



# Climate – KIC Program

*A Visual Documentation of the Hungarian Study Visit*

Birmingham - UK, 12-15 December 2012.



# INTRODUCTION OF THE PARTICIPANTS

12-14 / 12 / 2012

CLIMATE-KIC

# WELCOME TO THE WEST-MIDLANDS!



# CLIMATE-KIC PROGRAMME

SEED - THE CRADLE OF HUNGARIAN SUPPORT SYSTEM FUNDING

INCUBATION - VOUCHERS...  
GAMEFICATION - PROJECTS  
TO GET TO KNOW THE INITIATIVES OF THE PROJECT

OZONE NETWORK

GETTING TO KNOW - CLIMATE-MARKETING CONNECTIONS

TEAM BUILDING

EXPECTATIONS

HOW COULD WE INVOLVE EU?  
TAKE ACTIONS  
DESIGN GAMES, THAT TEACH CHILDREN GLOBAL CLIMATE ISSUES

ROOM FOR PREZI-APPLICATIONS & TRAINING?  
HUGO

HOW TO SUPPORT HUNGARIAN ENTREPRENEURS

SEARCHING FOR OPPORTUNITIES FOR FURTHER COOPERATION

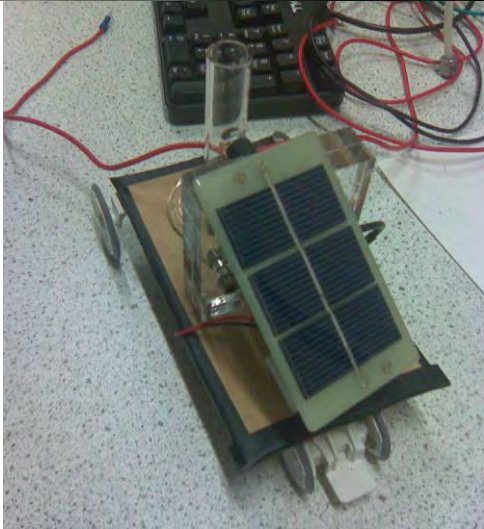
HOW CAN WE COOPERATE WITH MIDLANDS INITIATIVES



SEILARD STRENNER

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The „Expectations mind-map” of the participants



The first program element of the the Study-Visit: Birmingham University Hydrogen Fuel Cell Unit – meeting with Professor Robert Steinberger-Wilckens at his workshop.

# CLIMATE-KIC PROJECT

## INTRODUCTION TO INTERNATIONAL SYNERGIES LIMITED

by JAMES WOODCOCK & RADHA DANIEL



2005 FOUNDATION  
HELPING COMPANIES TO CHANGING  
ENVIRONMENT  
(BIRMINGHAM  
BRUSSELS  
N-IRELAND)  
30 + 20 XXXX EMPLOYEES  
5 CONTINENTS  
150 14000 ACCREDITED

### NISP-PROJECT

1999 GULF OF MEXICO (US)  
BUSINESS DEVELOPMENT  
LAND-FILL TAX  
2005-NATIONAL PRG.  
FURTHER FUNDING  
GLOBAL APPLICATIONS

HUNGARIAN  
GOVERNMENTAL  
PLANS!!!

GOVERNMENT  
ENVIRONMENTALISTS  
CORPORATE GUYS

1.21 BILLION COST  
1.71 BILLION SAVING

### OLD TRADITIONAL PRODUCTION CHAIN



### THE MODEL FOR SYNERGIES LIMITED

NEW



6 OUTPUTS  
REPORT FOR  
IMPLEMENTED  
SYNERGIES

FACILITATED  
SYNERGY  
5 ROLE  
OF  
PRACTITIONERS

PRACTITIONERS  
OF ALL STAGES  
OF SYNERGY

4 SYNERGIE MGMT System

4 BUILDING THE IS.  
NETWORK  
NEW MEMBERS

2 QUICK WIN  
WORKSHOPS

3 RESOURCE  
MAPPING

Schilder Strenner

grafacity.eu

RADHA DANIEL

# WHAT IS INDUSTRIAL SYMBIOSIS REPROWIS PROJECT



3 PARTNERS

COOPERATION  
VIRAG ANNAHARIA

WASTE

NEEDS

NISP MATCH

UNRESOLVED ISSUES AS OPPORTUNITIES

CONTINUOUS PROJECT... DUGGING SERVICE

LANDFILL TAX WILL CHANGE THE LANDSCAPE!!!

- IFKA .HU
- INT. SYNERGIES
- EU COMMISSION

## NISP AIMS TO:

USING WASTE... CREATING SYNERGIES AMONG CORP.

MATCH-MAKING  
GOOGLE-ING  
PHONE CALLS  
INVITATIONS  
RANDOM SELECTION

MANUFACTURING COMPANIES ARE THE BEST. ENTREPRENEURS

15 000 COMPANIES

7-10 WASTE MATERIALS

I LOVE BUILDING NEW RELATIONSHIPS...

8+5 WORKSHOPS  
2010 → 2012  
REPROWIS PROJECT

## HUGE DATABASE!

HUNGARIAN DATABASE  
HAVE'S 505  
WANT'S 187



TOGETHER WE'RE OK. WE ARE FASTER MAKE MORE MONEY WE FEEL BETTER.

NEW CREATIVE COOPERATIONS

- HUNGARIAN FOODBANK ASSOC. ÉLELMISZERBANK
- RESTAURANTS MALTHA.HU
- NATIONAL LOTERY

GREEN DUATION GRAND PRIX  
GREENNOVATION 1. PRICE

## CHALLENGES:

- COSTS TO STORE
- LACK OF INTERES & UNCERTAINTY
- LEGISLATION: LANDFILL TAX

## TANGIBLE RESULTS!

- INTERNATIONAL CONFERENCES
- STUDY VISITS IN THE UK
- PROJECT-WORKSHOPS HUNGARY, POLAND

HOW CAN WE CREATE GLOBAL CONNECTIONS & INVOLVE AMBASSADORS FOR THE PROJECT?

FURTHER STEPS:

INNOVATION



GATHERING- GLASS-WASTE FROM RESTAURANTS...

WHAT IS THE COST OF TRANSPORT? \$



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# RIC VENTURE PROGRAMME 2012 WEST MIDLANDS

eit Climate-KIC

CLIMATE KIC - is a partnership



A COOPERATION OF 6 EUROPEAN REGIONS

PUBLIC SECTOR → FOR SUPPORT & TAXATION  
 TECHNICAL UNIVERSITIES  
 BUSINESS

GATHERING CLIMATE-INNOVATORS

CLIMATE CHANGE IS A FACT.

WE NEED TO TACKLE IT, WE NEED INNOVATIVE SOLUTIONS

- PARTICIPATING:
- UK
  - GERMANY
  - SPAIN
  - ITALY
  - POLAND
  - HUNGARY

NEW INITIATIVES !!!

PIONEERS INTO PRACTICE PROF.

INTERNATIONAL PLACEMENT PROF. PROFESSIONALS COMMITTED LIKE-MINDED PEOPLE - MARKETING BUSINESS FOR SHARING &

DISSEMINATION. BUDAPEST PLACEMENT COORDINATOR: DANIELLE 4 WEEK PLACEMENTS

VENTURE PROGRAMMES

WANTED VENTURES INVOLVED START-UP VENTURES

55% PRODUCTIONS (6)  
 45% SERVICES (5)

DEVELOPING INNOVATIVE SHOW LOW CO2 SELF-SUSTAINABLE...

- CONSTRUCTION/RETROFIL 64%
- WASTE MGMT 9%
- USER BEHAVIOUR 18%
- BUSINESS CONSULTANCY 9%

THE USE OF VENTURE SERVICES

- HOT DESK
- SPACE (5)
- DIAGNOSTIC (1)
- EXHIBITIONS (4)
- EVENTS (7)
- FINANCE (2)



MEETINGS SUCCESS NEW CONNECTIONS

AWARD WINNING INTRODUCTIONS

MENTORS WITH A CRITICAL EYE



Szilard Strenner grafacity.eu

5

## INITIAL DIAGNOSTIC:



PHONE APPLICATIONS

FREE ADVICES ON:

- MARKETING
- INTELLECTUAL PROPERTY

WHAT ARE THE NEEDS?  
WHAT IS THEIR STAGE?

## BUSINESS SUPPORT SESSIONS

LEGAL HEALTH


I. P.

FINANCE

BUSINESS DEVELOPMENT


FB APPLICATION/GROUP

## LESSONS LEARNT:

ALLOW TIME FOR RECRUITMENT   
BUILDING A COMMUNITY IS AN ADVANTAGE  
SET STRUCTURE & MINIMUM ENGAGEMENT  
REQUIREMENTS  
MAKE MORE OF CLC PROGRAMMES...

6

Szilárd Strenner

grafacity.eu 





BIRMINGHAM  
SCIENCE PARK  
ASTON

# DAVID HARDMAN

## CONNECT 2:

- COMMUNICATE
- COLLABORATE
- CREATE

● WHY WE'RE DOING  
SUCH PROGRAMMES?

ORIGINALLY SCIENCE PARKS  
ARE CREATED TO STIMULATE  
INNOVATION

KNOWLEDGE  
ECONOMY

ACADEMY

OF BIRMINGHAM...  
& BUSINESS  
& GOVERNMENT

STANDARD  
OFFICES ARE  
EMPTY

I NEED NEW  
ENVIRONMENT

CHILDREN AND  
COMPUTERS,  
TABLETS

OPPORTUNITY &  
CHALLENGE

GLOBAL CONNECTIONS

TELCO POSSIBILITIES

BOARDLESS INNOVATION

CONNECTIONS

PHYSICAL LOCATIONS  
ARE NOT PROBLEMS  
ANY MORE!!!

THIS IS A  
START!

HOT DESK OFFICES

YOU GO HOME GUYS,  
& WE CAN CONTINUE!



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Szilard Stromer

# BIRMINGHAM ENERGY SAVERS CASE STUDY

A LOCAL AUTHORITY LED PROJECT

## THE GREEN DEAL

BY BECK COLLINS

PHASE 1

PHASE 2

PHASE 3

PROBLEMS WITH

UNEMPLOYMENT  
HOUSING

BIRMINGHAM ENERGY SAVERS

COMPETITIVE DIALOGUE PROCESS  
→ TENDERS

HWD KNOWS HOW TO DO THAT ...

SOCIAL BENEFITS



THIS IS MY HOUSE.

THIS IS HOW I LIVE.

2. FLIGHT TO BARBADOS/YEAR



HOW YOU USE YOUR HOUSE  
ARE YOU WILLING TO SELLING YOUR HOUSE → IT NEEDS TO HAVE THE ENERGY CERTIFICATE

NEEDS ASSESSMENT

SO FAR RELATIVELY SMALL FUNDING WAS AVAILABLE

WALLS WITHOUT CAVITY PRIVATE RENTED PROPERTY...

SOLID WALL INSULATION IS A GOOD SOLUTION.

IN BIRMINGHAM I'M NOT MOTIVATED TO RE-BUILD MY HOUSE.

MY TENANT IS PAYING THE BILLS.



45 MEASURES FOR DOMESTIC HOUSEHOLDS

- WINDOWS HEATING
- WIND TURBINES

MORE FOR INDUSTRY APPLICATIONS

MOST IMPORTANT INSULATION, BUT.. IS THERE A BOX FOR THAT IN THE QUESTIONNAIRE?



QUESTIONS AND IDEAS TO IMPROVE... GREEN DEAL ADVISORS

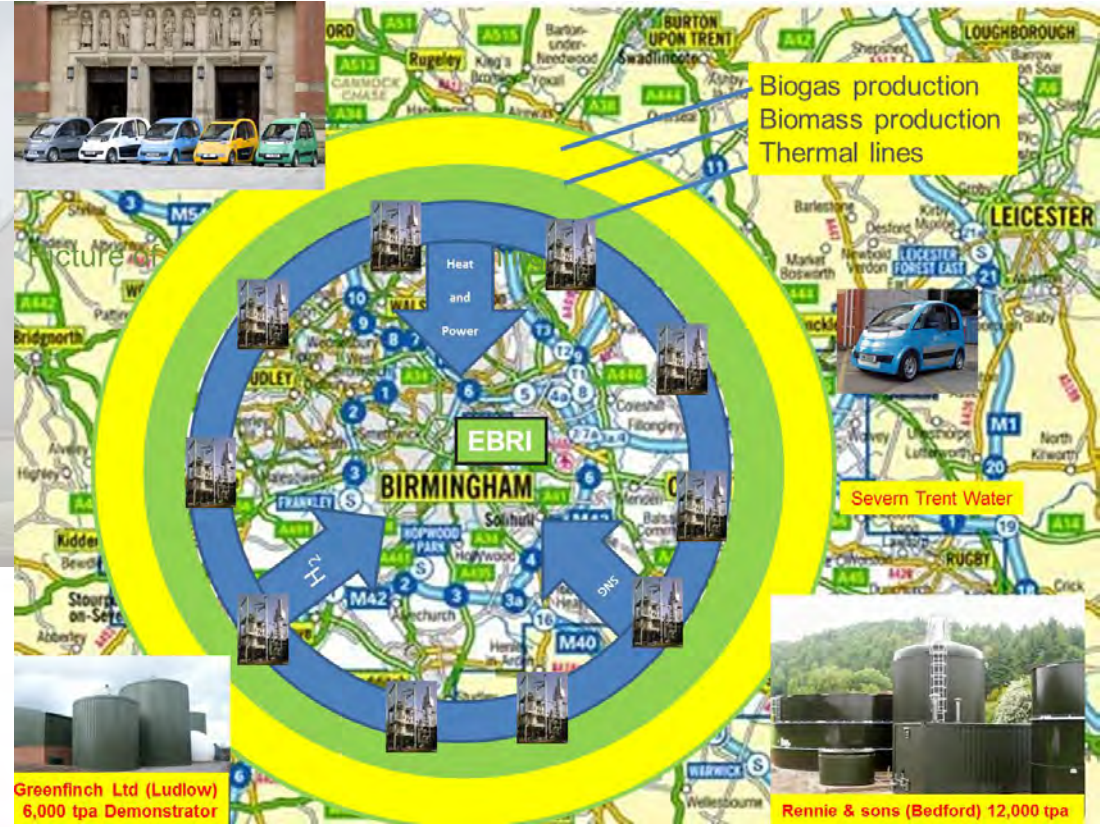
...LIST OF RECOMMENDATIONS...

IS THERE ADAPTABILITY??

WHAT IS THE QUALITY OF THE ACCESSOR??

Szilard Stremmer

grafauty.eu



## BioenNW Partners

**United Kingdom:**  
 Aston University  
 Birmingham City Council  
 Birmingham City University  
 Harper Adams  
 Konduit/Invigour

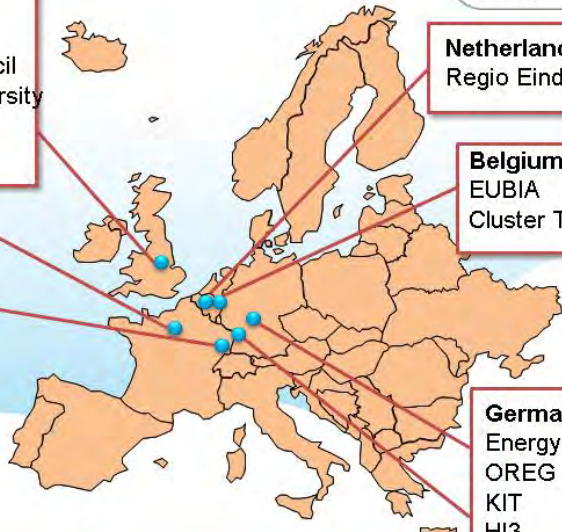
**France:**  
 Fondaterra  
 Maire Des Mureaux  
 RITTMO Agroenvironnement



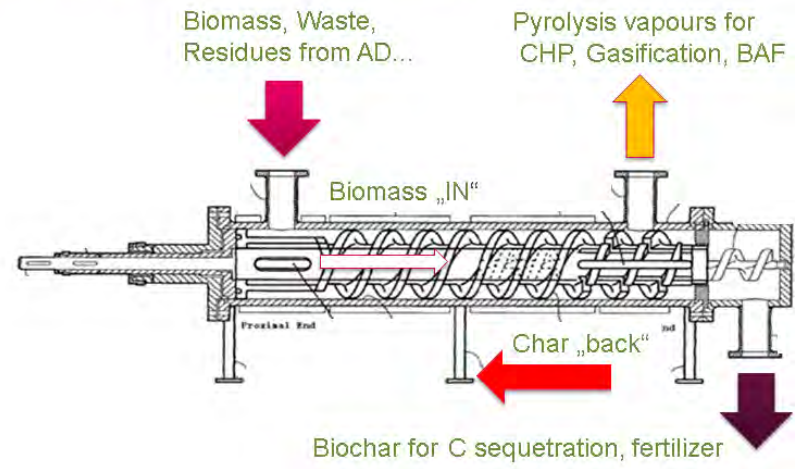
**Netherlands:**  
 Regio Eindhoven

**Belgium:**  
 EUBIA  
 Cluster TWEED

**Germany:**  
 Energy Hills  
 OREG  
 KIT  
 HI3



## Technical Briefing on Pyroformer



# HOW USEFUL WAS THIS PROGRAM 4 YOU?



- ▶ THEY'RE LIKE GRAPES
- ▶ IT IS LIKE ④ MY EXPECTATIONS <sup>WERE MET</sup> ARE GRANTED. THERE ARE GREAT IDEAS, BUT ACTIONS ARE MISSING.
- ▶ WE'RE HUNGARIANS, SO THERE'S NO PERFECT AT ALL.
- ▶ A PREPARED QUESTIONNAIRE (ONLINE), BUT HENRIETTA WAS NOT PREPARED.
- ▶ IT WAS NOT THAT BAD.
- ▶ A GREAT FIRST STEP
- ▶ I COULD NOT TOUCH THE REAL TECHNOLOGICAL STUFF. + HYDROGEN CAR + PYROLISIS...
- ▶ MEETING SOMEONE WHO'S A REAL BENEFICIARIES OF THE SYNERGY PROGRAMME

# LOW POINTS ...



HOTEL FAR FROM PROGRAMME |

MISSING THE COACH

SOME PRESENTATION WAS BORING (FLEX BIOMASS)

LESS EXPERIMENTAL

ONLINE APPLICATION FORM/DATA

PREP. QUESTIONNAIRE DID NOT REACHED TO ~~HE~~ HENRIETTA & DAVE |

HUNGARY IS WAY BELOW OF #EXAMPLES (SHOWING)

GLOBAL UNCERTAINTY OF CONNECTION

"GREENINGOs" + \$ CORPORATE WORLD  
LEAF


too many presentation || \* I COULD HEAR MORE  
not enough \* ?? SHORTER, MORE FOCUSED  
long waiting periods || ENTREPRENEURS,  
INHABITANTS OF

OPENING + CLOSING PRESENTATION!


Isolation of building is TERRIBLE! (Wind noise)

# RECOMMENDATIONS

ANYTHING, THAT SHOULD BE DONE DIFFERENTLY

- make presentations more interactive ||||| 
- previous the program collecting interest of participants to make tailor-made programs. |||||
- make ~~insert~~ info - WS -s before travelling
  - ↳ about Climate Kr - PRESENTATION FOR PARTICIPANTS
  - ↳ about possibilities
  - ↳ program etc
  - ↳ expectations of participants
- DAILY REFLECTION TIME... @ THE END OF DAYS.
- MORE FACE-TO-FACE MEETING |||
- Accomodation in City Center and apartments / family
- teamwork exercises
- working on topics together - workshops
- moderated networking event with locals - A WORLD CAFE OR OPEN SPACE TECHNOLOGY SESSION
- ? GIVE ORGANISER MORE NOTICE...  
INVOLVE OF TENANTS OF INCUBATORS
- OPENING AND CLOSING SESSION
- ? MORE FOCUS ON NATURAL CIRCULATIONS & REAL SUSTAINABLE SOLUTIONS

# HIGH POINTS OF THE PROG.

- PERSONAL MATCHMAKINGS BY HENRIETTA
  - MEETING TO HUBO (TEAM 607) 
  - SZILARD'S RECORDINGS  
↓  
ACTION
  - POSITIVE EXAMPLES
  - BIT-ORIENTED UNIV WORK
  - LEBNIE-FRIENDLY ENVIRONMENT
  - get impression on the life of Science Park
  - Synergie's program
  - kind hosting ☺
  - Synergie NISP
  - HUNGARIAN ASPECTS OF PROJECTS
  - Collecting participants interest and expectations
  - FRIENDLY PEOPLE!
  - Can go to Christmas Party in SCIENCE PARK
  - BADHA DANIEL'S ENTHUSIASM
  - CHRISTMAS PARTY
  - PRESENTATION OF SciencePark Mission and Strategy
- NIGEL  
HENRIETTA  
PAVE
- HARRY POTTER'S STYLE...

# IDEAS/CONNECTIONS FOR DEVELOPMENT



Support networking in different ways  
how to manage an incubator house !!

PREPARE TO BE SELF-EMPLOYED ~~??~~

DEVELOPMENT OF HUNGARIAN YOUNG-  
ENTREPRENEURS  
FIND OUT MORE ABOUT PYROFORMA

ROLE OF HR → MORE  
↳ NOT ONLY - DEVELOPMENT/ TRAINING

NEW ASPECTS

SYNERGY IS VERY GOOD

USE TELE CONFERENCE FACILITIES!

ORGANIZING IDEAS UK'S;

KNOWLEDGE MANAGEMENT: HOW TO INVOLVE  
THE CLIMATE ISSUE INTO THE ENTREPRENEURIAL  
TRAINING PROGRAM

Building network to waste mgmt! → FKA  
Develop effective incubator program in Hungary → lots of  
ideas

## Hungarian participants were:

- Balázs Tógyi [togyibali@gmail.com](mailto:togyibali@gmail.com)
- Enetha Learning Ltd. [www.enetha.hu](http://www.enetha.hu)  
[www.prezimagyarul.hu](http://www.prezimagyarul.hu)  
dr. Zoltán Németh
- Grafacity Ltd. [www.grafacity.eu](http://www.grafacity.eu)  
Szilárd Strenner
- HR Cafe [www.jamjam.hu](http://www.jamjam.hu); [www.hrcafe.eu](http://www.hrcafe.eu)  
Andrea Nagy
- PalmStorm Ltd. [www.palmstorm.com](http://www.palmstorm.com)  
László Molnár
- SEED Foundation [www.seed.hu](http://www.seed.hu)  
Tibor Balázs  
Anikó Soltész
- Tailor Marketing Ltd. [www.tailormarketing.hu](http://www.tailormarketing.hu)  
Szilvia Szabó
- Wieland and Wieland Ltd. [www.wieland.hu](http://www.wieland.hu)  
Veronika Wieland  
György Wieland  
Zoltan Kives

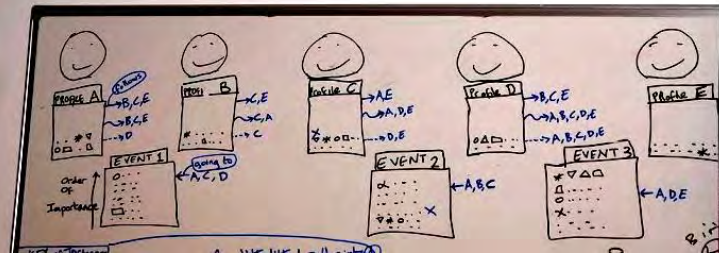
## Hosts of the programme were:

- Nigel Baker
- Dave Green; Climate KIC local mentor  
Energy advisor, assessor and trainer  
[www.davegreenenergy.co.uk](http://www.davegreenenergy.co.uk)
- Henriette Lyttle-Breukelaar  
Birmingham Science Park Aston  
bsp-a.com



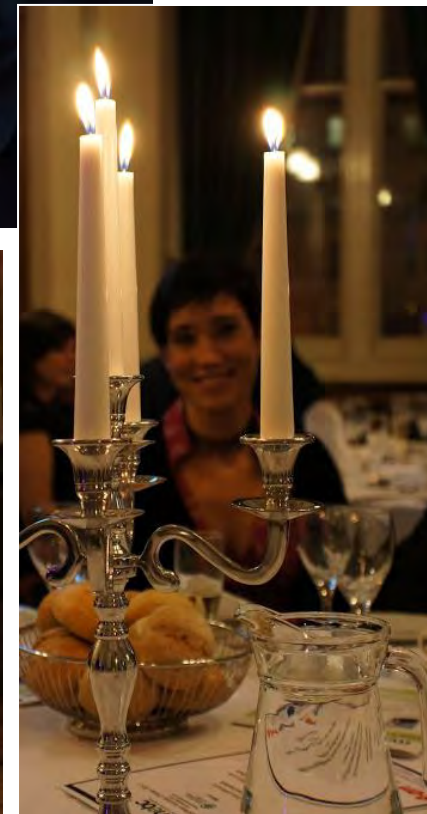
### i am not a ro-bot

1 (n) a person who works mechanically without original thought, especially one who responds automatically to the commands of others.



i - Bir  
DIGITAL M  
PROM







# Partners of the Climate-KIC Study Visit:

## SEED Foundation for Small Enterprise Economic Development

1024 Budapest, Hungary Rómer Flóris u. 22-24.  
+36 1 212-2179 seed@seed.hu [www.seed.hu](http://www.seed.hu)

## Climate KIC

[www.climate-kic.org](http://www.climate-kic.org)

## Climate KIC - Central Hungary Region

[www.climatekic.hu](http://www.climatekic.hu)

## Birmingham Science Park Aston Ltd, Aston Science Park

[bsp-a.com](http://bsp-a.com)

These **visual recordings** (graphic illustrations) were captured at the **Climate-KIC Hungarian Study Visit**. The Programme was organised and hosted by Birmingham Science Park Aston, United Kingdom between the 12- 15 December, 2012. The origins of the recordings were taken real-time by Szilárd Strenner, graphic recorder and visual facilitator during the presentations and conversations.

The mural size visual maps (in 120 x 180 cm size /4 x 6 feet/ sheets) were finished on the spot to enable participants to take the highlights, the core messages and the energy of the event with themselves for further use, learning and the development of the Climate KIC Network.

Graphic recording, visual facilitation and strategic illustration are methods with which the real-time flow of information is caught by a visual practitioner, who immediately writes down and draws important bits of information, usually in mural size, to enhance the learning process, the individual or organizational development and change, and the effectiveness of any group processes. These methods combine art and business with state of the art group methods. They support thinking, understanding and facilitate the recalling of the event.

Graphic recording and documentation:  
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EUROPEAN  
COMMISSION

