



Urban Shift for green innovations

D6.2 Itinerant Exhibitions

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Institute for Advanced Architecture of Catalonia

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Foreword

Urban Shift (UShift) is an experimental, impact-based, and transdisciplinary education programme that focuses on creating lasting change by bringing together students from Higher Education Institutions (HEI), a Vocational Education Institution (VET), urban experts, and business partners. This is to be achieved by combining intersectional environmental education, knowledge exchange, transdisciplinary collaboration, and sustainable innovation.

By providing the learners with the necessary GREEN LABOUR MARKET SKILLS (digital, green, business and transdisciplinary/resilient skills), UShift is creating a LIVING ECOSYSTEM for 80 learners from diverse backgrounds (urban design, environmental engineering, media and business) that fosters the development of solutions to pressing urban challenges. The learners, divided into two batches, will create 10 startup teams working on urban challenges linked to urban heat islands (UHI)/cooling, and food waste/circularity, or climate/extreme weather predictability and mobility/circularity. Thus, the project allows students to successfully transform into change makers and EU GREEN DEAL AMBASSADORS by equipping them with the knowledge and experience needed to become green entrepreneurs and/or future employees of green jobs on the global market.

The culmination of this education programme are two sets of LIVING EXHIBITIONS (8 separate exhibitions) spread across Barcelona, Genoa, Copenhagen, Stuttgart, and Vienna. Their purpose is to showcase the solutions and success stories that flourished from the UShift project lifetime in order to raise public awareness for humanity's biggest challenges (i.e., pressure on planetary boundaries, resource scarcity, persistent poverty, social injustice, exponential population growth, urbanization boom, global pandemics, etc.) and interest in the UShift LIVING LABS curricula, the European Green Deal, and the United Nations (UN) Sustainable Development Goals (SDGs). This will be done through an interactive exhibition programme made up of panel and roundtable discussions, media discourse, artistic events, workshops and knowledge exchange via the exhibition of the developed courses and start-up prototypes. The goal is to inspire individual stakeholders such as NGOs, consumers, green start-ups, policy makers, and incubators to take part in the global Urban Shift as active change makers.

Even after the project's lifetime, UShift will continue to have a positive impact via the establishment of an easily adaptable LIVING CURRICULUM template and OPEN ONLINE TRAINING sessions that will be made available on YouTube to inspire future transdisciplinary collaboration. Furthermore, the establishment of an ALUMNI NETWORK serves as a tool to foster sustainable project outputs and the continuation of the start-up teams, as well as serves as a channel for peer-to-peer learning, support, knowledge and expertise exchange, collaboration, co-creation, and mentorship between the learners, start-up teams, business partners and urban expert during and after the project.

Urban Shift is a project developed by Wirtschaftsuniversität Wien - WU (Austria), Institute for Advanced Architecture of Catalonia - IAAC (Spain), Hochschule Der Medien - HdM, (Germany), Wirtschaftskammer Österreich - WIFO (Austria), Multicriteria- MCRIT (Spain), Terra Institute - TERRA (Italy), Pretty Ugly Duckling - PUD (Denmark), Green



Innovation Group A/S - GIG, (Denmark), and co-funded by the Erasmus+ Key Action 2 Partnerships For Innovation Alliances For Innovation 2021 Programme of the European Union.

Introduction

The itinerant Living Exhibitions are a series of exhibitions that take place across Europe in 4 locations each year showcasing and promoting the results of Urban Shift and the EU Green Deal. During the first edition of the Living Exhibition, participants in Vienna, Barcelona, Stuttgart and Copenhagen will have the opportunity to learn more about Urban Shift and the EU Green Deal. The second edition of the Living Exhibition will take place in Vienna, Stuttgart, Barcelona and Genoa. The exhibitions will include an official opening with artistic performances, as well as workshops and creative brainstorming sessions. Our Green Deal Ambassadors will actively participate in the exhibitions, sharing their experiences and start-ups and promoting their work.

This report outlines and shares the result of the first edition of Living Exhibitions 2023/2024, key considerations and learnings for the next edition and the results of second edition of the Living Exhibitions 2024/2025.

Objectives

- Promotion of the EU Green Deal – what it is about? What are the goals? What are the initiatives?
- Share the results of the Urban Shift Project, especially, the start-ups developed by our learners.
- To target stakeholders associated with sustainability and citizens.
- To share other success stories from initiatives / start-ups / professionals working towards the EU Green Deal.
- For the exhibition to be adaptable as it travels around Europe.

Call for Projects & Start-ups

The Call

In April 2023 the Call for Green Innovations was launched. The call asked for innovative start-ups and projects to submit a poster and abstract, explaining their work. In addition, the submissions had to address the EU Green Deal. The purpose of the call was to promote the work of individuals beyond the Urban Shift project working, towards the same goals of the EU Green Deal.

The call was open for 1.5 months and the submissions were evaluated by the Urban Shift Consortium. To maximise participation, the call was shared by the consortium, such as the IAAC newsletter, as well as online platforms like ArchDaily.

The selected participants have been part of the Living Exhibition and promoted on the Urban Shift online platforms.



Judging criteria:

- How innovative is the project or start-up?
- Feasibility
- Does it address the EU Green Deal?

Participants

In total, there were 28 submissions from across the world. The level of submissions varied greatly; however, there was a wide range of exciting projects and start-ups submitted. Most of the submissions came from the architecture field, but the scale of the work varied from the urban scale to that of a building element.

Selected Entries

Out of all the wonderful and inspiring projects submitted, 9 projects and start-ups were selected to be showcased as part of the Living Exhibition. This included university projects, innovative material systems and products, a tech start-up, and patent pending work.

Project/Start-up Name	Team Members	Affiliation
Blue Garden	Tanvi Khurmi, Alexa Cam, Man I Che	Bartlett School of Architecture Bio-Integrated Design
Casadelavida.tech	Roman Pomazan, Kyrlo Dzhyhomon	
ForestGuard	Muhammed Ali Örnek, Suat Batuhan Esirger, Kadir Can Yakut, Umut Erkal, Nur Örnek, Rana İmam, Sheida Shakeri	ForestGuard
Hygroflex	Yifan Shi, Satyam Gyanchandani	
Living Facade	Kaan Servi, Miguel Pena Menudo	
Probiogenesis	Hana Cvelbar, Sharifunnisa Mynasabgari, Mounika Maddipatla	University College of London
Phyta Biodesign - APIA	Dana Molzhigit, Arnav Kele, Zain Ansari	University College London
Sponge Building	Patricia Leandro Reguillo	
Vertical Grounds Design Lab	Mackenzie Van Dam	University College London

The selected participants have also been published on the Urban Shift website under the talents section: https://urbanshift.eu/?page_id=4879



Living Exhibition – Round 1

Living Exhibition: Vienna

Description of the Opening Event: Vienna

Location: Chamber of Commerce of Austria, Wiedner Hauptstraße 63, 1045 Vienna

The living exhibition Vienna took place on June 20th, 2023, from 10:00-21:00, during the 21st Austrian Export Day, Austria's largest information and networking event on the subject of export and internationalisation under the motto: 'Inspiration - innovation - expert knowledge'. Urban Shift was located in the innovation area, called the 'Innovation Jungle', of the Austrian Export Day and had a 30 m² booth in the multi-storey car park to display all prototypes. The start-ups had the opportunity to meet potential cooperation partners, customers and investors. Overall, 2,000 visitors were in attendance during the Export Day.

Open Stage

The Open Stage of the Living exhibition featured a general introduction of the Urban Shift project by one of the project trainers. Thereafter, startup members had the opportunity to showcase their visions and innovations in front of a wide walk-in audience.

Innovation Jungle – An artistic performance

The Innovation Jungle was located in the garage of the Austrian Chamber of Commerce. The parking garage was transformed into a creative centre with palm trees, state of the art furniture and a DJ booth. To visit the Innovation Jungle, in which the Urban Shift booth was located, visitors had to "step in" through a neon-lighted aisle lined with palm trees and exotic bird music. The visitors entering the garage were transported into an innovative world, with the prototypes of the start-up teams were creatively placed on stands and tables right at the entrance of the Innovation Jungle. The booth also included posters with short abstracts of the startup ideas, an overview of the Urban Shift project as well as the best practice examples from the call for green innovations. Visitors then had the opportunity to wander through the prototype exhibition and physically engage with the carefully crafted prototyped. Visitors also had the special opportunity to engage in intimate conversations with the creative minds behind these innovative ideas.

Each startup also presented their prototypes under the moderation of the WIFI coach in an interview setting (LIVE aus Wien - Österreichischer Exporttag 2023 - on Twitch)



Event Agenda

TIME	DESCRIPTION
10:00 - 18:00	Urban Shift Prototype stand Innovation Jungle – Exhibition of all prototypes by the start-ups UrbanCork, Ovolo, Klimatile, Second Slice, Soller, Planterra and Sustainabite at the 'Urban Shift Booth' and best practice examples from the call for green innovations. Students were able to perform, pitch their ideas and demonstrate the importance of addressing urban challenges to the visitors.
14:30 - 15:00	OPEN STAGE in the main building – startups pitched their ideas to an engaged audience Keynote and presentations by one trainer and members of the start-ups was held. This included a general introduction to Urban Shift project and a short presentation of the start-ups in front of an audience. Speakers: Rudolf Kottbauer – Introduction to Urban Shift and presentation of start-up ideas on behalf of Urban Cork and Ovolo Presentation by Werner Kössler (WIFI): Determination of CO2 emissions on scientifically based results and realization of the circular economy in the area of sustainability Presentation of Startups: Kyle Yong - Klimatile Olatundé Meme - Second Slice Carolina Pree - Soller Jonathan Leidel - Planterra Anesa Ališić - Sustainabite
18:00-21:00	After Hours Networking with live DJ

Photos of the Living Exhibition Vienna

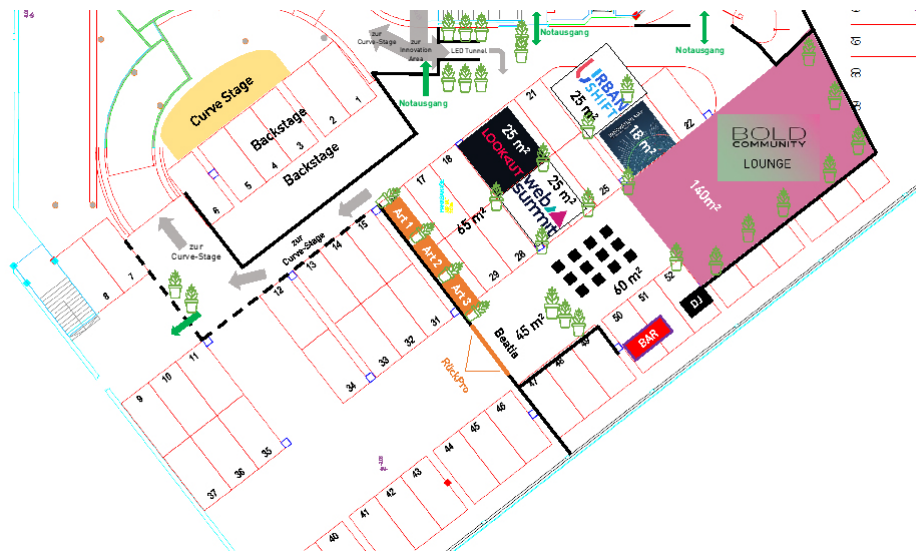


Fig.1. Location of the Urban Shift booth in the 'Innovation Jungle' section of the Austrian Export Day

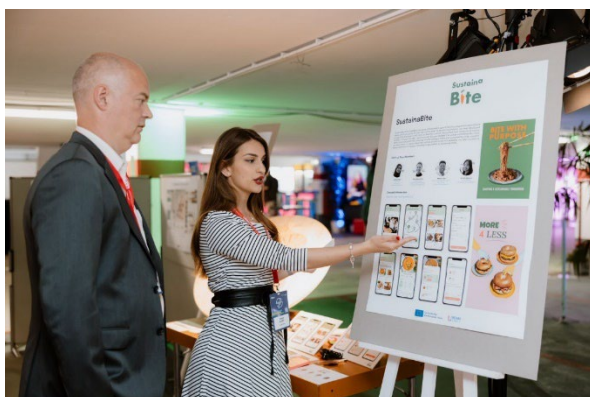


Fig. 2. (Clockwise from top left) Entrance to the Innovation Jungle and Urban Shift Booth, View of the Urban Shift Booth before visitors arrived, Visitors engaging with the prototypes at the Urban Shift booth, Startups presenting their ideas and prototypes to visitors



Fig. 3. (Left to Right) Jungle Fever making people curious and attracting them to the stands and engaging with prototypes, Rudolf Kottbauer Presenting Urban Shift, Schedule of the Open Stage



Fig. 4. (Left to Right) Walk-in audience at the Open Stage, Kyle Yong presenting Klimatile in front of the audience at the Open Stage.



Fig. 5. Trainers and startups in front of the Open Stage



Creative Brainstorming Session: Vienna

The session was held at the STEAM Transfer conference (28-29 September 2023), a dynamic event organized by the Knowledge Transfer Center of the Academy of Fine Arts Vienna. The STEAM Transfer conference serves as a unique platform where the realms of Science, Technology, Engineering, Mathematics (STEM), and creative, artistic, and Social Sciences, Humanities, and Arts (SSHA) disciplines converge and collaborate.

During the session, participants explored vital questions.

1. **Ecosystem for Start-ups:** The first question addressed the need for an ecosystem to support fresh start-ups after the program, ensuring their success. Discussions revolved around the critical components required to facilitate the growth and development of these emerging ventures.
2. **Sustainability of Programs:** The second question centered on the sustainability of programs similar to the one discussed. Participants explored strategies and mechanisms to ensure the long-term viability and effectiveness of such initiatives.
3. **Challenges of Interdisciplinary Cooperation:** The third question delved into the challenges associated with interdisciplinary cooperation, involving students and partners. Insights were shared on methods to effectively navigate and overcome these challenges, fostering collaborative success.

Location: Transfer Center of the Academy of Fine Arts Vienna, Leharlgasse 8, 1060 Vienna.
29. September 2023, 15:15-17:00

Event Agenda

TIME	DESCRIPTION
15.15 - 15.30	Pitch your Workshop
15.30 – 15.45	Intro to Urban Shift and transdisciplinary startup education
15.45 – 16.00	Presentation of startup prototypes'
16.00 -16.45	Creative Brainstorming
16.45 -17.00	Discussion and Synthesis of creative Brainstorming

Results & Photos



Fig. 6. (Left to Right) View of the Urban Shift Workshop Area, Peter Praschinger presenting



Fig.7. (Left to Right) Brainstorming Participants, Prototype

Recommendations of participants:

- Creating partnerships with existing successful companies to offer support to new ventures.
- Establishing a clear framework for roles, responsibilities, and expectations within interdisciplinary teams.
- Providing a supportive environment for risk-taking and experimentation, where failures are viewed as opportunities for learning.
- Incorporating mediation and team-building activities to facilitate collaboration and resolve conflicts within start-up teams.
- Clearly defining intellectual property (IP) rights and ensuring transparent communication of IP ownership and usage within the ecosystem.
- Implementing IP agreements and protocols that address issues such as ownership, licensing, and protection of intellectual property.



1 Day Workshop: Vienna

The one-day workshop in Vienna, 'Green Ideation Sprint', was held as a free crash course workshop dedicated to cultivating green ideation and essential design thinking skills. Through the application of design thinking methods, participants will gain valuable insights and engage in hands-on experiences: understanding a problem, empathizing with an end user, ideating, prototyping and pitching an idea. Giving participants the opportunity to shape innovative and sustainable solutions for a brighter tomorrow as well as putting the new tools acquired into use for their education/work/entrepreneurial journey. The overall content of the workshop can be summarized as:

- Introduction to Ideation Sprint Challenges: Mobility/Circularity and Extreme Weather Events
- Applying Design Thinking for Ideation
- Future proofness of idea: Market Validation and Pitching

Location: Climate Lab – Spittelauer Lände 45, 1090 Vienna. 9. October 2023, 09:30-15:30

Event Agenda

TIME	DESCRIPTION
08:05	Room Set up
	Check Room Setup, prepare material, facilitator briefing, tec set up
09:20	Arrival at Climate Lab
	Bring Participants to Lab
	Welcome and buffer time
09:45	START
09:45	Introduction
	Introduction to workshop
	Team Building activity : BINGO
	Intro to EU Green Deal
	Intro Urban Mobility
	Intro EWE
	Intro to Design Thinking Principles
10:35	Team formation & Ideation
	Intro to task
	Team formation
11:05	Team Building activity
	Team building: Intro: share each persons' superpower (existing or hoping). Create a mascot with one or more superpowers (can be from the ones you shared). This mascot is supposed to be able to overcome your challenge
11:15	Coffee Break
11:25	Problem Space
	Intro to Understand +Problem Canvas
	Intro to Persona+ Persona

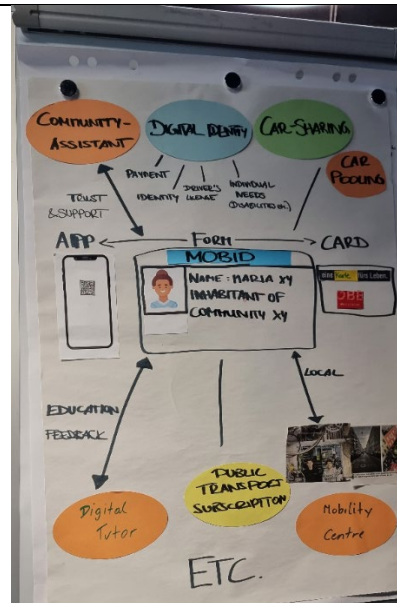
	Align on one Persona
	Share persona
12:20	Lunch Break
13:05	Ideation
	Energizer
	Intro brainwriting
	Brainwriting
13:35	Categorize Ideas
	Intro to Now How Wow
	Cluster now how wow, break down to 1 solution
13:50	Coffee Break
14:00	Prototyping
	Intro to prototyping
	Prototyping
	Intro Pitching
	Prepare
14:55	Pitching Ceremony, Closing
	Pitches
	Award+ Thank you
	Share Feedback Survey
15:30	END
	Debrief + record keeping + clean up

Results & Photos:

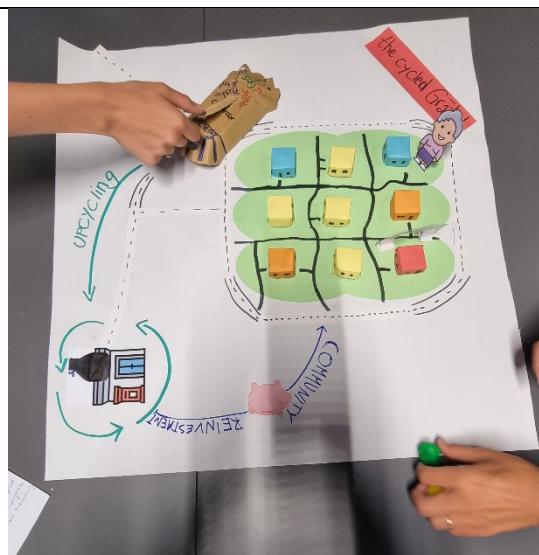
The successful ideation of three ideas was the output of this workshop:

DESCRIPTION	PROTOTYPE
Beat the Heat Concept of idea: An app to show green and safe routes for elderly and vulnerable groups to take during a heatwave with integrated 'cooling zones'	

MOBID (MObility IDentity)
Concept of idea: To centralized and digitalize all documents and information necessary for using public transportation via one system



The cycled Grätzl (Austrian for: city quarter)
Concept of idea: The idea is to create intermediary trash collection that are serviced by cargo bikes in neighbourhoods that are not built for cars anymore.
The first idea tackled Heat Waves as EWE, the other two mobility concerns in the city



Here are some highlights of the workshop:

Location: Climate Lab (pictured below) with prototype of 1st batch displayed for inspiration and information. The Climate Lab's interior is "based on human-centric principles and experimentation with circular practices. From leased furniture and carbon-neutral carpets to flexible work and event spaces, community kitchens and focus rooms, our space is designed to encourage connection, collaboration and creativity."¹

¹ <https://climatelab.at/en/about/>

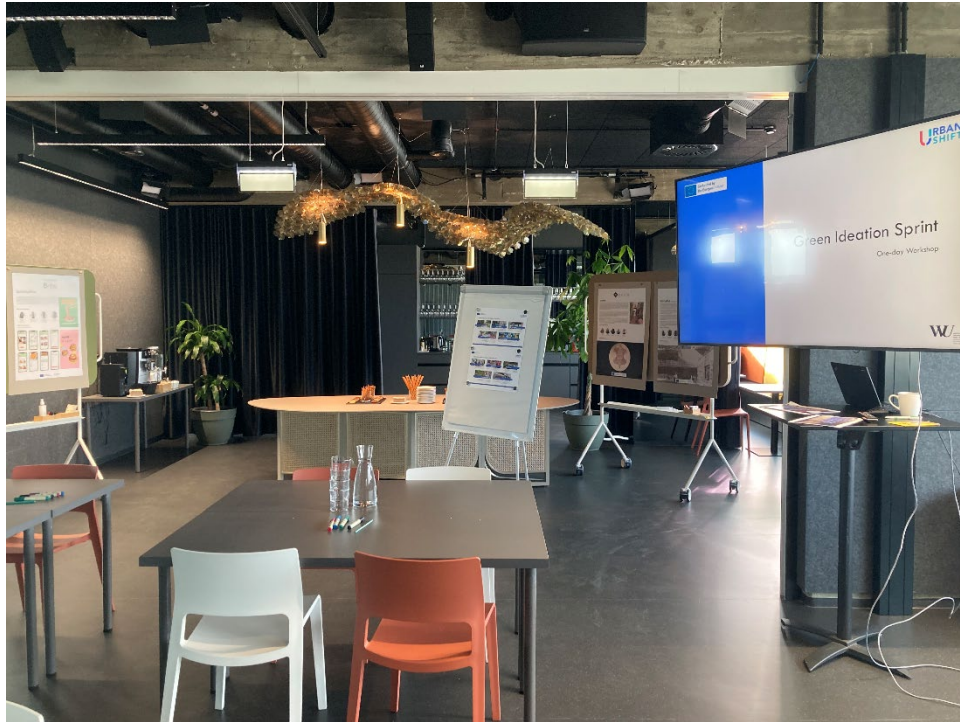


Fig. 7. Workshop Venue.



Fig. 8. Teambuilding activity - participants getting to know each other.

Reflection and Evaluation of Workshop

In total, 11 participants answered our Feedback Questionnaire.

The overall assessment of the quality of the workshop was excellent (n=10) and very good (n=1). 54% of the participants learnt something new about one of the two urban challenges, while 44% already had previous knowledge. Regarding new skills acquired in the field of design thinking, 75% gained new valuable skills and only 25% already had existing knowledge. This showcases the learning opportunity of this event. The moderation of the event was viewed most positively by the participants, 9 participants very highly satisfied overall, 2 participants somewhat satisfied.

All in all, this shows a very successful workshop which also gives the organizers new ideas and insights for the living labs itself.



Attendees & Participants: Vienna

EVENT	NUMBER OF PARTICIPANTS
Opening Event (Austrian Export Day)	2000
Creative Brainstorming Session	16
1 Day Workshop	22

Impact & Results: Vienna

- The Export Day received its highest ever attendance, with the Innovation Jungle a significant highlight of the event. The startups, entrepreneurs and their prototypes were received with great interest by the participants, which included potential investors and professional working in or with a connection to the sustainability field.
- Presentation by Werner Kössler on 'Determination of CO2 emissions on scientifically based results and realization of the circular economy in the area of sustainability' well received by the audience.
- The Export Day was not the end of the journey for the startups, rather the beginning for many new opportunities and contacts.
- The interactions with external stakeholders engaging with the entrepreneurs and prototypes provided strong affirmation, motivation, and important feedback for future product/service directions.
- The creative brainstorming confirmed the relevance and necessity of the project for a broader audience, as well as ideas for new approaches surrounding conflict resolution, framing 'failure', and business partnerships and IP.
- The one-day workshop attested to the value of using design-thinking tools in diverse groups of people to develop innovative solutions to contemporary problems. The hands-on approach gave the participants an insight into the Urban Shift tools and methods, improving their skills of ideation, prototyping and pitching.



Living Exhibition: Barcelona

Description of the Opening Event: Barcelona

Location: Institute for Advanced Architecture of Catalonia, Pujades 102, Barcelona 08005

The opening of the Living Exhibition was held as the closing event of IAAC's Biennale symposium Responsive Cities on November 28th, 2023. All the participants were invited to the opening of the exhibition including speakers, researchers, students, faculty, and professionals, which took place in the famous IAAC Main Hall. The exhibition showcased the work developed in Urban Shift, the selected projects from the Call for Green Innovations as well as other Green Innovative projects developed by the Advanced Architecture Group, and the Living Book. Live music was played by Nati Cerutti, adding to the ambiance of the evening.

Opening Event Agenda

TIME	DESCRIPTION 28 th November 2023
18:00	Arrival
18:30	Welcome
18:40	Keynote Presentations
	Chiara Farinea – Urban Shift & Green Innovations
	Andrea Conserva – The Case Study of URBiNAT
	Yerwant Megurditchian – Urban Shift from a Students Perspective
19:10	Roundtable Discussion Moderated by Fiona Demeur & Areti Markopoulou Participants: Chiara Farinea, Andrea Conserva, Yerwant Megurditchian, Marite Guevara
19:30	Live Music by Nati Cerutti, Networking and drinks
21:00	Closing

Living Exhibition in Barcelona

Prior to the official opening, the exhibition was hosted at IAAC for 4 days and was part of the Poblenou Open Night 2023 on November 24th. The doors at IAAC were open from 19:00 until 22:00 with citizens including adults and children, researchers, designers, students and professionals passing through the doors, and exploring all our Urban Shift start-ups. Many took photos and very intrigued by the prototypes, touching them and reading the posters. With more than 500 people passing through the doors, in a short period of time this proved to be a very successful night for the Living Exhibition.

In addition, Urban Shift prototypes were selected to be part of the InteriHOTEL 2023 Expo that took place from October 18th to October 20th. Find out more information on the IAAC website about the Expo [here](#). This is an annual event that brings together the hospitality and interior design sectors, showcasing leading products and solutions in the field.



Photos of the Living Exhibition: Barcelona



Fig. 9. Living Exhibition at IAAC Main Hall Opening Night.



Fig. 10. Keynote Speakers and Round Table Discussion – Opening Night.



Fig. 11. Living Exhibition part of
the Poblenou Open Night.

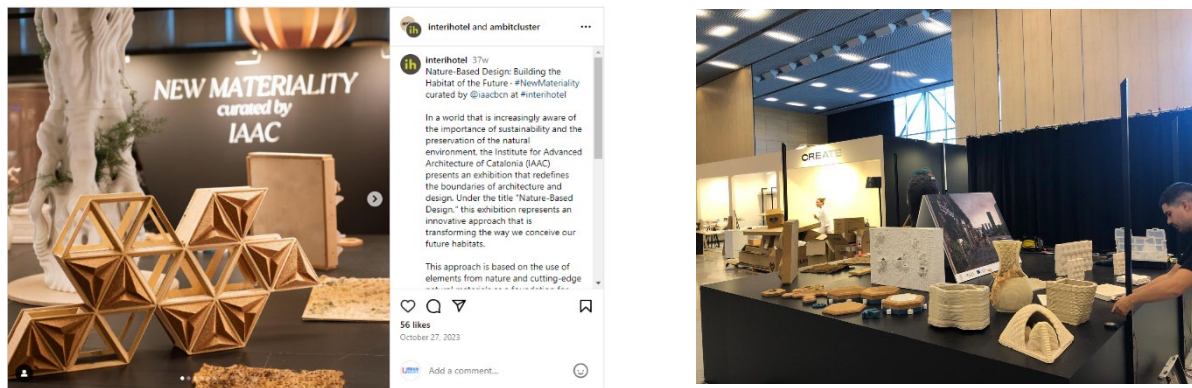


Fig.12. (Left to Right) Post from the InteriHotel of IAAC's Participation, Set up of the Exhibition Space

Creative Brainstorming Session: Barcelona

The Creative Brainstorming session was titled 'The Future of Green Innovation Education' and was hosted in the framework of Semanas d'Arquitectura, a seven-week architecture festival in Barcelona. Utilising the Three Horizons Framework, an activity was developed to map education as usual, where we hope education will go and how to get there.

Participants were encouraged to share their experiences and wishes, diving into discussions which took place in a series of focus groups. Participants included researchers, educators, and students from architecture, construction, engineering, and business backgrounds.

Event Agenda

TIME	DESCRIPTION
09:30	Room Set up
	Check Room Setup, prepare material, coffee, snacks
10:00	Arrival at IAAC
	Welcome & Workshop Introduction
10:30	Three Horizons of Education
11:15	Coffee Break
11:30	Discussion on Innovative Methodologies
12:00	Closing

Results & Photos

The decision to have smaller focus groups allowed for a more in-depth discussions and for the participants to engage deeply with the topic, as well as more detailed information to be recorded.

During the focus group sessions, it was highlighted the need to rethink the concept of the classroom by removing doors and opening up the classroom to more key experiences through fields trips. However, the engineers appreciated the structured classroom/lectures that allowed them to focus. Additionally, to have more freedom of choice to choose interesting classes from other disciplines, highlights the desire for transdisciplinary learning. The fact that Urban Shift is bringing in the different disciplines together already, demonstrates that the Living Labs Programme is already addressing some desires. The concept of personalised learning was an aspect discussed extensively. Some felt that there

was a lot of repetition, and in some cases, students were expected to repeat courses during higher education that they had already passed before going to university. Personalized learning would allow students to have more flexibility and to grow their skillsets rather than repeating. Independent learning should be further exploited and encouraged to allow students to grow their interests.

Participants imagine a future where education is more project-based bringing together different stakeholders to be part of the learning process as well as access to more industry collaboration. Having access to free/cheaper education was also a big discussion, as there was an understanding of the cost implications, but the high costs means that students may not get to explore beyond their discipline.

Fig. 13. Focus Groups & Results





One-day Workshop: Barcelona

The Green Ideation Sprint was held at IAAC on the 31st of May 2024 from 10:00 until 17:30, in the framework of the Semanas d'Arquitectura, a seven-week architecture festival in Barcelona. Hosting the workshop in this framework was a strategic decision to research participants beyond the IAAC students. This strategy was indeed successful as students from around Barcelona joined for the intensive one-day workshop. Using a structure developed by HdM and adapted by IAAC for the purpose of Urban Shift, the workshop focused on Urban Mobility and Extreme Weather Events.

Students engaged in Design Thinking strategies and activities to develop solutions, a prototype and a pitch. The aspect that drew participants to this workshop, was the integration of the business dimension coupled with design development. Students divided into five groups to develop their solutions and prototypes that can be seen below.

Event Agenda

TIME	DESCRIPTION
08:30	Room Set up
	Check Room Setup, prepare material, coffee, snacks
10:00	Arrival at IAAC
	Welcome & Workshop Introduction
10:30	Ice-Breaker: Two Truths & a Lie
11:00	Workshop Core Topics
	Intro to EU Green Deal
	Intro Urban Mobility
	Coffee Break
	Intro EWE
	Intro to Design Thinking Principles
12:00	Team Formation and Energiser – Equilateral Triangles
12:15	Problem Space
	Intro to Understand +Problem Canvas
	Intro to Persona+ Persona
	Align on one Persona
	Share persona
13:00	Ideation
	Brain Writing
	How Now Wow
13:30	Lunch & Continuing to Develop the Idea
14:30	Prototyping
	Intro into Prototyping
	Quick Prototyping Session
15:45	Pitching
	Intro into Pitching
	Developing the Pitch
16:30	Pitching
17:00	Celebration & Survey

Results & Photos

The results of the ideation can be found below:

DESCRIPTION	PROTOTYPE
ME Mobility An application that will help urban planners and municipalities co-design mobility routes with the inhabitants of the city based on needs and frequency of routes utilised. <u>Urban Challenge:</u> Urban Mobility	
Step Sense: An application providing an additional layer of information to existing platforms like google maps. For example, if there are potholes on the road. <u>Urban Challenge:</u> Urban Mobility	
A transportation system utilising the existing train infrastructure and renewable energy to move goods from the peri-urban areas to the city. <u>Urban Challenge:</u> Urban Mobility	
An application that helps to provide citizens with information on extreme weather events and how to upgrade their homes to deal with challenges such as flooding, tornados etc. <u>Urban Challenge:</u> Extreme Weather Events	

This system helps against flooding. Utilising floating devices, as the water seeps into the ground the floating devices are pushed up creating a barrier against flooding.
Urban Challenge: Extreme Weather Events



Fig. 14. Learners participating in the Workshop.



Fig. 15. Training and Pitching.

Reflection and Evaluation of Workshop

14 participants shared their feedback about the workshop which was very well received by all. Ten participants gave the workshop 5 out of 5 and four people four out of five. They highlighted the great dynamism between workshop participants which made the day very enjoyable, as well as the rapid prototyping being a highlight. The workshop was described as “*very well organised and informative*”. When asked, what could be improved, many suggested that they wanted more time, in the sense that this could be turned into a studio or one-week workshop. One commented on the fact that they would have liked to have more insights on business models. The positive reception of the workshop demonstrates the need for these rapid and fun workshops at all levels of education, to also break the business as usual in education.

Attendees & Participants: Barcelona

EVENT	NUMBER OF PARTICIPANTS
Living Exhibition Total	600+
Opening Event	90
Creative Brainstorming Session	15
1 Day Workshop	17 + 2 Juries
InteriHOTEL 2023 Expo (In addition Urban Shift Prototypes were selected for this in October)	7224

Impact & Results: Barcelona

- Having the Living Exhibition open with key events in the city helped to boost participation and targeted all the target groups from citizens to professionals.
- The success of the prototypes meant that Urban Shift prototypes were selected for the InteriHOTEL 2023 Expo, with people coming from across the world to showcase their products. This greatly increased exposure in Barcelona.
- The one-day workshop was very well received by the participants, with some wishing that it could have been longer or turned into a class. This highlighted the need for programmes like the Living Labs programme to address the needs and wishes of students.
- The discussion on the future of education is very relevant, as advances in technology and the way in which students learn is influencing the way in which we teach, as well as the need for more collaboration between different sectors. The feedback from participants from different fields showcased also the differences in learning amongst disciplines.



Living Exhibition: Copenhagen

The Copenhagen living exhibition took place in BLOXHUB - the sustainability urbanization hub, from January 12th to 21st. During that time, the exhibition was visited by architects, construction engineers, prop tech startups, regulators, and innovators in the urbanization space. Overall, +400 daily visitors were counted during the day, totalling +3,200 visitors as estimated by Christina Oppermann from BLOXHUB. Prior to the exhibition, the prototypes were received from Barcelona, before subsequently being shipped onto Stuttgart. A living wall was created at BLOXHUB with the prototypes and with the idea/travel book that follows the living exhibition to each location.

Description of the Opening Event: Copenhagen

The opening event of the Copenhagen Living Exhibition took place on January 17th, 2024 from 14:00-17:00. The goal of the event was to bring together innovators and subject matter experts in the urban sustainability space to explore new solutions and for the startups to present their businesses and prototypes. The start-ups had the opportunity to network and spar with potential collaborators. In turn, the startups presented their prototypes and how their business was doing. The participating startups were Klimatile, Planterra, Ovolo, Second Slice, and Soller. Three keynotes were held by Joachim Almdal, Ditte Lysgaard and Michael Ambjørn.

Michael Ambjørn:

Michael generally strives to bring people together, create connections, and enable change. With more than 20 years of experience in leading people, Michael has run organisations, chaired boards, and developed change-makers across five continents. As a former IBMer and as Urbantech, Rainmaking MD, Michael aims to help scale PropTech Denmark even further.

Ditte Lysgaard Vind

Ditte Lysgaard Vind is the author of the book Danish Design Heritage & Global Sustainability and Chief Innovation and science Officer at BLOXHUB, she propels urbanization towards actionable insights by embracing planetary boundaries as creative parameters

Event Agenda

TIME	DESCRIPTION
14.00-14.30	Networking, lounge, and snacks
14.30-14.50	Welcome and Keynote by Joachim Almdal Green Innovation Group
14.50-15.10	Keynote: Ditte Lysgaard Vind Chief Innovation Officer BLOXHUB
15.10-15.30	Keynote: Michael Ambjorn CEO Prop Tech Denmark
15.30-16.40	Start-up pitches + Q&A
	Klimatile - Yerwant Megurditchian
	Planterra -Neslihan Gulhan

	Ovolo - Emily Bishop
	Second Slice - Shehu Mass Oud Olatoundé Meme
	Soller - Carolina Pree
16.40-17.00	Mutual discussion and key takeaways

Results

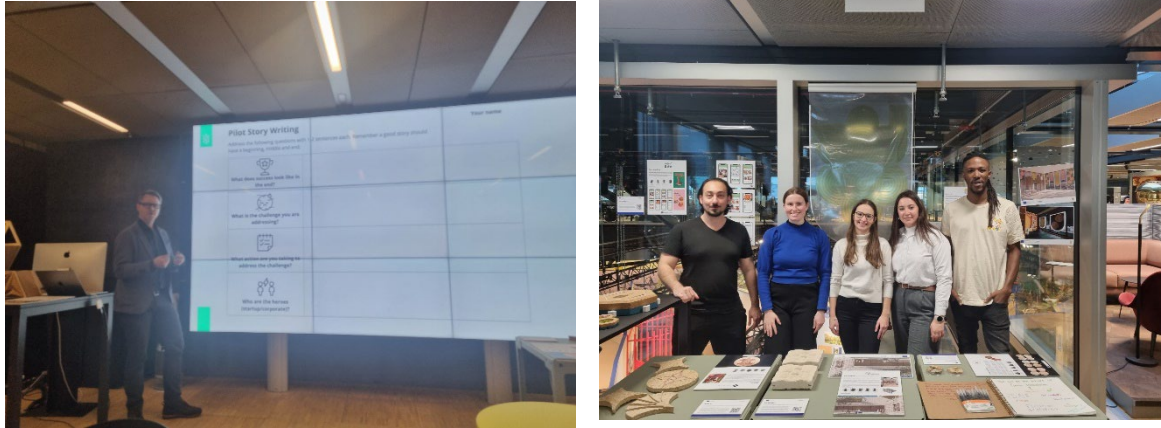


Fig.16. (Left to Right) Michael Ambjørn delivering keynote, Startup teams at opening event in front of the Living Wall

Art event Copenhagen

On January 17th from 19.00-21.00 the art event of the Copenhagen Living Exhibition was held at the Arena in BLOXHUB.

The lights were lowered and there was a lounge and dance sessions amidst the prototypes and design furniture of BLOXHUB and craft beer tasting with local brewed beers both with and without alcohol. The purpose was to celebrate the students' hard work and create awareness of sustainability issues in urban areas for the general public.

Creative Brainstorming Session: Copenhagen

The objective was to brainstorm and generate innovative ideas for enhancing sustainability in urban areas, particularly addressing challenges related to heat waves, flooding, and mobility. Joachim Almdal gave a short keynote explaining the importance of sustainability in urban areas and the focus areas of today's brainstorming session. The participants were then split into groups to generate ideas, and then the groups were rotated to refine the ideas before presenting them in the plenum. Then, Joachim facilitated a discussion on prioritizing the generated ideas. Subsequently, participants were encouraged to share additional ideas, insights, or perspectives that may not have been covered in the group sessions.

All in all, everybody contributed well, and there was an open vibe in the workshop.

Event Agenda

Date: 17th January 2024

TIME	DESCRIPTION
17:00 - 17:10	Welcome and Introduction
17:15 - 17:25	Icebreaker Activity
17:25 - 17:40	Presentation on Current Challenges
17:40 - 18:25	Rotating Group Brainstorming Session (2-3 people per group)
18:25 - 18:45	Group Presentations
18:45 - 19:00	Open Discussion and Idea Sharing

Results



Fig.17. Brainstorming workshop

One-day Workshop: Copenhagen

Leading up to the workshop, it was uncovered that the key issue for most of the start-ups had been to find product-market fit. None had made any sales, although some were close. As a result, most of the learners had looked for employment after graduation from university as the startup could not support them. However, the developed technologies and prototypes still held great promise in solving dire urban sustainability challenges. Therefore, the workshop directed the attention towards focusing on how to find the right business model and get the first customer.

Event Agenda

TIME	DESCRIPTION
09:00 - 10:00	Sustainability-focused architectural walk in Copenhagen
10:00 - 12:00	Business Model workshop focused on go-to-market strategies for the startups
12:00-13:00	Lunch
13:00-14:00	Brainstorming on potential go-to-market tests
14:00-15:00	Key takeaways and next steps for the startups

Results

Key takeaways from the workshop were:

- There was a need to lower costs of the products to be competitive in the market
- Business models whereby the user and the 'payer' are not the same (e.g. public vs cities) are more complex
- Ideally, they should sell the product before beginning to produce it in order to lower risk.



Fig. 18. One day workshop

Learner Feedback:

"Grateful !

Thank you for having us and sharing your inner space !

Very inspiring indeed - in many ways !

First experience in the nordics for me, and certainly not the last !

The culture, the people and the scenes ! hm hm ! will be back when it's warmer though 🤗

Godspeed, Ashè your way !

Olatundé"

"Hi Joachim,

Likewise! Thanks for having us and showing us around. It was very inspirational to be in Copenhagen!

All the best, Yerwant"

"Hi Joachim,

Thank you for your email. It was great to meet you and visit the BLOXHUB. We had a wonderful time in Copenhagen and the presentations were really inspiring, thank you!

Kind regards, Neslihan"



Attendees & Participants: Copenhagen

EVENT	NUMBER OF PARTICIPANTS
Living Exhibition	3200
Opening Event	17
Art Event	15
Creative Brainstorming Session	12
1 Day Workshop	7



Living Exhibition: Stuttgart

Description of the Opening Event: Stuttgart

Location: HdM Coworking Space "Playpark" & Foyer, Nobelstr.10, 70569 Stuttgart

Empower Greenpreneurs Opening Event

On February 16th, 2024, the official opening of the Living Exhibition took place during the 'Empower Greenpreneurs' event at the coworking space 'Playpark' at Stuttgart Media University (HdM). To open the Living Exhibition in a festive and thematically inspiring way, a closed opening event entitled 'Empower Greenpreneurs' was organised, to which regional representatives from politics, business, the creative industries, start-up scene, culture and education were invited. It was also a cooperation measure of the EU projects Urban Shift (Erasmus+) and Greenpact (Interreg CE), both of which aim to actively implement the Green Deal through transdisciplinary educational models. The event started with a welcome and presentation of the EU project Urban Shift by the HdM project manager.

Then, the stage was open for speakers and founders of the sustainable start-ups 'Spoonstainable' and 'P-Vision'. The co-founder of 'Spoonstainable', Julia Piechotta, started to tell their founding story on how to grow into a sustainable cutlery and crockery alternative, starting with edible ice-cream spoons made from food waste. Afterwards, the co-founder of 'P-Vision', Kai Ritter, continued with their founding story of how to become a local expert business for innovative drone solutions for various industries. They focus on analysing PV systems to support solar installers and electricians in their daily work and, therefore, prevent and/ or repair photovoltaic installations that were damaged through heat and further extreme weather events. Both speakers also reported on their successes and (daily) hurdles in the green design of their business idea.

Afterwards, the HdM project manager introduced the EU project 'Greenpact' (Interreg CE), provided a transition to the upcoming creative workshop, and explained the framework conditions for this workshop. Two creative workshops with the participants followed this to analyse and reflect on the pros and cons of sustainability and sustainable models in teaching and practice in greater depth with representatives from the education sector and industry. Finally, this event culminated in the opening of the Living Exhibition and the official appraisal of exhibited prototypes from Batch 1.

The Living Exhibition was open to interested visitors from the Stuttgart region and all HdM employees in the 'Playpark' premises until February 23. It attracted altogether around 200 visitors from the wider start-up scene in Stuttgart.

Closing of Exhibition @Sandbox Demo Day

The festive closing of the exhibition was moved to Stuttgart City Hall and took place on February 23rd, 2024. It occurred as part of the 'Sandbox Demo Day', an important event of HdM's Startup Center, which focuses increasingly on presenting sustainable start-up projects. This popular public event of the Startup Center takes place twice a year and marks the end of a start-up programme for sustainable and socially responsible start-ups. The

prototypes of Urban Shift's Living Exhibition perfectly fit this event's theme and were set up in the event room for the exhibition.

Additional Exhibition stand at "Fair Handeln"

After the Living Exhibition attracted so much attention as part of the week-long exhibition at HdM, an additional temporary exhibition of the prototypes was planned and implemented from April 4-5 at the sustainable trade fair 'Fair Handeln' in Stuttgart. This is a trade fair for all those who are committed to fair, globally responsible, and sustainable trade. The project manager, communication manager, and participating HdM learners took part in this fair for a total of two days to exhibit and discuss their prototypes to an interested audience and to explain the objectives and approach of the EU project. Some contact details of the green startups of the 1st batch were passed on to interested buyers or possible cooperation partners. On these two days alone, 28,500 visitors took part in 'Fair Handeln', many of whom regularly visited the Urban Shift stand.

Event Agenda (Living Exhibition Opening Event)

TIME	DESCRIPTION
16:00 -16:10	Introduction of EU-project 'Urban Shift'
16:10 - 16.50	Best-practice examples: Green startups
16.50 - 17.00	Introduction of 'Greenpact'
17.00 - 18.00	Empower Greenpreneurs Creative Talk
From 18.00	Opening of Living Exhibition & Networking

Photos of the Living Exhibition: Stuttgart



Fig. 19. Prototypes set up in the Stuttgart City Hall for Demo Day (23.2.24)



Fig. 20. Prototypes set up in the HdM Playpark for Opening Event (16.2.24)



Fig. 21. Prototypes set up in the trade fair 'Fair Handeln' in Stuttgart (4.4.24)



Creative Brainstorming Session: Stuttgart

As part of the 'Empower Greenpreneurs' event, participants from politics, business, the creative industries, the start-up scene, culture and education took part in two separate creative workshops (SWOT analysis), each of which focussed on one of the following questions:

1. Where lay the potentials and challenges in **education** and teaching to promote sustainable or circular economy teaching/ business ideas?
2. Where lay the potentials and challenges for **(young) companies** to act more sustainably or circularly?

Representatives of the cooperating EU projects moderated both workshops (approx. 45 min), and working groups, then briefly presented the results of their workshops to each other (approx. 15 min).

The **results of working group (1)** are summarised below:

Strengths (internal):

- Educational mission is there; we can just do & experiment (have a playground)
- Access to research is available
- Individual innovative & forward-looking approaches already implemented (e.g. formation of 'student startups')
- Early sensitisation in teaching takes place selectively
- Qualified teachers who create the right framework conditions (see also weaknesses/ internal)

Weaknesses (internal):

- Application of 'green', sustainable teaching & didactics/ methods without a proper understanding of this
- Different framework conditions at different types of educational institutions
- Some educators still lack the right understanding of values
- Teaching methods/ approaches not up to date
- Qualified teachers who create the right framework conditions (see also strengths/ internal)

Opportunities (external):

- Early involvement of experts in teaching sustainability topics (also in the early childhood phase)



- Testing of new teaching models/ methods possible through EU projects
- Closer integration with industry through 'hands-on' projects & cases
- Development of new degree programmes (with a transdisciplinary focus), initial best practice examples already exist
- Linking research - teaching - practice (see also external challenges/ risks)

Challenges/ risks (external):

- Lack of experts to impart sustainable knowledge
- No common consensus as a basis for different educational institutions (lack of a common 'background noise')
- Federalism
- Linking research - teaching - practice (see also opportunities/ external)

The **results of working group (2)** are summarised below:

Strengths (internal):

- Bringing ecology and economy together
- Building up communication expertise
- Creating major impact and social relevance
- Establish and expand innovation and agility, especially for young companies
- Willingness to take risks pays off

Weaknesses (internal):

- Too less or no money for expertise or new processes/topics, especially for young companies
- Communicative expertise not available
- Capacities not available

Opportunities (external):

- Communicative lever/ perception
- Legislation, new regulations regarding sustainability
- Change mindset / create new standards
- Create new markets

Challenges/ risks (external):

- Higher speed in company processes, difficult to 'stay on the ball'

- Credibility, reputation, transparency -> can be difficult for older companies, for example, to suddenly be perceived as a 'sustainable' company
- Brand management may have to be rebuilt
- Competitiveness
- Legislation, e.g. regulations that make processes more difficult

Event Agenda (Creative Brainstorming during opening event)

TIME	DESCRIPTION
17:00 -17:45	Creative Brainstorming: How to support more sustainability in education, research & economy?
17:45 – 18.00	Presentation of workshop results

Results & Photos



Fig. 22. Creative Brainstorming Session at HdM



One-day Workshop: Stuttgart

Location: HdM Workshop Room, Nobelstr.8, 70569 Stuttgart

This workshop took place as part of a 'Green Innostudio' on 30 April 2024 from 9 a.m. to 2 p.m. at the HdM. The 'Innostudio' is a teaching format that was developed by the HdM Startup Center and has been in existence for several years to raise awareness on 'entrepreneurship' among students (first semester) of all faculties. As part of this format, students are supported every semester in discovering, building and developing their entrepreneurial skills, because only those who have come into contact with entrepreneurship and innovation can decide to pursue this path further.

As part of the 'Green Innostudio', an attempt was made to awaken all participants' initial enthusiasm for sustainable urban innovation. The EU project Urban Shift was presented to the students right at the beginning and the most important problems in the context of the four urban challenges (food waste, urban heat island, mobility/circularity, extreme weather events) were then explained in more detail. Afterwards, the participants were given an inspiring and creative approach to the topic of 'entrepreneurial thinking and action'. In teams, they developed their own 'green' business ideas to solve one of the four urban challenges and applied the knowledge they had learnt in practice in alternating input and work sessions. At the end, each team had to present the business idea they had developed to the other teams in a short pitch and received feedback.

Event Agenda

TIME	DESCRIPTION
09.00 - 09.10	Welcome & process of the creative workshop
09.10 - 09.30	Introduction of Urban Shift & four urban challenges
09.30 - 11.00	Team formation & 1 st Ideation phase
11.00 - 12.00	Problem Identification & Validation
12.00 - 12.30	Quick lunch break
12.30 - 13.30	2 nd Ideation phase & Poster creation
13.30 - 13.55	Pitching & Feedback
13.55 - 14.00	Sum-up & Farewell

Results & Photos

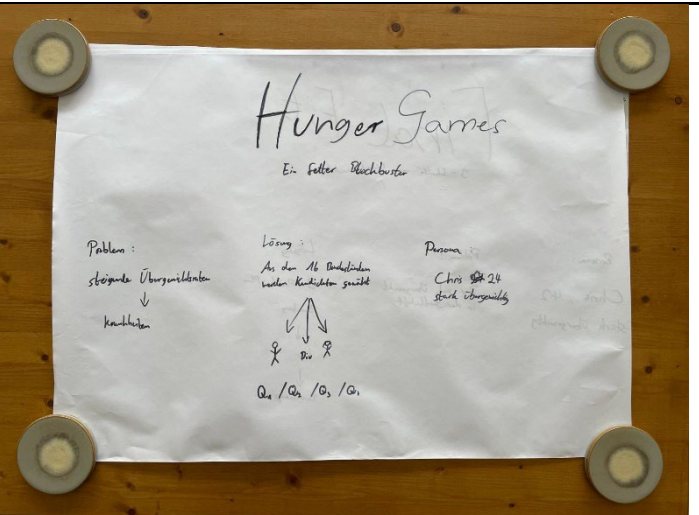
The results of this 'Green Innostudio' are presented below:

DESCRIPTION	PROTOTYPE
Innophalt <u>Urban Challenge:</u> Urban Heat Islands <u>Solution:</u> Cooling asphalt pavement made from sustainable raw materials and heat-resistant, absorbed heat is to be converted into energy	
Core Climb <u>Urban Challenge:</u> Food Waste <u>Solution:</u> App to support healthy nutrition & sport training; healthy nutrition by utilising almost expired food	
Klimadrohne (= Climate drone) <u>Urban Challenge:</u> Extreme Weather Events <u>Solution:</u> Cooling drones equipped with powerful fans and cooling systems; lowers surface temperature -> heat load is reduced	

Hunger Games

Urban Challenge: Food Waste

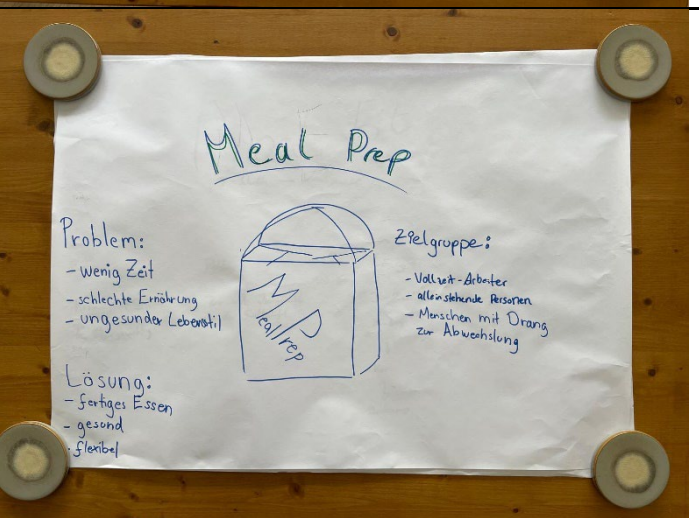
Solution: Game interventions to support healthy nutrition & sports training; healthy nutrition by utilising almost expired food



Meal Prep

Urban Challenge: Food Waste

Solution: Delivery service with ready-made food, sustainably & regionally produced, observing the right portions to counteract food overproduction



Plants on Top

Urban Challenge: Urban Heat Islands

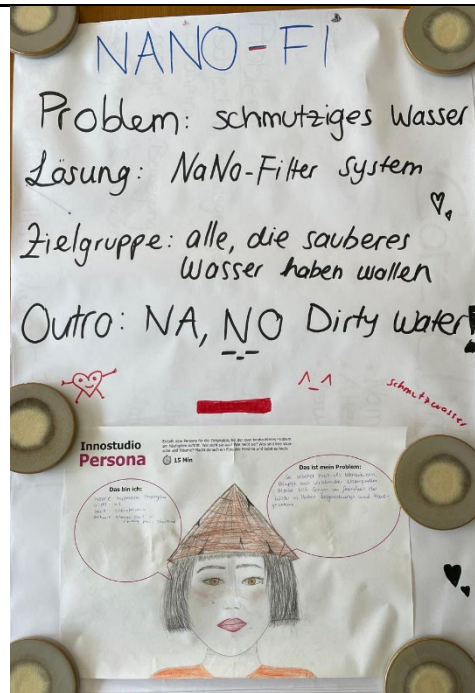
Solution: Garden service to implement more green spaces on roofs of buildings, growing plants & own food



NANO-FI

Urban Challenge: Extreme Weather Events

Solution: Nano filter system to efficiently clean dirty water from increasing pollution caused by extreme weather events



Data FIT

Urban Challenge: Food Waste

Solution: App for measuring blood values, offers nutrient analysis, creates recommendations for daily nutrition; supports customised and targeted nutrition and thus avoids overconsumption or throwing away the wrong foods



Attendees & Participants: Stuttgart

EVENT	NUMBER OF PARTICIPANTS
Living Exhibition (16.-23.2.2024)	250
Opening Event & Creative Brainstorming Session (16.2.2024)	25
Closing Event (16.2.2024 + 23.2.2024)	200
Exhibition stand at fair "Fair Handeln" (4.-5.4.2024)	Visitors Fair: 11.500 (4.4), 17.000 (5.4)
1 Day Workshop (30.4.2024)	35



Impact & Results: Stuttgart

- Having the Living Exhibition open with key events at HdM Playpark and the City Hall of Stuttgart helped to boost the importance of future urban green innovations through participation of different target groups from economy and society. Also, the interactions with external stakeholders engaging with the entrepreneurs and prototypes provided strong affirmation, motivation, and important feedback for future product/service directions.
- The participation at the trade fair 'Fair Handeln' (English = Acting Fair) was very important for the communication of the results of the 1st batch of Urban Shift on a regional to national level and increased its visibility immensely due to the high number of visitors (28.500). Potential buyers, co-operation partners and investors received the contact details of the participating start-ups.
- The project's necessity and relevance for a wider audience (e.g. politics, businesses, creative actors, entrepreneurs, educators) were validated by the creative workshop/brainstorming. It also inspired fresh concepts for further collaborations and activities to support enabling urban green innovations on a national/ international level by relying on the EU Green Deal.
- The one-day workshop was very well received by the students at an early stage of their study programmes, with some wishing that it could have been longer or followed by another format to support entrepreneurship. Some currently participate in further formats offered by HdM (e.g., IDEA, ADVANCE) to continue working on their green business idea. This highlighted the need for programmes like the Living Labs programme, which addresses students' needs and wishes.

Recommendations for Round 2

- Capitalising on other events in the institution and/or host city can boost participation and help to reach a wider network.
- Where possible, host the workshop and creative brainstorming as close to the Exhibition opening as possible. If not possible, to pair them with other events in the city.
- Gathering a group of 30+ professionals for the Creative Workshop proved very challenging, as taking time out of their workday is not easy. A suggestion would be to host this session first thing in the morning or at the end of the day, to encourage a higher participation.
- Encourage more people to contribute to the Living Wall, which ultimately took the form of a Living Book.
- Have the students design their posters themselves for the exhibition with the given templates. This gives the students more autonomy over their work and how they present their start-up.



Living Exhibition – Round 2

Living Exhibition: Vienna

Description of the Opening Event: Vienna

Location: Chamber of Commerce of Austria (WKÖ), Wiedner Hauptstraße 63, 1045 Vienna

The Vienna Living Exhibition took place on 18 June 2024 from 10:00-21:00 at the 22nd Austrian Export Day, the second year this event was chosen for this purpose. The Export Day is Austria's largest information and networking event on the subject of export and internationalisation under the motto: 'Inspiration - Innovation – Future (Zukunft)'.

Given the success of the event in 2023, Urban Shift again had an exhibition space in the 'Innovation Jungle', with a 30m² booth in the repurposed WKÖ car park to display all prototypes. The start-ups had the opportunity to meet potential cooperation partners, customers and investors. Overall, 2,500 visitors were in attendance during the Export Day.

Open Stage

The Urban Shift project was presented at 13:00 on the Open Stage of the Export Day. A trainer from WIFI delivered an overview of the project and the start-ups. Following this, one member of each start-up presented their project idea and challenge solution in front of an audience of industry professionals and to encourage them to visit the Innovation Jungle to learn more about the prototypes.

Innovation Jungle – An artistic performance

The Innovation Jungle, located in the WKÖ garage, was transformed as before into a creative 'oasis', with colourful lighting and furnishings, exotic plants, comfortable seating arrangements for networking in the Future Lounge, as well as a DJ booth. Visitors to the Innovation Jungle were guided down a neon-lighted, pink-carpeted aisle, lined by palm trees and rainforest sounds. Therefore, on entering the 'Jungle', attendees are greatly aware of the contrast to the rest of the more 'traditional' set-up of the rest of the exhibition, demonstrating that the exhibitors located are modern, out-of-the-box thinkers.

The Urban Shift booth was located in a corner of the Innovation Jungle (see fig. 1 below) and featured posters with an overview of the project. Each prototype was displayed creatively next to a poster designed by the team itself, including an abstract on their idea, renderings of the challenge solution, and pictures of the team members.

Visitors had the opportunity to wander through the prototype exhibition and physically engage with the carefully crafted prototypes, for example trying on the cooling vest of the Zephyr Project. These professionals also had the special opportunity to engage with the creative minds behind these innovations, asking them about the process of coming up with their idea, developing the prototype, and plans for next steps of their start up.



Event Agenda

TIME	DESCRIPTION
10:00-18:00	Urban Shift Exhibition in the Innovation Jungle (WKÖ car park) Exhibition of all prototypes and posters by WU and WIFI team members from the start-ups: • Misty Greens • Cary • Climateaze • Easyride Bags • Ecovey • Far-More • GlowAura • Zephyr Project Learners were able to demonstrate their project ideas and the functioning of their prototypes to industry experts, gain valuable feedback and establishing connections. Also provided the chance to outline the importance to of addressing urban challenges to the visitors and thus of achieving the goals of the EU Green Deal.
13:00-13:30	Urban Shift Presentations on the OPEN STAGE Start-ups presented their challenge solutions to an engaged audience of industry professionals and encouraged them to visit the Urban Shift exhibition space for more in-depth exchanges. An introduction was provided by a WIFI trainer, one team member of each start-up pitched their idea. A trainer also pitched on behalf of teams where a team member was unavailable to attend. Speakers: Rudolf Kottbauer (WIFI) – Introduction to Urban Shift Presentation of Startups: • Misty Greens – Michal Stasiak • Cary – Ihor Romanchuk • Climateaze – Niklas Schulte • Easyride Bags – Darius Zweck • Ecovey – Adam Greene (WU trainer) • Far-More – Alexander Kozlov • GlowAura - Rudolf Kottbauer (WIFI trainer) • Zephyr Project – Loic Bickert
18:00-21:00	After Hours Networking with live DJ

Photos of the Living Exhibition Vienna

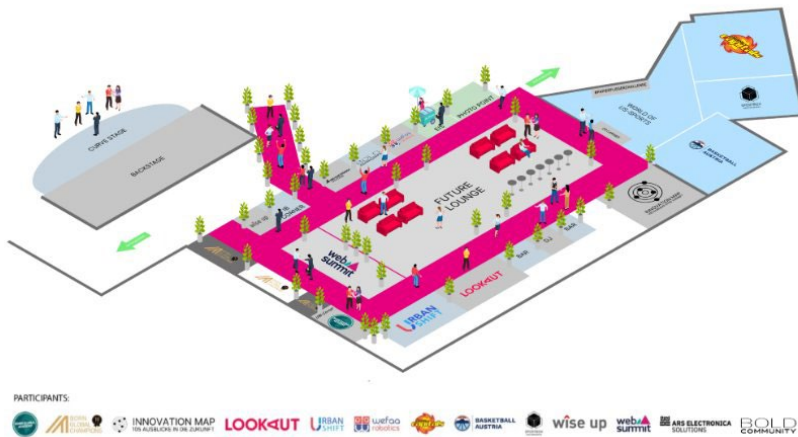


Fig.1. Plan of the Innovation Jungle



Fig. 2. The Innovation Jungle in the WKÖ car park



Fig. 3. The Urban Shift Living Exhibition space.



Fig. 4. Industry professionals engage with the WU and WIFI learners and their prototypes.



Left: Fig. 5. Darius Zwecker (WIFI) with the EasyRide Bags prototype ((c) Nadine Studeny | Karin Gruber)

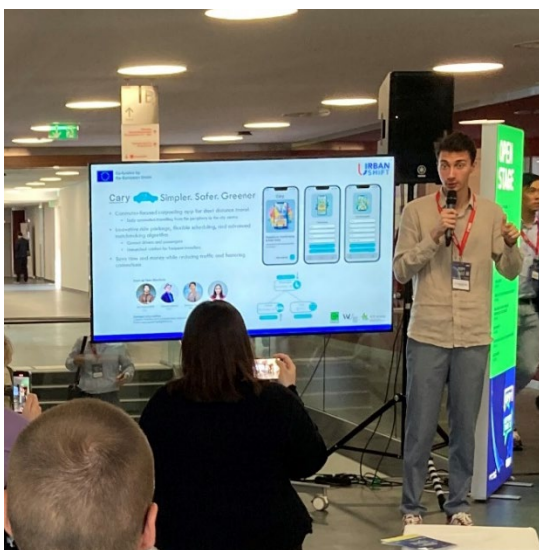
Right: Fig. 6. Michael Stasiak (WIFI) with the Misty Greens prototype ((c) Nadine Studeny | Karin Gruber).



Fig. 7. Michał Stasiak (WIFI) in discussion with industry experts ((c) Nadine Studeny | Karin Gruber).



Fig. 8. Rudolf Kottbauer (WIFI) presents an overview of the Urban Shift project on the OPEN STAGE



Clockwise: Fig. 9. Niklas Schulte (WU) pitches Climateaze to industry professionals on the OPEN STAGE.

Fig. 10. Loic Bickert (WU) pitches the Zephyr Project on the OPEN STAGE.

Fig. 11. Ihor Romanchuk (WU) pitches Cary on the OPEN STAGE.

Fig. 12. Alexander Kozlov (WU) pitches Far-More on the OPEN STAGE.

Results of the Living Exhibition Vienna

The Living Exhibition was a great opportunity for the WU and WIFI students to gain practical experience of pitching in front of a wider group of industry experts, diving deeper into their project ideas in the exhibition area and learning from exchange in a more professional environment. The Austrian Export Day was a particularly valuable learning for the students following the more structured approach of the Urban Shift Living Labs. The students proactively engaged with visitors to the exhibition space and encouraged professionals to find out more about their start-ups and prototypes through their pitches. These were key skills which had been developed during the programme and which the students had the chance to put into practice.



Creative Brainstorming Session 1: Vienna

A session was held at the SPEAK OUT Festival (11 June 2024), an energising one-day festival held in the MuseumsQuartier in the heart of Vienna. Organised by futurezone and Austrian news organisation KURIER, the event brought together over 700 guests from research, business and politics to discuss the future of our planet.

The session (hosted in German) was entitled 'Urban Shift: Sustainable start-up solutions', and sought to answer the question: 'How can sustainability in start-ups be ensured through transdisciplinary education?' The session started by providing an Urban Shift overview and an introduction to transdisciplinary start-up education. The creative brainstorming then began, using a World Café format across three stations, these being: 'What skills do future start-ups need?'; 'How can the challenges of working together across different disciplines be overcome?'; and 'How can the SDGs (Sustainable Development Goals) be integrated as a central component of start-ups?' Each group of participants worked at each station for 5 minutes, entering a discussion on the topic of the station, before moving on and building on the ideas of the others.

Following this was a silent brainstorm, whereby the participants could dot vote on ideas which particularly resonate with them or are worthy of further discussion, as well as adding onto ideas previously outlined. The session concluded with a couple of quick-fire impressions from the participants on their perspectives on transdisciplinary education and sustainable entrepreneurship, experience of the brainstorming session, and key takeaways.

Event Agenda

TIME	DESCRIPTION
15.00 - 15.10	Introduction to Urban Shift and transdisciplinary start-up education
15.10 - 15.15	Introduction to brainstorming session format: World Cafe
15.15 - 15.30	Brainstorming session – 3 stations
15.30 - 15.40	Silent brainstorming: Dot voting and ideation
15.40 - 15.45	Wrap up: Quick-fire impressions

Results & Photos



Clockwise: Fig.13. Overview of the 3 stations for the brainstorming
Fig.14-16. The teams work on their ideas in the World Cafe

Outcome

What skills do future startups need?

Courage; Systems thinking; Communication; Flexibility; Doing; Money market business; Division of expertise; Design thinking; Innovation within the company; Impact storytelling; Graphic design; International networking; Social skills; Green and sustainable business



models; Fair dealing/trade; Openness to change; Transparency; Understanding of hidden costs/externalities; Diverse teams from different sectors

How can the challenges of working together across different disciplines be overcome?

Courage; Inclusion; Informative communication; Easily accessible; Simple language; Stress the necessity of transdisciplinarity; Common terminology; Work without compulsion; Clear, common goals; Strong group dynamics; Can improve communication; Break out of structures; Open mindedness; Empathy; Teachable

How can the SDGs (Sustainable Development Goals) be integrated as a central component of start-ups?

Commitment; Regular meet ups; Onboarding of new employees; Playfully think outside of the box; Intrinsic motivation, passion; Better management; Be a role model; Reflection on humanity; Use the predefined SDG structures; Build a background knowledge of the SDGs; Take individual responsibility; Learn to communicate about the SDGs; Understand the core of problems; Use the SDGs as a manual for meaningful work

Creative Brainstorming/Workshop Session 2: Vienna

Following the success of the first creative brainstorming sessions and given that the opportunity arose to host another session for a slightly different target group, WU held two more sessions on 26 November 2024 on the margins of the event 'Perspectives of Success: Universities Shape the Future'. The event was an initiative of the Austrian Ministries for Education and for Climate Protection as part of the 2024 Sustainability Award for universities and higher education, hosted by the Forum for Environment Education at das MuTH, Vienna's most modern concert hall.

The session was entitled the 'Green Skills Sprint' and, across two rounds, three groups worked on different urban challenges similar to those during the Urban Shift project, namely Food Waste, Urban Heat Islands, and Active Mobility. The session adopted elements from both the creative brainstorming and one-day workshop, with Design thinking tools implemented for a greater understanding of the value of interdisciplinary approaches to future challenges.

Having provided an overview of the session and project, the participants were then informed of the task and urban challenges. Using a structured template, each group worked towards building a common understanding within their assigned challenge area by; sharing prior knowledge; identifying a problem; identifying (in)directly affected target groups; and defining their problem focus.

Based on the groups' chosen problem focus, they sought to shift the focus from the problem itself to potential solutions through "How might we" questions, encouraging a positive and proactive approach. The process is also an important learning in working together and further developing a common group approach. To conclude, each group

shared their question with the other groups, and each person had the opportunity to share feelings of the session.

Event Agenda

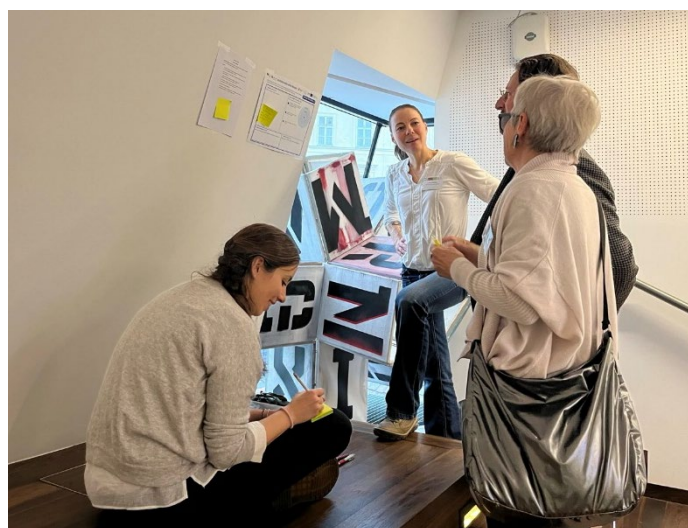
Round 1

TIME	DESCRIPTION
11.40 - 11.45	Arrival and division into groups
11.45 - 11.55	Introduction to session, team and Urban Shift
11.55 - 12.00	Introduction to the tasks and challenges
12.00 - 12.18	Building common problem understanding
12.18 - 12.25	"How might we..." question
12.25 - 12.30	Summary and quick-fire impressions

Round 2

TIME	DESCRIPTION
12.40 - 12.45	Arrival and division into groups
12.45 - 12.55	Introduction to session, team and Urban Shift
12.55 - 13.00	Introduction to the tasks and challenges
13.00 - 13.18	Building common problem understanding
13.18 - 13.25	"How might we..." question
13.25 - 13.30	Summary and quick-fire impressions

Results & Photos



Left: Fig.17. The participants of round 1 receive an introduction to the session and Urban Shift
Right: Fig.18. A group in round 2 work on building their common problem understanding



Fig.19. Participants and facilitators in round 2 consider one group's common problem understanding

One-Day Workshop: Vienna

The one-day workshop, the Green Ideation Sprint, was hosted at the Clubraum of the Learning Center, WU Vienna on 16 May 2025. The workshop aimed to support the development of specific skills trained and learned by students during the Urban Shift Living Labs for the growth of a start-up. By applying design thinking methodologies, participants gain practical experience and meaningful insights as they work through key stages: identifying a problem, empathising with users, generating ideas, creating prototypes, and pitching solutions. This hands-on journey empowers them to develop innovative and sustainable ideas that can contribute to a better future—while also equipping them with tools they can apply in their studies, careers, or entrepreneurial pursuits.

The workshop began with an introduction to ideation sprint challenges, focusing on the themes of food waste and urban heat islands. Participants then learned how to leverage design thinking for creative ideation. Finally, the workshop covered how to ensure the future relevance of ideas through market validation and effective pitching strategies.

Event Agenda

TIME	DESCRIPTION
09:30	Arrival
09:45	Welcome & Introduction
10:15	Challenge & Design Thinking Overview
10:30	Team Formation & Building
11:00	BREAK
11:15	Problem Understanding

12:15	LUNCH (self-paid)
13:00	Ideation
13:30	Idea Clustering
13:45	BREAK
14:00	Prototyping
15:00	Pitching
15:20	Closing
15:30	END

Results & Photos:

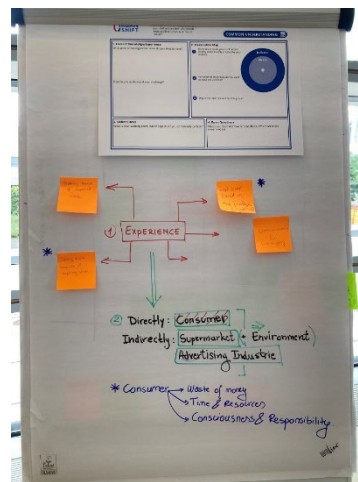
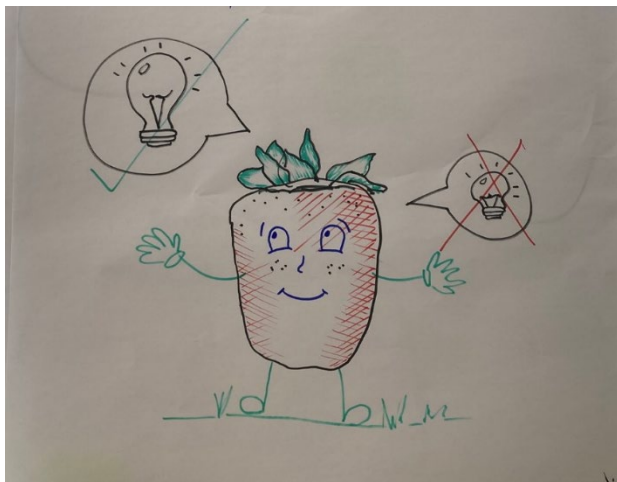
Despite 11 registrations for the Green Ideation Sprint, in addition to 8 participants expressing interest, only three participants arrived on the day to take part in the workshop, which was particularly disappointing for the WU team. In spite of this, the three participants were still very eager to learn new Design Thinking skills, as they had not been involved in such a workshop before, and therefore very enthusiastically and effectively worked through the various stages of the process.

The participants strongly engaged with the challenge of food waste and brought their own personal experience and expertise of the problem to bear, working well in their team and displaying excellent creativity and understanding of the strengths within their team. The team appreciated the structured approach of the Design Thinking templates and time boxing in the process to support faster decision making, assisting them in moving very quickly from initial problem understanding towards a concrete start up idea. Ultimately, the team succeeded in developing a novel idea based on their abilities and backgrounds, and the feedback received was overwhelmingly positive, with the participants noting that it was a shame others could not also have taken the opportunity to be involved.

DESCRIPTION	PROTOTYPE
MealMinder <u>Urban Challenge:</u> Food Waste <u>Solution:</u> An app which helps you to create meal plans and assists in putting together a shopping list based on healthy, sustainable recipes provided as part of the service. Aims to overcome the distractions of daily life which lead consumers to lose track of what groceries they buy and consume.	



Fig.20. Trainer from the WU presents the Urban Shift project and Design Thinking method



Left: Fig.21. MealMinder mascot for the food waste challenge
Center & Right: Fig.22-23. Stages of the green ideation process



Left: Fig.24. The team works on their MealMinder start up idea
Right: Fig.25. The team presents the outcome of the Design Thinking process



Attendees & Participants: Vienna

EVENT	NUMBER OF PARTICIPANTS
Opening Event (Austrian Export Day)	2000 / 14
Creative Brainstorming Session 1	700 / 17
Creative Brainstorming/Workshop Session 2	130 / 24
One-Day Workshop	6

Impact & Results: Vienna

- The Austrian Export Day once more allowed the students of WU and WIFI to come into contact with, present to and gain insights from industry professionals from various sectors, an especially valuable experience for them in moving beyond the theoretical to consider what would be necessary to take their prototypes to the next step. Furthermore, as the only student exhibitors at the Export Day, the students gained a better understanding of the professionalism and networking skills required to stand out in such environments.
- Through the Export Day, SPEAK OUT Festival, Sustainability Award and on campus workshop succeeded in bringing the project and its results to a broad audience of professionals, educators and other students, raising awareness of innovative and sustainable approaches to urban challenges.
- The skills developed in the various events, both by the students and external participants support the adoption of new approaches in professional and academic spheres, including problem-based learning, creative facilitation, and a cooperative mindset. By couching the exhibition elements as methods to tackle current and future challenges, the participants emerged with insights on how they themselves can stimulate change in their respective fields.

Living Exhibition: Stuttgart

Description of the Opening Event: Stuttgart

The Urban Shift Living Exhibition in Stuttgart was part of the “Media Night”. The “Media Night” took place at the campus of the Hochschule der Medien in Stuttgart. The event was held on Thursday, the 4th of July 2024 from 17.00 till 22.00 o'clock.

The media night is a showcase of the creative results every study course at the HdM. With more than 5.000 students the teams presented about 135 projects about Film- and Audio-productions, Software and Games, VR, communications, KI-concepts, prints or totally different prototypes like the ones developed at Urban Shift.

The Urban Shift Living Exhibition was located in an explicit room without other projects presented. The visitors could concentrate on the displayed prototypes.

At 20.30 the HdM Big Band played a concert right in front of the building where the Living Exhibition was located. The big band is called MAJAM, this stands for Montags Abends Jam (Eng. Monday evening jam).

Event Agenda

TIME	DESCRIPTION
17:00 – 22:00	Living Exhibition as part of Media Night
18:00 – 20:00	Creative Brainstorming Session
20:30 – 21:30	MAJAM Big Band concert

Photos of the Living Exhibition Stuttgart



Fig.26.Living Exhibition at HdM Stuttgart

Creative Brainstorming Session: Stuttgart

The creative brainstorming session was also part of the Media Night at the Hochschule der Medien in Stuttgart. Interested participants could sign up for the session from 18.00 to 20.00 o'clock. Hence no one signed up beforehand we accepted and acquired spontaneous participants to have a group for the brainstorming. First, we started with an introduction explaining what Urban Shift is about. Next, we conducted a brainstorming on "What will be the future of Green Innovation" and wrote it down in the Living Book. People just visiting the exhibition also had the chance to answer the question as it was publicly displayed in the exhibition room. After that, we brainstormed on the question "What kind of green innovation do you know, or can you think of?". Therefore, we used the matrix of Now, Wow and How. The y-axis represents the feasibility and the x-axis represents the originality of an idea.

Event Agenda

TIME	DESCRIPTION
18.00 - 18.15	Introduction to Urban Shift
18.15 - 18.45	Brainstorming "What will be the future of Green Innovation?"
18.45 -19.45	Brainstorming "What kind of green innovation do you know or can you think of?" Now, Wow, How
19.45 -20.00	Wrap up of ideas

Results & Photos

People came up with the following ideas:

- Fairphone: A fairly produced smartphone
- Mit Ecken und Kanten: An online shop for returns and items with minor flaws
- Too good to go: An app to order left overs from restaurants
- Grutto.com: An initiative to buy parts of a cow, called Crowdbutchering. The animal will not be butchered until every part of it is sold.
- Ororo: A sustainable clothing company
- Reusable cotton pads
- Pingpong: A fair, vegan and sustainable company for clothing, backpacks and other accessories
- Nikin: A sustainable clothing company
- Prosevation: A startup founded at HdM for sustainable packaging out of natural syrofoam from grain residues

An idea which was unclear how to realise were better and sustainable alternatives for plastics.

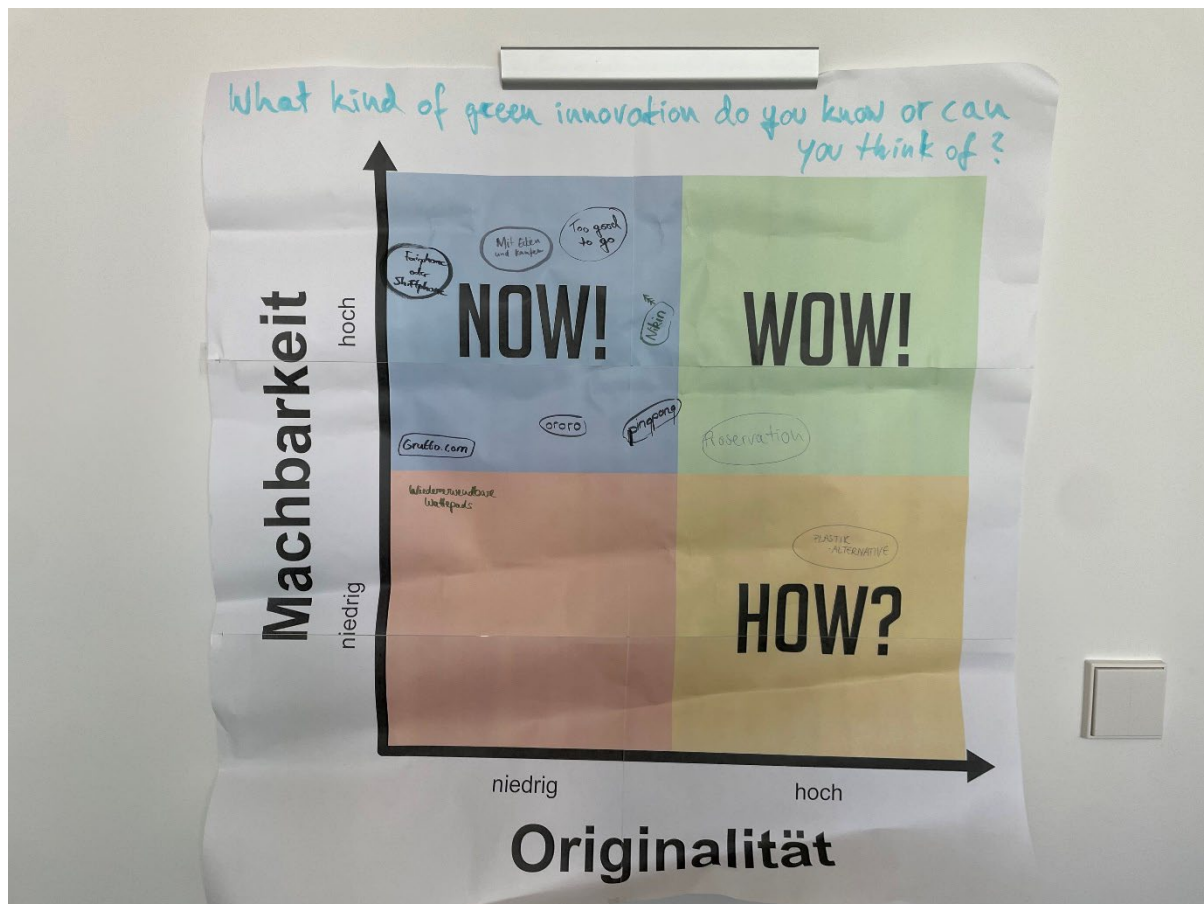


Fig.27. Output from the Creative Brainstorming

One-Day Workshop: Stuttgart

This one-day workshop was designed to spark students' interest in entrepreneurship with a specific focus on sustainable urban innovation. As part of the "Green Idea" format developed by the Startup Center of Hochschule der Medien (HdM), the workshop introduced students from all faculties to entrepreneurial thinking and action. The event combined personal reflection, team collaboration, and practical methods to guide participants from initial inspiration to idea development.

The workshop began by exploring participants' individual motivations, values, and interests—aiming to answer key questions such as: Who am I? What can I do? What does the world need from me? Based on these insights, students worked in teams to develop business ideas addressing pressing urban challenges derived from the United Nations Sustainable Development Goals (SDGs). They were introduced to key innovation and startup methodologies including Design Thinking, Lean Startup, Customer Discovery, and Effectuation. Throughout alternating input and working sessions, students validated their

ideas through problem-solution fit analysis and prepared short pitches to present their concepts and receive peer feedback.

This interactive format provided hands-on experience in entrepreneurial ideation with a sustainability lens, empowering students to take the first step toward creating meaningful impact.

Event Agenda

TIME	DESCRIPTION
09.00 - 09.10	Welcome & process of the creative workshop
09.10 - 11.40	Entrepreneurial Me
11.40 - 12.00	Forms and paths to entrepreneurship
12.00 - 13.00	Problem exploration (SDGs)
13.00 - 14.00	Lunch break
14.00 - 15.00	Effectuation-based Ideation
15.00 - 15.15	Coffee break
15.15 - 16.15	Customer discovery, validation & prototype
16.15 - 17.00	Pitch ideas

Results & Photos:

The students achieved an overview into their own Entrepreneurial Me and explored the Problems and challengers regarding the 17 SDGs. The ideas varied from first ideas about the given topics Urban Mobility & Extreme Weather Events. Examples are given in the pictures below.



Fig.28. Participants at the One-day Workshop



Fig.29. Workshop Results

Attendees & Participants: Stuttgart

EVENT	NUMBER OF PARTICIPANTS
Opening Event	250
Creative Brainstorming Session	10
1 Day Workshop	15

Impact & Results: Stuttgart

- The Living Exhibition at the Media Night showed the visitors a different perspective of projects at HdM. Most of the projects are not interdisciplinary across Europe like Urban Shift. Moreover, they are not sustainability nor driven by the 17 SDGs. The Exhibition therefore showed the lack of sustainable projects at HdM.
- Not only students but also externals like parents, friends or even professionals from cooperation projects visited the Media Night, hence also the Urban Shift Living Exhibition. Accordingly, the Living Exhibition reached totally different target groups and showed those groups the importance of sustainable innovations.
- Based on the Living Exhibition of the first Batch earlier this year at the "FairHandeln" HdM is currently in discussions with the Ministry for the Environment, Climate and



Energy Sector to have a follow up project as a combination of Urban Shift (developing prototypes) and Greenpact (getting sustainable knowledge through external experts). The project is aimed to have a duration of 18 months and will be held in two semesters.

- Reflective students with an insight about their own entrepreneurial perception and understanding of challenges regarding the 17 SDGs.

Living Exhibition: Barcelona

Description of the Opening Event: Barcelona

Location: Institute for Advanced Architecture of Catalonia, Pujades 102, Barcelona 08005

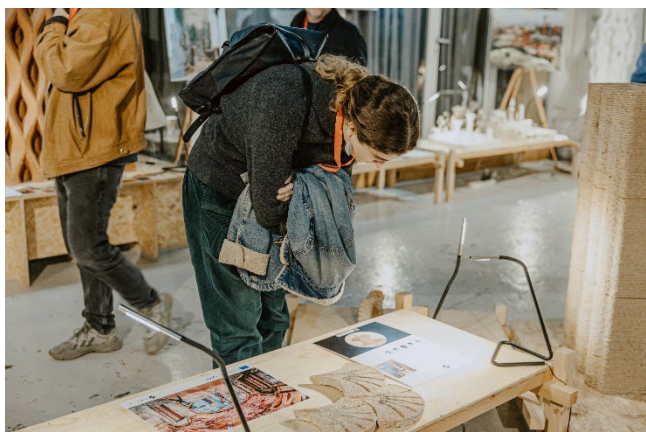
The opening of the Living Exhibition Barcelona 2024 formed part of the Biennale Responsive Cities Symposium event. The opening of the exhibition closed the first day of the symposium on the 25th February 2025 and took place in the IAAC Main Hall. The exhibition promoted the work done through the Urban Shift programme as well as interactive elements such as the Living Wall to encourage participation from the attendees. Insights from the Living Wall were incorporated into the Living Book which has been travelling across Europe.

The Urban Shift prototypes (Batch 1 & 2) were complimented by prototypes developed by IAAC students on nature-based solutions as well as circular design with a big focus on materials. Live music and drinks led to people sticking around the exhibition and many discussions emerging between IAAC staff, students and visitors. The exhibition was attended by a variety of profiles including students, researchers, professionals, symposium keynote speakers and citizens. The exhibition was set up on the 22nd of February and taken down on the 27th February.

Event Agenda

TIME	DESCRIPTION 25 th February 2025
16:15	Responsive Cities Symposium Closing and Transition to the Exhibition
16:30	Doors Open
17:00	Welcome
17:05	Keynote Presentations - Fiona Demeur – Urban Shift - Areti Markopoulou – Circular Matter(s) - Chiara Farinea – Nature-Based Solutions
17:30	Live Music, Living Wall, Networking and drinks
19:00	Closing

Photos of the Living Exhibition Barcelona



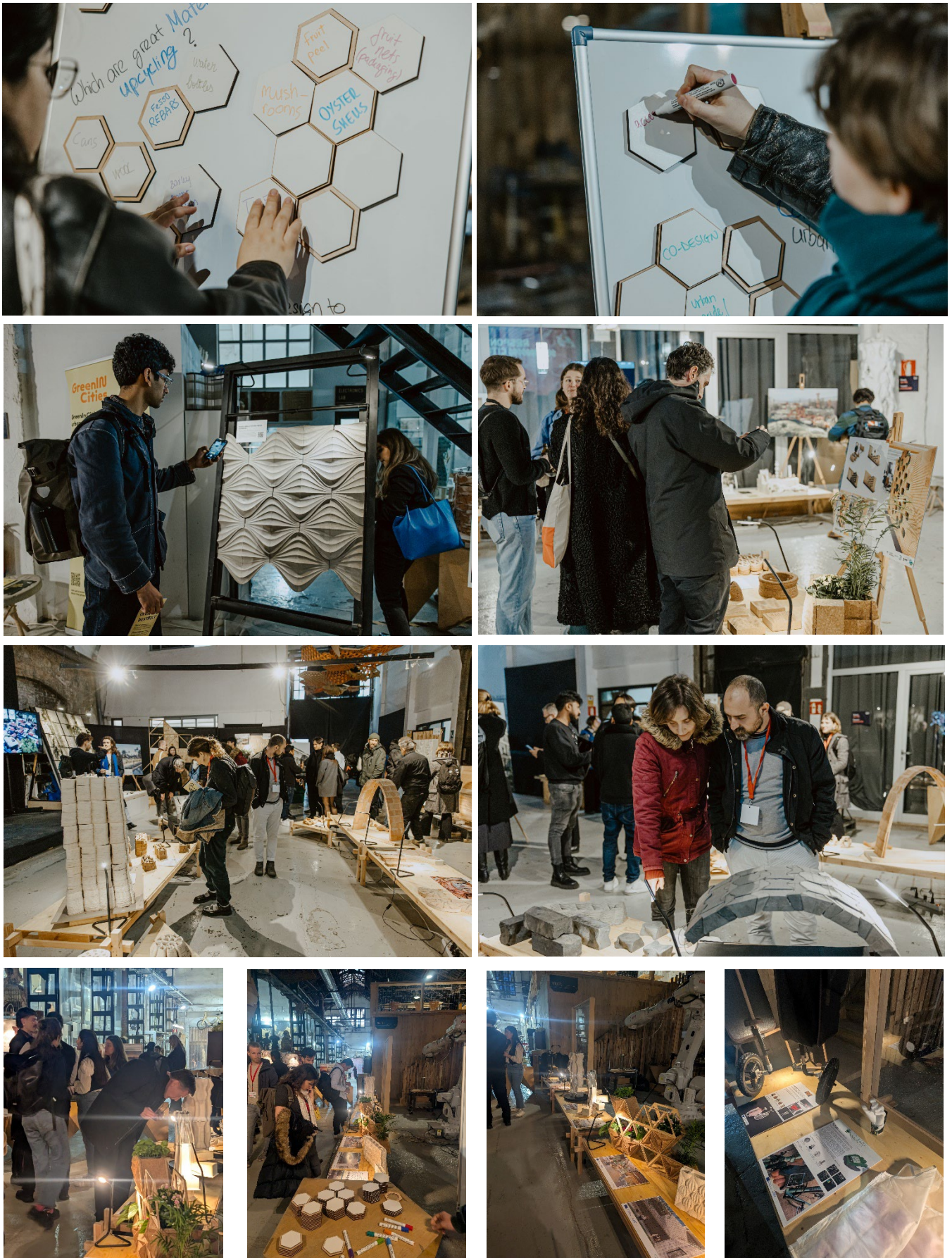


Fig.30. Highlights from the Exhibition Opening in Barcelona

Creative Brainstorming Session: Barcelona

To increase participation in the Creative Brainstorming session during the second round of the Living Exhibition, a different approach was taken to organise this event. Once again it was hosted in the framework of Semanas de Arquitectura, but to attract more participants a round table was incorporated with key speakers based in Barcelona and working on AI, Entrepreneurship and Architecture. This proved to be more successful in achieving participation and led to some insightful discussions on the future of education.

Event Agenda

TIME	DESCRIPTION 2 nd June 2025
17:00 – 17:10	Arrival and Welcome at IAAC
17:10 – 17:30	Presentation by Fiona Demeur on Urban Shift and Entrepreneurship in Education with a Mentimeter to collect inputs from the audience.
17:30 – 18:30	Round Table on the Future of AI & Architectural Education moderated by Areti Markopoulou and Angelos Chronis. The speakers were Mara Balestrini, Aldo Sollazzo, and Jonas Schorr.
18:30 – 19:00	Discussion and Questions
19:00 – 20:00	Networking and Drinks

Results & Photos

This chosen format proved to be more successful, bringing more participants to the event including students and external professionals. The combination of experts sharing their insights and participants able to ask questions and discuss relevant topics led to very interesting discussions. Education is at a turning point, especially with all the new AI tools emerging, and in the field of architecture, they are impacting and changing the workflows. In addition, IAAC has put emphasis on incorporating a business dimension within its educational offering and thus, there is a big interest to learn business skills and learn how to transform their idea into a start-up. The round table explored topics including types of funding and funding opportunities for start-ups, the ethical implications of AI, how we might transform education in relation to the tools available, and much more. The discussion gave IAAC faculty a lot to consider moving forward in transforming architectural education and strengthened collaboration with external professionals.

Insights from the Mentimeter:

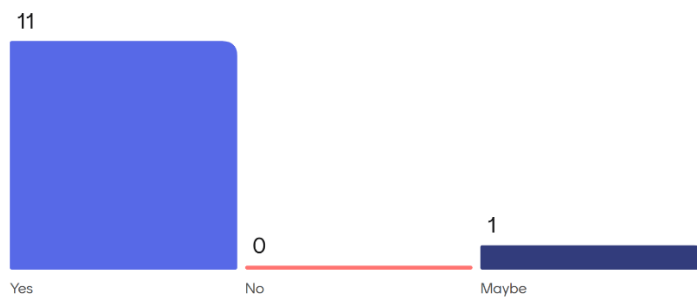
- When asked: How do you believe the future of education will be?
 - “I have witnessed [the] architecture discipline being very creative and students being in love with the profession fail to translate the profession into various connected fields and not just traditional [architecture].”
 - “Promising, especially with the democratization of AI tools that help individuals achieve goals and build meaningful things.”

- “Complemented with artificial intelligence and more interactive and transdisciplinary”
- “LLMs will disrupt the way we test knowledge completely.”
- Participants felt that entrepreneurship is definitely a vehicle for bringing together different disciplines and that cross border and transdisciplinary education should become part of education. See the images below:



Fig.31. Presentation of Urban Shift & Entrepreneurship in Education

Do you believe entrepreneurship should be a part of architectural education?



How much do you agree with the statement?

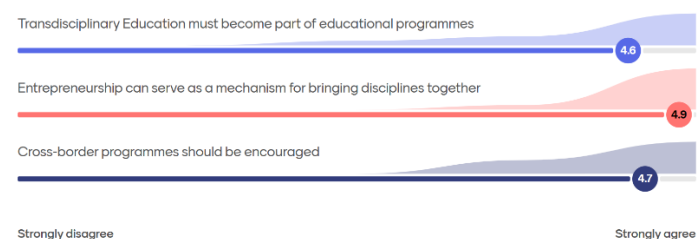


Fig.32. Insights from the Mentimeter from those that completed it

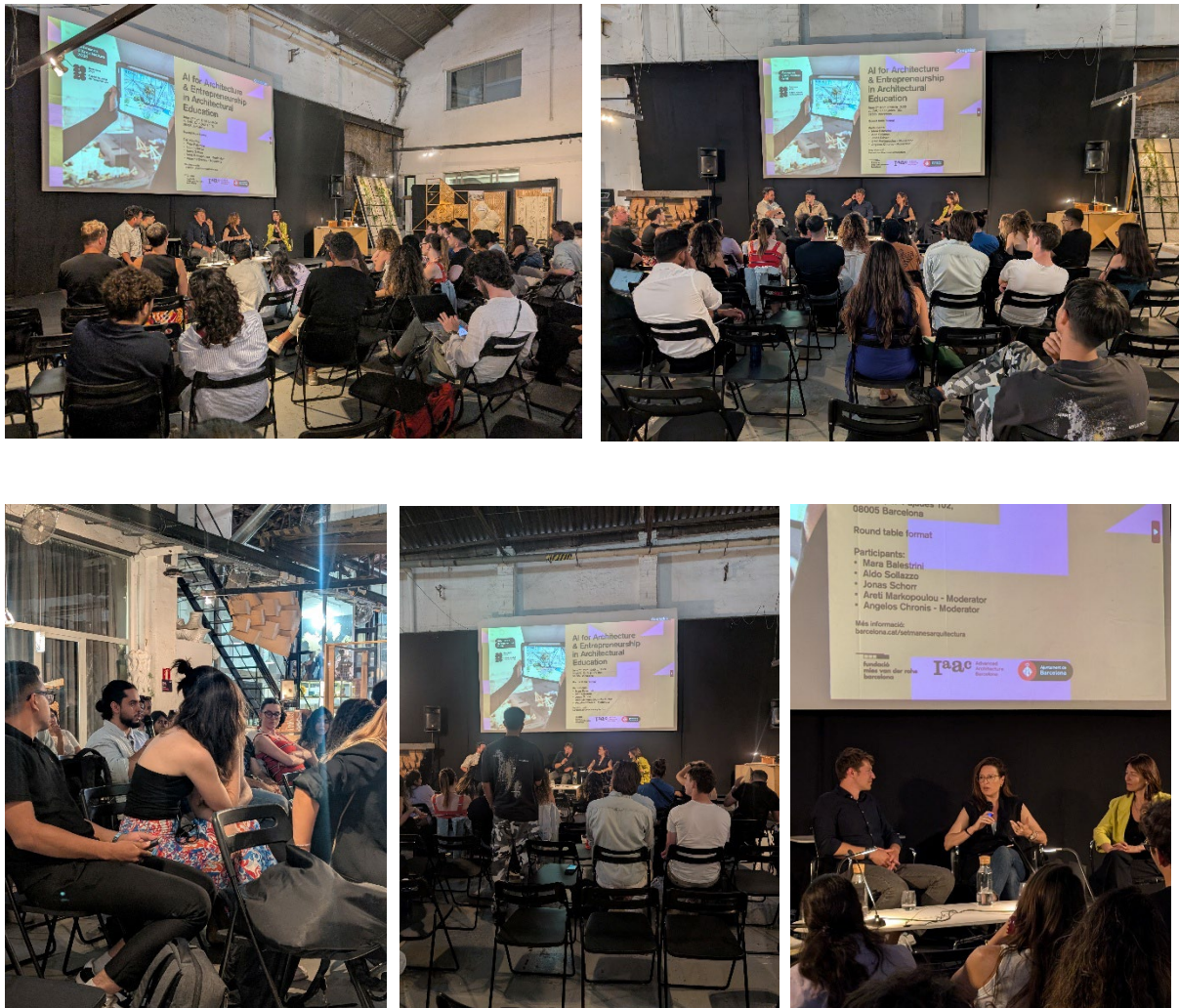


Fig.33. Round Table and Discussion

1 Day Workshop: Barcelona

Location: IAAC P51 - Carrer de Pujades, 51, 08005, Barcelona, Spain

The Green Ideation Sprint brought together a small but highly engaged group of participants for a one-day workshop in Barcelona. This edition of the workshop was also held as part of [Architecture Weeks 2025 \(Semanas de Arquitectura 2025\)](#), an annual program organized by Barcelona City Council and the Fundació Mies van der Rohe that celebrates architecture's role in shaping the urban environment. The initiative features exhibitions, open houses, lectures, and citizen-focused events across the city. Being included in this year's [official program](#) gave the workshop additional visibility, helping connect it to a broader public audience and encouraging engagement from citizens, students, and professionals interested in sustainable urban transformation.

Though only five participants joined the session, despite 22 registrations, the diverse mix of nationalities and backgrounds created a rich environment for exchange and collaborative learning.



The workshop started with a contextual introduction to the European Green Deal and the trainers highlighted how this ambitious strategy addresses interconnected urban challenges. As these issues become increasingly urgent across Europe and beyond, participants began to question how the EU's goals translate across different regional and global realities. This sparked an interesting discussion about governance, policy barriers, and the potential for global implementation of green transition frameworks. The conversation served as a great foundation for diving deeper into the workshop's main challenge areas: urban mobility and extreme weather events.

Participants were first introduced to key phases of the Design Thinking process, with a focus on the problem space. Many were new to Design Thinking but quickly embraced the methodology. Forming two teams, all participants chose to work on extreme weather events, due to their personal experiences in the summer heat in Barcelona. After defining the problem, teams moved into the solution space, engaging in fast-paced ideation to generate a wide range of possible interventions. Ideas were evaluated based on feasibility and originality.

By the afternoon, both teams had identified a core concept to develop further. One team proposed a product-based solution: modular, shade-producing structures that could cool down public spaces, especially outdoor sports areas. The second team envisioned a service model for turning unused rooftops in Barcelona into green community spaces through permaculture and urban agriculture. Both concepts combined environmental adaptation with social inclusion.

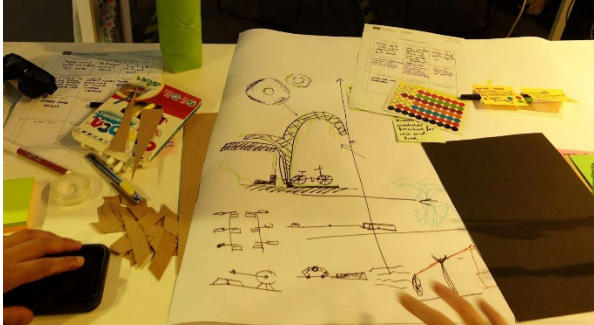
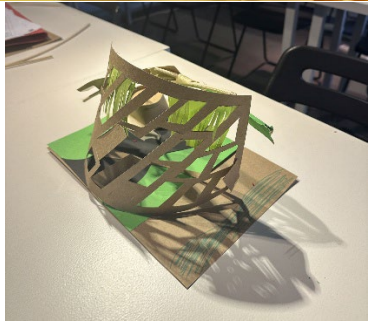
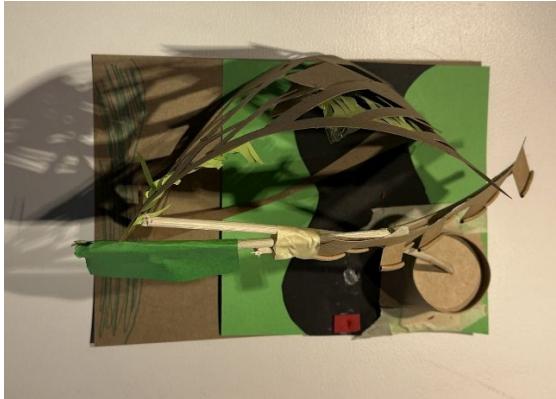
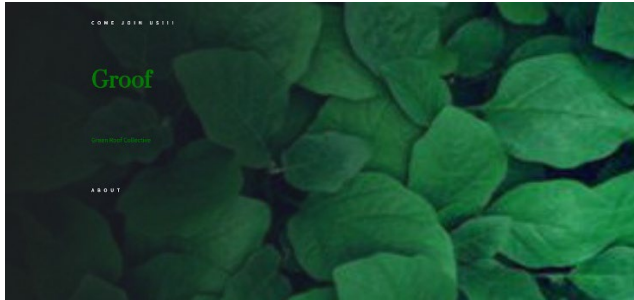
The day was finalized with a pitching session, where each team presented their solution to the group and received feedback from trainers and other participants. The session closed with reflections on how Design Thinking helped structure their innovation process and surface ideas they might not have otherwise considered.

Event Agenda

TIME	DESCRIPTION
09.00 - 10.00	Room Setup
10.00 - 10.15	Arrival at IAAC
10.15 - 11.05	Introduction to EU Green Deal and urban challenges
11.05 - 11.30	Introduction to Design Thinking and team building
11.30 - 11.45	Coffee Break
11.45 - 12.45	Problem space
12.45 - 14.00	Lunch Break (Self-paid)
14:00 - 14.50	Solution space and Ideation

14.50 - 15.05	Coffee Break
15.05 - 16.30	Prototyping and pitching training
16.30 - 17.00	Pitching ceremony, feedback and participant survey

Results & Photos:

DESCRIPTION	PROTOTYPE
Challenge: Extreme Weather Events Shading Device: A modular shading and cooling structure for public sports areas to mitigate urban heat. It integrates a human-powered system where users can generate energy by cycling on stationary bikes built into the structure. This energy powers a cooling mechanism that helps reduce ambient temperature in the surrounding area.	  
Challenge: Extreme Weather Events Groof: Green Roof Collective A service transforming unused roofs into a place for tackling extreme heat through bringing permaculture and community	Screenshots from the landing page built: 

gardens through facilitating connection, inclusion and shared ownership.

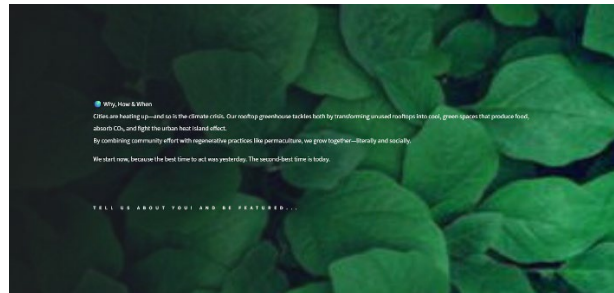
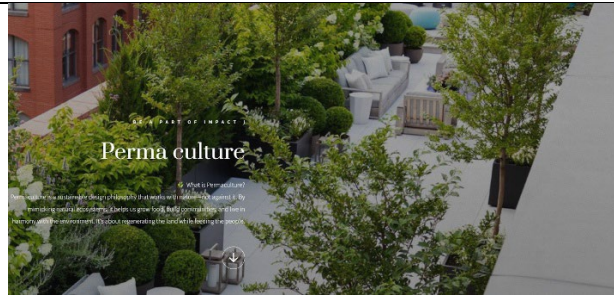


Fig.33. Participants working on problem canvas and creating personas for the problem



Fig.34. Participants working on brain writing activity for ideation and participants working and drawing their prototypes

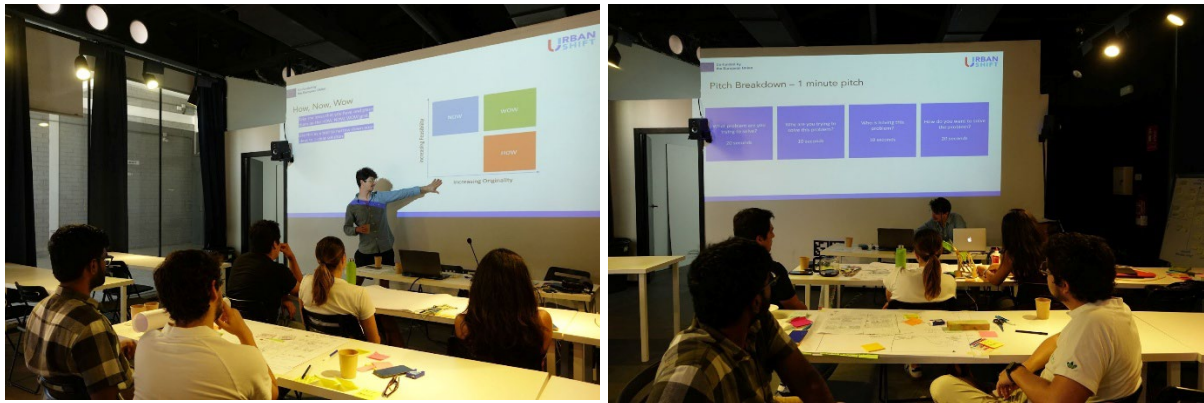


Fig.35. Trainer from IAAC explaining HOW, WOW, NOW exercise and explaining the pitch breakdown

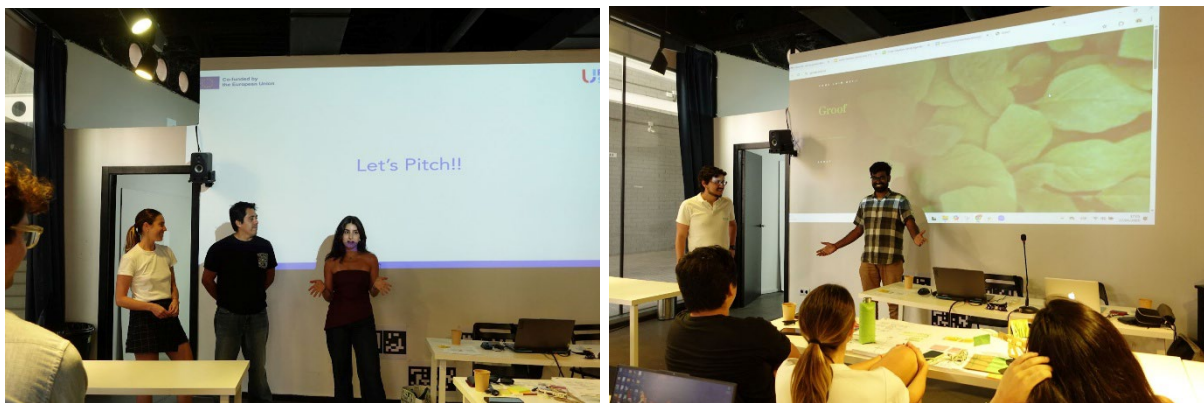


Fig.36. Participants pitching their solution

Attendees & Participants: Barcelona

EVENT	NUMBER OF PARTICIPANTS
Living Exhibition Opening	150 +
Creative Brainstorming Session	45
1 Day Workshop	7 (22 people registered)

Impact & Results: Barcelona

- The Living Exhibition was held in the same format as the previous edition as Responsive Cities in one of the biggest events hosted every two years by IAAC. This international event offers a big exposure for the Green Ambassadors. The one challenge in Batch 2 was that the students had already graduated and left Barcelona and therefore could not be present during the exhibition.



- While in the first Living Exhibition edition, there was the interest to have the Living Exhibition as part of other external events, this year these opportunities did not present resulting in lower numbers than the previous edition. This also greatly depends on the relevance of the topics being addressed and the types of start-ups created.
- The Creative Brainstorming Session proved to be much more successful in this edition due to the changes in format and inviting renowned guests based in Barcelona to attract participants. Participants were much more engaged and interested to know more, triggering interesting discussions.
- Despite the lower turnout, the Green Ideation Sprint proved to be an insightful experience for both participants and trainers. One of the key takeaways was the value of bringing together individuals from diverse cultural and professional backgrounds encouraging critical conversations around the global applicability of the EU Green Deal, discussing policy ambition and realities in different contexts. Participants explored complex sustainability challenges through a structured yet flexible Design Thinking process. For many, this was their first encounter with human-centered innovation tools, and they expressed enthusiasm about how these methods helped them shift from abstract problems to tangible pathways for solution and evaluated the methodology positively in the survey. The collaborative format encouraged critical thinking, active listening, and rapid decision-making. Overall, the workshop demonstrated that even with a small group, meaningful learning, exchange, and ideation can take place when the right environment and tools are in place.

Living Exhibition: Genoa

Description of the Opening Event: Genoa

Location: Agora Social Cooperative - Via di Santa Maria di Castello, 16123 Genoa, Italy

The Genoa edition of the Urban Shift Living Exhibition took place on 20 - 21 May 2025, during the city's [Genoa Design Week](#), which is an annual celebration of creativity, design, and innovation that attracts architects, urbanists, educators, and design enthusiasts from across Italy and beyond. The event activated the city with exhibitions, talks, and workshops across public and private venues and provided an ideal platform for Urban Shift and project learners to engage with a broader design-oriented public and gain added visibility among both local citizens and international visitors.

The opening curated a series of interactive sessions designed to showcase startup outcomes from Batch 1 and 2 of the projects and invite public dialogue and interaction.

The event opened with a welcome and introduced the goals of the project in the context of the EU Green Deal and broader efforts to build climate-resilient, inclusive cities. This was followed by the Startup Ambassadors Presentations at their booths, where learners from the program presented their early-stage ideas and insights from working on topics like extreme weather events and sustainable mobility.

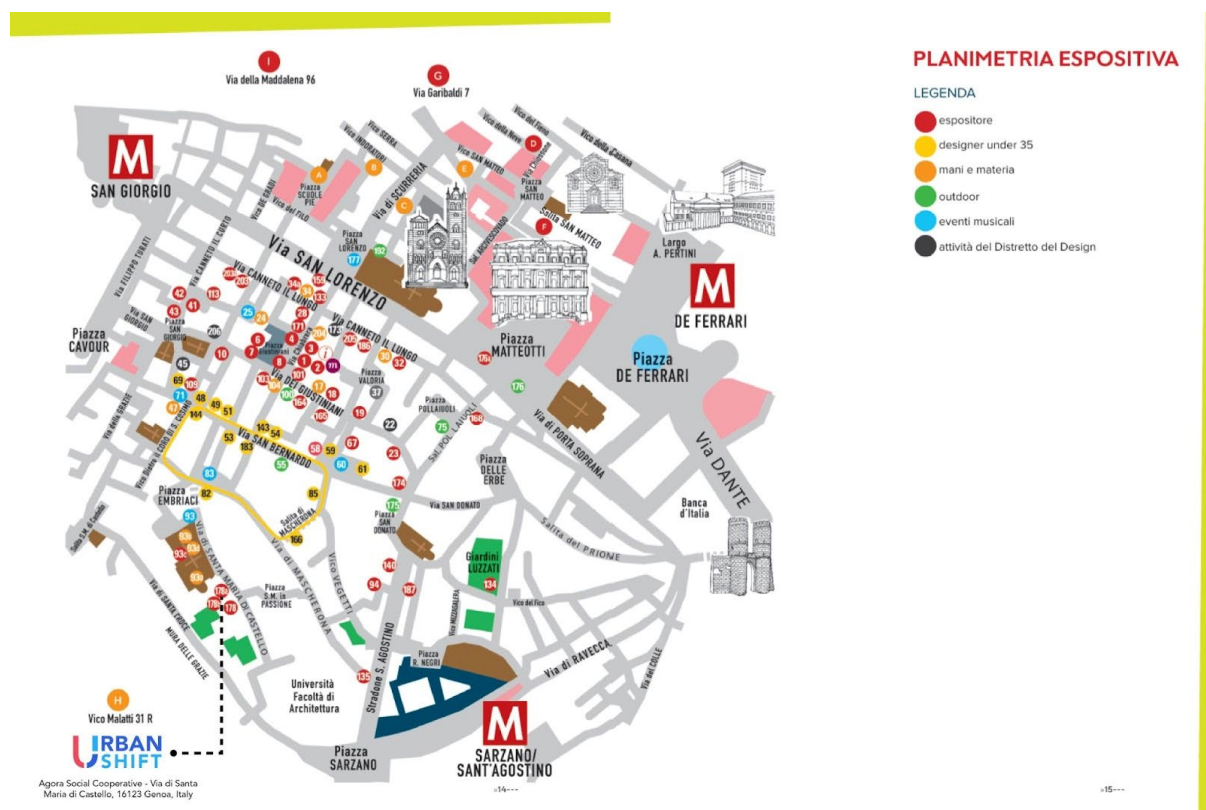


Fig.37. Genoa Living Exhibition and One Day Workshop Location in the Genoa Design Week Design District, plan taken and adapted from Genoa Design Week Brochure

Event Agenda

TIME	DESCRIPTION
14.30 - 14.40	Welcome
14.40 - 14.45	Introduction of the Urban Shift and its goals
14.45 - 15.00	Startup ambassadors talk on their booths
15.00 - 15.45	Creative Brainstorming Session
15.45 - 18.25	Living Exhibition
18.25 - 18.30	Closing and final remarks

Photos of the Living Exhibition Genoa



Fig.38. The Living Exhibition in Genoa during Genoa Design Week



Fig.39. Living Exhibition Genoa – Green Ambassadors explaining their start-ups

Creative Brainstorming Session: Genoa

Location: Agora Social Cooperative - Via di Santa Maria di Castello, 16123 Genoa, Italy

As part of the Living Exhibition, a dedicated Creative Brainstorming session took place from 15.00 to 15.45 at the same location. The Creative Brainstorming session was structured around three thematic questions designed to encourage open exchange and co-creation. These included: *"What skills do green startups need?"*, *"How can the challenges of working in transdisciplinary teams be overcome?"*, and *"How can the SDGs be integrated as a central component of startups?"* Participants ranging from students, educators, creatives and early-stage entrepreneurs worked as a group to explore each of these guiding questions, applying ideation and clustering tools.

One of the key takeaways from the session was the recognition of the complexity and interdisciplinary nature of green entrepreneurship. Participants emphasized the growing need for skills that go beyond traditional business competencies, highlighting areas such as artificial intelligence, leadership, empathy, resilience and storytelling for impact. Many also pointed out that while these skills are crucial, yet some of them are rarely taught in formal education settings. In the second round, participants reflected on the dynamics of transdisciplinary collaboration. Some expressed the difficulty of navigating different professional glossaries and understanding common knowledge/skills. However, they also

identified this as a unique opportunity for collaboration and setting clear expectations. Suggestions also included creating a space for psychological safety, aligning team mission/vision and working on team strengths.

Finally, in the discussion around the Sustainable Development Goals (SDGs), many participants shared that the startups should have a problem-oriented business model, preserve transparency on operations and KPI measuring towards stakeholders and consider impact beyond regulatory requirements.

Event Agenda

TIME	DESCRIPTION
15.00 - 15.05	Introduction to Urban Shift and transdisciplinary start-up education
15.05 - 15.10	Introduction to brainstorming session format
15.10 - 15.20	Brainstorming session 1 - "What skills do green startups need?"
15.20 - 15.30	Brainstorming session 2 - "How can the challenges of working in transdisciplinary teams be overcome?"
15:30 - 15:40	Brainstorming session 3 - "How can SDGs be integrated as a central component of startups?"
15.40 - 15.45	Wrap up & final remarks

Results & Photos



Fig.40. Trainer from WU facilitating the session with participants

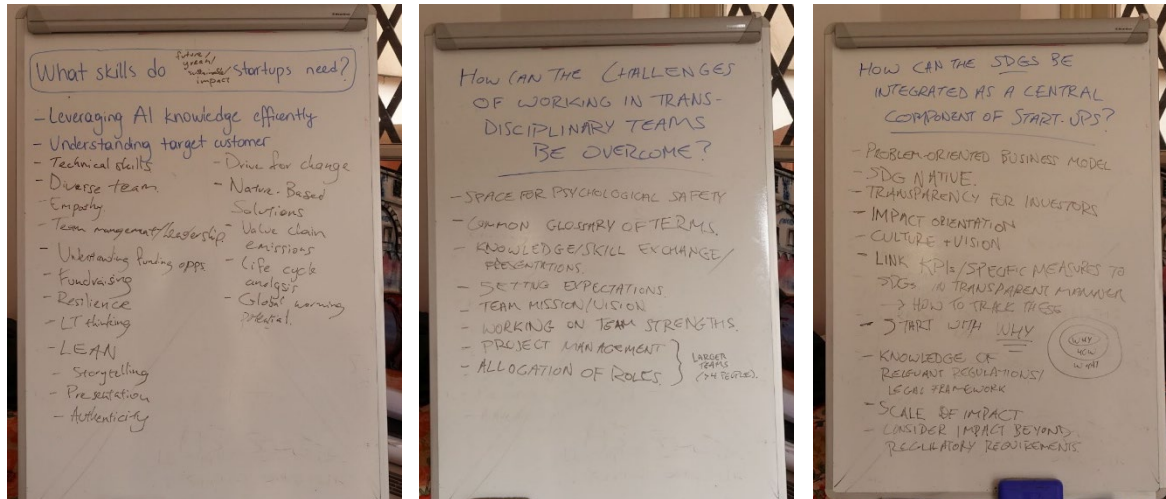


Fig.41. First guiding question outcomes

1 Day Workshop: Genoa

Location: Agora Social Cooperative - Via di Santa Maria di Castello, 16123 Genoa, Italy

The Green Ideation Sprint in Genoa took place during Genoa Design Week 2025, on 21 May 2025, from 09.30 to 15.30. Despite extensive outreach across all Urban Shift social media channels (including Instagram, LinkedIn, Facebook, and X) the number of participants was 3 which was smaller than expected. This may be due in part to the session being held in English, which might have presented a barrier for some local audiences. Besides, running the event without a local partner meant fewer opportunities for extended engagement and outreach. Still, the small group created a focused setting that helped deeper discussion and collaboration.

The session brought together participants from diverse backgrounds, including architecture, business, and finance, creating an environment for cross-disciplinary exchange. This time, participants were presented with other urban challenges such as food waste and the urban heat island effect. While both topics were interesting to tackle, the team gravitated toward food waste, feeling a personal connection and urgency to the topic.

During the initial Design Thinking phases, including the problem canvas and stakeholder mapping, participants found it particularly challenging to navigate the complexity of the food system. Many expressed how difficult it was to identify clear root causes, or pinpoint which actors contribute most to food waste, whether consumers, restaurants, or other industry players. After much discussion, the teams decided to narrow their focus to household consumption as this segment was the most relatable for them and ultimately developed the concept for a high-tech refrigerator that extends the life of fresh produce using AI, humidity control, and antimicrobial lighting.

Event Agenda

TIME	DESCRIPTION
09.30 - 09.45	Arrival
09:45 - 10.15	Welcome & Introduction
10.15 - 10.30	Challenge & Design Thinking Overview
10.30 - 11.00	Team Formation & Building
11.00 - 11.15	BREAK
11.15 - 12.15	Problem Understanding
12.15 - 13.00	LUNCH (self-paid)
13.00 - 13.30	Ideation
13.30 - 13.45	Idea Clustering
13.45 - 14.00	BREAK
14.00 - 15.00	Prototyping
15.00 - 15.20	Pitching
15.20 - 15.30	Closing

Results & Photos:

DESCRIPTION	PROTOTYPE
Challenge Selected: Food waste <u>Aura Refrigerator:</u> A next-generation refrigerator that uses smart sensors, AI, and antimicrobial lighting to regulate humidity and atmosphere, keeping fruits, vegetables, and other foods fresher for longer	



Fig.42. Highlights from the One-day Workshop throughout the different phases of the day – from ideation to pitching



Attendees & Participants: Genoa

EVENT	NUMBER OF PARTICIPANTS
Living Exhibition including the Opening Event	5000
Creative Brainstorming Session	17
1 Day Workshop	5

Impact & Results: Genoa

- Organising an exhibition in a country where no partner is based proved to be a challenge from organisational logistics to getting participants for the events. Even though the partners used contacts based in Genoa which allowed us to participate as part of the Genoa Design Week, last minute decisions from the organisers of the event led to a lot of uncertainty regarding the event. While a huge effort was put into reaching out to the Urban Shift network and through IAAC's network, the commitment of participants was lacking.
- One challenge that was identified was the language barrier. This is something to be considered for the future events within such projects. It would be beneficial to have experts or trainers that speak the local language present.
- Even with all the challenges faced, the Green Ambassadors were active in sharing their start-up results and actively participated in the workshops fostering stimulating conversations.
- Having Urban Shift as part of the Genoa Design week and being advertised in their promotional materials was a nice exposure for the project that reaches a large audience.
- A lot of learnings could be taken from this event and implemented in future projects. All in all, the Green Ambassadors were grateful for the opportunity to travel and expose their work to different audiences and this demonstrated the importance of given young entrepreneurs platforms to showcase their work.

Living Exhibition: Vienna Summit Exhibition

Description of the Vienna Summit

The consortium decided to stretch the budget and offer one final exhibition in Vienna, showcasing the start-ups developed in both Batch 1 and Batch 2. This event was named the Vienna Summit and took place during the closing meeting of Urban Shift at the WU Campus. The partners believed it was important to bring all the start-ups together in one event and celebrate the work achieved while promoting the project within one final event.

Project partners actively participated in the event, organised by WU, with guests from other universities and our Green Deal Ambassadors attending to support and listen. The dynamic format allowed for participants to check out the start-up ideas, network and listen to the inputs. As the project draws to a close, it was a great way to reflect and share insights from different perspectives that have accumulated over the three years.

Event Agenda

TIME	DESCRIPTION 26 th June 2025
9:00	Arrival and Prototype Exhibition
10:00	Urban Shift Project Overview Adam Greene and Marie-Sophie Attems (WU)
10:30	Student Start-up Presentation Loic Bickert (WU student)
11:00	Urban Shift Trainer Perspective Fiona Demeur (IAAC)
11:15	Coffee Break
11:30	Panel Discussion: Sustainable Entrepreneurship as a Challenge-based Learning Tool for Transdisciplinary Groups Moderator: Adam Greene Participants: Martin Petersen (PUD), Rudolf Kottbauer (WIFI), Kristina Coric (HdM), Michael Ambros (BOKU:BASE), Niklas Schulte (WU student)
12:15	Networking and Lunch

Vienna Summit Photos:



Fig.43. Exhibition of all the Prototypes from Batch 1 and Batch 2



Fig.44. Exhibition of all the Prototypes from Batch 1 and Batch 2



Fig.45. Vienna Summit Team and some participants

Impact & Results: Vienna Summit

- Loïc's presentation on his entrepreneurial journey was a wow moment, making all the trainers incredibly proud. His presentation was engaging, dynamic and clearly highlighted all the benefits programmes like Urban Shift provide to students.
- It was great to see all the prototypes from both batches together in one place and reflect as trainers on the journeys of the students, but also as trainers.
- The panel discussion highlighted the importance of funding such opportunities in Europe. Fostering transdisciplinary education is fundamental to solve our planet's pressing urban challenges, but in some cases, this means rethinking educational formats and courses.
- Hearing from the trainers on their experiences and how for some institutes, such as IAAC, the business dimension has been incorporated into their educational offerings, demonstrated the need for such programmes to exist.
- The networking with participants was a great way to hear from others interested or working in the field.

Attendees & Participants: Vienna Summit

EVENT	NUMBER OF PARTICIPANTS
Vienna Summit	20



Conclusion

The Living Exhibitions have served as a valuable platform for promoting the work and achievements of the Urban Shift project. The first round of exhibitions offered important insights that informed improvements in the second round. While the large number of activities and a tight timeframe initially posed organisational challenges, particularly due to the schedules of participating institutions, partners successfully leveraged other events in their cities to increase the visibility and dissemination of Urban Shift. The short turnaround between the conclusion of the Living Labs and the first exhibition necessitated a simple yet effective approach, with partners utilising available institutional resources and curating exhibitions to suit their specific spaces. Although guidelines were provided, flexibility in adapting sessions allowed for more tailored engagement with participants.

Building on these early lessons, the second round introduced new approaches, such as experimenting with workshop formats to increase engagement, and having students produce their own posters as part of their final submissions. These changes not only fostered greater ownership but also enabled better alignment with local stakeholders' needs. However, new challenges emerged, most notably in Genoa, where no partner institution was based, highlighting the logistical difficulties of organising remote exhibitions.

Across both rounds, a recurring challenge was the gap between registered and actual participants. Despite surpassing registration KPIs in many cases, attendance often fell short, even with reminder emails and follow-ups. This trend reflects a broader issue in event participation, where high interest does not always translate into engagement. Nevertheless, the exhibitions and workshops consistently received positive feedback, and smaller focus groups were noted to have a particularly high impact, encouraging deeper engagement and dialogue. Attendees were especially impressed by the Green Ambassadors' prototypes, which clearly illustrated the potential of interdisciplinary collaboration.

Hopefully through the Living Exhibitions, a lasting impact has been made, encouraging the next generation of entrepreneurs to innovate and find relevant solutions to our planet's most pressing challenges. The exhibitions and workshops were not only a great platform for promoting the work of the projects and students, but it was also a valuable opportunity to build networks and engage with stakeholders across different fields. All in all, the Living Exhibitions proved to be a big success no matter where it travelled to.

Disclaimer:

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