TARGI KIELCE HACKATHON

BioBoosters

recover approved by nature

Targi Kielce exhibition & congress centre | Pro Civis Fundacja Edukacji I Dialogu Społecznego | CK Kielce | INVEST IN KIELCE | Interreg Baltic Sea Region | Co-funded by the European Union | CIRCULAR ECONOMY BioBoosters

Trade fair events on the way to green transformation

The Targi Kielce Hackathon Challenge is to propose innovative and more environmentally friendly product and/or technological solutions for covering the surface of various types of floors for the trade fairs industry, implementing the principles of circular economy.

Targi Kielce – one of the leading trade fair centres in Central and Eastern Europe – invites you to join the process of green transformation of trade fair activities!

Polypropylene carpets used in exhibition activities are a high environmental burden.

In order to meet the challenges faced by exhibition centres, and in particular by striving to:
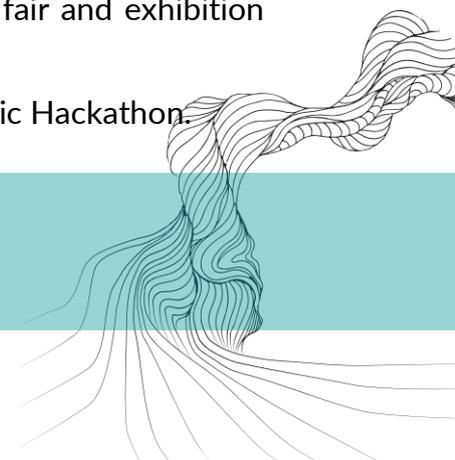
- zero-emission
- implementation of the circular bioeconomy model
- organization of trade fairs of a sustainable nature

Targi Kielce is determined to look for new product and/or technological solutions.

The market for new ideas and solutions is the entire global trade fair and exhibition industry!

We invite and encourage you to take part in this unique bioeconomic Hackathon.

Apply HERE!

What exactly are we looking for as part of the Targi Kielce Hackathon?

In order to significantly reduce the environmental burden resulting from trade fair activities, we are looking for:

- ✓ **biocircular product innovation** with functional and aesthetic potential to replace polypropylene carpets commonly used in the exhibition industry; This innovation should:
  - o meet the bio-product criteria (made from organic materials available on a renewable basis);
  - o implement the principles of circular bioeconomy (biodegradation or the possibility of processing a waste bioproduct).

- ✓ **recycling technologies** of floor coverings used by Targi Kielce so far, along with a presentation of the possibilities of obtaining and using the results of recycling by Targi Kielce or other entities in the existing or new value chain.

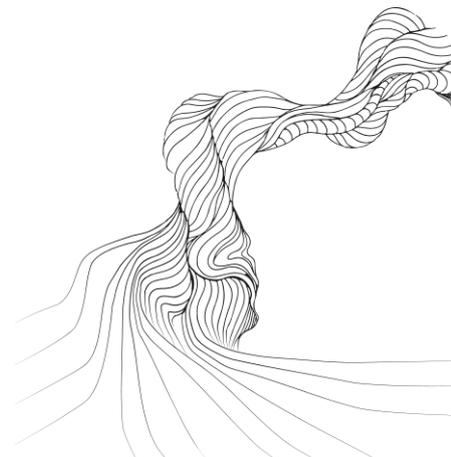In terms of biocircular product innovation, it is expected to be characterized by:
- the right level of strength, slip resistance and grip
- ease and safety of assembly and disassembly
- low weight
- A modular solution in dimensions multiples of 1m is acceptable colour repeatability of individual options - colour consistency when combining different rolls, selection from a palette of about 12 colours
- required fire protection properties
- easy cleaning of dirt in an ecological way (dirt typical for office space, communication - cleaning after the market day)
- reusability

and will be:
- profitable – a solution that is comparable in cost or cheaper than the currently used carpets;
- aesthetically and visually attractive – a solution acceptable to exhibitors ordering the construction of exhibition stands

With regard to the recycling of carpets used by Targi Kielce so far, it is expected that:
- innovative ideas for reusing or later processing the carpet material into other products used by Targi Kielce or other entities will be presented
- The ideas presented should be related to used carpets, or individual/selected components of these used carpets.
- the ideas presented should be environmentally sustainable
- the ideas presented should be economically effective

Why is this challenge so important for the environment and the circular bioeconomy?

The carpets currently used by Targi Kielce is uneconomical and non-ecological. **Here's why:**

- the composition of the carpets is 100% polypropylene fiber, the bottom layer is SBR rubber and glue and PVAC;
- carpets in most cases are suitable for single use; After the event, which usually lasts 2-5 days, these carpets are almost entirely dismantled treated as waste; only a small part of it (about 20%) is taken by exhibitors or reused (a second time), but ultimately constitutes waste;
- the purchase and installation of carpets for each organized trade fair event generates a huge amount of waste each year (250 – 270 containers per year), which ends up in landfills; **Targi Kielce orders and consumes approx. 100 thousand square meters of carpets per year!**
- The current solution also means the emission of pollutants related to the production of carpets, the life cycle of which is very short and irreversible when used by Targi Kielce.
- The use of currently used carpets is also associated with:
  - the use of double-sided adhesive tapes that generate additional waste (protective film, glue, packaging)
  - After dismantling carpet tapes, it is often necessary to mechanically or chemically clean the floor (workload, chemicals, equipment, etc.) of adhesive and tape residues

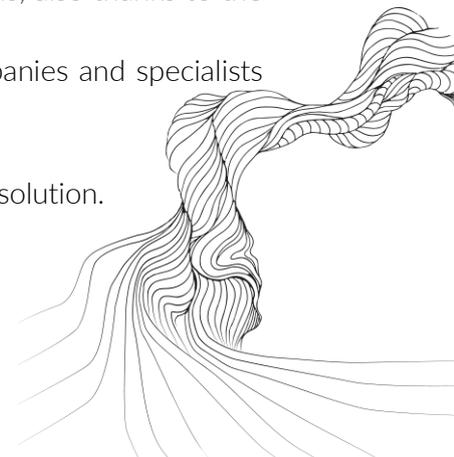## Why is it worth taking part in Targi Kielce Hackathon?

The winner(s) of the Hackathon will receive a chance to establish a long-term business relationship with Targi Kielce, or the opportunity to prepare and implement a joint development project / joint tests of the proposed solution.

It should be emphasized that **the potential market for new product and/or technological proposals is the entire global exhibition industry!**

The winner(s) will also have **the opportunity to participate free of charge as an exhibitor at any trade fair event of their choice at Targi Kielce (season 2024 – 2025),** at the stand with modern exhibition buildings.

All participants of the final session of the Hackathon also get the chance to:
- development of the commercial potential of the presented solutions, also thanks to the expert and mentoring support provided by the organizers;
- establishing new business and networking relationships with companies and specialists from common or related industry areas;
- establishing new international contacts;
- significant increase of visibility and recognition of the Team and its solution.

What are the terms and conditions of participation in Targi Kielce Hackathon?

Targi Kielce Hackathon is open to all interested innovative entities, In particular:

- Individuals
- Entrepreneurs
- scientific entities
- research entities
- academic/student entities.

Applying Teams may also consist of representatives of various entities.

Targi Kielce Hackathon is an international event. The working languages are Polish and English.

Participation in Targi Kielce Hackathon is free of charge. Innovators - international teams from the Baltic Sea Region (Finland, Sweden, Denmark, Norway, Germany, Estonia, Lithuania and Latvia) are reimbursed for their travel expenses.

Entities participating in the Hackathon will be required to sign confidentiality statements. Detailed information in this regard can be found in the document: "BioBoosters Hackathon. Rules of participation." (https://hackathon.procivis.org.pl/en/download/).

Jury:

The Hackathon Jury will consist of:
- representatives of Targi Kielce
- representatives of the PRO CIVIS Foundation – the organizer of the Hackathon
- representatives of the Investor Service Centre for the City of Kielce – co-organiser of the Hackathon
- and selected experts.

Detailed schedule for Targi Kielce Hackathon:

1 February 2024: webinar opening Targi Kielce Hackathon;

29 February 2024: deadline for applications for the Hackathon;

5 March, 2024: announcement of the Innovators selected to participate in the Hackathon;

14 March, 2024: Kick-off Meeting (hybrid version – online participation is also possible); During this event, Innovators participating in the Hackathon will meet each other and meet with representatives of Targi Kielce, who will present the assumptions of the Challenge and expectations of the final ideas/solutions to the Innovators in a precise and detailed manner;

15 March – 9 April 2024: time for individual work of Innovators on pre-submitted ideas/solutions; possibility of remote consultations with selected mentors;

10 – 11 April 2024: Hackathon Days – time and place for:

- consultation of the idea/solution with all mentors (8 – 10 experts, practitioners and scientists)
- preparation of the final version of the presented idea/solution
- presentation of the idea / solution by individual Innovators

At the end of the Hackathon Days, the winning Innovator will be selected; participation in the Hackathon Days will be possible online or at the following location: Targi Kielce S.A., 1 Zakładowa Street, 25-672 Kielce.

Further information is available:

Contact person from Targi Kielce:
Monika Jedynak, e-mail address: jedynak.monika@targikielce.pl; tel. 797 339 431

Contact persons from PRO CIVIS as the Organizer of the Hackathon:
Anna Gajek, e-mail address: a.gajek@procivis.org.pl, tel. 600 323 923
Damian Kuznowicz, e-mail: d.kuznowicz@procivis.org.pl, tel. 600 435 424

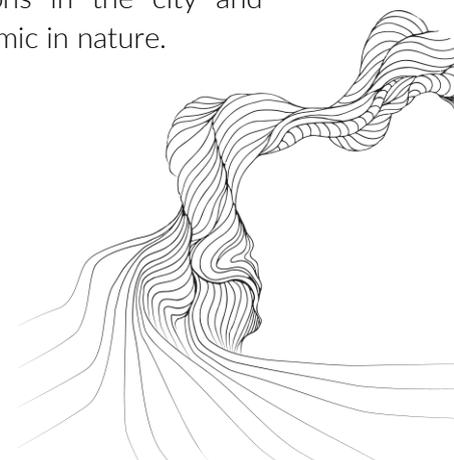## Organizer of the Hackathon – PRO CIVIS Foundation:

The Foundation for Education and Social Dialogue PRO CIVIS is an entity whose aim is to undertake, conduct and support initiatives for the development of local communities, including through research, development and innovation, as well as entrepreneurship. The key areas in which the PRO CIVIS focuses its activities on:
- circular economy and bioeconomy as a renewable element of circular economy
- sustainable development (sustainable products, services and business models and new consumption patterns)
- Eco-innovation
- Industrial ecology and renewable energy sources.

Targi Kielce Hackathon is organised in cooperation with:

Investor Service Centre for the City of Kielce (https://www.kielce.eu/pl/dla-biznesu). COI Kielce is an entity offering comprehensive assistance to companies looking for development opportunities in Kielce and the Kielce Functional Area. COI Kielce also runs an online Investment Property Database (www.mapa.invest.kielce.pl). As part of post-investment care, COI Kielce provides up-to-date knowledge about the state of the economy and the labour market. The Centre also cooperates with local entrepreneurs, business organisations in the city and universities, joining in the organisation of events innovative and pro-economic in nature.

*Targi Kielce Hackathon is implemented and supported as part of the project "**BioBoosters –
boosting the circular transition"** (https://interreg-baltic.eu/project/bioboosters/). The aim
of this international project is to increase the level of innovation of entrepreneurs
bioeconomy and circular economy. Project Partners coming from from 7 countries from the
Baltic Sea Region (Finland, Sweden, Germany, Estonia, Latvia, Lithuania and Polish) will carry
out a total of 18 hackathons dedicated to the bioeconomy sector. The BioBoosters project
is co-financed by the Interreg – Baltic Sea Region 2021-2027 programme.*

All current information about Targi Kielce Hackathon is also available at:

https://hackathon.procivis.org.pl/

https://www.linkedin.com/company/BioBoosters

https://interreg-baltic.eu/project/bioboosters/

#carpets #floorsurfaces #trades #exhibitions #bioeconomy #circulareconomy #innovations