

Invitation

to develop & implement new business solutions to improve **energy efficiency** and the use of **renewable energy in industry and services in Tunisia.**

Date for Ideation Sprint: March 13 to March 17, 2023

Venue: Tunisia



[Apply now!](#)

Why did you receive this invitation? What is it about?

You are invited to:

- Increase your **product portfolio** and **revenue**.
- Expand your **market** and **increase your network**.
- (Co-) develop **new products** with other companies from the EU and Tunisia.

To create impact:

- Improving the **energy efficiency** and the **use of renewable energy** in industry and services while benefiting from a **strong network of partners** (see logos below).

More information on the services the lab of tomorrow offers and the unique opportunities it provides, please see the following slides



About the lab of tomorrow

A lab of tomorrow is an **incubation program** for new sustainable businesses in emerging markets.

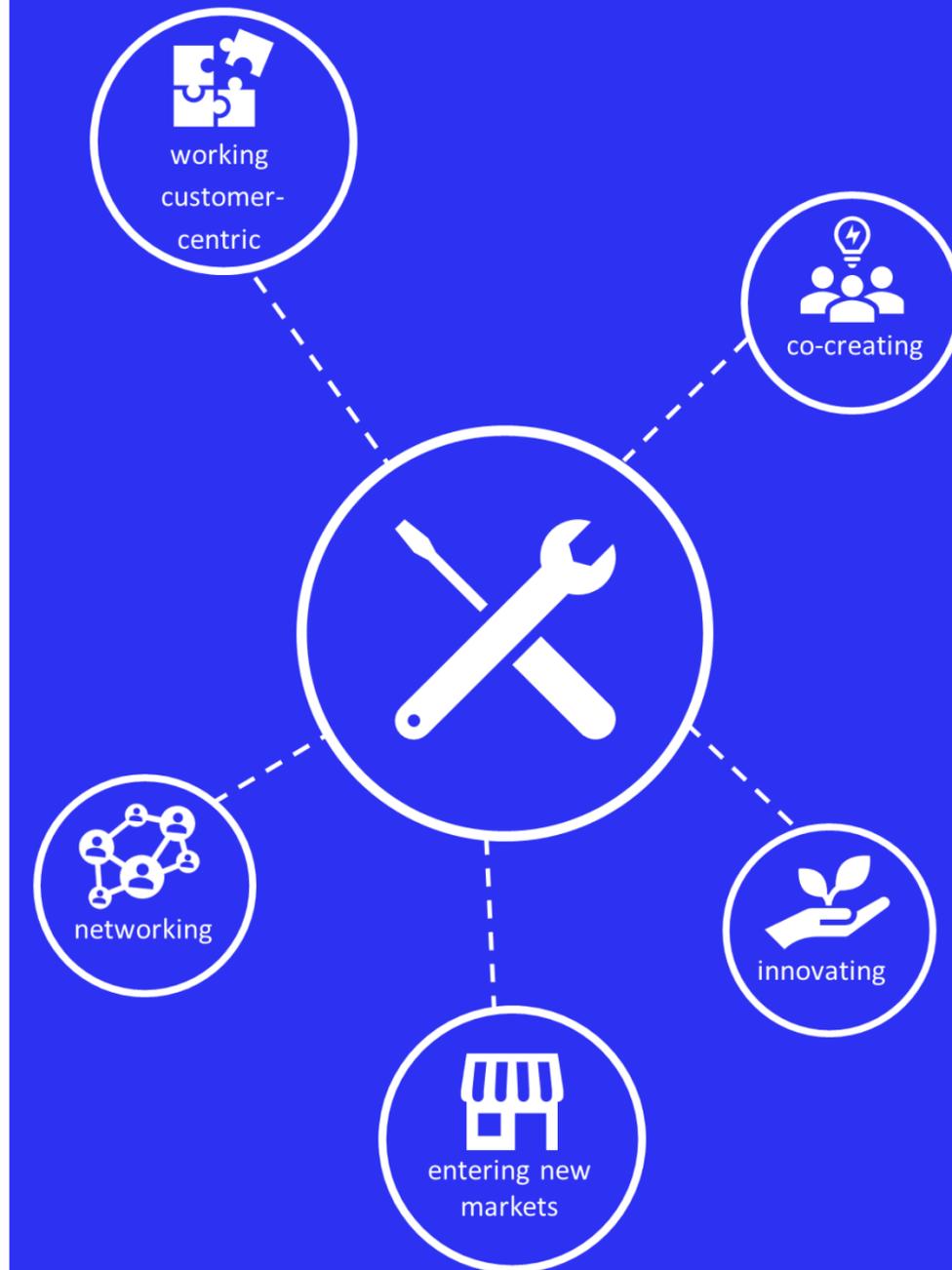
Each lab of tomorrow process offers:

- A well-defined **business & impact opportunity**.
- A strong **product-development process** supported by expert coaches.
- A strong **supporting network** from academia, politics and the start-up ecosystem.
- The opportunity **to work in teams with other companies** to co-create solutions that can be brought to market successfully.

Track record:



lab of tomorrow tools:



The challenge

Each lab of tomorrow revolves around a **challenge** (and derived business opportunities) which is defined after extensive field research. Suitable companies are then invited to work on **solutions for this challenge**, while simultaneously **profiting from new markets, expertise and an extensive network** of stakeholders. Our challenge is about:

Energy Efficiency and Renewable Energy in Industry and Services in Tunisia

How might we improve energy efficiency and the use of renewable energy in industry and services in Tunisia?

About the challenge

Currently, Tunisia is heavily **dependent on importing energy supplies** (almost exclusively **fossil fuels**).

- By 2030, **a third of the energy consumption** shall be generated from **renewable sources**
- **Energy intensity** shall be reduced by 30%
- **Green hydrogen production** is gaining relevance

Improving energy efficiency and the use of renewable energy in production and services can

- help **reduce the overall energy dependency** of Tunisia
- **open new business opportunities** for Tunisian and European companies
- generate **new sources of income**
- **reduce the climate footprint** of Tunisia
- work as a lever for achieving the **Sustainable Development Goals (SDGs)**.

Business Opportunities

Within the general challenge four **business opportunities** have been identified. They are defined on a level that can be addressed with specific **marketable solutions**. **When applying, please select the business opportunity** you would want to address.

1. Integrate value chain for industrial hydrogen production

How might we create an integrated value chain for industrial hydrogen production?

2. Green energy solutions for industrial zones

How might we develop or improve industrial zones towards integrated green energy solutions?

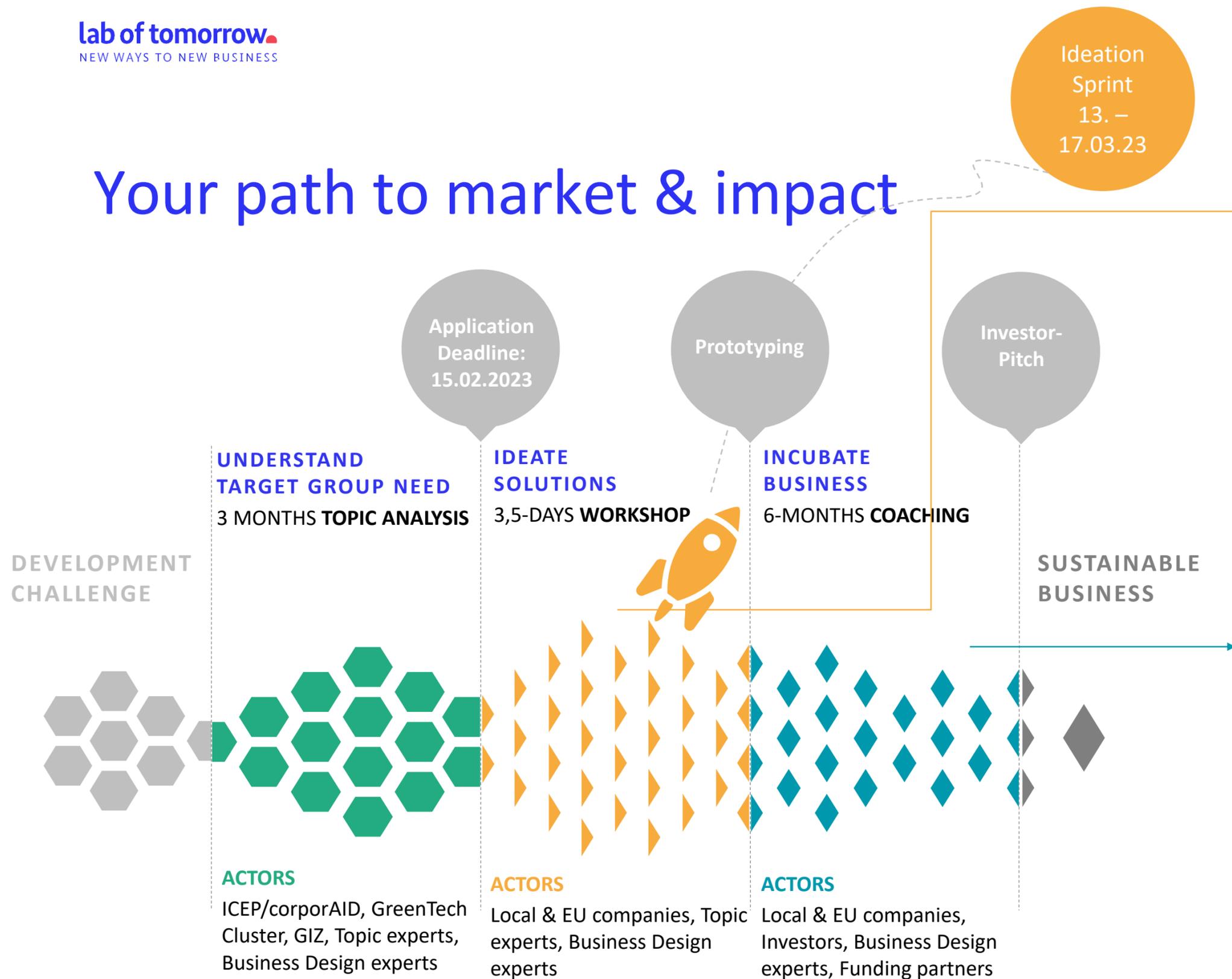
3. Optimization of energy efficiency with digital tools

How might we develop digitally supported services for the optimization of energy efficiency?

4. Cooling solutions for commercial activities

How might we create sustainable cooling solutions for commercial activities?

Your path to market & impact



- Engage in 3,5 intense days of **co-innovating** guided by experienced **coaches**.
- Cooperate with **selected companies** and stakeholders with expertise in the **field of energy efficiency and renewable energy**.
- Viable business concepts will gain
 - **further support** like coaching, mentoring and other services
 - **access to investors** and the startup ecosystem.

Your Benefits

New revenue streams

Networking opportunities
(private & public sector)

Strong development
support

Visibility / Image

Market insights

Product development &
business innovation
insights

Impact!
Improve the use of renewable
energy and energy efficiency in
production and service in
Tunisia

Your Commitment

1 person, 3,5 days in Tunisia

Costs: Hotel & food as well as travel expenses

Long-term commitment & engagement:

→ to further develop, establish and scale
the product in the markets

Interest in design thinking methods & co-creation:

→ willingness to share expertise and know-how
with other companies

Timeline

Application
deadline:
15.02.2023

Teambuilding and
information session
(schedule & proceeding
of Ideation Sprint):
**beginning of March,
online**

Start of Incubation
(March 2023–
October 2023)

- Innovation teams are formed
- Match-making of business partners
- Specific workshops regarding:
 - (1) MVP creation
 - (2) road mapping and teambuilding
 - (3) customer segments and revenue modelling
 - (4) financial needs and funding strategies
- Coaching and 1:1 mentoring

Innovation teams
independently
develop their
products and bring
them to market
2024

- Innovation consultant for roll-out in Tunisia
- Investor networking
- Needs-oriented coaching

End of the lab
of tomorrow

Decision on the
application:
17.02.2023

Ideation Sprint
3,5-day business
development program:
13.03. - 17.03.2023

Funding
submissions in
Austria (results
take ~1-3
months)

Ideation Phase

Incubation Phase

Who are we?

- **corporAID** is the Austrian platform for business, development and global responsibility. It supports innovative business oriented development cooperation and corporate responsibility to create innovative solutions for sustainable global development. corporAID was initiated by the Austrian development NGO ICEP.
- **Green Tech Valley Cluster** is the center for innovative energy and environmental technology in southern Austria. It offers support and knowledge transfer to more than 300 partners in order to strengthen the position of companies and research centers.



Our partners:



Join us in the 20th lab of tomorrow

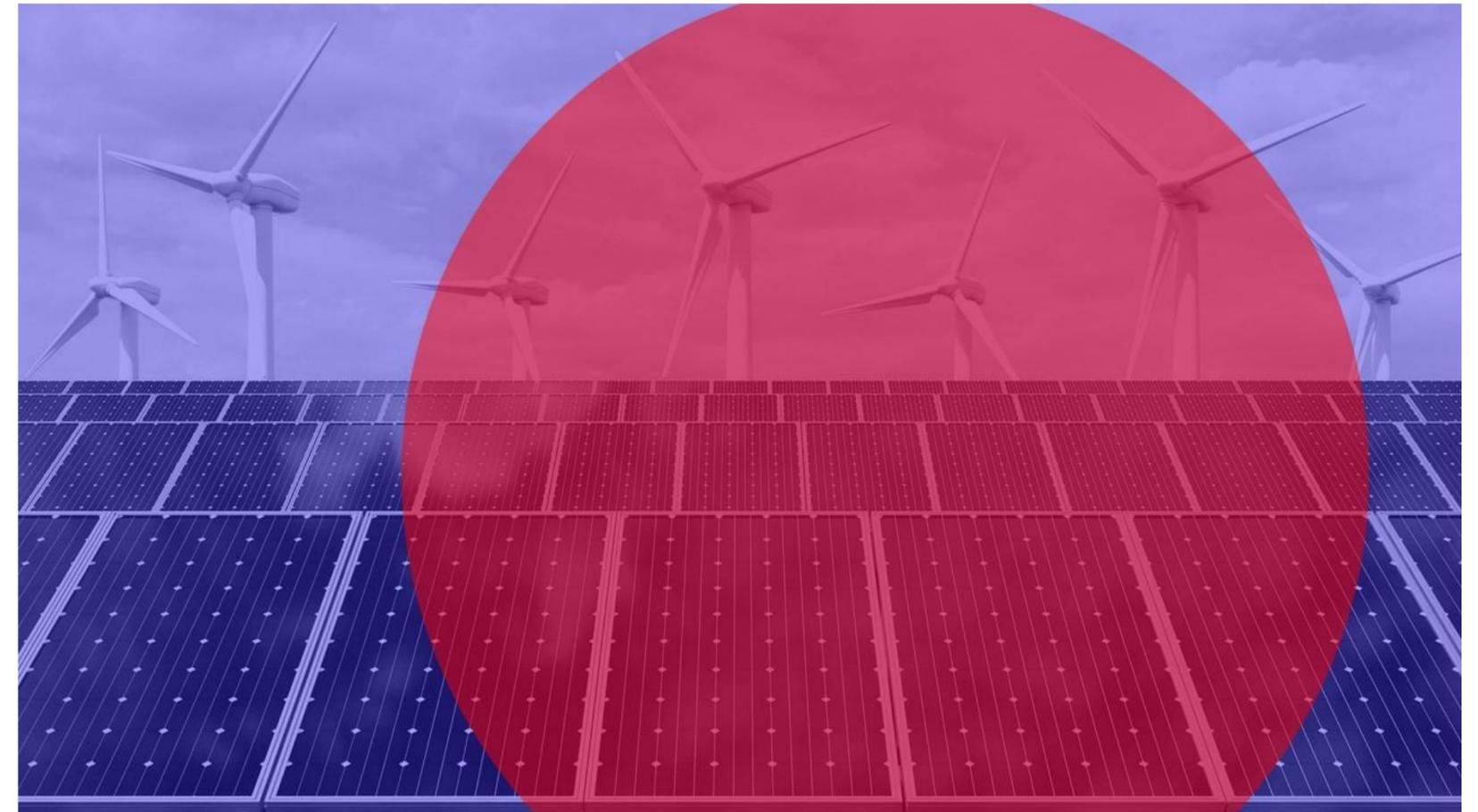
Date of Ideation Sprint: **March 13 to 17, 2023**

Duration of Sprint: **3,5 day sessions**

Duration of Incubation: **3 - 6 months**

Place: **Tunisia**

Participants: **15–20**



[Apply now!](#)

For **questions** regarding the upcoming process, please don't hesitate to contact us:

Contact persons

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