

innosTIMES 6

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EDITORIAL BOLD THINKING

The coronavirus has saddled us with a veritable economic crisis that we will not be able to get out of easily. An increase in performance and efficiency when completing the same services as before the outbreak of the pandemic will not help here. We must rethink our strategy, as well as our corporate and management culture. Globalisation is not everything, as we have now discovered. The just-in-time approach has shown its vulnerability during the crisis and the optimisation of purchase prices without considering logistics, supply certainty and environmental compromising has revealed the fragility of living "on the edge". We must also ask ourselves whether the services and products we have offers up until now are still in demand, whether the customer group we have hitherto served still has the same way of life and the same wishes as before the crisis, whether the business model is still suitable and the communication channels with the customers are still up to date.

The world has changed, it has no doubt become more digital, priorities have shifted, new relationships have formed, values have changed.

We are of the opinion – like Franz Kühmayer from the Future Institute – that the long-term, clever way out of the crises is only possible by pursuing new avenues, through in-

novative and bold thinking, through creativity and departing from well-trodden paths. Resilience – which is required now and in the forthcoming years – is not a question of efficiency.

This is why we are inviting you to analyse your corporate fitness through our programme "Fitness Diagnostic & Reset – East Tyrol Power Start" and to work out a strategy with us that generates lasting qualitative growth. The programme – set up by INNOS GmbH, Business Partner (Bischofszell/CH) and regional certified public accountants – guides you through questions surrounding bold thinking. East Tyrol as an innovation region with charm offers not only a creative milieu and a perfect, digital and "spiritual" infrastructure but also a network of strong partners who think and act boldly.

Dr. Richard Piock, CEO of INNOS GmbH

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Nothing ist more powerful than

*an Idea at
the right time.*

- Victor Hugo

FITNESS DIAGNOSTIC & RESET – EAST TYROL POWER START

INNOS GmbH offers its shareholders and the SMEs of the East Tyrolean economy a new method of systematic questioning of the previous strategy, with the possibility of widening one's own product portfolio or sales markets and consequently to emerge from the economic crisis stronger.

The basis for this is the Business Model Canvas invented by Osterwalder, which has 9 "fields" – from customer groups to values and customer relations – that are filled together with the management team of a company in online workshops.

The assessment of the current situation as a first step is

through a questionnaire that is filled in by the business, resulting in an initial analysis with advice on where corporate activity focuses must be placed. A long-term reworking of the strategy, if required, follows in joint workshops. The workshops offer companies the opportunity to come out of the crisis quicker and more resiliently through innovations, whether in products, markets, or business models.

www.innos.at/fitness-diagnostic-reset-osttirol-power-start/

www.wko.at/service/t/bezirksstellen/fitness-diagnostic-reset.html

BOOK: INNOVATORS IN THE REGION

A spotlight on local technology leaders in the East Tyrol region

Innovations and niche strategies are success factors for SMEs, especially if they are not based in metropolitan areas. East Tyrol as a peripheral, alpine region has traditionally brought forth many innovative small-scale companies. Creative solutions to existing problems have been found for centuries here. Creativity and an innovative spirit have remained up until today. In our book "Innovators in the Region" we present selected East Tyrolean companies and their innovations.

The book is available at INNOS GmbH
Advance ordering at:

T: +43 4852 63527

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Photo: INNOS GmbH/ Philipp Brunner

ENTREPRENEURSHIP-ACADEMY ONLINE

Owing to the restrictions due to the corona pandemic, the workshop series offered by the Entrepreneurship Academy is being continued online via Zoom.

In total, 4 projects are worked on until the submission of a business plan as part of the start-up funding programmes:

Grow Box: a small vegetable and herb greenhouse for urban housing units

Heat Pads: a battery-operated "digital" hot water bottle for healing and wellbeing

Pocket ashtray: with exchangeable insert and recycling of the ashes and filter

Meeting Generations App: retired tradespeople can pass on their knowledge and expertise to young apprentices

The course of study based on the Business Canvas Model comprises a total of 10 units, of which the last 4 are online. Mentors from industry and trade accompany the total of 22 students from the polytechnic (HTL), commer-

cial high school (HAK), the economics college ALW of the Dominicans, as well as the institute of higher education HLW Lienz.

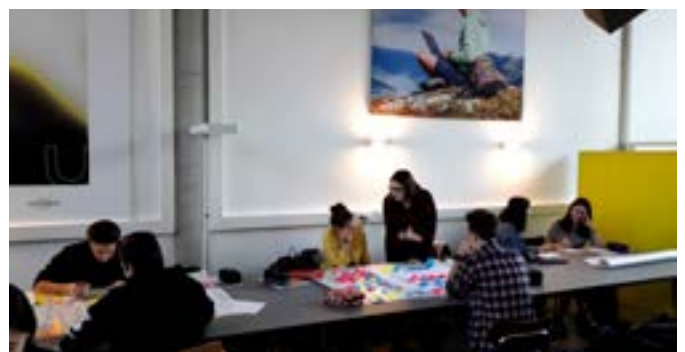


Photo: INNOS GmbH

KNOWLEDGE CAPITAL AS A MOTOR OF GROWTH: WHAT IS REQUIRED FOR IT TO RUN SMOOTHLY?

The topic is a provocation at first glance: at the latest since the nineteen-seventies, due to the first oil shock, growth is no longer viewed entirely positively and currently many are asking themselves the question of whether growth and CO2 emissions, or more generally growth and the use of non-renewable raw materials, are not inextricably entwined.

If the claim that a market economy cannot survive without growth is thrown into the mix, it results in a doom and gloom scenario that would do justice to any Hollywood blockbuster.

However, this line of thought is based on a fundamental misunderstanding: growth does not necessarily mean more material goods. It can also mean being able to find solutions that require fewer resources, that relate more to people and that enable a greater number of people to share in prosperity. Such developments present themselves daily on a small and large scale: the energy consumption of domestic appliances has been greatly reduced, less energy is required to heat housing and even the average use of a car has decreased significantly. The fact that we drive ever bigger cars and take up increasing residential space as a reaction to this does not mean that technical progress would not be capable of maintaining our affluence in a more environmentally friendly manner.



The biggest movement in this direction is no doubt the forthcoming inevitable energy transition. The tapping of inexhaustible solar energy instead of finite fossil fuels, the replacement of non-renewable raw materials with renewable raw materials and the transition to a circular economy are of course challenges for society, but they also harbour the greatest growth potential of the last century. It is a technical revolution as was already described by the great economist Joseph Schumpeter in the first half of the 20th century as a driver of economic and social change. Precisely for this reason, it is difficult to understand how hesitantly whole industries respond to these challenges and how many resources (e.g. lobbying) they use to slow down the development, instead of shaping it. The only explanation is a general resistance to change (which we can find in households as well as businesses) or the fear that the industry not strong enough for the challenges of the future. The decisive question for society, for companies, as well as each individual is what is required to transform

the current economy of waste into a long-term, viable sustainability economy? It is evident that a lot of knowledge is required for this that is generated by research and development and is in some cases patented. The world of today has more academically educated people than ever before and they are networked better than ever before: there have never been better conditions for generating the necessary knowledge capital than today. Technical know-how at the highest level, however, is only one of the necessary bases and is not adequate in itself: the technical possibilities must also be brought to usage maturity, adapted to the particular requirements and operated correctly. The results of research affect practically all professional fields today. Just three examples: the professional image of a plumber is now completely different to 50 years ago, a carpenter must now also be able to handle a CNC machine and a car mechanic will have to deal with a battery-operated computer in the near future that also happens to have four wheels. To use technology, we need not only brilliant inventors but also brilliant users. The fact that the male form is used almost intuitively for technical professions is one of the big challenges. Women finding technical professions at least as attractive as men do should be a feature of a modern society. What companies can do excellently is generating knowledge, developing products and bringing them to the market, even if Mariana Mazzucato, an innovation economist working in England, has shown impressively that the bases of the most important technologies are still developed at universities and public laboratories.



What is absolutely necessary for a successful technology strategy, however, are clear political framework conditions. The market is the most efficient form for finding the best possible solutions within given rules, but it is completely incapable of establishing such rules. Because such framework conditions are so important, it is also a widespread misconception that only a lean, weak state is a good state. It is in the interest of innovative companies for a state to be strong and not to change its strategies every year. To be able to work well, companies must be able to rely on clear rules and it should not be possible to change them erratically neither through politics nor through jurisdiction. All studies of productivity show that a factor referred to as a "Quality of Governance" is an essential driver of success. The notion of a state must be understood very widely in this context because individual national states are not able to guarantee such stable framework conditions

for global markets. The same rules for everyone within an economic area are conditions for productive competition. The EU is a good starting point, while international conventions would be significantly better, but which would have to accord the true challenges for the planet a far greater degree of importance than is currently the case.

The necessary framework conditions for a technical quality leap towards sustainability must have social basis, however. They must signal clearly that it is going in a direction in which everyone can participate appropriately. Unfortunately, these signals have not been sent in the last 30 years: the income distribution has become increasingly uneven in industrial nations and “tax competition” has led to hardly anyone being proud a major corporation (contrary to the 1960s and 70s, when generations of workforces derived a significant part of their identity from belonging to a company – VW, IBM). The condition for a paradigm shift that promises success is therefore that the resulting opportunities must be distributed more justly than before. In this regard, the literature also shows – especially the sociologist Robert Putnam – that social capital with shared values and norms not only strengthens the democratic system but also the economy and especially innovation. It is unthinkable for a society to be successful if it does not have a fundamental consensus about its ethical basis. This task is largely no longer fulfilled by religion but there is still a need for a values consensus, even more so than before, if certain politicians even think it necessary to question internationally recognised human rights. The possibilities that research offers us today are fascinating, as well as the associated ethical questions. To name but a few examples, the handling of data, biotechnology, or artificial intelligence. These are not questions for a few “specialists”, they are questions that we must discuss widely, because responsible politics can only set rules based on a consensus achieved through dialogue, within the framework of which competent companies can develop solutions to problems.



Written by Univ.-Prof. Dr. Gottfried Tappeiner

Photos: Gerd Altmann | Pixabay.com
Alexas Fotos | Pixabay.com



The conclusion that follows: yes, we need growth that not only avoids the using up of raw materials but sets the whole system to sustainable cycles. This requires research and development, but this “technical view” is much too narrow: technical development must be rooted in a social framework that is based on a system of shared values. This approach cannot be reconciled with the neoliberal paradigm, but in current research this has been cast aside anyway. The awarding of the Nobel Prize this year to three experimental poverty researchers is only one of many signals in this direction.

WORKSHOP IN INFORMATION TECHNOLOGY STUDIES AT THE CAMPUS TECHNIK LIENZ

East Tyrolean enterprises sat down at a table at the beginning of February with the Institute for Information Technology of Innsbruck University. The object was to discuss and work on the question “What do East Tyrolean companies need in the field of information technology and what possibilities are there in training and further education?”

In the first instance, this meeting of experts was about an exchange between the East Tyrolean companies and Innsbruck University. An interesting aspect was also the question of whether there was a need for information technicians in the region and if so, how great.

9 East Tyrolean leading companies considered the topics of digital transformation, data analysis and IT architecture. They got to know the already existing courses of study at Innsbruck University and considered together what possibilities there may be for bringing a form of training and further education to East Tyrol.

The workshop shows clearly that the need for such qualifications is high. IT specialists are urgently needed in East Tyrolean companies. Important topics for the companies are data analysis, networks and security. The event was in-

itiated by INNOS GmbH and the Lienz Economic Chamber. On the part of Innsbruck University, the workshop was accompanied by the Dean of Studies

Univ.-Prof. Dipl.-Ing. Dr. Georg Moser, MSc, Univ.-Prof. Dr. Ruth Breu,

Director of the IT Institute at Innsbruck University and Mr. Lukas Kaltenbrunner, BSc. The aim is to create a course of study for further education and training that covers the need for knowledge in the field of IT, in accordance with the requirements of East Tyrolean enterprise, in close cooperation with the companies. The path has been paved for this with this workshop. Reinhard Lobenwein, the local director of the Lienz Economic Chamber, emphasizes: “A new avenue requires a couple of steps of joint activity, resilience and further discussions.”

The saying by the Chinese philosopher Lao Tzu applies: every journey of a thousand miles starts with a single first step. The workshop was the first step, according to Richard Piock, General Manager of INNOS GmbH, who is of the opinion that a first expert gathering could be organised in the autumn serving the exchange of knowledge about databases and data analytics.



Photo: INNOS GmbH | Magdalena Nitsch

EAST TYROL AS A CULTIVATION REGION FOR HEALING PLANTS AND HERBS

East Tyrol was, after the division of Tyrol in 1919, an isolated region cut off from the Tyrolean motherland, due to the border with Italy of South Tyrol, the traditional economic area of East Tyrol. The economic boom of the 1980s and start of the 90s passed it by unnoticed. It was only with the border opening due to the Schengen agreement that the old economic relationships started flourishing once again.

For this reason – nowadays this is recognised as an enormous advantage – the landscape and nature remained largely intact, many valleys have not been exploited for tourism, no mass tourism and intensive agriculture that leave their mark.

This is why East Tyrol is also of such interest for the cultiva-

tion of healing herbs and plants for the natural cosmetics industry. In many cases over 1000 metres in altitude, the



Photo: Hans Braxmeier | Pixabay.com

gneiss, granite, slate and mica schist of the main Alpine zone meet the Limestone Alps of the Carnic ridge and the Dolomites and form an excellent soil. The mountain meadows and pastures to the south of the main Alpine ridge enjoy a significantly milder climate than the areas to the north of the main Alpine ridge.

Many plants – yellow gentian, arnica, mountain pine, arolla pine, alpine roses, lady's mantle of an endemic type, masterwort and many others – grow wild in many areas. In 2019 the international congress "Phythocosmetics" was held in Lienz, with around 100 participating scientists from all around the world, discussing healing plants, their effects and where to find them. It is with good reason that one of the oldest "distillery enterprises", the company Gebrüder Unterweger, founded in 1886, based in Thal/Assling, supply pine and arolla oils worldwide.



Photo: UHd | Pixabay.com

NEW FFG FUNDING FOR SMALL PROJECTS

SIMPLE SUBMISSION OF SMALL RESEARCH PROJECTS

FFG has a new funding programme for small projects that enables research and development projects to be carried out even in times of crisis.

The funding supports "smaller" research and development projects by SMEs and startups, carried out alone or in co-operation and the result of which is commercially usable products, processes or services. Project costs up to max. 60% are sponsored (max. total costs €150,000) in the form of subsidies. Submissions can be ongoing and there are no subject restrictions.

You can find further information about the funding on: www.ffg.at/programm/kleinprojekt



Photo: Free-Photos | Pixabay.com

INNO-CUBE GMBH: INTELLIGEN DATA COLLECTION FOR INTELLIGENT SOLUTIONS

Intelligent data collection and its implications surrounds us every day, whether we launch a Google search or smartphone apps store personal data in the background leading to corresponding advertising. Data is collected and stored everywhere and, in many cases, remains unused. The correct merging of data and its interpretation are the business of Inno-Cube.

Data collection and linking as a mission

The company also deals with intelligent data collection but of a rather different kind. It collects data about energy resources and the energy consumption of whole municipalities. With the help of this data, a city can implement energy savings. The company finds suitable solutions also in other areas based on the collected data: for example in parking monitoring or monitoring the daily routine of people with dementia. Processes in which a city or a municipality becomes more efficient, sustainable and progressive with the help of technological development are summarised under the term 'smart city'.

The software company founded in 2014 has specialised in comprehensive solutions for building technology, industrial automation and special machines. Inno-Cube programmes the suitable software for buildings, Internet-of-things applications (IoT), production and special machines. These are linked to the systems of the companies, gathering production data and production processes at a glance. Inno-Cube is especially strongly represented in semiconductor technology. In building automation, the team at Inno-Cube compiles the software for industrial and commercial buildings, hotels or schools. Energy simulation, putting together 3D models and energy concepts for buildings are also part of their remit.



Photo: Gerd Altmann | Pixabay.com

Monitoring as a preventative measure on a communal level

With monitoring, one always has an overview of the energy balance. "It is like a speedometer – one knows exactly where one is with energy consumption", explains Helmut Senfter, Managing Director of Inno-Cube Ltd. In the Tyrolean Zillertal, for example, the water volume of sources,

drainage or reservoirs of the whole valley is recorded on a platform. Each municipality has access to their data. The information helps with the question of whether enough drinking water is available to supply the community. For the future planning of a city, it is important to know whether the water supply is secure or whether a further source or larger reservoir are needed. In the tourism areas, water consumption is ten times greater than normal at peak times. Snow cannons and hotels are particularly energy-consuming. Not only can water consumption be assessed but also the energy data of a building. It is possible to establish which buildings in the community use the most energy and insulate them thermally as a first step. "One can only save when one knows what the usage is", explains Senfter.



Photo: INNOS GMBH | Regina Unterguggenberger

Greater potential for restructuring and new buildings through comprehensive project coordination

In the design and implementation of the restructuring or new buildings, Inno-Cube handles the entire building technology. Together with the architect and the client, the required object is planned. The individual controls for example for air conditioning, sanitary facilities, heating and shading are replaced by one comprehensive control for the whole building. The organisation and coordination of the workforce such as plumbers, electricians or heating technicians are also dealt with by Inno-Cube in larger buildings. The company is the contact point for the installation and maintenance of the facilities. The customer does not need to take care themselves of building technology. Inno-Cube handles the organisation and coordination. Where possible, East Tyrolean companies are involved and used. A close cooperation with the East Tyrolean companies is the condition for this. For example, for 70 percent of building projects, thermal heat pumps from IDM Energy Systems are used. The customers of Inno-Cube therefore receive a comprehensive package with which they save energy.

Smart city for data collection and process optimisation in the community and in the healthcare sector

How widely varied a smart city can be is shown by Inno-Cube in a project with a spin-off company of the university of Klagenfurt and KEW. Together they are working on a tracker system that monitors and stores the everyday lives of people with dementia. Those with dementia normally always follow the same routine, whether it is shopping or a coffee with the neighbours. If the person with dementia deviates from their habitual surroundings and routine, it triggers an alarm. This type of smart city allows the elderly with dementia to master their everyday lives independently as far as possible. This is also an immense relief for loved ones and care staff of those with dementia.

Smart city also helps the executive body of a city to issue penalty notices. In Switzerland, Inno-Cube has developed solutions for monitoring car parking spaces. Each parking space has a parking meter linked to a parking clock. If one exceeds the stated and paid parking time, it is transmitted to the police and the penalty notice literally flutters into the house.



Photo: INNOS GmbH | Regina Unterguggenberger



Photo: Gerd Altmann | Pixabay.com

Sustainable and economic solutions through a smart city

Intelligent data gathering and merging is intended to lead to findings that minimise energy consumption. People are encouraged to think intelligently and sustainably about how to use energy and thereby make considerable cost savings. Depending on how buildings are constructed, up to 80% of energy can be saved, in hotels the savings are in the five to six-digit euro range. The monitoring systems are also used by property managers and communities that can reduce their operating costs through energy savings, so that property becomes more affordable.

Apart from municipalities and regions, major hotel chains such as Falkensteiner and H+Hotel are customers of Inno-Cube. The segment that Inno-Cube is active in already exists on the market, but companies that look at buildings as a whole are limited. In East Tyrol, Inno-Cube is the only IT company that has specialised in comprehensive software development for building technology, industrial automation, special machines and IoT. This gives the company a wide scope for its innovations throughout Europe.

TASTY SHEEP'S MILK PRODUCTS

Kollnighof

Regionality and dedication are evident in the sheep's milk products of Theresa and Matthias Kollnig. On the search for a way to maintain the farm full-time, Theresa and Matthias decided on the processing of sheep's milk. In 2017 they switched from breeding calves to milk sheep.

In the first year, the enterprise supplied the dairy in Zillertal. Since 2018, products such as yogurt and cheese are produced at their own farm cheese dairy.

The sheep are very suited to the steep area around Kollnighof in Oberrusssdorf at 977 metres above sea level. Not all steep slopes therefore need to be mowed and the



sheep can graze on lush mountain meadows.

50 milk sheep, 3 rams and 90 young sheep of the Lacaune race currently live at Kollnighof. The sheep are milked in their own milking station with 12 places. Per year 35,000 litres of milk are turned into yogurt, hard cheeses, cream cheeses and Camembert through dedicated work. They also supply the fruit in the yogurt themselves. It is important to Theresa and Matthias that the fruit comes from the region and is processed seasonally.

The special feature of the taste of the Kolling products is that one cannot "taste" the sheep. They achieve this through feeding with hay and through suitable hygiene du-

ring the milking itself. The high fat content in the milk makes the yogurt particularly creamy.

Kollnighof has already received some awards such as the Kasermandl or Salzburg Milk Prize for the excellent quality of the products. The business concept of the enterprise was awarded the Innovation Prize by the Tyrol Agriculture Chamber in 2018.



With sheep's milk and production, Kollnighof has found a niche with which they can run the farm full-time. They sell their self-made products at Interspar, Spar and Adeg branches in East Tyrol, as well as to gastronomy and at farmers' markets such as the Dolomitenmarkt or Stadtmarkt Lienz, along with their own online shop.

Fertilising with sheep's wool

Together with the Stocker family, sheep farmers from Mauterei in East Tyrol, Theresa and Matthias developed the idea of making pellets out of sheep's wool that are used as fertiliser. The natural fertiliser loosens the earth, stores water and ensures the necessary nitrogen balance in the earth. For the farmers, it is about using the sheep as much as possible and giving the wool value again.

Photos: Kollnighof

TAP – AN ARCHIVE FOR HISTORICAL PHOTOGRAPHY WITH A TRANSREGIONAL REACH

TAP was founded back in 2009 by the company Durst Lienz, the Lienz and Bruneck municipality and several private persons. In 2011 a first Interreg project was approved. The aim was to document the changes in the landscape and society in the East Tyrolean and South Tyrolean Pustertal by means of photographs. Through the two offices in Lienz and Bruneck, over 300,000 images were scanned using high-precision scanners, including images from Georg Egger, the father of the painter Albin Egger-Lienz, as well as images from the first ascents of the Tauern. In 2016

a second Interreg project followed with partners in South Tyrol (Film and Media Department, Museums Department, Tyrolean State Archive) and North Tyrol (Tyrolean Chroniclers, State Museum Ferdinandeum-Zeughaus), which placed a focus on training in handling historical photography, the publication of image archives through a platform ("Argento vivo") and an app with which one can follow the change of certain places in Innsbruck, Bozen, Lienz and Bruneck in sequence between 1870 and today through photographs. With around 450,000 digitally stored pho-

tos from 1865, around 120,000 of which of the Dolomites front 1915-1917, TAP offers an inestimable treasure trove of documents for many national and international institutes and history researchers.



Through the platform www.tiroler-photoarchiv.eu images can be searched by theme and researched for documentations.



Photos: Tiroler Archiv Fotografie

INNOVATION WORKSHOP WITH 3D METAL PRINTER

Industry 4.0 East Tyrol, INNOS GmbH and 7 leading enterprises finance modern 3D-SLM printers. The innovation workshop is set up.

When INNOS presented its strategy as a visible result of the regional development process "Thinking ahead for East Tyrol" in spring 2016, one of the visions was an innovation centre where the Lienz Technical Campus, HTL and the innovative mechatronic companies of East Tyrol were to work together on projects of additive manufacturing by means of 3D printers. This vision was now realised as an "innovation workshop".

The association "Industry 4.0 East Tyrol", consisting amongst others of the members INNOS GmbH, Micado Smart Engineering GmbH, Berger Automation GmbH, the Tyrol Economic Chamber, the private foundation Lienzer Sparkasse and Trost GmbH from Matrei – steel and metal construction, submitted a lighthouse project "Digital Tyrol" to the state of Tyrol in 2018 that was ultimately supported with a funding sum of 200,000 euros. The project envisaged a series of digitisation measures. The centrepiece, however, is the establishment of an innovation workshop as a digital manufactory, to enable small-scale businesses access to 3D printing technology without great investments. The innovation workshop is multifunctional: it is an experimental laboratory for businesses, a training laboratory for the HTL, as well as an experimentation and research laboratory for the Campus Technik Lienz.

"The digitisation offensive of the state has thus enabled a significant lighthouse project", emphasises the State Councillor for Economics and Digitisation Patrizia Zoller-Frischauf.

Together with the sponsors and project partners of the innovation workshop, INNOS GmbH developed a financing system for the presales of machine hours and thus ensured the procurement of an industry-compatible printer of the company DMGMori.

All East Tyrolean companies have the possibility to make use of the advantages of 3D technology, can experiment to develop new products or innovations. It is now possible for them to entertain supply relations with high-tech firms that need for example printed construction components made of stainless steel or aluminium.



Photo: INNOS GmbH | Philipp Brunner

"Overall, the competitiveness of East Tyrolean companies has been strengthened. The innovation workshop project is a great success – we are ready for the digital future", according to Mr. Zoller-Frischauf.

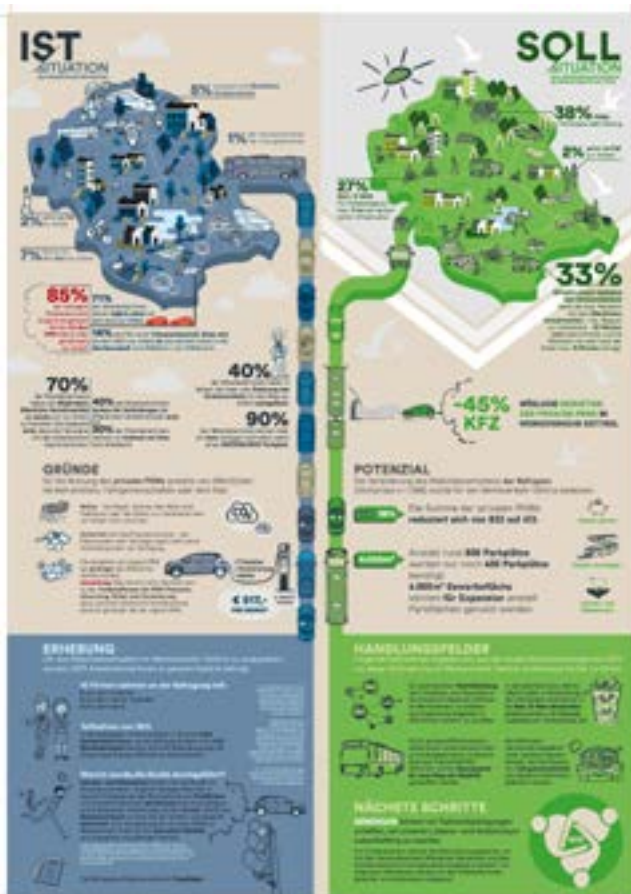
"Through the regional funding of around 170,000 euros, as well as the around 140,000 euros brought together from the own means of INNOS and the initiative enterprises, the small and medium-sized enterprises of East Tyrol now have the opportunity to try out 3D printing as a new production technique and to build up new business branches with it", Dr. Richard Piock informs us, General Manager of INNOS GmbH.

INNOS has thereby done justice to its reputation as an inspirer and moderator between the economic and pragmatic economic world. The innovation workshop is part of the positive economic development of East Tyrol, with a decrease in unemployment, an enormous increase in added value and a leap from the 68th to the 10th place in the future ranking of Austrian regions.

“One can feel that the future of the region has begun and that this future is excellent!” Elisabeth Blanik summarises, the mayoress of the city of Lienz.

The partners and sponsors include:

- Berger Automation GmbH
- Dolomiten Bank Osttirol-Westkärnten eG
- Felbertauernstraße AG
- Frey Metalltech GmbH
- HELLA Sonnen- und Wetterschutztechnik GmbH
- iDM Energiesysteme GmbH
- LIEBHERR Hausgeräte Lienz GmbH
- MG Metalltechnik GmbH
- MICADO SMART ENGINEERING GmbH
- PHTL Lienz
- Privatstiftung Lienzer Sparkasse
- S. Schösswender Werke Metall- u. Schmiedekunst GmbH
- TROST GmbH
- UMIT /Universität Innsbruck



WORK TRAFFIC STUDY

Traffic. Delays. Nerves. Petrol. Environmental pollution.

Every day 832 private cars head to work in East Tyrol. The stress of work traffic is par for the course. Car traffic is a burden not only for your nerves but for the environment. To evaluate the actual situation and achieve an improvement to work traffic, INNOS GmbH and the Economic Chamber commissioned a study which is now complete.

In the study, employees from 10 companies in East Tyrol were questioned. 1144 persons took part in the surveys. In the current situation, the following “reductions of individual car traffic” can be envisaged, without significant restrictions (max. 10 minutes of waiting time for public transport):

45% reduction of private cars/day, which is around 400 cars less on the roads and occupying car parks.

Next steps: for every operation, a concept is put together for how individual car transport to the workplace can be replaced by journeys by bicycle/e-bike, public transport or regionally coordinated work transport. You can read the full result in our blog.

Photo: INNOS GmbH

Innos GmbH is a private-public partnership between the Land Tirol (State Tyrol) and 16 leading corporations of Eastern Tyrol with the scope to economically develop the region of East Tyrol. Innos is a result of a social thought process "Vordenken für Osttirol", started 2013, becoming a benchmark for regional development projects. Innos advises corporation in innovation - internationalization and digitalization.



Innos publishes regulary InnosTimes as a newsletter, informing on economic activities in East Tyrol. If you wish to receive regulary the newspaper, please subscribe: www.innos.at/newsletterarchiv

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