

inno up

CHALLENGE DESCRIPTION



As the national tourism organization, it is a central concern of the Austrian National Tourist Office to work together with all Austrian tourism partners to maintain and expand the competitiveness of Austria as a tourist destination. The ÖW thus makes an essential contribution to increasing the value added for the Austrian tourism and leisure industry.

Category:

Tech & nature - greener together. Via inno up, the Austrian Tourist Board is looking for innovative start-ups with solutions, services or technologies to increase the sustainability of tourism businesses. The focus is currently on three areas in which we are looking for cooperation:

- Measurement and reduction of CO2 - the aim of the Austrian Tourist Board is to provide companies with easily understandable and applicable CO2 trackers, which ideally also suggest recommendations for action.
- Monitoring of energy consumption - is definitely related to the point CO2 - has the goal of providing an overview of energy consumption and energy sources, as well as showing possible alternatives
- Reduction or avoidance of food waste - every day large amounts of food are disposed of due to poor planning or excess food at the buffet. Optimization concepts and solutions would be real game changers for the industry.

Eligibility Criteria:

In order to take part in the Austria Tourist Board challenge, your startup should meet the following criteria:

- your solution is at least PoC ready
- Ideally, there is already a proof of market
- Willingness to cooperate with the Austrian Tourist Office in Vienna
- Willingness to possibly collaborate with other finalists on an overall solution
- Working languages: German or English

Offer to the winning team:

The Austrian Tourist Board is looking for startups for each of the three areas and chooses a winning team for each of the three areas. There can be 1-3 winners in total. The offer for the winners is:

- Start of a pilot project with and for the industry
- in case of success: Make the products and services of the winning teams available to the companies
- joint communication of success stories

Legal Disclaimer:

All natural and legal persons of full age are eligible to participate, provided they meet the above-mentioned participation criteria. Employees of Österreich Werbung and their relatives as well as public officials are excluded from participation.

Österreich Werbung defines a task (challenge) on the basis of which innovative start-ups register on an online platform via the project website www.inno-up.at. This platform is used to preselect eligible participants, which is then presented to the buddy company. The selection of the most suitable three (up to a maximum of five) startups for the final (pitch day) is then carried out by Österreich Werbung with the involvement of the coaches; the finalists will be informed via e-mail. In a final step, the ideas are finalized and presented. One or more winners can be chosen from the finalists. There is no legal entitlement to the conclusion of contracts or other business relationships between the participants/winners and Österreich Werbung. Likewise, there is no legal entitlement to a final and/or the determination of a winner. The participants will not receive any compensation for their participation.

The conditions of participation, parts of the process or even the entire process can be changed at any time. The changes will be announced in good time and published on the www.inno-up.at platform.

There is a possibility and participants expressly acknowledge that the research, development and other activities of the participants and Austrian Advertising overlap thematically. No claims arise from this for the participants. The participant registration is considered as an express consent to this disclaimer.