

ESSENTIALS FOR DIGITAL,
GREEN & NET-ZERO
INNOVATION

TECHNO- ECONOMIC ANALYSIS (TEA)



WHY IT MATTERS

Organizations often face challenges in translating innovation into viable outcomes due to unclear cost structures, feasibility risks, and limited economic evaluation.

Techno-Economic Analysis provides a structured framework to align technical performance with financial and strategic impact.

WHO SHOULD ATTEND

- Commercialization officers and technology transfer professionals
- R&D managers, innovation managers & technology directors
- Business development and research proposal professionals
- Innovation leaders working in digital, green & net-zero sectors
- Researchers and applied scientists seeking practical TEA expertise

Evaluate Technology Feasibility, Costs & Strategic Impact

Innovation success depends not only on technological advancement but also on economic feasibility and strategic viability.

This program equips professionals with the tools to evaluate, model, and communicate the real value of innovation projects, bridging the gap between research and sustainable business outcomes.

WHAT YOU WILL GAIN

Knowledge:

- Understand the economic impact of technical decisions
- Identify key concepts in technical, operational & financial analysis
- Evaluate business models and feasibility

Skills:

- Build TEA models using real-world data
- Apply modelling tools (incl. Excel) to sector challenges
- Analyse and communicate data-driven insights
- Develop competitive, market-aligned solutions

**ANDREAS
ANDREOU**

MBA | Chemical Engineer

Business Development & Technology Commercialization Executive with 15+ years of experience in innovation, energy, and industrial systems across Europe, North America, and the Middle East.

18/06 & 25/06

09:00-15:30

ONLINE

Subsidised by HRDA (€240)
Final cost: €60 → **€48** (20% discount)

The programme has been approved by the HRDA. Enterprises/organisations participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.

