

Save the Date

Location: Kiel University of Applied Sciences - Faculty of Agriculture,
Grüner Kamp 11, 24783 Osterröfeld, Germany

Date: 13th February 2024

Time: 9:00 am -5:00 pm

First *Do-It-Yourself-Lab* of the Horizon Europe Projekt ATTRACTISS

Dear Ladies and Gentlemen, dear Colleagues,

we are pleased to invite you to the first *Do-It-Yourself-Lab* within the ATTRACTISS project, which will take place on February 13th, 2024 in Osterröfeld near Rendsburg.

The aim of this DIY Lab is to get to know methods and tools for promoting innovation, to exchange ideas and to discuss possible applications in your own context. We will think outside the box, work across sectors and thus broaden the horizon for innovation processes. Experts from different sectors will provide insights into their proven innovation methods, from business to science, from the creative sector to the agricultural industry. We want to create synergies, expand the innovation network and look forward to an inspiring event with high-caliber impulses.

ATTRACTISS is a six-year Horizon Europe-funded project that aims to improve and strengthen services and support structures for innovation in agricultural knowledge and innovation systems. A team of 17 partners from 13 different European countries are working together to create an environment that fosters innovative approaches and projects in the agricultural sector.

More information on the detailed program and registration will follow shortly. Please make a note of February 13, 2024 to share experiences and ideas on this day and help shape the future of innovation across industries. **The event will be held in German language.** We are looking forward to your participation!



Carola Ketelhodt



Markus Hartmann

Consortia partners ATTRACTISS



Provisional Agenda

- 09:00** **Welcome and introduction**
Carola Ketelhodt, LKSH
- 09:30** **Presentations and impulses on methods and tools in
innovation consulting from various industries**
N.N.
- 12:00** **Joint Lunch**
- 13:00** **Workshops on practical application**
What are the prerequisites for successful innovation promotion and consulting?
- 14:45** **Coffee Break**
- 15:15** **Exchange of Best Practices and Experiences**
What challenges do I face and what methods do I use to overcome them?
- 16:30** **Summary and outlook**
Carola Ketelhodt, LKSH

