



SMART-UP BSR INNOVAATION CAMP FACILITATION REPORT



BACKGROUND

Smart-Up BSR is an EU Interreg project in the Baltic Sea region, with partners from Finland's Uusimaa Regional Council, Aalto University and Cursor Oy. On behalf of the project, the Uusimaa Regional Council asked Lumintel Oy to bid for the facilitation of the Otaniemi share of the innovation camp in Otaniemi, Espoo, Finland, with Aalto University and Cursor Oy. With the participation of 70-90 participants (some participants had meetings with Aalto University and some were present day 1, some on day 2), the Innovation Camp addressed some of the challenges of the UN SDG Sustainable Development Goals. By working on these challenges, we aimed to develop new solutions, ways of working and creating teamwork prototypes of solutions.

The three challenges of the Innovation Camp were:

1. How to involve the local community and the younger generation? – Awareness
2. How to develop internationally attractive solutions tackling the SDGs and climate change in the BSR? How to become a Forerunner? – Forerunner with solutions
3. How to develop the competences for change and entrepreneurship? – New competences

THE TARGET AUDIENCE

Participants of the Innovation Camp came from all participating countries around the Baltic Sea. A typical participant was highly educated and works either in a university, university, research institute, city organization, county administration or company.

The aim was to invite people with different skills and profiles to get the best possible serendipity in the innovation camp. In my opinion, this goal was reached adequately - the participants were largely in line with the description, even though there could have been more business representatives.

THE STRUCTURE

The Innovation Camp was carried out with Moonshot thinking and the ACSI (Aalto Camp for Societal Innovation) thinking-based model, where participants are distributed to work on predefined challenges. The challenges were based on the goals of the UN SDG to be addressed in the BSR project, and the teams themselves worked on the challenges to fit the structure, skills and aspirations of their own group.

The intention was that participants from different Baltic Sea countries find new solutions and ideas for the challenges they face in group work. All 5 groups managed to develop new solution ideas and project blanks.

The working language of the Innovation Camp was English. The implementation of the Innovation Camp included many other people who were invited by the main partner of the project, Aalto University, in the various roles involved in implementing the innovation camp.

THE TEAM

Aalto University Professor Taina Tukiainen, Aina University's Angela Korsunova and Aalto University's Anna-Kaarina Kairamo were responsible for the main design of the Innovation Camp.

Ari Huczkowski from Lumintel Oy was the main facilitator. In addition, the facilitation team included Tuija Heikura of Aalto University, Elina Wanne of City of Espoo, Angelina Korsunova of Aalto University, Kari Mikkela of Urban Mill, and Raquel Benmerg of Raakku & Co as a graphic facilitator. Topi Raulo was the photographer of the event.

In addition, some other people at Aalto University were involved in the arrangements.

There were 5 groups to solve 3 innovation challenges:

Challenge 1: “How to involve the local community and the younger generation? – Awareness”. Challenge Owner Jouni Keronen, Climate Leadership Council. Groups 1a) & 1b) set out to solve this challenge. Group 1a) facilitator was Kari Mikkela, 1b) facilitator was Angelina Korsunova.

Challenge 2: “How to develop internationally attractive solutions tackling the SDGs and climate change in the BSR? How to become a Forerunner? – Forerunner with solutions Inspiration for the Challenges” Challenge Owners were Tiina Kahö, Smart’n’Clean Foundation, and Elina Wanne, City of Espoo. Group 2 was facilitated by Elina Wanne.

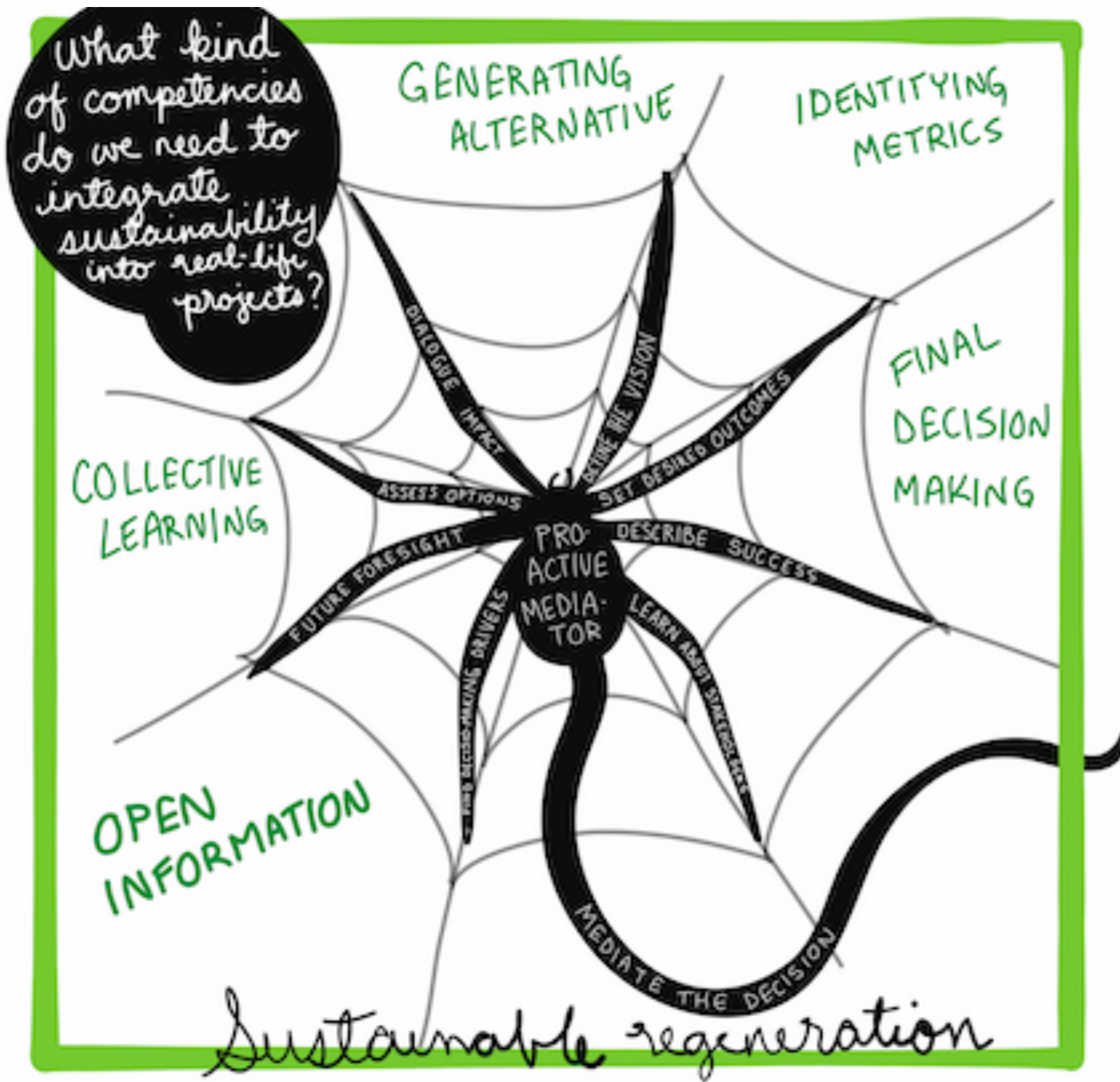
Challenge 3: “How to develop the competences for change and entrepreneurship? – New competences” Challenge Owners were Taina Tukiainen and Angelina Korsunova from Aalto University. Group 3a) facilitated by Ari Huczowski and 3b) facilitated by Tuija Heikura.

The solution to the challenge was an application called "CHANGEMAKER" that can be used with a smartphone and tablet. CHANGEMAKER would be available from both AppStore and Google PlayStore. With the help of a variety of games, it would enable people of different ages in the Baltic Sea region to learn the way of sustainable development in a fun way. In addition, the application would provide a lot of information. The application would be free to its users. Its purpose would be to increase the competencies and other skills of the inhabitants of the Baltic Sea region to make sustainable solutions.

The group also made a video about the idea of "CHANGEMAKER", which explains the underlying reasons why it makes sense. The key factors that underlie the "CHANGEMAKER" app are: Dare to take the risk, accept failure, radical thinking, learning desire, optimism, courage, SMART targeting (Specific Measurable Attainable Realistic Timebound) and interest. Everything should be built on a great vision and linked to a global business context so that solutions do not stay in their own corners.



Drawing: "CHANGEMAKER" © Raquel Benmergui 2019



The solution to the challenge was "KAUNAS ROAD PROJECT". The idea behind it was that when it was mentioned in the formations that more sustainable solutions should be made from the piloting position, which will be longer, the road project would be a long-term urban planning platform.

The road project would be implemented together with residents and other actors in the area. 3b also developed an impact and lobbying model, which should identify decision-making processes and key actors, in particular the so-called. SPIDER - an entity with more decision-making power than others. There should be many different ways to influence this key actor. The SPIDER could also be seen as a proactive mediator. It involves finding the drivers of decision-making, anticipating the future, evaluating alternatives, dialogue and impact, defining vision, defining desired outcomes, defining success, mutual learning - and on the basis of these, moving the decision forward. Key competencies would be open information, collective learning, generating alternatives, identifying metrics, and final decision making.

Drawing: "SPIDER" © Raquel Benmergui 2019



Group 2's solution was called "BABYTREES", where the idea was to create a Geocaching-type Baltic Sea game, where after finding a geocache you could plant a tree that would be either sponsored (eg forest companies) or paid online. The price of one tree to be planted would be low, eg a couple of euros. This would also require a mobile application to work.

Drawing: "BABYTREE" © Raquel Benmergui 2019



Group 1b) 1 was originally called "SMARTY KINDERGARTEN" and was renamed "FOODBOX", which would be a learning material for sustainable food options for nurseries and a food experiment and cookbook.

There would be food companies, universities, education systems, families and kindergartens. It would teach and taste good, new, sustainably produced foods and recipes. It would involve translating traditional roles, learning, playing, singing and music.

With the help of FOODBOX, new food behaviors spread through the children from kindergarten to homes and thus into society. Also in this group was used SMART, in this context this means Simple Making Attitude change Reducing waste and Taste Together Traditions. The Sustainable Food Recipes book would be one of its visible results.

Drawing: "FOODBOX" © Raquel Benmergui 2019



The second solution proposed by Group 1b) was initially called "COOL GEAR EASILY", which was used to build a mobile application "EZ COOL", which would make it easy to connect school classes to work on the basis of sustainable development, using the mobile application as a market and recycling site.

The application would be called "EZ COOL" and would make it easy to recycle, find, exchange, sell, buy and donate used clothes, etc. That is, the idea would be a kind of mobile recycling center. Universities, schools, municipalities and cities would be involved. This would aim at a lasting change in attitudes towards a more sustainable direction.

Drawing: "EZ COOL" © Raquel Benmergui 2019



Group 1a) was called "FUND MY ZERO WASTE PROJECT". It would create a system that would create new jobs and internships for young people around a project to reduce waste production.

Companies, cities, municipalities and educational institutions would be involved. Corporate and sponsorship funding would create financial models for financing and implementing waste reduction projects. Implementation would create jobs and internships for young people.

This would hopefully bring lasting and lasting solutions. Based on Quadruple Helix, you could bring out problems and solutions and share ideas.

Drawing: "FUND MY ZEROWASTE PROJECT" © Raquel Benmergui 2019

ABOUT THE GROUP WORK AND SOME PHOTOS

The working groups worked on Thursday 2.5. and on Friday 3.5. assisted by their facilitators. Facilitators remained well in their role and did not participate too much in group dynamics, but focused on helping the process and keeping the group moving.



Opening plenary. Photo by Ari Huczowski



Jouni Keränen. Photo by Ari Huczowski

ABOUT THE GROUP WORK AND SOME PHOTOS



Tiina Kähö. Photo by Ari Huczowski



Elina Wanne. Photo by Ari Huczowski



Group 3B. Photo by Ari Huczowski

ABOUT THE GROUP WORK AND SOME PHOTOS



Group 3A presenting. Photo by Ari Huczowski



Group 2 presenting. Photo by Ari Huczowski

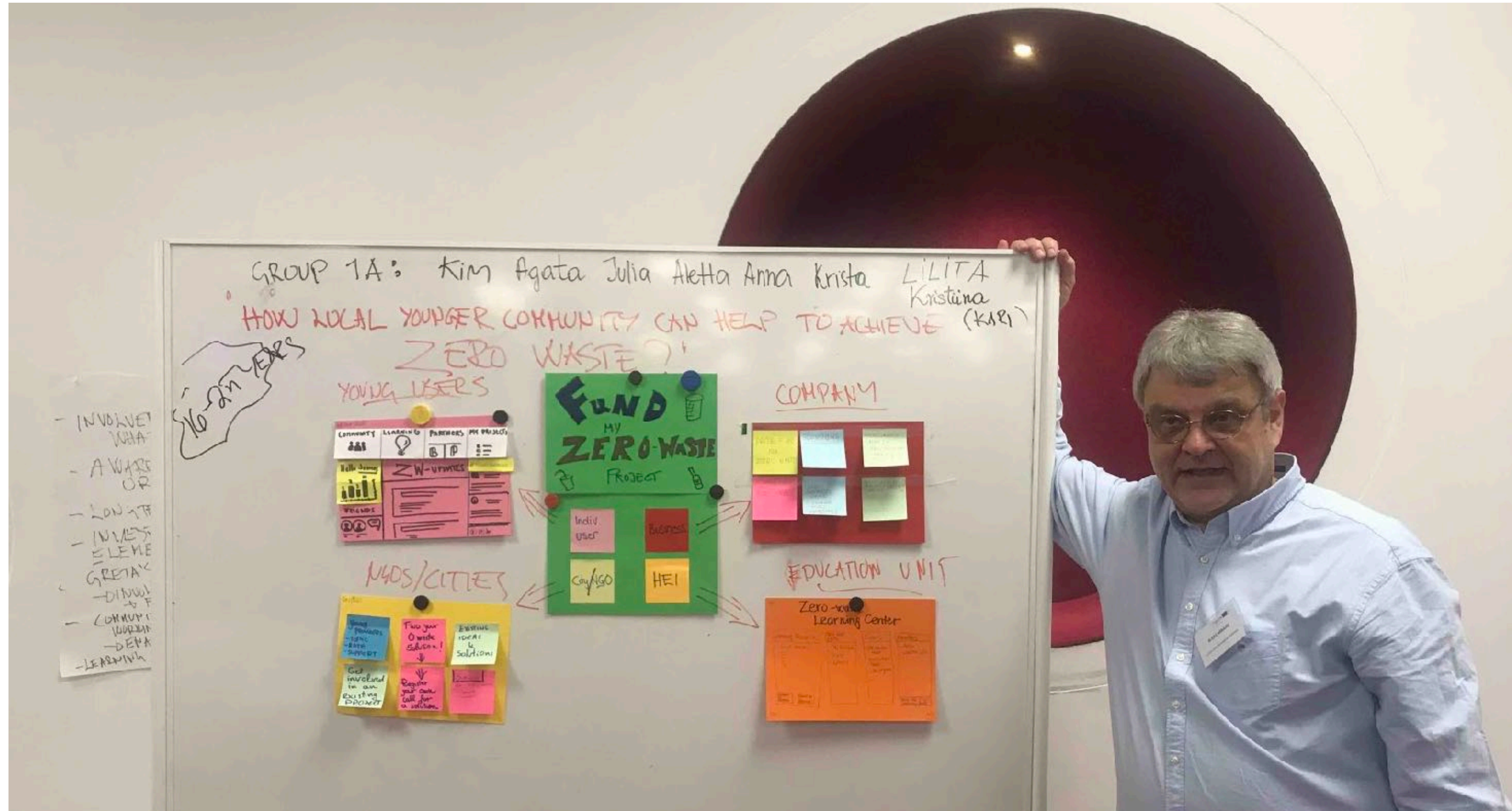


Group 1b presenting. Photo by Ari Huczowski



2nd day presentations. Photo by Ari Huczowski

ABOUT THE GROUP WORK AND SOME PHOTOS



Kari Mikkela with his group 1a end results. Photo by Ari Huczowski

END COMMENTS

Overall, the overall impression from the Otaniemi Innovation Camp was that the participants were enthusiastic about challenges, methods, doing things together and the participants were happy with the event and its results.

It remains to be seen whether some projects are going to live their own lives, for example, as new spinout projects, or whether some innovations will be introduced and taken into daily use somewhere in the Baltic Sea region?

At least the innovation camp made it possible for some new ideas to emerge.