



Federal Ministry
of Education
and Research

InnoTruck

Technology and ideas for tomorrow





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How does a good idea become a successful innovation? What are innovations anyway? What are they good for – and do they involve any risks? InnoTruck has the answers to these and many more questions: As an “innovation ambassador” for the German Federal Ministry of Education and Research, it tours Germany showing how innovations can change our life for the better.

To do this, it uses a plethora of interesting exhibits from the field of research and technology, as well as exciting multimedia experiences. The motto here is not just to look, but also to touch and try out. And there are expert staff on hand in the InnoTruck to provide explanations to visitors and engage in open discourse with them.

But the initiative also seeks to encourage discussion outside the mobile exhibition through a broad social media presence and a wide variety of events.

 www.facebook.com/innotruck/

 <https://twitter.com/InnoTruck>

This all makes the InnoTruck a lively forum for the many different facets of innovation.

After all, innovation is something that affects everyone!

Innovation for a good life

Innovation drives wealth and quality of life in Germany

Innovations are what have made Germany successful. To ensure things stay that way, Germany's role as a leading innovator on the international stage must be strengthened. The Federal Government has thus established a new High-Tech Strategy aimed at maintaining the required conditions to encourage innovation in Germany. This is the right approach to deal with future tasks in the interests of society and our communities. The InnoTruck, the new initiative created by the Federal Ministry of Education and Research, demonstrates which innovations promise the greatest progress in which areas.



„Germany's recipe for success in international competition is its innovative strength. Good ideas grow into new products and services that make work and life easier and strengthen our position as a global leader of

innovation. The InnoTruck puts innovations on the road: As the mobile ambassador of the Federal Ministry of Education and Research it allows visitors to gain first-hand experience of many different innovations. I wish you an interesting and exciting journey into the world of innovations!“

A handwritten signature in white ink on a dark teal background. The signature reads 'Anja Karliczek' in a cursive, flowing script.

Anja Karliczek MdB

Federal Minister of Education and Research



Curiosity meets information

The interactive InnoTruck exhibition

The exhibition in the InnoTruck provides an extensive overview of the importance and factors for the success of innovations in the following areas: research and development, the use of future technologies in creating innovations, their application in performing our society's most important future tasks, and opportunities to become an innovator oneself.

Curiosity meets information, provided on two floors

- Looking at, touching and trying out over 80 exhibits from the world of high-tech and the latest research
- Gaining new insights, using augmented and virtual reality applications
- Acquiring knowledge hands-on, through a task-completion competition
- Discovering opportunities for getting involved, e.g. in innovator professions or maker projects
- Seeking – and finding – opportunities for discussion: Through conversations with the scientific staff in the truck or at one of the many events

Interested in visiting the InnoTruck? See the current tour dates at www.innotruck.de



Innovation goes local

The InnoTruck can also come to you!

The Federal Government wants to use the new High-Tech Strategy to make Germany a leading innovator (to learn more about this, visit www.hightech-strategie.de). But that will only work if people throughout the country support this goal. The InnoTruck initiative is one way of bringing this about. Every year, it drives to around 80 locations across Germany to provide information locally about innovations, and to get people interested in them.

Be part of it

As a municipality, school, university, business, research institution etc., you can book the InnoTruck and become an events partner.

- InnoTruck visits are free.
- The events programme is aimed at all citizens.
- There are special tours and workshops for school groups

Further information on booking, tour plans and programmes is available from:

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Email: info@innotruck.de

www.innotruck.de

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