



## **DIGITAL TECHNOLOGIES FOR NATURE**

### **Creating Environmentally Sustainable Business with Digital Solutions.**

17.05.2024 | 14:00 – 18:00

NOI TECHPARK BOLZANO, SEMINAR ROOM 1

How to integrate environmental sustainability with business success? Digital solutions for the preservation of living spaces can be part of the answer: regardless of trends and crises, they offer exciting development opportunities for companies and groundbreaking possibilities for an ecologically sustainable, future-oriented approach to nature.

This is a conviction that Sparkasse shares: they encouraged us to look at the future opportunities that digital solutions offer to companies, using the Alpha Innovation Method we developed at the NOI Techpark. Over the past few months, we have analysed trends, gathered global and local signals, and identified innovation directions on this highly relevant topic. We are now ready to share the results of our work with you: join us on 17 May 2024 at the NOI Techpark in Bolzano, where we will not only provide valuable insights into our research, but also explore with a panel of selected experts how digital solutions can help us pave the way for combining environmental sustainability and business success.

## PROGRAMME

- 13:30 **Arrival & Registration**
- 14:00 **Welcome**  
NOI Techpark and Südtiroler Sparkasse
- 14:20 **Emerging Digital Technologies**  
Vincent Mauroit, NOI, Director of Innovation & Tech Transfer
- 14:35 **Sparkasse Group's Sustainability Journey**  
Daniela Vitali, Sparkasse, Head of ESG & Sustainability
- 14:50 **Alpha Innovation Method**  
Petra Seppi, NOI, Head of Innovation Management
- 15:05 **Responsible Resource Usage**  
Petra Seppi, NOI, Head of Innovation Management  
*in conversation with*  
Wolfram Sparber, Eurac Research, Head of Institute for Renewable Energy  
Ferruccio Ravelli, SPARIM S.p.A., Director
- 15:30 **Coffee Break**
- 15:45 **Efficient Processes**  
Jonas Eder, NOI, Innovation Management Consultant  
*in conversation with*  
Michael Riedl, Fraunhofer Italia, Deputy Director  
Roberto Dalla Benetta, Südtiroler Sparkasse, Director Digital & Innovation
- 16:10 **Conscious Consumption**  
Petra Seppi, NOI, Head of Innovation Management  
*in conversation with*  
Elisabeth Gsottbauer, unibz, Director of Competence Centre for Sustainability  
Lorenzo Miola, Südtiroler Sparkasse, Responsible Subsidized Finance
- 16:35 **Resilient Regions**  
Jonas Eder, NOI, Innovation Management Consultant  
*in conversation with*  
Roberto Cavaliere, NOI, Subject Matter Expert AI & Mobility Solutions  
Klaus Egger, Autonomous Province of Bolzano/Bozen, Special Envoy for Sustainability
- 17:00 **Closing**
- 17:15 **Apitivo & Networking**

The event will be held in German and Italian with simultaneous translation (GER<>ITA).

## **REGISTRATION**

The event is free. Registration is kindly requested.

Register **here**

## **CONTACT**

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