Working Group 11: "Conflict, Cooperation – or both: How does innovation occur?" (Breakout Session of the Austrian Climate and Energy Fund at The European Forum Alpbach)

The Climate and Energy Fund every year supports several organizations, institutions and companies financially and with its know-how in order to push new technologies and innovative strategies for implementing a sustainable and climate-friendly energy supply system in Austria. However more and more projects do not survive and reach a critical mass in order to be impleneted on the markt for the long run.

In a breakout session at the European Forum Alpbach, the Climate and Energy Fund asked international experts, how innovation occurs and what it needs for them to survive in systems.

In a short introduction round, the major factors for successful innovations that were named were simplicity and consumer obsession, **Theodor Zillner** from the Federal Ministry of Transport, Innovation an Technology added in his opening remarks that foremost we need to gain people's trust. Only if consumers trust us that our innovations are working ans are in their best interest we will be able to offer smart solutions to a majority andwith that make an impact.

Harald Katzmair, Managing Director FAS-research, focused in his keynote on the importance of networks. Only if we understand how they function, where there are gaps we need to overcome and that the motivation of an innovater is not the same as the one of the customer, we have a chance for an idea to survive. He also stated that inventions and disruptive new ideas are born at the (semi-)periphery of networks. Watching the current stage of many new ideas in the field of energy- and climate related technologies we are witnessing the prototypical chasm between inventors and early adopters at the one side and the early majority at the other, typically manifested in a gap between local solutions at the regional scale and ignorance or active resistance at the national/global scale. To overcome the chasm between the early local adopters and the national/global majority is a multidimensional, complex enterprise. Effective bridging and communication between the local and the global, the pioneers and the mainstream of adopters not only requires robust networking strategies, linking the periphery with the open and adaptive segments of the core, but also profound knowledge about values and frames of target groups as well as people capable to address and translate the "climate solution story".

Susanne Michaelis, from the NATO Energy Security Section, gave an impressive and very interesting insight into strategies to implement smart technologies in conflict zones. The biggest problem often is not the technology however, but the ccoperation between all nations, different companies and coporations. Currently

her team is working on gathering more data in order to build standards and structures everyone can follow. An important milestone was reached when ESCD integrated a Smart Energy unit in the military exercise "Capable Logistician 2015" that took place in Hungary. Fourteen companies, the German Bundeswehr and the U.S. Army contributed innovative technologies and expertise for efficient energy production, storage, consumption and management.

Siegrun Klug, from u.s.e. Institut für nachhaltige Energienutzung - Forschung, Kommunikation und Innovation, presented a recent case study from Vienna that showed the importance of consumer integration in innovation processes. She also prepared a short group work in order to understand how different consumter types require different approaches. The ideas our participants invented in just a short time have been impressive but also showed the challenges we need to overcome.

Roland Werner, Head of Government Affairs & Policy at UBER gave the most practical example on how conflict and cooperation are both needed to be successful with innovations. He took us back 100 years where a similar innovation was invented, but due to regulations lobbied by worried businesses at the time, had to stop its service again. He emphasized on the importance of breaking up old structures, if we want to change something and build up new possibilities. Also: The legal framework needs to make innovations possible and supports them.

Theresia Vogel, host and CEO of the Climate and Energy Fund, summarized the discussion at the end and pointed out that we need to increase the possibility for younger people tob e part of innovation processes. After all they are the target group and should profit the most from new technologies in the future. "Even though it is not always easy to integrate the different stakeholders from the beginning and open innovation processes to various disciplines, it will define the success of new ideas significantly. For our yearly programme in 2018 I gathered a lot of useful input from today's discussion."