

WP3: THE DIGITAL INNOVATION HUBS IN ACTION

A.T3.3 PILOT ACTION IN AUSTRIA

Ideas Lab for Digitalisation and Sustainable
Economy

17th June 2021,

*Cooperation event with A-Ring, ResIndustries and
DataKMU*

16-18:30h

Vorarlberg University of Applied Science
Fachhochschule Vorarlberg





Digitalisation has long meant much more than just the creation of digital representations of analogue information and objects. Today it is seen as a megatrend that triggers fundamental processes of change at all levels of society and in the reality of life of the individual through the increased use of digital technologies. At the centre is the digitally networked communication of people, machines, sensors and software, in which every conceivable piece of information becomes a measurement and control variable and – placed in the most diverse contexts – creates an ocean of possibilities.

The topic of sustainability has also become a megatrend. While sustainability was initially understood as a consumer trend and associated with an alternative lifestyle, it has increasingly taken on the character of a value system and advanced to become an economic factor. In connection with the increasing sensitivity towards the issues of climate change and environmental protection, sustainability is still in tension with the traditional growth paradigm, classic consumer behaviour and the focus on shareholder value in many companies.

The Ideas Lab for Digitalisation and Sustainable Economy, an event organised by the Vorarlberg University of Applied Sciences as part of the EU Interreg Alpine Space project "A-RING", will address these two megatrends.

Exciting impulses will be provided by Christoph Blank, Co-Founder of Weavs GmbH, as well as Tina Blaser from Wirtschafts-Standort Vorarlberg GmbH (WISTO). In their keynotes, they will present selected good practices & projects and highlight funding opportunities for companies and research collaborations related to the research priorities in the field of digitalisation and sustainability.

Subsequently, two parallel workshops will be held, focusing on the interests of the participants in relation to the topics of digitalisation and sustainability. The aim is to explore which areas within these two themes are of particular interest and where the greatest potential for developing new project and business ideas is seen. In addition, the opportunity should be offered to deepen and concretise interests and ideas that have emerged in the course of the discussion.



You can find the registration for the Ideas Lab under this [link](#). The event will be held in German language. We look forward to welcoming you to our workshop.

Factbox:

Date & time: 17th June 2021
 Organizer: Vorarlberg University of Applied Science
 Fachhochschule Vorarlberg
 Address: Hochschulstraße 1, 6850 Dornbirn
 Registration: <https://veranstaltungen.fhv.at/anmeldung/anmeldung.php?vnr=524>

Agenda

Time	Description	
16:00-16:05	Welcome and Introduction Prof. (FH) Dr.-Ing. Jens Schumacher & Hanno Kalkhofer	
16:05-16:45	Keynote I Funding opportunities for companies and research cooperation Tina Blaser Wirtschafts-Standort Vorarlberg GmbH (WISTO)	
	Keynote II Presentation of selected good practices & projects (City Monitor and Datenschatz Vorarlberg) Christoph Blank Co-Founder Weavs GmbH	
16:45-16:50	Transition to the workshops	
16:50-17:30	Workshop Digitalisation	Workshop Sustainable Economy
17:30-17:40	Break	
17:40-18:20	Workshop Digitalisation	Workshop Sustainable Economy
18:20-18:30	Wrap-up	