



InnoTruck Initiative: Data, facts and events

Page 1 of 4

- Project title:** InnoTruck – technology and ideas for tomorrow
- Initiator:** Federal Ministry of Education and Research (*BMBF*),
Division 511
- Project sponsor:** VDI Technologiezentrum GmbH
- Project agency:** FLAD & FLAD Communication GmbH
- Project concept:** Through its InnoTruck initiative, the BMBF is seeking to encourage public debate on the question of how innovations in technology and science can be driven ahead in order to generate the greatest possible benefit to society. After all, an idea on its own does not constitute an innovation. For it to become an innovation, an idea requires the help of technology, as well as people who can research and further develop the idea, and ultimately transform it into products or services that will shape our society in a sustainable and positive way.
- Focal themes:**
- Importance and function of innovations
 - The digital economy and society
 - Sustainable economy and energy
 - Innovative world of work
 - Healthy living
 - Intelligent mobility
 - Civil security
 - Simulation
- Website:** www.innotruck.de
- Social media:**
- Facebook: www.facebook.com/innotruck
 - Twitter www.twitter.com/innotruck
 - Instagram: www.instagram.com/innotruck

Contact:

FLAD & FLAD
Communication GmbH
Thomas-Flad-Weg 1
D-90562 Heroldsberg
Phone +49.9126.275-0
Fax +49.9126.275-275
innotruck@flad.de
www.flad.de



Target groups:

- The general public
- School pupils (young people)
- Teachers and parents
- Representatives from the worlds of business and science
- Public administration
- Press and media

Event organisers:

- Schools
- Universities
- Education and training providers
- Clubs and societies
- Regional, town/city and municipality councils
- Careers guidance institutions
- Trade show and congress organisers
- Business development agencies
- Business and scientific associations
- Chambers of trade
- Industrial companies and medium-sized enterprises

Possible venues for an event (examples):

- Promotional days at schools and universities
- Local festivals
- Municipal events for the promotion of technology awareness (e.g. science and technology evenings)
- Consumer fairs
- Education, higher education and vocational fairs
- STEM subject fairs
- Promotional days and collaborations with museums and science centres
- Technology days with chambers of commerce and industry associations
- Events promoting STEM subjects in amusement and theme parks
- Public conferences and events involving dialogue with local citizens
- Open days at research institutions and research firms
- Public events organised by clubs and societies, municipal business development corporations and industrial federations in line with the focal themes
- and much more besides.

Contact:

FLAD & FLAD
Communication GmbH
Thomas-Flad-Weg 1
D-90562 Heroldsberg
Phone +49.9126.275-0
Fax +49.9126.275-275
innotruck@flad.de
www.flad.de



Costs for hosting a tour stop:

The vehicle and staff are provided to event organisers free of charge. They are only required to provide a power supply and any necessary parking and special use permits, including any fees these may entail.

Page 3 of 4

Note: We will consult closely with the organisers at each location to create a customised event programme, based on the particular requirements, requests and conditions of the local event. Certain technical and labour law parameters will apply (e.g. working hours).

Event formats for the general public:

- **‘Open-door’ (duration can be flexibly scheduled)**
The exhibition within the InnoTruck is open to anyone who wishes to view it. Alongside making their own exploratory tour of the exhibition, visitors will also have the opportunity for open discussion with the scientific support staff.
- **‘Digital self-conducted tour during the open-door event’**
A digitally-guided tour allows visitors to explore the various different facets of innovation at their leisure. They will be given tasks to solve and there is hidden information waiting to be discovered. Visitors taking the tour are given a data carrier which can be read by the various computer terminals arranged throughout the exhibition, and which also presents the visitor with the relevant tasks. Participants receive an evaluation at the end.

Event formats for schools:

- **‘Guided tour of the exhibition’ (max. 30 participants, 45 min.)**
Guided themed tours take place during regular school hours. The scientific support staff will introduce the theme with a short talk. If requested by the accompanying teachers or the pupils themselves, an additional subject area can be dealt with using selected high-light exhibits. (Grade 5 and over)
- **‘Experimental sessions’ (max. 8 participants, 90 min.)**
Groups of up to eight students perform experiments in the lower level of the exhibition truck, investigating aspects relating to the various ‘future tasks’ prioritised in the federal *High-Tech Strategy*:
 - Organic photovoltaics: Constructing and operating a dye sensitized solar cell based on a multi-component system (Grade 8 and over)
 - Fuel cell car/electromobility: Electrolysis of water to operate a fuel cell to power a model car (Grade 5 and over)
- **‘Career guidance coaching event’ (max. 30 participants, 45-90 min.)**
As part of a tour of the exhibition, the scientific support staff will particularly highlight those exhibits and exhibition elements that allow them to give a clear explanation of the career paths and training and study opportunities available in the STEM sector (science,

Contact:

FLAD & FLAD
Communication GmbH
Thomas-Flad-Weg 1
D-90562 Heroldsberg
Phone +49.9126.275-0
Fax +49.9126.275-275
innotruck@flad.de
www.flad.de



technology, engineering and mathematics). (Grade 8 and over, in consultation with the relevant teaching staff) Page 4 of 4

- **‘Parents’ evening’ (max. 30 participants, 90 min.)**

The InnoTruck provides the setting for a quite different kind of parents’ evening, focusing on conveying the prospects offered by a STEM career. The truck will be open exclusively to parents during the evening and, following a tour of the exhibition, they will have the opportunity for open discussion with the scientific support staff. Parents also have the option of bringing along their children (at least 10 participants, confirmed registration required).

Overview: Which event is best suited to the relevant target group?

Target group / event formats	General public	Schoolchildren in Year 5 and over	Schoolchildren in Year 8 and over	Schoolchildren in Year 10 and over	Parents
Open-door	yes	yes	yes	yes	yes
Digital self-conducted tour	yes	yes	yes	yes	yes
Guided tour of exhibition	no	yes	yes	yes	no
‘Organic photovoltaics’ experiment	no	no	yes	yes	no
‘Fuel cell car’ experiment	no	yes	yes	no	no
Career guidance coaching	no	no	yes	yes	no
Parents’ evening	no	no	yes (optional)	yes (optional)	yes

Contact:

FLAD & FLAD
Communication GmbH
Thomas-Flad-Weg 1
D-90562 Heroldsberg
Phone +49.9126.275-0
Fax +49.9126.275-275
innotruck@flad.de
www.flad.de