

Press Release
SMART GREEN ISLAND MAKEATHON 2020, 04.-07.03.2020

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Innovative minds secure the future of the company – But how to find them?

Despite the weakening economy, the shortage of skilled workers in Germany is still blatant. In particular, specialists with knowledge in the areas of IoT, robotics, artificial intelligence and automation are wanted. To get to these people, companies have to walk new paths in recruiting.



Garching - Germany, February 20, 2020 – With the goal of training young students as innovative and creative specialists and bringing them into direct contact with companies, ITQ GmbH is organizing the [SMART GREEN ISLAND MAKEATHON](#) innovation festival for the fifth time. From March 4-7, 2020, Young Talents and companies from all over the world will meet in Gran Canaria to network and to develop creative, technical projects together. Currently, 500 participants and company representatives have registered. More than 35 companies support this make-marathon as sponsors and submit project ideas to the participants – so-called Industry Challenges – that deal with the topics “Smart” and “Green”. The first prototypes will be created in just four days to promote the idea of a Smart Green Island - i.e. a climate-neutral island of Gran Canaria - with the topics of sustainable technologies as well as environmental and climate protection.

This year’s Makeathon, like the earlier ones, is a unique industry event with a particularly large international character: The currently 300 registered Young Talents

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study at over 70 different universities and come from 25 countries around the world. The fifth Makeathon will receive substantial financial support from German and Spanish Sponsors. The Platinum Sponsors are [Beckhoff Automation GmbH & Co. KG](#), [B&R Industrial Automation GmbH](#), [igus GmbH](#) und [The MathWorks GmbH](#). Further gold sponsors are [Honda R&D Europe](#), [WAGO Kontakttechnik GmbH & Co.KG](#), [Q-loud GmbH](#), [Infineon Technologies AG](#), [Murr Elektronik GmbH](#), [Sioux Group B.V.](#), [Fundacion Sergio Alonso](#), [Coca Cola](#), [Cabildo de Gran Canaria](#), [Spegc](#), [Gobierno de Canarias](#), [Ayuntamiento des Las Palmas de Gran Canaria](#).

The vision of a Smart Green Island

With its proximity to Europe, its excellent infrastructure and its good political position, the island of Gran Canaria is the perfect place to promote innovation. During the SMART GREEN ISLAND MAKEATHON, ideas and solutions for Smart Home, Smart Production, Smart Mobility, Smart Farming and Green Energy will be developed. With every makeathon, the idea of a Smart Green Island is further promoted. "Gran Canaria is abundant with wind and sun due to its unique geographical location. The island is therefore predestined to generate green energy. We implement new ideas on site so that Gran Canaria can become an exemplary climate-neutral island. In cooperation with the golf course of Maspalomas, for example, we want to convert the existing golf car fleet to solar operation. We can only achieve this vision - of smart and green - together with our sponsors," says Dr. Rainer Stetter, managing director of ITQ GmbH.

Sponsors as idea providers and employers

This year, the Sponsors [Beckhoff Automation GmbH & Co. KG](#) and [B&R Industrial Automation GmbH](#) are offering the Industry Challenges "Smart Green Plastic Detection" and "Smart Green Garbage Sorting Machine". [The MathWorks GmbH](#) awaits innovative students for the "Wildfire Detection" Challenge, while [igus GmbH](#) wants to promote "Smart Vertical Farming". The Young Talents can also develop their own ideas and design the first smart prototypes.

In addition to technical know-how, the participants also need innovation and flexibility. That is the only way to successfully implement such projects in international teams with different working methods and cultures in an extremely short time. At the end of the four-day long MAKEATHON, the teams must also demonstrate their soft skills and present themselves and their prototypes to the sponsor jury and the audience.

Recruiting at eye level

Many sponsors know about the local talent potential and are already bringing current recruiting offers for the talented students to the MAKEATHON. The first meeting between the companies and students will take place at eye level, in a relaxed atmosphere and in a creative environment. Both sides can get to know

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each other during the first project and thus find the optimal partner for future cooperations. Over time, the SMART GREEN ISLAND MAKEATHON has become an international recruiting platform, its efficiency goes far beyond the classic HR topics.

Makeathon-Ideas inspire innovative training approaches

The sustainable continuation of the projects started during the Makeathon are close to Dr. Rainer Stetter's heart: "There are many creative ideas in our makeathons that are really worth pursuing. We hand selected projects into the hands of our student trainees, who can continue to work on it. That is part of our innovative training approach."



Picture: SMART GREEN ISLAND MAKEATHON participants developing a prototype

At the last SMART GREEN ISLAND MAKEATHON 2019, two project ideas, "[PlastiX](#)" and "[Bamboo Solar Car](#)", were created, which were purposefully pursued by international students. During a one-week summer camp, a team of international students implemented the "PlastiX" concept project. The aim of the project is the AI-based detection and automated, professional disposal of plastic waste from the environment. The "Bamboo Solar Car" project is another successful innovation project. Within a year, five prototypes of a low-cost vehicle were created that were specially developed to meet the needs of African countries. At this year's Makeathon, the prototypes serve as a means of transportation for guests and materials.

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Regardless of whether a MAKEATHON is used to recruit new employees, develop a new product solution or expand a person's own network - a win-win situation full of inspiration and innovations usually arises, which makes the companies strong for the future.

About the SMART GREEN ISLAND MAKEATHON

ITQ GmbH organizes MAKEATHONS of many facets and varying sizes in order to promote young talents and build bridges between companies and their future employees. Furthermore, the attractiveness and importance of technical training should be emphasized.

The first SMART GREEN ISLAND MAKEATHON took place in Gran Canaria in September 2016 with a total of 40 participants. The Makeathon, which has taken place annually since then, has seen a steadily increasing number of participants. With currently about 500 registered participants and guests, ITQ GmbH in cooperation with its Spanish sister company Dr. Stetter ITQ S.L.U already far exceed the targets set for this year.

About ITQ GmbH

ITQ GmbH, founded in 1998, is an independent engineering and consulting company with a focus on automation and mechanical engineering and plant production. The experienced team of experts specializes in finding solutions to problems related to software and systems engineering. In addition to software engineering (analysis, design, implementation, testing) and process improvement, the core competencies also include project and crisis management as well as consulting and coaching.

ITQ GmbH attaches great importance to requirements-oriented and future-oriented training and further education concepts that start with the younger generations. That is why ITQ GmbH supports young academics in practice-oriented study projects as well as technology workshops for children, young students and refugees through its own Gerda Stetter Foundation – "Technik macht Spaß!"

Characters (incl. spaces): 7.884

Characters (excl. spaces): 6.693

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