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# Green Energy Lab - Services

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## Imprint

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# 1 Structure und costs of Green Energy Lab Services

As Austria's largest innovation lab for green energy, we are there to support you with our services throughout the entire innovation journey - from the initial idea to the market rollout of your innovative solutions.

- Services around "**Initiating innovation projects**" provide impetus and inspiration for new projects with a clear contribution to a sustainable green energy future. The focus is on networking and knowledge exchange in the Innovator Circle, our network of more than 300 innovators. Additionally, our Foresight offers provide an integrated perspective on trends, technology developments and customer needs.
- Services around "**Developing innovation projects**" concern the "pre-application" phase and support the development of excellent projects with a high probability for funding and financing.
- Services around "**Implementing innovation projects**" relate to the phase "after funding or financing approval" and support the high-quality, purposeful implementation of innovation projects.

The services are aimed at our Innovator Circle members and project partners and can be subdivided into three price models and further service offers:

## Price Models

<b>Free services</b>	Many of our services are currently available free of charge to all our Innovator Circle members. These include offers for networking and knowledge exchange, such as Innovator Circle Events or Insight Talks, but also offers for the cooperative development of innovation projects.
<b>Defined service packages</b>	As a subcontractor, Green Energy Lab provides defined service packages during the project implementation, which will be compensated with a service fee of 1,5 % of overall granted project casts (+ 20 % VAT).
<b>Premium services</b>	In addition to the defined service packages, we offer premium services which are provided based on project-specific agreements with the respective project partners or project consortia and are charged according to the provided services.

## Further Services

### **More services around your innovation journey**

In addition to the services we offer along our open innovation journey, Green Energy Lab offers further services for innovators of the green energy future (e.g. deep screening for applicable public funding, exploratory services, or support services for innovation labs). We constantly develop new tailor-made services for our community. Be up to date at [www.greenenergylab.at](http://www.greenenergylab.at) or contact us for more information on our specialized service packages.

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<b>Phase in the innovation process</b>	<b>Services</b>	<b>Free Services</b>	<b>Defined service packages</b>	<b>Premium services</b>	<b>Other services (with costs)</b>
Explore: Initiating innovation projects	Insight Talks	x			
	Info sessions for funding	x			
Ideate & Create: Developing innovation projects	Co-creation workshops	x			
	Quick check and project selection	x			
	Project development workshops	x			
	Review and support for project set-up and project applications	x			
Demonstrate & Launch:	Knowledge transfer, networking, and synergies		x		

Implementing innovation projects	Customer-centred approach and stakeholder engagement		x <sup>1</sup>	x <sup>1</sup>	
	Definition and development of model solutions		x		
	Monitoring & impact assessment		x		
	Project communication & public relations		x <sup>1</sup>		
	Market Readiness Pitch		x		
Further services (e.g. funding programme screening, exploratory services or support offers for innovation labs)					x

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<sup>1</sup> These services include both partial services that are included in the defined service packages and partial services that are charged in the form of premium services.

## 2 Explore & inspire – Initiating innovation projects

**Services that highlight challenges, trends and opportunities and support networking and knowledge sharing.**

### 2.1 Insight Talks

**Short info:** Insight Talks are focused events at which selected national and international speakers provide insights into the state-of-the-art in their fields and set impulses for discussions.

**Your advantages:** Information and exchange on the status quo and technology developments, primarily on topics relevant to our project portfolio.

**Conditions / costs:** This service is available free of charge to all Innovator Circle members.

### 2.2 Funding Info Session

**Short info:** As part of our Innovator Circle events, we facilitate the exchange with Austrian public funding agencies through curated info sessions on selected funding programmes for our community. We create space for your relevant questions and put a heavy focus on high potential funding opportunities for the Green Energy sector and initiation of future cooperation.

**Your advantages:** Exchange, networking, and knowledge transfer on high potential public funding programs. **Conditions/costs:** This service is free of charge for all Innovator Circle members.

## 3 Ideate & create – Developing innovation projects

**Services supporting project during the submission phase.**

### 3.1 Co-creation Workshops

**Short info:** With our co-creation workshops, we create an open space with inspiring best practice use cases, where you can develop innovative ideas and deepen existing ones with a great variety of stakeholders.

**Your advantages:** Transdisciplinary and cross-sector networking and exchange of ideas as well as generating and challenging joint hypothesis with technology providers, research institutions, public administration, and lead users.

**Conditions / costs:** This service is available free of charge to all Innovator Circle members.

### 3.2 Quick Check and Project Selection

**Short info:** As a sparring partner, we provide feedback on your project idea and support the project design and set-up. The goal is to align your project design right from the start with relevant, customer-

centred questions and the evaluation criteria of our Steering Group and, subsequently, the board of experts of the public funding agency.

We provide a defined, transparent evaluation process by our Steering Group and provide them with a written statement for each project idea. We forward the Steering Group's feedback to the submitting consortia to create ideal conditions for project development.

**Your advantages:** Higher chances for funding and implementation of your idea as well as excellent project quality with Green Energy Lab's funding expertise.

**Conditions / costs:** This service is available free of charge to all Innovator Circle members.

### 3.3 Project Development Workshops

**Short info:** While developing your innovation project, we can support you with individual project development workshop. Special attention is given to the support in forming a competent consortium as well as the consideration of relevant criteria for the evaluation of your project by the Steering Group of Green Energy Lab and the respective board of experts of the public funding agency:

- The consortia should be interdisciplinary, considering that all required, specific competences are represented by partners in the consortium (this applies to important interdisciplinary matters, such as social and behavioural economic aspects, economic aspects - subsequent upscaling, customer involvement, etc.).
- Each partner in the consortium needs to have a specific role, with the goal of forming actionable, effective consortia; simply maximizing the number of partners per consortium is not desirable (no multiple coverage of competences).

**Your advantages:** Project-specific workshops designed for you with the aim of developing a project with excellent project quality, high funding probability and good strategic fit.

**Conditions / costs:** This service is available free of charge to all Innovator Circle members.

### 3.4 Review and support for project setup and project proposals

**Short info:** Green Energy Lab supports you with your project applications in public R&D&I funding programmes and identifying and presenting synergies with other projects from our large portfolio. By linking a potential new project with our project portfolio, we ensure that it can build on well-founded, strongly networked knowledge. For the defined service packages, which Green Energy Lab provides as a subcontractor in the later project implementation of your funding project, we can provide corresponding text modules for your application.

**Your advantages:** Successful project application, higher chances for funding as part of a coherent project portfolio.

**Conditions / costs:** This service is available free of charge to all Innovator Circle members.





## 4 Demonstrate & Launch: Implementing innovation projects

### Services supporting project implementation.

#### 4.1 Networking, knowledge transfer and synergy

**Short info:** Through our role as cluster coordinator of a project portfolio that now involves more than 50 energy innovation projects, we can identify content-related and methodological synergies across all projects and make them available to our members. In addition to ongoing content-related steering functions (see e.g., model solutions) regarding project coordination and cooperation, project meetings will be held twice a year to provide a focal point for identifying opportunities for project cooperation. Prior to project meetings, detailed preparations are made in consultation with the respective project leaders for a most effective and efficient meeting set-up.

Synergy groups are formed based on content-related and methodological interests of project partners. This provides an ideal foundation for efficient and effective project collaboration. The meetings will take place either in person or virtually and are organised and facilitated by Green Energy Lab. Special focus is given to the operationalisation of measures agreed. Thorough documentation of meetings, e.g., through digital tools (Miro, etc.), further serves to secure results and traceability.

Based on regular in-depth exchange with the synergy groups or on a bilateral level further events and meet-ups will be organized. Identified methodological and content-related white spots from the projects will be used for agenda setting of all Green Energy Lab events to maximise added value from knowledge transfer gathered from the entire Green Energy Lab portfolio.

With these meetings the level of knowledge, cooperation and knowledge transfer between individual projects will be improved and will provide inspiring model solutions available to all project partners.

The services include:

- For your preparation information will be made available in advance in a concise manner facilitation and organisation of meetings (either in person or virtually) by Green Energy Lab
- meeting documentation
- tracking and monitoring of results regarding activities and measures agreed upon in the meetings

**Your advantages:** Structured exchange with other projects from the Green Energy Lab will provide insights into current research activities and findings and enables synergies as well as a cooperative use of resources. In addition, targeted networking with decision-makers from business, research and administration increases the chances of success and the impact of your solution.

**Conditions / costs:** This service is provided by Green Energy Lab as a subcontractor and included in the service flat rate.

## 4.2 Customer-centred approach and stakeholder engagement

**Short info:** Green Energy Lab conducts comprehensive stakeholder processes according to design thinking methods to collect relevant points of view, expectations and needs of target groups and stakeholders (incl. public funding agencies). As an extension of classic stakeholder analyses and processes, our design thinking dialogue is not a mere snapshot but a constantly evolving process. With an open, creative as well as systematic approach, design thinking offering a structured procedure, paying particular attention to ensuring that solutions developed offer a response to changing customer needs in the real world.

This knowledge is made available to (potential) projects providing feedback for key project questions.

Services for projects include:

- At the start of the project: identification of stakeholder groups and (end) customers relevant to the project and model solution and – as a next step – potentially interested parties from Green Energy Lab’s network.; access to results of the design thinking process of Green Energy Lab (surveys, interviews, co-creation content).
- Inclusion of Green Energy Lab expertise in planned stakeholder and customer integration processes from conception to implementation in the Green Energy Lab network.
- At the end of the project: Project results will be communicated to key target groups and stakeholders involved. Feedback on the integration process will be obtained and potential learnings derived from it.

**Your advantages:** For the development and utilisation of your solution, important stakeholders and customers will be integrated at the appropriate time and with appropriate methods for project success. The added value of your solutions is not only increased for different target groups, but also internalised by these target groups during the process. This way, your solution might achieve a high level of customer acceptance as a further basis for up-scaling with suitable partners and customers.

**Conditions / costs:** The basic version of this offer is provided by Green Energy Lab as a subcontractor and is included in the service flat rate.

In addition, Green Energy Lab offers the implementation of design thinking stakeholder processes specifically tailored to your project as a premium service; This service is based on individual fees.

## 4.3 Definition and development of model solutions

**Short info:** Green Energy Lab develops criteria for defining model solutions and can provide a uniform basis aimed at the long-term successful market rollout of model solutions.

New project partners are brought up to the necessary level of knowledge in a special online seminar (onboarding meeting) and will be informed about the role and function of model solutions. Green Energy Lab proposes a definition for model solutions for each project and, on this basis, works out a well-founded description of all model solutions in the project and refines it together with the respective

project leaders. In doing so, Green Energy Lab has a standardising role as well as a quality- and result-assuring role.

The definition of model solutions enables the individual monitoring and control of projects at an early stage. Topics such as IPR, project synergies or follow-up projects can be managed much more precisely and goal-oriented at the level of model solutions. The jointly developed model solutions are included by Green Energy Lab in the central monitoring database and are thus also available for other areas of activity of Green Energy Lab (e.g. communication, innovation maps, exploitation activities, etc.).

**Your advantages:** The model solution approach is always impact-oriented, i.e., the greater and more positive the impact of a model solution, the stronger the market transition should be pushed. The support provided by Green Energy Lab in the definition and development of model solutions lays the foundation for successful long-term utilisation. The monitoring of the model solutions and the extensive feedback to the project partners provides information about the potential for scaling and broad market roll-out of the individual model solutions. In addition, model solutions are communicated on the website (e.g. innovation maps) for specific target groups.

**Conditions / costs:** This service is provided by Green Energy Lab as a subcontractor and is included in the service flat rate.

#### 4.4 Monitoring & Impact Assessment

**Short info:** Due to its role as coordinator of the network, Green Energy Lab has special monitoring obligations towards the funding body. This also includes reporting to the accompanying research. Green Energy Lab has created a central database for the collection and evaluation of monitoring data, which ensures that monitoring data is collected consistently and as completely as possible. Monitoring is conducted both at project level and at the level of model solutions.

The impact assessment is the quantified and uniform calculation of the collective impact of all projects on defined parameters for a sustainable energy system. This analysis is done once a year under the coordination and content management of Green Energy Lab. Surveys for all model solutions serve as a basis, which are conducted based on to uniform specifications leading to a result that is as valid and consistent as possible.

Continuous, consistent and valid monitoring data is collected for evaluation and provided to the accompanying research and funding bodies. An impact analysis provides specific data and reference points for each project, quantifying its influence on key parameters of a sustainable energy system:

- Monitoring based on projects AND model solutions to support exploitation.
- Annual monitoring and review meetings, monitoring online seminar
- Main contact point for monitoring for the accompanying research
- Impact assessment: Scalability of the impact of the individual model solutions based on defined key performance indicators for the entire showcase region or for Austria as a whole.

**Your advantages:** Through monitoring, the projects fulfil their obligation within the framework of the cooperation agreement. The monitoring based both on projects and model solutions serves to support exploitation and market entry. Information gained from this also flows into the scientific dissemination of Green Energy Lab and supports the knowledge gain at showcase region level.

**Conditions / costs:** This service is provided by Green Energy Lab as a subcontractor and is paid for within the service flat rate.

#### 4.5 Communication package

**Focus on social media | newsletter | online media | website | positioning projects at events | access to communication channels of relevant stakeholders.**

**Short info:** The communication package tailored to projects generates attention for the projects and increases awareness of the project partners and their activities. This promotes the image of the project partners as innovation leaders and shapers of the future, with a positive effect on the market opportunities for the solutions developed in the projects.

The means described here are precisely adapted to defined target groups. The goal is to raise awareness and thus social acceptance of climate protection technologies among end consumers.

The communication services of Green Energy Lab raise the interest of relevant stakeholders and increase the standing in the stakeholder and research community.

##### **Online media**

- Ongoing research of editorial opportunities in local and national media, followed by planning and implementation of a background interview / one-on-one interviews about the project with selected media outlets,
- Preparation and placement of media articles,
- Planning, coordinating, preparing and sending a press release to media that might be interested in the project: e.g. to report important project milestone.
- Researching opportunities for media cooperation or advertorials.

##### **Website**

- Project presentation: Interactive presentation of the project including key data on the website.
- Announcement of project-related events on the Green Energy Lab event calendar
- Up-to-date reporting on the project in our news section: The preparation of website stories using specially created graphics and appealing texts about the project should grant the involved project partners a higher and more qualitative visibility with the general public.
- Logo placement and backlink: As a partner of the Green Energy Lab, the logo of the project partner appears on the Green Energy Lab website. The project lead and project partners are listed as such and linked to their websites where applicable.
- Presentation of the project in the Green Energy Lab's digital innovation map.

## **Social media** (LinkedIn | X (formerly Twitter) | YouTube)

- The reach of the Green Energy Lab's social media channels LinkedIn and X (formerly Twitter) is high, with over 4,500 followers. Relevant content is published regularly and as up to date as possible (e.g. news, milestones, partner events and more).
- On the Green Energy Lab YouTube channel, we communicate various projects in German and English.

## **Newsletter & e-mail**

- "GreenEnergyNews": We send out the quarterly GreenEnergyNews newsletter with information on new projects, project updates, dates and more to currently more than 1,200 interested parties. The average open rate is considered high at 30 %.

## **Events**

- For the presentation and discussion of project (interim) results, our exchange formats are available, and we use our network in the scientific community to effectively position the projects, depending on the opportunity (e.g. MIA, IEWT, e-nova, Flagship Region Energy events, etc.).
- We are happy to promote and support events organised by project partners that are related to Green Energy Lab - for example through contributions on our communication channels (e.g. LinkedIn, X (formerly Twitter, newsletter, website, YouTube, partner network, etc.).

## **Graphics and design**

- We design digital posters of the projects that can be used at various events (they can also be printed for a fee).
- We create graphics with quotes from project leaders and partners.

## **Involvement in stakeholder communication and use of Green Energy Lab as a multiplication platform**

- We are well connected i with our stakeholders and public supporting organisations and regularly implement joint communication measures using the communication channels of our partners, funding bodies, etc. This significantly increases the awareness of the project. This makes it possible to significantly increase the number of contacts to be reached.

**Your advantages:** You benefit from targeted dissemination via our communication channels (website, press, newsletter, X (formerly Twitter), LinkedIn, etc.), from directly addressing multipliers and from our support in press relations. Green Energy Lab's communication services arouse the interest of relevant stakeholders and support anchoring in the stakeholder and research community.

**Conditions / costs:** The comprehensive basic version of this offer is provided by Green Energy Lab as a subcontractor and paid for within the service flat rate. This includes comprehensive communication activities via our central communication channels website, social media, newsletter, etc., project

placement in online media and, if applicable, at events, integration of project results in our stakeholder communication, etc.

#### 4.6 Market Readiness Pitch

Particular attention is paid to the subsequent commercial exploitation of project results. Against this background, an end-of-project meeting is held with each project to discuss possible further steps. When a project is nearing its end, the aim is to support project partners fostering an economic exploitation perspective, when it comes to further developing an innovative business model ready for market transition. For this purpose, Green Energy Lab offers a tested format called “Market Readiness Pitch”. For this purpose, project results and model solutions are once again examined, this time from a purely market perspective.

With Green Energy Lab as an experienced sparring partner, you can prepare and implement a pitch in front of the Green Energy Lab team and interested parties from our founding members, who can provide an energy provider’s perspective on results. Green Energy Lab offers a result template for a structured approach.

The pitch is used to subject the model solution to an initial test in front of an expert audience. Comprehensive feedback will be used to analyse the potential for scaling and broad market rollout and to identify improvements. Subsequently, the model solution will be presented to an ever-widening circle of the Green Energy Lab network and its visibility, awareness and accessibility will be maximised.

**Your advantages:** You receive individual sparring and feedback based on your potentially exploitable results. Specific exploitation channels, actors and partners will be analysed together with you and questions around problem/solution fit and business/market fit will be discussed. The chances for a precise, innovative business model development and placement on the market can be decisively increased by this feedback from a market perspective.

**Conditions / costs:** This service is provided by Green Energy Lab as a subcontractor and is included in the service flat rate.