

MATCHMAKING VIA OPEN INNOVATION - IDEATHON ETERNIT

Upper Austria

Version 1
03 2022

Author(s): Laura Smith

Contributor(s): Wolfgang Gumpelmaier-Mach





IDEATHON @ ETERNIT

Date: 06.09.2021

Location: Eternit, Vöcklabruch

Project relevance:

This event was organized as challenge pitch and solution pitch for the matchmaking via open innovation deliverable (D.T3.3.2)

Participants:

// Number of participants:

// Participant structure:

1 AVM

8 CCI

Target groups: The CCIs were very diverse, from industrial designers, to robotic artists and innovation consultants

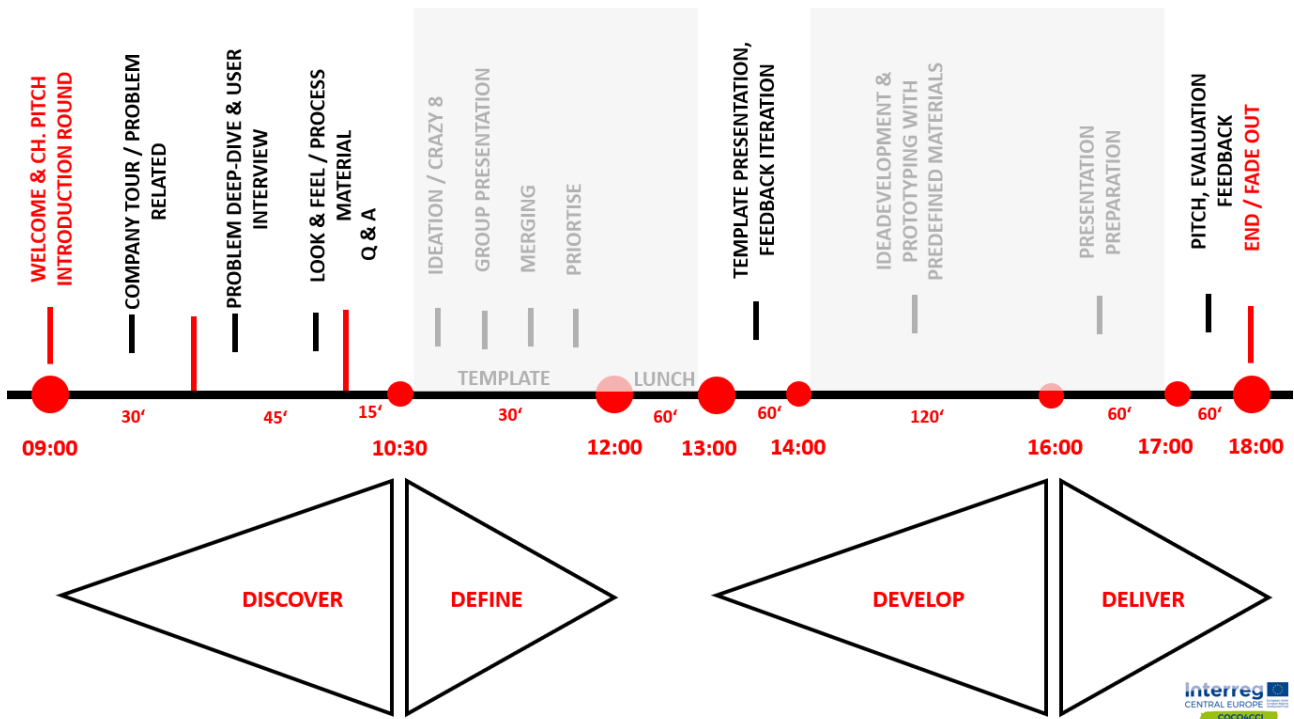
Event

AGENDA and CONCEPT

Agenda and Concept of the Ideathon is based on the double diamond of design thinking.

There were 4 main steps to the Agenda:

1. **Discover:** Challenge Pitch and getting to know the AVM
2. **Define:** CCI defining the actual needs and problems and phrasing a challenge which they will be working on for the rest of the process
3. **Develop:** CCI develops prototypes and ideas while being in a close feedback loop with AVM
4. **Deliver:** CCI idea/solution pitch



AVM:

Eternit Österreich GmbH, based in Vöcklabruck/Upper Austria, is a 125-year-old traditional Austrian company and the market leader for all roof and façade products. Its extensive range of innovative products in the fields of roofing, façade, flooring, interior and design ensures aesthetically high-quality solutions and optimum safety for decades. The subsidiary of Eternit Österreich GmbH is Dach und Wand Handels GmbH. Since 2016, Eternit Österreich GmbH has been part of the global Swisspearl Group AG, Europe's number 1 in high-quality fiber cement.

CHALLENGE

Light and unbreakable, waterproof, durable, frost and fire resistant. That's fiber cement from Eternit, which is considered the thinnest concrete slab in the world and a popular roofing material. At Eternit, the spirit of innovation has been in the DNA since the company's founding.

As a next innovation step, the company would like to rethink roofing - a challenge that the company would like to solve in the future together with creatives and designers.

"We would like to send the back-ventilation space of the roof into the creative ring and collaborate with creatives to design in such a way that we can bring the roofing of the future onto the roof more easily and more cost-effectively." - Christof Pohn, Eternit

The challenge was to find new ways of bringing sustainability to the roofing sector, with special focus of revitalization of old buildings and also counteract issues like shortness of qualified workers.



WORKSHOP AND PROVIDED MATERIAL

The Ideathon was situated in the “roofing” school of Eternit, where they teach new roofers how to perfect their profession. The participants had the chance to work with the product itself and understand the current process on how it is applied to the roof and had experts on hand to show them everything about the process and product.

IDEA PRESENTATION

The CCIs were split into two groups, both working on different, joined ideas on how to approach the AVM challenge.

Solution 1: Tracks and guided rails to apply the roofing slaps. This would cut the complexity and time and costs of roofing by a considerable amount.

Solution 2: Automated roofing process through the usage of specialized robots, which could easily and precisely perform repetitive work. This would also save a lot of time and cut the complexity of roofing.

FEEDBACK

The feedback was very positive. The CCIs as well as the AVM were very happy about being able to connect and get to know each other in a very in-depth way, forming deep relationships within one day. CCIs left generally excited and hoping for future collaboration opportunities with Eternit.

Eternit was also quite excited about the different ideas presented and shared that one idea was something they never have considered before but would be a very exciting step to take in the future.

FOLLOW-UP

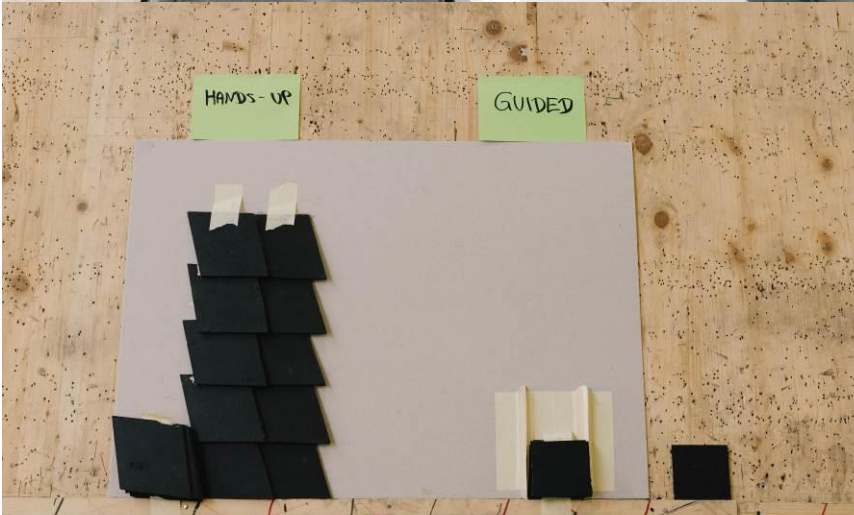
The next steps:

1. Separate meeting with Eternit to find out which CCI(s) they would like to continue the journey with and potentially start a collaboration.
2. Organize meeting between Eternit and CCI(s) to facilitate the next steps and find out if they need any support, funding or similar to assure their successful collaboration.



PHOTOS



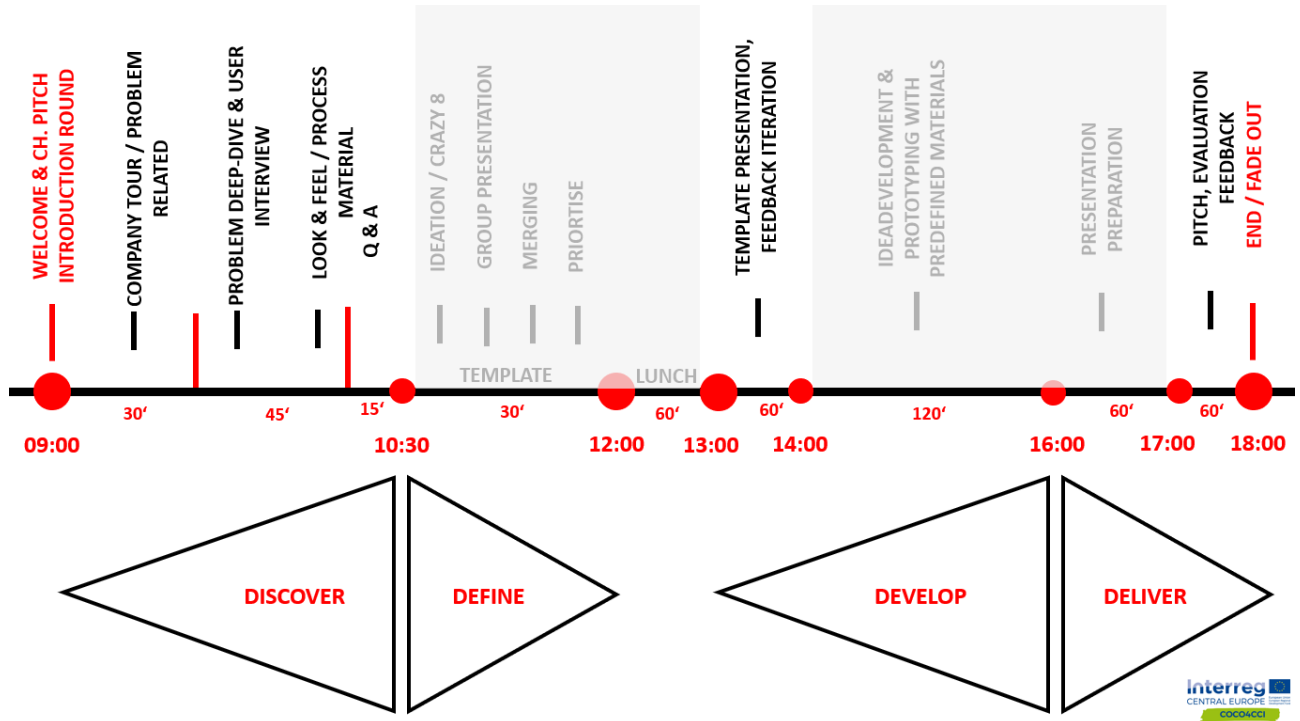










ANNEX 1: Agenda





ANNEX 2: List of participants

Interreg 
 CENTRAL EUROPE European Union
European Regional
Development Fund
COCO4CCI





Meeting COCO4CCI project (CE1388) - Ideathon @ Eternit

Date: 06.09.2021

Attendance list

No.	Name	Organisation	Country	3G	Signature
1.	Michael Wieser	yokai	AUT	✓	<i>Michael Wieser</i>
2.	Viktor Weichselbaumer	yokai	AUT	✓	<i>Viktor Weichselbaumer</i>
3.	Michael Fox	MoxVR	DE	✓	<i>Michael Fox</i>
4.	Christoph Kasbauer	mogree	AUT	✓	<i>Christoph Kasbauer</i>
5.	Martin Hollinetz	Maria Rockvam			
6.	Elisabeth Weber	Pcode	AUT	✓	<i>Elisabeth Weber</i>
7.	Peter Postlmayr	POSTLMAYR DEGN	AUT	✓	<i>Peter Postlmayr</i>

Interreg 
 CENTRAL EUROPE European Union
European Regional
Development Fund
COCO4CCI



No.	Name	Organisation	Country	3G	Signature
8.	Stefan Degn	Formquadrat	A	✓	<i>Stefan Degn</i>
9.	Wolfgang Preisinger	Die Fabrikanten	A	✓	<i>Wolfgang Preisinger</i>
10.	Gisa Schosswohl		A	✓	<i>Gisa Schosswohl</i>
11.	Laura Smith	Business Upper Austria	A	✓	<i>Laura Smith</i>
12.	Anelina Schmid	Eternit	A	✓	<i>Anelina Schmid</i>
13.	Christof Pohn	Eternit			
14.	Christoph Fischer	Eternit			<i>Christoph Fischer</i>
15.	Anton Wienersdörfer	Eternit			<i>Anton Wienersdörfer</i>
16.					
17.					