



# PRAXIS Summer Camp 2022 - Final Event -

Friday, 26th of August - Start: 9:00 am CEST

Open virtual room: 9:30 am CEST

Closing virtual room: 13:20 pm CEST

\* Presentation times are approximate

9:30 - 9:40	<b>Opening of virtual session with breakout rooms</b>	
<b>Session 1: 9:40 - 10:40</b>	<b>Room "Stadtmusikanten" - Moderation: Dr. Martin Holi (TOPAS) and Maren Hartstock (University of Bremen)</b>	
	09:40	(33) Valtellina Lavoro - The project: Launching Talents4Business, startup seeking to be the first provider of recruiting coaching nationwide (Italy)
	10:00	(19) neusta aerospace GmbH - The project: Mobile app for employees for workplace booking on company premises
	<b>Room "Roland" - Moderation: Dr. Cornelia Driesen (ZeMKI, University of Bremen)</b>	
	09:40	(13) KAEFER SE & Co. KG - The project: Social media project to display KAEFER as potential employer to graduates internationally
	10:00	(8) Hitachi Automotive Systems UK Ltd - The project: Review of additive manufacturing (3D printing)
	<b>Room "Dom" - Moderation: The Future Living</b>	
	09:40	(14) Ministerium für Landwirtschaft, Umwelt und Klimaschutz des Landes Brandenburg - The project: How to create a NetZero Ministry from within. What tools and methods can be used in a participatory approach to use the employees knowledge and motivation?
	10:00	(11) hkk Krankenkasse - The project: Certified sustainability - using the example of a corporation under public law. A practical investigation and identification of certification options in the field of CSR (corporate social responsibility).
	10:20	(20) Paritätische Gesellschaft für Pflege, Gesundheit und Sozialdienste - The project: Redesign of the public garden and parks to create a sustainable and social environment for relaxation and rehabilitation.
10:40 - 11:15	<b>Break - Possibility to change room</b>	
<b>Session 2: 11:15 - 12:15</b>	<b>Room "Stadtmusikanten" - Moderation: Dr. Martin Holi (TOPAS) and Maren Hartstock (University of Bremen)</b>	
	11:15	(4) CEWE Stiftung & Co. KGaA - The project: Work on the concept of CEWE photo trainer: In photography, there are many criteria that can make a beautiful photo. With the CEWE Photo Trainer, we want to offer an app following these whilst taking a photo.
	11:35	(16) mm customer strategy GmbH - The project: Quo Vadis electric cars? Trends, triggers, buyer types: Analysis and interpretation of trends, purchase drivers and types of buyers based on a representative market research study among >1,000 people considering new cars.
	11:55	(21) PPI AG - The project: "Regional is the new organic" - Development of innovative digital products or business models for creation of market differentiation opportunities for regional banks.
	<b>Room "Roland" - Moderation: Dr. Cornelia Driesen (ZeMKI, University of Bremen)</b>	
	11:15	(26) swb Vertrieb Bremen GmbH - The project: Creation of a communication strategy for acquiring new customers for swb mobile phone tariffs and devices
	11:35	(6) Enterprise Rent a Car (UK) - The project: Car Club Challenge - Current car sharing programme is a loss maker. We need to identify and make a proposal how we could convert this to a profit generating state.
	11:55	(36) We4IT / nintera - The project: Development of a modern marketing strategy for an IT service company (Spin-off nintera).
	<b>Room "Dom" - Moderation: The Future Living</b>	
	11:15	(22) Senatsverwaltung für Umwelt, Mobilität, Verbraucher- und Klimaschutz - The project: Shop-in-shop concepts from the Re-Use sector in stores/branches of larger retail chains.
11:35	(34) V4V Zukunft durch Verantwortung gGmbH - The project: The Next Generation Profitability Calculation. Create a tool for an easy and practical way to include social and environmental costs in profitability calculations.	
11:55	(7) FFW Agency - The project: How can we enroll our German initiative "AgenciesforFuture" company-wide? The question includes different mindsets, cultural differences, a missing sense of urgency and also the fact, that more and more colleagues work remotely.	
12:15 - 12:25	<b>Break - Possibility to change room</b>	
<b>Session 3: 12:25 - 13:05</b>	<b>Room "Stadtmusikanten" - Moderation: Dr. Martin Holi (TOPAS) and Maren Hartstock (University of Bremen)</b>	
	12:25	(29) TOPAS Industriemathematik Innovation gGmbH - The project: The Future of Autonomous Driving
	12:45	(12) encoway GmbH - The project: Job attractiveness for experienced IT specialists in Bremen. The aim of the project is to find out what makes a job in an IT company in Bremen (permanently) attractive for experienced IT specialists.
	<b>Room "Roland" - Moderation: Dr. Cornelia Driesen (ZeMKI, University of Bremen)</b>	
	12:25	(1) best-blu consulting - The project: Creation of an image brochure about the values and culture of best-blu - what makes us different and how this put into practice.
	12:45	(9) hmmh multimediahaus AG - The project: Video content as a marketing strategy: Marketing videos for the CRM Salesforce;
	<b>Room "Dom" - Moderation: The Future Living</b>	
	12:25	(2) BIS Bremerhavener Gesellschaft für Investitionsförderung und Stadtentwicklung mbH - The project: Identify the potential in Bremerhaven for new business start-ups in the area of sustainability.
12:45	(27) Thermo Fisher Scientific Bremen - The project: Support to the Green Committee for CO2 reduction at the Thermo Fisher Scientific site in Bremen.	
13:05 - 13:20	<b>Closing of virtual session with breakout rooms</b>	