

Press Release

PIIP is pleased to announce a collaboration with Dilek Saticieli to launch Social Hack at Spark Festival in 2017. Social Hack is a forum to enable social innovation through the Internet of Things (IoT). As an experienced executive, Dilek has partnered PIIP to help corporate Australia innovate with purpose.

In 2015, the United Nations adopted its Sustainable Development Goals to end poverty, protect the planet, and ensure prosperity for all. Social Hack aims to raise awareness, promote discussion and build a roadmap of how the Internet of Things (IoT) can help achieve these goals to make a positive social impact. It does so by helping charities and companies leverage IoT, solve complex social challenges and create shared value.

Social Hack is a rich ecosystem of product managers, hardware engineers and software developers collaborating with local charities to disrupt social issues using IoT. Charities understand human needs. Companies understand innovation. Social Hack unites them to discuss case studies, best practices, methodologies and strategies. It helps charities and companies innovate consumer goods with IoT technology to deliver value for everyday Australians. In doing so it makes innovation responsible, accessible and meaningful.

Social Hack also builds the innovation capacity of Australia's \$42bn not-for-profit sector, helping individual charities deliver more social impact and therefore higher returns on philanthropic and public funding.

Social Hack is an irregular forum for irregular ideas.

In its inaugural year, Social Hack will tackle social issues related to 'work' and 'food' through the practical application of IoT technology.

Work topics of vocational training and continuing professional development are explored by a panel of experts in relation to 'smart' tools and eLearning on Monday, 16th October 2017. A key discussion will be how to think about embedding hardware, software and sensors into tools and equipment so they can detect skills gaps and suggest services, like instructions or safety training. This will help people improve workplace practices. These topics will be explored under the title of 'Work, eLearning & IoT'.

Food topics of spoilage and urban farming are explored by a panel of experts in relation to 'smart' commercial kitchens and agritecture (agriculture and architecture) on Tuesday, 17th October 2017. A key discussion will be how restaurants, cafes and eateries can prevent the current waste of up to a third of all food. A further discussion will be how commercial rooftops, along with public spaces, community gardens and residential land, can be coordinated into a new industry to grow produce in the city, efficiently and sustainably. These topics will be explored under the title of 'Food, Agritecture & IoT'.

On each night, a panel of charities will frame the conversation around human needs and social challenges. The forum is supported by its founding sponsor, Lendlease. Topics are then discussed by an expert technology panel. The initial immersion reveals an array of problems to tackle, ensuring innovative energy is directed at the most worthy issues first. Both nights are delivered at the Lendlease Barangaroo head office and marketed by Spark Festival, who will help invite the public to participate in these important discussions.

The forum will be accompanied by a symposium produced in partnership with the Australia-Israel Chamber of Commerce and supported by UTS Business School, called 'Enabling Social Innovation with the Internet of Things'.

About Dilek Saticieli:

Dilek Saticieli is a business growth strategist, mentor, speaker and founder of marketing agency Attraction Marketing. With a solid background in marketing and communications, Dilek brings together business innovation and immeasurable experience to every project. In the past, Dilek enjoyed a career in Socially Responsible Investment (SRI) where she worked with the best Australian SRI companies. Her marketing strategies helped them win millions of dollars in new funds. As a leader in this space, Dilek was invited to join the board of the Australian Ethical Investment Association, where she stayed many years.