



BUILD SOLUTIONS

ECOLOGICAL BUSINESS SYMPOSIUM

REPORT

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1 – FOREWORD

Building Urban Intelligent Living Designs Solutions (BUILDs) project aims at developing a transdisciplinary educational programme in the fields of Biotechnology, Intelligent Design and Business. Its objective is to fill the gap in the biotechnology sector applied to smart architecture and design by bringing intelligent living solutions for cities to the market through research, education, entrepreneurship and industry leaders' cooperation.

BUILDs is a project developed by Institute for Advanced Architecture of Catalonia (IAAC), Université de Lorraine -UL- (France), Vienna University of Economics and Business -WU- (Austria), Ersilia Foundation (Spain), ECONICK (France), Plant-e (Netherlands), City Facilitators -CF- (Denmark), GreenTech Challenge -GTC- (Denmark), co-funded by the Erasmus+ Programme of the European Union.

The project's objective is to develop an experimental transdisciplinary educational system linking biology, intelligent design and business through several kinds of activities, such as courses for students and trainers, symposiums, development of educational resources, the set-up of an accelerator programme, launching an international call for ideas and creating new networks.



Living design solutions provide sustainable, cost-effective, multi-purpose and flexible alternatives for several urban challenges.





















2 – ABOUT THE ORGANIZATION – WU AND PARTNERS

The Symposium on Ecological Business titled "Urban Jungle / Sustainable Cities in the making" was organized by the University of Economics and Business, Vienna (WU) with the support of the entire consortium. Beyond these partners, the City of Vienna and the Vienna Business agency collaborated for this symposium, in order to reach a variety of participants, from stakeholders, policymakers to students and active citizens. This Symposium's key to success indeed was the great collaboration and synergies of this conference behind the scenes as well as the fruitful discussion on screen during the event.

Vienna University of Economics and Business (WU)

With about 27,000 students (23% are international students from 106 nations) the WU today is the largest educational institution for business and economics, business law, and social sciences in the EU. The university has not only a great experience with the coordination of large research projects, but also an extensive infrastructure and facilities to connect partners and stakeholders live or in effective video-conferencing rooms.

The RCE Vienna - associated with the Competence Center for Sustainability Transformation and Responsibility (STaR) - is an UN certified science-society interface that aims at transdisciplinary research and new methods of transformational learning, teaching and knowledge exchange in the area of sustainable development and a "green economy". The major research areas of the RCE Vienna are sustainability-driven entrepreneurship, impact assessment, the Sustainable Development Goals (SDG), service learning and transdisciplinary learning environments. In this context, the RCE Vienna conducts transdisciplinary research, teaching, training and focuses on the regional implementation of sciencebusiness collaboration.



The WU Campus. In 2013, Campus WU was built, a unique new university building with around 100,000m² of usable space that offers students and faculty optimal conditions for teaching and research.





















The City of Vienna, was the main local implementation partner, giving the urban context to the symposium Urban Jungle// Sustainable cities in the making. The BUILDING AND TECHNOLOGY Division of the City Planning Directorate was the main contact point. It is the Competence Center for Superior Urban Planning, Smart City Strategy, Participation and Gender Planning. The City Planning Directorate secures the technical and spatial basis for a growing Vienna. As part of the Municipal Directorate, it forms the bridge between the population, the economy, politics and administration. Vienna was named the world's most liveable city for the 10th year in a row in 2019. Once again, Vienna owes its top ranking to its excellent infrastructure with a well-developed and reliable public transport network, water and healthcare services, and a wide range of cultural and educational opportunities. Vienna also scores with a low crime rate and an excellent range of high-quality housing and leisure facilities.

Vienna Business Agency

Vienna Business Agency was founded in 1982 as the Vienna Economic Development Fund (Wirtschaftsförderungsfonds) by the City of Vienna, the Vienna Chamber of Commerce, the UniCredit Bank Austria AG (formerly the Zentralsparkasse) as well as the Erste Bank der Österreichischen Sparkassen AG (formerly the Erste Osterreichische Sparkasse). With the slogan: "Let's talk business. Let's talk Vienna", Vienna Business Agency supports local and international companies in all phases of their business development, providing advice on all corporate issues and helping expats get up and running in Vienna. The Vienna Business Agency was asked to partner for this symposium, in order to strengthen the 'business perspective' of D4.4 Ecological Business symposium and to strengthen the local collaboration and network for future entrepreneurs in the field of nature based solutions by putting them on the agenda of the symposium. Hence spotlighting the importance of actors such as the BUILD consortium, the City of Vienna and the Vienna Business Agency to come together and creating settings fruitful for ecological businesses to succeed and prosper.





















3 – What is the BUILD 'Urban Jungle' Symposium about

The context and objectives of the symposium address four different spotlights: urban design, nature-based solutions, entrepreneurial impact, and local action.

Day I focused on INSPIRATION, including sessions on inspiring cases that are already out there or are currently in the making, as well as sneak peaks behind the scenes and practical learnings from those being actively the field and contributing to urban change.

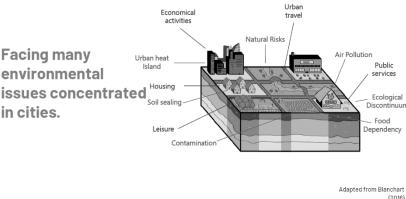
Day 2, in contrast and as a follow-up, was dedicated to ACTION offering the participants several action workshops from urban gender planning, envisioning the future, exploring water mitigation systems, as well as debating new solutions and the underestimated potential of bridging science and entrepreneurship.

Besides this, the second day also included a European startup competition where 10 shortlisted startups were given the stage to present their sustainable business ideas to an international jury and the audience.

More than 200 applicants from 80 different cities worldwide joined the two days online event "Urban Jungle // Sustainable Cities in the Making - Inspiration & Entrepreneurial Action" on March 18 + 19.

During 13 hours of the online event, more than 30 speakers from all over Europe offered more than 20 different sessions on how to design sustainable and livable cities of tomorrow: including key notes from leading urban change makers, inspiring best practices, panel discussions, expert debates, and actions workshops. The conference aimed at a broad audience, no matter their expertise on the topic, as the organizers of the event believe that (urban) change is for and from everyone. This symposium was aimed at everyone who is interested in the above-mentioned topics, from students to professionals in the field, from professors to active citizens.

























Additionally, the European Startup Competition on day two was aimed to gather new and inspiring startups to join the conversation. Their business ideas are dedicated to two pressing urban challenges:

1. "Spin your cities around"

Linear approaches are more and more doomed to fail, and we need to go circular and find non-linear solutions for our cities. How do you put circular economy into practice?

2. "Pimp your Grätzl*"

COVID-19 has proven that the places we live in and that surround us can have a huge impact on our personal well-being. What does it need to make urban neighbourhoods more socially attractive, greener, and more sustainable?

(*in Vienna we lovingly call our close by neighbourhoods 'Grätzl').

3.1. WU SYMPOSIUM

Due to the COVID-19 pandemic crisis, the Symposium was conducted online via the platform license: Zoom WEBINAR 500. The symposium was a 2-day event with 12 sessions varying in length, format and setting in order to keep an interesting flow throughout the 2 days with attractive change of settings in between.

The detailed Symposium programme can be download it here.























As depicted in the brochure below, the guiding question for participants of the Symposium was: Do you want to know how the cities of tomorrow are designed and how you can be part of this change? In order to be able to fulfill this claim and convey this knowledge through the symposium by 1. Gain expertise- Learn from those who are already in the field. 2. Get inspired- Get to know the driving forces behind the scenes. 3. Share your ideas-join our action workshops to tackle current challenges.4. Make it happen- connect with people and find solutions for the cities of tomorrow.

Thematic spotlights were created in order to cover this broad topic and make it attractive for a wider range of target group- from professor to stakeholder, from policy maker to active citizen. The four spotlights were: 1. Urban Design, 2. Naturebased Solutions, 3. Entrepreneurial Impact and 4. Local Action. This made it possible for participants to listen to new and visionary voices and engage with urban change leader from different disciplines, countries and professions.























3.2. Participants & Outreach

253 people from over 80 cities worldwide applied for the conference.

The communication and dissemination campaign was conducted through the official BUILDs channels, WU, partners and external platforms.

While all the consortium members used their networks to promote the Symposium (and the embedded startup competition), the organizers of the conference used several channels such as internal email distribution lists, newsletters, social media posts (Instagram, Facebook, Twitter, LinkedIn), news & event sections on its website, and promotion in external websites such as the Copernicus Alliance Newsletter or the BOKU-University of Natural Resources Vienna, Sustainability Newsletter.

3.3. BUILDs Urban Jungle Symposium Agenda

DAY 1



March 18th

10:00-10:15 Welcome

with Hannah Frost, Laura Hohoff & Danijela Grubnic, BUILD project and Urban Jungle Conference Lead at WU

10:15-10:45 Opening Remarks // Laying the Foundations

Margarethe Rammerstorfer, Vice-rector WU Vienna

Eleonora Cavallero, EU Project-Officer

Joerg Niehoff, Representative of The Commission's Directorate General for Education and

Culture (DG EAC)

Thomas Madreiter, Planning Director City of Vienna





















11:00-12:30 Get Inspired // Key Notes from Urban Planning

Thomas Madreiter, Planning Director City of Vienna: Vienna Smart City Strategy

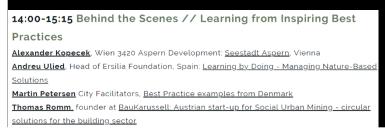
<u>Lukas Lengauer</u>, Wirtschaftsagentur Wien: Circular Economy as a concept within 2030 Vienna Strategy

Geoffroy Séré, University of Lorraine: How cities can learn from nature.

Chiara Farinea. Head of European Projects at Institute for Advanced Architecture of Catalonia: Examples of Nature-based solutions



This session was designed with each speaker having a slot with 15mn presentation with slides, and 5min Q&A with questions posed by the participants.





This session was designed with each speaker having a slot with 15mn presentation with slides, and 5min Q&A with questions posed by the participants to show different best practices from various stakeholders and cities.

15:30-16:00 A New Approach to Urban Challenges // Meet the BUILD Startups

<u>Aerosqair</u>, <u>C:aire</u> & <u>Epiclay</u>



This session was designed in the following way: 3 of the 5 startups from the BUILD one year programme, were asked to join their experience of interdisciplinary teams, how launching a startup to tackle urban challenges with nature-based solutions looks like.





















16:00-17:00 From Grey to Green: Sustainable Cities in the Making

// Experts Debate

Mathilde Marengo, IAAC Head of Studies

Frederik van Deurs, CEO of Green Innovation Group Marjolein Helder, CEO of Plant-e, Netherlands

Thomas Madreiter, Planning Director at City of Vienna

This session was planned as expert debate, guided by Martin Peterson, from City Facilitators, Denmark. The moderator led the session with experts from Europe for 1 hour.

DAY 2



March 19th

10:15-11:15 Engage and Envision // Action Workshops Round 1

#1 Who is designing the cities of tomorrow? // Debating new solutions

with Luise Noring, CEO of City Facilitator, Denmark; Michael Deutsch, Project Director LIV,

Austria; Hannah Wundsam, Managing Director of Austrian Startups, Austria; Vicente Guallart.

IAAC Founder & Former Chief Architect of Barcelona City Council, Spain

'unlimited number of participants'

#2 Urban Planning // Lessons Learned from Viennese Cases with Eva Kail. Gender Planning

Expert of City of Vienna

'limited to 15 ppl. /participation also possible in the afternoon slot'

#3 Science Fiction // Prototyping nature-based solutions for 2050 with Frederik van

Deurs, CEO of Green Innovation Group & Martin Petersen, Senior Research Analyst at City

Facilitator, Denmark

'limited to 20 ppl./participation also possible in the afternoon slot'

Day 2's format was implemented with several parallel sessions running at the same time, for 1 hour in the morning and in the afternoon.





















#1 action workshop:

Who is designing the cities of tomorrow?

Who is designing the cities of tomorrow? with Vicente Guallart

This one-hour session was all about: Who is designing the cities of tomorrow? This panel discussion was moderated by Laura Hohoff (WU) with experts answering her question and the question from the participants.

#2 action workshop:

Urban Planning > Lessons-Learned from Viennese Cases

Welcome to "Urban Planning // Lessons Learned from Viennese Cases" with:



Insights into urban development processes, social considerations, and potential synthesis with climate change adaption concerning urban design, housing, and mobility issues for the two Viennese urban development areas: Seestadt Aspern and Oberes Hausfeld. With Eva Kail, Gender Planning Expert of City of Vienna- This session was designed as a hybrid of short keynote/input from the expert and then a discussion round with the participants. This action workshop took place in an extra zoom meeting in order to have a more intimate setting with video of participants on.

#3 action workshop:

Science Fiction // Prototyping nature-based solutions for 2050

Welcome to "Science Fiction // Prototyping naturebased solutions for 2050" with:























The third action workshop was an interactive workshop setting- in an extra zoom session where participants closely interacted with each other and the trainers of this session with brainstorming, break out rooms and prototyping exercises.

>> The startup competition in between of morning and afternoon action workshops will be explained in an extra section.

#4 action workshop:

Bridging Science and Entrepreneurship: **Underestimated potential?**

Bridging Science and Entrepreneurship // Underestimated potential?"



#4action workshop: This session, same as the 1st action workshop in the morning, was in the normal conference zoom link, a discussion round with an expert panel, moderated and guided by Hannah Frost (WU) with questions posed by the participants.

#5 action workshop:

3 Horizons: Urban Design meets Future

Welcome to "3 Horizons // Urban Design meets Future" with:



The fifth action workshop of the afternoon was led by Chiara Farinea of IAAC and Marité Guevara of Ersilia. Participants had the chance to work with trainers in small groups on the 3 Horizons model for transformative ideas for future healthy and sustainable cities.

#6 action workshop:

Welcome to Schwarmmstadt **Prinzip**

Welcome to Schwammstadt Prinzip // Was Regenwassermanagement mit nachhaltigen Städten zu tun hat :























3.4. European Startup Competition on Day 2

BUILDs Online International Conference

sustainable URBAN cities in the JUNGLE | making

EUROPEAN STARTUP COMPETITION

Are you working on business solutions for the cities of tomorrow? Is your startup idea more than just a drawing on a napkin? Do you want to do business, but not 'business-as-usual'?

Do you tackle one of these 2 urban challenges with your startup?

"Spin your cities around"

Linear approaches are more and more doomed to fail, and we need to go circular and find non-linear solutions for our cities. How do you put circular economy into practice?

"Pimp your Grätz!""

COVID-19 has proven that the places we live in and that surround us can have a huge impact on our personal well-being. What does it need to make urban neighbourhoods more socially attractive, greener and more sustainable? (*in Vienna we lovingly call our close by neighbourhoods 'Grâtzl')

How to apply

Send us a 2 min video and a short application where you tell us about your solution and how it tackles one of our challenges by 3rd of March 2021.

You can find all information and a short application form on our website:

www.build-solutions.org/

Prizes

10 shortlisted startups get the chance to pitch in front of an international audience at the 'Urban Jungle' Conference on the 18th and 19th of March 2021 and win these prizes that will be customized to your current state of development:

- Individualised Design Thinking Workshop
- A variety of business coaching sessions from experts in the field
- Specific training on designing nature-based solutions
- Hands-on feedback from successful ecopreneurs
- Visibility & access via our international networks

















































11:15-11:30 Intro to the Startup competition

11:30-12:00 Changemakers under the Spotlight // Startup Competition

13:30-14:00 Changemakers under the Spotlight // Startup **Competition Continues**

14:00-14:15 Choose your Hero // Startup Community Vote

15:30-16:00 Let's cheer // Startup Award & Closing

We have gathered in this link the startup handbook, where all the detailed explanation for the startup competition can be found.

Until the 10th of March 2021, startups from Europe could apply to the European Startup Competition, following one of the two challenges:

- 1. "Spin your cities around": Linear approaches are more and more doomed to fail, and we need to go circular and find non-linear solutions for our cities. How do you put circular economy into practice?
- 2. "Pimp your Grätzl*": COVID-19 has proven that the places we live in and that surround us can have a huge impact on our personal wellbeing. What does it need to make urban neighbourhoods more socially attractive, greener and more sustainable? (*in Vienna we lovingly call our closeby neighbourhoods 'Grätzl')

Out of 18, the WU organizing team selected 10 startups to pitch on the 2nd day of the Symposium. The pitches of the startups were pre-recorded (please find them here), followed by a live Q&A session of 2 min by the expert jury:



Startup Competition starts at 11:15 AM CET























These were the startups:

Pitching Round 1

11:30 – 11:35 EcoMap

11:35 - 11:40 Carre - Mobility

11:40 - 11:45 WeavAir

11:45 – 11:50 Worms Systems

11:50 - 11:55 Shark-bike

Pitching Round 2

13:30 - 13:35 EET

13:35 - 13:40 HeroBox

13:40 – 13:45 City Decks

13:45 - 13:50 FarmNow

13:50 - 13:55 Ecoten

After the pitching competition, the community vote was cast by all participants on which startup they favored. The jury left for their jury session in a different zoom meeting, deciding on who is going to win, the judging criteria were: impact potential (sustainability); level of innovation; feasibility. They were not judged by the stage of development. These results were broadcasted at the Startup Award.

These were the prizes to be won:

- Two startups will win a 'Business Package' worth 1200€ each containing a 3h Design Thinking Workshop and 3h individual Pitching, Sales and Strategy Coaching by professional business coaches: Frederik van Deurs (CEO of Green Innovation Group), Martin A. Peterson (City Facilitator- Senior Research Analyst and Ecopreneur) and RCE Vienna, WU.
- One Viennese startup will win a 'Vienna Start-up Package' worth 1000€ from Vienna Business Agency (5 hours) selected out of a pool of experts adapted to the needs of the startup.
- One startup will receive the community voting price, a 1,5h business consultancy session worth 250€ with Christian Rammel, RCE Vienna, WU.
- Individualized Prizes*:
 - 1h Training on Design by professionals at the <u>IAAC</u>















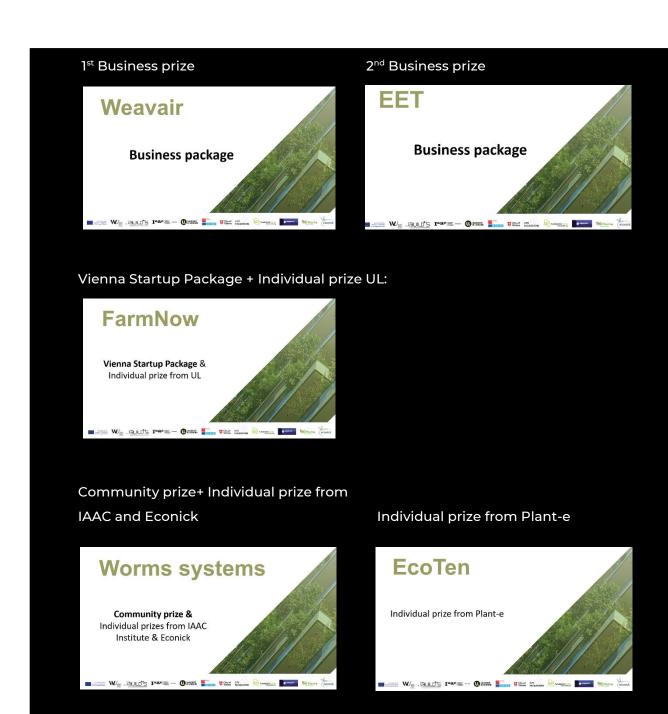






- o 1h Expertise on Nature Based Solutions by experts of UL
- 2h Hands on Feedback & mentoring from successful ecopreneurs: <u>Plant-e</u>
 <u>Econick</u>

Here are the results:























4 - Results and Conclusion

4.1. Main results

More than 200 applicants from 80 different cities worldwide joined the two days online event "Urban Jungle // Sustainable Cities in the Making – Inspiration & Entrepreneurial Action" on March 18 and 19 2021.

During 13 hours of the online event, 30 speakers from all over Europe and with diverse backgrounds and expertise offered more than 20 different sessions on how to design sustainable and liveable cities of tomorrow: including key notes from leading urban change makers, inspiring best practices, hands on panel discussions, transdisciplinary expert debates and vivid actions workshops. The conference aimed at a broad audience, no matter the pre-existing know-how on the topic, as the organizers of the event believe that (urban) change is for and from everyone. To make this happen, the conference theme was addressed from four different spotlights: urban design, nature-based solutions, entrepreneurial impact and local action.

Day I focused on INSPIRATION, including sessions on inspiring cases that are already out there or are currently in the making, as well as sneak peaks behind the scenes and practical learnings from those being actively in the field and contributing to urban change.

Day 2, in contrast and as a follow-up, was dedicated to ACTION offering the participants several action workshops from urban gender planning, envisioning the future, exploring water mitigation systems, as well as debating new solutions and the underestimated potential of bridging science and entrepreneurship.

Besides this, the second day also included a European Startup Competition where 10 shortlisted startups were given the stage to present their sustainable business ideas to an international jury and the audience. With their business ideas, they are tackling one of two pressing urban challenges.

BUILDs website gathers all the all this information, presentations, and recordings of the Symposium.

4.2. Key take-aways from the Urban Jungle Symposium

Leading out of the diversity of background of the speakers, panelists and action workshop leaders involved in the Urban Jungle, there were several overarching and strong key messages, which we want to share with you:





















To make the needed change for our cities happen, we need stronger bridges between different stakeholders and various disciplines, as only like this we will be able to create stronger impact and address the uprising challenges efficiently. This requires us to leave our comfort zones from time to time, to engage with the unknown and take the courage to try 'crazy' ideas out, rather than wasting too much time on designing perfect solutions. However, we should not forget that change itself cannot happen within a day, but is a profound process that requires time, dedication, commitment and above all acceptance, because at the end of the day it is about the people, no matter how great or smart the implemented solutions are. It calls for a process of ongoing interaction and constant learning from each other, which is not easy nor is there one single solution or way of doing. Therefore, education and new ways and means of training future change makers are more crucial than ever before. At the same time, we must keep in mind, that sometimes nature and what you can learn from it, seems too good to be true, but great solutions are already out there. It is on us now to join forces and understand that if there is a challenge, there are tons of opportunities aligned to it. Are you ready? Let's make the Urban Jungle become real by designing cities that are not only sustainable and liveable, but also inclusive, participatory and inspiring!





















5 - Selected Pictures

Please find as follows some screenshots taken of the two-day online Symposium:





























Vienna 2030 Economy & Innovatión

- Smart and sustainable
- Solutions are key
 Products and services to
 tackle climate change
 Climate change adaption
 Sustainable Mobility





Vienna

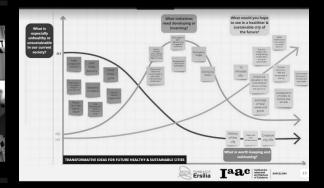
Life quality in Vienna is high, good quality of public transport and housing, high level of public services

Gender sensitive planning: 30 years tradition

target group orientated quality assessment of planning processes Gender + concept -> fairer and more efficient use of public ressou

Impact of Gender Planning

Urban structure: focus on neighbourhood level and everyday life Mobility: pedestrian issues, quality of public space, accessability safety of public transport stations









































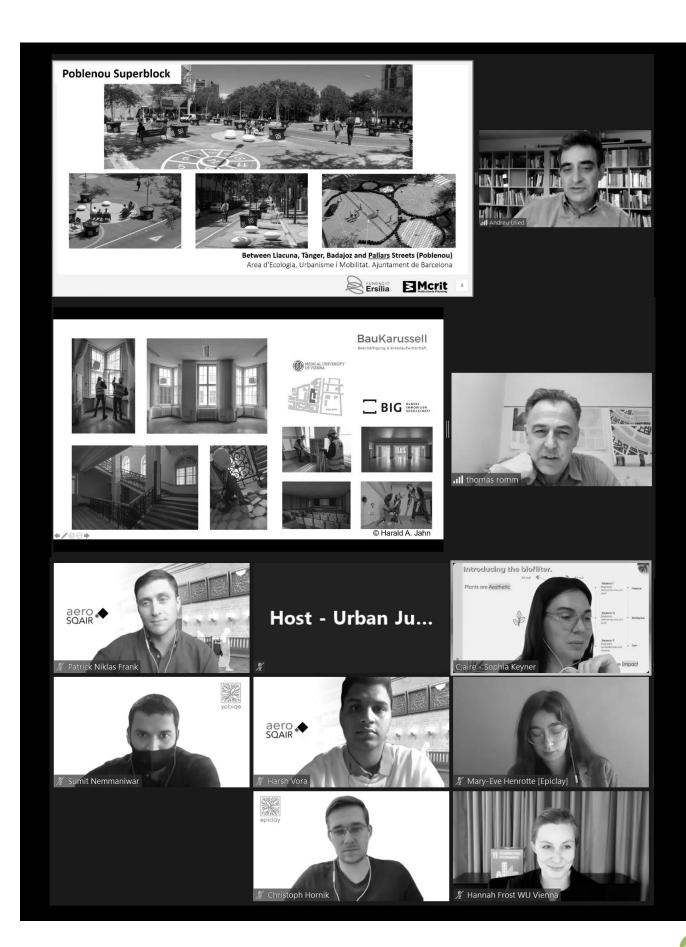






























6 - Credits

The organizers wish to thank all the partners who contributed to the success of the Symposium: WU, Vienna Business Agency, City of Vienna, IAAC, City Facilitators, GreenTech Challenge, UL, Econick, Plant-e, Ersilia Foundation, LIV-Association Apfelbaum, Austrian Startups, Peter Vandor from Social Impact Award, the BUILDs Startups: C:aire, Epiclay, Aerosqaire, the Startups contributing on the European Startup Competition. And most importantly, the Erasmus+ program of the European Union for funding the BUILDs project and making all of this possible.





































