



Invitation

**International Conference
ITAFORUM – Technology, Analysis, Innovation
November 12 and 13 2009**

**In case you have any questions
please do not hesitate to contact us:**

„ITAFORUM 2009“
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Information for the conference participants

Please find a selection of hotel recommendations at
www.itaforum.info.

Imprint

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Address of the conference location:

Kalkscheune
Johannisstraße 2
10117 Berlin

Address of the evening reception

Rodeo Club
Oranienburger Straße 36
10117 Berlin



First conference day

Thursday, November 12 2009

Time

1:00pm **Welcome and opening**

1:15pm Potential for a sustainable innovation and technology analysis
Dr. Günther Bachmann,
Council for Sustainable Development (RNE)

2:15pm Meetings of four parallel working groups

5:30pm Social and ecological responsibility in the engineering sciences for a sustainable shaping of the future
Karsten Düwel,
Technische Universität Berlin

7:00pm **Evening reception in the Rodeo Club**

Second conference day

Friday, November 13 2009

Time

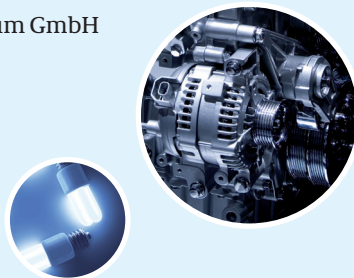
9:00am **Welcome**

9:15am Research for the future – future for research
Alexandra Mannig,
“Jugend forscht”-Awardee

9:45am Podium discussion:
ITA asks the generation question

11:15am A look into the future of innovation and technology analysis
Dr. Dr. Axel Zweck,
Zukünftige Technologien
Consulting der VDI
Technologiezentrum GmbH

12:00pm **End of conference**



Working group 1

Making use of opportunities and overcoming barriers: sustainability as an innovation strategy

Presentations and speakers

“Sustainability strategies in politics and the economy”
Walter Kahlenborn, Adelphi Research GmbH

“Resource efficiency atlas – Resource efficiency potential of technologies and products”
Holger Rohn, Trifolium – Beratungsgesellschaft mbH (Consultants)

“Sustainability in the context of global added value”
Christine Hobelsberger, Institute for Work and Technology

“Innovation and technology analysis on a local level”
Dr. Wim Schwerdtner, Leibniz Centre for Agricultural Landscape Research

Working group 2

Between technological progress and exploding costs: ambient assisted living and medical technology for sustainable care

Presentations and speakers

“Market potential, development opportunities, social, health and economic effects of the future use of AAL technologies”
Dr. Erhard Berndt, Fraunhofer Institute for Computer Graphics Research

“The floor thinks too – sensitive flooring to support independent living in old age”
Dr. Axel Steinhage, Future-Shape GmbH

“Partnership for the Heart – Live safely at home despite a weak heart”
Dr. Friedrich Köhler, Charité – Universitätsmedizin Berlin

Working group 3

Virtual worlds: innovative business models and relevant markets

Presentations and speakers

“Data protection in online gaming”
Henry Krasemann, Independent State Centre for Data Protection, Schleswig-Holstein

“Business models in virtual gaming worlds – the Second Business project”
Sebastian Ackermann, Technische Universität München

“The influence of online gaming on technological development”
Prof. Dr.-Ing. Carsten Busch, University of Applied Sciences, Berlin

Working group 4

The interface between science, industry and culture: dealing with ‘knowledge’ in the context of the digital media

Presentations and speakers

“Work 2.0: Copyright and creative production in the digital world”
Prof. Dr. Wolfgang Coy, Department of Computer Science, Humboldt-Universität zu Berlin

“Information systems and academic publishing in the age of globalisation - The PANGAEA example”
Dr. Michael Diepenbroek, marum - Center for Marine Environmental Sciences

“Science, art and sustainability – do they go together?”
Christopher Lindinger,
Ars Electronica Futurelab

