT services, catering, marketing, promotion, etc.). Some type of sponsor can be involved as a co-organiser to the event, who can ensure assistance for the organisation process, providing experts, trainers, technical assistance or co-financing the event.

According to the experience of the previous pilot events, it might be useful to link the innovation forum to other existing events:

- a) the awareness raising and promotion is more effective and it can raise the attractiveness of the event
- b) some technical and infrastructural condition is given in this case, so there is no need for any additional infrastructure
- c) the tasks of organisation and its costs can be divided, spread among the co-organisers
- d) the co-organizer partner(s) can provide assistance to identify and motivate the potential participants, thus providing a more effective reach of the target groups.

Depending on the regional situation, the co-organisers can be business support organisations, development agencies, governmental institutions, innovation centres, incubators, universities or NGO's as well.

9. Promotion of the event, media coverage

In order to allow a successful organisation of the forum and wide communication and media coverage, the preparation for the green innovation forum should start 6-8 months in advance.

According to the experience of the pilot events, it is useful to ensure opportunity for the participants to exhibit posters, stands and organise a "mini-fair" in frame of the event, because it encourages the matchmaking between actors and attracts companies to the event.

Recommendations

- The organisation process should start minimum 6-8 months before the event.
- It is highly recommended to integrate the forum into existing events in order to raise its visibility.
- Involving co-organiser(s) helps to promote, organise, finance the forum.
- Professional, popular speakers, trainers can raise the attractiveness of the event.
- The use of life questioning tools helps to engage the audience during the event.
- If selection process is applied, the most effective way is to use well elaborated application forms.
- Involving sponsors can help to finance the event.

1.7 MARKETING AND COMMUNICATION

In order to facilitate the dissemination of the forum, the promotion can include the following marketing tools and channels:

- organizer's website, social media pages
- newsletters
- promote the forum on similar public events
- newspaper articles
- use of university communication channels
- involve experts and multipliers
- handouts
- personal contacts – direct dissemination

According to the experiences of the previous events, the most effective ways were: use of online tools (social media, website), direct personal dissemination, and contacted with multipliers.

Recommendations

- The promotion activities should start minimum 8 months before the event.
- Use social media channels for the promotion.
- Involve professional organisations for the promotion activities to reach the target group.

1.8 EVALUATION OF RESULTS

To ensure the sustainability of green innovation forum evaluation activities are need to be investigated by which aspects were appreciated, which were most effective and which should be improved in the future. The satisfactory survey focuses on three main aspects:

- the expectations of participants
- the reasons why they attended

- how the event helps them to create a new content, deepen eco-innovation topic, and possibly find investment opportunities.

The result of the survey can help to define for its repeatability.

1.9 THE BUSINESS MODEL

According to the experience of the project partners there are more possible scenarios in order to provide the financial sustainability of the green innovation forum:

a) Participation fee

The forum brings a value for the start-ups and SME-s, so it would be justifiable to request fee from the innovators. In contrast with this, the experience of the previous pilot events was that the start-ups have limited resources, and it is really not realistic to expect them finance the event, mainly in the central / eastern countries. However, the participation fee can be required from the actors, who represent the demand of eco-innovative technologies. The business angels and investors who want to meet companies, and have interest in the commercialization of eco-innovations could be the supporters of the forum.

b) Sponsorship

The organiser possibly can involve sponsors into the finance of the forum, who have interest to promote their products or services for the target group. The sponsorship can be financial or in-kind through other services or products which are needed for the implementation. The sponsors usually have special conditions, so it is highly recommended to clear the concrete conditions of the sponsorship.

c) Involve co-organiser(s)

In order to provide appropriate financial, technical, infrastructural conditions of the forum, a solution can be to involve co-organiser(s) into the preparation and implementation of the event. Besides financial aspects, the advantages of this solution are that the tasks and resources can be divided among the organisers, and each partner can operate on its special field, furthermore in this way the promotion and marketing activities can be more effective. The co-organisers could be business support organisations, incubators, development agencies, governmental institutions, universities.

d) Applying national/regional or EU fund

Depending on the national/regional situation the green innovation forum can be financed by national/regional or EU funds. The project partners are planning to apply funds.

The recommended scenario would be the mixture of the above-mentioned forms, depending on the national/regional situation, the institutional system, the financial resources of the SME sector and investors, possibilities of sponsorship, and the available funds.

Recommendations

- EU/national funds can provide finance for the event, in this case the organizer should take into consideration the conditions and requirements of the calls.
- Involving sponsors and co-organizers can help to finance the event
- The application of participation fee as a mean of finance for the event depends on the national/regional situation and on the financial capacity of the target groups.
- If participation fee is applied, it should be requested rather from the investors than the innovators.

2. GREEN SUMMER SCHOOL

2.1 AIM OF THE GREEN SUMMER SCHOOL

The green summer school focuses on raising awareness on environmental problems, on eco-innovation, and on the critical thinking regarding the ecology / circular economy. At the same time, it aims to train future entrepreneurs in understanding eco-technologies and identifies opportunity of commercialisation for them, furthermore helping the participants in developing their green business ideas, particularly for what concerns the adoption of user centric perspective, and the definition of sustainable business model. Besides this, the school shapes „ the eco-innovative skills” of participants in as many ways as possible, and provide authentic insight into experiences of young, but already successful entrepreneurs. At the end of the school, participants should reach a general understanding of how to build a company on the green and eco-innovation field, and how to successfully transfer green ideas into a particular product or service and finally how to present it in front of investors. Furthermore, they should gain concrete skills for the recognition of business opportunities, the iteration and validation of viable business model and the definition of marketing strategy.

According to the experience of the pilot events, the main problems and challenges are not the same in the entire Danube Region in the field of green and eco technologies. Because of this, the aims of the summer school may differ from region to region and have to be adapted to the local needs. In the Central and Eastern countries of the region, the environmental situation and awareness is at a comparatively low level; in the west part of the region the relevance and interest related to sustainability and green topics in the society is instead already quite spread. These elements should be taken into account when designing the program of the school, also the expected results of the events will therefore vary from country to country. The school in the western region should focus on how to successfully commercialise the ecotechnology and on the eco design of products and services. In the east and central region, the event should stress instead the interest and awareness around eco-innovation, so that participants might act as multipliers.

Recommendations

- Surveying the needs of the participants and the regional situation is highly recommended to figure out the aims and focus of the green summer school.
- The organiser should take into consideration that in the Central/Eastern countries the general awareness raising role may be more emphasised.
- It is additionally recommendable to present successful start-ups, invite successful entrepreneurs to the school and/or visit such companies.

2.2 TARGET GROUPS

The green summer school is open to all interested parties in the Danube region who wish to launch a business in the green and eco-innovation field, and need orientation and business training to turn their concept or technologies in a concrete product or service. The intensive training is also open to people generally interested in sustainability and eco-innovation, who are willing to expend their knowledge in this field.

The main target group of the school are students from different faculties and background with a clear interest in this field, as well as early stage start-ups with a green business idea, who still lack business skills to approach the market and need support in the validation of their business model. The student of social sciences would be beneficial as they have ideas mainly for better awareness building.

The experience gained through the pilots shows that a potential additional target group of the green summer school might be secondary school students. The school plays in fact a crucial role to increase the awareness of environmental issues, which in the future will lead to the change of their behaviour. In this respect, the green summer school could definitely be used as a powerful awareness raising tool to inform younger generation about the possibilities offered by green technologies, and to train them to adopt more eco responsibly behaviour in their daily life. Taking into account the secondary school students' characteristics, the overall concept of the school could be the same, but the format, the content and the way of teaching should be adjusted to the special target group's characteristics. The elementary school pupils can be a target group as well, because raising awareness needs to be started in an early stage of the life, but the format and method should be fitted to their needs.

The indirect target group of the school are teachers, who have remarkable multiplier effect collecting ideas and redistributing them in schools.

Recommendations

- The school should be open also for beginner entrepreneurs and students (not only from economic fields, but also from humanistic faculties).
- Secondary school students can be an additional target group of the school, in this case subjects and method should be adapted accordingly.

2.3 FORMAT AND METHODOLOGY

The green summer school has been designed as a one-week intensive training with two main focuses: entrepreneurship and eco-innovation. In particular, the school wishes to equip early stage teams, and interested parties in the green and eco-innovation field with business skills that are needed to start a company in these sectors, and to evaluate the environmental impact of their business ideas and its green potential.

The school involves a mix of lectures and workshops, and it differentiates from traditional lectures by offering a very interactive way of learning-by-doing methodology.

The green summer school makes use of five main formats to deliver its content:

- a. Lectures with expert and professors on business as well as eco-innovation topics
- b. Workshop – co-collaborative, practice-based group sessions in which the theory is applied into practice under the supervision of lecturers and coaches
- c. Group work – independent practice-based development of the idea (peer-to-peer support)
- d. Coaching session – individual sessions in which the teams are coached on specific topics and questions by lecturers or field experts
- e. Pitching – final presentation of participants business idea in front of jury or experts.

From the experience of organisers of pilot events, it is highly recommended to let participants examine all topics through interactive workshop and group work, as this format provides an attractive and effective methodology. The chosen format needs as usual to be adapted to the local environment, the needs and characteristics of the target groups.

There are two main options for the format of summer school that can be freely chosen according to the target groups, the organizer specifically wish to reach in his country:

- a. The first format is open to students and teams with interest on the green field who not necessary have business ideas yet. In this case, the participants of the summer schools will work on a concrete business cases during the week, these later can be provided in two ways:
 - by including a process of idea generation trough design thinking in order to generate concrete business case. In this variation, the content focuses mainly on the idea generation, the customer development process. The participants are not required to have previous experience in the entrepreneurship and on business field and the basic knowledge can be learned during the school.
- b. By using eco-innovation business case previously identified:
 - This format is dedicated to individuals and teams who already have business idea in the green field, and wish to understand better how to bring their idea to the market.

Based on the experience collected through the three green summer school organized in the framework of the EcoInn project, most of the applicants belong to the first group, who has not got concrete business idea or has solely ideas in a very early stage. Based on these findings, it is recommendable that – when designing a similar programme for the green summer school – a great focus is given to the idea generation.

The concept of green summer school recommends one week of intensive training. From the experiences collected in the pilot, this one-week event was effective and appropriate to concrete work on a green business idea. Based on the needs of target groups, alternative solution can be: to extend or shorten the program. A longer period might be useful, but it could require high investment of time for participants and more resources needed from them, and also from the organisers. An option could be that the training consists of a major part (four days) and shorter follow up section (two days), or the follow up section could

be organised as online course including webinars and Skype meetings. A longer period could be appropriate for the students, who are more flexible than entrepreneurs. This longer format could particularly work if it is integrated in the university curriculum.

A shorter format can be suitable to sensitise on eco-innovation and green technologies without letting participants develop/explore a concrete business case. This option could be appropriate for awareness raising and to motivation young generation in adopting eco-responsible behaviour.

To raise the attractiveness of the event, and the inner cohesion of the groups, it is recommendable to organize some additional program in the framework of the school: social dinner, visit to or meeting with a start-up company, or competitions among universities, or secondary schools.

Recommendations

- To figure out the right format and methodology it is crucial to survey the needs and intentions of target groups.
- The focus of the school (entrepreneurship, eco-innovation) should be adapted to the national/regional situation.
- The optimal solution is the mixture of formats, but the interactive ones are more effective, so it is recommended to highlight the group work, coaching and pitching.
- Provide 'ready' business cases, or study visit to the participants, who have not got own business ideas.
- The optimal length of the school is a week (4-5 working days). Optionally the school can be split into two parts which – depending on interests and level – participants can book separately or as combined event.

2.4 ORGANISATION

In order to ensure a smooth organisation of the school and provide enough time for the selection of the participants, ideally the organisation of green summer school has to start between 4-6 months in advance. The organisation of the summer schools requires the following steps:

(1) Selection of the right format according to the local need

The summer school is fundamentally based on learning-by-doing approach which in the praxis is translated in a mix of lectures, workshops, group work, coaching and peer review. Participants are required to work on a concrete business case and to apply immediately everything they learn on this. During the one-week training participants are expected to make concrete progress on their projects and to finally present their result within a final pitch on the last day of school. The format of the school is generally a mixture of lectures and workshops, the proportions of the formats need to adapt to the needs of the target groups, and the special characteristics of the given region. According to

the feedback of the participants of the events organised in frame of the project, the most popular and effective formats are the interactive ones: workshops, group work, coaching and pitching.

(2) Preparation of the programme

The program of the school is basically a one-week event, that can be shaped on the competences of the applicants. In order to figure out the program of the school, it can be useful to survey the needs and competences of the target groups in advance. One of the most effective way of surveying the needs of the target groups is through the application form they need to fill out in order to apply for the event. Alternatively, it can be useful to run skype interviews with future participants. Unifying characteristics of the school is the dual focus on entrepreneurship and eco-innovation. Thus having this common base, all summer schools may differ in the selection of the subjects, speakers and detailed study they offer.

In the three summer schools organized within the Eco-Inn project, we registered a mix of different participants, some coming with an own business ideas and some just interested in deepening the eco-innovation topic. It is therefore recommendable to define in advance whether a green summer school should host exclusively participants with a business idea or if it should rather be focused on a broader awareness raising on eco-innovation. In case the summer school is open to participants, who do not necessarily have a business idea in the eco-innovation field, the focus should lie in a first stage in the identification of relevant customer's problems and needs, that might be addressed by specific solution. Alternatively, participants may choose to work on given business cases, but should anyway understand which are the needs and problems. For this reason, suggested entrepreneurship subjects for this format include design thinking, lean start-up, customer development, business model generation, how to pitch, market strategy.

In case of participants with a concrete business idea, they are supposed to be in a more advanced stage and have already investigated their customers' problems and needs. For this reason, the focus of the training is more on bringing this idea to the market and understanding the marketing and sales strategy that could be used. In this case, the suggested subjects are business model validation, business model innovation, marketing, sales, access to finance, intellectual property right.

(3) Selection of experts:

Based on the chosen format and the planned program, the organizer selects the experts, coaches and jurors for the training. The involved expert represents the following fields: business lecturers, financing, eco-design of products and services, online marketing, prototype development and soft skills experts. Based on the mixture of the format three kind of experts should be invited:

- lecturers on eco-innovation and business topics
- trainers able to moderate workshop and support participants in the development in their business idea
- coaches, who support participants individually reviews their business idea.

One of the main goals of the training is that the participants gained the skills on how to build a viable business model. It is therefore highly recommended to invite successful start-up entrepreneurs to the event, because this is one of the most effective way of knowledge transfer. Start-ups and

entrepreneurs can share their experience in setting up a company in the green field and point out which mistakes to avoid and what start-ups in this field may require.

If the organising institution has staff with relevant experiences / skills, it is a cost-saving and efficient strategy to engage them, staff member working with participants emphasizes the organizer's commitment to environmental protection and eco-innovation.

(4) Launch of application

The next step of organisation is launching an application form. Beside indicating the intention to participate, the aim of the application form is on one hand to measure the competences and experiences of the applicants, on the other hand to survey their needs and the expectation. A sufficiently detailed and well elaborated application form helps the organisers to figure out the appropriate and tailored structures format and program of the event.

(5) Promotion of the event

To provide the effectiveness of the promotion the chosen tools and channels should be adapted to the characteristics of the target group. The recommended promotional tools and channels are:

- website of the organiser
- social media
- news letters
- online magazines
- promotion section in similar events
- university channels and blackboards
- involve teachers and multipliers
- personal contacts

If the organiser has limited capacity, involving a professional marketing agency can be an effective solution to increase the volume of promotion. The concrete marketing and promotion methods, tools and channels are described below in paragraph 7.

(6) Selection process of candidates

To provide a successful training, a selection process in advance also help in selecting the most suitable candidates for the school. The selection process might be useful to allow to select people with a relevant background and motivation. The motivation is what helps the candidates in bringing their eco-innovation products or services to the market. Additionally, the selection process is useful in case the organiser has limited space (capacity) for the event: the effectiveness of the training can in fact be guaranteed if there is a possibility to enable interactive group work and tailored one-to-one support to every participant.

According to the experiences of the organized pilot schools, in the Western countries the number of applicants exceeded the available spaces, in the Eastern countries, because of the low number of applicants, there was no need for candidate selection.

If the selection process is applied, its structure has two main steps:

- firstly, candidates have to fill in an application form about their background and motivation
- after that the selected candidates are contacted by the organiser for a personal interview (phone).

The main criteria for the selection are:

- background information
- knowledge of the eco-innovation field
- innovation degree and potential of business idea

Due to the long duration of application period, it is recommended to ask re-confirmation of registration from the applicants (no-reply might be regarded as insufficient interest). Parallel to this, create a waiting list, as free spaces, it can be consequently offered to candidates from the waiting list.

(7) Marketing and promotions activities

In order to facilitate the dissemination of the school, the promotion can include the following marketing tools and channels:

- organizer's website, social media pages
- newsletters
- promote the school on similar public events
- newspaper articles
- use of university communication channels
- university blackboards
- involve teachers and multipliers
- handouts
- personal contacts – direct dissemination

According to the experiences of previous events, the most effective ways were: use of online tools (social media, website), the university communication channels, and direct personal dissemination and contacted with teachers.

(8) Staff exchange and transnational value

The staff exchange serves the transfer of knowledge among the countries of the Danube region, and offers the opportunity to learn about new practices and methods already adapted in other regions.

Staff exchange represents an important benefit also for the organizing institution and it is a huge opportunity to learn from each other and transfer the knowledge in the organising institution. Staff exchange gives opportunity to partners to gather know-how, and as a consequence, to hold similar events adapted to their national situation.

The participants from the Eastern countries emphasized the benefit of seeing how important roles eco-innovative start-ups play in the Western regions. The business models of Western start-ups can be good examples for the Eastern innovators.

(9) Evaluation of result

In order to evaluate the results of the school and to analyse the success of the event the participants should fill in a satisfactory survey at the end of the programme. Besides the evaluation of the results of the event, the survey is useful to gather recommendation related to improvement for a future edition. The survey is designed to evaluate both the content and the organisation schools. In particular, the following aspects are investigated:

- the contribution of the school in the future development of the participants business idea
- the effectiveness of the training in improving participant's skills
- the most liked and effective format
- the aspects that should be implemented in the future.

(10) Follow-up participants

To provide the follow-up of the event, it is recommended to create a database about the contact details of the participants, staying in contact with them in specific cases, when for instance there is an event or opportunity that might be relevant for them. It is useful to create a common "library" (drop box, google drive, etc.), where the documents of the event (presentations, contacts, photos are accessible. This method can help to maintain and build networking among the participants.

Recommendations

- Preparation of the programme should start minimum 6 month before the school.
- Survey of local needs, and competencies of participants is crucial for the preparation of school.
- The most efficient way to survey the competencies of participants is through an application form.
- If the number of applicants justify it, selection process can be applied, the base of the selection is the filled application form.
- For promotion of the event use social media, and university communication channels.
- In order to learn new methods and practices, it is recommended to organise international schools with foreign students and experts.

In order to provide the financial sustainability of the school there are three possible scenarios:

a. Participation fee

As any other workshop or capacity building event, a school brings a value to participants (new skills, knowledge, networking, etc.). That might be rewarded financially, and it is regarded as an investment into their future. According to the experiences of the organizers, the payment capacity of the target group is limited, and their self-financing intention is low, mainly in the Eastern countries. For this reason, participation fees will in any case be insufficient to cover event costs. Other financial resources, for example company sponsors or university partners are therefore needed.

b. Acquiring company sponsors or university partners

Cooperation with universities provides not only financial resources for the event, but the universities can offer their infrastructure for preferential price or free, and propose suitable lecturers for the programme. The further advantages of cooperation with universities:

- they have relevant channels for promoting the school
- they have experience from organising similar events
- they have contacts to the target groups.

In the programme of the school can be integrated into the frame of a regular university curriculum, it could provide the institutional and financial sustainability of the events.

The organiser can involve sponsors in the preparation and implementation of the school. Companies, who operate green or eco field, might be interested in promoting themselves in front of the future innovators, researchers, or potential partners. The sponsorship can be financial, or service/product-based, by contributing something that is needed for the organisation and implementation.

c. Applying for national or European funds

In addition to all above mentioned source of financings, such format could furthermore be financed by applying for national, regional or EU funds.

Recommendations

- Involve co-organizer(s) into the preparation and implementation of school.
- It is highly recommended to co-operate with universities – they can assist for organization, provide infrastructure, lecturers, trainers, help the promotion activities.
- A viable way to ensure the sustainability of the green summer school is to integrate it into the university curriculum.

- EU/national funds can be used to finance such events, in this case the organizer should take into consideration the conditions and requirements of the calls.
- Involving sponsors and co-organizers help to finance the event.
- Applying a participation fee can be considered according to the national/regional situation, the financial capacity of the target groups needs to be surveyed in advance.

3. CONCLUSIONS

The preparation and implementation of the pilot actions organized within the framework of the project was based on pre-defined concepts. The experience of the events showed that the well-structured frame of the concepts and its thoughtful content greatly helped the work of the organizers. Based on partners' feedback, both the green summer school and the green innovation forum concept can be well adapted to the specificities of each country in the Danube region and provide a good basis for future organization of similar events.

Based on the experience of the partners, the main objective of the events - to encourage cooperation between innovators and investors, to promote knowledge transfer - should be given a prominent role in the general promotion of eco-conscious thinking, both for the researchers, businesses and the general public. In this respect, the pilot actions organized within the framework of the project have achieved their aim and this dual objective should be enforced for similar events organized in the future.

The experience of the pilot actions has confirmed the results of the surveys and studies carried out within the project, showing a significant difference in eco-conscious thinking in the Eastern and Western countries of the Danube region, as well as the commitment to green issues. In the latter states, environmental sustainability aspects are much more present in everyday thinking and are part of everyday life. This is reflected in the number of eco-innovations, and in terms of marketability, innovators in the Eastern region are even less focused on eco-considerations when marketing their ideas.

In the case of future events, the above regional differences must be taken into account when defining the goals, determining the focus of the event, so the general awareness raising of renewable energies, environmental sustainability or the marketing of eco-innovative products and services can be priority targets in the Eastern or Western regions, respectively.

In order to ensure sustainability of the events, it is advisable to link the event to an existing event of the same subject group with the same subject in the green summer school and the green innovation forum, thus ensuring the repeatability of the events. Another important benefit of this solution is that in this case one or more co-organizing institutions have been involved which can provide infrastructure and / or financial assistance in organizing and conducting the event and reaching the target group. The task of the project partners is to survey the events of similar themes in their region, to examine the connection possibilities and to contact the potential organizers.

The sustainability business model is based on three main pillars:

1. Organizational sustainability

The organizing institution must have enough human capacity and expert staff, which means tending to organizational and administrative tasks, promotion and marketing, as well as providing lecturers, trainers and experts. If the organization does not have the latter under the personal conditions, it can be solved from the external source, with the involvement of the organizer or using external service providers. Another institutional prerequisite for organizational tasks is adequate infrastructure provision.

2. Financial sustainability

One of the possible ways to fund events is to use EU or national funds in the framework of projects designed based on calls. The advantage of this solution is the high aid intensity, the possibility of a broad international partnership, the drawback of relative unpredictability and the constraints of the tender conditions. Another way of funding is to involve co-organizer(s) to share costs and personalize the tasks of the partners. The latter solution can be advantageous if the event can be linked to an existing event or a regular event. In the case of co-organization events, it may be difficult to coordinate the theme, structure and target group of related events. However, both forms of financing demand enough liquidity for the organizing institution. In addition to the above solutions, the involvement of external actors interested in the event as sponsors can be an important source of funding.

3. Political sustainability

The objectives of the innovation forums include the involvement of policy makers, representatives of the legal and regulatory environment. The events provide a forum for them to obtain direct information on the problems of the sector, legal and institutional factors hindering the successful transfer of knowledge, and on the other hand to present government ideas and plans.

Due to the characteristics of eco-innovators, innovators typically want to introduce their ideas to the international market, find an investor and partner there. Feedback from participants in the pilot actions organized by the project has also confirmed this, emphasizing the international character of the events. On this basis, efforts should be made to ensure that as well as summer schools, involves a broader range of participants, including countries outside the Danube region. Higher costs and more cross-country organizational tasks that require a broader partnership and collaboration between the organizing institutions.

ANNEX I – CONCEPT OF GREEN SUMMER SCHOOL

1. Introduction

Aim of this document is to provide a working concept for the capacity-building pilot of the Ecolnn project, namely the Green Summer School. The concept will guide the implementation of all three pilots foreseen in this framework:

- The Green Summer School in Germany in 2017
- The Green Summer School in Austria and in Slovakia in 2018

Two main formats are suggested within this document to guide the development of an intensive one-week training for green business idea. The format is conceived to be adapted to regional needs and peculiarities and to the stage of development of the green and ecoinnovation environment in every country. In this respect, the concept presented in this document do not represent a strictly mandatory framework for all three Green Summer School but rather try to delineate a way of proceeding that can be replicated in each country taking into account local needs and constraints. The overall aim of the capacity-building pilot is presented in relation to other activities performed in the Ecolnn project. The document designs a format for the Green Summer School, identifies his main target groups and provides useful guidance for setting up the one week training, covering the definition of the agenda, the selection of experts and the transnational value of the action itself. Also, tools for the evaluation of the pilot are presented and the sustainability of this action is firstly examined.

2. Aim of the Green Summer School

The Green Summer School constitutes the first capacity-building pilot foreseen in the Ecolnn project in WP6. Overall aim of the WP is to improve the condition for a successful transfer and access of eco-innovative business ideas to the market. In particular, this action focuses on reducing the obstacles in the eco-knowledge transfer process, by enabling innovators, researchers and early stage startups to acquire the practical skills needed to turn research results and ecoinnovative business ideas into concrete products and services. The activities foreseen in the WP aims to highlight opportunities of turning innovative eco-applications in successful businesses and to offer the chance to young innovators to develop ideas in the eco-innovation field and to find suitable platforms for their presentation.

In this framework, aim of the Green Summer School is to build the next generation of responsible innovators in the Danube Region and to equip them with the skills needed to turn their ecoinnovative technologies in viable business. The School is designed as one week intensive training for students and early stage startups with a business idea in the ecoinnovation field or a clear interest in this area.



ONE WEEK OF INTENSIVE ENTREPRENEURSHIP TRAINING WITH FOCUS ON ECOINNOVATION

For University students and
early stage teams from the
Danube Regions

Format 1 Format and targets of the Green Summer School

Within this week, the ecoinnovation topic is presented along with business lectures and concrete business cases. With this approach, the school aims to raise awareness on ecoinnovation and at the same time to train future entrepreneurs in understanding eco-technologies and identifies opportunity of commercialization for them. The school focuses furthermore on eco-design of products and services and provide the opportunity to test how green the business model of a startup is. At the end of the School, participants should have reached a general understanding of how to build a company in the green and ecoinnovation field and how to successfully commercialize an eco-technology. They should have furthermore gained concrete skills for the recognition of business opportunities, the iteration and validation of a viable business model, the definition of a marketing strategy and the protection of the intellectual property right connected to their business idea.

The Green Summer School aims furthermore to offer a platform for people active in this field to present their idea in front of incubators, accelerators and experts in order to extend their network of contacts and profit from the exchange with these actors.

The pilot builds furthermore on other activities performed in the project to identify the state of maturity and the condition of the eco-innovation environment in every country.

3. Target groups

The Green Summer School is open to all interested parties in the Danube region who wish to launch a business in the green and ecoinnovation field and still need orientation and business training to turn their concept or technology in a concrete product or service.

Main target group of the School are anyway students from different faculties and background with a clear interest in this field as well as early stage startups with a green business idea who still lack business skills to approach the market and need support in the validation of their business model.

In order to access the Green Summer School, candidates need to go through a selection process. This latter is designed to understand how candidates are familiar with ecoinnovation and which competences and knowledge they wish to acquire and improve during the one-week training. The selection process offers furthermore the opportunity to better understand the level of each applicant and his background and thus to adapt the content and the level of the training and activities of the summer school to the needs of its participants.

The three Green Summer Schools are additionally open to international candidates and the whole program is set up to welcome people coming from different countries along the Danube. The

transnational value of the school is enriched by the presence and exchange among participants coming from different regions and with different background

4. Format for the Green Summer School

Leveraging on the experience of some of the Ecolnn partners in this field, the Green Summer School has been designed as a one-week intensive training with two main focus: entrepreneurship and eco-innovation. In particular, the Green Summer Schools wishes to equip early stage teams and interested parties in the green and ecoinnovation field with the business skills needed to start a company in these sectors and to evaluate the environmental impact of their business ideas and its green potential.

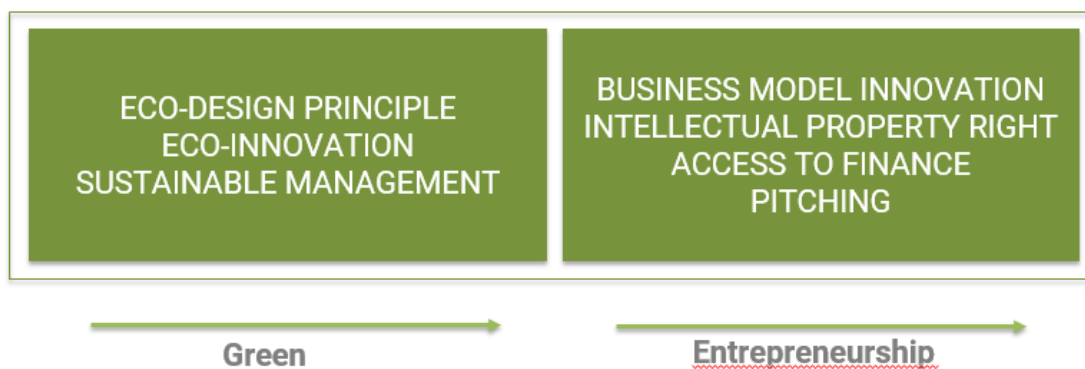


Figure 2 Main pillars of the Ecolnn Green Summer School

For these reasons, the school has a mix of lectures and workshop that spans from idea generation, understanding customers' needs and the definition of a viable business model towards the environmental impact of business, the eco-design of product and services and the definition of a sustainable business model. Within one-week of intensive training, participants get a glimpse of all skills needed to start a company in the green field and have the chance to apply immediately what they learn on a concrete business case. The Green Summer School differentiates from traditional lectures, by offering a very interactive format based on a learning by doing methodology. Participants are required to produce evidence of what they learn by constantly working on their business idea following the input they received during the lecture. During the week, they constantly elaborate and develop their business idea further and make use of the support of experts to clarify doubts and get feedback. At the end of the week, participants have the chance to pitch their idea in front of an expert jury, get additional feedback and get a prize.

The Green Summer School makes use of five main format to deliver its content:

- a. **Lectures with experts and professors** on business as well as eco-innovation topics
- b. **Workshop** - co-collaborative, practice-based group sessions in which the theory is applied into practice, under the supervision of lectures and coaches
- c. **Group Work** - independent practice-based development of the idea (peer-to-peer support)
- d. **Coaching session** - individual sessions in which the teams are coached on specific topics and questions by lecturers or field experts
- e. **Pitching** – final presentation of participants' business idea in front of a jury of experts



Learning by doing:
Students work in teams on a concrete business case



Training and Workshop on Idea Generation, Business Model Development, Customer Development and Acquisition



Lectures and business cases on EcoInnovation



Coaching and Pitching

Figure 3 Format used within the Green Summer School

The participation to the Green Summer School is open to individual and teams from all Danube regions. In order to participate, candidates need to apply providing their profile and experience and a short description of their business idea, in case they already have one. Considering the different maturity of the eco-innovation topics in the involved Danube countries, the Ecolnn consortium has anyway decided to adapt the format of the Green Summer School to the local environment, leaving to the local organizer the final decision on the overall settings of the school.

There are two main options for the format of the summer school that can be freely chosen by partner according to the target groups they specifically wish to reach in their country:

- a. The first format is open for students and teams with an interest in the green field who not necessarily already have a business idea in this field. In this case, the participants of the summer schools will anyway work on concrete business cases during the week, these latter can be provided in two ways:
 - By including a process of idea generation through Design Thinking on the first day of the school in order to generate concrete business case around which participants can create teams. The newly formed team will then work together for the entire week applying everything they learn directly on this concrete business case.
 - By using ecoinnovation business cases previously identified by the Ecolnn consortium in WP6.

In this first variation, the overall content of the summer school focuses mainly on the idea generation, on the customer development process and it finally brings to the identification of a suitable business model for the newly identified business ideas. The teams participating in this kind of summer school are not required to have previous experience in the entrepreneurship and business field and can learn the basic during the school.

- b. The second format of the Green Summer School is dedicated instead to individual and teams who already have a business idea in the green field and wish to understand better how to bring this idea to the market. The content in this case is more advance and skip the whole

customer development process to focus instead on topics as business model innovation, marketing and sales, IPR and access to finance.

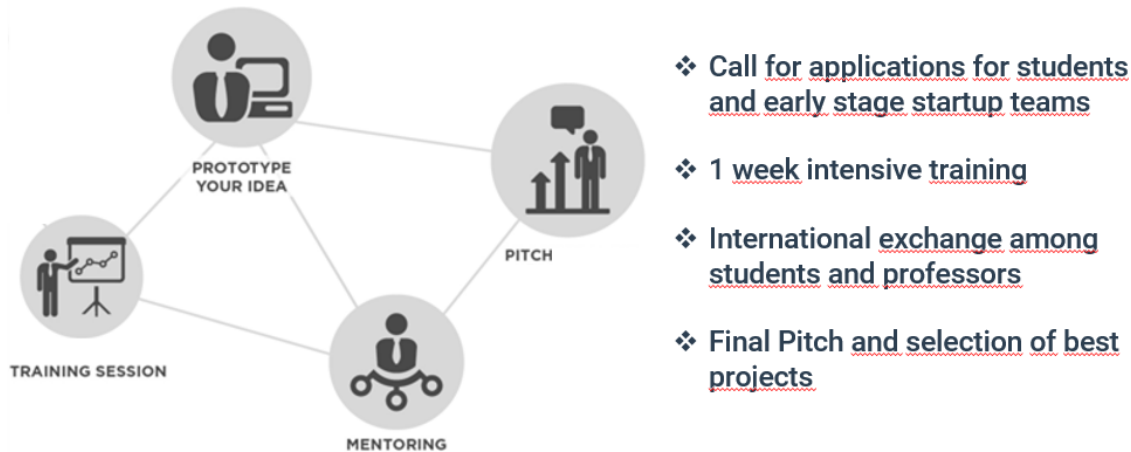


Figure 4 Process of the Green Summer School

Overall, the Ecolnn consortium will organize three Green Summer School:

1. One in Germany in 2017
2. One in Austria in 2018
3. One in Slovakia in 2018

The Green Summer School are conceived as transnational activities. This means on one side that all Ecolnn partners have to contribute actively in shaping the concept, organizing the school, recruiting participants and delivering part of the program. On the other side, this also means that the participations to the school is open to international participants from all Danube countries.

5. Organisation of the Green Summer School

The organization of a summer school requires the following steps:

1. Selection of the right format according to local needs
2. Definition of the program
3. Selection of experts, lectures, coaches and jurors leveraging also on the expertise available in the Ecolnn consortium and thus on the transnational exchange of experts
4. Launch of a call for application
5. Promotion of the event in all Danube countries
6. Selection of candidates
7. Execution of the Green Summer School

Even if a specific institution organizes each school, all Ecolnn partners have to contribute actively in shaping the concept and program of the Green Summer School. The contribution of the Ecolnn partners is particularly encouraged:

- In the jury for the selection of candidates
- in the jury of the final pitch

- as lecturer and coaches of the three summer school
- in promoting the Summer School actively in their countries and recruiting participants

5.1 Definition of the program and selection of experts

In order to ensure a smooth organization of the school and enough time for the selection of participants, ideally the organization of a Green Summer School has to start between 4 and 6 months upfront the date of the event. While the selection of the format of the school is let to the local organizing partner, the whole consortium is requested to contribute in shaping the program of the Green Summer School. As soon as a basic program structure and a list of subjects has been defined, the organizing institution has to start looking for suitable lectures for the program. To make the event as transnational as possible and optimize costs, speakers should in first instance come from the organizing institutions and from the Ecolnn consortium. Nonetheless, external speakers and experts might be selected to enrich the program. Three kind of experts should be invited:

- Lecturers on ecoinnovation and business topics
- Trainers able to moderate workshop and support participants in the development of their business idea
- Coaches who can support participants in individually reviews their business idea
- Startups and entrepreneurs, who can bring in their experience in setting up a company in the green field and pinpoint which mistakes to avoid and what startups in this field may require

5.2 Open call and selection process

The Ecolnn consortium agreed to run a selection process in order to choose the most suitable candidates for the Green Summer School. This decision was driven by three main factors:

- In first instance, a selection process allow to select people that already have a general knowledge about ecoinnovation and who possibly already have a business idea in this field, or are anyway willing to work on a concrete business case. This motivation is particularly request as the program is very intensive and has the ultimate aim of supporting candidates in bringing their ecoinnovative products or services to the market;
- Considering the particular structure of the Green Summer School and its action oriented program, it is considered that no more than 30 participants can attend each edition of the school. This is to allow an interactive work within the teams and tailored one-to-one support to every participants;
- The selection process allows to better investigate the needs of the participants and to tailor the program on these. Furthermore, it helps to select the best among the applicants.

The selection process for the Green Summer School is structured in two main steps:

- In first place, candidates have to fill out a simple application form giving information about their background and their business idea (if already available). They are also required to provide a short motivation letter explaining what they want to achieve by taking part to the Green Summer School. The application is published on the website of the organizer between 3 and 1 months before the start of the School and it is extensive communicated through different channels. A sample of the application form is available in Annex II

- Selected candidates are then contacted by the project manager of the Green Summer School and are invited to a skype interview to better understand their needs and expectations

The partner in charge of the Green Summer School has the right to decide who to involve in the selection process. The further involvement of Ecolnn partners within the selection is welcome. Three main criteria for the selection are set at this stage but the partner responsible of the school is free to extend this to his discretion:

- Background information
- Knowledge of the EcoInnovation field
- Innovation Degree and potential of the business idea

5.3 Suggested subjectes

Each Green Summer School follows the same methodology. This is fundamentally based on a learning-by-doing approach which in the praxis is translated in a mix of lectures, workshops, group work, coaching and peer review. Participants are required to work on a concrete business case and to apply immediately everything they learn on this. During the one-week training, participants are therefore expected to make concrete progress on their projects and to finally present their results within a final pitch on the last day of the school. This structure will be replicated in all the three Green Summer School taking place within the Ecolnn project. Another unifying characteristic of the school is the dual focus on entrepreneurship and ecoinnovation. Thus having this common based, all three Green Summer School may anyway still differ in the selection of subjects, speakers and detailed study they offer. According to the specificity of the local context, the organizer of the school may decide to focus on different topics and on participants with a different level of expertise.

Nonetheless, a first suggestion for subjects to be integrated in the program of the Green Summer School is already made at this stage. This is anyway a pure orientation for the organizer and might be freely re-arranged according to local needs.

Green Summer School with participants WITHOUT a business idea

In the case of the Summer School open to participants who do not necessarily have a business idea in the eco-innovation field, the focus lies in a first stage in the identification of relevant customers' problems and needs that might be addressed by a specific solution. Alternatively, participants may choose to work on given business cases but should anyway understand which are the needs and problems at its very basis. For this reason, suggested subjects for this format include:

ENTREPRENEURSHIP

Design Thinking
Lean Startup
Customer Development
Business Model Generation
How to pitch
Go To Market Strategy

ECOINNOVATION

EcoInnovation
Eco Design
Corporate Social
Responsibility
Life-Cycle-Assessment

Green Summer School with participant WITH a business idea

In this 2nd case, participants are supposed to be in a more advance stage, as they already have a business idea and have likely investigates enough their customers' problems and needs. For this reason, the focus of the School is more on bringing this idea to the market and understanding the marketing and sales strategy that could be used. For this reason, suggested subjects for this format include:

ENTREPRENEURSHIP

- Business Model Validation
- Business Model Innovation
- Marketing
- Sales
- Access to finance
- Intellectual Property Right
- How to pitch

ECOINNOVATION

- Ecolnnovation
- Eco Design
- Corporate Social Responsibility
- Life-Cycle-Assessment

6. Marketing and Promotion activities

In order to make the Green Summer School well known in all the Danube Regions, to spread the call for applications and to acquire participants, dedicated marketing and promotion activities are required. Ecolnn decided to present the Green Summer School with a young and fresh image in line with the expected target groups. For this purpose, three banner were produced to communicate the school.





Figure 5 Banners to be used for the promotion of the Green Summer School

Standard promotion material will be produced for each school by the local organizer in order to facilitate the dissemination of the event across the Danube regions thanks also to the contribution of partners.

Following, extensive promotion activities will be planned with the launch of each call of application for the Green Summer School. The promotion will include among other following activities:

- A news will be published on the Ecolnn Website as well as newsletter

- All partners will send a direct mailing to possible interested stakeholders (young entrepreneurs, startups but also potential multipliers as universities, regional development agencies etc..)
- Each Ecolnn partner will post a news on the Green Summer School in his company/institution's newsletter and website
- A dedicated Facebook Event and a LinkedIn news will be also produced
- Partner will further more use their social media channels to disseminate the event
- Partners will promote the school in their company/institution's social media channels
- A news on the Green Summer School will be posted in all startups Digest of the Danube countries <https://www.startupdigest.com/>
- Finally, partners will promote the school during events and personal conversation with stakeholder

7. Staff exchange and transnational value

The Green Summer School is conceived as a transnational event open to the participations of all interested parties within the Danube regions. Its transnational value lays not just in the involvement of international participants but also in the acquisition of international speakers. To encourage an exchange of knowledge among the Ecolnn partners, the contribution of the consortium is required in many stages of the Green Summer School. In particular, partners are invited to act as lecturers, experts and coaches within the summer school, bringing in their own expertise.

This staff exchange serves the transfer of knowledge among the Ecolnn partners and offers the opportunity to learn new practices and methods already adopted in other regions. It is an opportunity of professional learning for the staff involved and at the same time an enrichment for each local training program. To coordinate the involvement of partners for each Green Summer School, a table was created. Here partners have to indicate:

- The expertise they have
- The role they would like to have within the School
- And their availability

Partner institution	Name and email	Expertise	Possible involvement in the summer school in Germany Please specify among: jury for selection of candidates, jury for the pitch, lecturer, coach	Date in which you will be available between 11 to 15 September 2017
bwcon	Simona Pede pede@bwcon.de	Lean Startup, Customer Development, Business Model, Pitching Training	Jury for selection of candidates lecturer Coordinator	11-15 September
Economica	Andrea Fitzschke andrea.fitzschke@economica.it	Biosciences (Research and Education), Science communication, natural resources for innovative materials, phytoremediation	lecturer workshop (hands-on-experiments with plants/ plant products)	11-15 September
SCSTI	anna.janusova@cvtisr.sk	(Innovation management, Eco-innovation understanding, Sustainable management, Lean manufacturing, EU Innovation funding schemes - if needed we can cover these topics), Technology Transfer, Intellectual property rights - for these 2 topics we have in house good experts	jury, lecturer	11-15 September

Figure 6 Table for collecting tasks and expertise of partners for the Green Summer School

On the basis of this information, each local organizer of the Green Summer School can evaluate in which part of the program the contribution of the partners will be mostly useful. The final decision is left to the local organizer. Partners travelling to a Green Summer School are requested to cover their travel and accommodation costs.

8. Evaluation of results

In order to evaluate the results of the Green Summer School, a satisfaction survey will be distributed to participants at the end of each program. The survey is designed to evaluate both the content and the organization of each School. In particular, following aspects are investigated:

- The contribution of the Green Summer School in the further development of the participants' business idea
- The effectiveness of the training in improving the skills of the participants
- The format that participants liked the most and proved to be most effective among lectures, workshop, group work and coaching
- The importance of the networking among participants
- The aspects that should be improved in following editions

The feedback collected during the first Green Summer School in Germany will help to shape the two school that will be organized in 2018 in Austria and Slovakia.

A template for the satisfaction survey to be distributed in each Green Summer School is provided in Annex IV.

9. Sustainability

In order to make sure that the format of the Green Summer School can be replicated in the future in the involved countries as well as in further regions of the Danube, a follow up activities is planned in W6. The activity aims at elaboration of a follow up plan on how to integrate the pilots into existing national structures and how to transfer it to further Danube regions and beyond. The follow up will contain a complete documentation on the Green Summer School, including the concept and concrete information on how to organize a similar event. Furthermore, the follow up plan will also elaborate possible scenario for the sustainability of the Green Summer School, identifying possibility for its financial viability and possible replication.

ANNEX II – CONCEPT OF GREEN INNOVATION FORUM

1. Introduction

The following deliverable summarizes the concept for the Green Innovation Forum, the second capacity building pilot foreseen in WP6 of the EcoInn project. Aim of the capacity building pilot is to improve the conditions for a successful transfer of ecoinnovative ideas into the market and to promote and spread the use of ecotechnologies in the daily live. While the first capacity building pilot – namely the Green Summer School - is focusing on building the skills of young ecoinnovators and equipping them with the right business and ecoinnovation knowledge in order to develop ecoinnovative products, the Green Innovation Forum on the other hand is more focused on later stage of ecoinnovators and in giving them opportunity to present their idea to a right audience of investors, business angels and technologies transfer offices in order to facilitate their access to the market.

Within this deliverable the overall aim of the Green Innovation Forum are presented and described. A first framework for the implementation of the pilot is provided to guide the two pilots in the Czech Republic and in Germany. As in the case of the Green Summer School, also for this second capacity building pilot the format developed sets a general standard that can anyway be adapted to regional needs and in particular to regional status of development of the ecoinnovation sector. The concept presented in this document provides furthermore organizational guidance to set up and run a successful Green Innovation Forum as well as some first reflection on the evaluation of results and the sustainability of this action.

2. Occasion

2.1 Regional environmental challenges

There are present several environmental challenges in the Danube Region - there is a presence of a high number of industrial risks sites which present a constant danger to the environment and citizens. Natural resources are overexploited. The environment infrastructure necessary is not yet well developed. The public awareness about environmental needs, the knowledge and use of best available practices in the eastern part of the region is not sufficient. Energy production and use is a significant source of pollution. Energy efficiency improvements and increased use of renewable energy are important for the whole Danube Region. The

Europe 2020 Strategy intends to reduce greenhouse gas emissions by at least 20% compared to 1990 levels or by 30%, if the conditions are right; increase the share of renewable energy sources in final energy consumption to 20%; and a 20% increase in energy efficiency.

2.2 Low level of eco-innovations

Existing technologies are not enough adequate to safeguard sustainable development due to increasing world-wide pressure on natural resources. Improving resource efficiency would significantly help limit emissions,

save money and boost economic growth. Based on the data from Eco-Innovation Observatory (2014) about the complex evaluation of eco-innovation performance a low level of eco-innovations in a major part of the

Danube Region can be recognized. Bulgaria, Slovakia, Croatia, Hungary, Romania, Czech Republic, Slovenia are in this field behind the EU 28 average. Only Austria and Germany belongs to the EU 10 strong eco-innovators.

There are several obstacles that make the process of eco-innovation transfer to the praxis more difficult:

- Low level of research on eco-innovation;
- Weak linkages between research and market;
- Inadequate skills base;
- Market prices which do not adequately reflect environmental costs;
- Lack of appropriate and credible information on the performance of new environmental technologies;
- Governance problems related to EU eco-innovation support;
- Difficulty in accessing finance;
- Unfavorable global conditions for eco-innovation;
- Unused potential for eco-innovation in developed and developing countries

3. Aim of the Green Innovation Forum

Among the obstacles mentioned above, the Green Innovation Forum particularly aims to tackle the weak linkages between research and market and the difficulty in accessing finance for ecoinnovative products and services. The Forum wants to offer a platform for the presentation and visibility of ecoinnovative business ideas and for the exchange and networking among actors of the field.

The Green Innovation Forums responds in this sense to some of the challenges identified by the Ecolnn project in the ecoinnovation field. It is the translation in the physical space of the efforts put into the Ecolnn virtual lab (WP4) to match the demand and supply of ecoinnovation. By offering an event where innovators in the ecoinnovation fields can meet with policy makers, public institutions, investors and companies of the field, the Forum aims to increase the opportunity to match actors of this area and to raise the money need to enter the market. The aim of the Green Innovation Forum is in this sense dual: on one side, the event aims to raise awareness of the ecoinnovation challenges and situation in the Danube region; on the other side, it is a concrete platform to encourage the technology transfer from the research to the market and to match venture capital with innovators in the ecoinnovation sector. The forum is in itself a mix between a sectorial conference and a matchmaking event oriented to the acquisition of capital. By letting converge all relevant actors of the sector in the Danube region into one place, it aims to raise awareness on the existence of the ecoinnovation solutions and technologies in the Danube countries and to present these to business supporters as investors, business angels and technology transfer offices.

Overall aim of the Ecolnn project is to establish the Green Innovation Forum as a recurring event in the ecoinnovation field in the Danube area and to make it an event of reference for the relevant stakeholders of

the sectors. In this respect, some consideration on the sustainability of this action are presented as well in this document.

4. Target group

The Green Innovation Forum targets specifically a more mature audience of startups, companies and stakeholders who already possess knowledge of the ecoinnovation field and that wants to disclose their knowledge, research and technologies to a wider audience in order to disseminate this and at the same time to look for competent business and financial support.

The most relevant target group are innovators and researchers from the higher education and research sphere as well as from the private area (SMEs), startups, who perform R&D activities in environmentalism, searching for environmentally friendly solutions leading to energy efficiency mostly in production sphere. They have the chance to present their unique solutions to business support organizations, investors and also public authorities and 3rd sector who can be interested in ecosolutions which can be used for general purposes.

The Innovation forum is targeted also on beginning innovators, however these events will also involve experienced representatives from eco business in the area of energy saving, policy makers, NGOs, researchers, experts of ecoinnovation support to share their ideas and experiences.

Provider

- Start-ups searches for investors
- Researchers with applied research results prior to company founding
- Innovators with technology-driven business idea
- Early-stage investments

Investors

- Business Support Organisation
- Public authorities
- Business Angels
- Venture Capital Manager
- Equity Investors
- Corporate Venture Manager

5. Format

The EcoInn project aims to tackle the diffusion of innovation and the exploitation of the economic potential of new technologies, applications and solutions through a punctual transfer of knowledge and dedicated matchmaking events between interesting start-ups/ growth companies and investors (VC, equity, business angels). The format of the Green Innovation Forum is conceived to address these goals. The Forum is at the same time:

- a conference that deal with the transfer of knowledge among experts, research institutions, universities, companies and public authorities
- a matchmaking platform for startups and advance companies where to meet investors, business angels and potential cooperation partners

These two parts are the essential structure of the Forum: these can anyway be combined by local partners adapting it to the local needs and to the maturity of the local ecoinnovation environment. The Forum will be in fact implemented in its pilot phase in two countries:

- In the Czech Republic in 2017
- In Germany in 2018

These two countries present a different level of diffusion of ecoinnovation and a different policy setting in support of this field. Events targeting Green technologies and ecoinnovation have also had a different penetration in both pilot countries. It is therefore clear that the specific objectives that each country wishes to achieve through the implementation of the Green Innovation Forum might vary. The Ecolnn consortium has therefore decided to create a structure for the pilot that gives a general framework of reference to the partners but that can be still adapted to the regional needs and to the specific scope the event will be designed to pursue. In this document, different building blocks of the pilot are therefore presented. The task of each local organizer of the pilot is in first instance to analyze and understand the local needs in the ecoinnovation field and thus to adapt the pilot to the local circumstances. This preliminary activity is supported by different studies conducted within the Ecolnn project in WP3 in order to analyze the status quo of ecoinnovation in each partner country. Based on the data collected within the survey of needs, partners are able to identify the characteristics of their regional ecosystem and to understand which are the most urgent needs and challenges that need to be addressed. Ideally, once these have been identified, the aims and program of the Green Innovation Forum can be adapted accordingly in order to have activities tailored to address specific wishes of the local stakeholders.



Figure 1 Format of the Ecolnn Green Innovation Forum

5.1 Spectrum of subjects

The Green Innovation Forum will widely focus on the ecoinnovation thematic, deepening some of these aspects. Ecoinnovation is commonly understood as the development of products and processes that contribute to sustainable development. This is done by using technologies and know-how to create

commercial and non-commercial application that might have a direct or indirect positive ecological impact. All sustainable engineering that can reduce damage to ecosystems, adopt ecology as a fundamental basis, and ensure conservation of biodiversity and sustainable development may be considered as forms of eco-technology.

The spectrum of subjects that will be deepened during the Green Innovation Forum spans from Green technologies to smart production. In particular, especially startups coming from these fields will be considered for the selection:

- Environmental Engineering
- Green IT
- Resource and Energy Efficiency
- Smart Grid
- Material Efficiency
- Smart Production

5.2 Constitutive building blocks

As previously highlighted, the Green Innovation Forum aims to promote the use of ecoinnovation technologies, to foster the transfer of knowledge and to connect actors of this field in order to create positive synergies for the sector. Main Building blocks of this pilot are therefore:

CONSTITUTIVE BUILDING BLOCKS OF THE GREEN INNOVATION FORUM



Conference



**Matchmaking and
Pitching**



Training and Coaching

Figure 2 Constitutive Building Blocks of the Green Innovation Forum

Conference

The Forum wants to provide an overview of the best practices in the ecoinnovation field and showcase good examples of countries and companies that have successfully implemented ecoinnovative solutions. In a conference style, a part of the Forum is therefore dedicated to raise awareness on this topic and to enable the transfer of knowledge between regions along the Danube. Deepening the different facets of ecoinnovation, the Forum wants at the same time to provide also information on how to successfully finance and bring to the market ecoinnovative products, services and technologies. Funding opportunities as well as supporting instruments are therefore integral part of the program. Experts are invited to give keynotes and successful companies present their story and achievements.



**New Trends in the Energy, Resources, Smart Cities
topic via keynote**



Funding opportunities for green business ideas

Figure 3 Content of the conference part of the Green Innovation Forum

Matchmaking

The Forum is anyway more than a traditional conference. Its core is in fact represented by the vivid exchange among all relevant actors of the sector with the final aim of creating a platform where business opportunities for ecoinnovative products and services are generated. For this purpose, startups and companies coming from the sectors mentioned above are accurately selected in preparation of the forum. The selection process can be done in two main ways:

- By a call for applications to attract a wide number of candidates
- By a scouting process performed by the organizers of the Forum to identify suitable candidates

The startups and companies are then invited to present their products and services in a pitch format that might vary between the 5 and 15 minutes. Aim of the matchmaking is to present these companies to an expert audience of investors, business angels and business support initiatives in order to generate investment opportunities as well as to more generally find cooperation partners and connect on an international level. According to the panel of companies that has been put together in preparation for the event and to the objectives pursued by the local organizer, the Green Innovation Forum might assume the connotation of an Investment Forum and provide effective opportunities of meeting business partners and possibly closing deals. The matchmaking is anyway not only restricted to finding investment opportunities through a pitch competition. More general opportunities of networking on an international level are provided to participants in a setting that might vary from a networking evening to a more structure speed dating. Also in this case, the

final decision on how to structure this format is left to the local organizer that have previously identified the needs of their local stakeholders.



Pitches organized in Early and Late Stage



Networking opportunities: Time to meet talents, start-ups, stakeholders, corporate, investors



Award Ceremony for the best ideas

Figure 4 Content of the matchmaking part of the Green Innovation Forum

Training and Coaching

Finally, another suggested building block for the Green Innovation Forum comprehends tailored training and coaching for the startups and companies selected for the matchmaking. According to the local structure of the event and to the characteristics of the invited companies, the local organizer might identify in advance some area and topics that need to be deepened by the companies in order to strengthen their business skills and get prepared to access the market. The training and coaching might focus on different areas, according to the need of the companies. Suggested topics are:

- Intellectual property right
- Business model validation
- Access to finance
- Investment readiness
- Pitching training
- Green check of the business idea

The training and coaching can be provided in a dedicated slot in preparation for the pitch competition and represents an additional offer for the companies in order to facilitate their access to the market and their internationalization. These can be provided in form of class training or in more focus one-to-one coaching in which each company is able to meet an expert and receive tailored feedback.



Bilateral Meeting with experts from the sectors and coaches



Personalized feedback on business idea given to each participant



Time to simulate and improve the pitch



One-to-one coaching on: business model, access to market, presentations skills, IPR, Team and Financial plan

Abbildung 5 Content of the training part of the Green Innovation Forum

These three main building blocks represents the constitutive elements of the Green Innovation Forum. In the two pilot countries, the Forum will be implemented with two slight different format in order to test different aspects and identify which elements bring the most benefit to the participating companies but also, more in general, to all participants. According to the evaluation performed after each Forum, it will be possible for the

Ecolnn consortium to identify the most valuable and effective activities and to finally validate the format of the Forum for future replication.

5.3 Selection process of companies for the pitching competition

As previously highlighted, the selection of companies for the pitching competition might be done in two main ways:

- 1) By a scouting process run by the organizer
- 2) By a call for applications

Both model will be tested within the two pilots. In particular, in the first Green Innovation Forum in Brno will adopt this first model, while the second pilot in Stuttgart will test an open application format. This distinction is connected to the level of development of the local ecoinnovation scene and to the possibilities of growing the second pilot in an even more transnational event through an open call and dedicated marketing and communication activities all over the Danube regions.

For the first Forum in Brno, the scouting process will be run by the local organizer BIC Brno with the support of the other Ecolnn partners. Partners will propose candidates coming from their countries or further regions

and BIC Brno will finally select the companies to invite based on their characteristics and business opportunities they might find within the Forum.

For the 2nd Green Innovation Forum in Stuttgart an application process will be open some months in advance the beginning of the event. Companies will be required to provide information on their business ideas, particularly focusing on the following aspects:

- General information on the company / business ideas and on its founders
- Stage of the company (early or advance)
- Business sector
- Type of cooperation or opportunities the company is looking for at the Green Innovation Forum (investment, license, sale or transfer, cooperation etc..)
- Detailed information on the business idea including technology, target customers, unique selling point, competition
- Environmental benefits of the business idea

The detailed application form can be found in Annex I.

All candidatures will be evaluated by a jury who will select the 10 best „Early Business Ideas“ and the 10 best „Advanced Business Ideas“ which will be invited to train and pitch within the Green Innovation Forum.

GREEN INNOVATION FORUM



Figure 6 Selection of companies for the Green Innovation Forum

5.4 Criteria for the evaluation of startups and companies

The startups and companies for the matchmaking part of the Green Innovation Forum will be invited to present their business ideas within a pitch competition. A jury will evaluate the presentation and provide feedback and evaluation on the basis of the following criteria:

- **Innovation:** The business idea presents a certain degree of innovation compared to the state of the art (e.g. new technology, or application of existing technology in a new way and in a new market).
- **Business Model and Scalability:** The business model is feasible and can potentially be scaled
- **Relevance of the green technology used:** The business idea make use of green technologies and / or a clear environmental impact
- **Team, presentation and negotiation skills:** the founder team is convincing, competent and has the right complementary expertise to execute the business idea. The presentation is clear, compelling and presents all fundamental aspects for its evaluation

6. Organisation

The Organisation of a Green Innovation Forum comprehends the following tasks:

- Adjustment of the overall concept to local needs
- Definition of the program for each local Green Innovation Forum
- Scouting of startups for the matchmaking or alternatively open call for applications
- Invitation of speakers and experts for the conference part of the event

- Invitation of experts for the training and coaching part of the event
- Invitation of investors, business angels, business partners for the Pitching competition
- Setting up of a jury for the evaluation of the selected companies
- Promotion of the event in all Danube regions
- Wide media coverage (e.g. press release, dedicated web page, social media etc)
- Possibility to find sponsors for prizes of the Award Ceremony

In order to allow a successful organisation of the Forum and a wide communication and media coverage, the preparation for the Green Innovation Forum should start 6-8 months in advance.

Following dates have been set for the two pilots:

- Ecolnnovation Forum in Brno (CZ) on the 30th November – 1st December 2017
- Green Innovation Forum in Stuttgart (DE) on the 20th – 21th February 2018

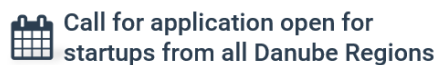
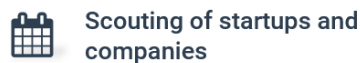
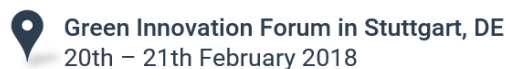


Figure 7 Date of the two Green Innovation Forum

7. Marketing and Communication

The Ecolnn consortium wishes to establish the Green Innovation Forum as a platform in the Danube region to enable the matchmaking and exchange of knowledge among stakeholders of the ecoinnovation field. For this reason, marketing and communication activities are considered essential to establish the brand and the format in all regions along the Danube and to institute the event as a recurring appointment of scene. The Forum will be promoted in all Danube area thank you to the collaboration of all Ecolnn partners. Dedicated communication material for each Forum will be prepared by the local organizers with the support of the WP2 Leader CCI Vratsa and will be then disseminated by the whole consortium.

The promotion will include among other following activities:

- Publication of news item on the Ecolnn Website as well as newsletter
- Direct mailing to possible interested stakeholders (young entrepreneurs, startups but also potential multipliers as universities, regional development agencies etc..)
- Publication of a news regarding the Green Innovation Forum on all partners' website and social media channels
- Promotion through the Ecolnn social media channels (e.g. Twitter and Facebook)

- Identification of relevant stakeholder and multipliers and dissemination of the news through their channels
- Direct promotion during events, fairs and stakeholder meetings

8. Evaluation of results

In order to consolidate the format for the Green Innovation Forum and ensure its sustainability, the partners will perform also in this case some evaluation activities to investigate which aspects of the Forum were appreciated by the participants, which were most effective and which should be improved in the future. For this purpose, a satisfaction survey has been prepared. This particularly focus on three aspects:

- The expectations participants and stakeholders had in preparation for the Forum
- The reasons why they attended
- How the event help them to create new contacts, deepen the ecoinnovation topic and possibly find investment opportunities

The survey will be distributed at the end of each event. The results of the evaluation will be analyzed in a dedicated report on the Forum drafted by each local organizer at the end of event. Furthermore, the results will also constitute a starting point to finally consolidate the model of the Green Innovation Forum and define the guidelines for its repeatability.

9. Sustainability

In parallel to the evaluation of the Forum and the identifications of its core and most effective aspects, the local organizer as well as the whole EcoInn consortium will start evaluating how to replicate this pilot action in the future. In particular, the countries who hosted the pilot will promptly identify opportunities to integrate this action within existing regional or national structures and events. The stakeholders and partners involved in both events will be contacted to discuss possibility to replicate the format in the future also thanks to their support. At the same time, the EcoInn consortium will evaluate how to replicate the format also in other Danube regions and how to increase the transnational cooperation and exchange among companies and stakeholders of different regions by each edition of the Green Innovation Forum. Considerations on the sustainability of the Green Innovation Forum will be formalized within the follow-up plan that will constitute an useful guideline for the replication of the format in the future.

ANNEX III– GREEN SUMMER SCHOOL IN GERMANY

1. Aim of the Green Summer School

The Green Summer School constitutes the first capacity-building pilot foreseen in the EcoInn project in WP6. Aim of the School is to build the next generation of responsible innovators in the Danube Region and to equip them with the skills needed to turn their ecoinnovative technologies in viable business. The School is designed as one week intensive training for students and early stage startups with a business idea in the ecoinnovation field or a clear interest in this area.

Within this week, the ecoinnovation topic is presented along with business lectures and concrete business cases. With this approach, the school aims to raise awareness on ecoinnovation and at the same time to train future entrepreneurs in understanding eco-technologies and identifies opportunity of commercialization for them. The school focuses furthermore on eco-design of products and services and provide the opportunity to test how green the business model of a startup is. The Green Summer School aims furthermore to offer a platform for people active in this field to present their idea in front of incubators, accelerators and experts in order to extend their network of contacts and profit from the exchange with these actors.

2. Overview of the 1st Green Summer School and main results

The 1st Green Summer School took place from the 11th to 15th September 2017 in the premises of the University of Applied Science in Constance, Germany.

15 participants from the Danube regions attended the one week intensive training after going through an online selection process.

Green Summer School 2017
11th – 15th September 2015
Constance, Germany



 **Location:** HTWG Konstanz, Germany Brauneeggerstr. 55, 78462 Konstanz, Germany
Building H – Third Floor

 **Call for applications open till 30th June 2017**
<https://venture-dev.com/webform/TqogRx1xYP2uFney/>

Figure 1 Overview of the 1st Green Summer School in Germany

Following the overall concept of the Summer School described in D. 6.4.3, bwcon decided to focus its summer school on participants who already have a business ideas in the ecoinnovation field and are looking for further support and orientation to bring the product/service to the market. For this reason, a selection process for participants was set up through an open call in order to select candidates already working on a business idea in this field.

The Green Summer School in Germany was open to international candidates and the whole program was set up in English. The transnational value of the school was furthermore enriched by the presence and exchange among participants coming from different regions and with different background and by the staff exchange among Ecolnn partners.

Within one-week of intensive training, participants got a glimpse of all skills needed to start a company in the green field and had the chance to apply immediately what they learnt on a concrete business case. The Green Summer School was based on a very interactive format based on a learning by doing methodology. Participants were required to produce evidence of what they learn by constantly working on their business idea following the input they received during the lecture. During the week, they constantly elaborate and develop their business idea further and make use of the support of experts to clarify doubts and get feedback.

At the end of the week, participants had the chance to pitch their idea in front of jury of experts and win the participation to the Green Innovation and Investment Forum that will be organized in Stuttgart on the 20th-21st February 2018.

The team Building Scout made the second place presenting an assistance software for corporate representatives and auditors that helps simplify audits and the implementation of corporate standards.

Winner of the first Ecolnn Green Summer School organized in Germany by bwcon was the team Hexpression. They could impressed the jury presenting a new age sustainable raw material able to bring affordable housing solution for all sections of the society.

2.1 Open call and selection process

The selection process for the Green Summer School was structured in two main steps:

- In first place, candidates had to fill out a simple application form giving information about their background and their business idea (if already available). They were furthermore required to provide a short motivation letter explaining what they wanted to achieve by taking part to the Green Summer School. A sample of the application form is available in Annex II
- Selected candidates were then contacted by the bwcon project manager of the Green Summer School, Simona Pede, and were invited to a skype interview to better understand their needs and expectations

The selection of candidates was based on following criteria:

- Background information
- Knowledge of the EcoInnovation field
- Innovation Degree and potential of the business idea

The open call was extensively promoted on the Ecolnn website and through all partners' channels. In total 23 people from different Danube regions applied. 15 candidates were at the end selected.

2.2 Program and topics

The program of the week was a mix of lectures, followed by workshop and group work where participants had to apply the things they learnt on their own business case. Here below is a short overview of the program.

	Mon 11 Sept Business Model Innovation	Tue 12 Sept Marketing Strategy and IPR	Wed 13 Sept Sales & Funding Strategy	Thu 14 Sept Validate your Business Model	Fri 15 Sept Final Pitching
9:30 – 12:30	<p>Present you and your Idea with Lego – Alexandra Rudl, bwcon</p> <p>Business Model Development - Valentina Grillea, bwcon</p>	<p>Green Business Model Canvas – Roberto Carella</p> <p>Corporate Social Responsibility – Roberto Carella</p> <p>Protecting your idea: Intellectual Property Right – Peter Kaldos, Digitalis Jolet</p>	<p>Sales – Andreas ter Woort, the School of Entrepreneurship</p> <p>Strategic EcoDesign – Susanne Volz, ecocircle concept</p>	<p>Business Model Innovation – Valentina Grillea, bwcon</p> <p>Validate your Business Model - Valentina Grillea, bwcon</p>	Final Pitches
12:30 – 13:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch
13:30 – 15:00	<p>Eco-innovation – Andrea Pitzschke, Economica</p> <p>Management 3.0 – Alexandra Rudl, bwcon</p>	<p>Innovation Management – Christop Selig HTWG</p> <p>Digital Marketing Strategy – Christiane Hagmann</p>	<p>Access to Finance – Klaus Würtenberger, K & S W Invest</p>	<p>Green Check your Innovation Idea – Annika Reischl, Pforzheim University</p> <p>Investment readiness Workshop (pitching training) – Simona Pede, bwcon</p>	Award Ceremony
15:00 – 16:00	Coaching// Business Model	Coaching// Marketing and IPR	Coaching// Founding Clinic	Free Group Work	
From 16:00	Meet a Green Entrepreneur		Field Visit: Modellfabrik Bodensee	Meet a Green Entrepreneur	

Figure 2 Program of the Green Summer School in Germany

On the entrepreneurship and business side, following topics were deepened during the week:

- Business model development
- Intellectual property right
- Sales
- Access to finance
- Innovation Management
- Business model validation
- Business model Innovation
- Investment readiness

The Green part of the school comprehended following topics:

- Ecolnnovation
- Green Business Model Canvas

- Corporate Social Responsibility
- Strategic EcoDesign
- Green Check your innovation idea

A total of 13 experts and coaches contributed to the program of the Green Summer School. An overview and profile of all invited experts is provided in the separated Booklet created for the participants of the school.

3. Marketing and Promotion activities

Dedicated promotion activities as well as a dedicated branding were create to promote the Green Summer School and the open call for ideas.



Figure 3 Corporate identity of the Green Summer School

All partners supported bwcon in the promotion of the event. In particular, following measures were undertaken:

- News published in the Ecolnn newsletter and Ecolnn website
- Dedicated direct mailing to possible interested stakeholders
- News on the Green Summer School in all partners' newsletters and websites
- Promotion through partners' social media channels
- Direct promotion during local events

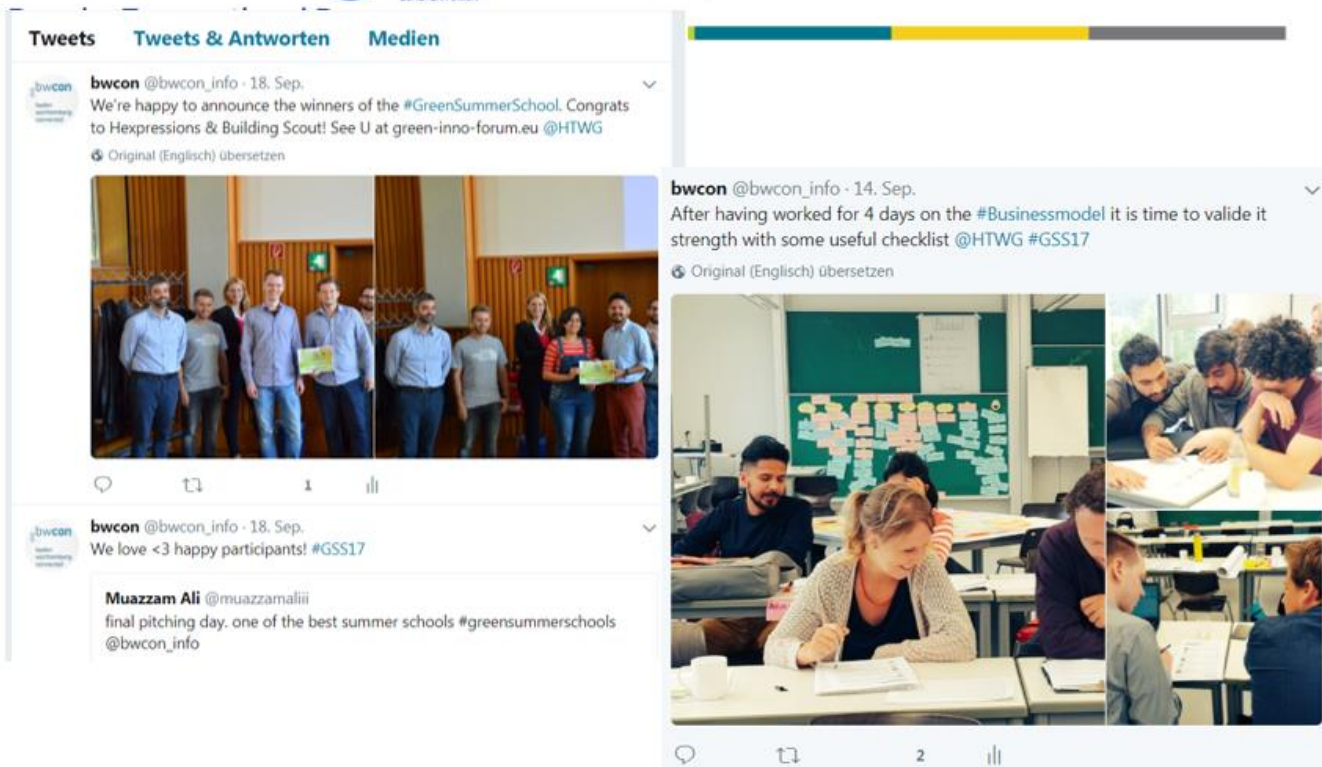
Among other bwcon performed the following communication activities:

- Publication on bwcon website: <http://www.bwcon.de/veranstaltungsueberblick/detail/green-summer-school-2017.html>

- Successful publication on various calendars on Startup Digest:
 - Stuttgart (<https://www.startupdigest.com/digests/stuttgart>)
 - Munich (<https://www.startupdigest.com/digests/munich>)
 - Bucharest (<https://www.startupdigest.com/digests/bucharest>)
- Twitter campaign
- Creation of a Facebook event by the fan page of bwcon: <https://www.facebook.com/events/1908134596101056/>
- Posting on the fan page of bwcon: <https://www.facebook.com/bwcon/>
- Publication in various relevant Facebook groups:
 - Startup Weekend Stuttgart (<https://www.facebook.com/groups/126291897411734/>)
 - Gründergrillen Stuttgart (<https://www.facebook.com/groups/125648874187253/>)
 - Solopreneure & Freelancer (<https://www.facebook.com/groups/490345121127214/?fref=nf>)
 - Startups Ulm/Neu-Ulm (<https://www.facebook.com/groups/862400017214722/?fref=nf>)
 - Gründermagnet (<https://www.facebook.com/groups/gruendermagnet/>)

Furthermore, bwcon together with REDEA performed a live tweeting of the Green Summer School publishing every days some highlights on twitters and Facebook.

Interreg Communication



The image shows a screenshot of a Twitter feed with three tweets from the account @bwcon_info. The tweets are as follows:

- Tweet 1 (top):** Posted on 18. Sep. Text: "We're happy to announce the winners of the #GreenSummerSchool. Congrats to Hexpressions & Building Scout! See U at green-inno-forum.eu @HTWG". Includes a photo of a group of people standing together, with two individuals in the center holding certificates.
- Tweet 2 (middle):** Posted on 14. Sep. Text: "After having worked for 4 days on the #Businessmodel it is time to valide it strength with some useful checklist @HTWG #GSS17". Includes a photo of several people sitting at tables in a classroom-like setting, focused on their work.
- Tweet 3 (bottom):** Posted on 18. Sep. Text: "We love <3 happy participants! #GSS17". A reply from user @muazzamaliii says: "final pitching day. one of the best summer schools #greensummerschools @bwcon_info".



Figure 4 Extract from the live tweeting of the 1st Green Summer School

4. Staff exchange and transnational value

The contribution of partners was required in many phases of the concept development, preparation and delivery of the Green Summer School.

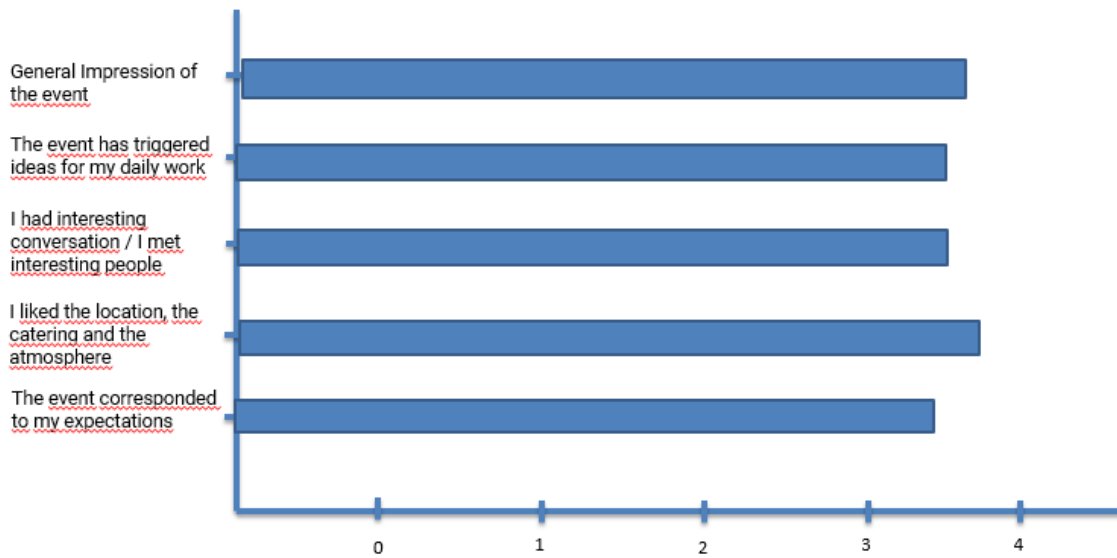
The concept was developed in cooperation with all partners and particularly bilateral discussion took place between all partners responsible for Summer School. Furthermore, a staff exchange was organized during the school. Two representatives of the consortium were invited to share their expertise:

- Andrea Pitzsche of Economica (Austria) delivered a session on EcoInnovation and was able for three days of the school as coach
- Peter Kaldos of Digitalis Jolet (Hungary) delivered a session on Intellectual property right and acted as coach on this topic

5. Evaluation of participants' feedback

In order to evaluate the results of the Green Summer School, a satisfaction survey was distributed to participants at the end of the week. The survey was meant to evaluate both the content and the organization of the School.

In general, participants were very satisfied with the program. The event was rated on average 3,66/4. Most of the participants stated that the program was useful to trigger ideas for the business and that the event corresponded to their expectations. Participants were also very happy of the discussion they had with fellow participants and liked in general the whole organization (location, atmosphere, catering etc.).



LEGEND
 0 = dislike/totally disagree;
 4= like very much/fully agree

Figure 5 Participants evaluation of the 1st Green Summer School in Germany

The format that were most appreciated were workshop and the possibility to have one-on-one discussion with coaches to clarify specific doubts and asks concrete questions on participants' business idea. All coaches were rated very positively. On the contrary, lectures seemed to be less effective if compared the other more interactive format as workshop and group work. Overall, participants were anyway happy with the entire content and structure of the whole week and on a certain degree the summer school appeared to have contributed to improve their skills even if the format was of course very compact to generate more effective long-term results.

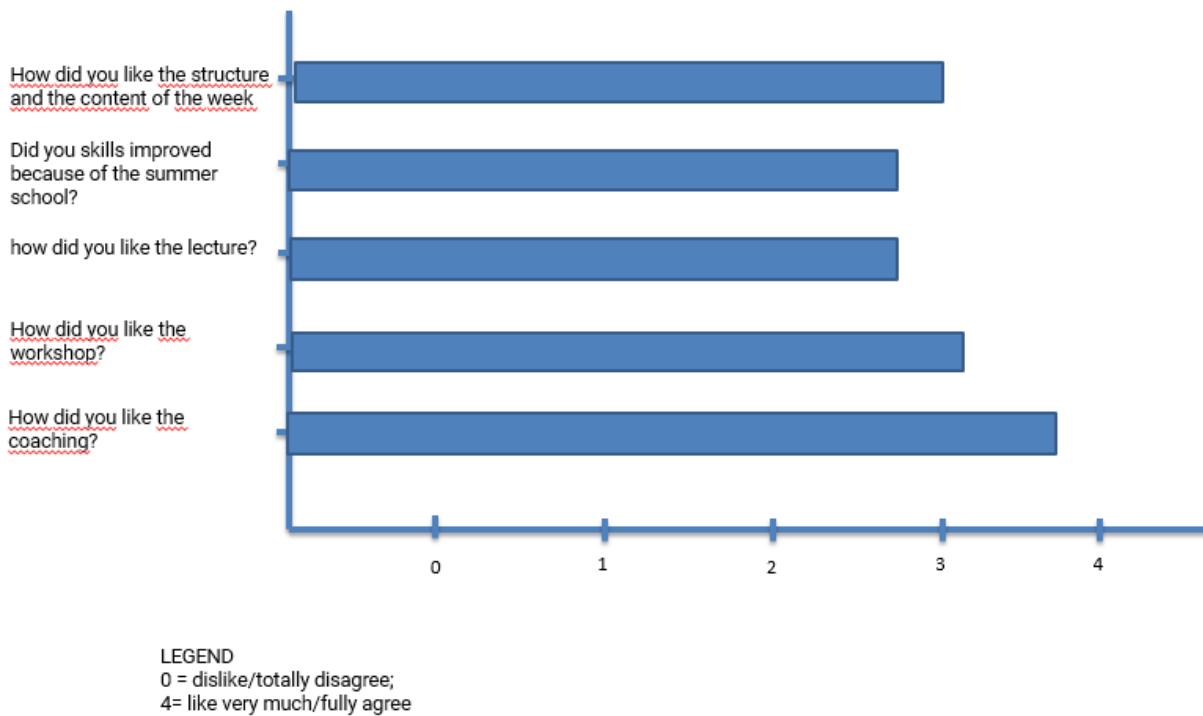


Figure 6 Participants evaluation of the 1st Green Summer School in Germany

Among the things the participants liked the most, following points were mentioned:

- the variety of lectures and the coaching
- insights into other teams (how they do things)
- the interaction with all participants and coaches

Within the Green Summer School participants found particularly useful:

- to get to know other teams
- the coaches and having the opportunity to ask personal/detailed questions

Here are some additional useful comments that were collected:

- “Since it was only a week and a lot of topics were covered, as a novice I felt a bit overwhelmed regarding time, not information[..]”
- “I liked the program very much as it has provided us with lot of useful information. Just hoping to attend it for few more days”
- “Maybe two weeks could be better, with lectures/workshop until lunch only; afternoon of leisure to implement new ideas into the business plan (can be in the same location with coaches available when needed)”

6. Lesson learned

After the first Green Summer School is possible to collect some lesson learned and recommendations that could guide the implementation of the upcoming two pilots in Austria and Slovakia in Summer 2018:

- Coaching and Workshop were the most appreciated format. For future edition of the Green Summer School would be advisable to reduce time of lectures and give more time to work in group on concrete business idea and for coaching
- The selection process is very important to have motivated people on board → make sure everybody has a business idea (better if in teams)
- Test in advance the stage of development of each team via interviews and adapt the program accordingly
- Social activities and networking are a very important part of the program
- Each partner should carefully consider if focusing more on the business part or the green part of the summer school. A combination of the both is also possible but the content squeeze in one week might results to be overwhelming for some participants.
- It is important to make everything during the school “green” (in terms of food, paper etc..). Many of the participants are very sensible to the topic and in any case, it is always better to lead example.



ANNEX IV– GREEN SUMMER SCHOOL IN BRATISLAVA

Overview of the Green Innovation and Entrepreneurship Summer School

The Green Innovation and Entrepreneurship Summer School, capacity-building pilot in the WP6 of Ecolnn project took place at the Faculty of Mechanical Engineering, Slovak Technical University in Bratislava, Slovakia from 25th to 29th June 2018. Aim of the Green Innovation and Entrepreneurship Summer School is to build and bring together next generation of eco-innovators which will start their own eco-responsible business.

From 25 to 29 June 2018, students from different parts of the Danube region and its surroundings - Slovakia, Czech Republic, Germany, Croatia, Macedonia, Serbia and Bosnia and Herzegovina dedicated their focus to their eco-innovative projects and fine-tune them under the guidance of domestic and foreign lecturers, mentors and coaches.

In total of 27 participants participated in the summer school and attended selected workshops, and 11 students worked the whole week to develop their project. Summer School has been opened for international candidates and has been held in English.

Summer School has been focused mostly on participants with an idea of their ecoinnovations who are looking for a way to implement their idea and search for support with process of going on market and has been mostly for university students, undergraduates and SMEs at the start-up phase. Participants without particular ecoldea could also join the trainings and support the teams as well as to receive knowledge in particular areas of innovation process.

Summer School has been organized in interactive workshop form and in work in teams where participants learned and prepared their projects for presentation at the end of the summer school in final pitch. Projects has been presented before jury, and got feedback on what to improve in both their presentation skills and ideas. Participants connected

with other ecoinnovators and started their network in this area.

GREEN INNOVATION AND ENTREPRENEURSHIP SUMMER SCHOOL



WHEN?
25TH - 30TH
JUNE 2018

VALIDATION OF BUSINESS MODEL
PROFESSIONAL FEEDBACK
FROM COACHES AND EXPERTS
WITHIN THE SECTOR OF GREEN AND
ECO INNOVATION

WHERE?
BRATISLAVA
SLOVAKIA

MORE INFORMATION
WWW.ECOINNOVATIVE.EU

**FREE
ADMISSION**

CONTACT
NINA.BRATKOVA@CVTISR.SK

Open call

To attend Summer School participants had to fill out application form (Annex II.), where were required information about candidates and their business idea they wanted to participate with motivation letter leading them to apply for Green Summer School.

Afterwards candidates were contacted regarding of approval/ disapproval of their application request.

Program and topics

The program of Green Summer School consisted of lectures with workshops and work in groups, participants had to apply the knowledge learned during lecture to building their own business case. At the end of each workshop participants could share their plans and get feedback on their work.

During this week participants had lectures on themes:

- Eco-Innovation
- Eco-design
- Design thinking process
- Intellectual property rights

- Business Canvas
- Finance
- Marketing

Themes were mostly from starting your own business area which were presented by 8 experts from their fields.

Green Entrepreneurship
Summer School

25th – 29th June 2018

Monday 25th June 2018	
9:30 – 9:45	Welcome
9:45 – 10:30	Warming up - Simona Pede
10:30 – 11:30	Eco-Innovation – Andrea Pitzschke
11:30 – 12:30	Lunch break
12:30 – 16:30	Design thinking process – Simona Pede
16:30 – 17:30	Teamwork with mentor
19:00	Dinner - RIVA
Tuesday 26th June 2018	
9:30 – 11:30	Intellectual property rights – Peter Kaldos
11:30 – 12:30	Lunch
12:30 – 14:30	Business Canvas - Peter Marcin
14:30 – 16:00	Teamwork with mentor
	Excursion ITUD (green urban planning) - Pezinok
Wednesday 27th June 2018 -	
9:30 – 11:30	Eco-design Veronika Kotradyová
11:30 – 12:30	Lunch
12:30 – 14:30	Finance Michal Borza
14:30 – 16:00	Teamwork with mentor
	Excursion FabLab and CU Science Park (technologies of 21st century) - Bratislava
Thursday 28th June 2018	

9:30 – 11:30	Marketing - how to use social media , how to approach the market
11:30 – 12:30	Lunch
12:30 – 15:30	Pitching training
Friday 29th June 2018	
9:30 – 12:30	Final pitch
12:30 – 13:30	Lunch break and end of the summer school

Promotion of Green Innovation and Entrepreneurship Summer School

Promotion and promoting activities for Green Summer School were dedicated to promote open call for the event. Promotion has been mostly through various websites in Slovakia as well as thanks to the help of project partners.

News on Green Summer School has been published on:

- Publication on SCSTI websites http://www.cvtisr.sk/aktuality/zelena-inovacna-a-podnikatelska-letna-skola-v-bratislave-sa-blizi-aka-bude-ponuka-workshopov.html?page_id=23323
http://www.cvtisr.sk/aktuality/do-31.5.-2018-pod-zmenit-zelenu-myslienku-na-zeleny-biznis.html?page_id=22788
http://nptt.cvtisr.sk/sk/o-portali/aktuality/green-innovation-and-entrepreneurship-summer-school-workshop.html?page_id=4860
- News published on Ecolnn Virtual lab <http://ecoinnovative.eu/summer-school/>
- News published on Ecolnn website <http://www.interreg-danube.eu/news-and-events/project-news/1784>
- Promotion of Green Summer School through partners websites, newsletters and social media:

https://cusp.uniba.sk/detail-aktuality/back_to_page/aktualne-3/article/ecoinn-danube-zelena-letna-skola-2018/

<https://www.bwcon.de/aus-dem-netzwerk/meldungen/detail/ecoinn-danube-green-summer-school-2018-in-bratislava.html>

<http://www.vallalkozoi-kozpont.hu/hireink/green-innovation-summer-school-2018-492.html>

<https://www.vutbr.cz/ctt/f18972/d168506>

http://web.inxmail.com/bwcon/html_mail.jsp?params=47688+newsletter_an_alle_mitarbeiter%40bwcon.de+0+0000qgy0000bw000000000bf4nr5pex

- Promotion through various university and institutions websites

<https://www.uniag.sk/sk/oznamy-reader/items/zelen%C3%A1-inova%C4%8Dn%C3%A1-a-podnikate%C4%B5k%C3%A1-letn%C3%A1-%C5%A1kola/>

<https://www.uniza.sk/index.php/zamestnanci/vseobecne-informacie/oznamy/2224-pozvanka-zelena-inovacna-a-podnikatelska-letna-skola-v-bratislave-sa-blizi>

<http://skolskyservis.teraz.sk/skolstvo/inovatori-mozu-svoju-rozpracovanu-ek/41628-clanok.html>

<https://www.projektovcentrumprifuk.sk/dokumenty/onmp-1/medzinarodne/451-ecoinndanubeinterreg/file>

<https://innonews.blog/2018/04/25/green-innovation-and-entrepreneurship-summer-school-bratislava-prihlasky-len-do-konca-aprila/>

- Event created on Facebook <https://www.facebook.com/events/364790190594643/>
- Promotion through newspapers and magazines

<https://www.ucn.sk/vzdelavanie/ludia-s-rozpracovanou-ekoinovaciou-sa-mozu-prihlasit-na-zelenu-letnu-skolu>

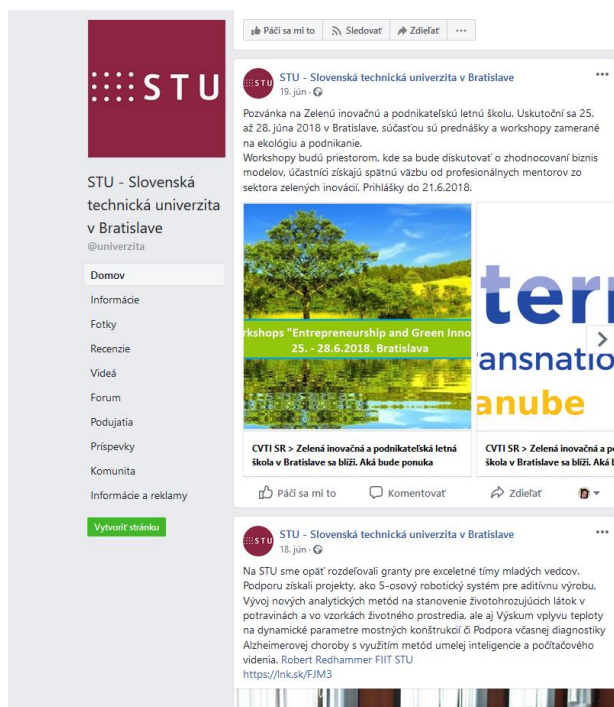
<https://www.vedatechnika.sk/SK/VedaATechnikaVSR/novinky/Stranky/Zelena-inovacna-a-podnikatelska-letna-skola.aspx>

<https://www1.pluska.sk/rady-a-tipy/sanca-pre-mlade-talenty-podnikatelov-posledne-dni-prihlasit-letnej-skoly>

<http://www.teraz.sk/slovensko/inovatori-mozu-svoju-ekoinovaci-u-prihlas-321522-clanok.html>

<https://www.ihodnoty.sk/clanok/zelena-letna-skola/2625/>

<http://www.news.sk/rss/link/2018/04/773211/inovatori-mozu-svoju-ekoinovaci-u-prihlasit-do-zelenej-letnej-skoly/>



STU - Slovenská technická univerzita v Bratislave
@univerzita

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Vytvoriť stránku

Páči sa mi to Sledovať Zdieľať

STU - Slovenská technická univerzita v Bratislave
19. jún · 🌐

Pozvánka na Zelenú inovačnú a podnikateľskú letnú školu. Uskutoční sa 25. až 28. júna 2018 v Bratislave. súčasťou sú prednášky a workshopy zamerané na ekológiu a podnikanie. Workshopy budú priestorom, kde sa bude diskutovať o zhodnocovaní biznis modelov, účastníci získajú spätnú väzbu od profesionálnych mentorov zo sektora zelených inovácií. Prihlášky do 21.6.2018.

Workshopy "Entrepreneurship and Green Innovation" 25. - 28.6.2018. Bratislava

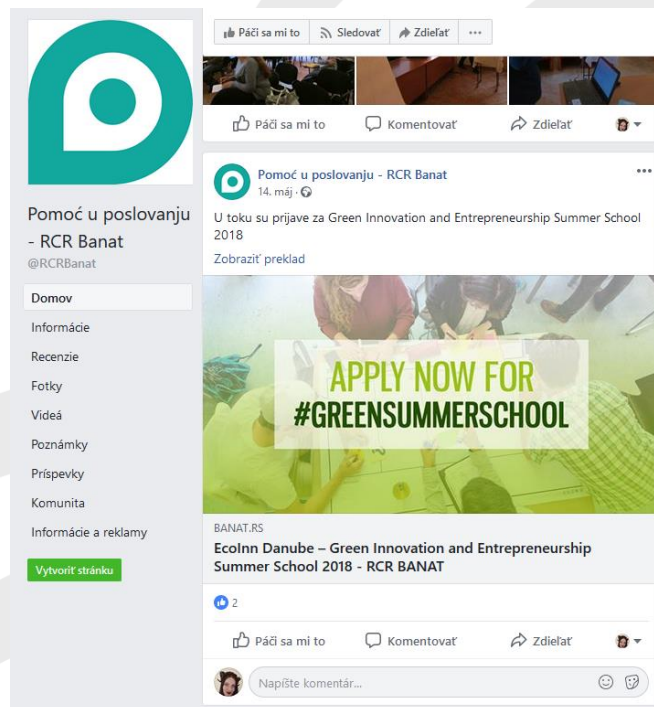
CVTI SR > Zelená inovačná a podnikateľská letná škola v Bratislave sa blíži. Aká bude ponuka

CVTI SR > Zelená inovačná a podnikateľská letná škola v Bratislave sa blíži. Aká bude ponuka

Páči sa mi to Komentovať Zdieľať

STU - Slovenská technická univerzita v Bratislave
18. jún · 🌐

Na STU sme opäť rozdeľovali granty pre excelentné tímy mladých vedcov. Podporu získali projekty, ako 5-osový robotický systém pre aditívnu výrobu. Vývoj nových analytických metód na stanovenie životohrožujúcich látok v potravinách a vo vzorkách životného prostredia, ale aj Výskum vplyvu teploty na dynamické parametre mostných konštrukcií či Podporačasnej diagnostiky Alzheimerovej choroby s využitím metód umelej inteligencie a počítačového videnia. Robert Rednammer FIIT STU
<https://lnk.sk/EJM3>



Pomoč u poslovanju - RCR Banat
@RCRBanat

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Informácie
Recenzie
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Poznámky
Príspevky
Komunita
Informácie a reklamy
Vytvoriť stránku

Páči sa mi to Sledovať Zdieľať

Pomoč u poslovanju - RCR Banat
14. máj · 🌐

U toku su prijave za Green Innovation and Entrepreneurship Summer School 2018
Zobraziti preklad

APPLY NOW FOR #GREENSUMMERSCHOOL

BANAT.RS
EcoInn Danube – Green Innovation and Entrepreneurship Summer School 2018 - RCR BANAT

2

Páči sa mi to Komentovať Zdieľať

Napište komentár...

Područna privredna komora Banja Luka

PO 25. 6. Ecolnn Danube - Green Entrepreneurship Summer School


9 ľudia majú záujem

PO 25. 6. Područna privredna komora Banja Luka zdieľa udalosť

11. jún · 🌐

Ljetnja preduzetnička škola u okviru projekta Ecolnn u kojem smo partneri...

Zobraziti preklad



PO 25. 6. Područna privredna komora Banja Luka zdieľa príspevok

7. jún · 🌐

Privredna komora Republike Srpske

Stránka sa mi páči

Funkcija potpredsjednika obavijaće Obrad Dragičević iz kompanije Geo Soft d.o.o. Bjeļjina.

#pkrs

Somogy Megyei Vállalkozói Központ

PO 25. 6. Ecolnn Danube - Green Entrepreneurship Summer School

9 ľudia majú záujem

10. máj · 🌐

Ökoinnovációs Pozsonyi Nemzetközi Nyári Egyetem az Ecolnn Projekt keretében!

"Would you like to join ecinnovation market?"

Do you want to transfer your green idea into product? ... Zobraziti viac

Zobraziti preklad



PO 25. 6. Ecolnn Danube - Green Entrepreneurship Summer School

9 ľudia majú záujem

27. apríl · 🌐

http://2017.diakvallalkozo.hu/index.php/videogaleria/



Česká věda do světa

PO 25. 6. Ecolnn Danube - Green Entrepreneurship Summer School

9 ľudia majú záujem

10. máj · 🌐

Máte-li zajímavý nápad z oblasti #ekoinovaci a potřebujete načerpat odborné znalosti z marketingu nebo ochrany vlastnických práv, přihlaste se na letní školu projektu #Ecolnn #Danube. Pětidenní workshop se uskuteční v červnu 2018 v Bratislavě. Podrobnosti na <https://bit.ly/2K8Yirv>

Zobraziti preklad



interreg

CESKAVEDADOSVETA.CZ

Ecolnn Danube – Green Entrepreneurship Summer School – Česká věda do světa

After the end of the event it has been summarized in project website as well as on SCSSTI website:

<http://www.interreg-danube.eu/news-and-events/project-news/2463>

<http://www.interreg-danube.eu/news-and-events/project-news/2490>

<http://www.interreg-danube.eu/news-and-events/project-news/2392>

http://www.cvtisr.sk/aktuality/ucastnici-zelenej-letnej-skoly-prisli-ziskali-poznatky-a-naplnilo-svoje-zamery.html?page_id=23553

http://www.cvtisr.sk/aktuality/chcu-posunut-svoj-eko-projekt-dalej-zasli-na-zelenu-letnu-skolu.html?page_id=23448

Staff exchange

Project partners contribute through preparation of event by publishing promotion news on event, cooperation on concept of Green Summer Schools and also by staff exchange during Green Summer School, where staff from three of consortium partners arrived as a lecturers on the needed topics and shared their expertise and knowledge.

Invited lecturers that had lecture and afterwards lead workshop on topic were:

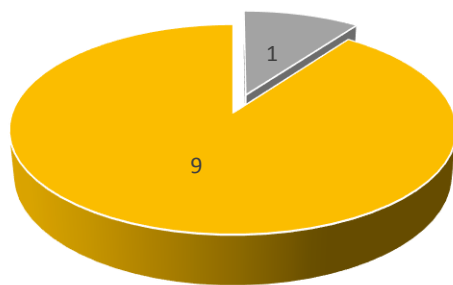
- Peter Kaldos of Digitalis Jolet (Hungary) with the topic of Intellectual property rights
- Simona Pede of bwcon GmbH (Germany) with the topic of Design thinking process
- Andrea Pitzschke of Economica (Austria) with Eco-Innovation topic

Evaluation of participants' feedback

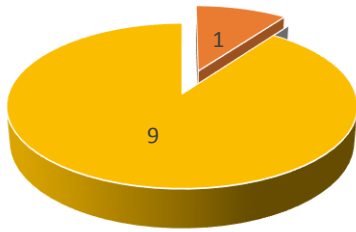
For evaluation of Green Summer School has been at the end of the event distributed satisfaction survey. Survey helped with evaluation of organization and content of summer school.

Overall participants evaluated their satisfaction with Green Innovation and Entrepreneurship Summer School very high, on average 3,84/4 with high corespondention with their ideas of summer school. Green Summer School helped most of the participants with ideas for work, they met and are in contact with other participants and most of them liked the organization of green summer school mostly atmosphere and professionalism of people. From program, participants liked the most pitching, intellectual property rights, marketing and Eco-Innovations.

General impression of the event

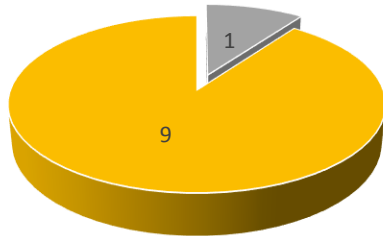


The event has triggered ideas for my daily work



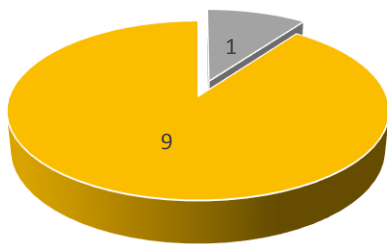
■ 1 ■ 2 ■ 3 ■ 4

I had interesting conversation/ I met interesting people



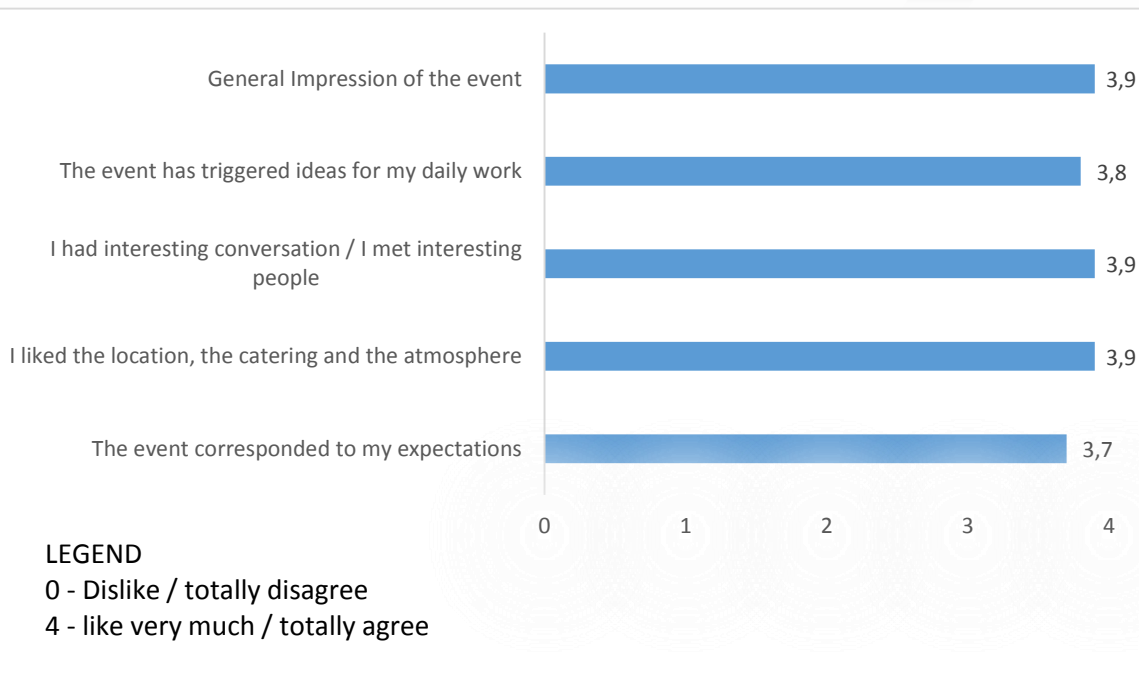
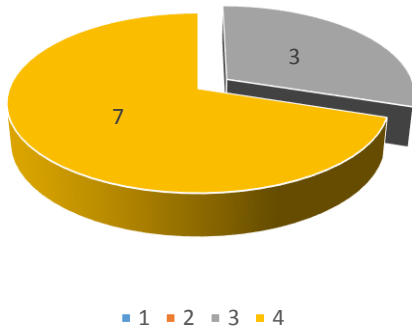
■ 1 ■ 2 ■ 3 ■ 4

I liked the location, the catering and the atmosphere



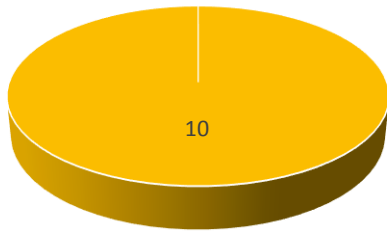
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The event corresponded to my expectations



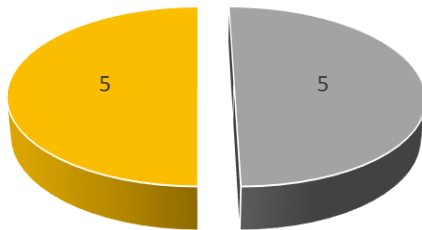
In regards to format of the summer school, the most appreciated has been coaching followed by lectures. Participants get the chance to discuss problems with their ideas, what could be the best way to promote them and clear some of their inaccuracies. They liked to group together and find the best answers to their problems and make them greener. In lectures, participants with the help from lecturers understood the content and got examples on the ways they could help them to get their product to market or make it more ecologic.

How did you like the structure and the content of the week



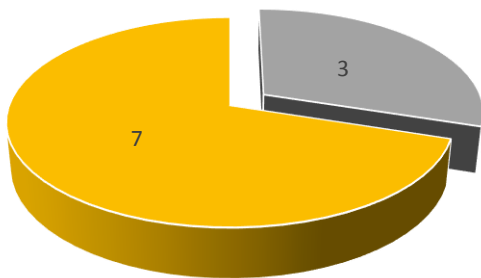
■ 1 ■ 2 ■ 3 ■ 4

Did your skills improve because of the Green Summer School



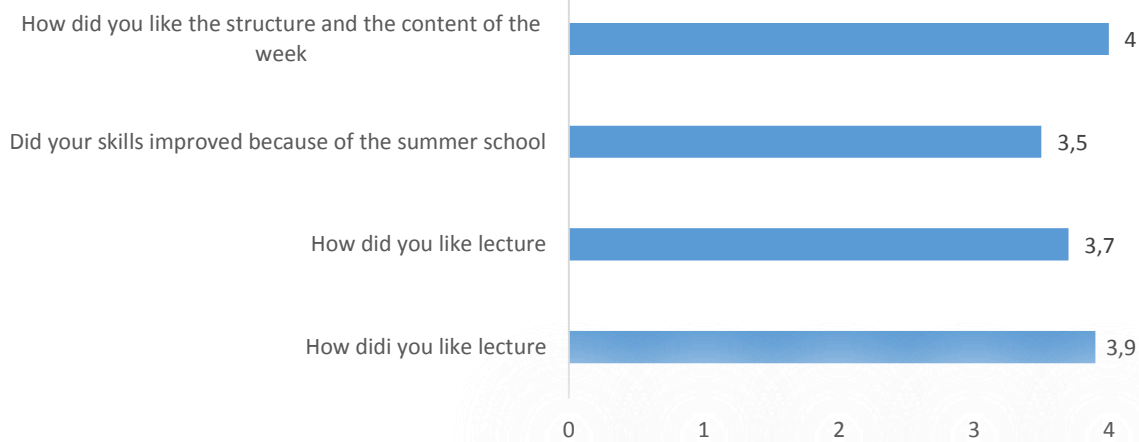
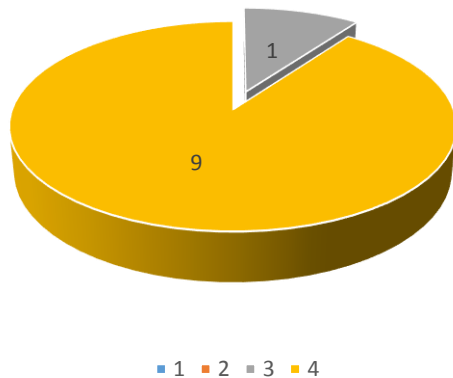
■ 1 ■ 2 ■ 3 ■ 4

How did you like lectures



■ 1 ■ 2 ■ 3 ■ 4

How did you like workshop



LEGEND

0 - Dislike / totally disagree
 4 - like very much / totally agree

Participants liked the most:

- Workshops and one to one conversations and interaction with coaches
- Structured way of organization
- Pitching
- Interactions with other participants

Lessons learned

During Green Innovation and Entrepreneurship Summer School we learned various lessons that will help with preparation on following events:

- More appreciated were the interactive topics
- Preparation and start of promotion process well ahead a lot of reminders of the event

- Due to the differences in participants business ideas and unfortunate lack of attendance of some registered participants, teams should be prepared in the first day of the event
- In selection process ask for more indebt information on their business idea
- Participants should have similar stages of their ideas
- Improve use of recycled materials, need of more green materials



ANNEX V– GREEN SUMMER SCHOOL IN VIENNA

1. Aim of the Green Summer School

Under the leading motto “Grasping the Future”, the Green Summer School, hosted by Economica Institute for Economic Research, 25-28 Sep 2018 in Vienna, pursued similar aims as the two preceding events in Constance (Sep 2017) and Bratislava (Jun 2018): Educating, motivating, supporting and shaping the next generation of eco-innovators.

To achieve this aim, a diverse and interactive program, including visits at start-ups and hands-on-demonstrations, lectures and workshops was set up. Economica, in a concerted effort together with the ECN (Entrepreneurship Center of BOKU University of Natural Resources, Vienna), an institution with day-to-day contact to students and with experience in recruiting and guiding young entrepreneurs, identified potential contributors (institutions, start-ups, lecturers etc.). Their individual tasks within the Green Summer School were elaborated and arranged strategically in the time schedule.

2. Overview and main results

The Green Summer School comprised a diverse and interactive program. To increase attractiveness and a tailor-made character, the event was optionally bookable as 2- or 4-day event. With talks, excursions (UNIDO), hands-on demonstrations (growing mushrooms on coffee waste) as well as workshops (business development, rhetorics) the event left a sustainable impression on participants, contributors and organizers alike. Altogether 30 international young participants broadened their eco-knowledge, developed entrepreneurial skills and interactively built on green business ideas.

One unanimous view and take-home messages conveyed by contributing start-ups, lecturers and workshop leaders was: “Gather your wits, strength and courage! Go and implement your Green idea!”

Economica Institute for Economic Research, the Austrian Ecolnn partner hosting the Green Summer School, communicated the need and pleasure of a resource-saving lifestyle by e.g. organizing/providing public transport, reusable workshop materials and consistently meat-free meals. According to direct feedback and evaluation reports the event was a full success.

Participants requested to stay informed about similar events and activities, evidencing their sincere interest and potential as future innovators in the Danube region.

3. Call and recruitment of participants

The event was promoted among a relevant audience using diverse channels. At the national level, these include e.g. BOKU newsletter, respective link on Economica Institute’s website, print-outs displayed at Austrian Universities (BOKU, Vienna University of Economics and Business, Salzburg University). At the transnational level, project partners assisted promotion via Ecolnn microsite, Facebook, Twitter.

These promotion activities attracted >40 international applicants. As commonly encountered in registration fee-free events, several candidates cancelled attendance at short notice (see „lessons learned“). As a precaution, the organizing team had generated a waiting list (of applicants who had missed the registration deadline).

In the recruitment process, applicants were interviewed on their background and motivations. Priority was given to international applicants (all of whom had relevant background, motivation) to emphasize the event’s international character.

4. Program and topics

The document used for promoting the event, including the program, is displayed below.

Ecoinnovation – Grasping the future

Ecolnn_ Green Summer School 25.09.-28.09. Vienna

Going „eco“ pays off in any respect, not only for environmental and human health, but -financially - also for innovative enterprises.

No matter if your ecoinnovative idea still has to be found or if it is in the developing phase already, or if your start-up seeks to gain momentum – the Green Summer School provides the necessary energy for your individual ambitions.

Four exciting days of interactive program with creative and inspiring minds are awaiting you. The event starts with making you familiar with the concept of Ecoinnovation, and with successful eco-innovators. What follows are a visit to a startup that turns waste into value, and a guided tour at UNIDO. Days 1-2 end with workshops on idea development, tools & business and voice & rhetorics. On days 3-4 you will get active yourself. The environment and input needed to make your ecoinnovative ideas flourish will be provided. With this support your project can mature to finally be presented to an expert jury.

The Green Summer School is meant for everybody interested in ecoinnovation – students, green enthusiasts and entrepreneurs. Participation (food included) is for free.

The Green Summer School is organized by the Entrepreneurship Center Network of BOKU and Economica Institute of Economic research. It takes place in the framework of the transnational EU-project *Ecolnn Danube – Ecoinnovatively connected Danube Region* whose overall aim is to boost ecoinnovation development by supporting cooperation between innovators, scientists and enterprises.

The Green Summer School can be booked as 2-days (Thu&Wed or Thu&Fr) or as 4-days-program.
Registration (Deadline 15 June 2018) via email to to@boku.ac.at

Time	Di, 25.09.	Mi, 26.09.	Do, 27.09.	Fr, 28.09.
9:00-12:00	Kick-Off, contents and context of the Green Summer School 9:00 Keynote (<i>Ali Mahlodj</i>); talk "Think eco when you innovate!" (<i>A. Pitzschke</i>)	Workshop and Excursion <i>Hut & Stiel</i> (ecoinnovative startup), incl. lunch	HEUREKA– Think Tank: professional workshop on idea development	Rhetorics Training/ Workshop, (voice, persuasive power) with <i>Christina Scattolin</i>
12:00-13:00	lunch		lunch	lunch
13:00-16:00	Guided Tour at UNIDO incl. presentations on environment & innovation	Motivation Session with startups sharing insider experience on the way to success; interactive problem solving	Tools & Business Workshop (game-like, interactive) (<i>Michael Ambros</i>)	Question & Answer Session
				Pitching-Session (experts/startups) jury

5. Legal and financial issues

In accordance with personal data protection regulations participants were asked to give (written) consent to names, photos, email-addresses etc. being displayed in event-related documents. Contributors were asked for written agreement on fees. To keep event costs within budget constraints the program encompassed presenters charging no, low or a moderate fee (max. 600 € for half-day). Economica saved some external expertise costs by covering part of the program with qualified own personell (A. Pitzschke, lecture / workshop on eco-innovation).

6. Interaction with participants

There was intensive interaction between organizers, performers and participants, facilitated by interactive workshops, coffee/lunch breaks etc.

7. The transnational aspect

Participants from abroad as well as Ecolnn project partners acting as jury members or collecting inspiration for own future events, respectively, came from the following countries:

Bosnia-Herzegovina, Croatia, Czech Republic, Serbia, Slovakia, Slovenia.

Noteworthy, a participant from Serbia (fruit-producing company searching for ecologically/economically favourable solution for arising waste of pressed fruits) resumed his interaction with A. Pitzschke (Economica); that had been initiated during the Green Summer School in Bratislava. Among others, the final day/ pitching session comprised a tasting of apple “waste” products – material delivered and freshly processed by the Serbian participant and Economica, respectively. Plans for a collaborative Serbian-Austrian project are being explored.

8. Framework conditions: Consistently green

In line with the overall concept of Ecolnn the organizers aimed to keep the event’s ecological footprint to a minimum. This meant: no plastic bottles; any transfer between program stations was accomplished by public transport, participants received re-usable dishes and equipment, eco-friendly workshop materials as well as consistently meet-free meals.

9. Participants’ evaluation

Economica distributed evaluation forms among participants, taking a revised document (originally developed by the German partner BWCON for the Constance Summer School) as a template. We received 16 completed evaluation forms, distributed as hand-outs and/or via email. Return rate was 100% for hand-outs. See Annex II.

10. Lessons learned

- An optionally 2- or 4-day program has both benefits and drawbacks. On the one hand, participants who can only spare 2 days do get an intensive attractive program. On the other hand, for participants attending the entire 4-day-event it is distracting to see attendees change in between.
- Participants with a sincere interest in environmental protection contribute significantly to the success of Green events. At the same time, they are the greatest beneficiaries.
- A diverse program (in terms of type, e.g. workshop, lecture, excursion; and in terms of contents, e.g. ecology, marketing) ensures that participants stay motivated during the entire event. From the evaluation forms (where attendees mention almost any program item as their individual favorite) one can conclude that the program as a whole was indeed appropriate.
- Having some parts of the program happening at different locations evades the impression of “being at school” and thus contributes to program attractiveness.
- Providing consistently “green” framework conditions and engaging naturally eco-oriented staff are

effective and convincing tools for environmental awareness-raising among participants.

- Start-ups are happy to make entries to Ecolnn's Virtual Lab portal if contacted directly, i.e. in the context of their Green Summer School contribution. Motivation outside such a direct contact is far more difficult.
- Return rate for evaluation forms is highest if participants are asked to fill in the documents on-site (rather than electronically).

11. Communication and sustainable benefit

As a “digest” of the Green Summer School, Economica created a drop box where all presentations, informations, contacts and photographs are accessible to the participants. See https://www.dropbox.com/sh/19crhmisgpvtr7q/AAD1keCoh_lIelxuOjdvoWZta?dl=0

We keep participants informed on similar events and activities. They explicitly wished to stay (inter-)connected, and exchanged contacts accordingly. The Green Summer School thus helped from an environment for sustainable networking activities; a key determinant for future eco-innovative collaborative projects.

A brief summary was also communicated via the Ecolnn microsite:

<http://www.interreg-danube.eu/news-and-events/project-news/2824>

12. Certificate of attendance

In order to provide participants with a certificate of attendance that will be of further use for applications, facilitating career in ecologically-oriented job markets, Economica created a respective document (example attached below).

  **Interreg** 
Danube Transnational Programme
EcoInn Danube

CERTIFICATE
of participation at the

GREEN SUMMER SCHOOL
Ecoinnovation –
Grasping the Future

Vienna, 25 – 28 Sep 2018

The participants acquired knowledge on ecological challenges, sustainability criteria and entrepreneurial opportunities emerging therefrom. Under professional guidance they explored different concepts and ideas on Green Entrepreneurship in theory and practice. Participants worked in small teams to exchange and develop ideas. The Green Summer School involved an excursion to UNIDO, sessions with young start-ups sharing their experience, workshops on idea development and rhetorics, and it culminated in a pitching session in front of a jury.

Participant: **Constantin Rhomberg**

Vienna, 25Sep 2018



ECONOMICA
Institut für Wirtschaftsforschung
Lindengasse 50-52, 1060 WIEN

PD Dr. Andrea Pitzschke
Economica Institute for Economic Research

The Green Summer School was organized by the Entrepreneurship Center Network of BOKU and Economica Institute of Economic Research. It took place in the framework of the transnational EU-project *EcoInn Danube*– Ecoinnovatively connected Danube Region. EcoInn's overall aim is to boost ecoinnovation development by supporting cooperation between innovators, scientists and enterprises.

Project co-funded by the European Union funds (ERDF and IPA) www.interreg-danube.eu/ecoinn-danube

ANNEX VI– ECOINNOVATION FORUM IN KRYTNY

ABOUT THE EVENT

„ECOinnovation forum - Sustainable technology for the future“ tried to accelerate modern technologies for use in everyday life. In attractive spaces of Chateau Křtiny have met representatives of international and national institutions, universities and research organizations and managers of technology companies.

The event offered to participants interesting discussions about nowadays and future trends in area of ecoinnovation and introduced modern sustainable technologies that can ensure competitiveness in global trade.

Program of ECOinnovation forum was not only about discussions and visions. The aim was to alert on important international projects that come with modern energetic solution (utilization of renewable sources, energy accumulation), transport (emobility) or circular economy (material and energy waste applicability and waste water). Program of the event also offered presentations of startups and students projects producing sustainable solution for 21. Century.

Basic concept of the event:

- ✓ Modern and interactive form of event
- ✓ Moderated speaker panels
- ✓ Thematic discussion workshops on specific topics
- ✓ Introduction of new trends in eco-innovation
- ✓ Presentation of green start-ups
- ✓ Involvement of the representatives of the public administration
- ✓ Involvement of the universities (especially TT centers) and their R&D in the field of eco-innovation
- ✓ Involvement of interesting eco-companies from the Danube region



AIM OF THE EVENT

Aim of this event is to improve the conditions for a successful transfer of ecoinnovative ideas into the market and to promote and spread the use of ecotechnologies in the daily live. ECOinnovation Forum is giving opportunity to present ideas to a right audience of investors, business angels and technologies transfer offices in order to facilitate their access to the market.

ECOinnovation Forum aims is to tackle the weak linkages between research and market and the difficulty in accessing finance for ecoinnovative products and services. The Forum offers a platform for the presentation and visibility of ecoinnovative business ideas and for the exchange and networking among actors of the field.

ECOinnovation Forum responds in this sense to some of the challenges identified by the Ecolnn project in the ecoinnovation field. It is the translation in the physical space of the efforts put into the Ecolnn virtual lab (WP4) to match the demand and supply of ecoinnovation. By offering an event where innovators in the ecoinnovation fields can meet with policy makers, public institutions, investors and companies of the field, the Forum aims to increase the opportunity to match actors of this area and to raise the money need to enter the market.

The aim of the ECOinnovation Forum is in this sense dual: on one side, the event aims to raise awareness of the ecoinnovation challenges and situation in the Danube region; on the other side, it is a concrete platform to encourage the technology transfer from the research to the market and to match venture capital with innovators in the ecoinnovation sector.

The forum is in itself a mix between a sectorial conference and a matchmaking event oriented to the acquisition of capital. By letting converge all relevant actors of the sector in the Danube region into one place, it aims to raise awareness on the existence of the ecoinnovation solutions and technologies in the Danube countries and to present these to business supporters as investors, business angels and technology transfer offices.

Overall aim of the Ecolnn project is to establish the ECOinnovation Forum as a recurring event in the ecoinnovation field in the Danube area and to make it an event of reference for the relevant stakeholders of the sectors.

TARGET GROUP

The ECOinnovation Forum targets specifically a more mature audience of startups, companies and stakeholders who already possess knowledge of the ecoinnovation field and that wants to disclose their knowledge, research and technologies to a wider audience in order to disseminate this and at the same time to look for competent business and financial support.

The most relevant target group are innovators and researchers from the higher education and research sphere as well as from the private area (SMEs), startups, who perform R&D activities in environmentalism, searching for environmentally friendly solutions leading to energy efficiency mostly in production sphere. They have the chance to present their unique solutions to business support organizations, investors and also
Project co-funded by the European Union funds (ERDF and IPA) www.interreg-danube.eu/ecoinn-danube

public authorities and 3rd sector who can be interested in ecosolutions which can be used for general purposes.

The Innovation forum is targeted also on beginning innovators, however these events will also involve experienced representatives from eco business in the area of energy saving, policy makers, NGOs, researchers, experts of ecoinnovation support to share their ideas and experiences.

Provider

- Start-ups searches for investors
- Researchers with applied research results prior to company founding
- Innovators with technology-driven business idea
- Early-stage investments

Investors

- Business Support Organisation
- Public authorities
- Business Angels
- Venture Capital Manager
- Equity Investors
- Corporate Venture Manager

REGISTRATION FORM

The application was created in the google form and was launched on 23.10.2017 and ended on 28.11.2017. Preview of the registration form you can see [HERE](#).

REPORT FROM THE EVENT

The ECOinnovation Forum with the motto "Sustainable Technologies for the Future" was primarily focused on emergence of modern solutions for everyday life. From 30th November to 1st December 2017 in the attractive space of Chateau Krtiny met representatives of international and national institutions, academic and research sphere and representatives of innovative companies of all sizes. ECOinnovation Forum offered to all participants really interesting discussions on current and future trends and presentation of modern sustainable technologies that can ensure the global competitiveness of European Union countries.

The first day of the ECOinnovation Forum introduced a cross-section of technological innovations that increase the quality of life and concurrently contribute to the protection of the environment. The programme did not just stay only in the debate about visions. ECOinnovation Forum also was aimed to highlight interesting international projects that bring solutions in the field of modern energy, transport and circular economic. A key part of the first day programme was the introduction of European eco startups.

Gradually were introduced following projects. EASYMILE - French startup with the aim of creating autonomous electric-powered minibuses that can offer for passenger's shuttle at the airports or suburban areas. Next, PHYSEE - Dutch startup that manufactures windows producing eco electricity. Then, ROTOBY - Polish startup specialized in technology of innovative eco thermoplastic wind turbine leaves. Next CLICK ON - Czech startup offering a wireless smart switch on handle of door. And finally AQUAQUBE - Czech startup that invented unique water purification technology.

The winner of the competition was startup AQUAQUBE - Czech water purification technology. AquaQube is a device that improves the quality of life of its users by radically reducing the impact of chemicals in their

lives. It creates naturally pure drinking water by removing bacteria, viruses, chlorine as well as chemicals, pesticides, hormones or medicines from wells or tap water. Thanks to the active oxygen technology AQUAQUE can prolong food freshness by removing chemicals or pesticides from its surface. It can be also used as an ecological disinfection.

The other blocks of ECOinnovation Forum were focused on support of Czech research projects. Block "Innovation in International Dimension" introduced successful practice of innovative companies such as FENIX TNT, ASIO or MSR Engines. Section "Waste used as source" offered solutions leading to higher effectivity of water management and waste management in the cities and in the industrial companies. In this block were introduced companies SWECO with technology for utilization of sewage sludge or NAFIGATE Corporation with revolutionary Czech biotechnology for processing of used frying oil.

Friday's Round Table "Innovation in Low Carbon Technologies for the Next Decade" offered a debate of Mrs. Alena Hosnedlova Sales Director in Nano Energies Group, Mr. Luděk Niedermayer member of European Parliament, Mr. Jiri Hlavenka successful Investor (kiwi.com), Mr. Jan Šich Director of Department of Innovation in CEZ Group about tools that can play a crucial role in starting up innovative companies their promotion to world markets. On the second Round Table "Good practice in technology transfer in international scale" discussed representatives of technology transfer offices in an informal way about increasing of cooperation effectiveness between the R & D sector and firms.

"ECOinnovation forum - Sustainable technology for the future" aims to accelerate modern technologies for use in everyday life. In attractive spaces of Chateau Křtiny will meet representatives of international and national institutions, universities and research organisations and managers of technology companies.



We offer to participants interesting discussions about nowadays and future trends in area of ecoinnovation. We will introduce modern sustainable technologies that can ensure competitiveness in global trade.

Program of ECOinnovation forum won't be only about discussions and visions. The aim is to alert on important international projects that come with modern energetic solution (utilization of renewable sources, energy accumulation), transport (mobility or circular economy), material and energy waste applicability and waste water. Program will also offer presentations of startups and students projects producing sustainable solution for 21. Century.



Program

30th November 2017 - first day of ECOinnovation forum

1. BLOCK

Impulses for innovation

How we can start low carbon solutions and sustainable economy
// 10:00 – 12:00

- VOTĚCH ADAM, vice rector for Science and Research MENDELU (prologue)
- SOŘA ŽONÁŠOVÁ, director of Institut of Circular Economy and MARTIN SEDLÁK, director of Alliance for Energy Sufficiency (Sustainable Technologies for the Future: Achievements of Innovation In Energy and in Circular Economy)
- JAROSLAV KEPKA, head of Environment Strategy Department, Ministry of the Environment (Role of ecoinnovation in politics of Ministry of the Environment)
- PETR VYSÍ, director of Financial Instruments Department, Ministry of industry and trade (National innovation fund as a support for young entrepreneurs and startups)
- PATRIK REICHL, director of CzechInvest regional office in South Moravian Region (CzechAccelerator - acceleration program for promising startups)

2. BLOCK

Innovation with international dimension

// 13:00 – 15:00

- NAĎA KONÍČKOVÁ, deputy director of Technology centre of Czech Academy of Science (Evaluation of participation of Czech Republic in program Horizon 2020)
- KAREL KOUŘIL, consultant BIC Brno (Czech Science into the world - experiences of Czech companies in program Horizon 2020)
- PETRA COLANTONIO, director FENIX TNT s.r.o. (Tips and tricks of successful applicant in program Horizon 2020)
- ALEŠ ŽERNÍN, Chief Operating Officer ASIO s.r.o. (Through International cooperation in science and research to successful company development)
- VÁCLAV TROJAN, director of Transfer Technology Centre of Mendel University in Brno (University experiences with international grants - importance of international cooperation for university research)
- MARTIN GREGOR & JAN PŘENOSIL, authors of project JetSurf, MSR Engines s.r.o. (Beginnings of JetSurf project in European program Eureka)

3. BLOCK

Waste used as source

// 13:00 – 15:00

- SOŘA ŽONÁŠOVÁ, director of Institut of Circular Economy (Circular economy, opportunity for sustainable development self-sufficient cities and companies)
- HELENA VAŇKOVÁ, councillor ministry, Department of politics and strategies of Ministry of the Environment (Role of ecoinnovation in politics of Ministry of the Environment)
- PETR NOVOTNÝ, project manager Fenards s.r.o. (Potential of material flows of biodegradable waste at city level)
- KAREL PLOTĚNÝ, COO ASIO s.r.o. (Ecoinnovation in water management)
- MILAN MORAVEC, general director SWECO HYDROPROJECT (Sewage sludge used as source, perspective of using according circular economy)
- LENKA MYNÁŘOVÁ, CMO NAGIGATE Corporation, a.s. (Czech revolutionary biotechnology transforming frying oil to biopolymer)
- JAKUB RÁČEK, AdMaS Research Centre (Czech ecoinnovation of waste and water management)

4. BLOCK

ECOinnovation and startups

Chance for low carbon future
// 15:30 – 18:30

- AQUAQUE, TEREZA DŘÍMALOVÁ, CEO, Czech Republic (How to reduce the influence of chemicals and improve quality of life)
- ECOCAPSULE, TOMÁŠ ZÁČEK, design director and founder, Slovakia (Sustainable alternative for living of future)
- PHYSEE, BENJAMIN WILCOCKSON, design engineer, Niederland (Windmills that can produce electricity - how can smart technologies contribute to sustainable development)
- ROTORY, ROBERTO VENTURA, CEO, Poland (Innovative solutions for wind turbine blades)
- EASYSMILE, BENEDIKT SPERLING ZIKESCH, Area Sales Manager, France (Electric minibus without driver - future for city transport)

5. BLOCK

Matchmaking event

// 18:30 – 22:00

Matchmaking event offers to all participants a unique opportunity to network and expand their personal contact network to further accelerate their ECOinnovation activities. The development of cooperation among stakeholders in the field of ECOinnovation is also key to the wider dissemination of ideas, principles and technologies in each of the Danube regions, which will significantly contribute to their development, economic self-sufficiency and increase global competitiveness.

1st December 2017 - second day of ECOinnovation forum

PANEL DISCUSSION

Innovation in area of low carbon technologies for next decade

// 9:30 – 12:00

- LUDĚK NIEDERMAYER, vice chairman of Economic and Monetary Committee, European Parliament (EU as a leader in lowcarbon technologies)
- JAN ŠICHA, director of Innovation department, CEZ, a.s. (Support for innovation in corporate environment, key for effective cooperation with partners)
- JIŘÍ HLAVENKA, kiwi.com (Opportunities to invest in low carbon technologies)
- JIŘÍ VRÁNA, University of Chemistry and technology Prague (Project presentation, Redox flow batteries for stationary energy storage)
- ALENA HOSNEĎLOVÁ, Sales and Marketing, Nano Energies, a.s. (Digital Energy Services)

PANEL DISCUSSION

Good practise in technology transfer in international scale

// 9:30 – 12:00

- VÁCLAV TROJAN, director of Technology Transfer Office, Mendel University in Brno (Examples of good practice of technology transfer)
- EVA JANOUŠKOVCOVÁ, director of Technology Transfer Office, Masaryk University (Priority areas of technology transfer)
- BŮŽENA ŠTEMBEKOVÁ, director of Technology Transfer Office, University of South Bohemia in Česká Budějovice (News in technology transfer)
- PETR KUBEČKA, director of Technology Transfer Office, Palacký University Olomouc (Success in Technology Transfer)

Statistics of participants:

Number of registered:	150
Number of participants (1-day event):	119
Number of participants (2-day event):	60
Number of participants (total):	179

MARKETING AND DISSEMINATION

BIC Brno and other partners of the consortium wishes to establish the ECOinnovation Forum as a platform in the Danube region to enable the matchmaking and exchange of knowledge among stakeholders of the ecoinnovation field. For this reason, marketing and dissemination activities are considered essential to establish the brand and the format in all regions along the Danube and to institute the event as a recurring appointment of scene. The Forum was promoted in all Danube area thank you to the collaboration of all Ecolnn partners. Dedicated communication material was prepared by BIC Brno and with the support of the WP2 Leader CCI Vratsa and was disseminated by the whole consortium.

The promotion was including following activities:

- Publication of news item on the Ecolnn Website as well as newsletter
<http://www.interreg-danube.eu/news-and-events/project-news/1286>
<http://www.interreg-danube.eu/news-and-events/project-news/1417>
<http://www.interreg-danube.eu/news-and-events/newsletters/1344>
- Promotion through the Ecolnn social media channels (Twitter and Facebook)
https://www.facebook.com/EcolnnDanube/?ref=br_rs
<https://twitter.com/EcolnnDanube>
- Direct mailing to possible interested stakeholders (young entrepreneurs, startups, other companies but also potential multipliers as universities, R&D institutions, regional development agencies, etc..)
- Publication of a news regarding the ECOinnovation Forum on all partners' website and social media channels
Selected links:
<http://www.bicbrno.cz/Aktuality/Do-Krtin-se-vali-prestizni-evropske-startupy-a-ino>
<http://www.bicbrno.cz/Aktuality/Prvni-rocnik-EKOinovacniho-fora-prinesl-predstaven>
<http://www.asio.cz/cz/756.cirkulacni-ekonomika-a-asio>
<http://ctt.mendelu.cz/29369n-konference-ekoinovacni-forum-udrzitelne-technologie-pro-budoucnost>
- Identification of relevant stakeholders and multipliers and dissemination of the news through their channels
Selected links:
<http://alies.cz/cesko-jako-klicovy-hrac-ve-vyvoji-nizkohlukovych-technologie>
<https://incien.org/milan-moravec-o-cirkularni-ekonomice-potencial-je-obrovsky-stejne-tak-jako-penize-ktere-se-kolem-toho-motaji/>

<https://incien.org/event/incien-ekoinovacni-forum-udrzitelne-technologie-pro-budoucnost/>

<http://www.europarl.europa.eu/czechrepublic/cs/ekoinova%C4%8Dn%C3%AD-f%C3%B3rum-%E2%80%93-udr%C5%Bciteln%C3%A9-technologie-pro-budoucnost>

<https://www.parlamentnilisty.cz/zpravy/tiskovezpravy/Na-EKOinovacnim-foru-predstavil-CzechInvest-sve-aktivity-pro-start-upy-516010>

<https://krize15.cz/zpravy/clanek/ekoinovacni-forum-souboj-zelenych-startupu-i-bohaty-networking>

<http://www.hybrid.cz/pozvanka-ekoinovacni-forum-na-zamku-v-krtinach>

- Direct promotion during events, workshops and stakeholder meetings

EVALUATION OF RESULTS

In order to consolidate the format for the ECOInnovation Forum and ensure its sustainability, ECOInn partners was perform also in this case some evaluation activities to investigate which aspects of the Forum where appreciated by the participants, which were most effective and which should be improved in the future. For this purpose, a satisfaction survey has been prepared. This particularly focus on three aspects:

- The expectations participants and stakeholders had in preparation for the Forum
- The reasons why they attended
- How the event help them to create new contacts, deepen the ecoinnovation topic and possibly find investment opportunities

The survey was distributed during the event. The results of the evaluation were analyzed and below you can find the main conclusions of this survey. Furthermore, the results will also constitute a starting point to finally consolidate the model of the Green/ECO Innovation Forum and define the guidelines for its repeatability.

Results of the event

General impressions (0 = dislike/totally disagree; 4= like very much/fully agree)

	0	1	2	3	4
General Impression of the event	0%	0%	3%	40%	57%
The event has triggered ideas for my daily work.	0%	3%	11%	52%	34%
I have had interesting conversations/I met interesting people	0%	0%	3%	32%	65%
I liked the location, catering and atmosphere	0%	0%	3%	37%	60%

Question: I have missed

Most participants did not answer this question, or their answer was “nothing”. Some of other comments included, for example, more practical information, more real examples, more ideas for daily work.

Question: I liked the most

As a response to this question, participants most often mentioned “Start-up section” and “networking and meeting with interesting and friendly people in the field”. Other things that participants appreciated: “kindness of the organizers, friendly atmosphere, interesting presentations, choice of panellists, first part of the event, start-ups funding”.

Question: What kind of topics/sessions shall we consider in the future?

In this section, the participants presented the following topics: “Smart city topic, more about Start-up funding, more exercises should be helpful”.

Question: Where did you hear about the forum?

Most participants learned about the event via an email invitation. Other participants found the information about the event on social networks or the web, the last group of people was then personally invited by the organizers or partners of the event.

CONCLUSION OF THE SURVEY

According to the data from the questionnaire survey, the event was evaluated very well by the participants. People appreciated the choice of location where the event took place, as well as organization and concept of the event, which allowed enough time for networking and discussion of participants with speakers. The top-rated part of the event was the afternoon “Start-up section” and then the aforementioned networking evening program.

Even though the organizers tried to focus the program very practically and offer to participants stories from practice, yet part of the participants in the questionnaires reminded even more focus of the event on practical demonstrations or practical guides to use in their daily working lives. According to other findings of survey, most participants learned about the event through a personal invitation, whether via email or personal contact with organizers or partners.

Note: These results were put together by 35 questionnaires.

LESSONS LEARNED:

- ✓ Despite the fact that the organizers tried to set up the program very practically and to include a number of interesting speakers from practice, there were still from some participants pointed more practical examples.
- ✓ The variety of invited participants has also proven to be very good. All target groups were represented. They had the opportunity to discuss and establish contacts that will surely generate future cooperation and allow a better transfer of eco-innovation to the market.
- ✓ For the next year of this event, specific measures should be considered to ensure a higher participation of foreign guests, both participants and speakers. To increase the prestige of this event, it is necessary to ensure the greatest number of key management and government officials who decide on eco-innovation and financial flows policy. This could be helped primarily by long-term work with the target group throughout the all year.
- ✓ Participants very appreciated the choice of location and organization of the event. Unfortunately, Chateau Křtiny is located about 20 km from the second biggest city in Czech Republic Brno in the mountainous landscape and that was complications in this time of year. The evening before the event started snowing, and in the morning on the day of the event we were confronted with traffic complications. This complication meant the absence of approximately 20-30 participants who were unable to get to that location. In this case, it would be good to think about moving the date of the event to another term during the year.
- ✓ In the area of marketing, promotion and addressing of the target group: the targeted addressing of the participants and the personal selection of the target group (targeted marketing) proved to be successful. Such a specific oriented event has the ambition of reaching out to experts and eco-innovation specialists. Therefore, we recommend that you stay in the current trend.
- ✓ Conversely, in the area of dissemination of outputs from the event, we see reserves that we would like to eliminate in the future. From this point of view, it seems useful to set up own website of the event, which could be promoted on social networks or other communication channels.

ANNEX VII– GREEN INNOVATION AND INVESTMENT FORUM STUTTGART

1. Aim of the Green Innovation Forum

The Green Innovation and Investment Forum represents the 2nd capacity building pilot foreseen in the Ecolnn project. Aim of the capacity building pilot is to improve the conditions for a successful transfer of ecoinnovative ideas into the market and to promote and spread the use of ecotechnologies in the daily live. While the first capacity building pilot – namely the Green Summer School - is focusing on building the skills of young ecoinnovators and equipping them with the right business and ecoinnovation knowledge in order to develop ecoinnovative products, the Green Innovation Forum on the other hand is more focused on later stage of ecoinnovators and in giving them opportunity to present their idea to a right audience of investors, business angels and technologies transfer offices in order to facilitate their access to the market.

The Green Innovation Forum particularly aims to tackle the weak linkages between research and market and the difficulty in accessing finance for ecoinnovative products and services. The Forum wants to offer a platform for the presentation and visibility of ecoinnovative business ideas and for the exchange and networking among actors of the field.

In some extent, the the Green Innovation Forum can be considered the translation in the physical space of the efforts put into the Ecolnn virtual lab (WP4) to match the demand and supply of ecoinnovation. The event offers in fact a platform where ecoinnovators can meet with policy makers, public institutions, investors and companies of the field. The aim of the Green Innovation Forum is therefore dual: on one side, the event aims to raise awareness of the ecoinnovation challenges and situation in the Danube region; on the other side, it is a concrete platform to encourage the technology transfer from the research to the market and to match venture capital with innovators in the ecoinnovation sector. The forum is in itself a mix between a sectorial conference and a matchmaking event oriented to the acquisition of capital.

In the specific case of the Green Innovation and Investment Forum in Stuttgart (Germany) the event has been design to fullfill these aims:

- Promoting new technologies in the field of green innovations
- Matchmaking between investors and start-ups
- Training and coaching of young companies
- Networking

Overall aim of the Ecolnn project is to establish the Green Innovation Forum as a recurring event in the ecoinnovation field in the Danube area and to make it an event of reference for the relevant stakeholders of the sector.

2. [Overview of the Green Innovation and Investment Forum in Stuttgart and results](#)

The Green Innovation and Investment Forum took place on the 20th and 21st February 2018 in the venue of the Steinbeis - House for Management and Technology (SHMT) in Stuttgart. Over 100 international participants attended the two days event organized by bwcon. Main target group of the event were early and advance stage startups working in the green and ecoinnovation field. These were invited to present their innovative ideas and network with stakeholders as business angels, corporate investors and experts of the field. The event was structured in two main parts:

- A **training day** for startups: within individual coaching on topic ranging from business model, IPR, access to finance and presentation skills. Here startups had also the opportunity to “green check” their innovation idea, to see if every component (from business model to supply chain) respects green criteria and which impact this have on the environment
- A **pitching day**: where the 20 selected startups could present their project to an experts jury and an audience of investors and experts

Startups for the event were selected through an international open call that was launched already in September 2017 and close in November 2017 and that extensively promoted by all Ecolnn partners. (The open call and the criteria for selections are presented in the following paragraph). A total of 20 startups team were selected by an expert jury for the event, 10 early stage and 10 advance stage.

An expert jury selected the most convincing business models in three categories – the Green Tech Award Advanced Stage, Early Stage and the Scientific Prize, provided by the Institute for Industrial Ecology from the University of Pforzheim.

The companies awarded presented promising solution in the Green Tech field. The startup NanoScreen received the Scientific Support Award for their innovative window films that will block out heat while being fully transparent and therefore reducing energy spending on acclimatization. The German team of SeedForward was declared winner of the Early Stage competition. The agricultural Startup focuses on organic seed coating that increases plant resistance and efficiency. The main prize for the best Advanced Stage innovation was awarded to Twipes, a young company with focus on producing self-dissolving wet wipes, and therefore contributing to global waste reduction.

2.1 Open call and selection process

In order to select startups for the Green Innovation and Investment Forum, bwcon launched an international open call already in September 2017 that was published on the Ecolnn Website and managed through the bwcon platform <https://venture-dev.com>. The call was open till the end of November 2017 and was promoted by all Ecolnn partners in their respective countries. Among other, startups were requested to provide following information (the complete application form can be found in Annex II):

- stage of development
- business sector

Related to the product / business idea:

- Problem addressed
- Brief description of the business idea
- Advantages and benefits
- Unique selling point
- Competitors
- Technology and unique features
- Envisioned product and added value for (potential) customer
- Target customer and (potential) market volume
- environmental benefits of the product idea
- phase of the product life cycle in which the green benefit are generated

80 startups teams from 26 countries submitted a green business idea for call. In December 2017 a jury of experts appointed by bwcon, analyzed the candidatures and selected the 20 most promising startups based on the following criteria:

- Innovation degree of the project / business idea
- Business model / Scalability
- Relevance of green tech use case

10 startups were selected among the early stage category and 10 among the advance stage.

2.2 Program and topics

The program of the Green Innovation Forum was divided in two main parts. The first day was dedicated to an intensive training for startups in order to enable them to refine their business model, discuss aspects related to IPR and train their pitch for the second day. The pitching day was instead focus on the

presentation of the startups selected through the open call. Two keynote were also invited to give insights into the world of green technology and impact investing: Activist Benjamin Adriond, founder of Viva con Agua de Sankt Pauli e. V., an organisation that has improved access to safe drinking water for over 2 million people since its inception; and Impact Investor Shuen Chan, co-founder and managing director of the consulting firm Sustineri, an organisation supports institutions in the development and implementation of sustainability strategies.

Closed Session

20th of FEBRUARY 2018

Schedule

TRAINING DAY (entrepreneurs only)

09:00 – 09:30	Registration and Coffee			
09:30 – 09:40	WELCOME AND INTRODUCTION Valentina Grillea, bwcon GmbH Florian Sorg, Umwelttechnik BW GmbH			
09:40 – 10:00	PITCHING DOS AND DON'TS Valentina Grillea, bwcon GmbH			
10:00 – 10:45	...AND WHAT HAS THE CUSTOMER TO DO WITH IT? Dr. Ute Hillmer, Better Reality Ventures			
10:45 – 11:15	LIFE CYCLE THINKING: The Basis for Implementing Green Innovations Prof. Dr.-Ing. Claus Lang-Koetz, Institute for Industrial Ecology (INEC), Pforzheim University			
11:15 – 11:30	Coffee Break			
11:30 – 13:00	COACHING SESSIONS			
	A Business model & financing	B Protect your innovation	C Green check your idea	D Test pitching battle
13:00 – 14:00	Lunch Break			
14:00 – 14:30	PYDRO GMBH—BEFORE AND AFTER EXPERIENCING GIIF 2016 Mulundu Sichone (Pydro GmbH)			
14:30 – 16:00	COACHING SESSIONS			
	A Business model & financing	B Protect your innovation	C Green check your idea	D Test pitching battle
16:00 – 16:15	Coffee Break			
16:15 – 17:45	COACHING SESSIONS			
	A Business model & financing	B Protect your innovation	C Green check your idea	D Test pitching battle
17:45 – 18:00	WRAP-UP Open Working Session until 20:00			

Figure 1 Programm of the Green Innovation and Investment Forum



Programme

PITCHING DAY

11:00 – 11:30	Registration, Drink a Coffee with a Start-up—Meet the Panelists
11:30 – 11:45	WELCOME TO THE PITCHING EVENT Dr.-Ing. Hannes Spieth, Managing Director Umwelttechnik BW GmbH Simona Pede, Senior Innovation Programme Manager, bwcon GmbH (moderation)
11:45 – 12:15	KEYNOTE Shuen Chan, Partner, Sustineri
12:15 – 12:25	INTERVIEW SESSION Lothar Keck, Business Creation Manager BW, InnoEnergy GmbH Ulrike Steinbrenner, Member of the Board, Foundation Energy and Climate Protection BW
12:25 – 13:30	Lunch Break—Meet the Innovators
13:30 – 14:00	INSPIRATIONAL SPEECH Benjamin Adrion, Geschäftsführer, Viva con Agua de Sankt Pauli e. V.

Schedule

PITCHING DAY

EARLY STAGE

- ▶ Not founded yet
- ▶ Existing proto- or beta-type
- ▶ No customers in reasonable numbers

ADVANCED STAGE

- ▶ Already founded
- ▶ Existing marketable product
- ▶ Existing customers

14:00 – 15:15 EARLY STAGE I

- P01 NanoScreen, NanoScreen**
Priyank Shyam, Konrad Dabrowski
- P02 GREENbimdrive, GREENbimlabs**
Stanimira Markova
- P03 OrgiseedFix, SeedForward (Ritter & Busmann GbR)**
Jan Ritter, Jacob Busmann
- P04 farmee.OS, farmee.OS**
Florian Häbler, Jens Schmelzle
- P05 Binderless Board Made from Coconut Husk and Sugarcane Bagasse, Ecovon**
Isaac Brenya

14:00 – 15:15 ADVANCED STAGE I

- P11 ENIT Agent, ENIT Systems**
Kai Klapdor, Ferdinand Gabelmann
- P12 SolCube—Solar Power Quick and Easy, base energy handelsgmbh**
Simon Niederkircher, Ferdinand Mayr
- P13 The Storage and Reduction of Climate Damaging Gases, carbonauten UG**
Torsten Becker, Christoph Hiemer
- P14 Carla Cargo, Carla Cargo Engineering**
Markus Bergmann
- P15 Wind Energy 2.0, TwingTec**
Rolf Luchsinger, Corey Houle

15:15 – 16:00 COFFEE BREAK—MEET THE INNOVATORS

16:00 – 17:15 EARLY STAGE II

- P06 Bioo Technology & Products, Bioo**
Pablo Vidarte
- P07 VETAR new generation of wind turbines, Poduhvat**
Predrag Paunovic, Nenad Paunovic
- P08 Vacuventi, Vacuventi GmbH**
Gabriele Lichtwer, Marco Armbruster
- P09 Synvertec. For Better Grid Stability, Synvertec Ltd.**
Tal Cohen, Ronny Izhak
- P10 The Network of Moving Sensors, IntelFlows**
Razvan Suta, Cosmin Pirvu

16:00 – 17:15 ADVANCED STAGE II

- P16 Twipes, Twipes**
Alborz Bozorgi, Ellenor McIntosh
- P17 CTSuite, CityTaps**
Alanna Pardee
- P18 SUMFOAM, SUMTEQ GmbH**
Max Heuer, Michael Hoffmann
- P19 FibreCarb, Act&Sorb**
Dr.-Ing. Kenny Vanreppelen, Tom Haeldermans
- P20 Insect Based Animal Feed, Cycle Farms**
Philip Lonsdale

17:15 – 17:45 **ROUNDTABLE DISCUSSION "When does it match?"**
Yann Fiebig, High-Tech Gründerfonds Management GmbH
Frederick Lessmann, otego GmbH

From 18:00 onwards **BEST GREEN TECH AWARD CEREMONY**
Reception dinner at "Restaurant Garbe" (on invitation only)

3. Marketing and Promotion activities

Dedicated promotion activities as well as a dedicated branding were create to promote Green Innovation and Investment Forum in Stuttgart and the open call for startups.



Figure 2 Banner for the Green Innovation and Investment Forum

All partners supported bwcon in the promotion of the event. In particular, following measures were undertaken:

- News published in the EcoInn newsletter and EcoInn website
- Dedicated direct mailing to possible interested stakeholders
- News in all partners' newsletters and websites
- Promotion through partners' social media channels
- Direct promotion during local events
- Activation of local and international multipliers as universities, startups community and accelerators

During the event, journalist were invited to attend the pitching competition and had the possibility to run personal interview with the keynote speakers.

Furthermore, bwcon performed a live tweeting of the Green Summer School publishing every days some highlights on twitters and Facebook.



Figure 3 Live Tweeting of the Green Innovation and Investment Forum in Stuttgart

Video and pictures of the Green Innovation and Investment Forum were also made available online right after the event. Following the invitation to journalist, a news on the Forum was published on the German

online magazine ideenwerk.bw. bwcon also sent out a press release on the event and published accordingly a news on the Ecolnn Website.



ECOINN DANUBE - SUCCESSFUL "GIIF" IN STUTT GART

26-02-2018

Stuttgart. With almost 80 applicants from all over Europe and over 100 visitors attending the final pitches, the GIIF 2018 ensured unparalleled insights into the international Green Startup Community.

During the course of the two-day event, an open space emerged for exchange and networking between investors, experts from science and industry and 20 promising, hand-selected Startups. On the 20th February, in a dedicated training day, the startups were coached on business model, access to finance and IPR and could check with professional how "green" their business idea is. This was the perfect preparation for the pitching in front of investors and corporate representative held on the second day.

Figure 4 News on the Ecolnn Website

4. Transnational value

The contribution of partners was required in many phases of the concept development, preparation and delivery of the Green Innovation and Investment Forum in Stuttgart. The concept was developed in cooperation with all partners and particularly bilateral discussion took place between all partners responsible for Capacity Building pilot in WP6. A dedicated preparation meeting with some partners was held on the 15th February in Stuttgart. Furthermore, some representatives of the consortium were invited to share their expertise:

- Peter Kaldos of Digitalis Jolet (Hungary) delivered one-to-one coaching on Intellectual property right
- Nina Bratkova and Dominika Siposova of SCTSI and Vit Cermak of BIC Brno attended as participants

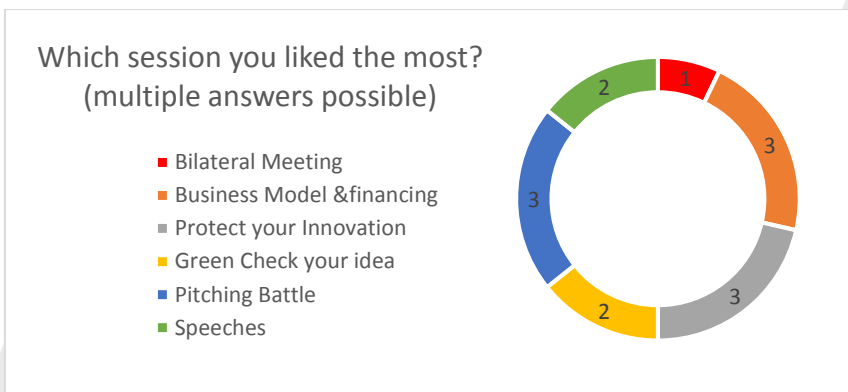
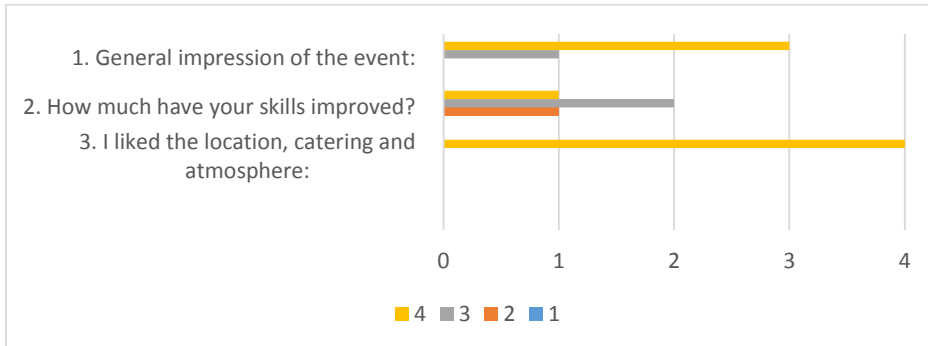
5. Evaluation of participants' feedback

In order to evaluate the results of the Green Innovation and Investment Forum in Stuttgart, a satisfaction survey was distributed to participants at the end of the event. The survey was meant to evaluate both the content and the organization of the Forum.

Overall, the majority of the respondents were quite satisfied with the event and overall organization. The session most appreciated were the one-to-one coaching on Business model & financing and on IPR offered during the training day and the pitching battles among startups teams.

In this format, startups had the possibility to train their pitch and received advice on how to improve it from experts.

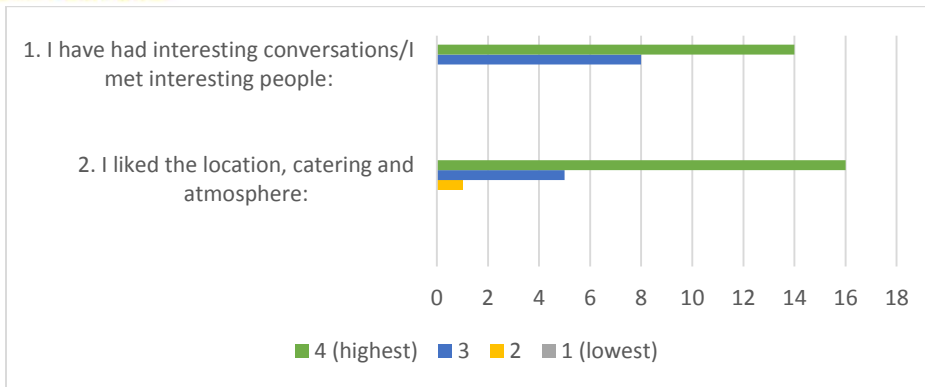
Evaluation of the coaching day



The majority of the respondents highly appreciated also the 2nd day of the Green Innovation Forum, namely the pitching day. Especially the networking opportunities with fellow entrepreneurs and the possibility to meet and talk with investors and corporate were appreciated by the participating startups. The two keynote speakers were also considered inspirational and highly rated. All respondents enjoyed the pitching and the opportunity to receive valuable feedback from mentors and jury. Also the diversity and richness of the idea presented was much appreciated, showing that the selection process based on criteria of excellence and innovativeness has served to put together a good batch of startups.

The Green Innovation and Investment Forum corresponded absolutely with the expectations of five contestants and corresponded strongly with seven contestants. One investor/enterprise absolutely (4) found viable business/investment opportunities and two found most likely (3) viable business/investment opportunities.

Evaluation of the pitching day



Respondents in the survey have also highlighted some aspects they would like to improve in the event. A few startups wish more detailed information on the investors present at the event and of the kind of companies they are looking for to invest in. A list of investors to be distributed at the beginning of the event, could for example serve this scope.

All in all, the feedback on the Green Innovation and Investment Forum in Stuttgart were very positive and confirm that the format for the event meets the need of many startups active in the green tech and ecoinnovation field.

6. Lesson learned

After the Green Innovation and Investment Forum in Stuttgart is possible to collect some lesson learned and recommendations that could support the replication of similar events in the future.

1. A matchmaking event for ecoinnovative business idea and capital is a great platform to gather interest on the topic and sensitize even a broader audience on the aspects and opportunities connected to the use of green technologies.
2. The founders were on considerable different levels regarding their business experience, skillsets and stage of their business. That also was the case inside the two different groups of early and advanced stage. This diversity must stay in mind while interpreting the evaluation information. Many startups have asked to meet even more investors during the event. To transform the Green Innovation Forum in a successful matchmaking event for idea and capital, more investors (especially high risk experts) should be invited.
3. Furthermore, some participants had problems with networking and asked for some kind of arrangement to easier find investors and network. A possibility would be some kind of world café plenary or “speed dating” format for founders and investors.

4. The pulling effect of keynote/motivational speaker and trainer/coaches was very clear. Most of the contestants are quite young and more or less inexperienced with business opportunities. Therefore, they appreciate support and mentoring measures. It is very important to find people with the greatest possible fit concerning topics of speech, business expertise, support with training and coaching, etc.

5. Some contestants mentioned that they would like to have even more support for their presentation/pitching. The evaluation showed, that the most contestants were pleased with the offered training, but some of them needed even more possibilities to train. The information on the concrete needs of the startups participating in the event should be possibly gathered in advance already within the application form in order to arrange the program of the event accordingly.

6. Many participants considers very useful to have some good practice input by more matured startups team who already faced some of the challenges. Especially how to efficiently approach costumers and investors.

7. There are further topics that could be integrated within the training day. According to the feedback gathered by the participants some could be for instance:
 - Mentoring on technical implementation
 - Human resources 101: How to find experts and how to build an efficient team (workshop)
 - Approaching customers and investors (eg. first impression)
 - partnerships/ opportunities with NGO