



EU INNOVATE

Deliverable D 8.5

“Webinar”-style presentation and discussion of latest findings

Project name: Sustainable Lifestyles 2.0: End User Integration,
Innovation and Entrepreneurship

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Name of peer-review: Marianne Kreissig





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Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship

Introducing a Groundbreaking Study to Business and Researchers

This is the agenda for the first webinar that will take place between TUM - Technische Universität München & ABIS – The Academy of Business in Society as part of the deliverable D 8.5 “Webinar” – style presentations & discussion of latest findings on September 17, 2014 at 14h00 CET.



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613194

ABIS – The Academy of Business in Society

July 2014

Understanding Sustainable Lifestyles in Europe to 2050 and the Future Role of User Innovators & Entrepreneurs

As an engaged stakeholder in sustainable business, ABIS – The Academy of Business in Society and the TUM School of Management are pleased to invite you to participate in an international webinar on September 17, 2014.

This online event takes place in the context of the EU-InnovatE project, a 3 year study backed by the European Commission to investigate sustainable lifestyles in Europe to 2050 (www.euinnovate.com).

The event will be staged through the interactive platform ‘Webex’. This one is normally used for this kind of conferences, as it can get PowerPoint presentations controlled by the host, and enables attendees to connect through their computers or by phone. It is used as standard medium for online presentations to its network.

The details to subscribe will be shared by ABIS directly by email after receiving a registration email to info@euinnovate.com

In the webinar, Professor Frank-Martin Belz, Scientific Coordinator, will present and discuss the groundbreaking nature of one of the world’s largest and most ambitious research initiatives in sustainability. EU-InnovatE seeks to advance our understanding of how user sustainability innovation will drive Europe’s transition to sustainable living and green economy by 2050, specifically in the domains of energy, food, living and mobility.

As such, the webinar offers an ideal opportunity for industry and research stakeholders with an active interest in this or related fields to understand the goals and anticipated impacts of EU-InnovatE – and more importantly, how they can engage in and follow the journey of discovery in the months ahead!

AGENDA

14:00 Welcome

Simon Pickard, Director General, ABIS

14:05 Introduction & Context Setting

- Why EU-InnovatE: Sustainable Lifestyles in EU policy thinking
- Key dimensions of the project design
- Major objectives and intended impacts on business, science and society

Prof. Frank-Martin Belz, Chair of Corporate Sustainability, TUM School of Management & Scientific Coordinator, EU-InnovatE

14:20 Opportunities for Stakeholder Engagement

- Scenarios development
- Annual EU User Entrepreneur Awards
- Outreach and dissemination channels

Simon Pickard, Director General, ABIS

14:30 Business Perspective: Insights from a Leading Sustainable Living Company on EU-InnovatE

Speaker TBD

14:40 Q&A

14:55 Concluding remarks

Prof. Frank-Martin Belz, Chair of Corporate Sustainability, TUM School of Management & Scientific Coordinator, EU-InnovatE & Simon Pickard, Director General, ABIS

15:00 Webinar closes



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Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship

Scenarios to 2050 in Food, Energy, Living & Mobility

This is the agenda for the second webinar that ABIS – The Academy of Business in Society is organising as part of the deliverable D 8.5 “Webinar” – style presentations & discussion of latest findings on November 6, 2014 at 14h00 CET.



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613194

ABIS – The Academy of Business in Society

July 2014

Exploring Sustainable Lifestyles Scenarios in Europe 2050

As an engaged stakeholder in sustainable business, ABIS – The Academy of Business in Society and Forum for the Future are pleased to invite you to participate in an international webinar on November 6, 2014 (* provisional).

This online event takes place in the context of the EU-InnovatE project, a 3 year study backed by the European Commission to investigate sustainable lifestyles in Europe to 2050 (www.euinnovate.com). The event will be staged through one of two interactive platforms, to be agreed in the weeks to come:

(1) via the ABIS “Webex” platform, which it uses as its standard medium for online presentations to its network, or

(2) via Forum’s “GoToWebinar” system, which it uses for identical purposes. Registration will be managed online by ABIS or Forum based on e-mail invitations and embedded links.

Both systems support PowerPoint presentations which are controlled by the host, and enable attendees to connect through their computers or by phone. Each has functionalities which allow attendees to register questions via text or – depending on participant numbers – to ask questions verbally. The hosts moderate the technological facilitation.

Primary target audiences will be practitioners and other enterprise stakeholders. The webinar will be promoted to the ABIS corporate network and supporting business network partners, as well as Forum’s corporate network and ‘Future Shapers’ communities of sustainability experts. Additional invitations to engage will be circulated via the EU-Innovate newsletter and [website](#), plus the respective newsletters and blogs of the host partners.

In the webinar, Forum’s scenarios team will present and discuss emerging insights around the short- and long-term obstacles and opportunities associated with the transition to sustainable living and green economy in Europe through user sustainability innovation. Specific attention is paid to the domains of energy, food, living and mobility.

AGENDA

14:00 **Welcome**

Simon Pickard, Director General, ABIS

14:05 **Introduction & Context Setting**

James Goodman, Director of Futures, Forum for the Future

14:15 Presentation of the EU InnovatE Scenarios Approach & Emerging Insights:

- Scenario development process in brief
- Future landscapes of ‘User Driven Innovation’ in Sustainable Lifestyles and implications for business
- Future consumer personas as a tool to advance business innovation

Louise Armstrong, Senior Sustainability Advisor, Forum for the Future

14:30 **Insights from a Forum Future Shaper**

14:40 **Q&A**

14:55 **Concluding remarks**

Simon Pickard, Director General, ABIS

15:00 **Webinar closes**