



# East Innovation Conference

RESPONSIBILITY IN BUSINESS



TUESDAY  
November 23, 2021

TIME  
1:00 PM - 5:00 PM

VENUE  
digital conference

UNDER  
THE AUSPICES OF



CO-ORGANIZER



PREMIUM PARTNER



MAIN PARTNER



DEUTSCHE TELEKOM IT SOLUTIONS

PARTNER



COMMUNICATION PARTNERS



IN-KIND



## EXECUTIVE SUMMARY

There is no doubt that greater business responsibility is crucial both for the creation of a more equitable society and shared success for all stakeholders. The question left to be answered is what practical steps must be taken and by whom, to ensure that our ethical, moral, and sustainable values are aligned with the way business is actually done.



**Leading by example** is the key to gaining trust of the citizens. Our values are crystal clear - absolute transparency in decision-making and actions, decisions based on data, high-grade professionals and strong city which is able to defend itself and set quality standards.

**MATUS VALLO**

Mayor,  
City of Bratislava



Every **risk** also offers an **opportunity**. This is the innovator's attitude. It is the role of the state to adopt measures and implement such tax policies that the industry is motivated to devise innovation and the universities to generate quality.

**DUŠAN VELIČ**

State Secretary,  
Ministry of investment,  
Regional Development  
and Informatization of  
the Slovak Republic



# SUSTAINABILITY & THE NEED FOR RESPONSIBLE LEADERSHIP

The social, economic and environmental challenges of the 2020s require new approaches to leadership and responsibility. A recent World Economic Forum initiative indicates a common thread – a high commitment to equity, diversity and inclusion, ensuring that actions meet the needs of the many, rather than just the few.

## KEY RECOMMENDATIONS FOR ACTIVATING RESPONSIBLE LEADERSHIP

- Cross-sector collaboration is the key in driving a positive societal change.
- Sufficient time must be allowed for the change to establish itself and have an impact.
- Start investing in the future leaders now.



We need to start forming **collaborations** on a local level. Both **across sectors** and **within them**. It is often underestimated how significant and positive an impact a local **cooperation** can have towards regional development.

**BARBORA  
RUSIŇÁKOVÁ**  
Director,  
PKO Prešov



The recent PISA results are definitely a cause for alarm. Slovak children ranked among the very last in terms of perceiving their **potential to change the world**. Should they be not allowed to become the initiators of change, it will become extremely difficult for Slovakia to achieve a substantial network of potential innovators generating world-class innovation ideas.

**MARTINA  
KOLESÁROVÁ**  
Managing Director,  
Pontis



We need not only to talk the talk, but also to walk the walk. Employees are the most valuable assets of every company. It is paramount that the **positive examples are shared** and that the employees, not just the companies, can become partners of the communities they are a part of.

**JAROSLAV  
GRYGAR**  
Senior HR Manager,  
Whirlpool



**Barbora Rusiňáková**  
DIRECTOR  
PKO Prešov



**Jaroslav Grygar**  
SENIOR HR MANAGER  
Whirlpool



# TED TALKS

## RIIVO'S KEY RECOMMENDATIONS FOR A FUNCTIONING INNOVATION ECOSYSTEM

- Relationships are the key assets for building great things
- Good things take time
- Curiosity and open mind will take you a long way (age is just a number, diversity is a competitive advantage)
- Do not waste the mistakes – Learn from them.
- Avoid both personal and business-related prejudice.



There will always be **mistakes** made when building companies and ecosystems. These can be considered **valuable assets** for the future when they are not wasted but learned from.

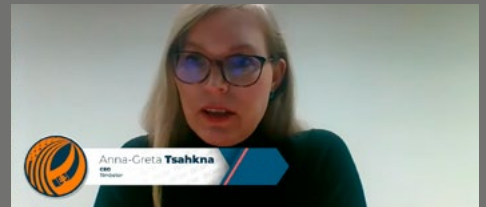
**RIIVO**  
**ANTON**

Founding Partner,  
United Angels VC



Digital solutions enable more **transparency** and **traceability** that allow to fight corruption. To make the sector more transparent, both the public and private sector need to be involved in agreeing on new, digital ways of doing things. In Timbeter's case, digitalizing **accurate information** enables transparency and traceability to the whole supply chain. Precise information also enables better monitoring and enables to reduce the administrative burden of companies related to the reporting activities. Data in a digital format can be easily used also for multifunctional purposes: to prevent illegal logging and for tax administration agencies to detect possible tax fraud.

**ANNA-GRETA**  
**TSAHKNA**  
CEO, Timbeter



## How Timbeter utilizes image recognition and machine learning technology



## Relationships within Estonian Innovation Ecosystem



- 40+ companies
- B2B SaaS, Marketplaces, Fintech, Software enabled hardware

## Successful Estonian Start-Ups

## Estonian key innovation highlights

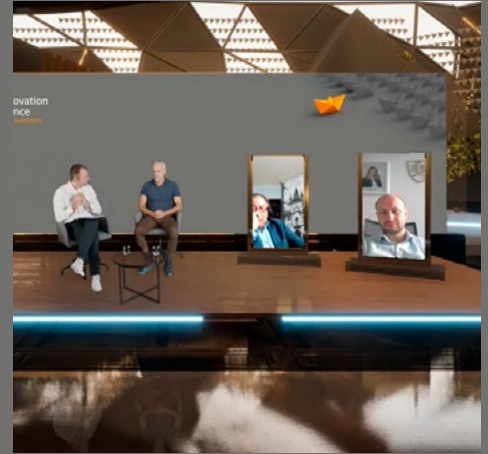
- 1000+ startups
- 1% of people working in tech
- 3% of GDP
- 20-30% annual growth rate



# RESPONSIBILITY FOR THE FUTURE OF KOŠICE TECH INDUSTRY

Quality educational possibilities, established supportive corporations, venture funds and a number of regional players eager to do their part for local innovative entrepreneurship. Košice seem to have it all and yet no unicorns roam the fields.

The goal of this discussion was to identify the necessary steps to assure the much needed transformation of East Slovak economy and the generation of innovation and entrepreneurial growth.



## KEY RECOMMENDATIONS FOR THE INNOVATIVE ENTREPRENEURSHIP IN KOŠICE

- Improve **communication** between the key innovation ecosystem stakeholders.
- **Unify the** fragmented local **ecosystem**, create / identify a leading entity.
- Stop focusing on heavy investment. **Support entrepreneurship, human capacity, and cross-sector cooperation.**



My vision is that in 5 years Košice becomes a **showcase of a Tech City**. All innovative solutions in terms of Smart City, etc should be seen around every corner

- Smart Lightning, smart metering, sophisticated parking. This is what I would like to see
- Us eating our own food.

**ANDREAS TRULS**

Managing Director,  
DT ITSÖ SK



Košice has a great potential for cross-industrial innovation efforts. We should work on attracting the best talent in the state to the city. City itself is also a platform - let's **open the data** and our municipal companies towards tech entrepreneurs to allow Košice citizens to have a better and more innovative standard of living.

**TOMÁŠ BEL**

Partner,  
Vision Ventures



We have secured the resources. Right now, the quality and the impact of this measure needs to be tackled by regional players and local initiatives. We need to see good projects to use this money for. It is not only the role of the government, but also of the regional players to be able to create and establish high quality projects and consortia composed of entrepreneurs, large industry players, SMEs etc, that could **use this money wisely with a positive impact on the economy.**

**PETER BALÍK**

Director General, Innovations, Strategic Investments and Analyses (HUB) Section, Ministry of investment, Regional Development and Informatization of SR



# THE IMPACT OF AUTOMATION AND THE FUTURE OF DIGITAL WORK FORCE

Our speakers discussed the obligations towards these displaced workers. The way organizations combine people and machines and operationalize their working relationship will be at the center of ethical concerns management in the future.

## KEY RECOMMENDATIONS FOR RESPONSIBLE INNOVATION IN MANUFACTURING

- Invest in talent and human capital.
- Focus on future skills. Technical skills will be delegated to machines, while **problem solving**, **non-cognitive** and **digital** skills will become highly valued.
- Adopt successful educational models from the best innovators. **Learn from the best.**

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Modern technologies are of utmost importance for US Steel Košice. In the recent years our focus is aimed at **data science** and the utilization of **AI** in steel production. Our vision is to have AI or **machine learning** based models supporting our people in making informed decisions based on the data generated by our machines.

**JURAJ SABOL**  
General Manager  
for Strategy,  
U. S. Steel Košice



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The educational system needs to reflect the needs of the industries. We should not be afraid to **learn from the best** and implement proved functional solutions from abroad.

**LUDMILA  
MAJLÁTHOVÁ**  
Adviser, European  
Commission



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Slovakia sadly still focuses most of its modernization efforts on the development of physical infrastructure. In the 21st century, the development and investment into the **human capital** is just as important. This is unfortunately under appreciated.

**MICHAL  
VAŠEČKA**  
Sociologist and  
Pedagogue, Bratislava  
Policy Institute



# THANK YOU FOR YOUR PARTICIPATION

We look forward to seeing you at the 2022 conference!

MORE INFORMATION



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