



Report on Innovation event no.2 (Action C1):

WWF Life EconomisE KIRA-challenge & World Summit on Digital Built Environment

19th May 2020, 14:00–16:30 (EEST) | Online event

29<sup>th</sup> – 30<sup>th</sup> September 2020, all day | Online event

## Introduction

The Covid-19 crisis brought with it some challenges in the EconomisE project execution. Organising face to face events or travelling to conferences was no longer possible and the project partners had to think of alternative ways to raise awareness about the project topic in order to reach the objectives.

Therefore, EconomisE partnered with KIRAHub in order to gain international awareness, disseminate the project message and methods to a larger, international audience and facilitate multi-stakeholder action. KIRAHub (KIRA-InnoHub ry) is a Finnish association on the real estate and construction sector that aims to enhance the sustainable digitalization of the built environment.

The cooperation started in early 2020 with ideas regarding the possibility of the EconomisE project to arrange a pre-event for and participate in the yearly World Summit on Digital Built Environment 2020 (WDBE) organized by KIRAHub, Finnish Association of civil engineers RIL and the Estonian ministry of economic affairs and communication. Originally it was foreseen that the Summit, would be a physical event taking place in the Maria01 startup campus and that Challenge in May would be an online event. However, due to COVID-19 everything had to be organized online.

## WWF Life EconomisE KIRA-challenge, May 2020

Our goal was to enhance the matchmaking activities between innovative companies and real estate owners, as foreseen for the Action C1 with this event. Therefore, it was decided that a shark tank type event would be suitable and interesting for the companies.

We had to find away to invite innovative companies developing products or services that would be interesting and attractive for the “sharks”. Therefore, we enlisted the help of a startup called VXT Research that offers AI solutions allowing the processing of large amounts of online data. VXT used their algorithms to identify relevant companies using keywords that were defined by us. This resulted in an updated Gatekeeper map, which allowed us to invite companies to join the Challenge. In addition to the direct invites to companies, the Challenge was advertised via various online channels (LIFE EconomisE twitter, WWF Suomi twitter, LinkedIn, WWF EPO (European policy office) twitter, LIFE Programme’s twitter account, etc.).

## We are calling all innovative companies to unlock the investment potential for resilient low-carbon building stock!

WWF is striving for change that ensures that basically every real estate investment from now on would be 'future-proof'.

At present, the energy efficiency investments are not happening at the pace and scale needed. The different players of the real estate sector must step up to overcome the challenge. The institutional investors and real estate companies must go way beyond the business-as-usual level of energy efficiency improvements guided by the existing legislation. First and foremost, we need to ask what is adequate in light of the pressing urgency informed by climate science.

WWF's LIFE EconomisE project demonstrates how influencing financial flows for the decarbonisation of building stock can deliver significant contributions towards 2020 and 2030 Climate and Energy targets, with special emphasis placed on working within the Paris Agreement's temperature goals of 1.5/2°C. We also need new partners and clever solutions!

The objective is to influence the uptake of energy efficiency measures and to bring about a shift towards low-carbon investment, explicitly focused on decarbonisation of buildings and improved climate resilience. We cannot afford missed opportunities – therefore strong collaboration and partnerships with forward-thinking organisations, big or small, is greatly needed.

[REGISTER HERE TO WATCH THE ONLINE STREAM](#)

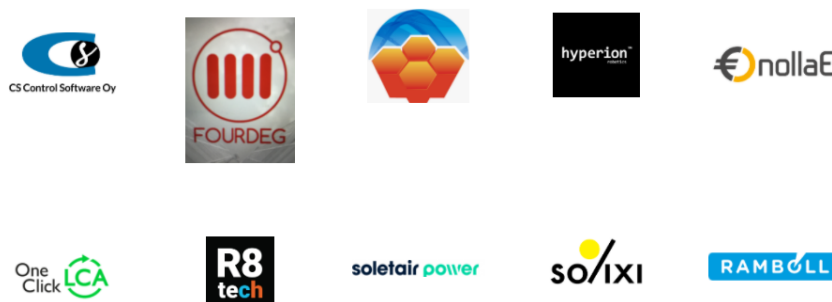
We invited the representatives of two institutional investors, owner of major real estate and a representative from the startup/innovation sector to act as the “sharks”.

### THE JURY OF THE KIRA-CHALLENGE

#1 Anna Hyrske Head of Responsible Investments	#2 Sari Raunio Property Development Director	#3 Eero Sihvonen Chief Financial Officer, Executive Vice President	#4 Michael Ambjorn Managing Director
ILMARINEN	VARMA	CITYCON	urban tech

In the end we received 31 applicants for the challenge. The WWF FI EconomisE team, KIRAHUB and Rakli's representatives went through all applications, scored them individually and the 10 winners were invited to pitch their solutions in the online event on May 19<sup>th</sup>, 2020.

## Companies selected to pitch their solutions:



The jury selected five winners based on their interest and assessment of the applicability of the companies' solutions for their own real estate. In other words, the jury assessed the companies based on the strength of the business cases, facilitating the matchmaking goals of the EconomisE project.

During the jury selection, Laura Uttu-Deschryvere from the Helsinki Energy Challenge presented the challenge, encouraging innovative companies to submit their ideas. We wanted to include this presentation in the event to highlight the possibilities for innovative business ideas.

The event attracted 174 participants from 16 countries, and the recording on Youtube has since been viewed over 430 times. The organisers received positive feedback from the jury, participating companies, as well as the audience.

The event recording is available online <https://youtu.be/ePcnZPQCtGI>

### **World Summit on Digital Built Environment, September 2020**

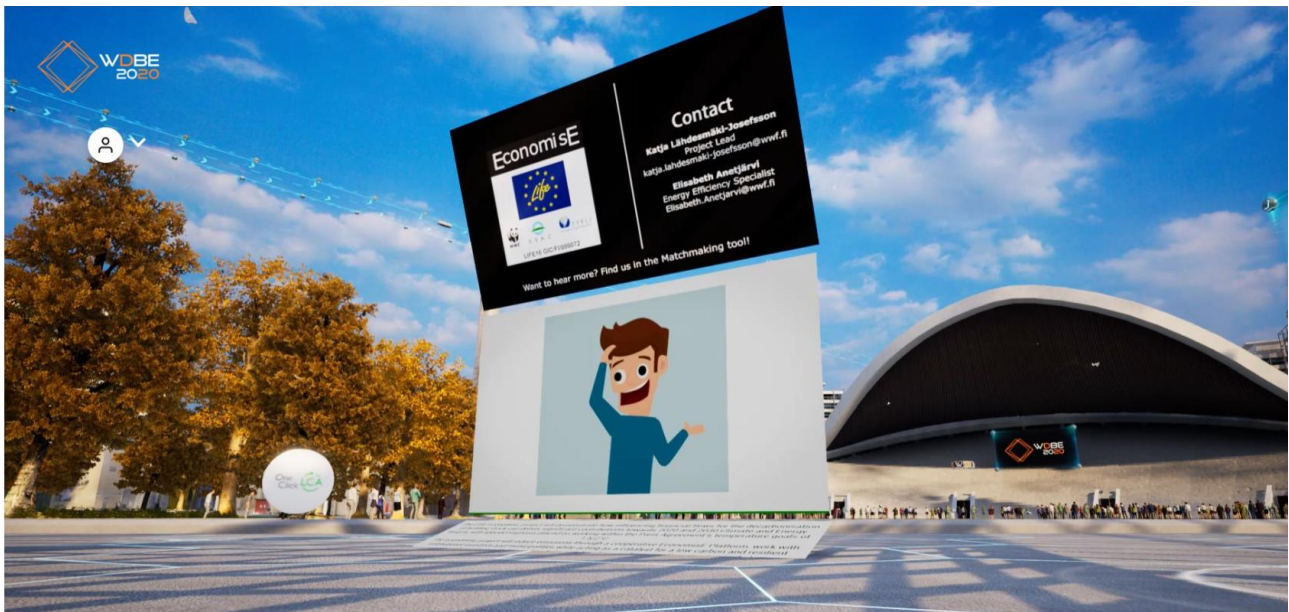
As mentioned earlier, COVID-19 moved the WDBE event online. This resulted in a totally new type of innovative event, utilizing the skills of companies known from the gaming world (EPIC games, Unreal Engine) to build a virtual WDBE, a co-created festival and innovation platform highlighting the brightest minds and digital solutions improving our urban future. The vision of the event was to concretize the unlimited possibilities of digitalization as an enabler of a more socially, culturally, ecologically and economically sustainable urban future.

The EconomisE project was included in the city vision in the game like environment of the event among the other participants with the round symbol for our "event booth";

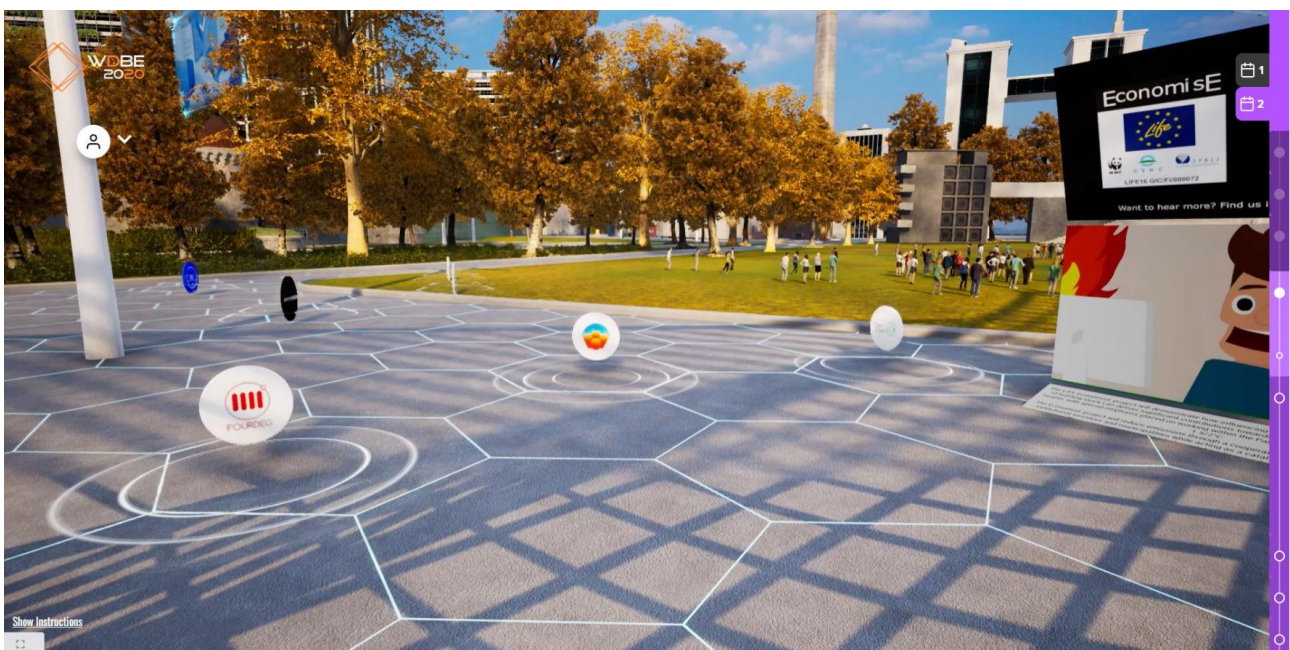




Once the symbol was approached, the project contact card opened, the [project video](#) started playing and one could click it to access the website <https://wwf.fi/en/take-action-now/> that includes some simple steps for climate-proofing buildings for different target groups.



The winners of the LIFE EconomisE KIRA challenge were included in the “EconomisE booth” with their company logos. Approaching the logos opened a company information card and an introduction video.



The project videos as well as the company introduction videos were also played automatically during the WDBE event on the main page in between the speaker sessions (the virtual city was not accessible during the sessions).

On the 2<sup>nd</sup> WDBE day, the EconomisE project hosted a session <https://kirahub.org/en/wdbe2020/partner-session-life-economise/>. The session included a project presentation and the Challenge winners company introductions, follow by a Q& A session hosted by LIFE EconomisE / Katja Lähdesmäki-Josefsson.

## SESSION PROGRAMME

13:00	SESSION OPENING
	LIFE EconomisE project overview
13:05	5 WINNING SOLUTIONS TO DECARBONISE OUR BUILDING STOCK
	nollaE – Nikolas Salomaa, CEO
	One Click LCA Planetary – Graham Devlin, New Products Operations Coordinator, Bionova
	Heliostorage – Vesa Robertsson, CEO, Holda Energy Solutions
	Hyperion Robotics – Fernando De los Rios, Founder and CEO
	Fourdeg – Markku Makkonen, CEO
13:40	Q&A
14:00	SESSION ENDS

The event reached 522 participants from 27 countries (Australia, Belgium, Canada, Croatia, Denmark, Finland, Estonia, Spain, China, Germany, Hong Kong, Ireland, Italy, Slovenia, Portugal, Japan, Latvia, Lithuania, Netherlands, New Zealand, Norway, Poland, Switzerland, South Africa, Sweden, United Kingdom, United States) and was therefore very valuable for the international visibility of the project. The participants included CDOs, CTOs, CIOs, architects, experts and researchers working with BIM, VDC, AR/VR, Big Data, analytics, IOT solutions and virtual project delivery to name a few examples. In addition, directors, executives and other senior level experts as well as city and government authorities interested in various solutions of digital built environment participated.