



Best of Day 1

16.00 – 17.15 | Welcome Session: Boost your Creativity in the Factory of Imagination!

Young people from all over Europe started pouring into Hotel Europa and the tension increased. With so many creative heads taking part, the festival obviously had to begin with a crazy welcome session, held by Steffi Limère and Adam Montadon. These two are the creative headmasters of the Factory of Imagination in Denmark – a factory which creates ideas, not things. As they entered the room, it was immediately filled with action and laughter. No time was wasted and groups were formed spontaneously. Each group was supposed to design their own business on the following conditions: It should be both evil and profitable- and of course, totally unrealistic.

But first the participants had to face some fun challenges: For example they had to undergo a safety check, identify one of the group with the most leadership potential and choose the most interesting person to be their researcher. Funny equipment came to use: Huge safety goggles for having a better view on the target audience and, on top of that, safety helmets - because „...creativity is dangerous!“ Some brave participants were encouraged to taste a yellowish magic serum in terms of gaining super power: „It’s not pee!“ the skeptics were told. The groups also created warning signs with scary symbols, explaining why only their team could handle the idea. Then it was time for a pitch presentation of only 10 seconds to convince the room of the best idea. After that, each groups had to withstand a paper shitstorm which turned out to be a fun experience and a great method to overcome fear. Altogether the workshop was a loud and lively ice-breaker, motivating everyone perfectly for the following event.

18.00 - 21.00 | Opening Ceremony of the EYA Festival 2016

After the first session, the official inauguration took place. This happened at the town hall of Graz, in the room where the city council usually debates about the future of the city. In his opening note, Peter Bruck associated the relevance of this room with the tasks of the audience. Just like the city council, the participants want to shape and improve the future, and have shown their potential in doing so with their innovative projects.

Afterwards, several honorary guests held their key notes. They stressed the importance of European coherence, cultural richness and of young people taking actively part in politics. Digital inventions could help to promote these aspects, as they are not only economically, but also socially very important.

In the „Lightening Talks“, participants had thirty seconds to show their projects. Their home countries reflected the great cultural variety of the EYA: from Romania to Denmark and back

down south to Spain, lots of nations were represented. The same diversity characterized the projects, such as the messenger app „freecom“ and the initiative „adopt a grandfather“.

At the end of the inauguration, Dominic Neumann of the Chamber of Commerce awarded the first prize of the festival. The winner of the „UBIT award“ was the Serbian platform Poslonaut, which matches job seekers with job offers according to their interests and location.

Mr. Bruck then handed out the EYA certificates to all the participants who had presented their projects.

The next part of the festival was the presentation „Ten Meters of Thinking“ by Paul Hughes. Hughes used a ten meter sheet of paper in order to illustrate his concept of entrepreneurship. In his opinion, projects need to address clients emotionally, as most choices are made because of feelings and intuition. The brand, as the „body language of the product“, plays an important role in this. With his great vigor and straight forward humor, Hughes presented the secrets of successful business women and business men. The aspiration of an entrepreneur, who is striving for a certain goal, motivated by the „why“ and determined by their values, is just as important as the purely operational aspects: the „how“ and the „what“ of the production process.

After the presentation, the participants could chat and connect to each other, while enjoying food and refreshments provided by the city of Graz. The opening day of the EYA 2016 proved to be a great success and fun for everybody.

Quotes of the day:

Negative criticism is best method to destroy an idea.

This world is a good world despite of Donald Trump.

„You are the future!“ Welcome words by Sissi Potzinger (city councillor Graz).
People from over 153 countries are living in graz.

„Your digital know-how improves the life of people around you.
There is no better investment than the investment into people´s skills.“

Concerning Brexit and present challenges in Europe: This is a challenge but this can also be a chance.

The youth in Europe is highly motivated and engaged. Eunice Campbell

Making the world better: especially in this time it is the responsibility of the designers to do this with their work.

All of the projects are important because: They adress something which really moves people in their communities.

Never before did we have this powerful instruments in our hands.

Best Of Day 2

09:15 - 13:20: Accelerate through Expertise and Experience

One more time, the morning sessions at the Audimax of the University for Applied Sciences summarized what the EYA is all about: to motivate digital natives. Knowledge, innovation, networking - all these aspects are supposed to be improved by this event.

In order to achieve this, the morning program included enthusiasm-boosting speeches and workshops by several people. First of all, Paul Hughes, Allen Mohammadi, Pihla Rostedt and Bernhard Weber welcomed the young participants and appealed to their ability to make the world a better one. Afterwards, the so-called campfire sessions took place. Groups of participants could walk from station to station every twelve minutes, talking to outstanding personalities of the entrepreneurial world. The topics discussed in these groups stretched from the inclusion of immigrants to digitalization and the idea of „social businesses“.

The inspiration and optimism expressed in these speeches and workshops can best be summarized by Eleanor Khonje's three rules of effective self leadership:

- 1) Today matters. Make a decision to invest in yourself now and not in the future. The decisions we make today determine our tomorrow!
- 2) Develop your strength – you become better when you focus on your strength!
- 3) Know your tribe. Surround yourself with ambitious and optimistic people. Have people around you who encourage you when you fall down. It takes a village to raise a child. Let the people be your village!

14:30 - 18:30: Curtains Up for Europe's Best in Digital Creativity

In the afternoon session, the participants of the EYA 2016 had the possibility to present their projects to the audience. Each group could show their project in five minutes, and afterwards, the jury also had five minutes to ask some questions to them. Below, some of these most promising projects per category will be recapitulated shortly.

The aim of the smart phone app „be my eyes“ is to help blind people in everyday situations. To achieve this, blind people can connect instantly to sighted ones and ask them for visual support (for example, reading the list of ingredients on a can). This works via a special matching algorithm and in real time. Up to now, 31.000 blind and 400.000 sighted users already downloaded the app - the goal is to reach five million blind users by 2020.

Unimersiv is an app using the latest virtual reality technology. It makes it possible for discover and explore locations such as the ISS, the Titanic before its sinking or the Acropolis. The app itself and most of its downloadable content is free, and its developers now aim for additional business partners and for an introduction of their technology in schools and universities.

Veasit Live wants to minimize the problems with different languages in communication by providing a remote interpretation service via video. Users can connect to professional translators, who will help them in dialogues as well as in conferences. Up to now, the app has already been used by Italian hospitals and municipalities.

The app Fresh.Land offers a platform to improve the communication between local farmers and retailers. The goal is to shorten long supply chains, which often also include expensive middle men and raise the prices for consumers. Additionally, according to a study, 88 percent of carbon emissions and ten percent of food waste could be avoided by a large scale application of the app.

FreeCom is a response to the Syrian civil war. It is an alternative messenger, using direct wifi, NFC and bluetooth technology to provide safe, encrypted communication between users. Therefore, it is especially suited for people living under dictatorships and in countries without any internet access. Nowadays, many job seeker move within Europe (and into Europe) to find work.

Poslonaut wants to use the fact that over one billion workers in the world own a smart phone by bringing together job seekers and employers via an app. This provides a solution to the often time consuming job search and the inflexible recruitment market. To do so optimally, the matching algorithm uses the geolocation and the interests of the job seeker.

A similar approach is taken by the platform refugeeswork, which connects refugees and employers via a matching algorithm. Furthermore, it provides guides for bureaucracy, legal infos, automated CV creation and professional, multi-lingual coaching for both sides. This also has a great social impact, as it reduces governmental expenses and increases the tax income of the state. Up to now, 4500 refugees are registered, as well as 275 employers.

After the presentations, the recipients of the know-award showed their project to the audience. The „machine to be another“ makes it possible to take over the perspective of another person by using different technologies (combining sight and touching). Its aim is to improve people’s empathy and to decrease prejudices, as also the „gender swap“ experiment showed.

Best Quotes:

„Our lives no longer belong to us alone. They belong tho those who needs our help desperately.“

„When we know ourselves we become more effective in our community.

„You can’t care if your cup is empty. Your cup has to be overflowing to help others.“

„Are we living the life that we want?“

Best of Day 3

10:00 - 13:20: More Social Impact through VR/AR

The morning session took place at Hotel Europe again, where Peter Bruck warmly welcomed the participants of the EYA. He then explained that this morning should be all about the latest digital innovations and their effect on humans and human perception.

One of the greatest technological jumps of today is the change from analog reality to virtual or augmented reality. This transformation process concerns various aspects, such as education, tourism, or purely entertainment-based ones. The purpose of the morning sessions was to think about practical applications of virtual reality in the six categories of the EYA: Healthy Life, Smart Learning, Connecting Cultures, Go Green, Active Citizenship and Money Matters.

First of all, experts of each category talked about themselves and their respective field of study or work. They told the participants in how far the new virtual reality technology affects them. Afterwards, there were three rounds of brain storming, with the teams changing tables every ten minutes and discussing ideas of different categories.

At the end of the third round, each table had to choose the two best concepts in the respective category. All the participants together then voted for the best of six out of these twelve projects. The winning ideas can be found below:

VRplayground - combine real world elements to create completely new things in virtual reality.

timetraveller - travel back in time, experience historical events and discover what things were like in the past

a day in my religion - use virtual reality to get an insight in rules, rituals, prayers and sacral rooms of other religions

nightmare goggles - discover what the world would look like in the future if fundamental environmental problems were not to be solved by mankind

virtual store/social Amazon - take your first steps in the business world, by buying and selling at a virtual market place

cleanA(i)R - use the app to find out about consumption products and how to properly recycle them. Get bonuses and gifts for proper recycling.

After that, six groups formed and tried to elaborate on one of the six ideas. They did not only debate about technological issues, but also about the business aspects, where the project should start institutionally or geographically and what the marketing was supposed to look like.

In the end, the groups presented the business plan of their ideas, emphasizing in how far virtual reality technology is crucial to their projects. Each of them received their well-deserved applause and positive reactions, before everyone could retreat to the lunch break.

14.45 – 16.30: Open space student exhibition

The day before, international and local student groups had met with the EYA winners 2016 for evaluating their projects and developing further ideas. This afternoon their enhancements and suggestions were presented via a poster presentation to a jury and to the numerous visitors. The event took place at the Chamber of Commerce Styria. Again the crowd became aware of the project's positive impact for society.

Some examples to be mentioned:

- The FreeCom app, originally developed for communicating without internet in war zones was applied to other imaginary scenarios like nature catastrophies.
- A social app was designed for the platform „adoptgrandfather.org“ to facilitate the first meeting of seniors in need and young volunteers.
- An idea for a virtual reality game treating psychological phobias was developed.

... and many more!

All those ideas created a feeling of hope and a desire for the future. The anthem of this year's festival „Digital creativity improving society“ was undoubtedly accomplished.

Finally it was time to celebrate the successful event with a beautiful Gala Evening at the Dom im Berg.

Thank you all participants, have a safe trip home and please return next year! ☺

