

# Eco X Digital 2018 EVENT REPORT



**Transnational  
Workshop and  
Matchmaking  
28 November 2018  
Budapest**

# ECO X DIGITAL 2018: ECO-INNOVATION AND TECH SHOWCASE EVENT

## Event report

Eco x Digital was a showcase and networking event held on 28 November 2018 at the Millenáris Startup Campus, Budapest, Hungary. The event brought together eco-aware organisations, eco-innovators, developers of digital solutions, tech start-ups and more.

The event was organised by Ecolnn Danube project partner Digitális Jólét Nkft., together with BCSDH and IVSZ organisations and with assistance from the other project partners of the Ecolnn Danube project.

The event programme included a welcome session and 3 dedicated sessions with 3 separate but overlapping eco topics: “Fresh food farming, digital agriculture”, “Sustainable airports: landside mobility, airport-city integration, parking” and “Green energy: generation, systems, storage, saving”. Each session included presentations from project managers, sector representatives and new technology developers. The sessions were an opportunity for presenters to showcase eco-innovations, projects, digital solutions, environmental technologies, and green innovation. The sessions were moderated.

During the event there were ample opportunities for participants to engage with other participants, in particular with representatives of eco-aware organisations, companies, potential and existing partners / clients. Organised networking included breaks and lunch as well as pre-booked private meetings: participants requested and booked one-to-one private meetings with other Eco x Digital participants.

In the afternoon, there was a moderated Question and Answer format panel discussion. Speakers from the 3 sessions were invited to talk about their experiences and answer questions from the audience.

Please find attached the final programme.

## Event summary in numbers

- 21 presenters/panel participants from 6 countries.
- 110 registrations+, 650+ unique views to the landing site.
- 92+ participants attended the event from 12+ countries
- Attendees were approximately 50% from Hungary and 50% outside Hungary (represented countries included the Danube region countries: Austria, Slovakia, Czech Republic, Germany, Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Bulgaria and Montenegro).

## Welcome Session

The Welcome session introduced the event. Peter Kaldos, Digitális Jólét Nonprofit Kft. (HU) introduced the event concept, focussing on the theme of collaboration between eco-innovation and digital solutions. Irén Márta, Business Council for Sustainable Development in Hungary (HU) introduced the topic of eco-innovation from the viewpoint of larger companies with special emphasis on the problems facing the region related to climate change. Nina Bratkova, Slovak Centre of Scientific and Technical Information (SK) introduced the

Ecolnn Danube project. Vít Čermák, BIC Brno spol. s r.o., (CZ) and Hejčová Klára Brno University of Technology (CZ) presented the [www.ecoinnovative.eu](http://www.ecoinnovative.eu) platform.



## SESSION 1: Fresh food farming, digital agriculture

The session focused on innovation, new technology, developments as well as digital, smart and technical solutions for fresh food farming. The session lead was Laura Spielmann representing Eisberg Hungary Kft. (HU).

Zsolt Szarka, Gremon Systems (HU), Zoltán Tarr, Invitech Solutions Zrt (HU), Petar Indovski, GORD Systems Services (MK) and Viktória Vona, Csernozjom Kft. (HU) all presented innovative digital technology and solutions in the area of horticulture. Predominance of the presents showcased products, services and processes that aim to build efficiency through collecting data with sensors. Aljoša Naglič, Ingrins (SI) was not able to present due to illness.

### Session synopsis:

Fresh vegetables are consumed throughout the year in the central Europe region. The magnitude and growing trend of eating fresh vegetables creates significant eco-challenges regarding production and transport when vegetables are not in season. There are also eco challenges regarding fresh vegetables preparation and packaging.

Fresh food producers in the region are implementing innovative solutions to increase growth seasons and reduce the environmental impacts of food transport. Fresh food producers' goals are to further reduce energy use and environmental impacts of vegetable production, transport and packaging with economically viable, realistic solutions. The aim is to support more sustainable, dependable and local farming and extend the growing season with new solutions, thereby reducing the environmental impacts of food transport.

Fresh food producers are seeking eco-innovation, digital solutions and technologies for fresh food farming and especially in the areas indicated below.

Identified eco issues and general demands in horticulture / fresh food production were:

- eco-innovations for horticulture / fresh food production
- collecting data about weather and plant growth
- sustainable, dependable and local vegetable production
- sustainable, dependable and local farming of leafy greens
- reducing transport distances via local production of vegetables
- increasing the growing season of fresh vegetables
- increasing the growing season of fresh vegetables in Central Europe

## SESSION 2: Sustainable airports: landside mobility, airport-city integration, parking

The session focused on eco, digital, smart and technical solutions for airports, in particular landside mobility. The session lead was Ferenc Kis representing Budapest Airport Zrt (HU) who presented the infrastructure developments of the airport and presented key eco, mobility and infrastructure challenges.

Gábor Soóki-Tóth, LAirA project / Municipality of 18th District of Budapest (HU) presented the LAirA (Landside Airport Accessibility): <https://www.interreg-central.eu/Content.Node/LAirA.html> project showing trends in airport – city integration in the region. Mátyás Dobó, Invitech Solutions Zrt (HU) and Robert Heinecke, SmartGreen accelerator / Breeze Technologies (DE) presented digital solutions that use sensor technologies to collect much needed data. Juraj Žlof, TransferHero (HR) presented new developments in digital solutions for car sharing and landside mobility.



## Session synopsis:

The magnitude and growing trend of air travel creates significant eco-challenges as larger numbers of airport passengers and employees are traveling to and from airports. Airports in the region are implementing innovative landside mobility solutions, airport-city integration and vehicle parking infrastructure solutions and also provide ideal test environments for various landside mobility developments and services.

Airport operators' goals are to further reduce energy use and environmental impacts of the airport with economically viable, realistic solutions and insure gains in sustainability activities / sustainable operation. Airport operators are seeking eco-innovation, digital solutions and technologies for sustainable airports + landside mobility and especially in the areas indicated below.

Identified eco issues:

- landside mobility
- reducing landside congestion
- improving low carbon/green mobility
- changing mobility behaviours of airport passengers
- walking and cycling
- shared mobility
- wayfinding
- electric mobility
- electric mobility (e mobility)
- smart charging stations
- optimising airport-city integration
- integrating airport parking with city transport infrastructure
- mobility integration of airports and urban areas
- smart roads
- vehicle parking
- optimising vehicle parking solutions
- digital models for vehicle parking
- linking vehicle parking buildings with airport buildings



## SESSION 3: Green energy: generation, systems, storage, saving

The session focused on green energy generation, digitalisation of energy generation and solutions for storage and systems.

The session lead was Attila Gyökeres, Alteo Nyrt. (HU) who presented the trends in the renewable generation, storage and consumption of energy.

Rita Andrásyné Farkas, Heatventors (HU) presented their innovation in energy storage using heat. Balázs Borkovits, University of Pécs (HU) and Balázs Kiss, Tolna County Development Agency (HU) presented 2 international projects that are presently running in the area of energy saving for buildings. Gergely Csende, Platio (HU) was not able to present due to illness.

## Session synopsis:

Energy producers' and systems operators' goals are to further reduce environmental impacts of energy generation and storage with economically viable, realistic solutions. The aim is to support more sustainable energy generation, storage and consumption with new business models, digitalisation and innovation.

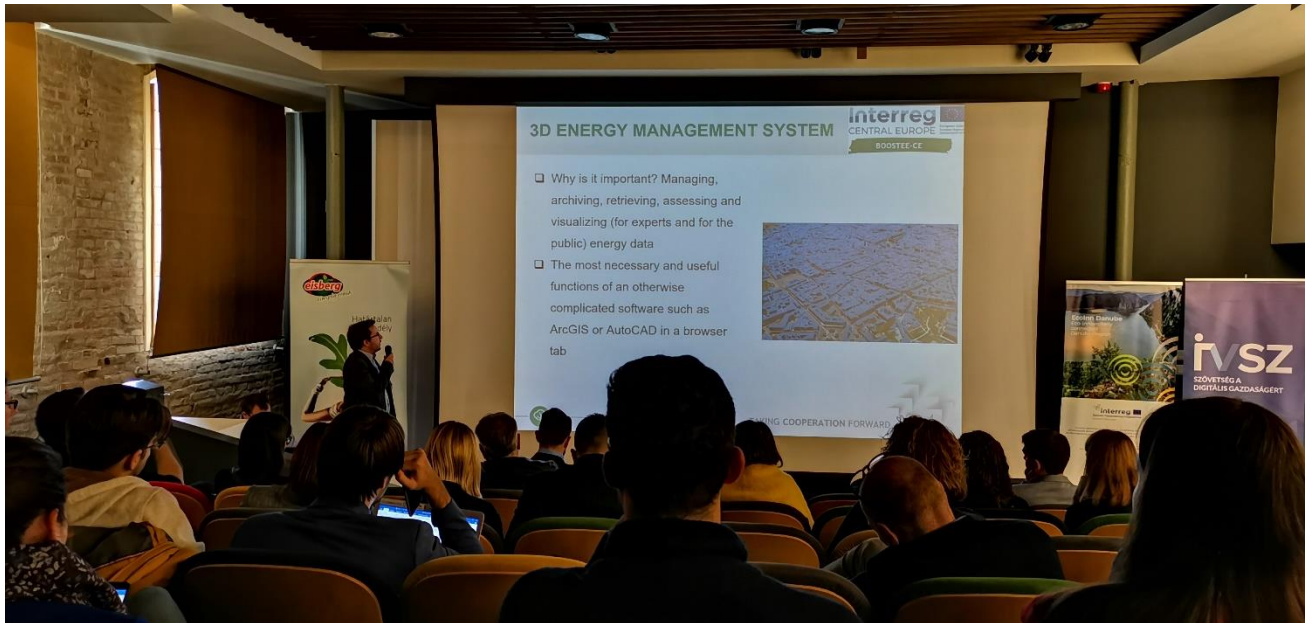
Energy producers and systems operators are seeking eco-innovation, digital solutions and technologies for green energy systems and especially in the areas indicated below.

Identified eco issues:

- eco-innovations for green energy systems
- Distributed generation, mini-grids and “prosumers”
- digitalization & energy
- virtual power plants
- development of sustainable energy supply solution
- energy storage systems
- green energy generation
- energy production
- Operation of power plants
- Decentralized, renewable electricity production + open topics
- information technology systems
- creating opportunities for the use of renewable energy sources
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## Panel chat with questions & answers

A Question and Answer panel style moderated discussion took place in the afternoon of the event. The presenters from each of the 3 sessions were asked questions from the audience using an app called multi-meter.

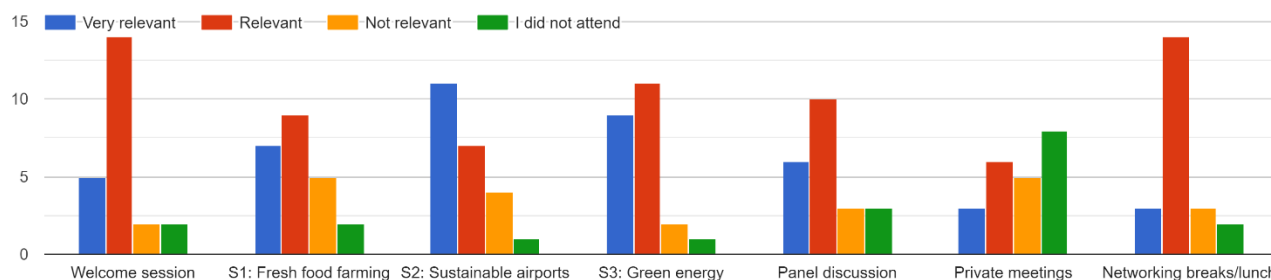


## Feedback about the event

We have received very positive feedback about the event from presenters and the audience alike. The panel Q+A session was also very well received. The following received feedback is an indication of the general feedback that was received regarding the event.



## Which sections were relevant or useful for you?



## General feedback:

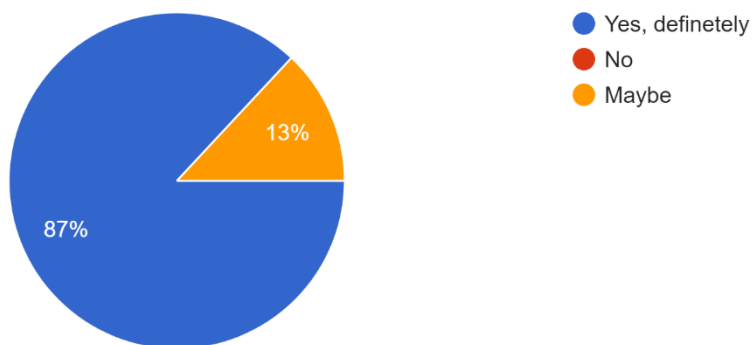
"It was very well organized and everything ran smoothly. Keep up the good work."

"professionally organised event, good vibe!"

"The event was a huge surprise for me regarding the organization, the attendants and the overall professionalism of the organization of the event. Well done!"

## Would you attend a similar event next year?

23 responses



## Documented learning interactions

The event concept and programme was created to offer a number of diverse formats to discuss the most pressing issues in the 3 session topics, but also in general themes related to eco-innovation and collaboration in innovation, knowledge transfer.

Opportunities for interaction included

- Q+A panel discussion where an app was used to collect questions live from the audience that were subsequently answered in a discussion oriented forum with selected speakers and audience members.
- Networking breaks and lunch

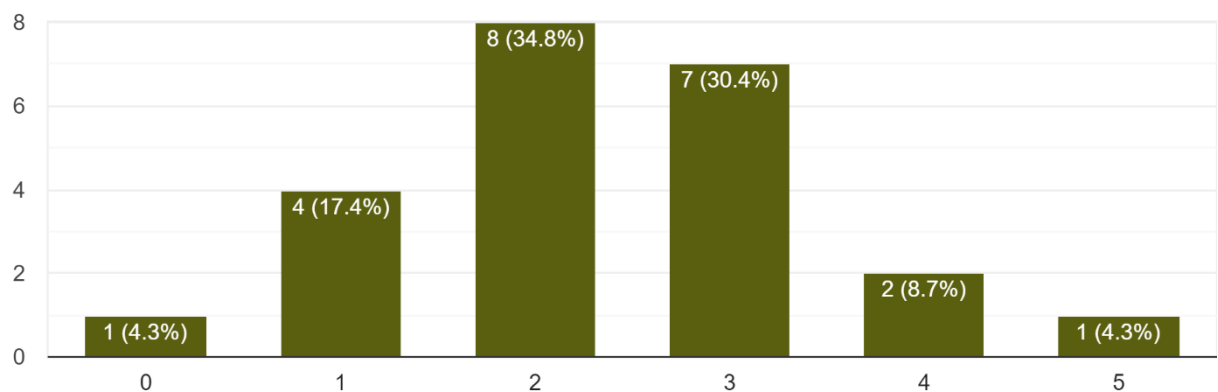
- Exhibition area with stands/roll-ups
- Private meeting room that could be booked by participants for B2B meetings.

Preliminary results related to interactions are summarised below:

- 21 presenters/panel participants from 6 countries.
- 110+ registrations, over 650 unique view to the landing site.
- 92+ participants attended the event from 12+ (approximately 50% Hungarian, 50% outside Hungary)
- An estimated 25-30 significant B2B "interactions" took place between participants. These are engagements that would not otherwise have happened and have a high chance of leading to further dialogue and possibly future cooperation.
- Preliminary feedback indicated that each participant interacted with 2 or 3 new contacts at the event (see chart below).

## How many relevant potential partners did you interact with / meet at the event

23 responses





## Eco x Digital

Eco-innovation and tech workshop

**28 November 2018, Wednesday**

**Venue:** Millenáris Startup Campus (Building D)

1024 Budapest, Kis Rókus utca 16-20.

More information: [www.ecoxdigital.eu](http://www.ecoxdigital.eu)

### **Programme**

- 9:00-9:30 Registration and networking
- 9:30-10:00 **Welcome session**
- Peter Kaldos, Digitális Jólét Nonprofit Kft. (HU)  
Irén Márta, Business Council for Sustainable Development in Hungary (HU)  
Nina Bratkova, Slovak Centre of Scientific and Technical Information (SK)  
Vít Čermák, BIC Brno spol. s r.o., (CZ)
- 10:00-11:00 **SESSION 1: Fresh food farming, digital agriculture**
- Laura Spielmann, Eisberg Hungary Kft. (HU)  
Zsolt Szarka, Gremon Systems (HU)  
Zoltán Tarr, Invitech Solutions Zrt (HU)  
Petar Indovski, GORD Systems Services (MK)  
Aljoša Naglič, Ingrins (SI)  
Viktória Vona, Csernozjom Kft. (HU)
- 11:00-11:30 Networking break
- 11:30-12:15 **SESSION 2: Sustainable airports: landside mobility, airport-city integration, parking**
- Ferenc Kis, Budapest Airport Zrt (HU)  
Gábor Soóki-Tóth, LAirA project / Municipality of 18th District of Budapest (HU)  
Mátyás Dobó, Invitech Solutions Zrt (HU)  
Robert Heinecke, SmartGreen accelerator / Breeze Technologies (DE)  
Juraj Žlof, TransferHero (HR)
- 12:15-13:00 **SESSION 3: Green energy: generation, systems, storage, saving**
- Attila Gyökeres, Alteo (HU)  
Rita Andrásyné Farkas, Heatventors (HU)  
Balázs Borkovits, University of Pécs (HU)  
Balázs Kiss, Tolna County Development Agency (HU)  
Gergely Csende, Platío (HU)
- 13:00-14:00 Networking lunch
- 14:00-14:30 **Panel chat with questions & answers**
- Learning interactions – questions answered in a discussion oriented forum with selected speakers and audience members.
- 14:30-14:35 **Closing remarks**

*Please note: Programme and presentation times are subject to changes.*

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