

Group B



# AURORA

## ENTREPRENEURIALIS

### Innovation

# Challenge Booklet

You are Team \_\_\_\_\_

Your team is in group B

You are coached by teacher team \_\_\_\_\_

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The up to date schedule of the event can be found here:

The purpose of the booklet is to help you to come up with and work through your ideas/solutions to the challenge. This booklet is a way for you to gather ideas and information that you learn from the company and study visits. You can also find the schedule for your team here.

**NOTE: You can find the map of Luleå and the contact details of the project staff at the end of this booklet.**

# Day 1: Ideation

## Schedule of the day (Tue 16.4.)

**Location:** Elite Stadshotellet, Storgatan 15, Luleå

**11:15** Lunch, Elite Stadshotellet, Storgatan 15, Luleå

**Location:** Vetenskapens Hus, Storgatan 53, Luleå

**12:15** *Welcome and introduction to the days in Luleå*, Linda Strandheden & project staff

**12:30** *Lecture on the transition in the region*, Dag Avango, professor of history, Luleå Technical University

**13:30** Circular Team Building Exercise (Mixed groups with Swedish and Finnish participants)

**15:00** Introduction to the Innovation Challenge, key concepts, and goals for the event

**15:30** Group work on the Innovation Challenge

(Choosing team roles, topics, brainstorming ideas and starting to work together.)

**17:30** Check-in at Elite Stadshotellet, Storgatan 15, Luleå

**18:30** Dinner, Quality Hotel, Storgatan 17, Luleå

**20:00** **Movie Night at Folkets Bio Royal**, Nygatan 1

(A series of short films from the region in cooperation with Filmpool Nord.)

## Group work on the Innovation Challenge

### Task 1. Prepare to work together.

Exchange contact details so that you can find each other when you need to meet up. Share phone numbers and – if you want – social media contact details. Also exchange contact details with the teachers who will be coaching you. (They will come to see you during the workshop.)

### Task 2. Prepare to work together: Team Roles

You are going to work together for three whole days, so we would like you to talk about *how* you would like to work. Look through all of the tasks and divide the roles below. Write your name and school below your role. (If you are fewer group members than roles, some people can have two roles. If you are more persons than roles, two people can have the same role.)

Team roles: Timekeeper, Recorder, Focus Maker, Conversation Sharer, Navigator, Caretaker

Role	Your task:	Who is responsible:
Timekeeper 	You keep an eye on the clock and your schedule, helping the group being efficient and on time. Say: <i>We need to move on now.</i>	Name: School:
Recorder 	You remember to write down the results of your work. (You don't have to write everything down by yourself, but you make sure it happens.)	Name: School:
Focus Maker 	You help bring the group's attention back to the goal you are working on. Ask: <i>What's our next step?</i>	Name: School:
Conversation Sharer 	You make sure everyone gets a chance to speak and get heard. Ask: <i>What do you think?</i>	Name: School:
Navigator 	You are the Google Maps expert who helps the group find the way to everywhere you need to go.	Name: School:
Caretaker 	You check that everyone is feeling okay in the group and are making sure that you aren't losing anyone on the way.	Name: School:

### **Task 3. Choose which theme you want to focus on**

We want you to innovate around one of the following topics:

#### **1. How can we create good societies where people would like to live?**

How can we avoid fly-in, fly-out and instead build communities where people would like to settle down, have their families and build their lives? How can we build a society that is integrated, so that newcomers and people who already live here have good relationships? How can we build a society that is both socially and environmentally sustainable?

#### **2. How can we protect local biodiversity and environment in the transition?**

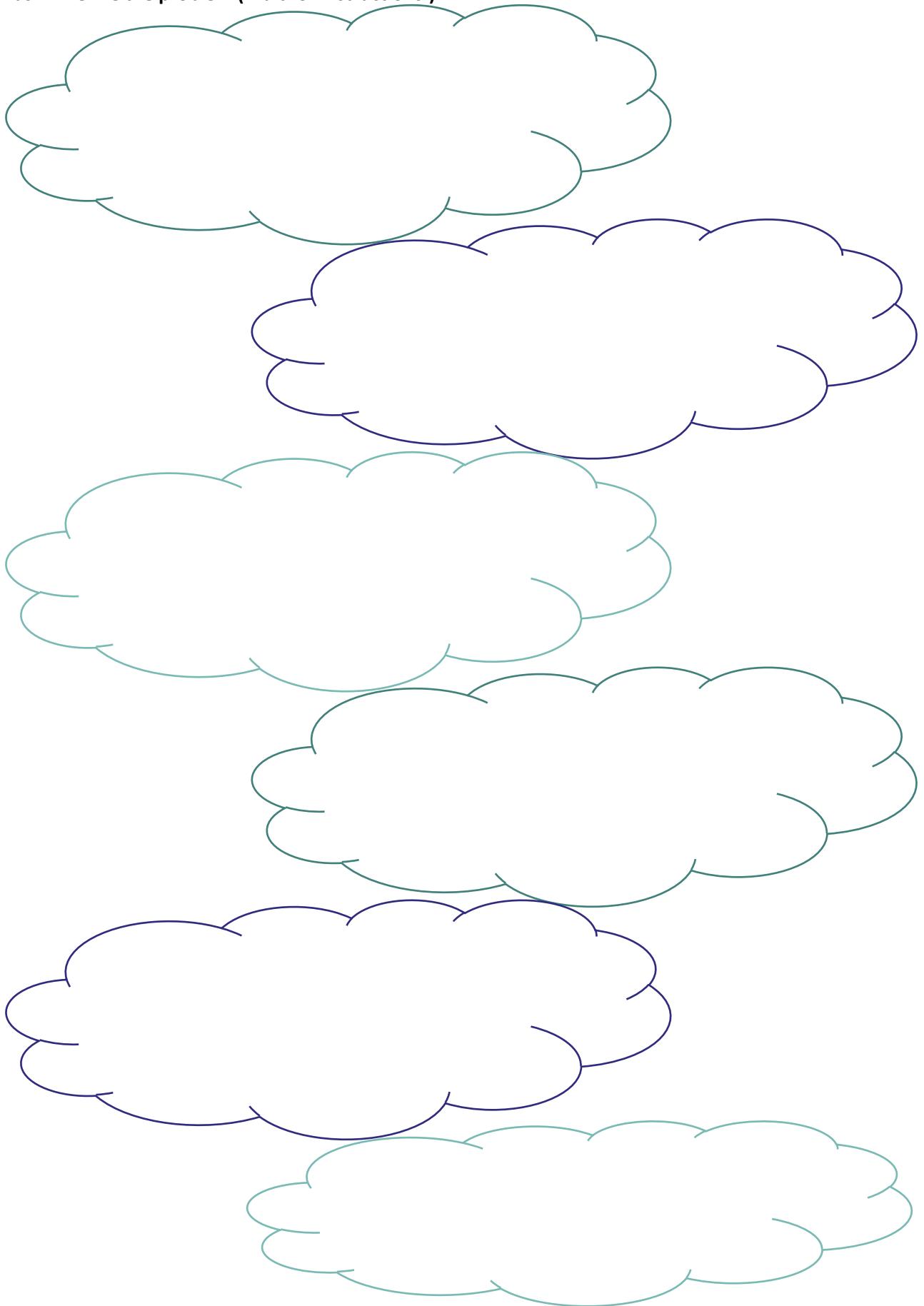
How can we create a transition that protects local environments, that preserves old-growth forests and creates new habitats for wild plants and animals? A transition that also preserves local landscapes and ecosystems for people to enjoy and benefit from? A major reason for many people to live in the north is that they enjoy being in nature, activities like skiing, hiking, hunting, and fishing are very common hobbies. How can we build space for new industries and for more people to live here and at the same time make sure that there is space for the natural world to thrive?

#### **3. Can you somehow combine both these issues, creating a good society for people and protecting local biodiversity and local environments?**

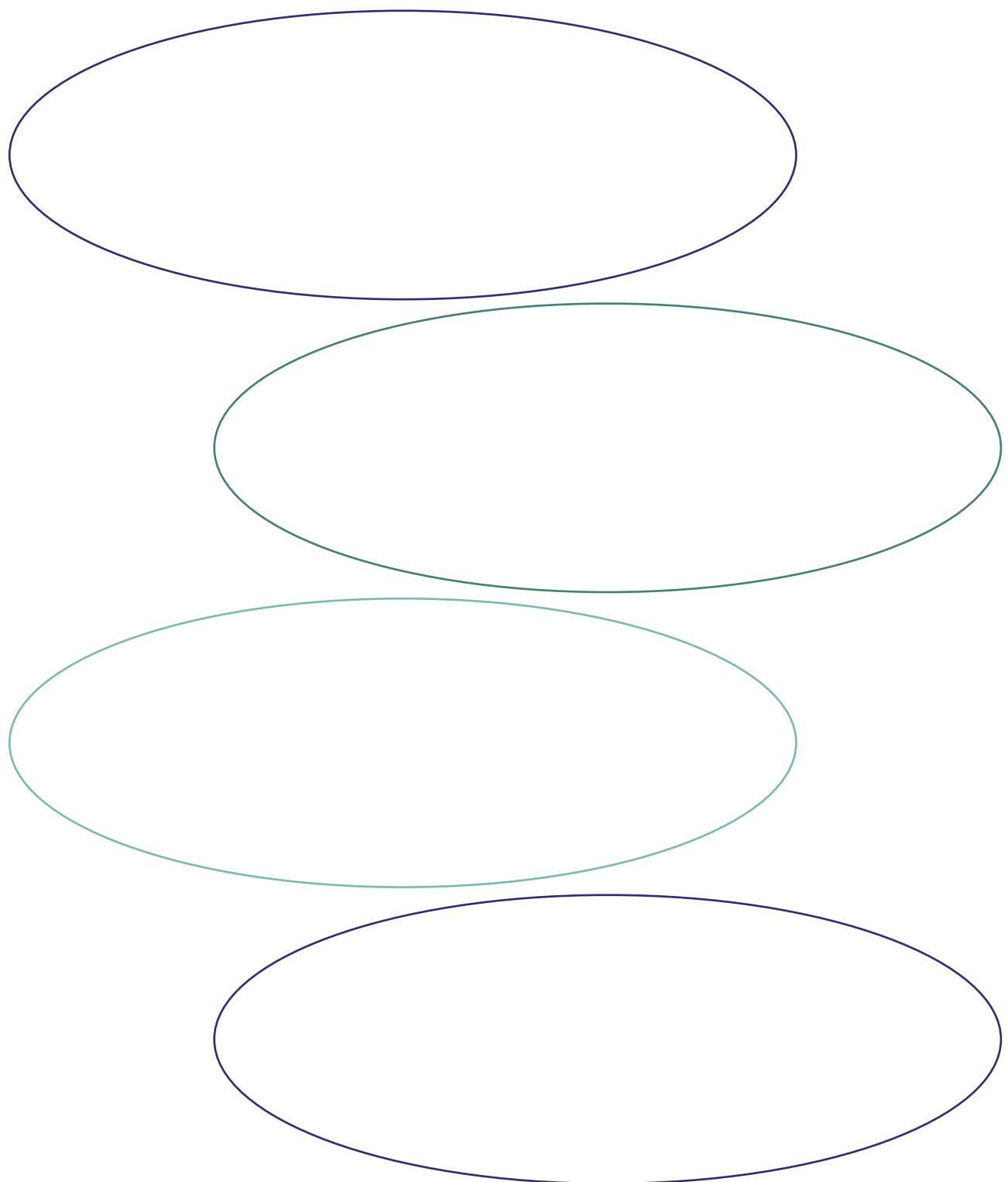
A third option is to see if you somehow can combine both these topics and find an idea that helps improving both issues at the same time.

Which topic do you choose? \_\_\_\_\_

**Task 4 Define the problem (Wait for instructions.)**



**Task 5 Define target group (Wait for instructions.)**



### **Task 6 Brainstorm ideas (Wait for instructions.)**

This task you will be completing outside of this workbook, please wait for instructions.

### **Task 7 Choose 2-4 ideas that you think are good and would like to continue to develop.**

This task you will be completing outside of this workbook, please wait for instructions.

### **Task 8: Prototyping**

What is the simplest thing you can do to test your thinking? Continue to develop the ideas you have chosen here.

#### **IDEA 1**

##### **Problem**

Which problems does the idea help solve?

##### **Solution**

Describe your solution here.

##### **Target group**

Who is the idea for?

##### **Environmental sustainability**

How is it good for the environment?  
Think locally and globally.

##### **Social sustainability**

How is it good for the people? Think locally and globally.

##### **Economic sustainability**

Who will pay for your solution?

##### **Resources**

Is the idea realistic and something you could do with a bit of help? What kind of resources do you need?

## IDEA 2

### Problem

Which problems does the idea help solve?

### Solution

Describe your solution here.

### Target group

Who is the idea for?

### Environmental sustainability

How is it good for the environment?  
Think locally and globally.

### Social sustainability

How is it good for the people? Think locally and globally.

### Economic sustainability

Who will pay for your solution?

### Resources

Is the idea realistic and something you could do with a bit of help? What kind of resources do you need?

## IDEA 3

### Problem

Which problems does the idea help solve?

### Solution

Describe your solution here.

### Target group

Who is the idea for?

### Environmental sustainability

How is it good for the environment?  
Think locally and globally.

### Social sustainability

How is it good for the people? Think locally and globally.

### Economic sustainability

Who will pay for your solution?

### Resources

Is the idea realistic and something you could do with a bit of help? What kind of resources do you need?

## IDEA 4

### Problem

Which problems does the idea help solve?

### Solution

Describe your solution here.

### Target group

Who is the idea for?

### Environmental sustainability

How is it good for the environment?  
Think locally and globally.

### Social sustainability

How is it good for the people? Think locally and globally.

### Economic sustainability

Who will pay for your solution?

### Resources

Is the idea realistic and something you could do with a bit of help? What kind of resources do you need?

## Prototype idea in reserve (In case you just can't choose only four...)

### Problem

Which problems does the idea help solve?

### Solution

Describe your solution here.

### Target group

Who is the idea for?

### Environmental sustainability

How is it good for the environment?  
Think locally and globally.

### Social sustainability

How is it good for the people? Think locally and globally.

### Economic sustainability

Who will pay for your solution?

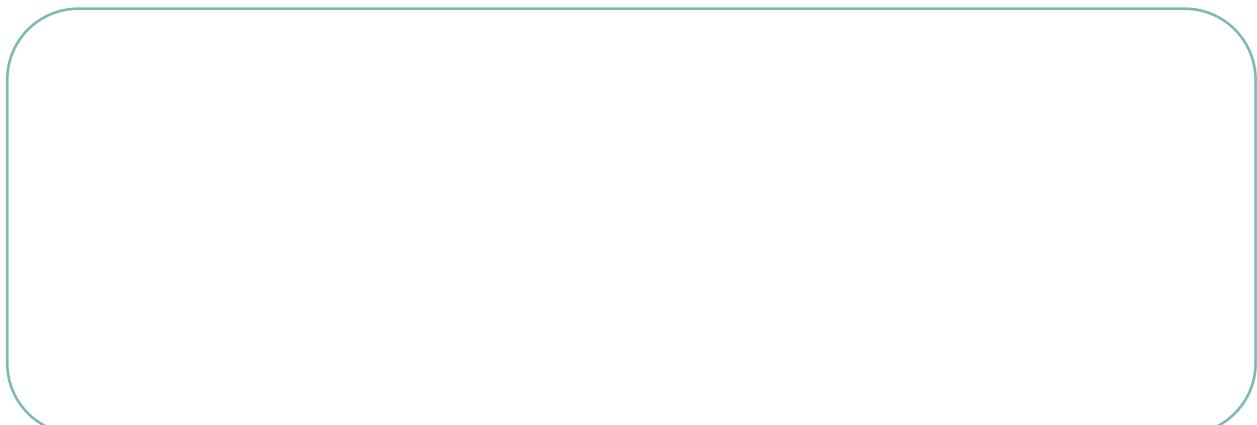
### Resources

Is the idea realistic and something you could do with a bit of help? What kind of resources do you need?

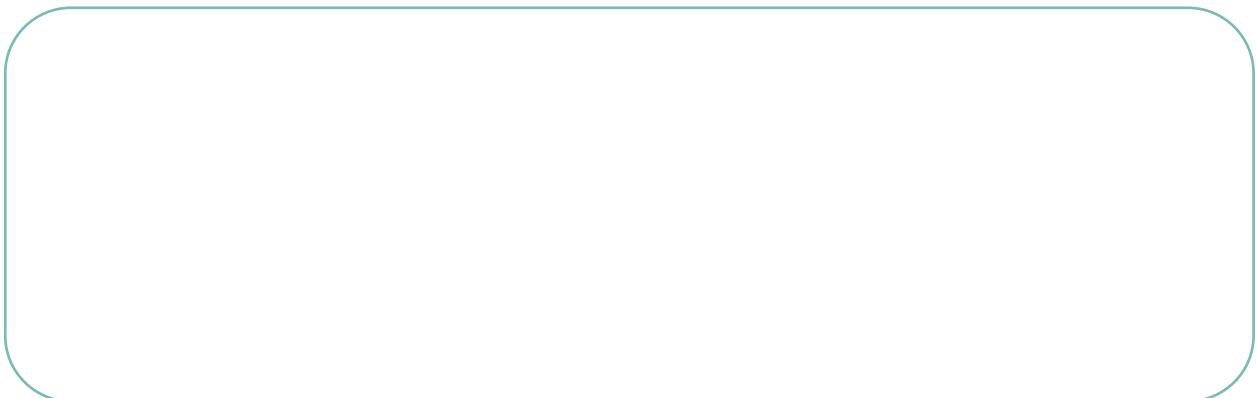
## Task 9. Pitch your ideas to your coaching teacher team

Pitch your ideas to your coaching teacher team. Gather feedback from them and write it down below:

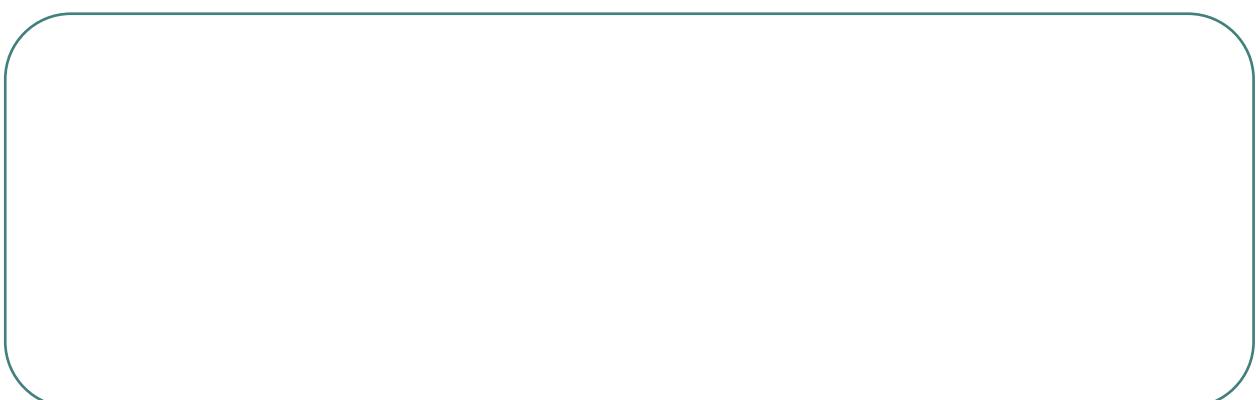
### Prototype idea 1



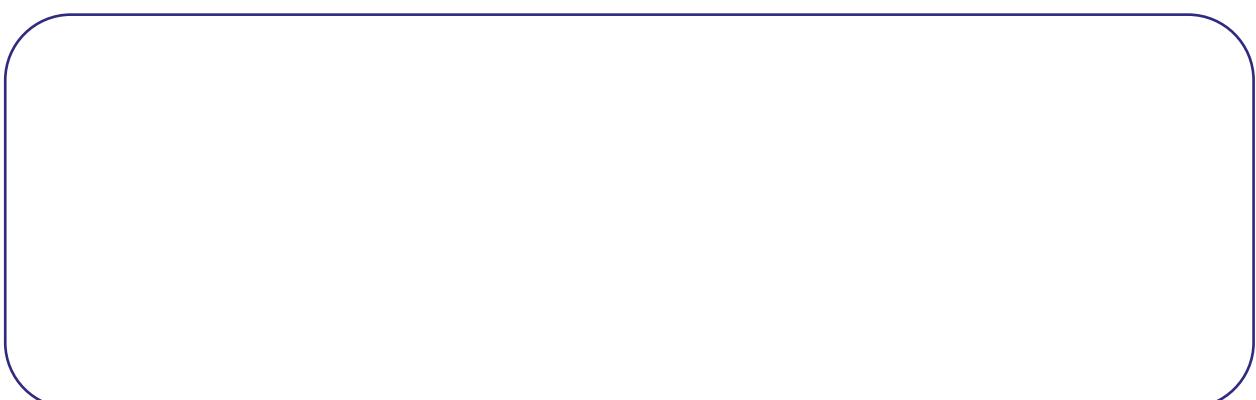
**Prototype idea 2**



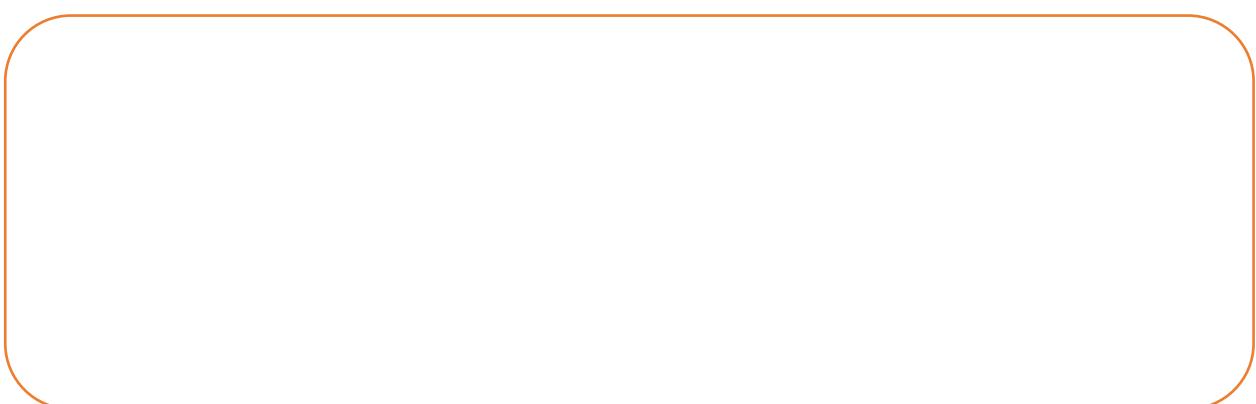
**Prototype idea 3**



**Prototype idea 4**



**Prototype idea in reserve**



## CHECKPOINT II

Now your team should have 2-4 ideas that you like and have started to develop. You should use what you learn during the study visits to improve your idea. Feel free to rethink it and making it better. You can still change your idea if you come up with something better tonight or tomorrow morning, but around lunch day 2, you need to choose one idea to continue to develop.

### **Task 10. Continue to develop your favorite idea(s)**

- ❖ Think about the feedback that you've got. You can also ask Linda, Kati, Pietu and Raija for more feedback.
- ❖ You should use what you learn during your study visits to improve your idea. Feel free to rethink it and make it better.
- ❖ If you come up with a new and better idea tonight or tomorrow in the morning, you can choose that one instead. But sometime around lunchtime tomorrow, you need to choose **one** idea to develop.

## Notes from Movie Night

## Folkets Bio Royal, Nygatan 1

Did the short films from Filmpool Nord give you any new perspectives or ideas?

You can write down your thoughts here:

# Day 2: Deepening the knowledge

## Schedule of the day (Wed 17.4.)

**06:00 – 08:30** Breakfast

**09:00 – 09:45** Presentation by Hybrit & SSAB, (Vetenskapens Hus Storgatan 53, Luleå )

**10:00 – 16:00** Team specific schedule (Find your team below)

<b>Team 8</b> 10:00 – 10:30 Walk to Gültzauudden 10:30 – 11:00 Meeting with Natursskyddsföreningen 11:00 – 11:40 Walk back to city centre 11:40 – 12:10 Individual visit at Samlat/Lumire, Köpmangatan 40 C 12:10 – 13:00 Open working time & lunch <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>	<b>Team 9</b> 10:00 – 10:30 Walk to Gültzauudden 10:30 – 11:00 Meeting with Natursskyddsföreningen 11:00 – 11:40 Walk back to city centre 11:40 – 12:10 Individual visit at Hushållningssällskapet, Köpmangatan 2 12:10 – 13:00 Open working time & lunch <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>
<b>Team 10</b> 10:00 – 10:30 Individual visit at Samlat/Lumire, Köpmangatan 40 C 10:30 – 11:10 Walk to Gültzauudden 11:10 – 11:40 Meeting with Natursskyddsföreningen 11:40 – 12:10 Walk back to city centre 12:10 – 13:00 Open working time & lunch <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>	<b>Team 11</b> 10:00 – 10:30 Individual visit at Studieförbundet Vuxenskolan, Bangårdsgatan 14 10:30 – 11:10 Walk to Gültzauudden 11:10 – 11:40 Meeting with Natursskyddsföreningen 11:40 – 12:10 Walk back to city centre 12:10 – 13:00 Open working time & lunch <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>
<b>Team 12</b> 10:00 – 10:30 Individual visit at Hushållningssällskapet, Köpmangatan 2 10:30 – 11:20 Open working time 11:20 – 11:50 Walk to Gültzauudden 11:50 – 12:20 Meeting with Natursskyddsföreningen 12:20 – 13:00 Walk back to city centre 12:50 <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>	<b>Team 13</b> 10:00 – 10:30 Individual visit at Slöjd och Formcenter, Shopping, Storgatan 51 10:30 – 11:20 Open working time 11:20 – 11:50 Walk to Gültzauudden 11:50 – 12:20 Meeting with Natursskyddsföreningen 12:20 – 13:00 Walk back to city centre 12:50 <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>
<b>Team 14</b> 10:00 – 10:30 Walk to Gültzauudden 10:30 – 11:00 Meeting with Natursskyddsföreningen 11:00 – 11:40 Walk back to city centre 11:40 – 12:10 Individual visit at Studieförbundet Vuxenskolan, Bangårdsgatan 14 12:10 – 13:00 Open working time & lunch <i>Get lunch packs from Vetenskapenshus</i> 13:00 – 16:00 Study visit SSAB & Hybrit <u>We leave for SSAB/Hybrit at 13:00, so please be back at Vetenskapens Hus in good time before 13:00.</u>	<b>All teams, check updates to the schedule here</b> 

**16:00 – 17:30** Everyone reconvenes at Vetenskapens Hus, time for fika, group work and coaching.

**19:30** Dinner at Hemmagastronomi, Norra Strandgatan 1, Luleå.

Evening, independent group work

Presentation by Hybrit & SSAB

Vetenskapens Hus, Storgatan 53

Did the lecture give you any new perspectives or ideas?

You can write down your thoughts here:

## Study visit with Naturskyddsföreningen

## Info

Marie Karlsson and Johanna Nilsson from Naturskyddsföreningen will meet you at Gültzauudden. It is a green area just outside the town center. It will take around 30 minutes to walk there from the city center. The area is pretty large, so they will meet you next to this yellow house.

Foto: Lule-Bild



Follow this link or QR code to get Google Maps directions:

[https://maps.app.goo.gl/5WkowYVVKhckkTYH7?g\\_st=ic](https://maps.app.goo.gl/5WkowYVVKhckkTYH7?g_st=ic)

## Notes

Did the study visit with Naturskyddsföreningen give you any new perspectives or ideas?

You can write down your thoughts here:

## Individual Team Study visit

**See the exact time from your own timetable!**

- ❖ Butiken Samlat/Lumire
- ❖ Studieförbundet Vuxenskolan
- ❖ Hushållningssällskapet Norrbotten Västerbotten
- ❖ Slöjd- och Formcenter

## Notes

Did the study visit give you any new perspectives or ideas?

You can write down your thoughts here:

## Study visit at Luleåbiennalen 2024

Luleå Konsthall, Kulturens Hus, Skeppsbronsgatan 17

***This visit can be done at any time possible for your team within the three days!***

## Opening Hours

16/4 10:00 – 17:00

17/4 10:00 – 17:00

During your open working time, you can choose for yourselves when you'd like to visit the art exhibition. It is at Kulturens Hus, on the ground floor, and you just walk through the house until you reach the art exhibition.

Luleåbiennalen 2024 - On the threshold of 1:1 – takes place in different places all around Norrbotten. During our event we will have the chance to visit parts of the exhibition at Kulturens Hus in Luleå. This art exhibition takes place every second year, and luckily for us, this year their theme is the same as ours – the industrial transition and social transformation in northern Sweden!

Did the art exhibition give you any new perspectives or ideas?

You can write down your thoughts here:

## Open working time

You have had 2-4 ideas that you like. Choose one idea that you will continue to develop during the rest of the innovation camp:

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## CHECKPOINT II

You should now have **one idea** that you will continue to develop during the rest of the innovation camp. You may get more ideas to support your solution from your company visit at SSAG & Hybrit. You will have time to develop your idea further after the visit.

## Study visit at SSAB & Hybrit (13:00-16:00)

Did the study visits give you any new perspectives or ideas?

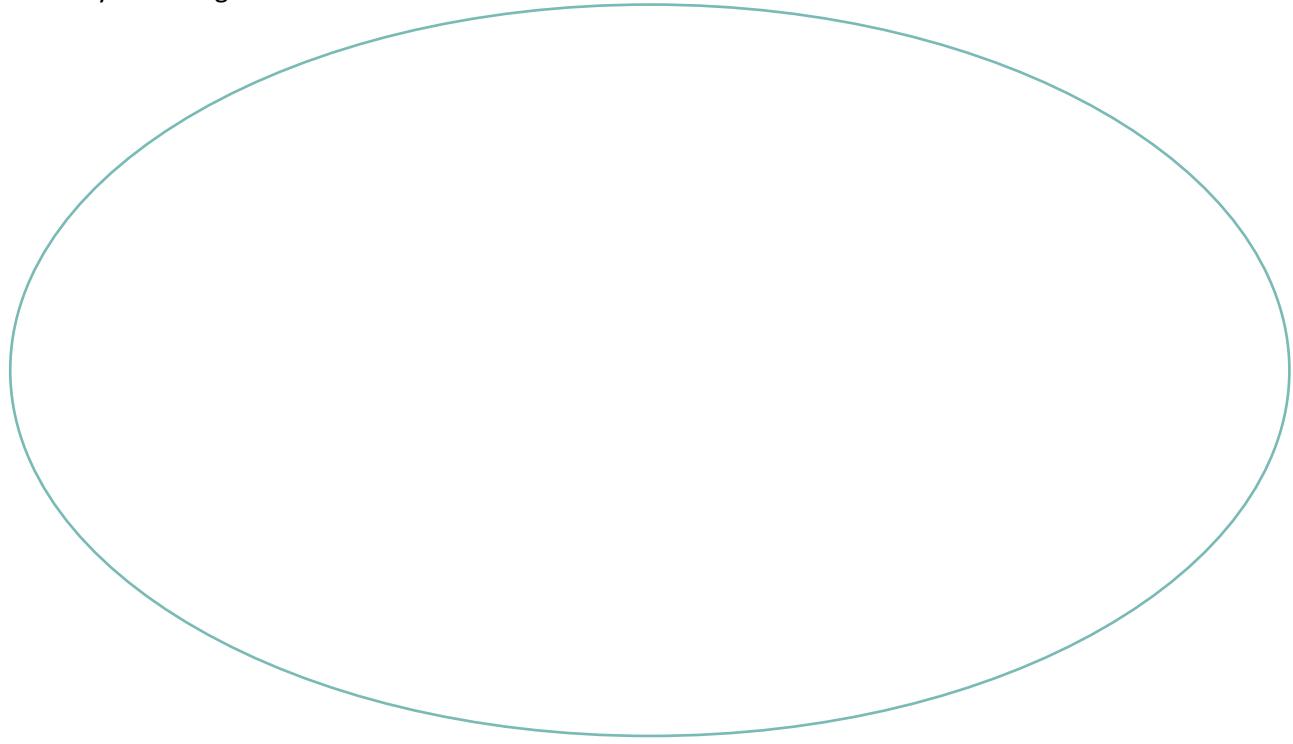
You can write down your thoughts here:

## Team work session: Sustainability of your solution

During this workshop, you should continue to develop your idea with a particular focus on the three spheres of sustainability.

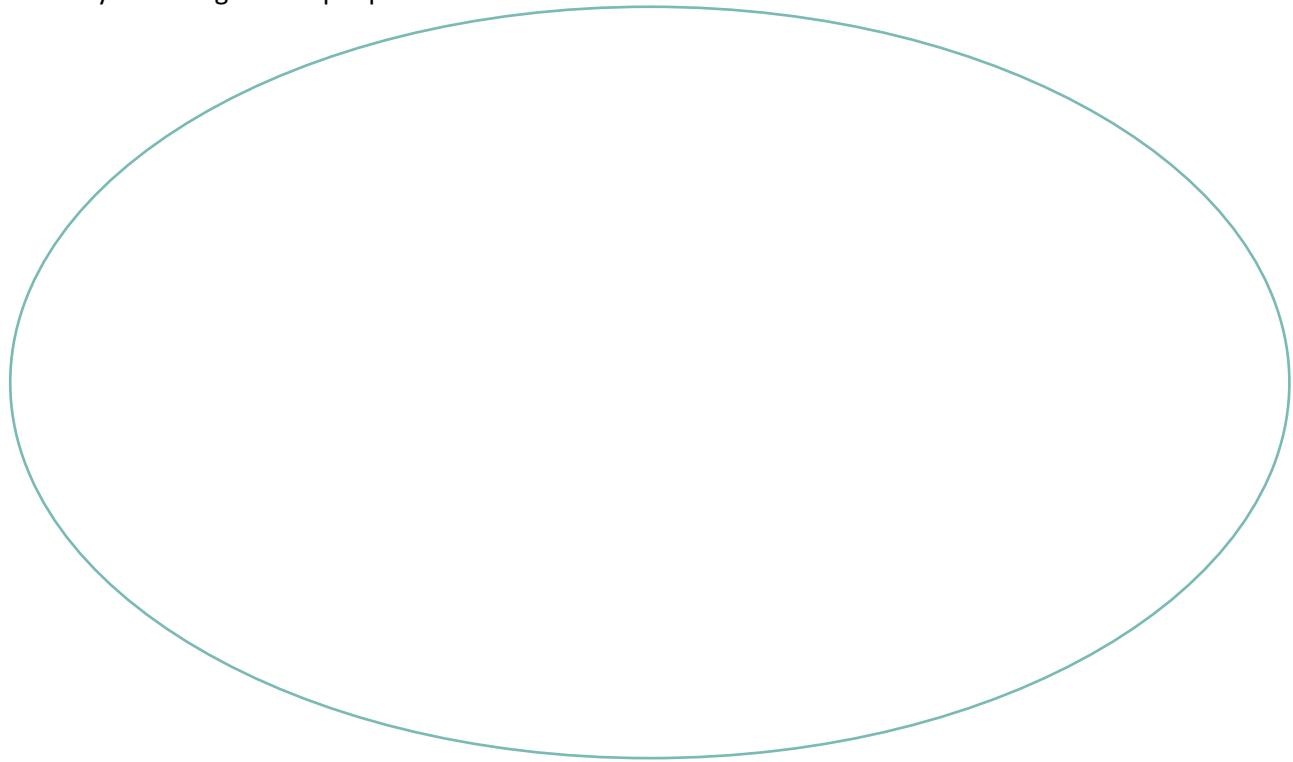
### **Task 1. Environmental sustainability**

How is your idea good for the environment?



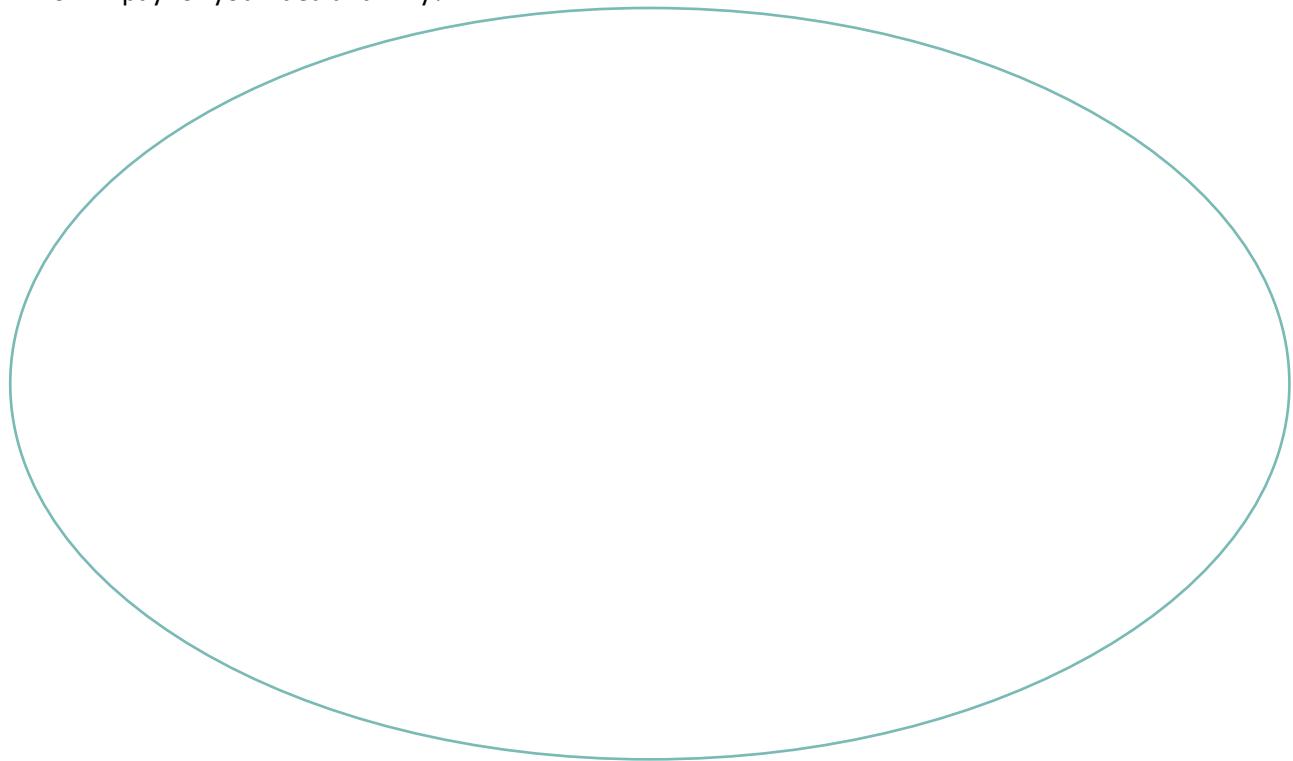
### **Task 2. Social sustainability**

How is your idea good for people?



### Task 3. Economic sustainability

Who will pay for your idea and why?



#### Task 4. Pitch your idea

Pitch your ideas to your coaching teacher team. Take note of their feedback. You can work on your pitch also tomorrow.

### CHECKPOINT III

You should now have developed your idea and worked through details of social, environmental, and economic sustainability. You have an answer to the questions:

How does our solution benefit people?

How does our solution benefit nature?

Who pays for it and how?

You have started to work on your pitch, and you have asked feedback or guidance from your coaching teacher team. You can continue planning the usage of possible photos, B-rolls and other things you may want to include to your solution/pitch also during your dinner and tomorrow morning.

## Day 3: Film workshop, pitching and final

### Schedule of the day (Thu 18.4.)

**06:00 – 09:30** Breakfast

**09:30** Check out - those travelling with the booked buses can leave any luggage they don't need during the day in their bus. (Everyone else can leave their luggage at the hotel or at Vetenskapens Hus.)

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**10:00** Film workshop, finalizing pitch, creating a video recording, and submitting the video.

**13:00** Deadline for submitting videos.

**13:30 – 14:30** Lunch, Bastard Burgers, **Stationsgatan 29!**

**14:45** Award ceremony, at Vetenskapens Hus, Storgatan 53, Luleå

**15:30** End of event and travelling home

### Film Workshop

Creating a video recording, finalizing a pitch. Submitting the video. You will receive your instructions in the workshop.

### CHECKPOINT IV at 13:00

You should now have finalized your 2-minute long pitch, recorded it and edited it. You should have submitted the finished version to the judges.

## Contact information

<p><b>Linda Strandenhed</b> Ung Företagsamhet phone: +46 70 72 47 444 email: <a href="mailto:linda.strandenhed@ungforetagsamhet.se">linda.strandenhed@ungforetagsamhet.se</a></p>	<p><b>Pietu Niinimäki</b> City of Oulu phone: +358 40 3553292 email: <a href="mailto:pietu.niinimaki@ouka.fi">pietu.niinimaki@ouka.fi</a></p>
<p><b>Kati Ilkka</b> City of Oulu phone: +358 40 33560639 email: <a href="mailto:kati.ilkka@ouka.fi">kati.ilkka@ouka.fi</a></p>	<p><b>Raija Paasimaa</b> Ammattiopisto Lappia phone: +358 400 578941 email: <a href="mailto:raija.paasimaa@lappi.fi">raija.paasimaa@lappi.fi</a></p>

# Map of locations



# Whole Innovation Camp Schedule

Tue. 16th of April 2024

**Location: Elite Stadshotellet, Storgatan 15, Luleå**

**11:15** Lunch, Elite Stadshotellet, Storgatan 15, Luleå

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**12:15** *Welcome and introduction to the days in Luleå*, Linda Strandenhed & project staff

**12:30** *Lecture on the transition in the region*, Dag Avango, professor of history, Luleå Technical University

**13:30** Circular Team Building Exercise (Mixed groups with Swedish and Finnish participants)

**15:00** Introduction to the Innovation Challenge, key concepts, and goals for the event

**15:30** Group work on the Innovation Challenge

(Choosing team roles, topics, brainstorming ideas and starting to work together.)

**17:30** Check-in at Elite Stadshotellet, Storgatan 15, Luleå

**18:30** Dinner, Quality Hotel, Storgatan 17, Luleå

**20:00** **Movie Night at Folkets Bio Royal**, Nygatan 1

(A series of short films from the region in cooperation with Filmpool Nord.)

Wed. 17th of April 2024

**06:00 – 08:30** Breakfast

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**09:00 – 09:45** Presentation by Hybrit & SSAB, Vetenskapens Hus

**10:00 – 13:00** Group A will travel by bus for a study visit at SSAB & Hybrit. Lunch in bus on return.

**10:00 – 13:00** Group B will have time in the city centre to do study visits and group work.

**13:00 – 16:00** Group B will travel by bus for a study visit at SSAB & Hybrit. Lunch in bus.

**13:00 – 16:00** Group A will have time in the city centre to do study visits and group work.

**16:00 – 17:30** Everyone reconvenes at Vetenskapens Hus, time for fika, group work and coaching.

**19:30** Dinner at Hemmagastronomi, Norra Strandgatan 1, Luleå.

Evening, independent group work

Thurs. 18th of April 2024

**06:00 – 09:30** Breakfast

**09:30** Check out - those travelling with the booked buses can leave any luggage they don't need during the day in their bus. (Everyone else can leave their luggage at the hotel or at Vetenskapens Hus.)

**Location: Vetenskapens Hus, Storgatan 53, Luleå**

**10:00** Film workshop, finalizing pitch, creating a video recording, and submitting the video.

**13:00** Deadline for submitting videos.

**13:30 – 14:30** Lunch, Bastard Burgers, Stationsgatan 29 or Storgatan 51

**14:45** Award ceremony, at Vetenskapens Hus, Storgatan 53, Luleå

**15:30** End of event and travelling home



Up to date schedule can be found here: