The construction industry has been changing dramatically over the last years and we believe it will continue to do so in the future. As a result of it we carry out a strategy project, where we re-think the future of timber-engineering and adjust our business models to deliver the best value possible to our stakeholders and customers.

At the core of our new strategy are PRE-FABRICATED FACADES based on a wooden framework for MULTI-STOREY and wooden roofs for large HORIZONTAL BUILDINGS from shopping malls to production halls. We believe that there is a huge potential to think about new cooling systems, integration of photovoltaic technology, greening solutions as well as using the space for advertisement.

In order to realize our ideas we need strong partners. This is why we organize the Rubner Co-Creation Workshop in Vienna. During the two days in Vienna top-experts, suppliers and start-ups from the photovoltaic, cooling systems, greening and advertising sectors meet to exchange ideas and lead in-depth discussions about trends, drivers of success and potential collaborations.

With this initiative we also want to build a network of top-experts to foster an exchange in the future.
18.09.2018 **TUESDAY**

**Arrival and check-in**
Hotel name and address will be provided later

**Individual Dinner**
Depending on your arrival, the dinner time is flexible between 18:30 and 21:00

19.09.2018 **WEDNESDAY**

9:15 – 9:30  
**Arrival**

9:30 – 9:45  
**Warm-up**
Welcome from Stefan Rubner – Rubner Holding

9:45 – 10:30  
**Introduction of Project and Participants**
Introduction of participants and overview of project and goals of the workshop

10:30 – 11:00  
**Refreshment Break**

11:00 – 13:00  
**Working Session 1: Team Alignment**
Discussion and brainstorming of first ideas and aligning views within team

13:00 – 14:00  
**Lunch**

14:00 – 16:00  
**Working Session II: Elaborate Solutions in Teams**
Discuss opportunities in depth, reflect customer needs and sketch first business models

16:00 – 16:30  
**Refreshment Break**

16:30 – 18:30  
**Peer Feedback**
Teams present the results of the group discussion in plenary

19:30  
**Common Dinner**

20.09.2018 **THURSDAY**

8:15 – 8:30  
**Warm-up**

8:30 – 11:00  
**Mentoring Sessions**
Feedback sessions and discussion with external mentors

11:00 – 11:30  
**Refreshment Break**

11:30 – 13:00  
**Working Session III: Elaborate Proof-of-Concept**
Elaborate a detailed proof-of-concept phase and budget for further development of technical concepts

13:00 – 14:00  
**Lunch for all workshop participants**

14:00 – 16:00  
**Working Session IV: Preparation of final presentation**
Teams align their story and prepare for the final presentation

16:00 – 16:30  
**Refreshment Break**

16:30 – 18:30  
**Team Presentation of the results & Discussion**
Teams present the results followed by a discussion in plenary

18:30 – 19:00  
**Official Closing and Next Steps**

**CONTACTS**
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