

GREEN INNOVATION FORUM IN CZECH REPUBLIC



WP6	Pilot actions
ACTIVITY 6.1	Capacity Building Pilots
DELIVERABLE 6.1.2	Green Innovation Forums

Project number	DTP1-191-1.1
Title of the project	Eco-innovately connected Danube Region (Ecolnn Danube)
Version	Final
Author	ERDF PP6 BIC Brno
Revised by	Project partners
Date	2017

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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 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 AQUAQUBE 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 Ších 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 start 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

- VOJTĚCH ADAM, Vice rector for Science and Research MENDELU (prologue)
- SOŇA DONÁŠOVÁ, director of Institute 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 LYSÝ, 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

- NADĚA KONÍČKOVÁ, deputy director of Technology centre of Czech Academy of Science (Evaluation of participation of Czech Republic in program Horizon 2020)
- KAREL KOUBEK, consultant BIC Brno (Czech Science into the world - experiences of Czech companies in program Horizon 2020)
- PETRA COLANTONIO, director FENIX TNT s.r.o. (Ips 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 3eSurf: MSR Engines s.r.o. (Beginnings of 3eSurf project in European program Eureka)

3. BLOCK

Waste used as source

// 13:00 – 15:00

- SOŇA DONÁŠOVÁ, 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 of Czech Republic (Role of ecoinnovation in politics of Ministry of the Environment)
- PETR NOVOTNÝ, project manager Renards 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 MOHÁVEČ, general director SWECO HYDROPROJECT (Sewage sludge used as source, perspective of using according circular economy)
- LENKA MYNÁŘOVÁ, CMO NAFIGATE Corporation, a.s. (Czech revolutionary biotechnology transforming frying oil to biopolymer)
- JAKUB BAEK, AdFAS Research Centre (Czech ecoinnovation of waste and water management)

3. BLOCK

ECOInnovation and startups

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

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

4. 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

- LUDEK NIEDERMAYER, vicechairman of Economic and Monetary Committee, European Parliament (EU as a leader in lowcarbon technologies)
- JAN ŠÍCHA, director of Innovation department, CEZ, a.s. (Support for innovation in corporate environment, key for effective cooperation with partners)
- JIRI HLAVENKA, kiwi.com (Opportunities to invest in low carbon technologies)
- JIRI VŘÁKA, University of Chemistry and Technology Prague (Project presentation: Redox flow batteries for stationary energy storage)
- ALENA HOSNEĐLOVÁ, 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)
- RŮŽENA ŠTEMBERKOVÁ, director of Technology Transfer Office, University of South Bohemia in České Budějovice (News in technology transfer)
- PETR KUBEČKA, director of Technology Transfer Office: Pálacký 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%B4itn%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.

PHOTO DOCUMENTATION FROM THE EVENT





More photo you can see [HERE](#).

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.

BIC Brno
20.12.2017