



EUROPEAN  
FORUM  
ALPBACH



AUSTRIAN INSTITUTE  
OF TECHNOLOGY



ÖSTERREICH 1

# TECHNOLOGY SYMPOSIUM

## #EFAtec

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Fundamentals  
August 27– 29, 2020

As of: August 26, 2020

# EUROPEAN FORUM ALPBACH 2020 TECHNOLOGY SYMPOSIUM

## Fundamentals

August 27 to 29, 2020, Alpbach/Tyrol

### Preliminary programme

#### Organizers:

AIT Austrian Institute of Technology GmbH  
Austrian Broadcasting Corporation – Programme Radio 1

in cooperation with and sponsored by

Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility,  
Innovation and Technology  
Austrian Federal Ministry for Digital and Economic Affairs  
Austrian Federal Ministry of Education, Science and Research

#### Industrial partner:

Federation of Austrian Industries

#### Scientific partner:

Helmholtz-Gemeinschaft Deutscher Forschungszentren

#### Media partners:

Die Presse

#### Information Technology partner:

APA

Please find regular updates of this programme on:

[www.ait.ac.at/efatec20](http://www.ait.ac.at/efatec20)

As of Aug. 25, 2020

The event is being supported by the following institutions:

ARTTEC – the art programme of AIT in cooperation with University of Applied  
Arts Vienna  
Austrian Federal Ministry of Defence  
Climate and Energy Fund  
Falling Walls Foundation gGmbH  
Forschung Austria  
ITG Innovations- und Technologietransfer Salzburg GmbH  
Joanneum Research Forschungsgesellschaft mbH  
The Province of Lower Austria  
TU Austria  
VFFI/Federation of Austrian Industries  
Virtual Vehicle Research GmbH

as well as:

AT&S Austria Technologie & Systemtechnik AG  
Austrian Patent Office

# PROGRAMME

**THURSDAY, AUGUST 27, 2020**

13.00

**Presentation of plenary sessions**

Andreas Jäger

Moderator and Journalist, Austrian Broadcasting Corporation, Vienna

**Plenary session**

**Welcome and opening**

**Artistic prelude – ARTTEC**

**“Fundamental CHANGE. RADICAL innovation”**

In cooperation with University of Applied Arts Vienna

Franz Fischler

President, European Forum Alpbach, Vienna

Wolfgang Knoll

Scientific Managing Director, AIT Austrian Institute of Technology GmbH,  
Vienna

13.20

**Plenary session**

**RTI Talk**

**Live session from the APA Press Center, Vienna**

At the opening session of the Technology Symposium, the summit of Austria’s research, technology and innovation community, leading representatives from the relevant institutions will discuss how Austria can become an “Innovation Leader” in Europe and make the location fit for the future.

**Chair:** Gerald Groß

Managing Director, gross:media e.U., Vienna

Hannes Androsch

Industrialist; Chairman of the Board, AIT Austrian Institute of Technology GmbH; Chairman, Austrian Council for Research and Technology Development, Vienna

Heinz Fassmann

Austrian Federal Minister of Education, Science and Research, Vienna

Leonore Gewessler

Austrian Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

Georg Knill

President, The Federation of Austrian Industries, Vienna

Margarete Schramböck

Austrian Federal Minister for Digital and Economic Affairs, Vienna

14.30

**Plenary session**

**Building a trustworthy economy**

**Recorded video, followed by live interview**

In the past few years, a lot of data breaches have hit the headlines, leading to an enormous erosion of trust. How can we build economic systems that are fair for all segments of society?

**Chair:** Andreas Jäger

Moderator and Journalist, Austrian Broadcasting Corporation, Vienna

Alex 'Sandy' Pentland

Professor of Media Arts and Sciences, Toshiba Professor, Media Lab; Entrepreneurship Program Director, MIT Media Lab, Cambridge/Massachusetts

14.30

Breakout Session 1 (live from Congress Centrum Alpbach)

15.00

**Plenary session**

**A new policy for technology, innovation and industry**

**Live session from the APA Press Center, Vienna**

There is an increasing debate in Europe about a renewed industrial policy. How can European industries hold their own in an increasingly fierce global competition while also addressing current challenges? With our guest we will discuss new approaches to European industrial policies.

**Chair:** Ludovit Garzik

Managing Director, Austrian Council for Research and Technology Development, Vienna

Hannes Androsch

Industrialist; Chairman of the Board, AIT Austrian Institute of Technology GmbH; Chairman, Austrian Council for Research and Technology Development, Vienna

Sabine Herlitschka

Chief Executive Officer, Infineon Technologies Austria AG, Villach; Member, Austrian Council for Research and Technology Development, Vienna

Kerstin Jorna

Director-General, Directorate-General for Internal Market, Industry,  
Entrepreneurship and SMEs (GROW), European Commission, Brussels

Eva Stejskalová

Managing Director, MicroStep, spol. s.r.o.; Member of the Horizon 2020 High-  
level Strategy Group on Industrial Technologies

Plenary session in cooperation with Austrian Council for Research and  
Technology Development

16.30

**TU Austria Innovation Marathon**

**Virtual session**

Watch the teams working on their projects

17.00

**Plenary session**

**Tickets to Berlin: Summer School on Entrepreneurship**

**Live session from Congress Centrum Alpbach**

Young entrepreneurs have precisely three minutes to convince  
the Alpbach audience of their innovative ideas and business  
projects. The prize is two tickets for the renowned Falling Walls  
Conference in Berlin in November. Falling Walls promotes  
visionary ideas and connects creative minds.

**Chair:** Philipp Marxgut

Secretary General, Complexity Science Hub Vienna

**Co-Chair:** Klara Brandstätter

Managing Director, I.E.C.T – Hermann Hauser Management GmbH, Innsbruck

**FRIDAY, AUGUST 28, 2020**

8.50

**Presentation of plenary sessions  
Live from Congress Centrum Alpbach**

Andreas Jäger

Moderator and Journalist, Austrian Broadcasting Corporation, Vienna

9.00

Breakout Session 5 (live from APA Press Center, Vienna)

9.00

Breakout Session 6 (live from Congress Centrum Alpbach)

9.00

Breakout Session 10 (live from Congress Centrum Alpbach)

9.30

**Plenary session**

**Climate and the environment – European perspectives  
Live session from Congress Centrum Alpbach**

The developments in connection with SARS-CoV-2 have somewhat overshadowed the topic of climate change. With its ambitious European Green Deal the European Commission is trying to address the situation. We will examine this complex from a European perspective and present options for dealing with it.

**Chair:** Otmar D. Wiestler

President, Helmholtz-Gemeinschaft Deutscher Forschungszentren, Berlin

**Pascale Ehrenfreund**

Professor of Space Policy, Space Policy Institute, George Washington University; President, International Astronautical Federation, Paris

**Leonore Gewessler**

Austrian Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

**Christian Haas**

Head, Sea Ice Physics Division Alfred Wegener Institute, Helmholtz Centre for Polar and Marine Research, Bremerhaven

**Martin Visbeck**

Head, Physical Oceanography, GEOMAR Helmholtz-Centre for Ocean Research, Kiel

Plenary session in cooperation with Helmholtz-Gemeinschaft Deutscher Forschungszentren

- 11.30 **Plenary session**  
**Living with AI – Opportunities and challenges for society**  
**Live session from Congress Centrum Alpbach**  
 Artificial intelligence (AI) will become the key technology for dramatic change processes in the next 30 years. Research on the development of AI is driven by scientific and political ambitions, accompanied by great hopes and fears. What does it mean to live and work with such a form of intelligence?
- Chair:** Andreas Jäger  
 Moderator and Journalist, Austrian Broadcasting Corporation, Vienna
- Gerald Bast  
 President, University of Applied Arts, Vienna
- Anab Jain  
 Professor of Industrial Design, University of Applied Arts, Vienna
- Gabriele Kotsis  
 Professor of Computer Science, Johannes Kepler University, Linz
- Plenary session in cooperation with University of Applied Arts, Vienna
- 11.30 Breakout Session 3 (live from APA Press Center)  
 11.30 Breakout Session 7 (live from Congress Centrum Alpbach)  
 11.30 Breakout Session 8 (live from Congress Centrum Alpbach)  
 11.30 Breakout Session 12 (live from Congress Centrum Alpbach)
- 14.00 **TU Austria Innovation Marathon**  
**Virtual session**  
 24 hours of product development: 5 tasks, 10 teams, participating from all over the world and collaborating online to solve challenging tasks given by enterprises. In this plenary session, the solutions and the challenging way to get there will be presented.
- Chair:** Mario Fallast  
 Project Manager, TU Austria Innovation Marathon, Graz University of Technology, Graz
- Introduction:** N.N.  
 Federation of Austrian Industries, Vienna
- 14.00 Breakout Session 2 (live from Congress Centrum Alpbach)  
 14.00 Breakout Session 4 (live from Congress Centrum Alpbach)  
 14.00 Breakout Session 9 (live from Congress Centrum Alpbach)



- 14.00      **Career lounge for students and young professionals**  
**Virtual session**  
Networking for (aspiring) young high potentials with top-level representatives from research and economy.  
  
Organized in cooperation with Club Alpbach Südtirol Alto Adige
- 15.30      **Plenary session**  
**Complexity science – Corona and the consequences**  
**Live session from the APA Press Center, Vienna**  
The COVID-19 pandemic has taken hold of our world. It is far more than a health crisis, affecting societies and economies at their core. Uncertainty is high. We will discuss the consequences of the crisis from different angles, focusing on approaches that can help manage it and inform policy makers.  
  
**Chair: Helga Nowotny**  
Member, Austrian Council for Research and Technology Development, Vienna;  
Former President, ERC European Research Council  
  
Vittoria Colizza  
Research Director, INSERM and University of Sorbonne, Faculty of Medicine, Paris  
  
Ricardo Hausmann  
Rafik Hariri Professor of the Practice of International Political Economy;  
Director, Growth Lab, John F. Kennedy School of Government, Harvard University, Cambridge/Massachusetts  
  
Dirk Helbing  
Professor of Computational Social Science, Department of Humanities, Social and Political Sciences; Affiliate, Computer Science Department, ETH Zurich  
  
Stefan Thurner  
Professor and Head, Section for Science of Complex Systems, Medical University of Vienna; President, Complexity Science Hub Vienna  
  
Plenary session in cooperation with Complexity Science Hub Vienna
- 16.30      BOS 11 (live from Congress Centrum Alpbach)
- 18.30      **Plenary session**  
**Closing keynote**  
  
Wolfgang Knoll  
Scientific Managing Director, AIT Austrian Institute of Technology GmbH, Vienna

**SATURDAY, AUGUST 29, 2020**

- 9.00            **On demand**  
Watch the Plenary and Breakout Sessions of the past two days  
again
- 14.00           End of event

# BREAKOUT SESSIONS

## BREAKOUT SESSION 1

### Life Sciences – potentials and limitations

(supported by Austrian Federal Ministry for Digital and Economic Affairs)

Can every problem be resolved by research? Do our policies address the most relevant research? What is the impact of research on competitiveness and economic resilience? The session will deal with the development of innovations and the socio-political aspects of research in the Life Sciences.

**Chair:** Florian Frauscher

Head of Directorate Business Location, Innovation and Internationalization,  
Austrian Federal Ministry for Digital and Economic Affairs, Vienna

**Matthias Beck**

Professor for Moral Theology, Department of Systematic Theology and Ethics,  
University of Vienna

**Henrietta Egerth**

Managing Director, FFG Austrian Research Promotion Agency, Vienna

**Sylvia Knapp**

Professor of Infection Biology, Medical University Vienna; Principal Investigator,  
Center for Molecular Medicine of the Austrian Academy of Sciences, Vienna

**Michael Kocher**

Country President, Novartis Austria GmbH, Vienna

**Karl Stöger**

Professor of Public Law, University of Graz; (as of Oct. 1, 2020) Professor of  
Medical Law, University of Vienna

**Erich Tauber**

CEO, Themis Bioscience GmbH, a wholly owned subsidiary of Merck & Co.,  
Inc., Kenilworth, New Jersey

**Coordination:** Gabriele Schmid

Department of Key Technologies, Austrian Federal Ministry for Digital and  
Economic Affairs, Vienna

## BREAKOUT SESSION 2

### **Water, the origin of life**

(supported by ecoplus)

Do we handle this valuable with care? Water is not only a fundamental aspect of life but has become a critical economic factor. In Austria, water is delivered to our doorsteps at the highest quality at low cost. We take for granted that water is available in unlimited supply, safe and inexpensive.

**Chair:** Claus Zeppelzauer

Head of Department, Company and Technology, ecoplus. The Business Agency of Lower Austria, St. Pölten

**Introductory statement:** Jochen Danninger

Member of the Provincial Government of Lower Austria for Economic Affairs, Tourism, Technology and Sports, St. Pölten

**Martin Brandl**

Head of Center for Water and Environmental Sensors, Department for Integrated Sensor Systems, Danube University Krems

**Franz Dinhobl**

Managing Director, EVN Water, Maria Enzersdorf; President, Österreichische Vereinigung für das Gas- und Wasserfach (Austrian Association for Gas and Water)

**Andreas Farnleitner**

Head, Division Water Quality and Health, Karl Landsteiner University, Krems; FG Environmental Microbiology and Molecular Diagnostics, Vienna University of Technology, Vienna

**Martin Kainz**

Group Leader Water Ecology, Water Cluster Lunz Biological Station GmbH, Lunz am See

**Regina Sommer**

Head, Unit Water Hygiene, Institute of Hygiene and Applied Immunology (CePII), Medical University, Vienna

**Coordination:** Karin Herzog

Assistant to the Department and Project Manager, Company and Technology, ecoplus. The Business Agency of Lower Austria, St. Pölten

### BREAKOUT SESSION 3

#### **Responsibility. Production. Europe**

(supported by VFFI)

Today's prosperity is fundamentally grounded in research, technology and innovation. But what about Europe's future as a production location? How can we combine high standards in environmental, health and social sectors with competitiveness and sovereignty also in the future?

**Chair:** Isabella Meran-Waldstein

Head, Department Research, Technology & Innovation, Federation of Austrian Industry, Vienna

**Presentation:** Manuela Raidl

Journalist, Puls 4 Network, Vienna

**Markus J. Beyrer**

Director General, BusinessEurope, Brussels

**Georg Kopetz**

Co-Founder, CEO and Member of the Executive Board, TTTech, Vienna

**Lars Nagel**

Chief Executive Officer, International Data Spaces Association, Dortmund

**Sabine Seidler**

Rector, Vienna University of Technology, Vienna

**Stephan Sielaff**

CTO, Lenzing AG, Lenzing

**Michael Wiesmüller**

Head, Department Key Technologies for Industrial Innovation: ICT, Production and Nanotechnology, Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

**Coordination:** Petra Schefzig

Expert for Research, Technology and Innovation Policies, Federation of Austrian Industries, Vienna

## BREAKOUT SESSION 4

### **Feeding the city – or is the city feeding you? (in English)**

(supported by Climate and Energy Fund)

Increasing urbanization in times of climate change puts cities all over the world to the test. In order to guarantee the security of supply, public and private players are called upon to find innovative ways to supply citizens with food. But is an 'edible city' a realistic scenario for the future?

**Chair:** Theresia Vogel

Managing Director, Climate and Energy Fund, Vienna

**Presentation:** Friederike Leibl-Bürger

Managing Editor, Die Presse, Vienna

**Janine Bex**

Local Councillor, The Greens, Innsbruck

**Adam Curtis**

Interim CEO and Director of Research, Nabolagshager, Oslo

**Christine Ehrenhuber**

Senior Project Manager, tatwort Nachhaltige Projekte GmbH, Vienna

**Tobias Judmaier**

Chief Executive Officer & Founder, Iss Mich! Bio Catering, Vienna

**Daniel Podmirseg**

Head and Founder, Vertical Farm Institute, Vienna

**Robin Simsa**

Founder, Legendary Vish, Vienna

**Christoph Thomann**

Founder and CEO, ZIRP Insects GmbH, Vienna

**Coordination:** Katja Hoyer

Public Relations Manager, Climate and Energy Fund, Vienna

## BREAKOUT SESSION 5

### **The Return on Investment – excellence and relevance in science and research (in English)**

(supported by Austrian Federal Ministry of Education, Science and Research)

Novel insights in science are like truffle: difficult to plan for. But calls for impact get ever louder. This session by BMBWF and FWF will address assumed contradictions between academic freedom and return on investment and the interplay between excellence and relevance.

**Chair:** Klement Tockner

President, FWF – Austrian Science Fund, Vienna

**Introduction:** Barbara Weitgruber

Director-General, Scientific Research and International Relations, Austrian Federal Ministry of Education, Science and Research, Vienna

**Eva Maria Binder**

Director of Executive Board, Erber Group, Tulln

**Jean-Pierre Bourguignon**

Interim President, European Research Council, Brussels

**Tan Eng Chye**

President, National University of Singapore

**Merle Jacob**

Director of Third Cycle Studies, Department of Business Administration, Lund University, Lund

**James Wilsdon**

Digital Science Professor of Research Policy; Director, Research on Research Institute, Department of Politics, University of Sheffield

**Coordination:** Patrick Svensson-Jajko

Advisor, Directorate General for Scientific Research and International Relations, Austrian Federal Ministry of Education, Science and Research, Vienna

## BREAKOUT SESSION 6

### **Future mobility – ecological, economic and social value solutions (in English)**

(supported by Virtual Vehicle Research GmbH)

It isn't technology leadership, but value opportunities sensibly captured that makes mobility concepts future proven. This enables mobility to fulfil its underlying human need as well as economic constraints without compromising further on climate goals and resource scarcity in the future.

**Chair:** Jost Bernasch

Managing Director, Virtual Vehicle Research GmbH, Graz

**Niels de Boer**

Programme Director Future Mobility Solutions (Autonomous Vehicles), Energy Research Institute, Nanyang Technological University, Singapore

**Michael Holzner**

Founder and Managing Director, iCONDU GmbH, Ingolstadt

**Mark Topal-Gökceli**

Head of Rail Systems & Technology (CTO), ÖBB Holding AG, Vienna

**Coordination:** Aldo Ofenheimer

Head of OBD, Virtual Vehicle Research GmbH, Graz



## BREAKOUT SESSION 7

### Research in times of crisis: which benefits can applied research contribute?

(supported by Forschung Austria)

We will discuss the role of applied research *before* (e.g. foresight studies), *during* (e.g. vaccine research) and *after* (e.g. acceleration of change) crises. Can crises and challenges lead to more sustainable societies and economies and how can research, technology and innovation contribute to this?

**Chair:** Siegfried Reich

Managing Director and Head of Research, Salzburg Research  
Forschungsgesellschaft mbH, Salzburg

**Iris Filzwieser**

Managing Director, METTOP GmbH; President, Austrian Cooperative  
Research, Vienna

**Klaus Pseiner**

Managing Partner, FFG Austrian Research Promotion Agency, Vienna

**Christiane Spiel**

Professor of Bildung Psychology and Evaluation; Head, Department of Applied  
Psychology, University of Vienna

**Matthias Weber**

Head of Center Innovation Systems and Policy, AIT Austrian Institute of  
Technology GmbH, Vienna

**Eva-Maria Titz**

Innovation Expert, Austrian Federal Ministry for Climate Action, Environment,  
Energy, Mobility, Innovation and Technology, Vienna

**Coordination:** Birgit Strohmeier

Head of Communications, Salzburg Research Forschungsgesellschaft mbH,  
Salzburg

**BREAKOUT SESSION 8**

**Hydrogen – a key technology for renewable energy systems (in English)**

(supported by TU Austria)

Hydrogen is a safe and efficient energy carrier of unlimited availability produced from renewable resources. Thus, hydrogen offers the prospect of a healthy and livable environment as well as the economic opportunity for innovative know-how and technological leadership.

**Chair:** Alexander Trattner

CEO and Research Director, HyCentA Research GmbH, Graz

**Laurent Antoni**

President, Hydrogen Europe Research, Brussels

**Philipp Braunsdorf**

Programme Manager Infrastructure Hydrogen, NOW GmbH – National Organisation Hydrogen and Fuel Cell Technology, Berlin

**Martin Hackl**

Global Director, Business Unit Solar Energy, Fronius International GmbH, Wels

**Markus Lehner**

Head of Chair & Research Group Energy Process Engineering, Montanuniversität Leoben

**Horst Steinmüller**

Managing Director, WIVA P&G Energy Model Region, Linz

**Theresia Vogel**

Managing Director, Climate and Energy Fund, Vienna

**Coordination:** Marie-Gabrielle Macherhammer

Key Researcher and Project Leader, HyCentA Research GmbH, Graz

**BREAKOUT SESSION 9**

**Climate neutrality 2040 – disruptive innovations for CO2 neutrality**

(supported by Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology)

“Let us paint a sun on gray cobblestone”, words in a children’s song in the former GDR. Then, in 1976, life in a united Europe was unimaginable, but became reality only 20 year later. Here we will paint the future, asking: can we realize a climate-neutral Austria in 2040? Unimaginable or possible?

**Chair:** Henriette Spyra

Director Science & Innovation, Environment Agency Austria, Vienna

**Leonore Gewessler**

Austrian Federal Minister for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

**Maja Göpel**

Secretary-General, German Advisory Council on Global Change, Berlin

**Marleen Roubik**

Expert on Legal Experimental Spaces, Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

**Katja Schechtner**

Advisor to the Secretary General ITF, OECD, Paris; Research Fellow, MIT Senseable City Lab, Cambridge

**Maria Vassilakou**

Member, Mission Board Climate Neutral Cities 2030, European Commission, Vienna

**Coordination:** Silvia Benda Kahri

Head of Dialogue & Innovation, Environment Agency Austria, Vienna

**BREAKOUT SESSION 10**

**Resilience and digital future: synergy or discrepancy? (in English)**

(supported by ITG Innovations- und Technologietransfer Salzburg GmbH)

Today's challenges require a tremendous level of resilience. New realities and altered operating conditions demand new approaches. The focus will be much more on specific needs of human beings and how to shape their living environments in a synergy of real and digital.

**Chair: Manfred Tscheligi**

Professor of Human-Computer Interaction, Center for Human-Computer Interaction, University of Salzburg; Head of Center Technology Experience, AIT Austrian Institute of Technology GmbH, Vienna

**Matthias Horx**

Trend and Future Researcher, Publicist and Visionary, Zukunftsinstitut Horx GmbH, Vienna

**Eric-Jan Kaak**

Innovation Engine Driver & Project Portfolio Management, SPAR ICS – Information & Communication Service, Salzburg

**Sabine Mayer**

Strategy Unit, FFG Austrian Research Promotion Agency, Vienna

**Katharina Ratheiser**

Deputy Director, Viktor Frankl Institute, Vienna

**Petra Stolba**

Managing Director, Austrian National Tourist Office, Vienna

**Coordination: Walter Haas**

Managing Director, Innovations- und Technologietransfer Salzburg GmbH, Salzburg

**BREAKOUT SESSION 11**

**Critical technology trends in security sectors (in English)**

(supported by Austrian Federal Ministry of Defence)

Humankind lives in the fastest, most technologically innovative time ever! Join us in exploring those trends in emerging disruptive technologies which have critical effects in security fields. Focus on the greatest technological challenges and benefit from expert speakers and interactive workshops.

**Chair:** Friedrich Teichmann

Head, Institute of Military GeoScience, Austrian Armed Forces, Vienna

**Bruno Hofbauer**

Major General, Austrian Federal Ministry of Defence, Vienna

**Michael Kranawetter**

Senior Director Analyst, GTP Security, Identity & Risk, Gartner Inc., Munich

**Sabine Kremnitzer**

Programme Manager Aerospace, FFG Austrian Research Promotion Agency, Vienna

**Helmut Leopold**

Head of Center for Digital Safety and Security, AIT Austrian Institute of Technology GmbH, Vienna

**Sven Szabo**

Colonel, Austrian Federal Ministry of Defence, Vienna

**Coordination:** Gerhard Herda

Master Corporal, Austrian Federal Ministry of Defence, Vienna

**BREAKOUT SESSION 12**

**Europe as a production location in times of climate change (in English)**

(supported by Joanneum Research)

We will discuss opportunities and challenges of “climate neutrality” on the example of the steel industry, accounting for ca. 10% of global GHG emissions. Can Europe’s “Green Deal” support the industry to meet emissions targets and also make sure that Europe remains a strategic production location?

**Chair:** Franz Pretenthaler

Director, LIFE Institute for Climate, Energy and Society, Joanneum Research Forschungsgesellschaft mbH, Graz

**Daniela Jacob**

Director, Climate Service Center Germany, Geesthacht

**Kerstin Jorna**

Director-General, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission, Brussels

**Josef Falko Loher**

Political Advisor, Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Vienna

**Matthias Pastl**

Head of Corporate Communications, Steel Division, voestalpine Group, Linz

**Wim van der Stricht**

CTO Technology Strategy, ArcelorMittal Europe, Luxembourg

**Tomas Wyns**

Doctoral Researcher, IES Institute for European Studies, Brussels

**Coordination:** Hannes Schwaiger

Deputy Director, LIFE Institute for Climate, Energy and Society, Joanneum Research Forschungsgesellschaft mbH, Graz

## DIGITAL PARTNER PROGRAMME

### THURSDAY, AUGUST 27, 2020

- 16.15            **Challenges for gender policies in daily practice – a never ending story?**  
with Carina Felzmann (Editor, Sheconomy), Traude Kogoj (Diversity Officer, ÖBB), Helmut Leopold (Gender Officer, AIT), Marie-Theres Raberger (Head of Recruiting, AIT), Eva Wilhelm (Chair of the Works Council ret., AIT)
- 17.00            **Digital Patent Cocktail**  
Hosted by Austrian Patent Office

### FRIDAY, AUGUST 28, 2020

- 10.30            **Digital Patent Cocktail**  
Hosted by Austrian Patent Office
- 13.00            **Live desk “Recruiting”**  
with AIT Head of Recruiting Marie Theres Raberger
- 13.00            **Live desk “We do startups”**  
with AIT Startup Catalyst Hans Peter Blahowsky
- 13.30            **Digital Patent Cocktail**  
Hosted by Austrian Patent Office
- 14.00            **Challenges for gender policies in daily practice – a never ending story?**  
with Carina Felzmann (Editor, Sheconomy), Traude Kogoj (Diversity Officer, ÖBB), Helmut Leopold (Gender Officer, AIT), Marie-Theres Raberger (Head of Recruiting, AIT), Eva Wilhelm (Chair of the Works Council ret., AIT)

## CULTURAL PROGRAMME

### **ARTTEC – Digital Exhibition**

**We apply future.**

**A presentation of the University of Applied Arts Vienna**

Anyone who wants to help shape the digital future must not only be able to understand and program how it works and how it is structured, but must also develop a fundamental understanding of the social changes that these changes will entail. Artistic methods, such as dealing with ambiguity, the search for unfamiliar contexts, alienation and deconstruction, are a key to making this understanding productive. Sustainable innovation is therefore only possible in a creative environment, in a close alliance between art, science and technology. This self-understanding is reflected in the numerous (interdisciplinary) activities of the University of Applied Arts in all its fields (art, design, architecture, restoration, art education). The videos presented by students and teachers of the University of Applied Arts exemplify this claim to design by visualizing the previously invisible and unimaginable, daring speculative thought experiments and developing proposals for the future.

Selected videos:

Doing Nothing With AI, 2018

Emanuel Gollob (Student, Industrial Design 2)

<https://designinvestigations.at/projects/doing-nothing-with-ai/>

Political Atmosphere, 2019

Felix Lenz (Student, Industrial Design 2)

<https://designinvestigations.at/projects/political-atmosphere/>

Dorian Great, 2020

Lena Reutenauer, Maria Claudia Montalvo (Students, Industrial Design 2)

<https://designinvestigations.at/projects/dorian-great/>

Neuromatic Game Art, 2020

Margarete Jahrmann

<https://youtu.be/XrhPvQ2>



# GENERAL INFORMATION

## Registration form

Online on [www.alpbach.org](http://www.alpbach.org).

## Participation fee

A ticket costs € 90,- and is valid for all 12 days of the online conference. Please register here: <https://2020.alpbach.org/ticket>

## Venue

A-6236 Alpbach, Tyrol

## Plenary and Breakout Sessions

Alpbach Congress Center

## Conference languages

English and German

## Address

European Forum Alpbach/Main Secretariat  
A-6236 Alpbach  
Telephone +43-(0)5336-600-500  
Telefax +43-(0)5336-600-501  
E-Mail: [forum@alpbach.org](mailto:forum@alpbach.org)

## Organizers

AIT Austrian Institute of Technology GmbH  
A-1210 Vienna, Giefinggasse 4

Austrian Broadcasting Corporation, Programme Radio 1  
A-1040 Vienna, Argentinierstrasse 30a

## Cooperation partners

Austrian Federal Ministry for Digital and Economic Affairs  
Austrian Federal Ministry of Education, Science and Research  
Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility,  
Innovation and Technology  
Die Presse  
Federation of Austrian Industries  
Helmholtz-Gemeinschaft Deutscher Forschungszentren

## Organizing committee

Dr. Martin Bernhofer  
Mag. Michael H. Hlava  
Prof. Wolfgang Knoll

**Information**

Organizing Secretariat:  
Ms. Claudia Klement  
AIT Austrian Institute of Technology GmbH  
Giefinggasse 4, A-1210 Vienna  
Telephone \*\*43/50 550-2045, Fax \*\*43/50 550-4000  
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<https://www.alpbach.org/en/event/tec19/>