

# INNOVEIT BRNO: The Future of Sustainable Urban Mobility

## Preliminary agenda

**Format: Hybrid event**

Register [here](#).

The event language is English with a simultaneous translation to Czech.

INNOVEIT BRNO will start on 19 September with an official opening ceremony entailing keynote speeches, a cultural performance, and a networking event. The event will continue with a policy debate in the morning of 20 September.

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**19 September 2022**

**Venue: Hotel Passage Brno (Grand Ballroom)**

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### **Social & Networking event (Moderator: Linda Bartošová)**

- **16:30 -17:00** Registration and welcome drink
- **17:00 – 17:05** Short opening by Moderator
- **17:05 – 17:15** Welcome by **Jan Figel**, Member of the EIT Governing Board
- **17:15 – 17:25** Keynote by **Jana Kotalíková**, Head of the Office of the Government of the Czech Republic
- **17:25 – 17:45** Cultural interlude
- **17:45 - 18:30** **Driving Innovation in Urban Mobility** (chat)  
**Smadar Itskovich**, Founder & CEO, Israel Smart Mobility Living Lab, **Andrea Najvářková**, CEO, BringAuto, **Jan Šamal**, Founder & CEO, Nimbee
- **18:30 – 20:30** Networking dinner



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**20 September**

**Venue: BVV EXPO (Pavilion A2)**

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### **Policy Discussion**

**Moderator: Georg Melzer-Venturi**

The New European Innovation Agenda adopted on 5 July 2022, aims to position Europe at the forefront of the new wave of deep tech innovation and start-ups. It will help Europe to develop new technologies to address the most pressing societal challenges, and to bring them on the market.

As the EU's largest innovation ecosystem on urban mobility and the variety of programmes we offer, we are implementing the Agenda's objectives for innovation and transformation. To achieve this, we partner with diverse and ambitious cities, regions, universities, research centres and businesses to support the decarbonisation of the mobility sector and to create more liveable urban spaces.

- **9:00 – 9:30** Registration
- **9:30 – 9:45** Welcome by **Maria Tsavachidis**, CEO, EIT Urban Mobility
- **9:45 – 10:00** Keynote by **Herald Ruijters**, Director for Investment, Innovative & Sustainable Transport, DG MOVE, European Commission
- **10:00 - 11:15** **European Innovation Agenda** (panel discussion) –  
**Gareth Macnaughton**, Director of Innovation, EIT Urban Mobility  
**Tuan Trinh**, Director, EIT Digital Budapest Node  
**Jekaterina Novikova**, Deputy Head of Innovation Policy and Access to Finance unit, Directorate General for Research and Innovation, European Commission  
**Martyna Zielinska**, Senior Logistics Development Specialist, Łukasiewicz - Poznański Instytut Technologiczny





# INNOVEIT BRNO: The Future of Sustainable Urban Mobility

## Speakers



**Linda Bartošvá**, Moderator

Journalist and presenter who has worked at Czech Television (Česká Televize) since 2013. She started in the foreign newsroom and for several years she reported on, for example, EU summits. Since 2020, she has also moderated Interview ČT24 and major news programs. She studied journalism at the Faculty of Social Sciences of Charles University. In 2020, she was included in Forbes magazine's 30 under 30 list of young talents. In the public space, she opens topics related to feminism and sexism through her activities and tries to bring the reality of women closer, not only in the media. In 2022, she published the book Journalists - Interviews with women in the Czech media.

**Jan Figel**, Member of the EIT Governing Board



Ján Figel' served as the first Slovak EU Commissioner (2004-9) responsible for Education, Training Culture and Youth policy. Under leadership of the EC President J.M. Barroso he was responsible for initiation and adoption of the Regulation (EC) No 294/2008 establishing the European Institute of Innovation and Technology. He was a Chief Negotiator in the accession process of Slovakia to the EU. In the national politics he served as Vice-President and Member of the Parliament, Deputy Prime Minister and State Secretary at the Ministry of Foreign Affairs.

In recent years Ján Figel' was the first ever Special Envoy for Promotion Freedom of Religion or Belief outside the European Union (2016-19). As a tireless advocate of human dignity he was the key initiator of the Declaration on Human Dignity for Everyone Everywhere (2018). With his personal diplomacy and institutional backing he helped to release prisoners of conscience in Pakistan, Cuba, Iran and Sudan.





**Jana Kotalíková**, Head of the Office of the Government of the Czech Republic



Jana Kotalíková was born in Tábor, where she graduated from the bilingual French-Czech Pierre de Coubertin grammar school. She continued her studies of French at the Faculty of Arts of Charles University in the field of French philology. At the beginning of her studies, she taught French and English and worked in several language agencies. In parallel with French, she studied International Territorial Studies at the Faculty of Social Sciences of Charles University. Already during her studies she started working at the City Hall of the City of Prague, first as an assistant to the director of the mayor's office, and then for 6 years she headed the Prague mayor's protocol department. She participated in the preparations of highly protocol state visits, cultural and artistic events. She organized the reception of Pope Benedict XVI in Prague, the Dalai Lama or Prince Charles. Thanks to her experience not only with diplomatic protocol, she subsequently devoted herself to training and etiquette courses.

In 2014, after Petr Fiala was elected chairman of the Civic Democratic Party, she accepted an offer to become the party's press spokesperson. She was there until the end of 2019, when she went on maternity leave. At the beginning of the campaign for the elections to the Chamber of Deputies, she returned to the ODS as the secretary of the election staff.

**Smadar Itskovich**, Founder & CEO, Israel Smart Mobility Living Lab



Dr. Itskovich has a professional background in science, technology, and public sector senior management in education, entrepreneurship, innovation, and technology. She was the head of an Israeli delegation at MIT university in the REAP program.

Dr. Itskovich established several award-winning programs in Education and created the Division for Industrial Development in Ashdod Municipality. In addition, she developed the Ashdod Smart Mobility Living Lab, which she later expanded into the Israel Smart Mobility Living Lab. In 2019, Dr. Itskovich founded the Israel Smart Mobility Living Lab Consortium (ISMLL), a non-profit NGO, which includes over 30 high-tech and private companies, along with governmental companies and cities. The ISMLL is recognized and supported by the Israeli Innovation Authority as a smart mobility consortium.



**Andrea Najvářková, CEO, BringAuto**

Andrea graduated from the Faculty of Law at Masaryk University, then briefly worked in a law firm. After that, she became interested in HR and joined a software company Artin where she handled everything HR such as recruitment, employee training, company culture and HR marketing. She also introduced unlimited holiday withing the organisation.

Three years ago, Andrea co-founded BringAuto, a technology startup with a vision of robotizing last-mile delivery. She is currently the CEO of the company. They believe that people are here to do more creative things than deliver packages – and BringAuto will help them make that happen.

**Jan Šamal, Founder & CEO, Nimbee**

Serial Entrepreneur. Founder of Nimble Energy (pioneering modern energetics), founding member of the Czech storage association, ex-CxO level manager at worldwide telco and other IT giants.

NimBee's vision? More electric cars in the city. Why should a person drive to a charging station, when it can come to them? I want to remove the current dependency EV owners have on traditional charging stations. Nimbee stands for nimble electricity, without any hassle.

**Georg Melzer-Venturi, Moderator**

DI Georg Melzer-Venturi holds Masters Degrees in Biotechnology, Engineering Management and Pedagogics and wrote a master thesis at the UNESCO Centre for Membrane Science at the University of New South Wales.

Previously partner at eutema GmbH he is now owner of Eutema Research Services GmbH, taking research ideas to financed projects. A personal highlight was the EU funded project PROtelINSECT: Insects as feed - which opened the EU Agri Feed sector for insect protein. When not moderating he can be found pitching the “Mutual Care Robot”, building another boat or patenting 3D metal printing technologies.



**Maria Tsavachidis, CEO, EIT UrbanMobility**

Dr. Maria Tsavachidis is the CEO of the EIT Urban Mobility, a European knowledge and innovation community to accelerate the transition towards sustainable urban mobility and livable urban spaces. Before joining the European Institute for Innovation and Technology in 2018, she was responsible for Innovation at Siemens for more than 20 year in different positions. She started her career as a researcher in the field of Intelligent Transport Systems and holds a PHD in traffic engineering from the Technical University of Munich.

**Herald Ruijters, Director for Investment, Innovative & Sustainable Transport, DG MOVE, European Commission**

Herald Ruijters is Director responsible for Investment, Innovative & Sustainable Transport in DG Mobility and Transport. As regards investments in transport, his main responsibilities are the funding instruments Connecting Europe Facility and Horizon Europe and the financing instrument InvestEU. He also is responsible for the relationship with the EIB and with national and promotional banks. As regards innovative and sustainable transport, he assumes responsibilities for the development of the trans-European transport network, of the urban mobility framework, of alternative fuels infrastructure, of intelligent transport systems, as well as of passenger rights, social aspects and equal opportunities.

Since 1997 and until 2017, Mr Ruijters held several positions in DG MOVE, as Head of Unit developing the TEN-T, as advisor to the European Coordinators, and in different roles developing the road safety policy. Before joining the Commission, he held various positions in The Netherlands related to transport. Mr Ruijters holds degrees from Nijmegen and Amsterdam Universities in both French literature and European Studies, and was post-graduated at the Centre Européen Universitaire in Nancy, in European Law, and in Business Studies at the University in Leuven.



**Gareth Macnaughton, Director of Innovation, EIT Urban Mobility**

Gareth Macnaughton, Director of Innovation at the European Institute of Innovation and Technology (EIT) Urban Mobility has over 17 years of experience designing and running research and innovation programs in government and industry. Macnaughton has a strong interest in applied ICT for secure, sustainable and resilient cities and has had a successful career in Europe for US multinationals including Hewlett Packard Enterprise and CISCO Systems, as well as with the European Commission and the Cabinet Office UK.

Macnaughton's undergraduate studies in the US, UK and France have provided a strong grounding in European political economy and law, and he is also a postgraduate alumnus of both the University of Glasgow, Urban Studies Department, and the University of Edinburgh, Department of Sociology.

**Tuan Trinh, Director, EIT Digital Budapest Node**

Tuan Trinh has 15+ years' experience as tech leader and innovator with a strong background in R&D. He has a broad background in ICT, both in industry and in academia. He received his MSc degree in Computer Science and his PhD in the same field at the Budapest University of Technology (BME) and Economics, Hungary. He worked as an associated professor in Computer Science at Corvinus University of Budapest, and as a visiting professor at University of Bern, Switzerland.

Tuan Trinh has been invited as a visiting scientist at Ericsson Research Budapest (Hungary), British Telecom (UK), Eurecom Institute (France), University of Luxembourg (Luxembourg), ILNAS Luxembourg, among others. He also acted as an evaluator of funded projects for the European Commission and Hungarian government. One of the main highlights of his carrier was to take a leading part in the foundation of two innovation centres focusing on Education-Research-Business integration at universities, namely the Network Economics Group at BME focusing on innovation on disruptive technologies in the frontier between economics and network technology and the Fintech Centre at Corvinus University of Budapest, an innovation centre focusing on Financial Technology. Tuan Trinh is a recipient of the Pollák-Virág prize from the Hungarian Scientific Association for Infocommunications.





**Jekaterina Novikova**, Deputy Head of Innovation Policy and Access to Finance unit, Directorate General for Research and Innovation, European Commission



Jekaterina Novikova is a Deputy Head of Unit at the European Commission, Directorate General for Research and Innovation, responsible for innovation policy and access to finance, including coordination of the New European Innovation Agenda. Her particular expertise is in the area of European innovation ecosystems and innovation procurement. Working for the European Commission since 2005, Jekaterina has held positions of responsibility both in finance and policy domains, including the European Innovation Council Task Force. As the EU fellow, she recently spent a year in the US, at the University of California, Berkeley where she conducted research on how the US government, universities and industry facilitate transition of the research results to market. Jekaterina is a Certified Chartered Accountant and holds MA in European Affairs from Lund University, Sweden.

**Martyna Zielińska**, Senior Logistics Development Specialist, Łukasiewicz - Poznański Instytut Technologiczny



An economist by education. For nearly 10 years, as a logistics development specialist in Łukasiewicz Research Network - Poznan Institute of Technology, she has been performing consulting projects for companies. She's a professional in improving supply chain logistics and implementing creative Design Thinking techniques to solve business problems. She accompanies her clients in the search for innovative projects that will increase their competitiveness in the market.

In addition to business consulting, for several years she has been actively participating in the acquisition and implementation of European research and development Horizon projects involving the study of new trends and the creation of new solutions to support logistics in Europe. She is also a graduate of the Top 500 Innovators internship program at Stanford University (USA) which taught her that the best innovations come from the synergy of business and science.

