

Draft program as of 24.10.2018

International Conference

## **The Future of Transatlantic Innovation, Ecopreneurs and Sustainable Start-ups**

Wednesday, 31. October 2018, 12.00 – 20.00 (public conference)

**Heinrich Böll Foundation**, Schumannstraße 8, Berlin-Mitte

The conference brings together stakeholders from the USA and Europe who have innovative ideas, creativity and commitment, and who are getting involved and want to make a difference in green solutions in fields such as mobility, energy and food. Together, we would like to discuss which framework conditions favour green innovation, which best practices and lessons learned exist on both sides of the Atlantic, and the special role cities play in promoting innovation. We would like to find mutual inspiration, share visions and develop strategies. We provide start-ups and social entrepreneurs with the opportunity to introduce themselves, to network and to engage in discussions with political decision-makers and investors.

### **Program**

Stagehost: **Geraldine de Bastion**, Founder, Konnektiv, Berlin

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| 12:00 | <b>Project- and Food Court</b><br>Food-Startups present their concepts   |
| 13.15 | <b>Introduction and Welcome</b><br><b>Sergey Lagodinsky</b> , Head of EU/ North America Department, Heinrich Böll Foundation, Berlin   |
| 13:30 | <b>Inspirational Talk</b> <ul style="list-style-type: none"><li>• What significance does sustainability have within innovative business and how can it be reinforced?</li><li>• How can we promote more transatlantic cooperation and exchange on green innovation?</li><li>• How can more confidence in innovation be created?</li></ul> <p><b>Rob Spiro</b>, Founder and Director, Imagination Machine and Co-founder, Good Eggs, San Francisco/Nantes<br/><b>Katharina Reuter</b>, Director, UnternehmensGrün - German Federal Association of Green Economy, Berlin</p> |
| 14:15 | Coffee break   |
| 14:30 | <b>Get it done!</b><br>3 Pitches (5 minutes), then 5 minutes Q&A <ul style="list-style-type: none"><li>• What makes the project special? What makes it sustainable?</li><li>• What was the inspiration and what ultimately sparked off the creation?</li><li>• What were the most important success factors?</li></ul>   |

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- What were the most important lessons?
- If you could change things structurally, what 2 things would you change in your own country?

**Hahna Alexander**, Founder and CEO, SolePower, Pittsburgh

**Katja Tschakert**, Director Business Development, Sono Motors, Munich

**Christian Bogatu**, Founder and CEO, Fresh Energy, Berlin

15:15 **Transatlantic Hub – Green Innovation promotion in North America and Germany/Europe**

- What are the specific traits of start-up ecosystems in the USA and Germany and what are the reasons for their development?
- When it comes to promoting green innovation, where can we learn from each other?
- What structures do we need to promote green and social start-ups?

**Linda Bergset**, Senior Researcher, Borderstep Institute, Berlin

**Hahna Alexander**, Founder and CEO, SolePower, Pittsburgh

**Katharina Reuter**, Director, UnternehmensGrün - German Federal Association of Green Economy, Berlin

**Stephanie Birkner**, Junior Professor for Female Entrepreneurship, University of Oldenburg

Chair: **Geraldine de Bastion**, Founder, Konnektiv, Berlin

16:30 Coffee break

16:45 **Finalist's Pitches (3-5)**

17:30 Break with the possibility of discussion

17:45 **Award ceremony**

Chair: **Nora Löhle**, Program Director, Energy and Environment, Heinrich Böll Foundation, Washington

**Sergey Lagodinsky**, Head of EU/ North America Department, Heinrich Böll Foundation, Berlin

18:30 **Creative City – Cities as a motor and test base for innovation**

- How can cities become hubs for green start-ups?
- What positive interactions can develop between cities and green innovative business?
- How can the sharing of best practices between cities be promoted?

**Gary Wozniak**, President and CEO, RecoveryPark, Detroit

**Christoph Brem**, Founder and Director, Inventorum, Berlin

**Cam Collyer**, Director, Evergreen, Toronto

**Lubomila Jordanova**, Founder and CEO, Plan A, Berlin

Chair: **Sergey Lagodinsky**, Head of EU/ North America Department, Heinrich Böll Foundation, Berlin

20:00 End

## **Information**

### **Date and location:**

Wednesday, 31. October 2018, 12.00 – 20.00 (public conference)

Heinrich Böll Foundation, Schumannstraße 8, 10117 Berlin-Mitte

### **Transport connection**

Bus 147 Deutsches Theater

S-Bahn S1, 2, 25, 5, 7, 75, 9 Friedrichstraße

U-Bahn U6, Oranienburger Tor

Tram M1, M6, 12 Oranienburger Tor

from central station (DB), Bus 147 > Ostbahnhof bis Deutsches Theater

### **Conference languages**

The conference will be translated simultaneously German/English.

### **Entry free**

### **Project Management:**

Sergey Lagodinsky, Heinrich Böll Foundation, Berlin,

E-Mail, [lagodinsky@boell.de](mailto:lagodinsky@boell.de), Telefon +49 (0)30 285 34 - 380

### **Information:**

Claudia Rothe, Heinrich Böll Foundation, Berlin,

E-Mail, [rothe@boell.de](mailto:rothe@boell.de), Telefon +49 (0)30 285 34 -385

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