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The Initiative for Partner Support and Participation in the Ninth Regional Forum of Innovation, Technology and Initiative Entrepreneurship "Sarajevo Unlimited"



GreenTech Unleashed

Powering Innovations for a Sustainable Tomorrow

**Sarajevo
25th & 26th of September, 2024**



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WHAT WILL THE NINTH EDITION OF SARAJEVO UNLIMITED BRING?

This year's Sarajevo Unlimited Forum, which will be held on **September 25th and 26th, 2024**, expects a large number of representatives from state institutions, governments, and ministries responsible for development, technology, economy, science and innovation, research and scientific institutions, university representatives, corporations, technology parks, and creative hubs.

The guiding theme of this year's Forum is "**GreenTech Unleashed**," symbolizing the unleashing of the potential of sustainable technology to transform our society towards a more ecologically responsible and prosperous future. **Our goal** is to encourage an active approach among young entrepreneurs and innovators in creating a sustainable technological and economic future for Bosnia and Herzegovina, and the region. **We are ready** to explore how ecological sustainability benefits human health and the environment and how the technology industry can support sustainable practices.

The focus is on **unlimited innovations** that include new business approaches, advanced technology, and services that facilitate the movement of people and goods, attract new investments, develop smart cities, enhance tourism and the tourist community, create new investment opportunities to improve regional cooperation, and ultimately, develop and support young innovators.

During the forum, we will organize the following activities:

- keynote speeches
- panel discussion
- presentations of products/services;
- workshops
- discussions
- presentation of young innovators



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Thematic sessions of this year's edition include:

- Smart Shopping for a Better Future: Sustainable Options for Online Consumption (e-commerce)
- Green Energy for a Clean Future: Development of Sustainable Energy Resources
- Digital Transformation of Public Administration for Sustainable Development
- Sustainable Data Management: Business Intelligence for Better Business Decisions
- Smart Tourism for a Sustainable Future: Integration of Technology in Destination Management
- Sustainable Urban Transport: Innovations for Less Congestion and Cleaner Air
- Smart Initiatives: Entrepreneurship and Sustainable Development

Sarajevo Unlimited is a unique platform that unites the countries of the region, strengthens regional cooperation, attracts and improves investments, strengthens the role of young people, opens new opportunities for young people and for new employment. This forum seeks to establish a positive environment for investments and for the work of small and medium-sized enterprises.

Attached, you can find explanations of the thematic sections:

Smart Shopping for a Better Future: Sustainable Options for Online Consumption (e-commerce)

E-commerce is a key component in achieving sustainable consumer practices. This thematic section will explore how technology can enhance online shopping to provide consumers with sustainable options. We will focus on promoting ethical consumption, reducing waste, and supporting products and services that align with sustainability principles. Technology can improve delivery logistics, optimize delivery routes to reduce CO2 emissions, and encourage the use of eco-friendly transportation methods such as electric vehicles or bicycles. Through examples of innovative e-commerce platforms and strategies, participants will gain insights into how technology can drive change toward a more sustainable future of consumption. The role of postal services and product transportation in achieving sustainability in this industry will also be highlighted.



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Green Energy for a Clean Future: Development of Sustainable Energy Resources

This thematic section explores the crucial role of sustainable energy sources in creating a clean and sustainable future. Focusing on the development of renewable energy resources such as solar, wind, and hydro power, this session highlights the importance of transitioning to environmentally friendly alternatives to fossil fuels. By analyzing advancements in technology and the implementation of policies to promote renewable energy sources, participants will understand how these efforts contribute to reducing CO2 emissions and global warming. This section not only emphasizes the importance of switching to green energy but also provides a platform for sharing best practices and innovative solutions that support sustainable development.

Digital Transformation of Public Administration for Sustainable Development

The digital transformation of public administration is key to achieving sustainable development in modern society. Integrating digital technologies into the public sector enables more efficient resource management, transparency in decision-making, and better services for citizens. In this thematic section, we will explore examples of successful digital transformations in public administrations across the region, highlight the importance of open data and digital platforms for civic participation, and analyze how digital innovations can support sustainable policies and practices.

Sustainable Data Management: Business Intelligence for Better Business Decisions

Sustainable data management is becoming increasingly important for organizations striving for sustainability. In this thematic section, we will explore how business intelligence and data analytics can support sustainable business practices. By using advanced algorithms and analytical tools, organizations can identify potential energy efficiencies, optimize resources, and minimize negative environmental impacts. This session will highlight the importance of sustainable data management in making informed business decisions that support ecological sustainability.



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Smart Tourism for a Sustainable Future: Integration of Technology in Destination Management

Tourism is a key global industry but can also significantly impact the environment and local communities. Through the thematic section "Smart Tourism for a Sustainable Future," we will explore how technology integration can transform destination management to reduce negative ecological impacts. From digital tools for managing tourist flows to innovative solutions promoting eco-conscious activities, this session will demonstrate how tourism can drive sustainable development when technology is used wisely.

Sustainable Urban Transport: Innovations for Less Congestion and Cleaner Air

Sustainable mobility in urban areas is crucial for reducing air pollution and traffic congestion. In the thematic section "Smart Mobility: Sustainable Urban Transport," we will explore innovations that can transform how people move within cities. Smart technologies such as intelligent traffic systems, ride-sharing, and electric transport provide opportunities to reduce CO2 emissions and improve urban quality of life. This session will highlight the importance of investing in sustainable transport infrastructure and technologies to ensure clean and efficient mobility for all citizens.

Smart Initiatives: Entrepreneurship and Sustainable Development

This thematic section explores the role of entrepreneurship in achieving sustainable development through smart initiatives. We will focus on innovative solutions that enhance business processes and contribute to social sustainability. Participants will hear success stories from entrepreneurs who have implemented sustainable practices and learn strategies for integrating sustainability into their projects. This session provides a platform for sharing best practices and discussing challenges and opportunities in sustainable entrepreneurship, fostering collaboration and innovation to build a more prosperous future.



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Results of the previous years of Sarajevo Unlimited

Over the past years, we have gathered:

27,450 participants

270 start-ups who presented brilliant ideas to investors and audiences in the region and the world

450 speakers who shared their inspiring and positive experience in the field of innovation and entrepreneurship

45 keynote speakers from Google, Deutsche Telecom, BBC, Alibaba, Viber and Huawei.

560 foreign delegations, representatives and state institutions, governments, ministries in charge of development, technology, economy, science and innovation, research and scientific institutions, representatives of universities, corporations, banks, insurance companies, technology parks and creative hubs.

It is important to point out that in addition to foreign experts, we also gave the opportunity to speakers from Sarajevo Canton, BiH and the region.

More than 13 agreements on cooperation between companies and institutions were signed, all thanks to the forum, and the results of this are reflected in the application of new techniques and approaches in the work of institutions.

You can see more at the following links:

[Sarajevo Unlimited 2016](#)

[Sarajevo Unlimited 2017](#)

[Sarajevo Unlimited 2018](#)

[Sarajevo Unlimited 2019](#)

[Sarajevo Unlimited 2020](#) (Due to Covid-19, the Forum was held online)

[Sarajevo Unlimited 2021](#)

[Sarajevo Unlimited 2022](#)

[Sarajevo Unlimited 2023](#)

For more details about the topics and speakers of last year's SU, you can also visit our website: <https://weareunlimited.ba/en/>