SMART-UP BSR INNOVATION CAMP RIGA REPORT

LUMINTEL

Report by Ari Huczkowski
Main Facilitator

16.3.2020

Interreg
Baltic Sea Region

EUROPEAN UNION

EUROPEAN REGIONAL DEVELOPMENT FUND

Smart-up BSR

TARGET AUDIENCE

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

The aim is to invite people with different skills and profiles to get the best possible serendipity in the innovation camp.

The more there is versatility and diversity with the participants, the better will the outcome be.

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

Dace Tola from Latvia University took care of main arrangements of the Innovation Camp, Taina Tukiainen from Aalto University helped put together the program and Taina also summarized the camp at the end.

Ari Huczkowski from Lumintel Ltd in Espoo was the main facilitator of the Innovation Camp and Reinis Rotkalis, Janis Volberts, Mikus Milgravis and Artis Ozolins were group facilitators.

Many others from Latvia University and the BSR project organization helped make sure everything ran smoothly.

DETAILED PROGRAM

Tuesday, 25.2.2020
Venue: House of Science of the University of Latvia, Jelgavas street 3, Riga.

08:30 Facilitators' meeting - going through details of the day's program and details
09:00 Registration and coffee & tea

Plenary session [MEET]
09:15 Welcome & Opening - Smart Specialisation as a Platform for Latvia's Growth.
        Evita Feldberga, Director of the Department of Industry, Ministry of Economics
09:35 Development of Human Capital in the Research and Innovation Questions and
        Answers. Dmitrijs Stepanovs, Deputy State Secretary, Minustry of Education
        and Science

Challenges introduced

10:00 Challenges are introduced - Main Facilitator Ari Huczkowski, Lumintel Ltd

10:02 CHALLENGE 1: "Long-term cooperation between business, academia and public sector to foster innovation", Ministry of Economics of Latvia, Group Facilitator Ari Huczkowski

10:07 CHALLENGE 2 : "Promoting the communication between the holders and users of the science infrastructure.", Latvia University, Group Facilitator Mikus Milgravis.

10:12 CHALLENGE 3: "Organisation and financing of the innovation development and marketing.", Latvia University, Group Facilitator Reinis Rotkalis.

10:17 CHALLENGE 4: "Human resources development, mobility and cooperation in the science.", Ministry of Education and Science of Latvia, Group Facilitator Jānis Volberts.

10:22 CHALLENGE 5: "Use of the innovative digital approaches to educating the public in the circular economy.", University of Liepaja, Group Facilitator Artis Ozolins.

DETAILED PROGRAM

10:28   Team structure of the 5 groups is introduced: 1-5. Ari Huczkowski

10:33   Participants of each of the 5 groups are introduced. Ari Huczkowski

10:38   Facilitators of each of the 5 groups are introduced. Ari Huczkowski all facilitators
                   raise up and wave when introduced

10:43   Short disruption: "Each of you, spot a person you don't know from before and
                   have a short conversation about what you've been dreaming and hoping about
                   in your life lately." Ari Huczkowski. While discussion is ongoing, facilitators
                   move to their respective group locations inside the venue.

10:45   Discussion ends. Ari reads each group's participant names, and asks the
                   participants to
                   move to their group location where their facilitator waits.

10:47   All groups are in their respective locations, group facilitator asks group members
                   to introduce themselves to the other group members with 2 or 3 sentences.

10:49   Group facilitator asks the group to choose a group captain among themselves
                   to serve as group's main spokesperson.

About the facilitator's role in each group. The facilitator serves as an enabler, bouncing board, supports the group but doesn't make decisions for the group and doesn't interfere with the content creation in the group. The group itself with the team captain will do that. The facilitator is there to help and support. Not to do things as such. The facilitator is there if the group should need something, or would like to ask something. In case the group somehow doesn't move forward, then the facilitator will do an intervention.

Some ideas for interaction are:
How did you get here today? Think of the longest journey leg. Multiple answer:
a) boat, b) airplane, c) train, d) bus?
What do you hope to achieve during this camp?
What are the biggest roadblocks preventing us from acting faster on climate change in the BSR?
What competences the BSR universities of the future should be teaching the students?
Using one word - how would you describe the future of education?
What will be the role of BSR cities in the future?

On a scale from 1-5, rate how much you know about the SDGs?
Which SDG do you know the best? And least?
Which SDG is close to you heart?

GROUP WORK BEGINS

Group work begins [ENTER & EXPLORE]

11:00 Work on the challenges with facilitators, coffee & tea available

11:02 Challenge the challenge. Is the challenge exactly what it should be? The facilitator challenges the group to think about the challenge critically - and to form and shape it if need be. This needs to be a group decision. This process is lead by group's captain.

11:30 Exploring the challenge: Once the challenge is settled, the group goes deeper into the challenge. Because the challenge owners are present, the group may ask the challenge owner to come and clarify some points about the challenge. The facilitator will ask the challenge owner to come by if requested by the group.

Very important point here! The facilitator must emphasise to the group that this exploratory phase is NOT to be used to jump to conclusions and to come up with ready solutions - but to explore many different views, points, alternatives etc. It comes later that one starts crystalizing things. This exploratory phase is meant to be somewhat fuzzy and chaotic.

GROUP PRINCIPLES

The facilitator will also go through the following with with the group:
Issues and challenges (with the challenge)

Expectations and outcomes
• What has already been done: what works or doesn't seem to work
• Reframing issues and challenges
• What do we need by the end of the day, the week, by end of 2019

The group will put down points on post-it notes, and these will be gathered on group's big Societal Innovation Canvas, or on the big whiteboard before merging several post-its to few.

The group with its captain will do all the work. The facilitator simply introduces points, informs, organizes points on the canvas etc, but it's the group that does the heavy lifting.

The exploring the challenge part goes on until lunch.

13:00   Group working lunch - to increase efficiency, each group is asked to have lunch together. The facilitator must emphasise to the group that this is not to be used to read work emails - but to continue the group work.

13:30   Facilitators have coffee together to discuss briefly how things are going, what's the flow, how's the feel?

Afternoon group work starts [EXPLORE]

14:00   Work on challenges & user groups
         The afternoon session starts with Exploring the opportunities for a little while. In this the facilitator will ask provocative questions on the basis of what took place in the before lunch session. The group will now also generate ideas about opportunities and combine insights and ideas into promising possibilities. Explore opportunities through contact with broader network on location, at the camp in other groups, online or other.

14:40   [DEEPEN]
         Revisiting key assumptions, reframed issues, powerful questions, promising ideas. Combining early insights and starting to create first prototypes.

PROTOTYPE SESSION & PRESENTATIONS

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About prototypes: they should be physical prototypes that can consist of 2D, 3D, wireframes, legos, memes, cartoons, acting, singing, dancing - however the group wants to illustrate to the other innovation camp participants their group findings.

15:20 [PROTOTYPE]
The group starts working on its prototype. Facilitator helps. Steal with pride. Fail fast forward. All ideas are great! Do, don't think. Make. Be. Crazy. Get stuff done:-)

16:00 Presentations of intermediate results, 5 mins per team. All other groups gather around the presenting / showcasing group.

16:30 Summary of the work with the challenges, conclusions, recommendations. Doce, Taina and Ari

17:15 Tour of the University of Latvia Academic Centre

19:00 Dinner

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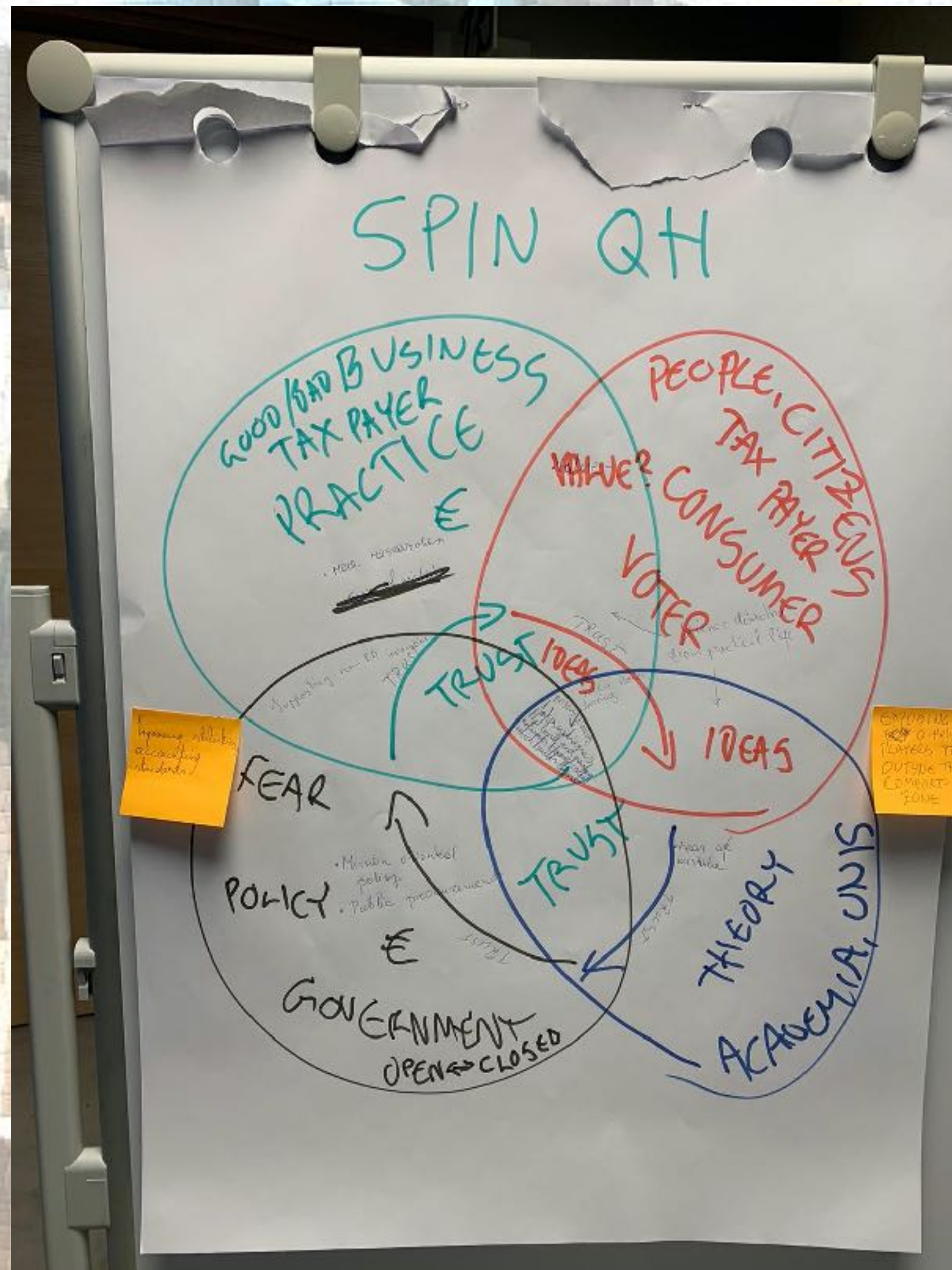
Group 1 worked on a challenge "**Long-term cooperation between business, academia and public sector to foster innovation**" provided by the Ministry of Economics of Latvia.

The group challenged the Triple Helix -model based challenge setting by adding citizens to the challenge, just like theorized in the Quadruple Helix -model.

The different elements in the Quadruple Helix system provide different inputs and outputs to the other elements, and it's very necessary to keep the system running and ideas circulating and flowing between the elements.

One of the key findings for how to keep the system running as smoothly and efficiently as possible is to increase TRUST between the different players. If and when there's plenty of trust between the elements, then one can achieve great speed, efficiency and quality. Lack therof can result in everything just freezing.

This is why the solution of Group 1 is called "SPIN QUADRUPLE HELIX"
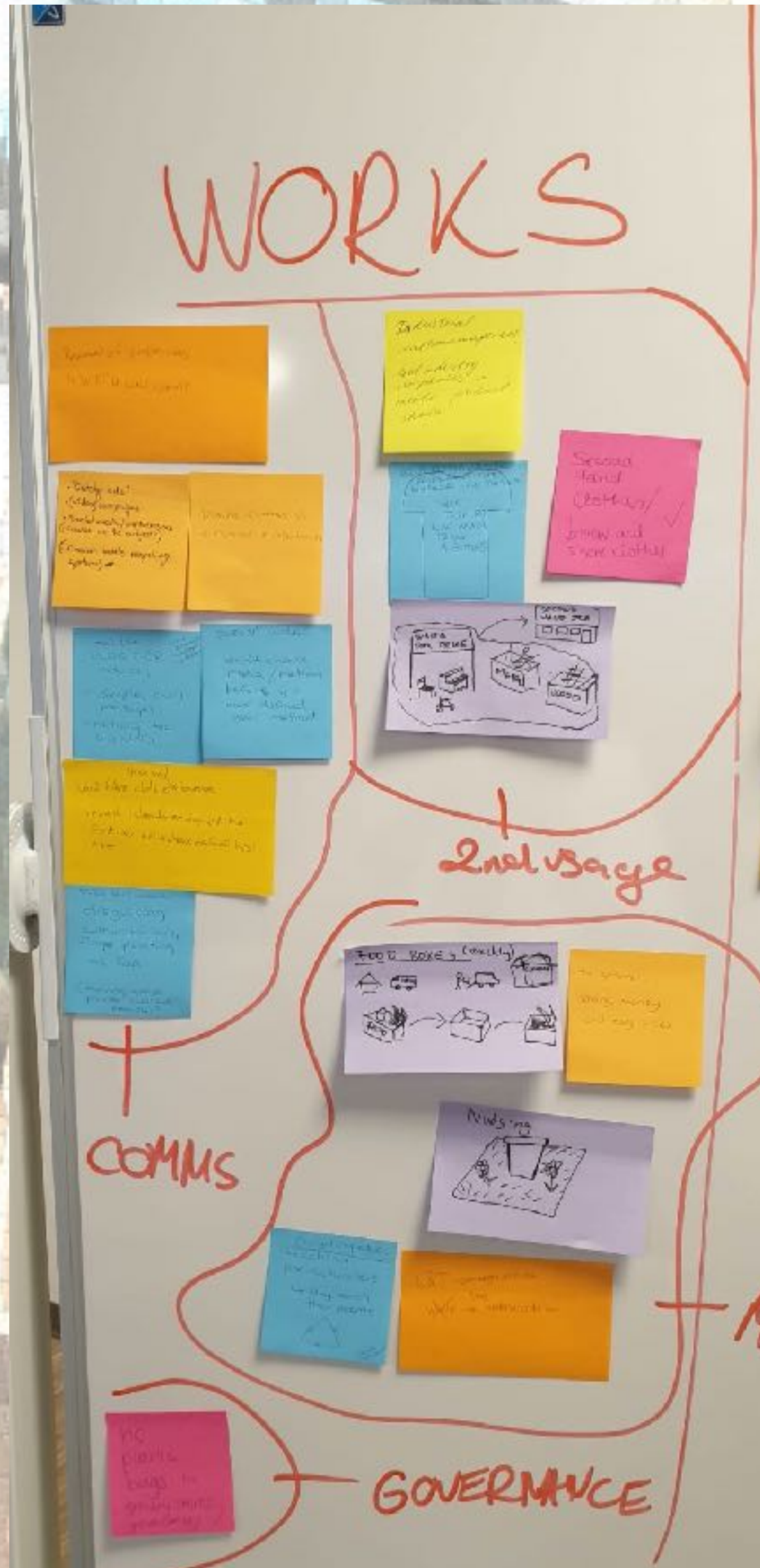
Group number 2 worked on the challenge "**Promoting the communication between the holders and users of the science infrastructure**" provided by the University of Latvia. By exploring the challenge group found several important directions where improvements in the research infrastructure usage systems would be needed.

Group idea was that part of the challenge could be solved by developing new department in the universities which combine all the infrastructure, researcher contacts and is responsible for infrastructure usage, sharing, maintenance and services.

To see how the concept works, department in the beginning could operate only with recently purchased infrastructure to avoid claims from researchers who has strong attraction to the personal equipment.

Group number 3 worked on a challenge provided by the University of Latvia: "**Organisation and financing of the innovation development and marketing.**"

The challenge was reframed: how to help the innovations to leave the scientific laboratories and interact with commercial sector and society.

The challenge was specified and three area of issues emerged:
Motivation of scientists to attempt commercialisation of their innovations ("I want to break free from… financial concerns and to do just research")
Organisational and physical infrastructure improvement ("All I want for Christmas… is just some simple things that help")
Maximising the market fit ("Is there anybody out there… who needs my innovation?")

The third area was explored in detail and surveying scientists for ideas (scouting technologies) was identified as the very first step. This would enable creating collaboration platforms, creating databases of research initiatives and investor requests, organising informal gatherings (Startup camp: young and old, creative mornings) and ongoing expos of certain technology.

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Group number 4 worked on challenge provided by the Ministry of Education and Science of Latvia to find a ways for "**human resource development in research and science, taking into consideration cooperation opportunities and international mobility of researchers**".

Group participants challenged the need for PhD degree for the career in research and innovations. The Group explored hackathon and other type of events for short-term and concentrated learning and idea/solution generation.

Group indicated importance of the research environment, right infrastructure for co-working and science parks as enablers for cross-sectoral cooperation and learning. Some additional elements what have to be taken good care of is research confidentiality that protects intellectual property, as well as reputation. Long term process rather than project, where smart marketing should be added. Importance of collaboration and communication skills.

Group participants emphasised the importance of well managed and sufficient financial support (including loans) and other "carrots" to stimulate continuous development of skills.

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Group number 5 worked on the challenge provided by the University of Liepāja, which was to find "**Innovative and digital approaches to educate the public on circular economy**". Using the Smart-up BSR 5 stage group thinking method, the group came up with the idea of a Circular clothing month, that can be characterized by 3 "M's": message, motivation and media.

The whole idea is to make people think about how they consume clothing. The keywords in the message should be - reuse, reduce, recycle, fair fashion, choose the better alternative to buying new cloths. All messages should be positively underlined.

The motivation for participation will be created through following what others are doing online, what friends are posting. Turning this month into a trendy thing in the style and fashion industry would be a big boost to the movement. Another motivator would be saving money, especially if this would be done in January - right after December, when people spend more money.

Media that should be used is Instagram and YouTube and attracting influencers. An internet platform could be created for families to exchange baby clothes.

A few ideas to start of the campaign would be a cloth sharing party, children clothes platform, getting high-end brands to participate. A social media campaign with the hashtags #shareTheDress and #shareTheShirt.

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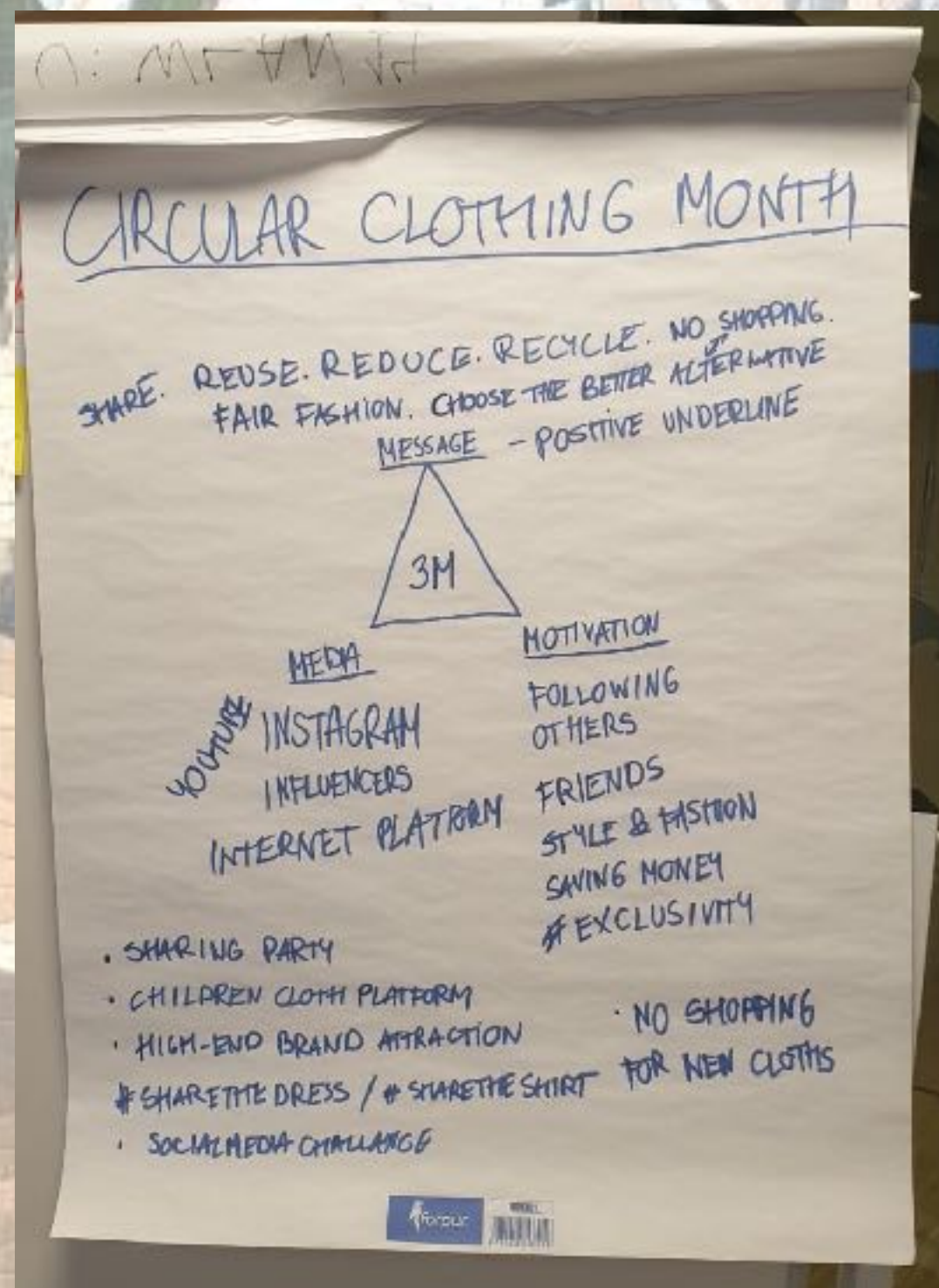
The working groups worked on Tuesday assisted by their Group Facilitators. Facilitators remained well in their role and did not participate too much in group dynamics, but focused on helping the process and keeping the group moving.

Group 3B. Photo by Ari Huczkowski
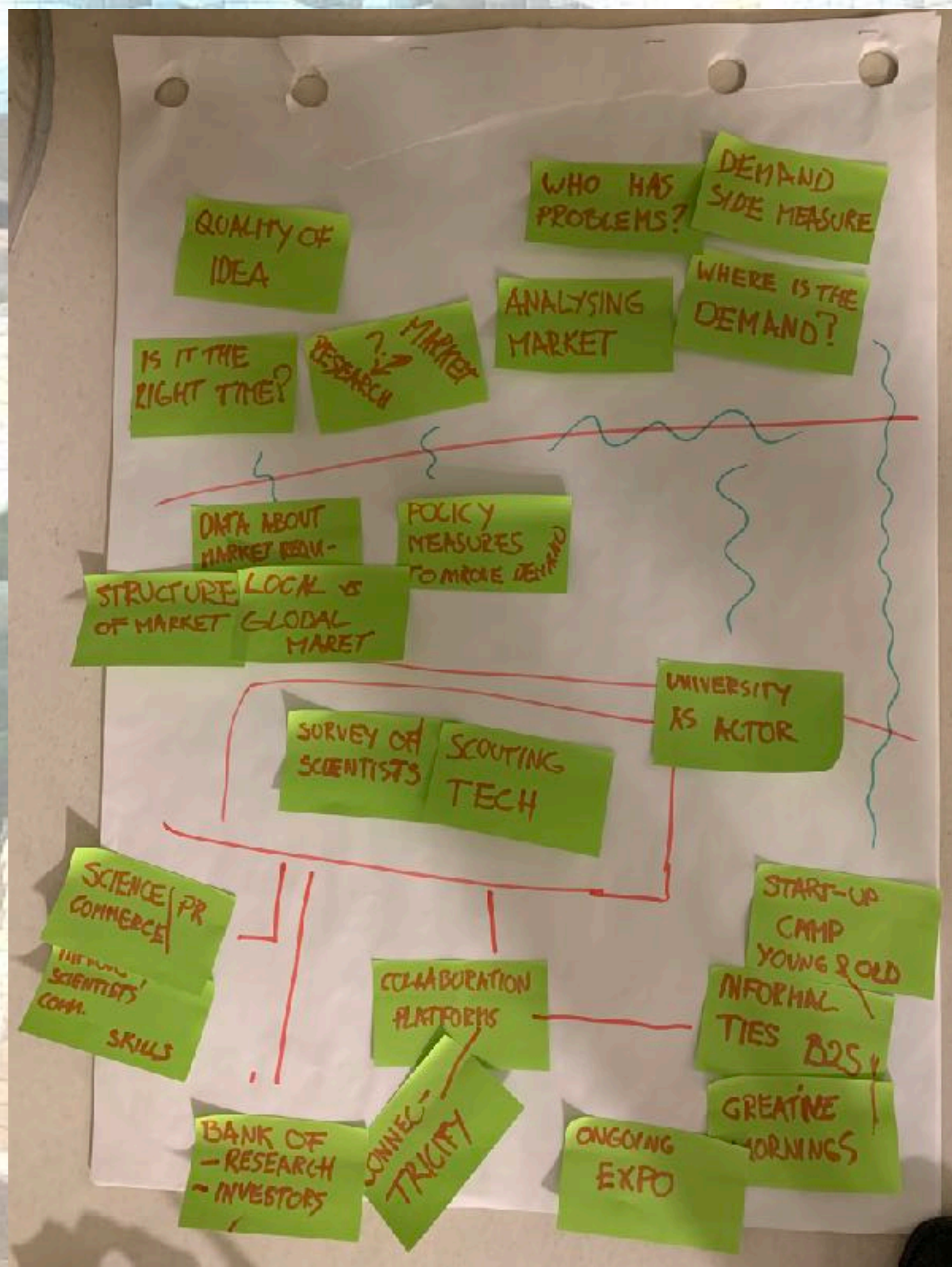
Group 1b presenting. Photo by Ari Huczkowski

END COMMENTS

Overall, the overall impression from the Riga Innovation Camp was that the participants were enthusiastic about challenges, methods, doing things together and the participants and the arrangers were happy with the event and its results. The short time we had to complete all the work made it more demanding to the facilitators and the team members. But the teams did a very good job despite of that!

Let's hope that some of the ideas that came from the challenge solutions would lead to spinout projects or some other continuation of the idea.

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