

«Phänomena Challenge» – an Open Innovation Challenge to promote vertical greening of facades

The greening of buildings supports the urban water cycle, provides a natural cooling effect, reduces noise and pollution, promotes biodiversity and creates valuable recreational spaces for society. Despite many advantages and added value, the topic of vertical greening still plays only a subordinate role in urban planning and among the population itself. To change this, we want to make a sustainable contribution with the Phänomena Challenge.

The **Innovation Booster Applied Circular Sustainability (IB ACS)** and the **Cleantech Hub Dietikon Limmattal (CTHD)** are therefore inviting you to the Open Innovation Challenge "Vertical greening of facades". Together with our experts from the fields of circular economy, cleantech and digitalization, we want to develop new ideas with you to further advance the topic. In addition to the IB ACS, a broad-based consortium whose focus is on the realization of 100% circular solutions, and the CTHD, a regional innovation network of companies, educational and research institutes, the company [Gabs AG](#) (division of [Pestalozzi AG](#)), the construction company [Josef Wiederkehr AG](#) and the [city of Dietikon](#) are involved in the implementation of the challenge.

The **aim of the "Phänomena Challenge"** is to work together to develop new ideas and solutions. The most innovative and promising proposals from this will be pursued further and presented to the general public as part of the [Phänomena](#), which will take place in Dietikon in 2025/2026.

Task of the Phänomena Challenge

Together with the partners, three tasks have been predefined for the challenge, in which you can participate as you wish.



1. WOW - Arouse interest and create emotions

How can the topic of facade greening be made attractive and tangible so that city dwellers and homeowners are enthusiastic about the topic? Specifically, the aim is to increase acceptance and ensure that the topic is given the necessary attention in order to increase its importance.

2. WHY - Creating facts and providing knowledge

Which verifiable facts about the added value of facade greening are known, which are needed and how can they be convincingly communicated? Show the advantages and find solutions that offer future planners and interested parties the necessary decision-making security.

3. VISION - Enabling implementation and providing Processes

How can the simple and efficient planning, implementation and maintenance of facade greening be achieved? Create ideas for incentives, innovative processes, technologies and products that contribute to changing our cityscapes for the better today and in the future.

Procedure of the Open Innovation Challenge

The first phase of the challenge will be carried out over the course of two moderated workshop days. On the first day, the problem is discussed, a common understanding of the problem is developed, initial solutions are developed and teams are formed. On the second day, the teams work more closely together to generate concrete ideas, develop solutions and design possible projects, which are presented to all participants at the end of the day. On both days, there will be methodological support, from problem definition to finding a solution.

Day 1 - Challenge Framing

- Introduction and input presentations
- Problem understanding and problem definition
- Solutions (suggestions)
- Apéro

Monday, June 3rd 2024; 10:00 a.m. to 5:30 p.m.

Stadthaus Dietikon
Bremgartnerstrasse 22
8953 Dietikon

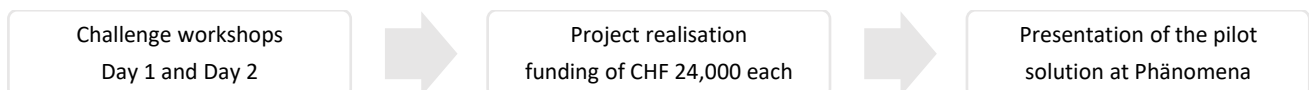
Day 2 - Ideation

- Idea generation
- Finding a solution
- Presentation of the project idea
- Apéro

Monday, June 17th 2024; 10:00 a.m. to 5:30 p.m.

Stadthaus Dietikon
Bremgartnerstrasse 22
8953 Dietikon

Following the two workshops, the IB ACS jury will evaluate the project ideas received. The most convincing submissions will receive funding of CHF 24,000 each. This funding will be used to further flesh out and test the ideas (phase 2) so that they can finally be presented as pilot solutions within the framework of Phenomena (phase 3).



Participation and registration

The Phänomena Challenge is open to participants from industry, business, politics, society and science. You can register for the two workshops via the [link](#). Alternatively, you can also use the QR code to access the registration portal. Please note that participation in both workshop days is necessary (Participation is free.). Registration deadline is Friday, May 3, 2024. The number of participants is limited. You will receive your final confirmation of participation via e-mail.



For more information, please contact us below.

IB ACS: Website: [Link](#) email: ntn-acs.zpp@zhaw.ch

CTHD: Website: [Link](#) email: info@cthd.ch