WP4 Report

4.3. The Challenge Programme.

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1. The Open Innovation Programme

The EUTOPIA alliance jointly launched a set of place-based challenges with a global scope to be solved by students, supported by a co-creation environment.

The original idea was that students, in multidisciplinary teams and from their home universities, worked on the challenges posed. Once the ideas to solve the challenges had been raised, a selection process would have been made of the best ideas to take to the Hackathon and, from there, to the grand finale.

An ad hoc awarding committee was to be set up bringing together both universities and stakeholders to assess the work done and presented by finalist teams themselves. In this way, the alliance would recognise the best approach to the launched challenges and work closely with the stakeholders to study and plan for an eventual implementation of the pilot solutions solutions.

However, for pandemic reasons, it has been very difficult to set the teams and engage students. Therefore, instead of having a competition, we have set a cooperative Hackathon and Conference open to all students that had participated and engaged with the programme until the end.

In order to engage students, each member of the Eutopia Alliance has approached its students differently. Some universities have worked the Challenge Programme in already existing courses (for example the Project Management for Engineers, at UPF), some others have created ad-hoc courses to engage students (for example Glocal Challenges, at UPF) and, finally, some others have worked the Open Innovation Programme as an extracurricular activity.

The working group in charge of carrying out all the activities proposed in WP4 has always taken this task as a pilot test. This is why a common methodology to carry out the activities has not been set, on the contrary, we have taken advantage of the diversity of approaches to the OIP to collect all the learnings.

Learnings from the pilot

1. Programme was set **too long in the period**. It has been very difficult to engaging students in such a long program. A programme longer than an academic year is not an option in the future.

2. Engagement works **better face-to-face** than virtually. It is difficult to maintain the students' interest when almost all the activity has had to be done virtual. There has been screen fatigue and this has led to the abandonment of some students.

3. Those universities that have made an approach to the OIP based on **extracurricular activities** have been the ones that have had the most difficulty in maintaining the interest and engagement of students.

4. **Associate (and other) partners engagement** in the OIP. The partners' engagement in the OIP is fundamental, but for this reason it is necessary to define very clearly what is their role, what do we expect form them and what benefits they can get from this collaboration.

5. **Partners' sinergies.** It is also necessary to identify what synergies there may be between the partners of the different universities. The different nature of the partners as well as their relationship with each of the members of Alliance has also made it difficult to establish a true PoP as it was imagined in the original idea.

Despite the aforementioned, the activity has been carried out. Part of the success has been the communication and dissemination that has been done among the students. Below is presented, by way of example, the presentation made to the students and partners of Pompeu Fabra University to explain the OIP, the methodology used, the calendar, the expected results, the role of students and partners and the lessons learned.
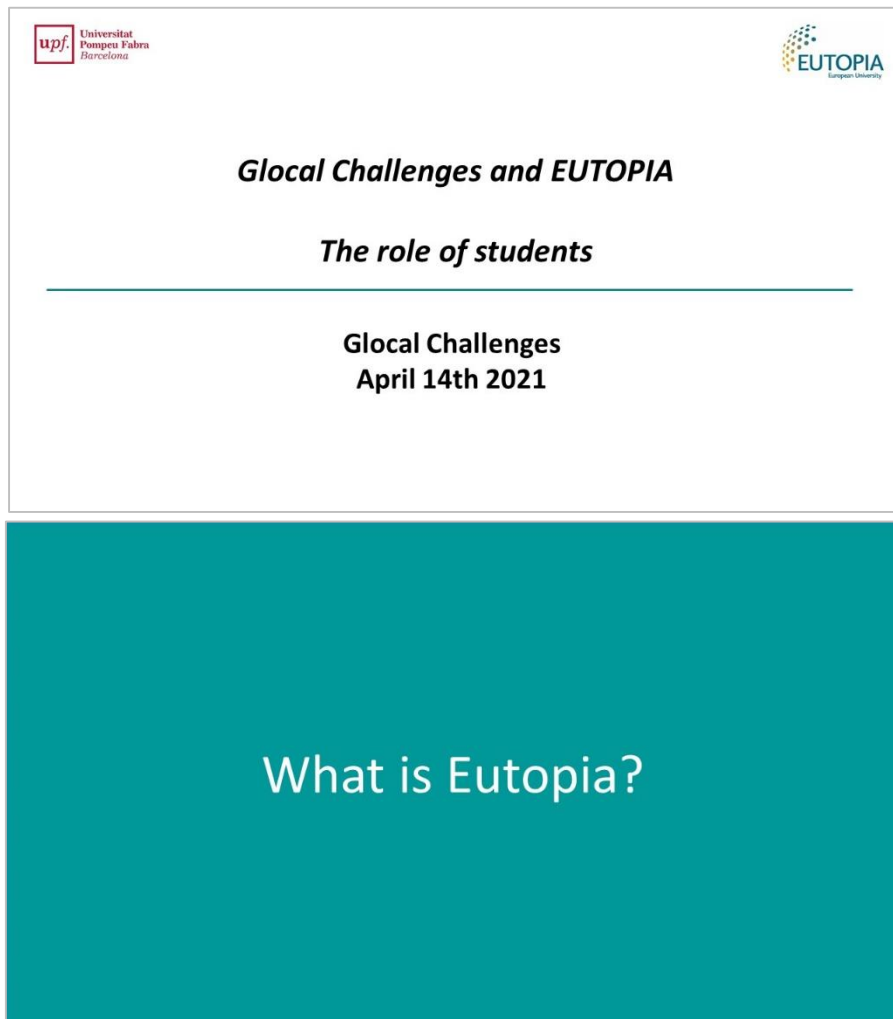
Figure 1.   Glocal Challenges. Student Engagement Session. (2 of 16)

Figure 2.   Glocal Challenges. Student Engagement Session. (5 of 16)

Figure 3.   Glocal Challenges. Student Engagement Session. (8 of 16)
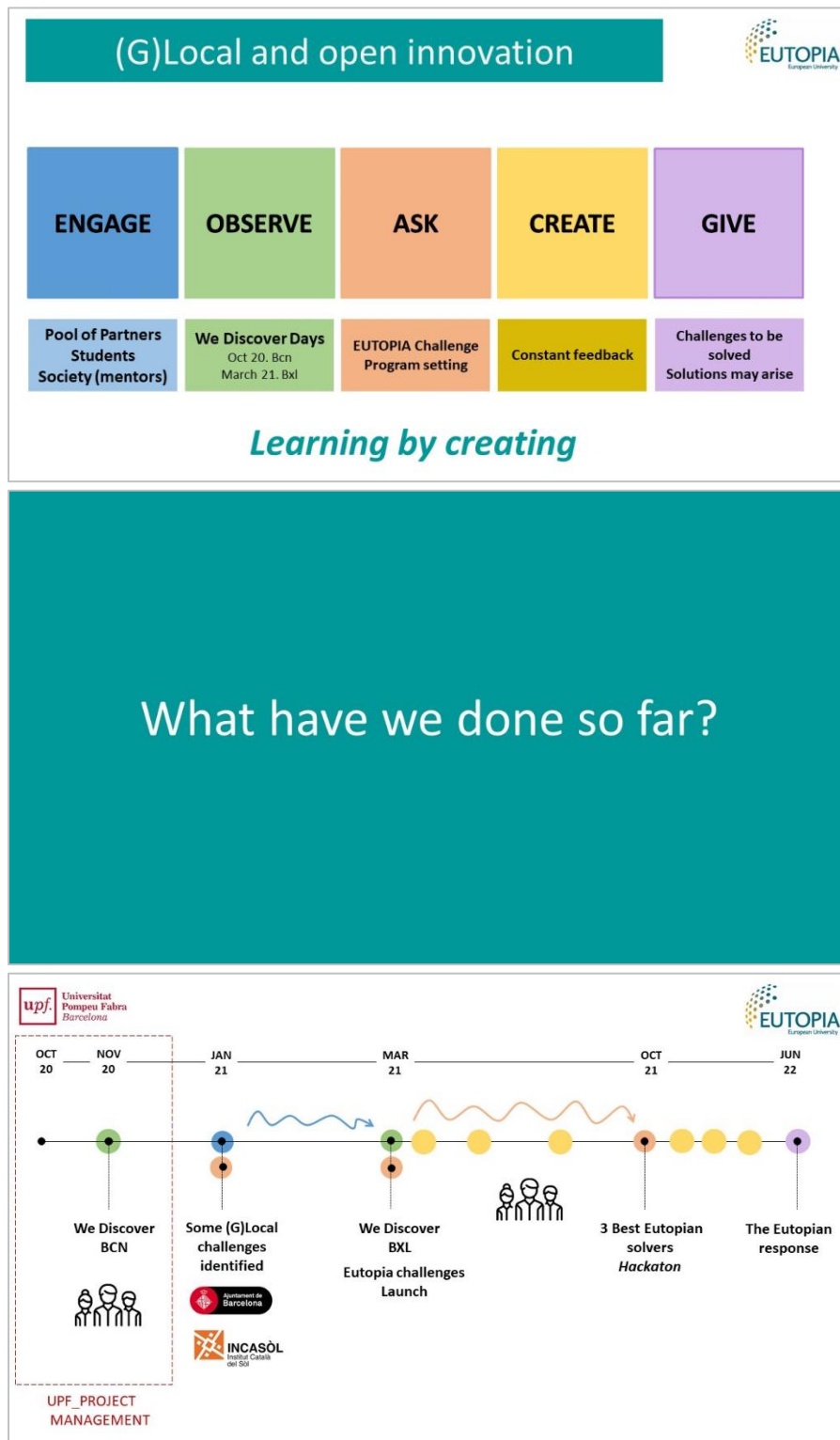
Figure 4.   Glocal Challenges. Student Engagement Session. (11 of 16)
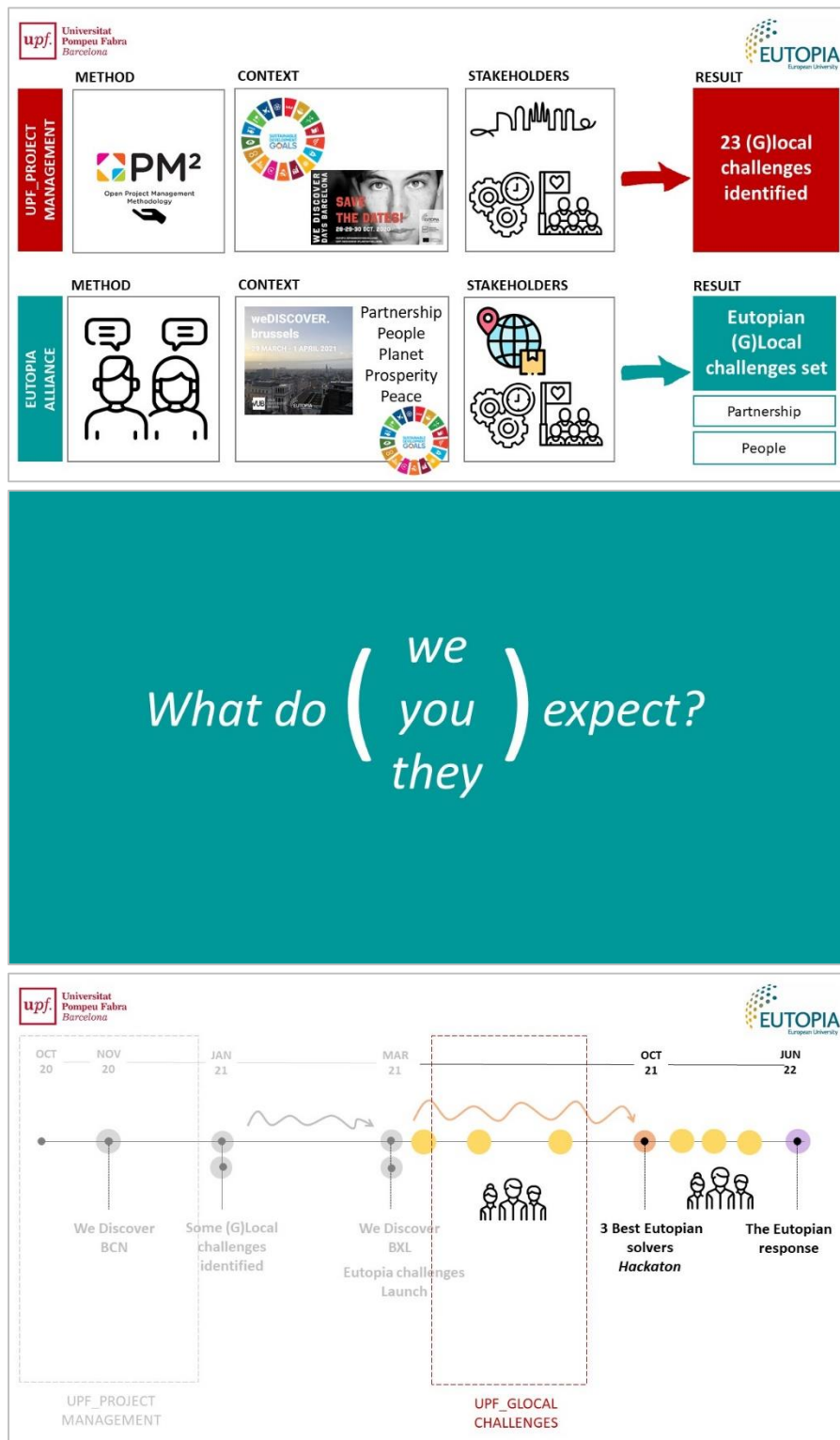
Figure 5.   Glocal Challenges. Student Engagement Session. (14 of 16)
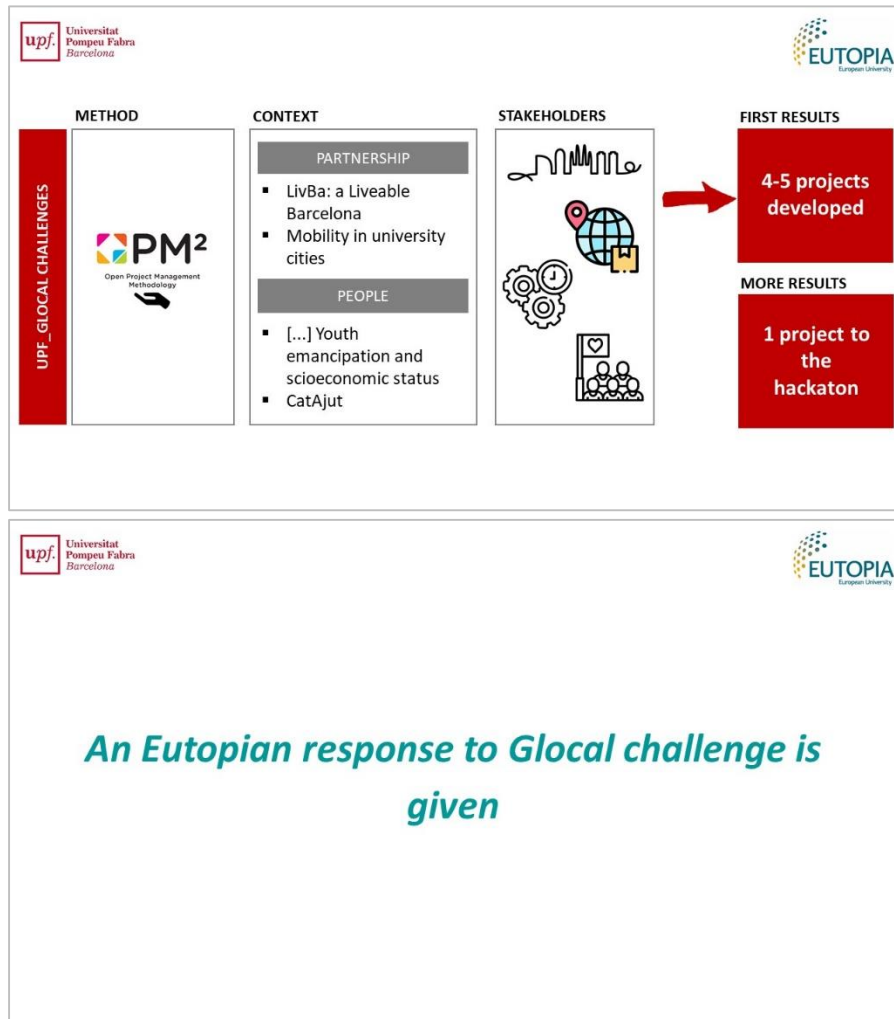
Figure 6.   Glocal Challenges. Student Engagement Session.(2 of 16)

EUTOPIA EUROPEAN UNIVERSITY

Group (in order of appearance)	Challenge Project	Students	May 26th 2021	JUNE 14th 2021
1	Liveable	Sorry, didn't get all of your names (Núria Allué, Javier Moreno, Júlia (?) et alt.)	Sorry, I didn't get your names. - Very well explained. You have explained your timeline and how and why you got there. Very good and it makes it more understandable. -Very good, and needed, legal analysis of the possibilities. It is true that it would be interesting to know how common are the legals aspectes among european countries. But at least you got the Spanish analysis. - You need to explain better, at the beginning of your presentations, which is the challenges that you are going to assess and which is the final project-product. - Javier, you need to talk a little bit slower...sometimes it was difficult to follow you, maybe it's because you were not with the rest and I couldn't see you. - Congratulations, the presentations made it easy to follow. - Looking forward to hearing sprint 2	POSITIVE FEEDBACK - Very nice presentations and good "marketing" and branding. - I like the idea of *Social Advancement in the 21st century* - Good approach to the "*Why young*" - Good on stakeholders NEEDED IMPROVEMENTS - Lack of references to the SDGs on the presentations, but ok as a whole.Functions and organizationok (Governance) Functions of the projects: - Benefits of coliving: be careful because it is not as cool as it seams and might be a tricky question - At least in the presentation you need to be a little bit more clear on what you are going to do (what is your project about)
2	Emancipation and affordable housing	Jordina Camps, Nil Codina, Carlota Garcia, Laia Hoyos, Gabriel Ivins, Sara Polo	- Even that it took a while to know what was your proposal, at the end, very well explained. - Interesting the fact that you said that you are tackling two issues at the same time: youth emancipations through labour opportunities and affordable housing. - You can tell that you're a multidisiplinary team, and the "GNMI touch" can be seen. Maybe you have spend too much time on the "marketing" at the beginning, but it's ok. It's something that you migh eventually need. -You should at least explore some European entrepreneurial environments since are closer to us (both cultural and geographically). - I like the idea of an Eutopic Campus - Looking forward to hearing about the *admission requirements* . This is going to be a big issue since it is oftner what makes public policies difficult to implement. It is ok if your projecte doesn't reach the whole population, no public policy can, so, you might want to focus on some group but you have to explain very clear why you focused on that group. - Even you didn't have a presentations, you have the summary and next steps very clear, so keep on working. Congrats!	- Congratulations. Very good presentation, very well assessed the scope of the projecte, the issues to be tackled. - Very well aligned with SDGs and Eutopia objectives ISSUES TO THINK ABOUT - Regarding Investment and Funding of the project, very well done investment. Remember to take a look at Next Generation EU Funds which might be a source of funding -Think whether the objective public should be students or young people in general. - You might want to think about Alumni instead of students. It would work to engage them in the projecte and the university - Remember to talk a little bit slower
3	Reachable access to public benefits (CATAJUT)	Sorry, didn't get all of your names (Meritxell La Haba, et alt.)	- You need to explain better what are you going to do and how. - It would help to have at least a small summary at the beginnig so it would help to follow the presentation - However, you have defended pretty well the decisions you have taken (why use the TS instead of the ID, for example) - Interesting that you have enlarged the scope of users of the app, taking into account those who might need it more - You need to think about the language issues, which can complicate the app, but, at the same time, make it more accessible to all groups (this doesn't mean it needs to be in English, but need to think who is the final user and their possible circumstances) - Keep on working, very well done, only but would be to have a small summary at the beginning of the presentations that makes it easier for the audience to follow you.	GOOD IMPROVEMENTS - Improved the scope of services that were originally contemplated. THIS IS A GOOD IMPROVEMENT - Different language approoach is also a GOOD IMPROVEMENT NEEDED IMPROVEMENTS - Atention that you don't explain, at least in the presentation, which is the challenge that you are trying to solve and its relation to the SDGs or the Eutopia values/objectives - Pay also atention who is the final user and who has the competences on the issue you are trying to solve. Social Services (Ajuntament e Barcleona) is a key actor/stakeholder and it does not seem that the app has any utility for them. You should explore what is the job of a Social worker or a Social Educator in order to improve the funcionalities of your app. This is the real added value of the app form my point of view. - Need a little bit of resaerch on legislations/competences at national level at least in order to know who are the key actors and what role do they play - Need to mention what is the scope (how many people could benefit from it, how many people use social services, how many people are under the poverty threshold.

Figure 7.   Glocal Challenges Programme at UPF. Example of feedback to students

2. The cooperative hackathon

As already mentioned above, one of the activities planned in the framework of WP4 was the celebration of a hackathon among the best teams that had participated in the OIP.

Given the difficulties in securing student engagement and the multiple cancellations that the pandemic has forced us to make, it was decided that instead of holding a competitive hackathon, a cooperative hackathon would be held in a virtual format.

Below you will find an explanation on how the hackathon was organized, what materials were given to the students, and what the results were.

2.1. The EUTOPIA Open Innovation Challenge Hackathon hosted by the University of Gothenburg.

The theme of the hackathon was public procurements and the coordination of the distribution of goods. Every year over 250 000 government agencies procure for over 2 trillion Euros. This gives governments an enormous opportunity to pull and incentivize market actors to innovate and offer more sustainable products and services.

Students worked together with their teams alongside procurers on a topic related to coordinated distribution of goods. Currently, most government agencies procure goods on an ad hoc basis which contributes to unnecessary CO2 emissions, congestion and doesn't take social aspects into consideration. Students analyzed a sub-topic that was related to the theme by applying the three pillars of sustainability: social, ecological, and economical.

One of the underlying ideas of the topic presented for the event was that the University of Gothenburg could, through its procurement office, gain insights on how this challenge may be solved and envision an ideal scenario, that experience can be used in the forthcoming work of procurement and hopefully spread to other agencies all over Europe.

In total six teams, one from each EUTOPIA partner were to work topics listed below (one per team) and provide procurers and stakeholders new insights and inspiration that could be taken into consideration when moving forward with procuring goods. At the end, there were only five teams since the VUB team merged with the UPF team due to lack of students willing to participate.

The themes, one per team, that will were assigned prior to the hackathon were:

Environment	Competition	Economy
Road safety	Work environment	E-commerce

2.2. The hackathon. Students, facilitators and partners

- HOW

  The hackathon process was divided into three main segments using design thinking principles:

  • Problem framing

  • Idea development

  • Prototype / presentation of an ideal world

- WHO PARTICIPATED

  The main participants at the Hackathon were the students. However, a group of facilitators from University of Gothenburg and UPF worked together with the students guiding them through the process during the three days that the hacathon lasted.

  Also collegues from the University of Gothenburg Procurement office and external institutions were invited to the sessions to explain what were their challenges so students could understand the scope of the topic addressed.

- PREPARATION

  Students received a dossier of background information and an introduction to their specific theme prior to the event.

  Each team worked locally, but facilitation and interviews were done using Zoom and Miro Boards.

- SCHEDULE of the VENUE

Wednesday February 23rd	Thursday, February 24th	Friday, February 25th
09 – 10 Introduction. 11 – 12 Reading. 12 - 13 Lunch. 13 - 14 Interview procurer. 14 - 15 Stakeholder interview.	9 - 10 Reflection on the 23rd 10 - 11 Interview with stakeholder. 11 - 12 Summarize findings. 13 - 14 Brainstorming ideas. 14 - 16 Ideal scenario building & presentation.	9 - 10 Complete ideal scenario/presentation. 11 - 13 Presentations. 13 - 14 Lunch. 14 - 15 Closing discussion.

2.3. The hackathon. Tools and materials

The Hackathon was held virtually and the tools used were Zoom and Miro Board, a design thinking tool. Instructions were given on how to use the tools before the venue.

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1. *Introduction video on how to use Miro:* https://youtu.be/pULLAEmhSho?t=276

2. *Template to to try out Miro using this board:* HACKATHON Testing Board, Online Whiteboard for Visual Collaboration (miro.com)

Figure 1.   The cooperative Hackathon. Tools given to students

Each team received some initial materials to work with prior to the interviews with procurers and partners.

Figure 2.   The cooperative Hackathon. Materials for students. Circular Economy in Logistics

Figure 3.   The cooperative Hackathon. Materials for students. Public-Private Partnership

Figure 4.   The cooperative Hackathon. Materials for students. Sustainable Business Models

Figure 5.   The cooperative Hackathon. Materials for students. Sustainable E-commerce

Figure 6.   The cooperative Hackathon. Materials for students. Sustainable Logistics

2.4. The hackathon. Results

Figure 7.   Students work, reflections, insights and results. University of Ljubljana Team. Circular Economy.
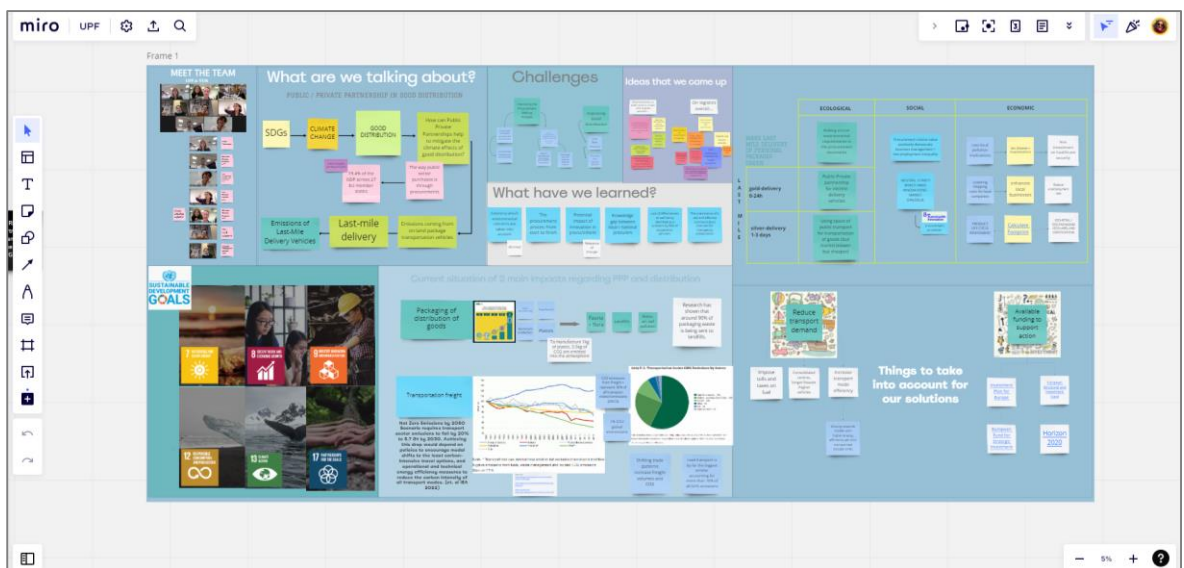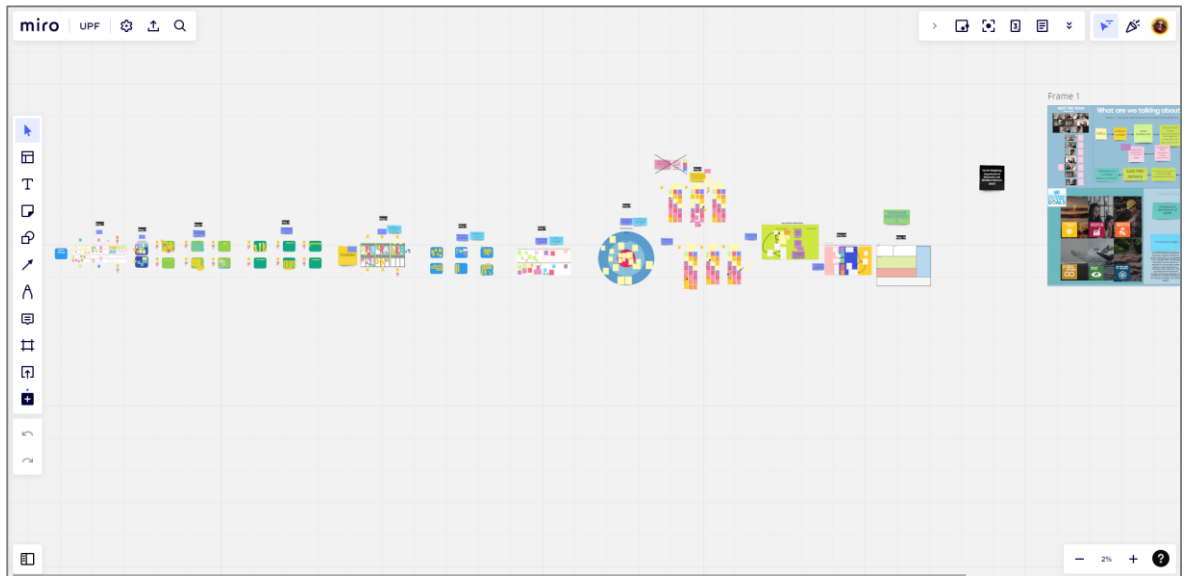
*Figure 8.   Students work, reflections, insights and results. University Pompeu Fabra and Vrije
University Brussels Team. Public-Private Partnership*
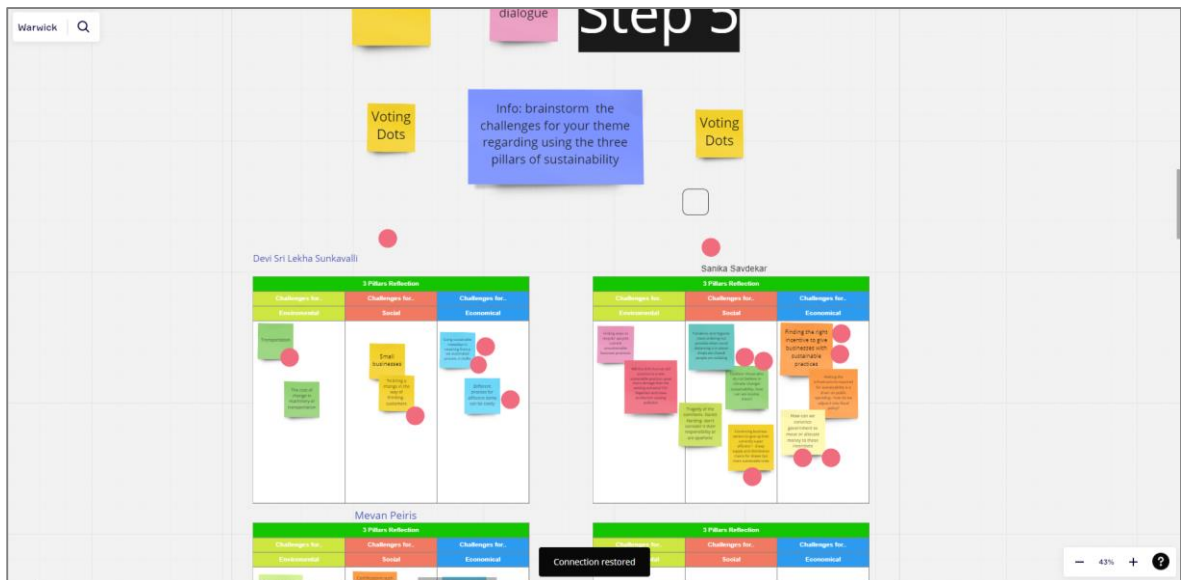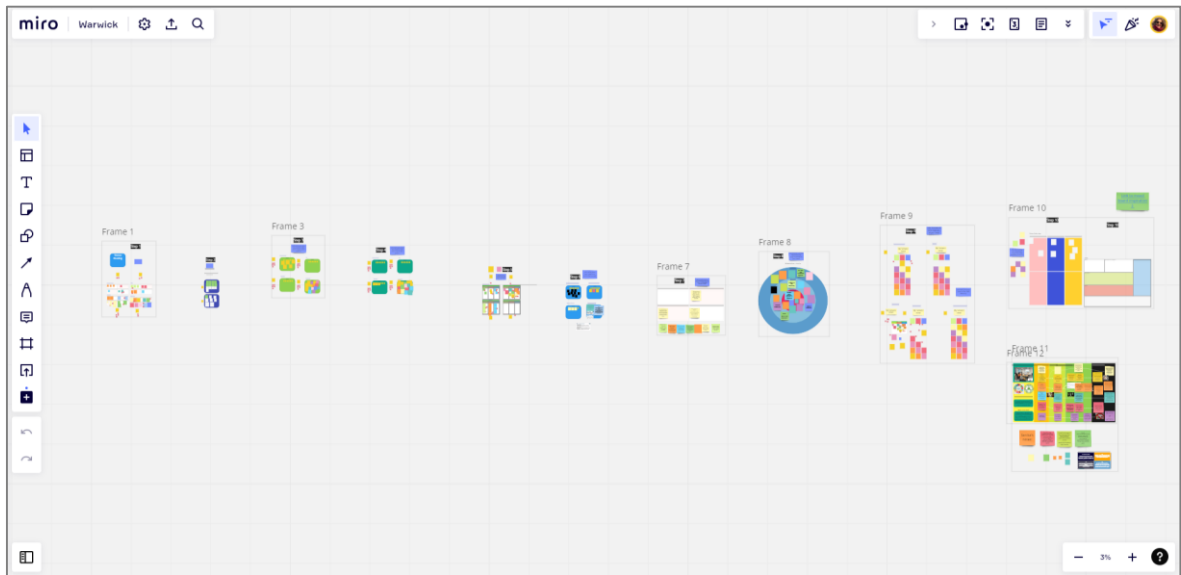
Figure 9.   Students work, reflections, insights and results. University of Warwick Team. Sustainable Business Models
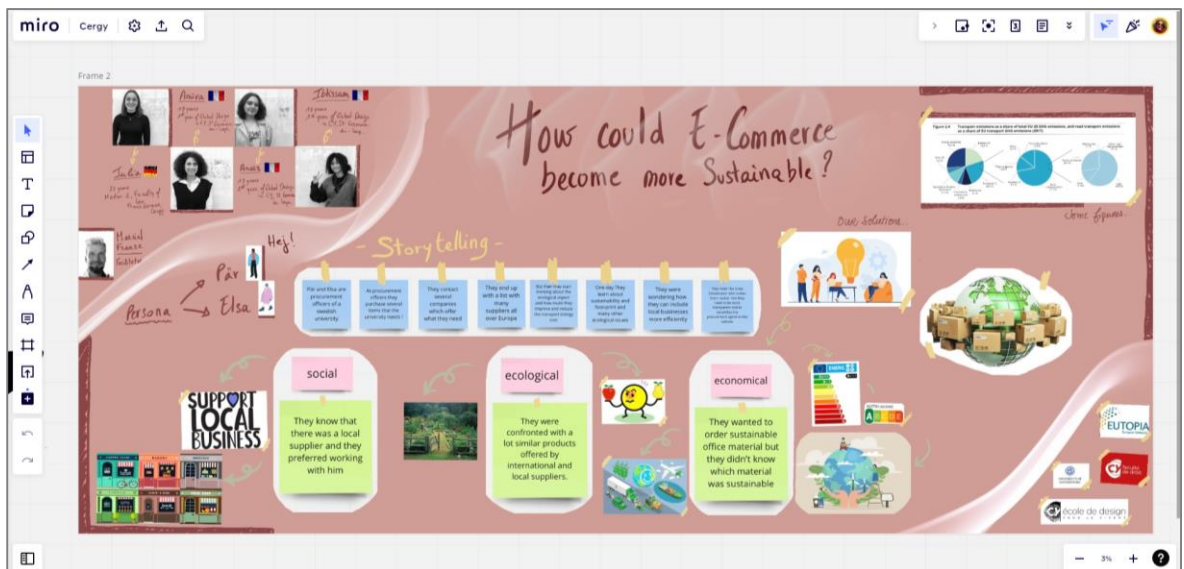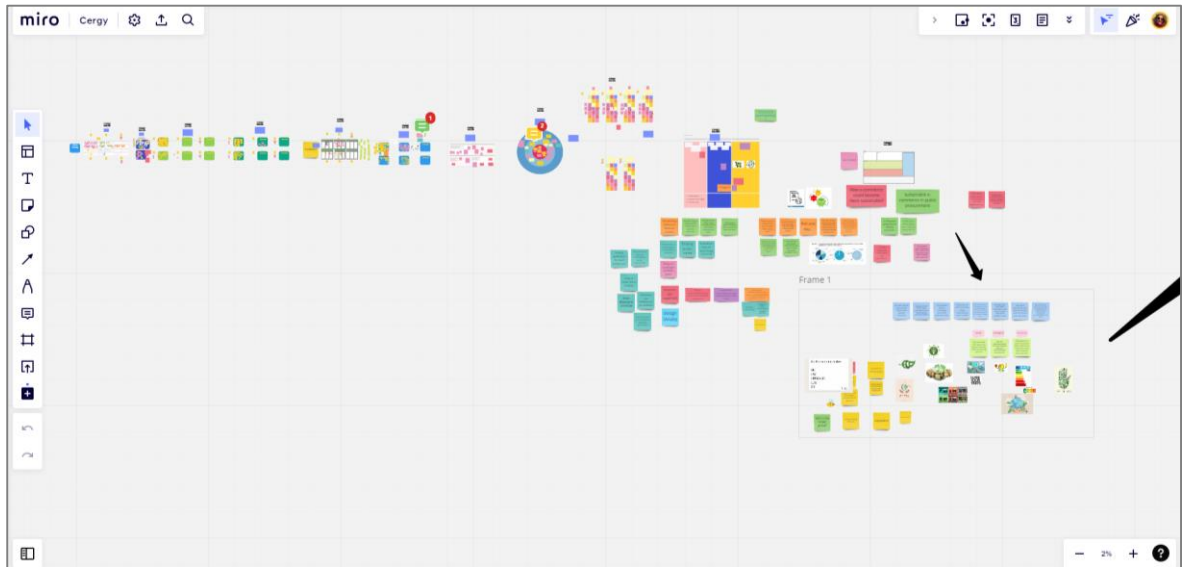
Figure 10.   Students work, reflections, insights and results. Cergy University Team. Sustainable E-commerce
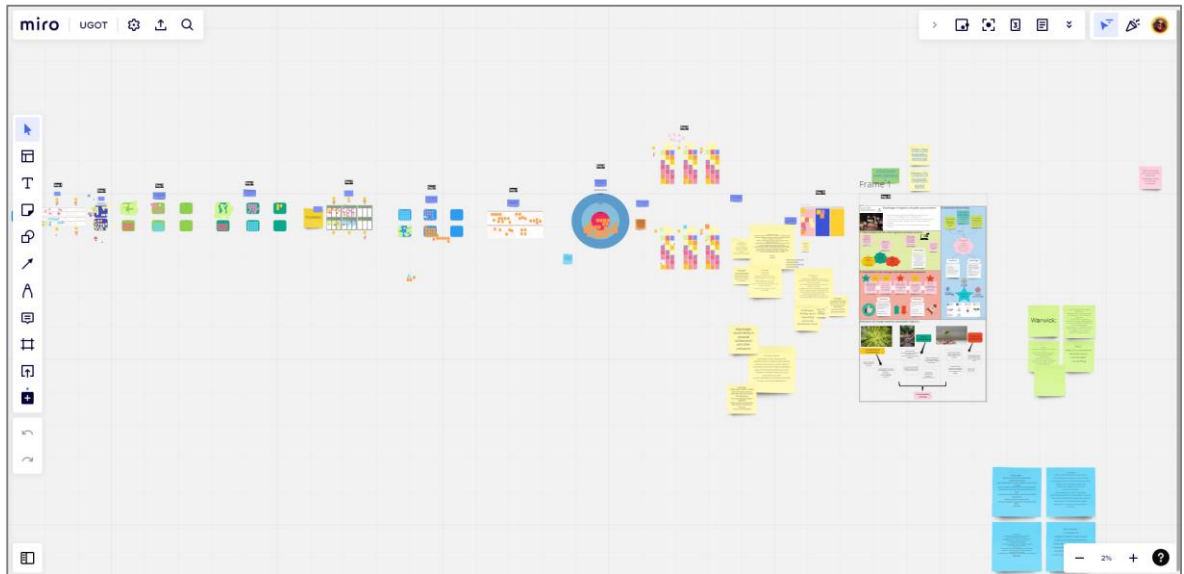
Figure 11.   Students work, reflections, insights and results. University of Gothenburg Team. Sustainable Logistics

You can find the Dissemination on the UPF-VUB Team participation at the Hackathon here

3. The Eutopia Innovation Conference (EUIC)

3.1. The EUIC briefings

We are proposing a EUTOPIA Innovation Conference (EUIC) on 06-08 July 2022, combining the interests and goals of 2050-WPs 3 and 4, as well as TRAIN and SIF. This would be a 2.5-day event bringing together a number of Research & Innovation activities across the alliance, involving students, staff, and external stakeholders.

We think that running an event like this could be mutually beneficial to these different EUTOPIA projects, and help them to fulfil some of the goals they're working towards. For instance, TRAIN is looking to foster more interaction with students, researchers, and external stakeholders; 2050-WP3 wants to organise more researcher-mobility activities; and 2050-WP4 may be able to secure more student engagement with a wide-ranging event of this kind. It could also help us to use some of the under-spent budget across these projects.

This is just an initial proposal: the next step is to develop the schedule below by giving a more concrete sense of what each event would involve, and which students, staff, and external stakeholders we would invite.

The dates suggested here seem to be the most viable ones for an event like this, but it will be a busy time on the Warwick campus due to graduation ceremonies and preparations for the Commonwealth Games.

The following was intended as a starting-point for thinking about what components we might include in a 2.5-day event. As such, it is probably too complex and ambitious, but hopefully will prompt discussion so that we can agree on a draft schedule and share this more broadly.

Some key goals here are:

- To help fulfil the objectives of 2050-WP3/4, TRAIN, and SIF (e.g. by facilitating some light-touch researcher mobility, holding workshops on the themes of TRAIN deliverables, and running a student-centred place-making event)
- To create a series of sessions that will be rewarding for a relatively small number of participants: around 40-50 people in total
- To ensure that all participants – students, staff, and external stakeholders – can get something out of all the sessions (i.e. no parallel sessions, except for the mobility workshops at the end)
- To focus more on relationship-building and discussion than on presentations (though with keynote speakers to provide a breather between the intensive workshops)
- To kick-start conversations and highlight future opportunities

3.2. The EUIC. The venue and results

DESCRIPTION of the VENUE: This was a hybrid event, with around 50 participants attending physically (on the University of Warwick campus) and more joining us online.

EUIC 2022 focused on the theme of 'European Universities and Sustainable Development', and involved a mix of presentations and workshops, with a strong emphasis on interdisciplinary dialogue and collaboration. Participants from a range of innovative projects presented and reflected upon their work, exploring key questions facing the EUTOPIA Alliance:

- How can European universities and their students address local and global challenges?
- How can we promote innovation skills and an innovation mindset throughout Higher Education?
- How can research be utilised to achieve greater impact in society?

Below, each session is briefly summarised, including the presenters' names (and contact details, in the case of staff).

We encourage further discussion of this event, and of the issues raised during the workshops, in the [EUIC Discord Server](#).

PROGRAMME:

Day 1: 06 July

09:30-10:00 Introduction: Innovation in EUTOPIA **(Hybrid)**

The following colleagues gave brief presentations:

- Nigel Driffield (Nigel.Driffield@wbs.ac.uk), Professor of International Business at Warwick Business School and Deputy Pro-Vice Chancellor for Regional Engagement, introduced the concept of place-making and explained the importance of involving students in these discussions.

- Elena Korosteleva (elena.korosteleva@warwick.ac.uk), Director of the Institute for Global Sustainable Development, and Stephanie Whitehead (S.Whitehead@warwick.ac.uk), Programme and Evaluation Manager at the IGSD, gave an overview of work on sustainable development (with both a regional and an international scope) at Warwick.

- India Holme (india.holme@warwick.ac.uk), Research and Impact Development Manager in Research & Impact Services, presented recent initiatives to build engagement between Warwick and the local region, especially Coventry. She also shared the following links after the session: [Coventry City of Culture 2021](#), [Artist-Researcher Collaborations](#), [Coventry Creates](#), [Coventry Creates Videos and Mosaic](#) (watch the two 3-minute videos), [Artist-Researcher Collaborations: Lessons and Challenges](#), [Case Studies For Change](#), [Getting Creative with Sustainability](#) (updates coming soon), [Research Projects](#), [Care, Caring and Carers - Communicating University research through artistic expression](#), [How can we communicate University research through artistic expression?](#).

- Camilla Pettersson (camilla.pettersson@gu.se), Team Leader for Innovation and Utilisation in the Grants and Innovation Office, University of Gothenburg, presented the broader

spectrum of Research & Innovation projects within the EUTOPIA Alliance, again underlining the importance of students and education-focused work in relation to these.

10:00-12:00 Student Showcase on Sustainable Development **(Hybrid)**

The six student teams presented their responses to the question, 'How can universities and their students engage with local and global challenges?' The names of the team members who attended the conference (in person or online) are given below, along with a brief summary of the topics they explored.

Note that other students contributed to some of the projects mentioned but were unable to attend.

- VUB (Rayan El Outa, Naomi Geyskens, Yanissa Lacaeyse, Omar Othman, and Frauke Billiet): collaboration with EUTOPIA Knowledge Bazaar; making scientific research more accessible to stakeholders from a wider range of cultural backgrounds; need to address the 'digital divide'.
- CY (Paul-Adrien Viala, Amira Khellil, Julia Nina Féron): EUTOPIA Open Innovation Challenge project on 'Urban signage in Cergy'; history, culture, infrastructure of Cergy; collaboration with CY Campus International; student-led project to make Cergy more accessible and inclusive.
- Gothenburg (Daniela Sauer, Judith Sorel Ngou, Antara Islam): student engagement with Gothenburg Centre for Sustainable Development (GMV); university initiatives to address all three pillars of Sustainable Development; focus on SDG 4, 'Quality Education'; highlight Gothenburg's Summer School for Sustainability as example of best practice.
- Ljubljana (Amadej Petan, Miha Robnik Kračun, Tara Sergeja Kadunc, Urška Rozman, Tadej Uršič): how universities and students impact socioeconomic conditions in peripheral/non-urban host regions; challenging perspectives from the 'centres' of knowledge; case-study on small town of Vipava; relation between knowledge produced in universities, the market, and a 'globalised society'.
- UPF (Gabriel Ivins, Laia Hoyos de la Cuesta, Nil Codina Martínez, Carlota García Ropero, Sara Polo Morcillo): EUTOPIA Open Innovation Challenge project on affordable housing; proposal for 'Eutopic Campus', a co-living space for students, by students; pilot in UPF, campuses developed in each EUTOPIA partner; innovation/entrepreneurship hub as laboratory for new ideas.
- Warwick (Mevan Peiris, Devi Sri Lekha Sunkavalli): group discussion on the 'grant mentality' in universities' approach to innovation; importance of business model to ensure meaningful (and sustainable) outputs; need to balance experimentation with awareness of the waste entailed by failure; experiences on MSc Innovation & Entrepreneurship in WMG.

13:00-16:00 Workshop 1: European Universities and Sustainable Development **(Hybrid)**

A collaborative workshop to explore how universities and their students might address sustainable development challenges. Participants worked in pairs and groups using a light-touch Design Thinking process. The workshop focused specifically on the topic of energy consumption, in the contexts of Campus, Curriculum, and Community.

This workshop was facilitated by:

- Bo Kelestyn (Bo.Kelestyn@wbs.ac.uk), Associate Professor in Warwick Business School
- Lory Barile (Lory.Barile@warwick.ac.uk), Associate Professor in Economics
- Nikita Asnani (Nikita.Asnani@warwick.ac.uk), MSc Humanitarian Engineering and Sustainability

Day 2: 07 July

09:15-10:00 Guest speaker reflections (Hybrid)

Lory Barile presented a recent project, the Warwick Sustainability Challenge, after which there was a group discussion of the issues raised on the previous day.

10:30-12:00 Guided Tour: Sustainability on Campus

David Chapman (D.M.Chapman@warwick.ac.uk) from Warwick's Sustainability Team guided attendees around campus, discussing how buildings and facilities are constructed and run with sustainability in mind.

13:00-15:00 Workshop 2: Mainstreaming Innovation in Universities (Hybrid)

A collaborative workshop to explore how innovation and entrepreneurship can be promoted more broadly in Higher Education, especially through the lens of sustainable development. Participants worked in pairs and groups using a light-touch Design Thinking process. This session was facilitated by Nikita Asnani.

Day 3: 08 July

09:30-12:00 Change-making and Virtual Reality

Dr. Robert O'Toole (Robert.O-Toole@warwick.ac.uk) led a session on how we can take a 'designerly' approach to bringing about change. Participants formed groups and used Oculus VR headsets in the Faculty of Arts Building, to explore how technology can be used to support the Design Thinking process (with a focus on the perception of migrant communities in the UK). At the end of the session, the group reflected on the conference as a whole, and discussed what EUTOPIA could do in the future to support student innovation.
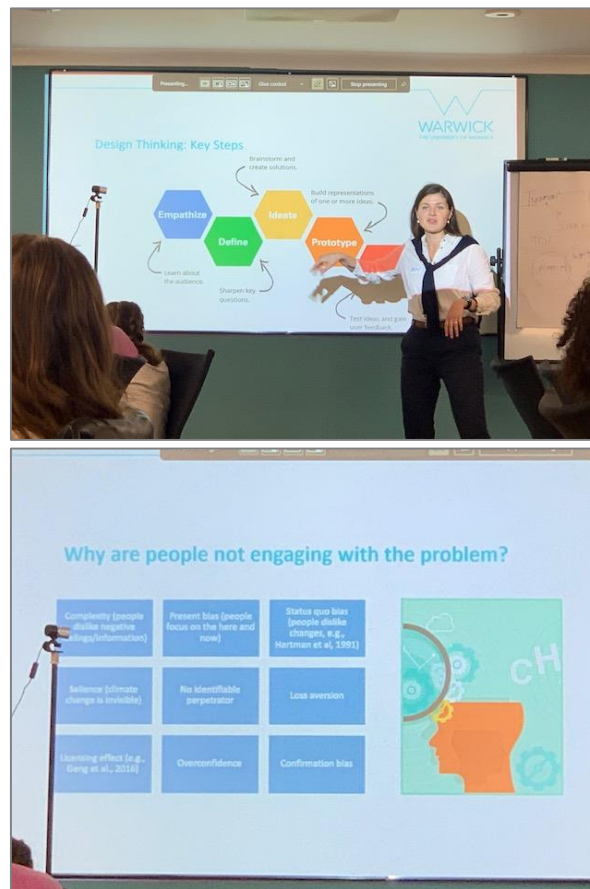
Figure 1.   Design Thinking Session and Sustainable Development Goals

Figure 2.   Sustainable Campus Tour

Figure 3.   Change making and virtual reality session