



# Green Energy Lab

Towards a renewable energy system of tomorrow

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## **Green Energy Lab – Video Clip**

<https://www.youtube.com/watch?v=nCTDVUPnjzQ>

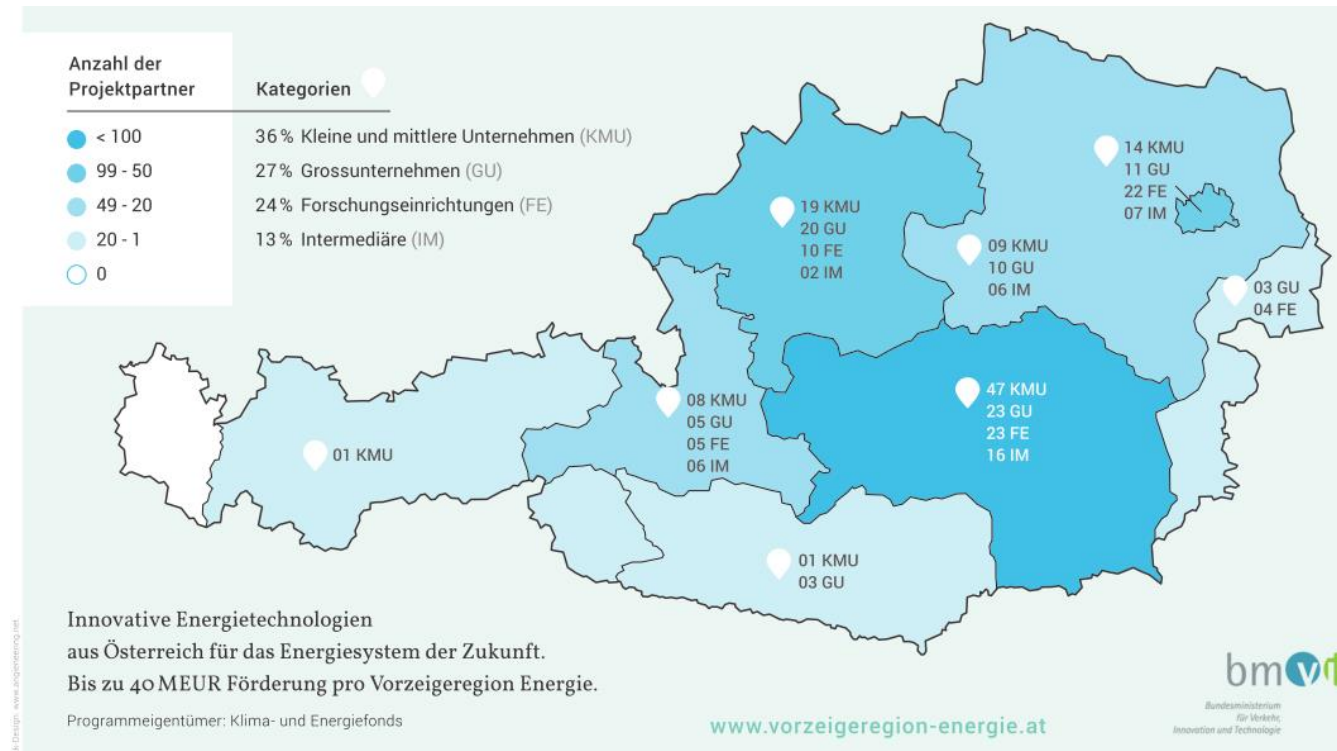
# The Austrian Flagship regions Energy

- Starting point of “Energy flagship Region” at the “Forum Alpbach” in Tyrol, Austria, in August 2015
- 11 Exploratory projects (from mid of 2016 until mid of 2017)
- 3 Flagship regions Energy
  - Green Energy Lab
  - NEFI – New Energy for Industry
  - WIVA – Hydrogen Initiative



„Größer, besser, schneller – das ist unser Anspruch an die Vorzeigeregion Energie. Wir testen nicht nur die Energiezukunft Österreichs, sondern zeigen im großen Stil auf, wie alltagstauglich und nachhaltig heimische Innovationen sind. Österreich positioniert sich damit einmal mehr international als Vorreiter in der Energietechnologie.“

DI THERESIA VOGEL, GESCHÄFTSFÜHRERIN, KLIMA- UND ENERGIEFONDS

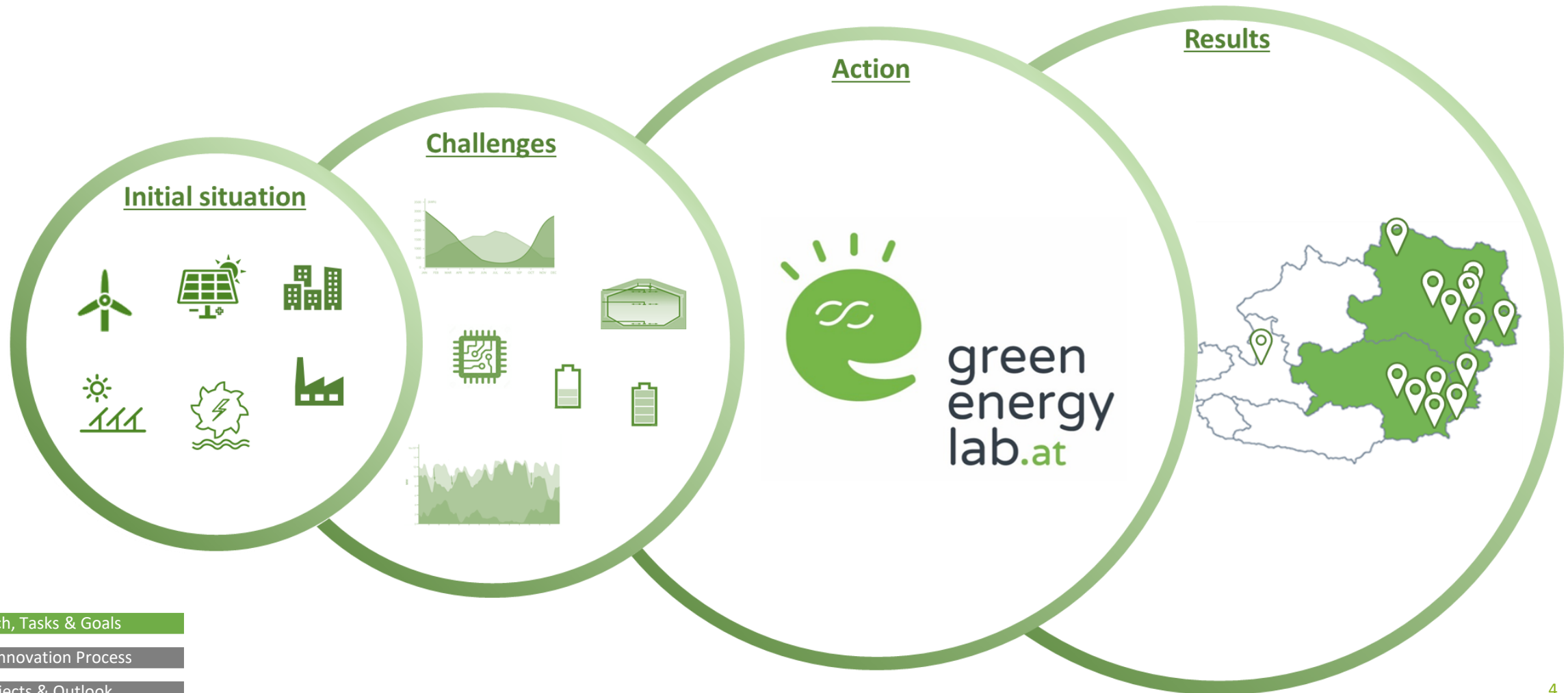


# Our approach

From individual pioneers to integrated solutions

Global testbed for the integrated energy system

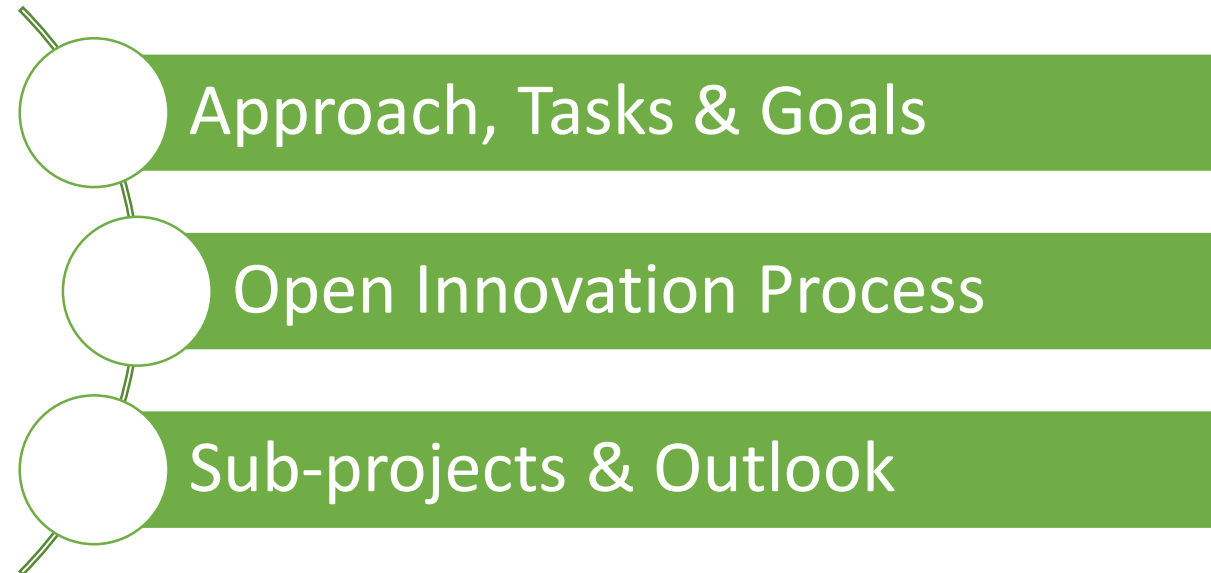
Meet the green future - Made in Austria



## Green Energy Lab – Driver of the green energy future.

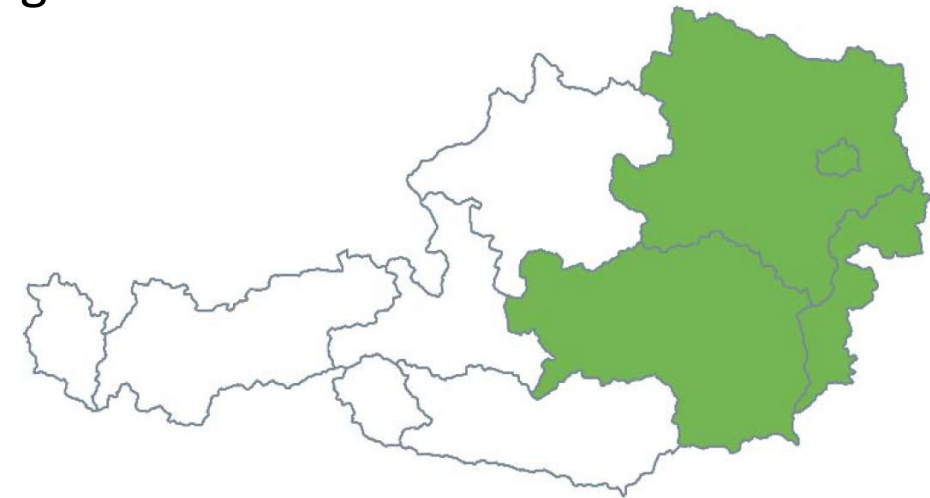
Our Vision: To form a better energy future by merging single electricity and heat solutions for the flexible energy system of tomorrow, handling up to 100 % renewable energy.

## Green Energy Lab



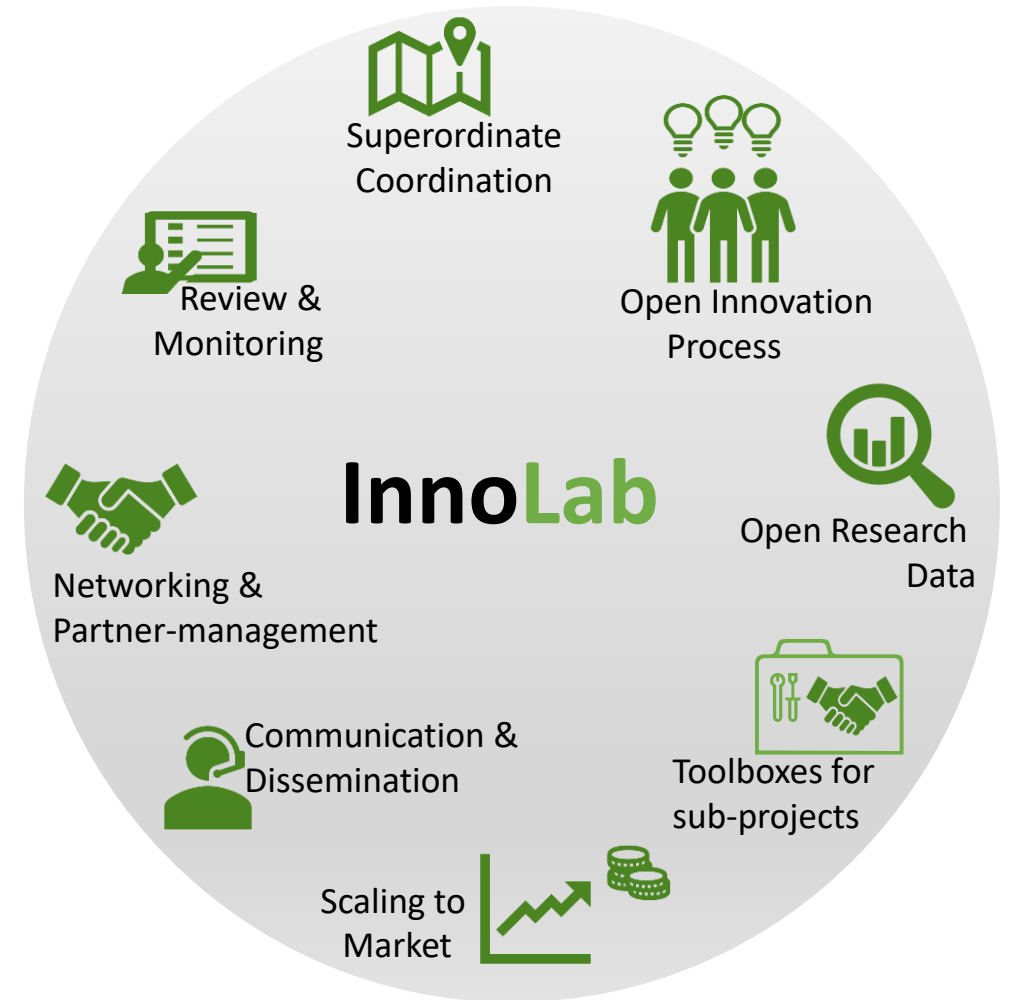
## Initial situation & regional strengths

- 4 Federal States and energy suppliers, 5 Mio. energy users.
- Covering rural regions as well as urban areas representing some of the largest power sinks.
- Hosting fluctuating renewables: wind 98% , PV 64%.
- Pioneers for single technologies & global green technology leaders & outstanding research strength.

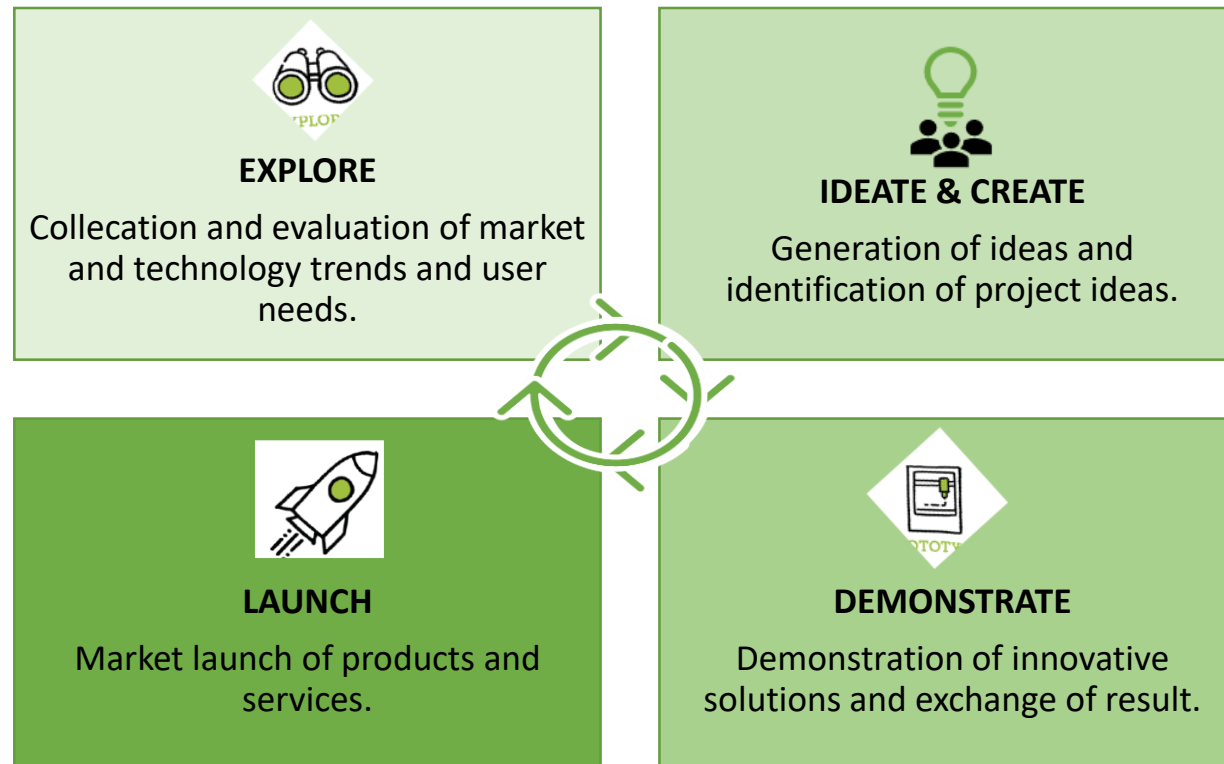


## Green Energy Lab makes the difference.

- Enabling far-reaching cooperation: 100 partners already joined, more will follow.
- Facilitating open innovation competencies including lean and effective tools and business model development skills.
- Fostering broad end-user integration due to co-creation processes and real live testing.
- Reaching global leadership through accelerated market launch of new technologies, products and services.

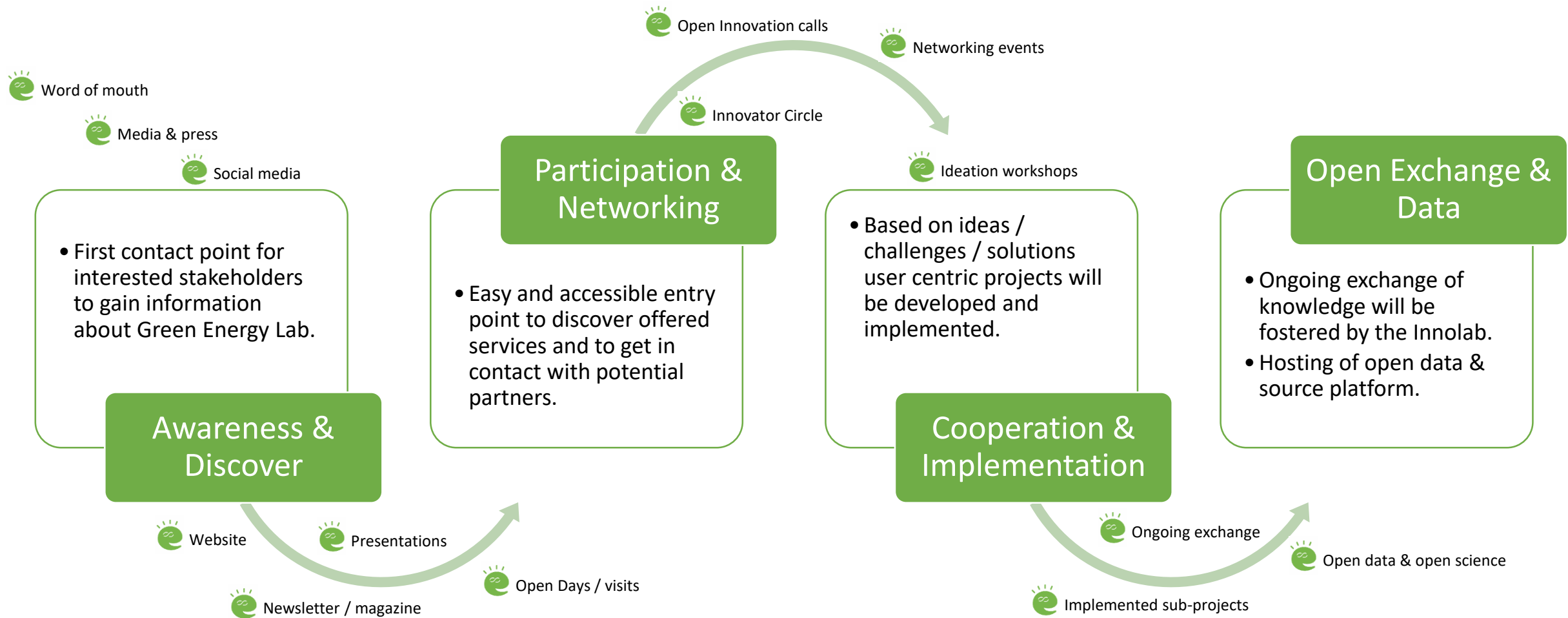


# Our Open Innovation Process covers all four phases of the innovation process.





# InnoLab networking journey offers many possibilities for cooperation.

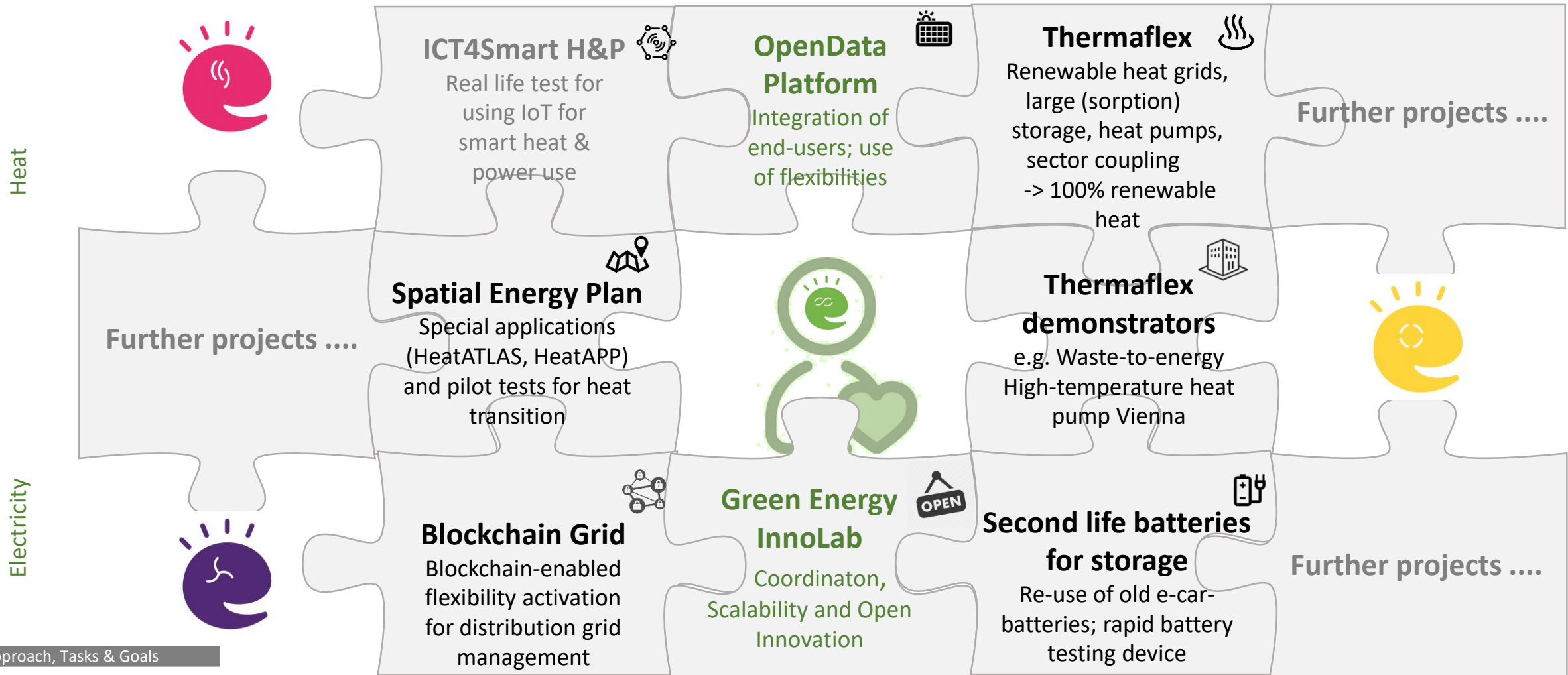


## Without end-user integration – no successful energy transition.

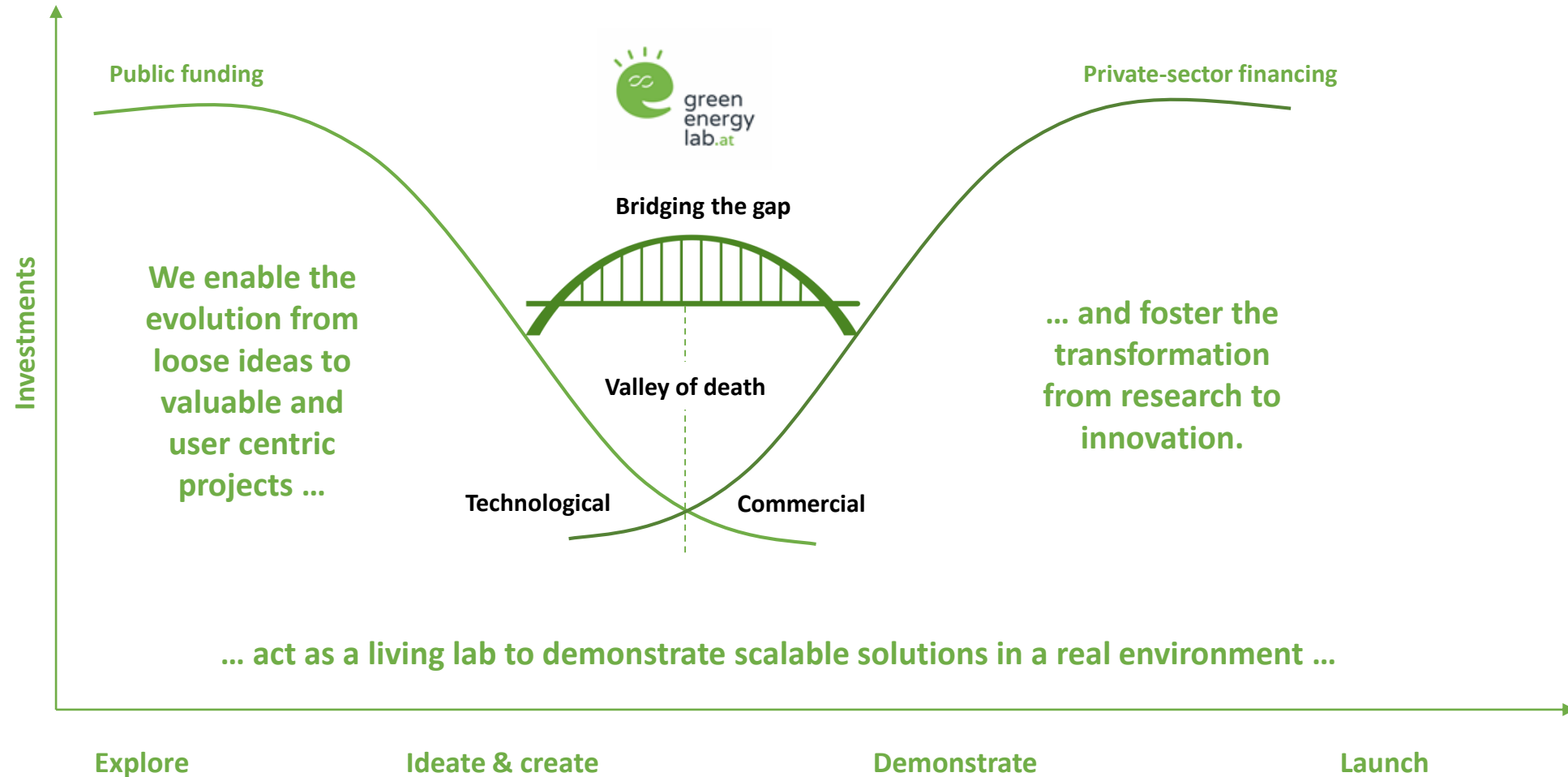
- **10,000** users addressed directly in sub-projects.
- **20,000** users addressed through Open Innovation calls.
- **100,000** users reached on public open days, tours and targeted toolbox services of InnoLab.
- **1,000,000** users reached through website, social media, newsletters, press and media.



# Green Energy Lab sub-projects of the first call – right at the start now.



# Green Energy Lab bridges the gap between research and market.

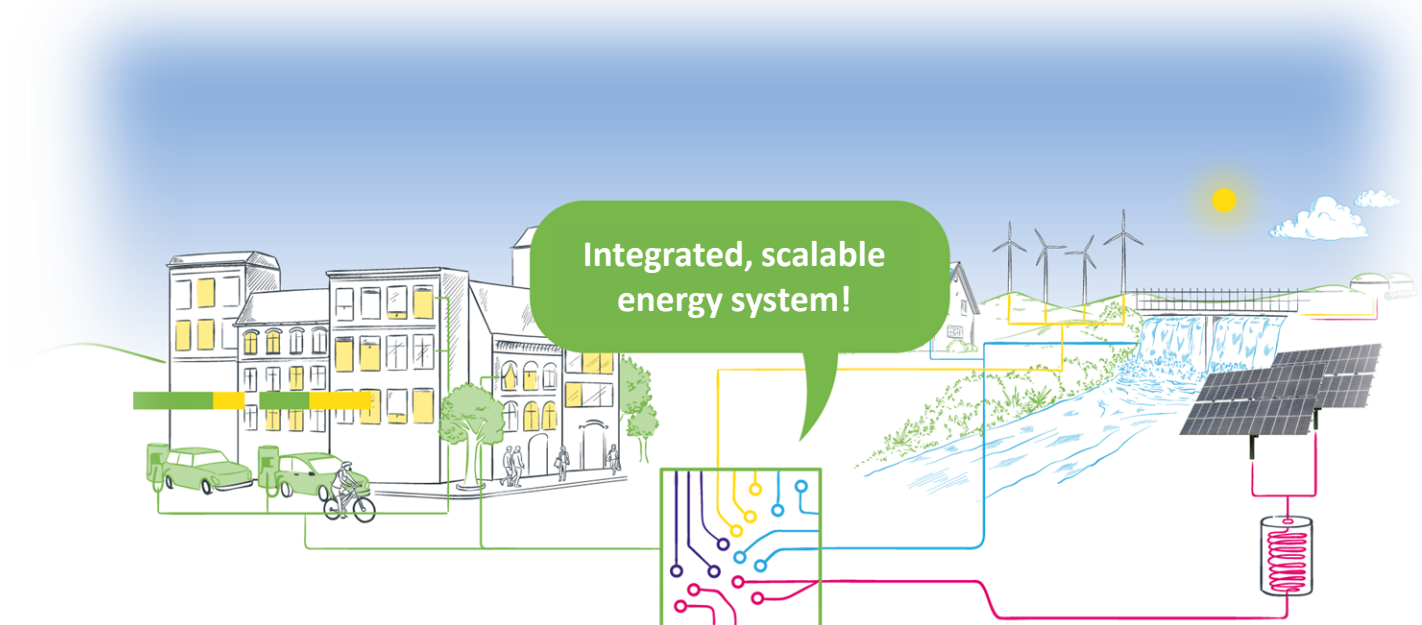


# Green Energy Lab – leading in sustainable energy solutions

A sustainable energy future is based on 100% renewables and more energy efficiency.

Incubators for new ideas within the energy technology sector can facilitate the transition – following the open innovation approach.

Experience with test markets enable policy makers to understand in real terms how to design future energy markets.





the leading innovation lab for pioneers of sustainable energy solutions.

bringing powerful innovations for the energy revolution from austria to global markets.

## Green Energy Lab Contact

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