

07 IEEE CASE

CLEAN TECH CONFERENCE 2025

CASE 07



ABOUT IEEE

IEEE is the world's largest technical professional organization dedicated to advancing technology for humanity's benefit. Through highly cited publications, leading conferences, influential standards, and educational activities, IEEE and its 486,000+ members in 190+ countries inspire global innovation. With 39 technical societies, 2,815 chapters, and 3,613 student branches, IEEE fosters collaboration across diverse fields, from computing to healthcare. IEEE Xplore® hosts 6M+ documents, while IEEE publishes 200+ journals and sponsors 2,000+ conferences annually. By driving technological advancements and professional growth, IEEE serves as a hub for knowledge exchange, shaping industries, improving lives, and addressing global challenges.

EVENT CONTEXT

The IEEE Technology Summit on CleanTech Solutions, launching in Fall 2025, unites experts across IEEE's Organizational Units to drive Climate Change & Sustainability initiatives. As the first in the Tech Summit Series, this professionally curated event showcases cutting-edge CleanTech innovations, fostering collaboration beyond academic research to accelerate real-world impact and position IEEE as a global sustainability leader.

WHO IS ORGANISING THE CHANGE?

The IEEE Technology Summit on CleanTech Solutions is spearheaded by Fred Schindler, IEEE VP of Technical Activities, alongside an expert Event Design Team led by David Stankiewicz (IEEE) and Ruud Janssen (Event Design Collective). A dedicated core team of IEEE leaders and Event Design Collective facilitators is driving the event's structure. Contributions from 212 IEEE Convene Hawaii participants, including IEEE board members, conference chairs, and IEEE staff, have shaped the event's vision. The Event Design Collective team is responsible for the design and visualization of this groundbreaking summit.

WHAT WAS THE CHALLENGE?

IEEE faced the challenge of launching its first Technology Summit on CleanTech Solutions in October 2025, the inaugural event in the new Tech Summit Series. The goal

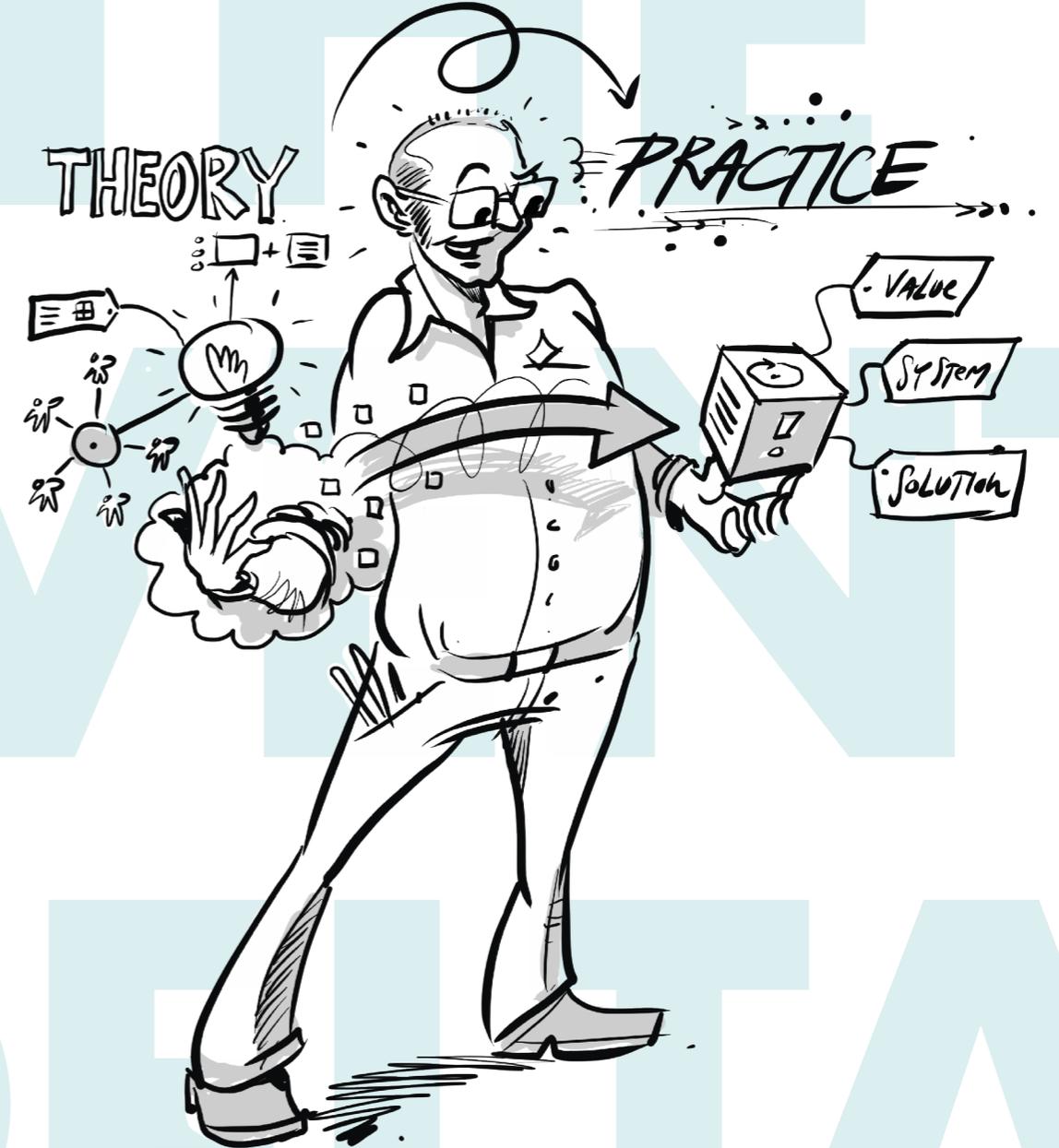
was to unite all Organizational Units to address climate change and sustainability through a professionally curated program featuring top CleanTech content beyond academic papers. Key challenges included branding, sponsorship, budgeting, and volunteer leadership, with Glasgow, Scotland selected for maximum impact and collaboration.

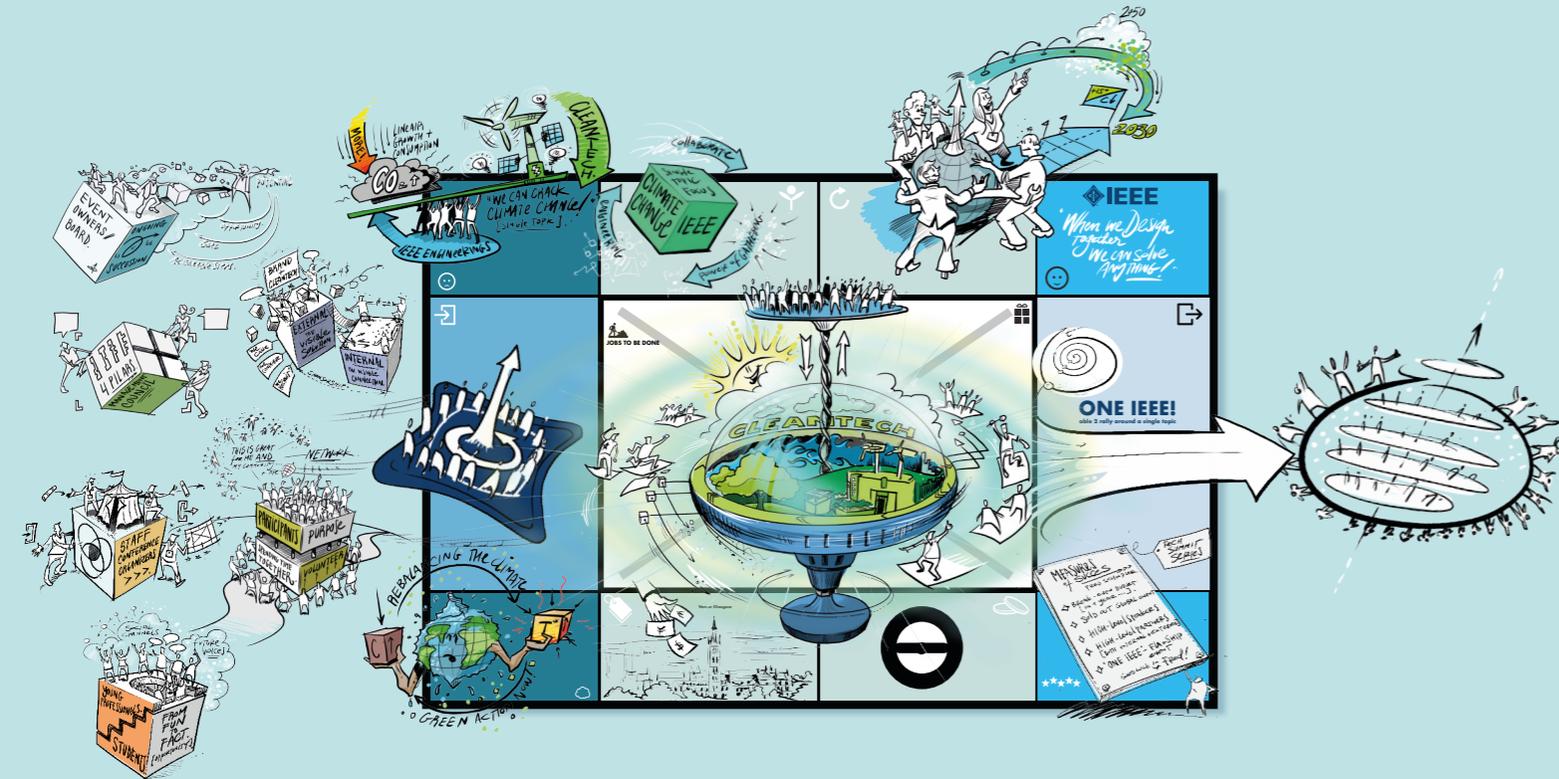
WHO ARE THE MAIN STAKEHOLDERS?

Key stakeholders include IEEE leadership, staff conference organizers, Technical Activities Board "TAB", executive board members, and event owner Fred Schindler. Other critical groups include students, young professionals, volunteers, sponsors, climate change entities, speakers, and Glasgow representatives (local chapters and host venue). The IEEE COO also plays a strategic role in the event's execution and success.

THE EVENT DELTA

The event shifts stakeholders from passive engagement to active commitment. Participants anchor discussions around three key themes, fostering collaboration across diverse sectors. Volunteers and young professionals find purpose through involvement, while sponsors and industry leaders validate and scale sustainable solutions. The summit cultivates lasting networks, ensuring momentum for future CleanTech initiatives and reinforcing IEEE's leadership in climate-focused innovation.





EVENT NARRATIVE

The inaugural IEEE Technology Summit 2025 | CleanTech Solutions be held in Glasgow, Scotland, the IEEE Technology Summit 2025 is set to be a landmark event in the new Tech Summit Series at IEEE, focusing on CleanTech Solutions—a vital step towards addressing climate change and promoting sustainability within the global IEEE community and beyond.

Scheduled for October 2-3, 2025, this inaugural summit aims to go beyond traditional academic boundaries, creating a platform where theory meets practice, and where innovative solutions can be showcased and scaled. Through a blend of dynamic discussions, interactive dialogue with delegates, and a grand challenge pitch competition for start-ups and entrepreneurs, the event will facilitate a deeper understanding and commitment to CleanTech advancements among IEEE's vast network of professionals, in the following areas – clean energy production, decarbonization, climate change, and various key sector-specific technologies..

Engagement and transformation led by Fred Schindler, IEEE's VP of Technical Activities, and designed by a collaborative team including David Stankiewicz and the Event Design Collective, the summit is meticulously designed by 212 participants from various IEEE Organizational Units. The design team is focused on transforming attendees' engagement from mere interest to active involvement in sustainable practices. The event will challenge its participants to rethink how technology can be harnessed to foster environmental sustainability, positioning IEEE as a leader in global CleanTech initiatives.

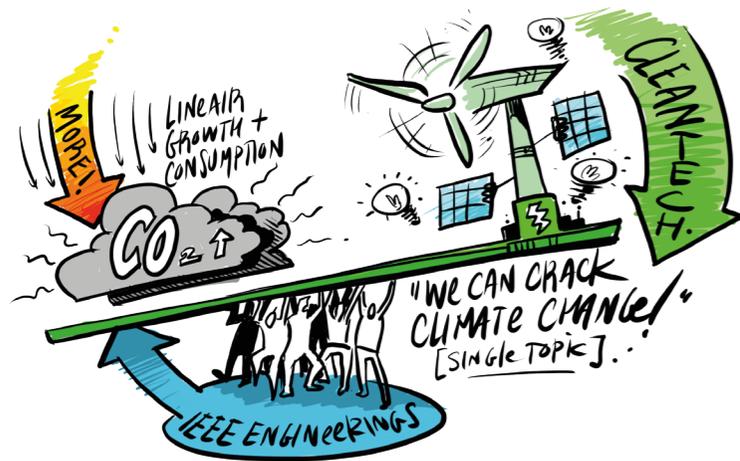
Innovative formats and collaboration breaking away from the conventional conference setup, the summit will feature

innovative session formats such as 'ignite style' talks, aimed at stimulating quick, impactful discussions. A significant emphasis will be placed on matchmaking sessions that connect inventors, investors, and influencers from across the globe to accelerate the adoption and implementation of CleanTech solutions.

Sustainability and impact financially, the summit is structured to achieve a break-even point in its first year, supported by strategic sponsorships and partnerships within and outside IEEE, including involvement from key commercial entities and other technical societies. The choice of Glasgow as the host city not only aligns with the IEEE's 'One IEEE' approach but also leverages local opportunities for growth and impact, resonating with the summit's sustainability goals.

Legacy and future direction The IEEE Technology Summit on CleanTech Solutions is more than just an event; it is the beginning of a sustained effort to lead and inspire the global engineering community towards environmentally sustainable practices. The outcomes of this summit are designed to set the stage for future events in the series, each building on the successes and learnings of the last, ensuring a lasting impact.

This summit is not just about discussions—it's about setting a global benchmark, fostering a culture of innovation, and creating actionable pathways that participants can take back to their communities and implement. With its pioneering approach, the IEEE Technology Summit 2025 is poised to transform the landscape of technology conferences, making it a seminal event in the global push for a sustainable future.



THE DESIGN PROCESS

The event utilized the Event Canvas Methodology to align stakeholders and create an impactful experience supporting IEEE’s mission of advancing technology for sustainability.

Phase 1: Stakeholder Alignment

Key participants from IEEE Organizational Units engaged in collaborative sessions to gather diverse perspectives, ensuring inclusivity and relevance.

Phase 2: Event Canvas Development

The team mapped expected stakeholder behavior changes, detailing how attendees would gain new skills, knowledge, and attitudes. This blueprint guided programming and engagement strategies.

Phase 3: Prototyping Solutions

Rapid prototyping tested event elements through stakeholder feedback. Experimentation with innovative formats helped refine knowledge transfer and networking approaches.

Phase 4: Final Design and Execution

Finalized event elements included hands-on workshops,

matchmaking sessions, and technology showcases, maximizing interaction and fostering collaboration beyond the event.

The iterative design process ensured the event exceeded stakeholder expectations, setting a new standard for IEEE events in content and impact.

THE BRAIDING POINT

The IEEE Technology Summit 2025 | CleanTech Solutions marked a pivotal moment in event design, known as the “Braiding Point,” where collaboration and innovation intertwined to shape the future of conference experiences. This event, being the inaugural edition of a brand new series, was conceptualized during a unique gathering at the IEEE Convene in Hawaii, engaging all 212 participants in an immersive, collaborative design process.

Innovative Collaborative Design Approach At IEEE Convene, which is dedicated to experimenting with innovative approaches, the attendees participated in a day-long interactive event design training session. This session was led by the team at the Event Design Collective. The primary objective was to collaboratively design the first edition of the IEEE Technology Summit on CleanTech Solutions, setting a foundational blueprint for subsequent events in the series.



to the Event Owner and the Innovation Committee for approval.

Conclusion: The braiding point of the IEEE Technology Summit 2025 represented a significant shift in how professional conferences are designed. By harnessing collective intelligence and creativity at IEEE Convene, the organizers set a new standard for future events, emphasizing co-creation, stakeholder engagement, and transformative experiences. This case study exemplifies how collaborative design processes can lead to more engaging, impactful, and successful events.

NEXT?

Following the selection of the three innovative prototypes, the next steps involve detailed planning and execution phases. The chosen prototypes will be refined and integrated into the final event design, ensuring each element aligns with the overarching goals of sustainability and innovation. The narratives crafted around these prototypes will guide the development of sessions, workshops, and interactions, culminating in a transformative event in Glasgow this October, setting a new benchmark for future IEEE Tech summits.

Interactive Event Design Sprint utilizing the Event Canvas, thirteen diverse teams were formed among the participants. Each team focused on mapping out the event journeys for specific stakeholder groups, taking into consideration their unique expectations, experiences, and desired outcomes. This exercise allowed participants to delve deep into how different aspects of the event could cater to the needs and satisfaction of each stakeholder, ensuring a comprehensive and inclusive design approach.

From Insights to Actionable Goals: The insights gathered during these sessions were invaluable. In the months following IEEE Convene, facilitators from the Event Design Collective worked closely with the CleanTech Summit organizers to transform these insights into actionable goals. This process was crucial in ensuring that the final event design was both innovative and aligned with the expectations of the stakeholders.

Leadership and Finalization: The event design effort was spearheaded by a core group of 14 event designers trained by the Event Design Collective, who facilitated the entire process over three months. Their leadership and expertise were instrumental in refining the initial concepts into three final prototypes, which were then presented

"WHEN WE GET TOGETHER...WE CAN SOLVE ANYTHING!"

