

Event: High Tech Low Cost – a road to SDG innovation



"A refreshing, innovative way of meeting - across sectors. The collaborative format of the day was incredibly progressive; We all walked away with our heads full of ideas and with new contacts established. Good thinking!"

Louise Kjær,
Strategic Partnership Advisor



"Well organized and very interesting. It was certainly the interaction between University Organizations and Companies that worked well."

Anja Juhl Jensen
Senior Managing Consultant



From global goals to developing practical ideas that can drive SDG and business progress

1 Purpose

- The workshop had one main purpose: to let Danish companies and organizations explore how their high-tech low-cost solutions can contribute in humanitarian crises and contribute to the Sustainable Development Goals.
- Many Danish companies are not aware of the impact their smart products can have in developing countries. The workshop was facilitated in order to let participants engage in innovative partnerships between NGOs and companies.

2 Background

- The Confederation of Danish Industry (DI) and the Ministry of Foreign Affairs (MFA) co-host a series of workshops to inspire companies to contribute with business-led solutions and on-board the SDGs.
- High-tech solutions are more accessible than ever before, and the linkage between companies, NGOs and development agencies are slowly being initiated.
- DI actively works towards helping member organizations to tap into this agenda.

3 Participants

- A total of 150 organizations, NGOs and companies were represented at the event



Technical University
of Denmark



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Seminar

Inspiration from pioneering companies, innovation experts and sector specialists looking for novel solutions.



Program included a range of inspirational talks

- **Towards the SDGs with accessible technology and frugal innovation** – by DI and DTU
- **Watson – how big data analytics can drive SDG innovation** – by IBM
- **“High-tech, low cost” in practice** – by M-PAYG
- **What accessible technology can do for food, clean tech, health and SDG innovation** – by UNDP, GAIN, Danish Red Cross and DI

Workshop

Developing practical ideas that can drive SDG and business progress in 4 thematic workshops.



A diverse group of 80+ participants, including companies, NGOs and researchers, worked hard to translate SDG aspirations into tangible business ideas.

The task was to refine and document one idea – and challenge assumptions about technology and business models. After hours of intense development, “boxes” documenting innovative ideas emerged.

In the clean-tech workshop one group developed a “transparent water” idea that combines cloud-based block chain technology with solar driven water supply.

Moving forward

New ideas and relations have been taken forward by participants and partners.



- **Partnership and innovation opportunity mapping:** Several ideas developed are being further investigated and qualified by the workshop group, or members of the group.
- **Market creation:** Learning Lab is supporting companies with an interest to further investigate market potential in low-income countries.
- **Technology adaptation:** Connections between researchers, students and industries will be brought further through research projects that can further develop and prototype the ideas.

A few key takeaway's from the event

- ➔ Achieving the ambitious SDGs will require new innovations
- ➔ It is important to know the market and rethink your product and service – you should challenge both your technology/service and business model
- ➔ Affordability is important for market success – frugal innovation is about innovating through constraints to address i.e. to explore which features are *nice to have* and which are *need to have*
- ➔ Advanced technologies becoming affordable may be a fast track to develop accessible solutions for the poorest
- ➔ Danish companies can develop solutions that are affordable, sustainable and high-tech at the same time

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