

INVITATION

MAC VILLAGE INNOVATION GAP-SCOUTING

Author: Prof. Dr. Ines Carstensen, SRH University of applied Science Berlin





To: "MaC Village Innovation Gap - Scouting"
When: 27 October 2021 , from 14 h - 17 h ,
Where: Start UP Lab of the SRH Berlin University of Applied Sciences,
Ernst-Reuter-Platz 10, 10587 Berlin with subsequent get together

The event takes place within the framework of the Interreg project MaC Village. ([Link to SRH Berlin University of Applied Science Project MaC Village](#)).

We are pleased to invite you to a special exchange of methods with inspiring innovation researchers from different disciplines on the following topic:

MaC Village Innovation - Gap Scouting - what is missing on the way to innovation in rural areas?

Check in and discuss "Innovation Gaps" with experts and their respective disciplinary approaches to innovation from engineering, psychology, tourism and event studies, communications, and the arts,

In short sequences we will look at ourselves from the perspective of

- 5 disciplines each
- 5 Minutes Gap Scouting, based on
- 5 slides and
- 5 different innovation methods

undertake to identify, sort and transform innovation gaps.

At the end of the event, innovation methods are left, discarded and re-sorted.

Register by October 22, 2021 at the following link: <https://forms.office.com/r/2NcHLLbcfn>

With kind regards

Prof. Dr. Ines Carstensen



Workshop - Programme: MaC Village Gap-Scouting -

- 13:30 Check-in at the SRH Berlin University of Applied Science Start UP Lap
- 13:45 Welcome to the MaC Village Innovation Gap - Scouting
Moderation, Nina De Founa Tom Spike
- Welcome by:
- Prof. Dr. Ralf Linke, Academic Director of Berlin School of Management
SRH University of Applied Science
 - Dr. Veit-Stephan Zweynert, Project Manager of the Lead Partner
Technology and Start-up Centre Potsdam-Mittelmark GmbH
 - Prof. Dr. Ines Carstensen, Scientific Director MaC Village SHR....
MaC Village - more creativity in rural areas (through frugal innovation).
A project in the framework of the Interreg Central Europe Programme.

Keynote speeches on "MaC Village Innovation Gap Scouting

- 14:00 **Session 1** Innovation through methods from art and communication
Sigrid Peuker, Head of SRH Start-up Lab Berlin
- 14:25 **Session 2** Innovation through structured stakeholder setting in the
rural areas
Prof. Dr. Ines Carstensen, SRH Berlin School of Management
- 14:50 **Session 3** Innovation through procrastination?
Prof. Dr. Christine Gockel, SRH School of Management
- 15:15 **Session 4** Project partners from Hungary
Dr. Adam Pathy and Henrik Nagy
- 15:40 **Session 5** Innovation through foresight consideration
Prof. Dr. Szuppa SHR Berlin School of Technology
- 16:05 **Session 6** Innovation through Trends
Oliver Puhe, Innovation Coach Tourism
- 16:30 "MaC Village Innovation Gap Scouting - Using Method to Gain New Insights"
Nina Defouna, Tom Spike
- 16:30 - 16:40 Break
- 16:40 Discussion
- 17:00 Get together



Your Workshop Companion:

Name/ Title: Prof. Dr. Ines Carstensen
Organization: SRH Berlin School of Management,



Innovation approach: Ines Carstensen sees innovation as a necessary instrument for the sustainable development of spaces. She puts a special focus on the development of rural areas and tourist destinations and uses approaches of frugal innovation.

Brief Profile:

Prof. Dr. Ines Carstensen is the scientific supervisor of the EU- Interreg project MaC Village. At the SRH Berlin University of Applied Science she holds the chair for Sustainability and Innovation Management. She is also the scientific director of the Center for Innovation & Sustainability in Tourism (CIST e.V.), which was founded as a transdisciplinary alliance between leading institutions of science and the tourism industry. Founding members of CIST include the Fraunhofer-Gesellschaft (FhG), the German Society for Tourism Science (DGT) and the German Tourism Industry Association (BTW). In 2009, she was the managing director of Futouris e.V., an industry initiative for sustainability in tourism founded by seven TUI Group companies. There she established, among other things, the interface between tourism companies and countries of the global South, which is continued today in the Round Table Tourism of the Federal Ministry for Economic Cooperation and Development (BMZ). Prof. Carstensen conducts research in the fields of climate, innovation, sustainability and mobility and locates the findings in tourism in each case. Ines Carstensen studied business administration and earned her doctorate with an interdisciplinary approach in anthropogeography at the University of Potsdam.

Name/ Title: Prof. Dr. Stephan Szuppa
Organization: SRH Berlin School of Technology



Innovation access: Foresights studies

Brief Profile:

Prof. Szuppa's doctoral dissertation was on "Market Research for Complex Systems Using the Example of the Intelligent Home."

He has industry experience and network contacts for almost 30 years at Siemens in various roles in the value chain, always with an innovation focus. For example, Smart Building and Intelligent House, later Dr. Szuppa was entrusted with setting up and leading a specialist group for innovation and competence management at Siemens Corporate Technology and with project assignments worldwide. Since 2018, Dr. Szuppa has been responsible as Innovation Manager at Siemens Professional Education (see above) for presenting and prioritizing technology and business trends in a trend radar and deriving innovation initiatives for new education topics, e.g. for data analytics/KI, sustainability/circular solutions, agile project approaches.



Since November 2020, as a professor at SRH BST, he has been instrumental in developing the new degree programmes with a focus on 'Automotive and Mobility Management', 'Industry 4.0' and 'Smart Building Technologies'. His most recent research project is a white paper on 'Future Skills for EU Green Deal', which he co-authored with the EIT, Professor Anabel von Ternes and Max Herzog (both SRH).

Name/ Title: Prof. Dr. Christine Gockel
Organization: SRH Berlin School of Management



Innovation access: Psychological aspects of the development and implementation of innovations

Brief Profile:

Prof. Dr. Christine Gockel is Professor of Industrial and Organizational Psychology at the SRH Berlin University of Applied Sciences and researches leadership and teamwork. She coaches managers and teams who want to remain flexible in times of change.

Name/Title: Nina Defounga
Organization: Tom Spike & SRH Berlin University of Applied Science,

Short profile: Nina Defounga is the managing director of the innovation company Tom Spike with years of experience in innovation coaching. She advises both newcomers and large commercial enterprises. Since the turn of the millennium, innovation has been the focus of my professional life. As a graduate industrial engineer, I developed my methodological knowledge and experience in advertising, software development, product development and entrepreneurship. In 2015, I had the pleasure of hosting Europe's leading innovation conference "TRIZ Future" in Berlin. As an innovation consultant and managing director of TOM SPIKE, I promise to find an innovative solution for your technical challenge tailored to your resources. In a manageable timeframe and together with you or your team.

Name/ Title: Sigrid Peuker
Organization: SRH Berlin University of Applied Sciences



Innovation access: methods from the performing and visual arts, literature and communication

Brief Profile:

Sigrid Peuker is a communication scientist and head of the start-up center at the SRH Berlin University of Applied Sciences. She also coordinates the Master's program in Entrepreneurship and is the focus leader in the MBA Sustainable Innovation and Entrepreneurship. She teaches entrepreneurship-specific topics in both courses.



Name/Title: Oliver Puhe

Organization: Oliver Puhe



Innovation access: The innovation coach Oliver Puhe accompanies organisations, destinations and companies in tourism on the topics of digitalisation, mobility and sustainability. In the ideation phase, he uses the form of trend-based innovation development.

Brief Profile:

Since 2011, Oliver Puhe, who holds a degree in business administration, has been independently analysing, selecting and curating manifested trends, technologies and global innovations relating to human travel behaviour. For this purpose, he is on the road throughout Europe as a keynote speaker at (trade) congresses. Locally, he supports tourist destinations or companies in the creative implementation of concrete solutions. Since 2013 he has been a lecturer at various universities (including Bremen University of Applied Sciences, MCI Innsbruck, SRH Berlin, ISM Hamburg, FH Salzburg).

Name/ Title: Dr. Veit-Stephan Zweynert

Organization: Technology and Start-up Centre
Potsdam-Mittelmark GmbH, Bad
Belzig, Germany



Access to innovation: As a business promoter and operator of a start-up and entrepreneurial centre, Veit-Stephan Zweynert strongly supported the (re-)introduction of company practice days into regular school activities in the Potsdam-Mittelmark district. His credo: school knowledge paired with practical experience is helpful for professional orientation and increases creativity.

Brief Profile:

In the 1990s, **Dr. Veit-Stephan Zweynert** designed a start-up and entrepreneurial centre for the rural area of the district of Potsdam-Mittelmark, Land Brandenburg. Under his leadership, the centre placed a special emphasis on the promotion of low-threshold business start-ups. Dr. Zweynert profiled the centre as a service provider for the economic development and regional development of the district. In the course of numerous funded projects at EU, federal and state level, he acquired excellent know-how in project development and management, especially in transnational projects.

Mr. Zweynert received his diploma as a physicist at the Karl-Marx-University Leipzig and did his doctorate there on a topic in bio-molecular physics.