

lab of tomorrow

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

To address this challenge, ICEP initiated the **lab of tomorrow #20** in collaboration with the Austrian Development Agency, the Ministry of Climate and the Green Tech Valley Cluster. A **lab of tomorrow** is an incubation program for new **sustainable business models in emerging countries**. The **lab of tomorrow** acts as a catalyst for the development of tailor-made, innovative business solutions for local SDG challenges over a period of **9 to 12 months** and facilitates profitable joint ventures or start-ups owned and driven by the **lab of tomorrow** participants. The **lab of tomorrow** was originally initiated by the German Federal Ministry for Economic Cooperation BMZ. Lab of tomorrow #20 is funded by Austrian Development Cooperation and BMZ.

Improve energy efficiency and the use of renewable energy in industry and services in Tunisia

Tunisia intends to cover about one third of its energy needs from renewable sources by 2030. At present, the country is heavily dependent on mostly imported fossil fuels. The Tunisian energy transition is also a pre-requisite for carbon neutral production of **hydrogen that recently entered** the debate in Tunisia as well as with its partners. The lot-team therefore sees potential to initiate innovative solutions in the areas of **energy efficiency** and **the use of renewable energy** through collaboration between Austrian/European and Tunisian companies. New business models in the sectors of energy efficiency and renewable energy, e.g. in the sector of HVAC (heating, ventilation and air conditioning), production and retail, tourism, or the re-usage of residual heat in industrial zones can support the Tunisian energy transition. Thus, the **lab of tomorrow** contributes to achieving the **Sustainable Development Goals**. The target groups for the **lab of tomorrow** are **medium-sized enterprises** and **start-ups** from Tunisia and Austria/Europe.

Business Opportunities

Questions leading up to focus areas/business opportunities:

- What are the main energy-related challenges for industry and services in Tunisia?
- Where is potential for improving energy efficiency?
- Which sectors have the potential for applying innovative renewable energy/energy efficiency solutions?




Questions for each identified business opportunity:

- Who are the main stakeholders?
- What sort of expertise will be needed?
- Who would benefit from a solution to this challenge?
- Who would be willing to pay for a solution?
- Which companies and entrepreneurs might be willing to create a solution to this challenge?

How the lab of tomorrow process works

- **Business case sourcing:** We identify unmet needs that can be transformed into business cases in emerging countries using the Design Thinking method. We interview those affected by challenges, topic experts and actors in the public sector.
- **Participant sourcing & matching:** We source local and European entrepreneurs as well as company representatives and match them in international, interdisciplinary teams.
- **Business Design coaching:** We facilitate an ideation sprint and a subsequent 4-month Business Design program to enable the participating teams to create new sustainable joint ventures or start-ups that tackle the identified business challenges.
- **Partner network:** We help the participating teams gain access to follow-up programs, investors, mentoring & collaborators.

Target groups & value proposition

Entrepreneurs and Companies	Users	Development Cooperation Partners	Local Governments
<ul style="list-style-type: none"> • Harness new revenue streams by accessing new markets or developing new products or services • Reduce risks associated with innovation, thanks to multi-stakeholder collaboration, coaching and other services to develop and validate their business solutions • Network with potential partners, including local and European companies, investors and local political actors 	<ul style="list-style-type: none"> • Participate in the design of tailor-made business solutions that address their needs • Benefit from the resulting products or services, e.g., through economic, social or other SDG-related improvements 	<ul style="list-style-type: none"> • Harness private sector innovation capabilities, capacity, finance and skills for the SDG • Foster tailored innovations that effectively address local development challenges, rather than 'exporting' pre-defined solutions • Promote long-term SDG impact through sustainable business models, as opposed to short-term, project-based approaches 	<ul style="list-style-type: none"> • Strengthen cooperation with local and European companies • Attract foreign investment and drive innovation in their country • Use insights from private sector dialogue to reform the business enabling environment • Tackle country-specific SDG challenges based on innovative and tailored business solutions 