

PRESS RELEASE – EDU CIRC MAY ACTIVITY

EDU-CIRC: 8-10 May 2025

HACKATHON AT NOI Techpark Bruneck

Innovation in Motion: Young Talents Take the Lead at the Third Edition of the IN MOTION Idea Contest and Tech Festival in Brunico

Idea Contest

Hackathon

Tech Festival

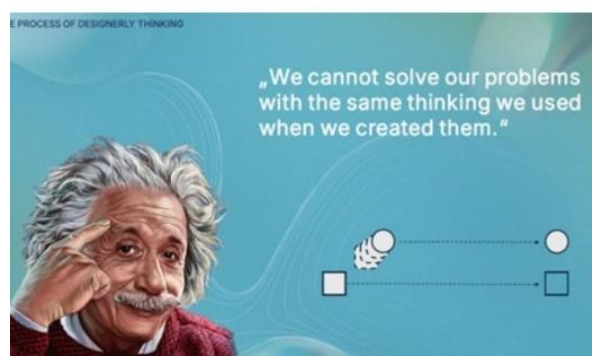
Final Event on Saturday



IN MOTION Tech Festival



<https://www.edu-circ.eu/>





Brunico, May 2025 – The third edition of the **IN MOTION Idea Contest** concluded with great enthusiasm at **NOI Techpark Brunico**, where **40 university students** from **South Tyrol, Carinthia, Treviso, and Padua** took on an intense creative challenge. In strong collaboration with the project by The Automotive Excellence South Tyrol network, the event has been valorised as part of the **EDU-CIRC** European project. It focused on key topics for the future: future-proof work environment and decarbonization.

The 2 key themes of the future were: future-proof work environment and decarbonization.

The high school students addressed the topic of the future work environment, while the university students addressed decarbonization. Waste management, CO2 monitoring, Intergenerational Work Models and others were interesting challenges posed by companies.

During the **idea contest**, **8 interdisciplinary teams** (5 teams of university students, 3 teams of high school ones) worked intensively to develop innovative tech-based solutions using **design thinking methodology** and engaging in hands-on **rapid prototyping workshops**, supported by expert facilitators.

🎉 **The winning teams** will now enter the IN MOTION Idea Lab incubation program—a six-month journey of mentorship and development to bring their idea closer to implementation.

The winning team composed of university students, who tackled the topic decarbonization, was **PEasyBin** who proposed a smart solution for waste collection and management.



The winning team composed of high school students tackled the topic of future-proof work environment. The team: **Connect Work** introduced a digital solution for information exchange within a company.

Some voices from the participants

"Amazing experience in a very encouraging environment that helped us bring out our best. We truly look forward to further developing our project."

— **Owais Ansari**, Master's student at UniPD – Sustainable Materials & Circular Economy

"An unforgettable experience. Thanks to all my teammates and the organizers 🚀"

— **Thomas Stella**, founder of ST-components and UniPD student

"Great opportunity! Moving forward to the next level 🚀"

— **Osama Andrawes**, Ca' Foscari University

"Thanks to everyone who made the event so beautiful!"

— **Johanna Kargruber**, Sustainable Manufacturing Lab

"Proud of my Catharsis colleagues 🍀 and of course NeWave members too 🌊"

- **Andrea Giuliano**, Energy Engineering MSc Student | Project Leader of Catharsis: Realistic Solutions for Climate Change Mitigation

"Congratulations 🎉👍🏆"

- **Noemi Cattelan**, MA in Language and Management to China, Ca' Foscari and **Georg Grünbacher**, Sustainability Management / Laboratory for Technical Cleanliness bei Intercable Automotive Solutions and **Automotive Excellence Südtirol** and **Nora Dejaco**, Founder Thrive+

"Thank you for these appreciative words. This wouldn't have been possible without the support we received from the contest management team, consultants, and company representatives. We are truly grateful for that and look forward to taking this to the next level."

- **Umar Shahzad**, MSc EE Student at UNIPD

"We're excited to see young talents turning vision into action and shaping our future"

- **INNOVALLEY Alto Adige**, Innovation starts with an idea – and IN MOTION Idea Lab

"This project is creating a new community of motivated young people who want to move forward. Thanks for being part of it!"

— **IN MOTION team**

A collective success

The initiative was made possible thanks to the collaboration between leading academic institutions and innovative companies, including:

- **Free University of Bozen-Bolzano, University of Padua, Ca' Foscari University of Venice, Carinthia University of Applied Sciences, t2i – Technology Transfer and Innovation, MCI | The Entrepreneurial School®, Coding4Kids.at.**
- With the support of many local and international companies and organizations: **Alupress AG, GKN Automotive, Tratter Engineering, Innovalley Alto Adige, TTControl, ELPO, Micros Automation, GiGroup, Raiffeisenkasse Bruneck, Abuscom, Gkn Sinter Metals Limited, Intercable Tec, Intercable Automotive Solutions, Brigl logistics Internationale Spedition AG**, and others more.

Special thanks go to our dedicated facilitators **Johanna Kargruber, Moritz Zanetti, and Stefania Tiboni**, who guided the participants throughout the contest.

● This year the event, co-financed by the **European Regional Development Fund (ERDF/ERDF)**, was also valorised within the **Interreg Italy-Austria programme** through the actions of the Edu-Circ project.

● More information: <https://www.edu-circ.eu>

