



EU INNOVATE

Deliverable D 8.6 *Quarterly Newsletter*

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

Grant agreement no: 613194

Number of deliverable: D 8.6

Name of peer-review: Marianne Kreissig



[Subscribe](#)[Share](#)[Past Issues](#)[Tr](#)

Welcome to EU-InnovatE quarterly



Welcome to the first edition of our EU-InnovatE quarterly newsletter

Welcome to the first quarterly newsletter from the “EU-InnovatE” project, one of the world’s largest sustainability-focused research initiatives!

We are writing to you because of your interest in our three year interdisciplinary project which addresses the obstacles and prospects for sustainable lifestyles and green economy in Europe.

Harnessing the expertise of 14 leading academic, think tank and network partners, EU-InnovatE seeks to provide scientific evidence and analysis to test the feasibility and potential impact of achieving a number of scenarios through to 2050. Our study focuses on four domains: energy, living, mobility and food.



Energy



Living



Mobility



Food

EU-InnovatE will investigate the role and potential impact of end users and user entrepreneurs in developing novel products, services and systems that will drive more sustainable lifestyle choices and behaviours in the decades to come. EU-InnovatE will focus on their potential contribution to sustainability-

This quarter’s Sustainable Enterprise

Every week the EU-Innovate website will feature a “Sustainable Enterprise of the Week”, illustrating how end user innovation is being translated into new activities around sustainable lifestyles.



The first ‘Sustainable Enterprise’ selected is [Polarstern](#).

Polarstern is a green electricity and biogas provider from Germany. The company’s biogas is the first green biogas product on the German market, which is 100% from organic residuals. Furthermore, the founders of Polarstern believe that the transition to renewable energies is a worldwide challenge. Therefore, to tackle the problems of climate

Subscribe**Share** **Past Issues****Tr**

which policy mechanisms and corporate approaches can best enable the creation of new enterprises which create jobs and enhance competitiveness.

The project consortium is led by Technische Universitaet Muenchen (TUM) School of Management and supported by ABIS – The Academy of Business in Society, from whom you will receive these quarterly updates.

If you would like to get more information about the overall project, click [here](#) to download the press release or visit the official [website](#).

Events

The first 'Sustainable Innovation Academy' will be held from the 1st-3rd September 2014, at Politecnico di Milano (Italy). The Academy addresses PhDs and young scholars interested in Sustainable Innovation and Entrepreneurship.

[View more details](#)

Quotes from the leaders

Frank-Martin Belz, coordinator of EU-InnovatE and leader of “Sustainable Innovation & Entrepreneurship”;



“To create a Sustainable Europe, we need change of products, services, systems and institutions, which come from the bottom-up and the top-down. Citizens of Europe play a vital role in the change we would like to see – not just as (passive) consumers, but in the (active) roles as creative users, innovators and entrepreneurs.”

[Hear from other leaders](#)

The “EU-InnovatE Quarterly” will keep you updated on the latest developments within our study. Beyond new insights emerging from the research, each version will feature news, case studies, reports, videos and much more.

plant for a family in a developing country with every new customer. To learn more about Polarstern and many more interesting sustainable enterprises please visit [EU-InnovatE website!](#)

In parallel, EU-InnovatE will organise a groundbreaking annual award scheme to raise awareness and profile the potential of user innovation leading to new business creation. Do you know of a start-up or young enterprise which would fit these broad criteria? If so, please nominate it by emailing info@euinnovate.com for the EU-InnovatE User Entrepreneur Awards in 2015!

Press release

If you would like to get more information about the project [Download our press release](#)

Project coordinator



[View more partners](#)

Contact

Avenue Molière 128
1050 Brussels, Belgium
Tel: +32 (0)2 539 35 61
Email: info@euinnovate.com
www.euinnovate.com

Subscribe

Share ▣

Past Issues

Tr

EU-Innovate Team

Connect with us



Forward to a colleague



© 2014 EU-InnovatE. All rights reserved.

[unsubscribe](#) | [update preferences](#)

You are receiving our newsletter as we thought your company/institution has interest in this EU funded project focused in Sustainable Lifestyles.

MailChimp