

# NEO2020 – The Karlsruhe TechnologieRegion Innovation Prize



## The bioeconomy can provide answers to the pressing issues of our time

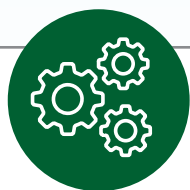
With NEO2020, we are once again looking for solutions to the great challenges of the present day. What can we do to tackle climate change? How can we make alternatives to fossil fuels both functional and economical? How can we protect the natural environment and use renewable resources sustainably?

The NEO2020 jury is looking forward to receiving applications for products, processes, services and business models that demonstrate how bio-based knowledge and innovation can contribute to a circular economy and achieve sustainable climate goals.

The Karlsruhe TechnologieRegion is determined to reward excellent ideas. But NEO2020 is more than just a prize – it offers you an attractive platform that grabs the attention of decision-makers in industry, science and local authorities. This year, we are once again awarding €20,000 euros to best national entry, and for the first time we are inviting entries from across the border in the French department of Bas-Rhin, the new shareholder of TechnologieRegion Karlsruhe GmbH.

We are looking forward to your receiving your submission and to hearing from you about how you can help resolve the pressing issues of our time.

Yours,  
Jochen Ehlgötz  
CEO, Karlsruhe TechnologieRegion



**Jochen Ehlgötz**  
CEO  
CEO, Karlsruhe TechnologieRegion

## Enter now!

This is your invitation to enter NEO2020 –  
The Karlsruhe TechnologieRegion Innovation Prize.

**Take part in the competition and see your ideas and innovations rewarded!**

Download the application pack at [www.trk.de/neo2020](http://www.trk.de/neo2020).  
Complete the forms and return them by 3 June 2020 to:

**TechnologieRegion Karlsruhe GmbH,**  
Emmy-Noether-Straße 11,  
76131 Karlsruhe.

**We look forward to discovering your ideas!**

NEO2020 – The Karlsruhe TechnologieRegion Innovation Prize – is supported by:



# NEO2020

DER INNOVATIONSPREIS DER  
TECHNOLOGIEREGION KARLSRUHE

[www.trk.de/neo2020](http://www.trk.de/neo2020)

**TechnologieRegion  
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**TechnologieRegion  
Karlsruhe**  
Hightech meets the Good Life



## WANTED: Innovative solutions from the bioeconomy



## NEO2020 – The Karlsruhe TechnologieRegion Innovation Prize

We want to hear about your products, processes,  
services and business models!

[www.trk.de/neo2020](http://www.trk.de/neo2020)

# NEO2020 – The Karlsruhe TechnologyRegion Innovation Prize

## WANTED: Products, processes, services and business models from the bioeconomy

### NEO2020 – The chance to showcase your innovation

The bioeconomy is where ecology meets economy. It encompasses biotechnology, harnessing knowledge of biological relationships to create products and services, and substituting fossil fuel-based resources with renewable raw materials in the value chain. According to the National Bioeconomy Strategy<sup>1</sup>, the bioeconomy is intended to stimulate economic development in a sustainable, climate-neutral and cycle-orientated way, by supplying biological knowledge and delivering responsible innovations.

The bioeconomy comes into play at all stages of the value chain, from raw material production and the use of biological resources and processes in industry, to recycling in all sectors of the economy. It makes a huge contribution to climate protection and achieving the United Nations' Sustainable Development Goals<sup>2</sup>. The bioeconomy offers solutions for companies to meet the new challenges they face in protecting the climate and reducing CO<sub>2</sub> emissions. As a result, this economic trend is also causing existing production structures to be realigned and creating new techno-

logies and jobs, which significantly strengthens regional value creation and reduces dependencies on global delivery services. With NEO2020, we want to exhibit concrete examples from the bioeconomy and reward the most promising concept. In particular, we are looking for ideas that can work as a global solution, but have been applied regionally in practice.

Examples of innovations that could win the prize include: bio-based processes, renewable fuels, biodegradable packaging, materials and additives for the textile industry, new sustainable construction or other materials and natural food additives.

Do you have a specific example? Inspire us with your idea – and make it clear why your product, process, service or business model offers such added value and how your innovation helps to solve problems we face in the world today. We look forward to receiving your entry!



*"We know how immensely important the bioeconomy is. It is paving the way for a new economic and social system, a different manner of production and consumption that will preserve vital natural resources such as drinking water, soil, air and biodiversity. Environmentally-friendly and resource-friendly technologies will secure the jobs of tomorrow."*

**Dr Frank Mentrup**, Mayor of Karlsruhe and Supervisory Board Chair, TechnologieRegion Karlsruhe GmbH



*"When it comes to protecting the climate, we all need to play our part. We have ambitious goals to achieve, and for that we need bold innovations from researchers and companies to help create a carbon-neutral future and a sustainable circular economy."*

**Margret Mergen**, Mayor of Baden-Baden



*"Ensuring sustainable production and the supply of biogenic raw materials and incorporating them into new regional value chains will help create jobs and growth in our region."*

**Dr Fritz Brechtel**, Chief Administrative Officer, Gernersheim Administrative District



*"The bioeconomy plays a key role in our transition towards a climate-neutral economy. Baden-Württemberg is a state of innovators and inventors, offering fertile ground for innovations along the value-added chains across all sectors."*

**Prof. Ralf Kindervater**, Managing Director of BIOPRO Baden-Württemberg GmbH



*"We are facing some major challenges in the 21st century, including climate change, the security of supply of raw materials and the energy transition – and the bioeconomy can play a huge part in tackling them all. With biogenic raw materials and bio-based products, we can shape the future and boost innovation and value creation in rural areas."*

**Prof. Thomas Hirth**, Vice-president for Innovation and International Affairs, Karlsruhe Institute of Technology (KIT)



*"Outstanding ideas and developments in products, processes and business models are critical to our transformation towards a bioeconomy. This calls for significant contributions to pressing challenges such as climate protection and the circular economy."*

**Dr Sven Wydra**, Head of the Bioeconomy and Life Sciences Business Unit at the Fraunhofer ISI Institute



*"From an economic point of view, innovation is absolutely essential to protect our climate. We are curious to see what fresh ideas NEO is championing at this time."*

**Wolfgang Grenke**, President of the Karlsruhe Chamber of Industry and Commerce



#### Innovations wanted

NEO2020 is open to entries relating to products, processes, services and business models with a high degree of innovation, market potential and sustainability in all areas of the bioeconomy. NEO2020 aims to put proven innovations in the spotlight, in front of a diverse audience.



### We want to hear about your innovative, sustainable and marketable solution!

#### Robust guiding principle

We are looking for developments based on a robust guiding principle. It should appeal to a broad public and play a substantial role in solving a topical societal issue. Entries should not only relate to basic research work.



#### Marketability

We welcome submissions for marketable products, processes, services and business models. However, these should not have already been known about and in use for years, such that they are no longer an innovation to most people.



#### Global relevance and international potential

The NEO2020 jury is looking for innovations that can be applied at a global level. There must be an international dimension to how the solution was created or is used.



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## Let us celebrate your brilliant idea with NEO2020!

#### Award procedure

The competition is divided into two stages: Entrants have until **3 June 2020** to apply, with a brief description of the development in German or English. We will narrow the entrants down to a shortlist and invite up to ten entrants to explain their innovation in more detail. The jury of experts will choose up to five of these entries to attend the award ceremony in autumn.

#### Award ceremony and prize money

During the award ceremony, the five final entries will be showcased, before we announce the winner of NEO2020. The Karlsruhe TechnologyRegion Innovation Prize is a cash prize of €20,000.

#### Conditions of entry

Any persons, scientific institutions, organisations, companies and associations based in Germany or the Bas-Rhin department in France may enter the competition. The entry documents can be found at [www.trk.de/neo2020](http://www.trk.de/neo2020).



<sup>1</sup> The National Bioeconomy Strategy for Germany can be found at [www.bmbf.de/biooekonomie](http://www.bmbf.de/biooekonomie) and the Baden-Württemberg Regional Strategy for Sustainable Bioeconomy at [www.baden-wuerttemberg.de/fileadmin/redaktion/m-mlr/intern/dateien/PDFs/Biooekonomie/Landesstrategie\\_Nachhaltige\\_Biooekonomie.pdf](http://www.baden-wuerttemberg.de/fileadmin/redaktion/m-mlr/intern/dateien/PDFs/Biooekonomie/Landesstrategie_Nachhaltige_Biooekonomie.pdf).  
<sup>2</sup> The 17 Sustainable Development Goals (SDGs) serve to ensure sustainable development at an economic, social and ecological level worldwide.