

Press Release  
Smart Green Island Makeathon 2018, 23.-26.02.2018

## Press release Smart Green Island Makeathon 2018

### **An Event of Superlatives**

***This year's Smart Green Island Makeathon was a great success with 167 participants from 39 international universities and seven countries. More than 220 people were part of the four-day Smart Green Island Makeathon (23.02.-26.02.2018), which has been organized by ITQ GmbH and its Spanish subsidiary Dr. Stetter ITQ.***

*Munich, March 2018*

The kick-off on 23.02.2018 has already been a highlight, as the third edition of the Makeathon was opened by Gran Canaria's President Antonio Morales for the first time. In addition to local press, Spanish television was also onsite to report live. In his opening speech, the president emphasized: "ITQ shows us how to perfectly connect technologies and sustainable projects. This fits in perfectly with our strategy of turning Gran Canaria into an intelligent and sustainable island."

A total of 60 guests from industry, research as well as politics and 20 senior managers also took part to inform themselves about future topics and to exchange their ideas. The Makeathon - first held in 2016 on Gran Canaria - provides an ideal platform for recruiting young talent, as participants and companies can get to know each other in a relaxed atmosphere.

This year, the participating sponsors were able to submit so-called "Industry Challenges", in order to pass on current problems and questions relating to digitization, Industry 4.0, Smart Home or Green Energy directly to the student experts, who then develop the first smart prototypes.

The call for more innovation is getting louder recently: The Lopesan Hotel Group has set its challenge under the motto "Smart Hotel Room". This means that in the future, guests are able to adapt elements of the hotel room individually, e.g. control lighting or temperature autonomously via an app. The goal is a long-term improvement of the service as a whole.

To sum up, the Makeathon makes a valuable contribution to the promotion of sustainable, innovative projects while also making Gran Canaria with its proximity to Europe, its excellent infrastructure and good political situation a perfect place to drive innovation and developing a Smart Green Island".

ITQ organizes Makeathons in many facets and varying extent in order to foster young talent and to build bridges between companies and their future offspring. In addition, the attractiveness and importance of technical training for the future should be emphasized.

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### Smart Green Video Challenge

In order to steadily increase the visibility for topics such as **digitization, robotics, electro-mobility, green energy, smart home and autonomous driving**, ITQ has launched a 10-week video challenge ("10-week-challenge for 1,000,000 views"). From **23.02. until 04.05.2018** interested, creative and funny videos about one of the topics mentioned above can be submitted.

By this, Managing Director Dr. Rainer Stetter aims to draw attention to the discrepancy between media attention and future relevance. "[The Kitty Cat Dance](#)", a shallow video about a cat with 12.8 million views, serves as an example within the contest.



*Picture 1: Participants of this year's Smart Green Island Makeathon*

### **More Informationen:**

[www.itq.de](http://www.itq.de)

<https://www.itq.de/en/current-topics/smart-green-video-challenge/>

[www.projectmi5.com](http://www.projectmi5.com)

[www.stetter-itq.com](http://www.stetter-itq.com)

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