WP4 Report

4.4.2. WeEUTOPIANs challenge competition.

Co-funded by the Erasmus+ Programme of the European Union

Table of contents

1. Introduction

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.

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.

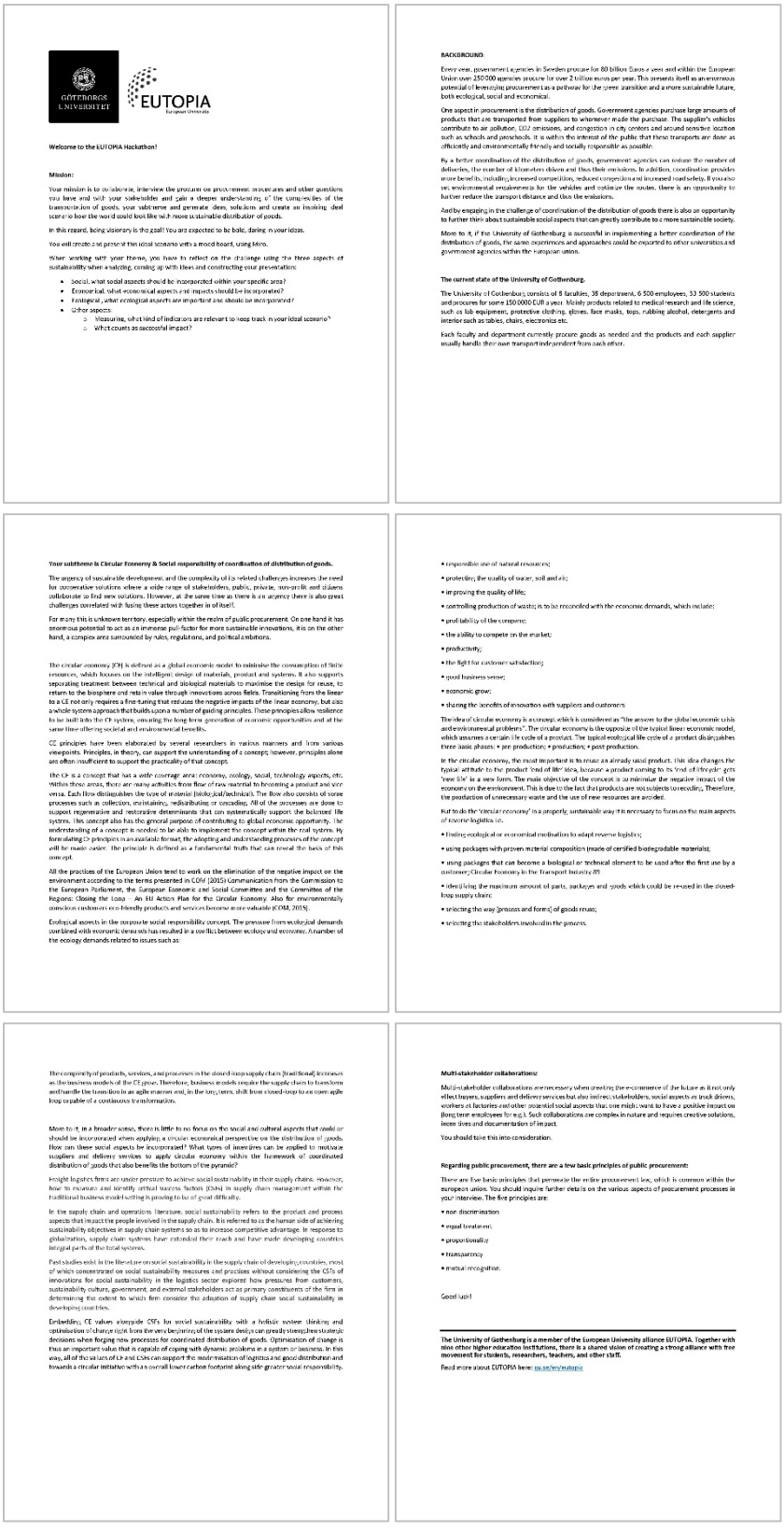
2.3. The hackathon. Tools and materials

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.

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.



Welcome to the EUTOPIA Hackathon!

Mission:

Your mission is to collaborate, interview the procurer on procurement issues/aims and other questions you have and with your stakeholder and gain a deeper understanding of the complexities of the transportation of goods, your subtheme and generate ideas, solutions and create an inspiring ideal scenario how the world could look like with more sustainable distribution of goods.

In this regard, being visionary is the goal! You are expected to be bold, daring in your ideas.

You will create and present this ideal scenario with a mood board, using Miro.

When working with your theme, you have to reflect on the challenge using the three aspects of sustainability when analyzing, coming up with ideas and constructing your presentation:

- Social, what social aspects should be incorporated within your specific area?
- Economical, what economical aspects and impacts should be incorporated?
- Ecological, what ecological aspects are important and should be incorporated?
- Other aspects:
  - Measuring, what kind of indicators are relevant to keep track in your ideal scenario?
  - What counts as successful impact?

BACKGROUND:

Every year, government agencies in Sweden procure for 80 billion Euros a year and within the European Union over 250 000 agencies procure for over 2 trillion euros per year. This presents itself as an enormous potential of leveraging procurement as a pathway for the green transition and a more sustainable future, both ecological, social and economical.

One aspect in procurement is the distribution of goods. Government agencies purchase large amounts of products that are transported from suppliers to whomever made the purchase. The supplier's vehicles contribute to air pollution, CO2 emissions, and congestion in city centers and around sensitive location such as schools and preschools. It is within the interest of the public that these transports are done as efficiently and environmentally friendly and socially responsible as possible.

By a better coordination of the distribution of goods, government agencies can reduce the number of deliveries, the number of kilometers driven and thus their emissions. In addition, coordination provides more benefits, including increased competition, reduced congestion and increased road safety. If you also set environmental requirements for the vehicles and optimize the routes, there is an opportunity to further reduce the transport distance and thus the emissions.

And by engaging in the challenge of coordination of the distribution of goods there is also an opportunity to further think about sustainable social aspects that can greatly contribute to a more sustainable society.

More to it, if the University of Gothenburg is successful in implementing a better coordination of the distribution of goods, the same incentives and approaches could be exported to other universities and government agencies within the European union.

The current state of the University of Gothenburg.

The University of Gothenburg consists of 8 faculties, 38 department, 6 500 employees, 53 500 students and procures for some 150 0000 EUR a year. Mainly products related to medical research and life science, such as lab equipment, protective clothing, gloves, face masks, tops, rubbing alcohol, detergents and interior such as tables, chairs, electronics etc.

Each faculty and department currently procure goods as needed and the products and each supplier usually handle their own transport independent from each other.

Your subtheme is Circular Economy & Social responsibility of coordination of distribution of goods.

The urgency of sustainable development, and the complexity of its related challenges increases the need for cooperative solutions where a wide range of stakeholders, public, private, non-profit and citizens collaborate to find new solutions. However, at the same time as there is an urgency there is also great challenges correlated with having these actors together in one of itself.

For many this is unknown territory, especially within the realm of public procurement. On one hand it has enormous potential to act as an immense pull-factor for more sustainable innovations, it is on the other hand, a complex area surrounded by rules, regulations, and political ambitions.

The circular economy (CE) is defined as a global economic model to minimise the consumption of finite resources, which focuses on the intelligent design of materials, product and systems. It also supports separating treatment between technical and biological materials to maximise the design for reuse, to return to the biosphere and retain value through innovations across fields. Transitioning from the linear to a CE not only requires a fine-tuning that reduces the negative impacts of the linear economy, but also a whole system approach that builds upon a number of guiding principles. These principles allow resilience to be built into the CE system, ensuring the long-term generation of economic opportunities and at the same time offering societal and environmental benefits.

CE principles have been elaborated by several researchers in various manners and from various viewpoints. Principles, in theory, can support the understanding of a concept; however, principles alone are often insufficient to support the practicality of that concept.

The CE is a concept that has a *wide coverage area: economy, ecology, social, technology aspects, etc.* Within these areas, there are many activities from flow of raw material to becoming a product and vice versa. Each flow distinguishes the type of material (biological/technical). The flow also consists of some processes such as collection, maintaining, redistributing or recycling. All of the processes are done to support regenerative and restorative determinants that can systematically support the balanced life system. This concept also has the general purpose of contributing to global economic opportunity. The understanding of a concept is needed to be able to implement the concept within the real system. By formulating CE principles in an available format, the adopting and understanding processes of the concept will be made easier. The principle is defined as a fundamental truth that can reveal the basis of this concept.

All the practices of the European Union tend to work on the elimination of the negative impact on the environment according to the terms presented in COM (2015) Communication from the Commission to the European Parliament, the European Economic and Social Committee and the Committee of the Regions: Closing the Loop – An EU Action Plan for the Circular Economy. Also for environmentally conscious customers eco-friendly products and services become more valuable [COM, 2015].

Ecological aspects in the corporate social responsibility concept. The pressure from ecological demands combined with economic demands has resulted in a conflict between ecology and economy. A number of the ecology demands related to issues such as:

- responsible use of natural resources;
- protection of the quality of water, soil and air;
- improving the quality of life;
- controlling production of waste; is to be reconciled with the economic demands, which include:
- profitability of the company;
- the ability to compete on the market;
- productivity;
- the fight for customer satisfaction;
- good business sense;
- economic growth;
- sharing the benefits of innovation with suppliers and customers.

The idea of circular economy is a concept which is considered as "the answer to the global economic crisis and environmental problems". The circular economy is the opposite of the typical linear economic model, which assumes a certain life cycle of a product. The typical ecological life cycle of a product distinguishes three basic phases: • pre production; • production; • post production.

In the circular economy, the most important is to reuse an already used product. This idea changes the typical attitude to the product 'end of life' idea, because a product coming to its 'end of lifecycle' gets 'new life' in a new form. The main objective of the concept is to minimise the negative impact of the economy on the environment. This is due to the fact that products are not subjects to recycling. Therefore, the production of unnecessary waste and the use of new resources are avoided.

But to do the 'circular economy' in a properly, sustainable way it is necessary to focus on the main aspects of reverse logistics i.e.

- finding ecological or economical motivation to adapt reverse logistics;
- using packages with proven material composition (made of certified biodegradable materials);
- using packages that can become a biological or technical element to be used after the first use by a customer; Circular Economy in the Transport Industry 89
- identifying the maximum amount of parts, packages and goods which could be re-used in the closed-loop supply chain;
- selecting the way (process and form) of goods reuse;
- selecting the stakeholders involved in the process.

The complexity of products, services, and processes in the closed-loop supply chain (traditional) increases as the business models of the CE grow. Therefore, business models require the supply chain to transform and handle the transition in an agile manner and, in the long term, shift from closed-loop to an open agile loop capable of a continuous transformation.

More to it, in a broader sense, there is little to no focus on the social and cultural aspects that could or should be incorporated when applying a circular economical perspective on the distribution of goods. How can these social aspects be incorporated? What types of incentives can be applied to motivate suppliers and delivery services to apply circular economy within the framework of coordinated distribution of goods that also benefits the bottom of the pyramid?

Freight logistics firms are under pressure to achieve social sustainability in their supply chains. However, how to measure and identify critical success factors (CSFs) in supply chain management within the traditional business model-setting is proving to be of great difficulty.

In the supply chain and operations literature, social sustainability refers to the product and process aspects that impact the people involved in the supply chain. It is referred to as the human side of achieving sustainability objectives in supply chain systems so as to increase competitive advantage. In response to globalisation, supply chain systems have extended their reach and have made developing countries integral parts of the total systems.

Past studies exist in the literature on social sustainability in the supply chain of developing countries, most of which concentrated on social sustainability measures and practices without considering the CSFs of innovations for social sustainability in the logistics sector explored how pressures from customers, sustainability culture, government, and external stakeholders act as primary constituents of the firm in determining the extent to which firm consider the adoption of supply chain social sustainability in developing countries.

Embedding CE values alongside CSFs for social sustainability with a holistic system thinking and optimisation of change right from the very beginning of the systems design can greatly strengthen strategic decisions when forging new processes for coordinated distribution of goods. Optimization of change is thus an important value that is capable of coping with dynamic problems in a system or business. In this way, all of the values of CE and CSFs can support the modernisation of logistics and good distribution and towards a circular initiative with a overall lower carbon footprint along side greater social responsibility.

Multi-stakeholder collaborations:

Multi-stakeholder collaborations are necessary when creating the e-commerce of the future as it not only effect buyers, suppliers and delivery services but also indirect stakeholders, social aspects as truck drivers, workers at factories and other potential social aspects that one might want to have a positive impact on (long term employees for e.g.). Such collaborations are complex in nature and requires creative solutions, incentives and documentation of impact.

You should take this into consideration.

Regarding public procurement, there are a few basic principles of public procurement:

There are five basic principles that permeate the entire procurement law, which is common within the european union. You should inquire further details on the various aspects of procurement processes in your interview. The five principles are:

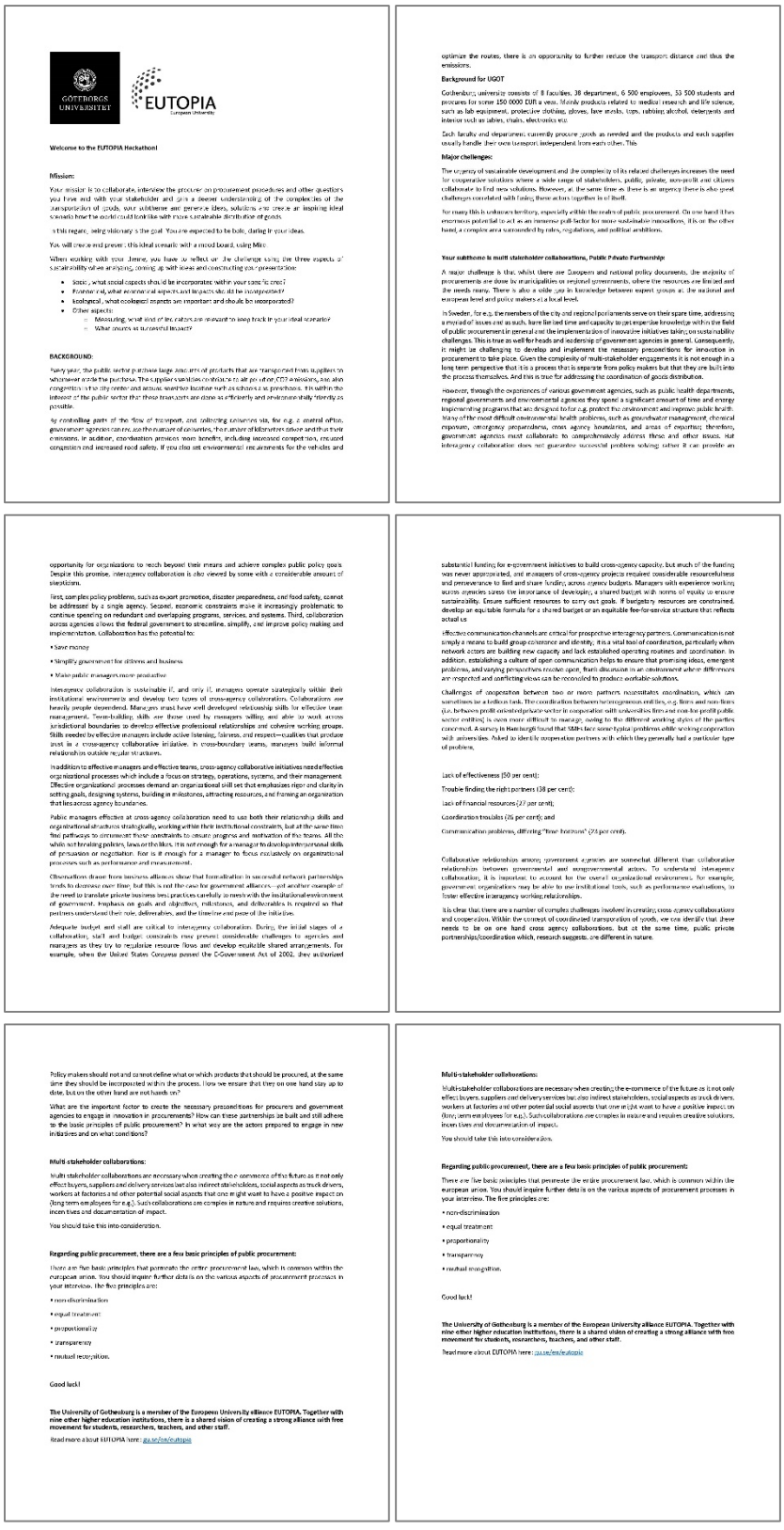
- non discrimination
- equal treatment
- proportionality
- transparency
- mutual recognition.

Good luck!

The University of Gothenburg is a member of the European University alliance EUTOPIA. Together with nine other higher education institutions, there is a shared vision of creating a strong alliance with free movement for students, researchers, teachers, and other staff.

Read more about EUTOPIA here: gu.se/en/eutopia

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



Welcome to the EUTOPIA Hackathon!

Mission:

Your mission is to collaborate, interview the procurer on procurement procedures and other questions you have and with your stakeholder and gain a deeper understanding of the complexities of the transportation of goods. Your sublteme and generate ideas, solutions and create an inspiring ideal scenario how the world could look like with more sustainable distribution of goods.

In this regard, being visionary is the goal. You are expected to be bold, daring in your ideas.

You will create and present this ideal scenario with a mood board, using Miro.

When working with your Jemine, you have to reflect on the challenge using the three aspects of sustainability when analysing, coming up with ideas and constructing your presentation:

- Social, what social aspects should be incorporated within your specific case?
- Economical, what economical aspects and impacts should be incorporated?
- Ecological, what ecological aspects are important and should be incorporated?
- Other aspects:
  - Measuring, what kind of the factors are relevant to keep track in your ideal scenario?
  - What counts as successful impact?

BACKGROUND:

Every year, the public sector purchase large amounts of products that are transported from suppliers to whomever made the purchase. The supplier variables contribute to air pollution, CO2 emissions, and also congestion in the city center and around warehouse location such as schools or preschools. It within the interest of the public sector that these transports are done as efficiently and environmentally friendly as possible.

By controlling parts of the flow of transport, and collecting deliveries via, for e.g. a central office, government agencies can, as the owners of deliveries, have a say in deliveries where and that their emissions. In addition, coordination provides many benefits, including increased competition, reduced congestion and increased road safety. If you also set environmental requirements for the vehicles and optimize the routes, there is an opportunity to further reduce the transport distance and thus the emissions.

Background for UGOT

Gothenburg university consists of 8 faculties, 38 department, 6 500 employees, 33 500 students and procures for some 150 0000 EUR a year. Mainly products related to medical research and life science, such as lab equipment, protective clothing, gloves, face masks, tape, rubbing alcohol, detergents and interior such as tables, chairs, electronics etc.

Each faculty and department currently procure goods as needed and the products and each supplier usually handle their own transport independent from each other. This

Major challenges:

The urgency of sustainable development and the complexity of its related challenges increases the need for cooperative solutions where a wide range of stakeholders, public, private, non-profit and citizens collaborate to find new solutions. However, at the same time as there is an urgency there is also great challenges correlated with fusing these actors together in of itself.

For many this is unknown territory, especially within the realm of public procurement. On one hand it has enormous potential to act as an immense pull factor for more sustainable innovations, it is on the other hand, a complex area surrounded by rules, regulations, and political ambitions.

Your subtheme is multi stakeholder collaborations, Public Private Partnership

A major challenge is that, whilst there are European and national policy documents, the majority of procurements are done by municipalities or regional governments, where the resources are limited and the needs many. There is also a wide gap in knowledge between expert groups at the national and european level and policy makers at a local level.

In Sweden, for e.g. the members of the city and regional parliaments serve on their spare time, addressing a myriad of issues and as such, have the last time and capacity to get expertise knowledge within the field of public procurement in general and the implementation of innovative initiatives taking on sustainability challenges. This is true as well for heads and leadership of government agencies in general. Consequently, it might be challenging to develop and implement the necessary preconditions for innovation in procurement to take place. Given the complexity of multi-stakeholder engagements it is not enough in a long term perspective that it is a process that is separate from policy makers but that they are built into the process themselves. And this is true for addressing the coordination of goods distribution.

However, though the organizations of various government agencies, such as public health departments, regional governments and environmental agencies they spend a significant amount of time and energy implementing programs that are designed to for e.g. protect the environment and improve public health. Many of the most difficult environmental health problems, such as groundwater management, chemical exposure, emergency preparedness, cross agency boundaries, and areas of expertise; therefore, government agencies must collaborate to comprehensively address these and other issues. But interagency collaboration does not guarantee successful problem solving; rather it can provide an opportunity for organizations to reach beyond their means and achieve complex public policy goals. Despite this promise, interagency collaboration is also viewed by some with a considerable amount of skepticism.

First, complex policy problems, such as export promotion, disaster preparedness, and food safety, cannot be addressed by a single agency. Second, economic constraints make it increasingly problematic to continue spending on redundant and overlapping programs, services, and systems. Third, collaboration across agencies allows the federal government to streamline, simplify, and improve policy making and implementation. Collaboration has the potential to:

- Save money
- Simplify government for citizens and business
- Make public managers more productive

Interagency collaboration is sustainable if, and only if, managers operate strategically within their institutional environments and develop two types of cross-agency collaboration. Collaborations are heavily people dependent. Managers must have well developed relationship skills for effective team management. Team-building skills are those used by managers willing and able to work across jurisdictional boundaries to develop effective professional relationships and cohesive working groups. Skills needed by effective managers include active listening, fairness, and respect—qualities that produce trust in a cross-agency collaborative initiative. In cross-boundary teams, managers build informal relationships outside regular structures.

In addition to effective managers and effective teams, cross-agency collaborative initiatives need effective organizational processes which include a focus on strategy, operations, systems, and their management. Effective organizational processes demand an organizational skill set that emphasizes rigor and clarity in setting goals, designing systems, building in milestones, attracting resources, and framing an organization that lies across agency boundaries.

Public managers effective at cross-agency collaboration need to use both their relationship skills and organizational structures strategically, working within their institutional constraints, but at the same time find pathways to circumvent those constraints to create progress and motivation of the teams, all the while not breaking policies, laws or the likes. It is not enough for a manager to develop interpersonal skills of persuasion or negotiation. Nor is it enough for a manager to focus exclusively on organizational processes such as performance and measurement.

Observations drawn from business alliances show that formalization in successful network partnerships tends to decrease over time, but this is not the case for government alliances—yet another example of the need to translate private business best practices carefully to mesh with the institutional environment of government. Emphasis on goals and objectives, milestones, and deliverables is required so that partners understand their role, deliverables, and the timeline and pace of the initiative.

Adequate budget and staff are critical to interagency collaboration. During the initial stages of a collaboration, staff and budget constraints may present considerable challenges to agencies and managers as they try to regularize resource flows and develop equitable shared arrangements. For example, when the United States Congress passed the E-Government Act of 2002, they authorized substantial funding for e-government initiatives to build cross-agency capacity, but much of the funding was never appropriated, and managers of cross-agency projects required considerable resourcefulness and perseverance to find and share funding across agency budgets. Managers with experience working across agencies stress the importance of developing a shared budget with norms of equity to ensure sustainability. Ensure sufficient resources to carry out goals. If budgetary resources are constrained, develop an equitable formula for a shared budget or an equitable fee-for-service structure that reflects actual us

effective communication channels are critical for prospective interagency partners. Communication is not simply a means to build group coherence and identity, it is a vital tool of coordination, particularly when network actors are building new capacity and lack established operating routines and coordination. In addition, establishing a culture of open communication helps to ensure that promising ideas, emergent problems, and varying perspectives receive open, frank discussion in an environment where differences are respected and conflicting views can be reconciled to produce workable solutions.

Challenges of cooperation between two or more partners necessitates coordination, which can sometimes be a tedious task. The coordination between heterogeneous entities, e.g. firms and non-firms (i.e. between profit-oriented private sector in cooperation with universities firms and non-for profit public sector entities) is even more difficult to manage, owing to the different working styles of the parties concerned. A survey in Edinburgh found that SMEs face some typical problems while seeking cooperation with universities. Asked to identify cooperation partners with which they generally had a particular type of problems,

Lack of effectiveness (50 per cent);

Trouble finding the right partners (38 per cent);

Lack of financial resources (27 per cent);

Coordination troubles (26 per cent); and

Communication problems, differing "time horizons" (23 per cent).

Collaborative relationships among government agencies are somewhat different than collaborative relationships between governmental and nongovernmental actors. To understand interagency collaboration, it is important to account for the central organizational environment, for example, government organizations may be able to use institutional tools, such as performance evaluations, to foster effective interagency working relationships.

It is clear that there are a number of complex challenges involved in creating cross-agency collaborations and cooperation. Within the context of coordinated transportation of goods, we can identify that there needs to be on one hand cross agency collaborations, but at the same time, public private partnerships/coordination which, research suggests, are different in nature.

Policy makers should not and cannot define what or which products that should be procured, at the same time they should be incorporated within the process. How we ensure that they on one hand stay up to date, but on the other hand are not hands on?

What are the important factor to create the necessary preconditions for procurers and government agencies to engage in innovation in procurements? How can these partnerships be built and still adhere to the basic principles of public procurement? In what way are the actors prepared to engage in new initiatives and on what conditions?

Multi-stakeholder collaborations:

Multi stakeholder collaborations are necessary when creating the e-commerce of the future as it not only effect buyers, suppliers and delivery services but also indirect stakeholders, social aspects as truck drivers, workers at factories a nd other potential social aspects that one might want to have a positive impact on (long term employees for e.g.). Such collaborations are complex in nature and requires creative solutions, incen tives and documentation of impact.

You should take this into consideration.

Regarding public procurement, there are a few basic principles of public procurement:

There are five basic principles that permeate the entire procurement law, which is common within the european union. You should inquire further details on the various aspects of procurement processes in your interview. The five principles are:

- non-discrimination
- equal treatment
- proportionality
- transparency
- mutual recognition.

Good luck!

The University of Gothenburg is a member of the European University alliance EUTOPIA. Together with nine other higher education institutions, there is a shared vision of creating a strong alliance with free movement for students, researchers, teachers, and other staff.

Read more about EUTOPIA here: gu.se/en/eutopia

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

Welcome to the EUTOPIA Hackathon!

Mission:

Your mission is to collaborate, interview the procurer on procurement procedures and other questions you have and talk with your stakeholder and gain a deeper understanding of the complexities of the transportation of goods, your subtheme and permeate ideas, solutions and create an inspiring, ideal scenario how the world could look like with more sustainable distribution of goods.

In this regard, being visionary is the goal! You are expected to be bold, daring in your ideas.

You will create and present this ideal scenario with a mood board, using Miro.

When working with your theme, you have to reflect on the challenge using the three aspects of sustainability when analyzing, coming up with ideas and constructing your presentation:

- Social, what social aspects should be incorporated within your specific area?
- Economical, what economical aspects and impacts should be incorporated?
- Ecological, what ecological aspects are important and should be incorporated?
- Other aspects
  - Measuring, what kind of indicators are relevant to keep track in your ideal scenario?
  - What counts as successful impact?

BACKGROUND

Every year, government agencies in Sweden procure for 82 billion Euros a year and within the European Union over 250 000 agencies procure for over 2 trillion euros per year. This presents itself as an enormous potential of leveraging procurement as a pathway for the green transition and a more sustainable future, both ecological, social and economical.

One aspect in procurement is the distribution of goods. Government agencies purchase large amounts of products that are transported from suppliers to wherever made the purchase. The supplier's vehicles contribute to air pollution, CO2 emissions, and congestion in city centers and around sensitive location such as schools and preschools. It is within the interest of the public that these transports are done as efficiently and environmentally friendly and socially responsible as possible.

By a better coordination of the distribution of goods, government agencies can reduce the number of deliveries, the number of kilometers driven and thus their emissions. In addition, coordination provides more benefits, including increased competition, reduced congestion and increased road safety. If you also set environmental requirements for the vehicles and optimize the routes, there is an opportunity to further reduce the transport distance and thus the emissions.

And by engaging in the challenge of coordination of the distribution of goods there is also an opportunity to further think about sustainable social aspects that can greatly contribute to a more sustainable society.

More to it, if the University of Gothenburg is successful in implementing a better coordination of the distribution of goods, the same experiences and approaches could be exported to other universities and government agencies within the european union.

The current state of the University of Gothenburg

The University of Gothenburg consists of 8 faculties, 38 department, 6 500 employees, 53 500 students and procures for some 150 0000 EUR a year. Mainly products related to medical research and life science, such as lab equipment, protective clothing, gloves, face masks, tops, rubbing alcohol, detergents and interior such as tables, chairs, electronics etc.

Each faculty and department currently procure goods as needed and the products and each supplier usually handle their own transport independent from each other.

Your subtheme is Sustainable Business Models:

The urgency of sustainable development and the complexity of its related challenges increases the need for cooperative solutions where a wide range of stakeholders, public, private, non profit and citizens collaborate to find new solutions. However, at the same time as there is an urgency there is also great challenges correlated with fusing these actors together in effect.

So many this is unknown territory, especially within the realm of public procurement. On one hand it has enormous potential to act as an immense pull factor for more sustainable innovations, it is on the other hand, a complex area surrounded by rules, regulations, and political ambitions.

Although logistics service providers (LSPs) have plans and objectives for sustainable development, only a few of them have included such objectives in their mission or vision statements. And very few have designed its business model based on green and environmentally friendly offers.

Internal resources efficiency, effectiveness, and utilization

The most common activities to increase effectiveness and efficiency of internal logistical resources are related to the mode of transportation used and vehicle energy usage. The right combination of available modes to meet the transportation demand with the right cost at the right time with the lowest negative environmental effects is something LSPs emphasize. Their current activities and aims are to take advantage of several modes of transportation in their operations and to continuously improve the efficiency of each mode. Nonetheless, due to the dominant drivers of cost and time on their services,

road-based solutions were the most common. For any mode chosen, lowering vehicle energy use is mostly prioritized (e.g., electric trucks and EU 5.0 trucks). Another current activity mentioned by LSPs is to increase the utilization of internal movable and static resources. Higher internal resource utilization was suggested to increase load factor, fill rate, efficiency, as well as economic benefits. On the other hand, Several LSPs have started to be energy- and eco-efficient by acting more responsibly with, and in, their internal static resources, such as terminals, hubs, distribution centers, warehouses, and offices.

Several LSPs had started programs to make the behavior of stakeholders more environmentally/sustainably cautious. Some examples are: 'educating all staff about ethical and environmental operations, like the Go Green and Go Teach programs started by DHL. Training all fleet staff for 'eco-driving' in road and rail transportation, 'eco-sailing' in sea transportation, and 'green take off and approach' in air transportation. Responsible sourcing/procurement in order to scan suppliers to ensure that they fulfill social and environmental requirements. In an interview with an LSP, it stated, "What we do is that we make a risk assessment on each supplier and if we find that there is a risk connected to that supplier, we work more with the supplier until we have either decided that there is not any risk or irresponsible behavior."

Another identified challenge is to balance the flows of goods and resources in the network. Imbalances in goods flows are mostly due to restrictions in the system, such as delivery at an exact time as well as daily, and usually diverse, load and unload pick and delivery operations. Geographical positions may also lead to both imbalances in goods and resources flows. Network imbalances reduce fill rates as well as resource utilization, which mean higher emissions and more negative environmental impacts. The scenario becomes worse when it comes to network imbalances in international markets. Globalization, exports, and free trade can all lead to imbalances in freight transportation networks. In another interview the LSP stated, "If you look at, global commerce – it is very easy to say that everything should be locally sourced … but you should have in mind that no country has ever gone from extreme poverty to being developed without very heavy commerce with other countries."

A further implication is that sustainable logistics will not emerge without collaborative interrelationships among the supply chain stakeholders. The sustainability strategies and challenges of one stakeholder both influence, and are influenced by, those of the others. Service buyers (such as cargo owners, shippers) have a direct influence on the sustainability strategies of LSPs by increasing resource utilization and fill rates, demanding environmentally and socially responsible services, and the calculation, measurement, and assessment of GHG emissions and carbon foot prints across supply chains. To tackle all the challenges identified calls for willingness and collaboration among cargo owners and shippers.

It is clear that there are numerous challenges and opportunities for logistics companies to take part in the green transition. For the most part, the focus is solely on the environmental aspects of logistics. However, it should be noted that within the framework of sustainable development, one needs to apply a holistic approach applying at minimum, the three pillars of sustainability. There is a large gap in the social implications and impacts of the transportation of goods, and, how that can be combined with the ecological and economical aspects in creating incentives and processes that encourages and ensures sustainable business models for LSPs, and how government agencies can contribute to the development of these, whilst still adhering to the basic principles of public procurement (see below)?

Multi-stakeholder collaborations:

Multi-stakeholder collaborations are necessary when creating the e-commerce of the future as it not only effect buyers, suppliers and delivery services but also indirect stakeholders, social aspects as truck drivers, workers at factories and other potential social aspects that one might want to have a positive impact on (long term employees for e.g.). Such collaborations are complex in nature and requires creative solutions, incentives and documentation of impact.

You should take this in to consideration.

Regarding public procurement, there are a few basic principles of public procurement:

There are five basic principles that permeate the entire procurement law, which is common within the european union. You should inquire further details on the various aspects of procurement processes in your interviews. The five principles are:

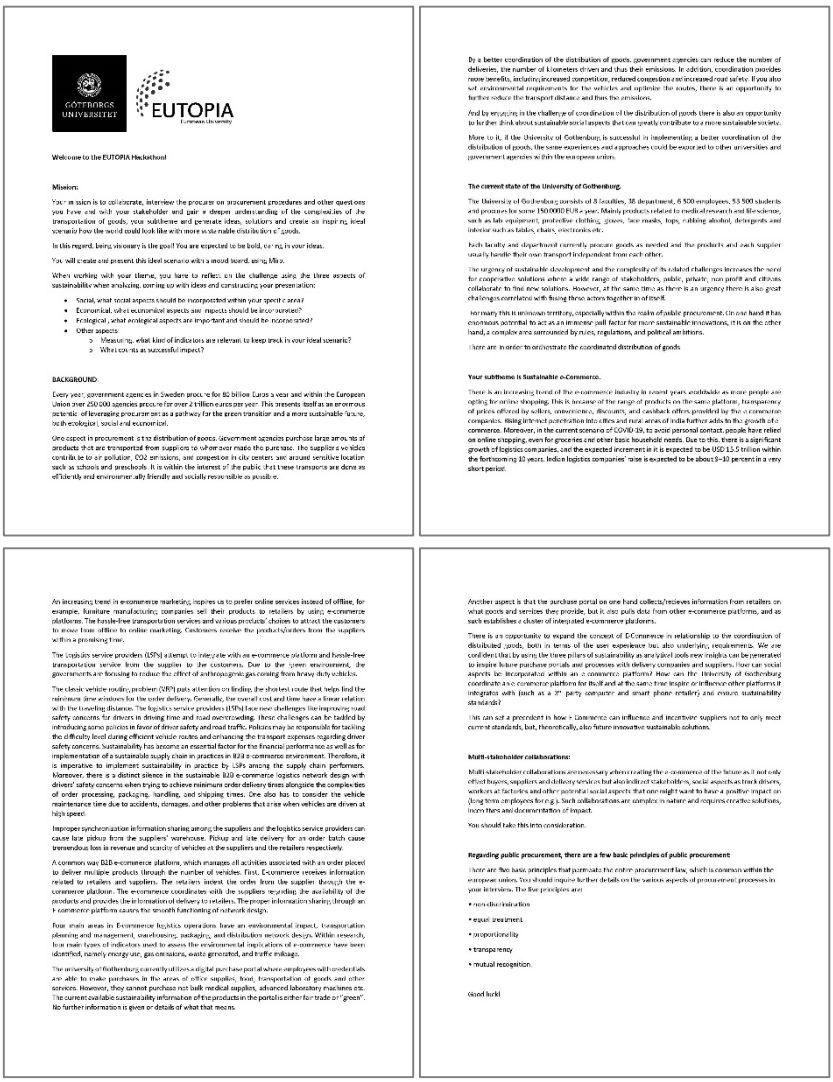
- non-discrimination
- equal treatment
- proportionality
- transparency
- mutual recognition.

Good luck!

The University of Gothenburg is a member of the European University alliance EUTOPIA. Together with nine other higher education institutions, there is a shared vision of creating a strong alliance with free movement for students, researchers, teachers, and other staff.

Read more about EUTOPIA here: gu.se/en/eutopia

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



Welcome to the EUTOPIA Hackathon!

Mission:

Your mission is to collaborate, interview the procurer on procurement procedures and other questions you have and with your stakeholder and gain a deeper understanding of the complexities of the transportation of goods, your subtheme and generate ideas, solutions and create an inspiring, ideal scenario how the world could look like with more sustainable distribution of goods.

In this regard, being visionary is the goal! You are expected to be bold, daring in your ideas.

You will create and present this ideal scenario with a mood board, using Miro.

When working with your theme, you have to reflect on the challenge using the three aspects of sustainability when analysing, coming up with ideas and constructing your presentation:

- Social, what social aspects should be incorporated within your specific area?
- Economical, what economical aspects and impacts should be incorporated?
- Ecological, what ecological aspects are important and should be incorporated?
- Other aspects
  - Measuring, what kind of indicators are relevant to keep track in your ideal scenario?
  - What counts as successful impact?

BACKGROUND:

Every year, government agencies in Sweden procure for 85 billion Euros a year and within the European Union over 250 000 agencies procure for over 2 trillion euros per year. This presents itself as an enormous potential of leveraging procurement as a pathway for the green transition and a more sustainable future, both ecological, social and economical.

One aspect in procurement is the distribution of goods. Government agencies purchase large amounts of products that are transported from suppliers to wherever made the purchase. The suppliers provides contribute to air pollution, CO2 emissions, and congestion in city centers and around sensitive location such as schools and preschools. It is within the interest of the public that these transports are done as efficiently and environmentally friendly and socially responsible as possible.

By a better coordination of the distribution of goods, government agencies can reduce the number of deliveries, the number of kilometers driven and thus their emissions. In addition, coordination provides more benefits, including increased competition, reduced congestion and increased road safety. If you also set environmental requirements for the vehicles and optimize the routes, there is an opportunity to further reduce the transport distance and thus the emissions.

And by engaging in the challenge of coordination of the distribution of goods there is also an opportunity to further think about sustainable social aspects that can greatly contribute to a more sustainable society.

More to it, if the University of Gothenburg is successful in implementing a better coordination of the distribution of goods, the same experiences and approaches could be executed to other universities and government agencies within the european union.

The current state of the University of Gothenburg.

The University of Gothenburg consists of 8 faculties, 38 department, 6 500 employees, 53 500 students and procures for some 150 000 EUR a year. Mainly products related to medical research and life-science, such as lab equipment, protective clothing, gloves, face masks, tops, rubbing alcohol, detergents and interior such as tables, chairs, electronics etc.

Each faculty and department currently procure goods as needed and the products and each supplier usually handle their own transport independent from each other.

The urgency of sustainable development and the complexity of its related challenges increases the need for cooperative solutions where a wide range of stakeholders, public, private, non profit and citizens collaborate to find new solutions. However, at the same time as there is an urgency there is also great challenges correlated with fixing these actors together in itself.

For many this is unknown territory, especially within the realm of public procurement. On one hand it has enormous potential to act as an immense pull factor for more sustainable innovations, it is on the other hand, a complex area surrounded by rules, regulations, and political ambitions.

There are in order to orchestrate the coordinated distribution of goods

Your subtheme is Sustainable e-Commerce.

There is an increasing trend of the e-commerce industry in recent years and while as more people are opting for online shopping. This is because of the range of products on the same platform, transparency of prices offered by sellers, convenience, discounts, and cashback offers provided by the e-commerce companies. Rising internet penetration into cities and rural areas of India further adds to the growth of e-commerce. Moreover, in the current scenario of COVID-19, to avoid personal contact, people have relied on online shopping, even for groceries and other basic household needs. Due to this, there is a significant growth of logistics companies, and the expected increment in it is expected to be USD 15.5 trillion within the forthcoming 10 years. Indian logistics companies' raise is expected to be about 9–10 percent in a very short period.

An increasing trend in e-commerce marketing, inspires us to prefer online services instead of offline, for example, furniture manufacturing companies sell their products to retailers by using e-commerce platforms. The hassle-free transportation services and various products' choices to attract the customers to move from offline to online marketing. Customers receive the products/orders from the suppliers within a promising time.

The logistics service providers (LSPs) attempt to integrate with an e-commerce platform and hassle-free transportation service from the supplier to the customers. Due to the green environment, the governments are focusing to reduce the effect of anthropogenic gas coming from heavy duty vehicles.

The classic vehicle routing problem (VRP) puts attention on finding the shortest route that helps find the minimum time windows for the order delivery. Generally, the overall cost and time have a linear relation with the travelling distance. The logistics service providers (LSPs) face new challenges like improving road safety concerns for drivers in driving time and road overcrowding, these challenges can be tackled by introducing some policies in favor of driver safety and road traffic. Policies may be responsible for tackling the difficulty level during efficient vehicle routes and enhancing the transport expenses regarding driver safety concerns. Sustainability has become an essential factor for the financial performance as well as for implementation of a sustainable supply chain in practices in B2B e-commerce environment. Therefore, it is imperative to implement sustainability in practice by LSPs among the supply chain performers. Moreover, there is a distinct silence in the sustainable B2B e-commerce logistics network design with drivers' safety concerns when trying to achieve minimum order delivery times alongside the complexities of order processing, packaging, handling, and shipping times. One also has to consider the vehicle maintenance time due to accidents, damages, and other problems that arise when vehicles are driven at high speed.

Improper synchronization information sharing among the suppliers and the logistics service providers can cause late pickup from the suppliers' warehouse. Pickup and late delivery for an order batch cause tremendous loss in revenue and scarcity of vehicles at the suppliers and the retailers respectively.

A common way B2B e-commerce platforms, which manages all activities associated with an order placed to deliver multiple products through the number of vehicles. First, E-commerce receives information related to retailers and suppliers. The retailers submit the order from the supplier through the e-commerce platform. The e-commerce coordinates with the suppliers regarding the availability of the products and provides the information of delivery to retailers. The proper information sharing through an e-commerce platform causes the smooth functioning of network design.

Four main areas in E-commerce logistics operations have an environmental impact, transportation planning and management, warehousing, packaging, and distribution network design. Within research, four main types of indicators used to assess the environmental implications of e-commerce have been identified, namely energy use, gas emissions, waste generated, and traffic mileage.

The university of Gothenburg currently utilizes a digital purchase portal where employees with credentials are able to make purchases in the areas of office supplies, food, transportation of goods and other services. However, they cannot purchase not bulk medical supplies, advanced laboratory machines etc. The current available sustainability information of the products in the portal is either fair trade or "green". No further information is given or details of what that means.

Another aspect is that the purchase portal on one hand collects/recieves information from retailers on what goods and services they provide, but it also pulls data from other e-commerce platforms, and as such establishes a cluster of integrated e-commerce platforms.

There is an opportunity to expand the concept of E-Commerce in relationship to the coordination of distributed goods, both in terms of the user experience but also underlying requirements. We are confident that, by using the three pillars of sustainability as an stylized tools new insights can be generated to inspire future purchase portals and processes with delivery companies and suppliers. How can social aspects be incorporated within an e-commerce platform? How can the University of Gothenburg coordinate a e-commerce platform for itself and at the same time inspire or influence other platforms if it integrates with (such as a 3rd party computer and smart phone retailer) and ensure sustainability standards?

This can set a precedent in how e-Commerce can influence and incentivize suppliers not to only meet current standards, but, theoretically, also future innovative sustainable solutions.

Multi-stakeholder collaborations:

Multi-stakeholder collaborations are necessary when creating the e-commerce of the future as it not only effect buyers, suppliers and delivery services but also indirect stakeholders, social aspects as truck drivers, workers at factories and other potential social aspects that one might want to have a positive impact on (long term employees for e.g.). Such collaborations are complex in nature and requires creative solutions, incentives and documentation of impact.

You should take this into consideration.

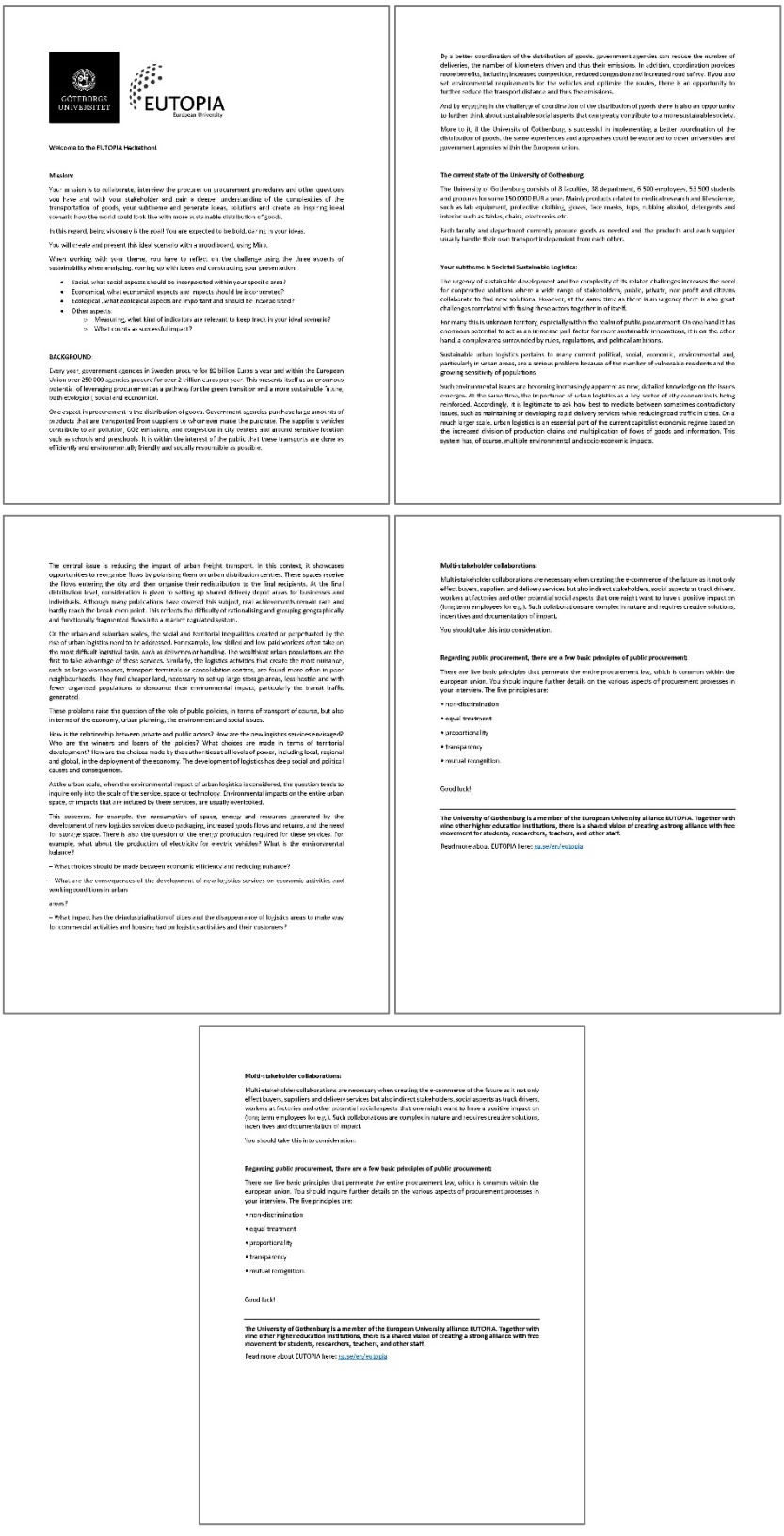
Regarding public procurement, there are a few basic principles of public procurement

There are five basic principles that permeate the entire procurement law, which is common within the european union. You should inquire further details on the various aspects of procurement processes in your jurisdiction. The five principles are:

- non-discrimination
- equal treatment
- proportionality
- transparency
- mutual recognition.

Good luck!

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



Welcome to the EUTOPIA Hackathon!

Mission:

Your mission is to collaborate, interview the procurers on procurement procedures and other questions you have and with your stakeholder and gain a deeper understanding of the complexities of the transportation of goods, your subtheme and generate ideas, solutions and create an inspiring ideal scenario how the world could look like with more sustainable distribution of goods.

In this regard, being visionary is the goal! You are expected to be bold, daring in your ideas.

You will create and present this ideal scenario with a mood board, using Miro.

When working with your theme, you have to reflect on the challenge using the three aspects of sustainability when analysing, coming up with ideas and constructing your presentation:

- Social, what social aspects should be incorporated within your specific area?
- Economical, what economical aspects and impacts should be incorporated?
- Ecological, what ecological aspects are important and should be incorporated?
- Other aspects:
  - Measuring, what kind of indicators are relevant to keep track in your ideal scenario?
  - What counts as successful impact?

BACKGROUND:

Every year, government agencies in Sweden procure for 86 billion Euros a year and within the European Union over 250 000 agencies procure for over 2 trillion euros per year. This presents itself as an enormous potential of leveraging procurement as a pathway for the green transition and a more sustainable future, both ecological, social and economical.

One aspect in procurement is the distribution of goods. Government agencies purchase large amounts of products that are transported from suppliers to wherever made the purchase. The supplies vehicles contribute to air pollution, CO2 emissions, and congestion in city centers and around sensitive location such as schools and preschools. It is within the interest of the public that these transports are done as efficiently and environmentally friendly and socially responsible as possible.

By a better coordination of the distribution of goods, government agencies can reduce the number of deliveries, the number of kilometers driven and thus their emissions. In addition, coordination provides many benefits, including increased competition, reduced congestion and increased road safety. If you also set environmental requirements for the vehicles and optimize the routes, there is an opportunity to further reduce the transport distance and thus the emissions.

And by engaging in the challenge of coordination of the distribution of goods there is also an opportunity to further think about sustainable social aspects that can greatly contribute to a more sustainable society.

More to it, if the University of Gothenburg is successful in implementing a better coordination of the distribution of goods, the same experiences and approaches could be easier set to other universities and government agencies within the European union.

The current state of the University of Gothenburg

The University of Gothenburg consists of 8 faculties, 38 department, 6 500 employees, 53 500 students and procures for some 150 000 EUR a year. Mainly products related to medical research and life science, such as lab equipment, protective clothing, gloves, face masks, tops, rubbing alcohol, detergents and interior such as tables, chairs, electronics etc.

Each faculty and department currently procure goods as needed and the products and each supplier usually handle their own transport independent from each other.

Your subtheme is Societal Sustainable Logistics:

The urgency of sustainable development and the complexity of its related challenges increases the need for cooperative solutions where a wide range of stakeholders, public, private, non profit and citizens collaborate to find new solutions. However, at the same time as there is an urgency there is also great challenges correlated with fusing these actors together in one field.

For many this is unknown territory, especially within the realm of public procurement. On one hand it has enormous potential to act as a immense pull factor for more sustainable innovations, it is on the other hand, a complex area surrounded by rules, regulations, and political ambitions.

Sustainable urban logistics pertains to many current political, social, economic, environmental and, particularly in urban areas, are a serious problem because of the number of vulnerable residents and the growing sensitivity of populations.

Such environmental issues are becoming increasingly apparent as new, detailed knowledge on the issues emerges. At the same time, the importance of urban logistics as a key sector of city economies is being reinforced. Accordingly, it is legitimate to ask how best to mediate between sometimes contradictory issues, such as maintaining or developing rapid delivery services while reducing road traffic in cities. On a much larger scale, urban logistics is an essential part of the current capitalist economic regime based on the increased division of production chains and multiplication of flows of goods and information. This system has, of course, multiple environmental and socio-economic impacts.

The central issue is reducing the impact of urban freight transport. In this context, it showcases opportunities to reorganize flows by positioning them on urban distribution centres. These spaces receive the flows entering the city and then organise their redistribution to the final recipients. At the final distribution level, consideration is given to setting up shared delivery depot areas for businesses and individuals. Although many publications have covered this subject, real achievements remain rare and hardly reach the break-even point. This reflects the difficulty of rationalising and grouping geographically and functionally fragmented flows into a market-regulated system.

On the urban and suburban scales, the social and territorial inequalities created or perpetuated by the rise of urban logistics need to be addressed. For example, low-skilled and low-paid workers often take on the most difficult logistical tasks, such as deliveries or handling. The wealthiest urban populations are the first to take advantage of these services. Similarly, the logistics activities that create the most nuisance, such as large warehouses, transport terminals or consolidation centres, are found more often in poor neighbourhoods: they find cheaper land, necessary to set up large storage areas, less hostile and with fewer organised populations to denounce their environmental impact, particularly the transit traffic generated.

These problems raise the question of the role of public policies, in terms of transport of course, but also in terms of the economy, urban planning, the environment and social issues.

How is the relationship between private and public actors? How are the new logistics services envisaged? Who are the winners and losers of the policies? What choices are made in terms of territorial development? How are the choices made by the authorities at all levels of power, including local, regional and global, in the deployment of the economy. The development of logistics has deep social and political causes and consequences.

At the urban scale, when the environmental impact of urban logistics is considered, the question tends to inquire only into the scale of the service, space or technology. Environmental impacts on the entire urban space, or impacts that are induced by these services, are usually overlooked.

This concerns, for example, the consumption of space, energy and resources generated by the development of new logistics services due to packaging, increased goods flows and returns, and the need for storage space. There is also the question of the energy production required for these services. For example, what about the production of electricity for electric vehicles? What is the environmental balance?

– What choices should be made between economic efficiency and reducing nuisance?

– What are the consequences of the development of new logistics services on economic activities and working conditions in urban

areas?

– What impact has the deindustrialisation of cities and the disappearance of logistics areas to make way for commercial activities and housing had on logistics activities and their customers?

Multi-stakeholder collaborations:

Multi-stakeholder collaborations are necessary when creating the e-commerce of the future as it not only effect buyers, suppliers and delivery services but also indirect stakeholders, social aspects as truck drivers, workers at factories and other potential social aspects that one might want to have a positive impact on (long term employees for e.g.). Such collaborations are complex in nature and requires creative solutions, incentives and documentation of impact.

You should take this into consideration.

Regarding public procurement, there are a few basic principles of public procurement:

There are five basic principles that permeate the entire procurement law, which is common within the european union. You should inquire further details on the various aspects of procurement processes in your interview. The five principles are:

- non-discrimination
- equal treatment
- proportionality
- transparency
- mutual recognition.

Good luck!

The University of Gothenburg is a member of the European University alliance EUTOPIA. Together with nine other higher education institutions, there is a shared vision of creating a strong alliance with free movement for students, researchers, teachers, and other staff.

Read more about EUTOPIA here: ug.se/en/eu-jogia

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

2.4. The hackathon. Results

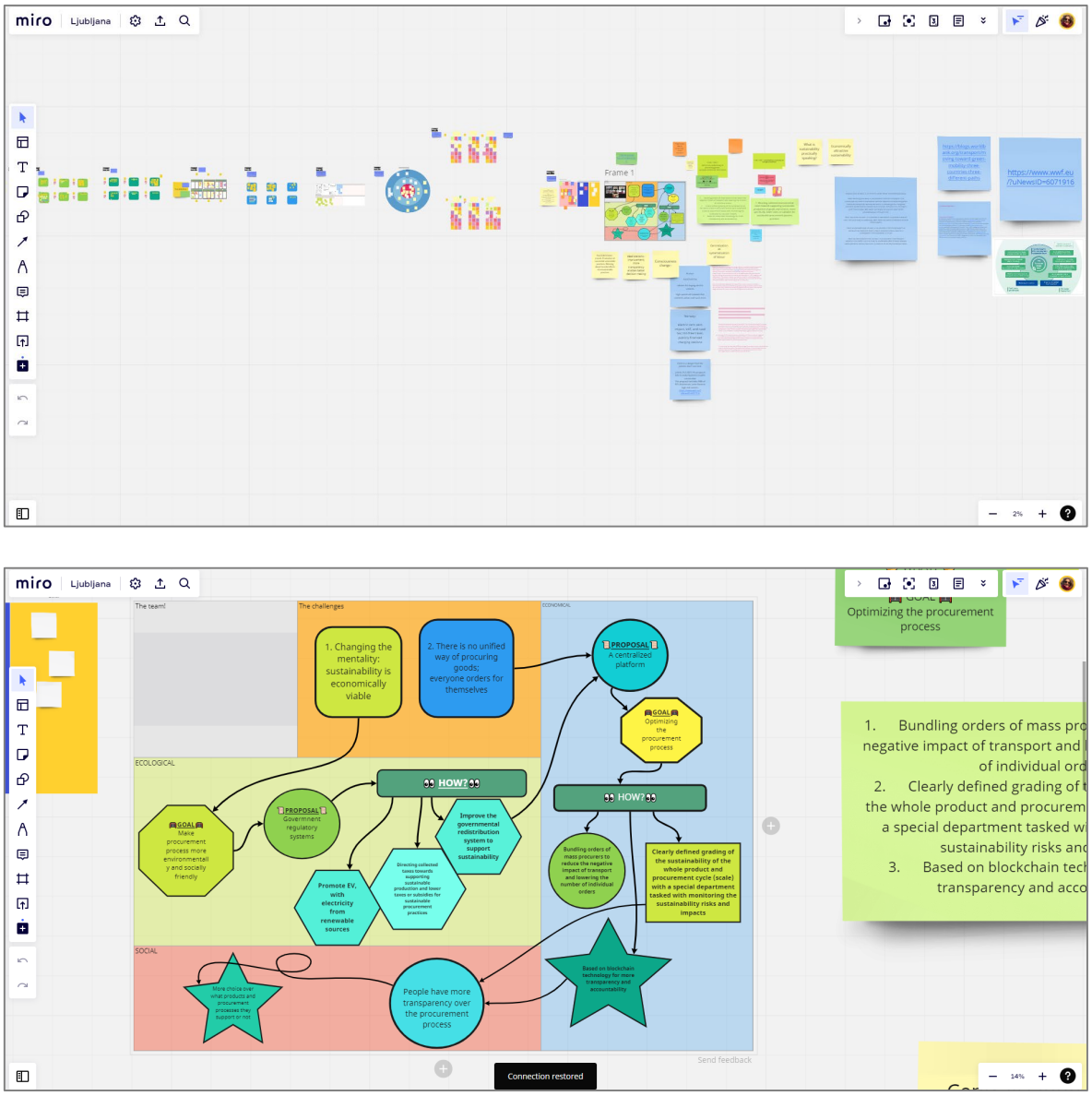
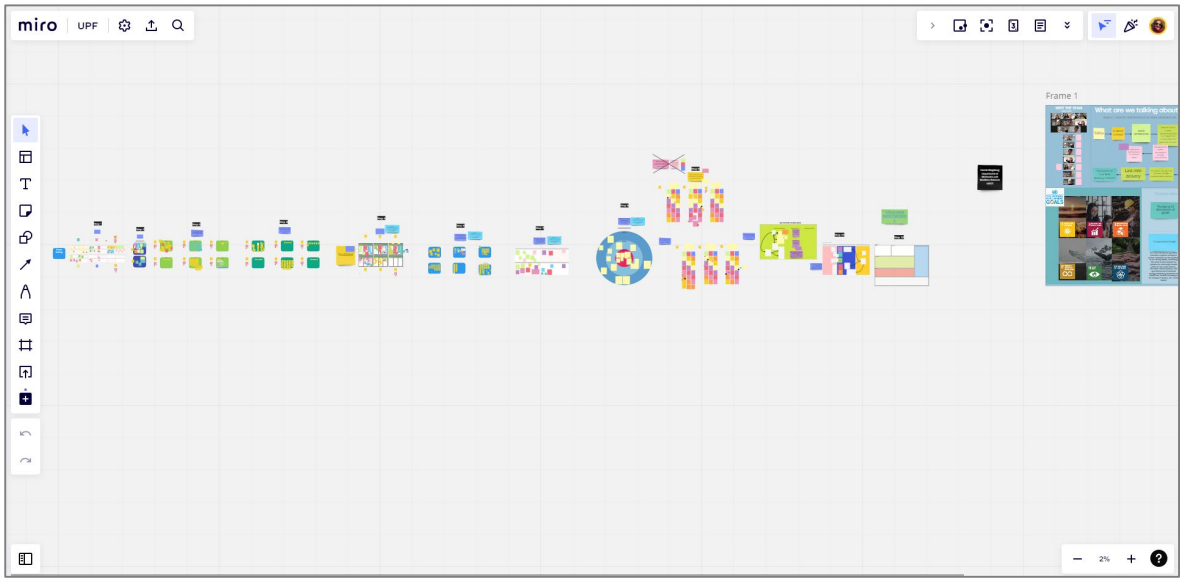


Figure 7. Students work, reflections, insights and results. University of Ljubljana Team. Circular Economy.



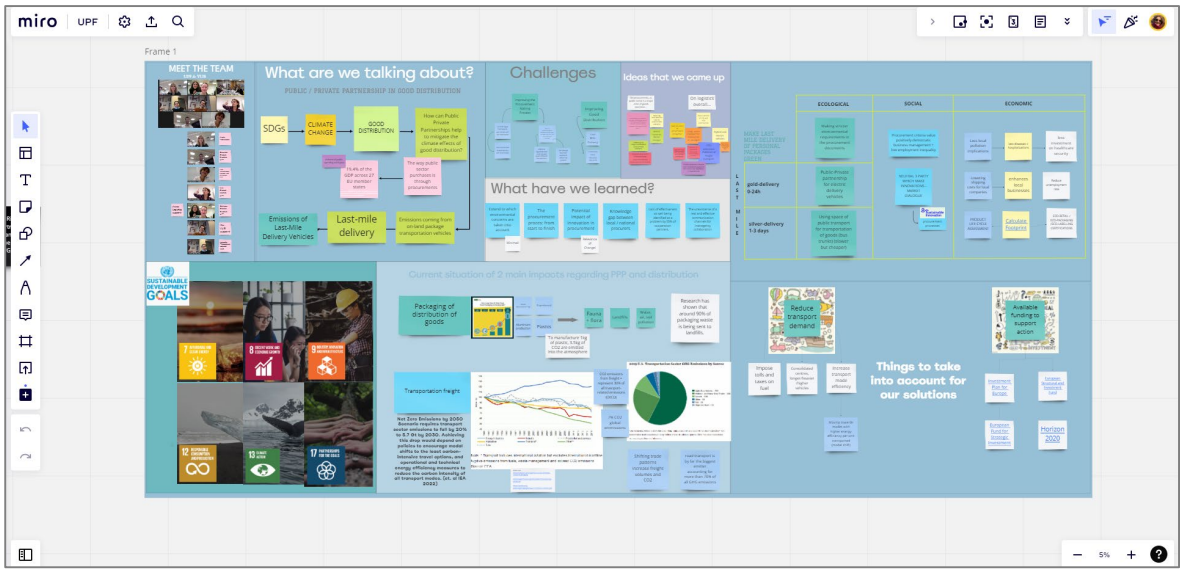


Figure 8. Students work, reflections, insights and results. University Pompeu Fabra and Vrije University Brussels Team. Public-Private Partnership

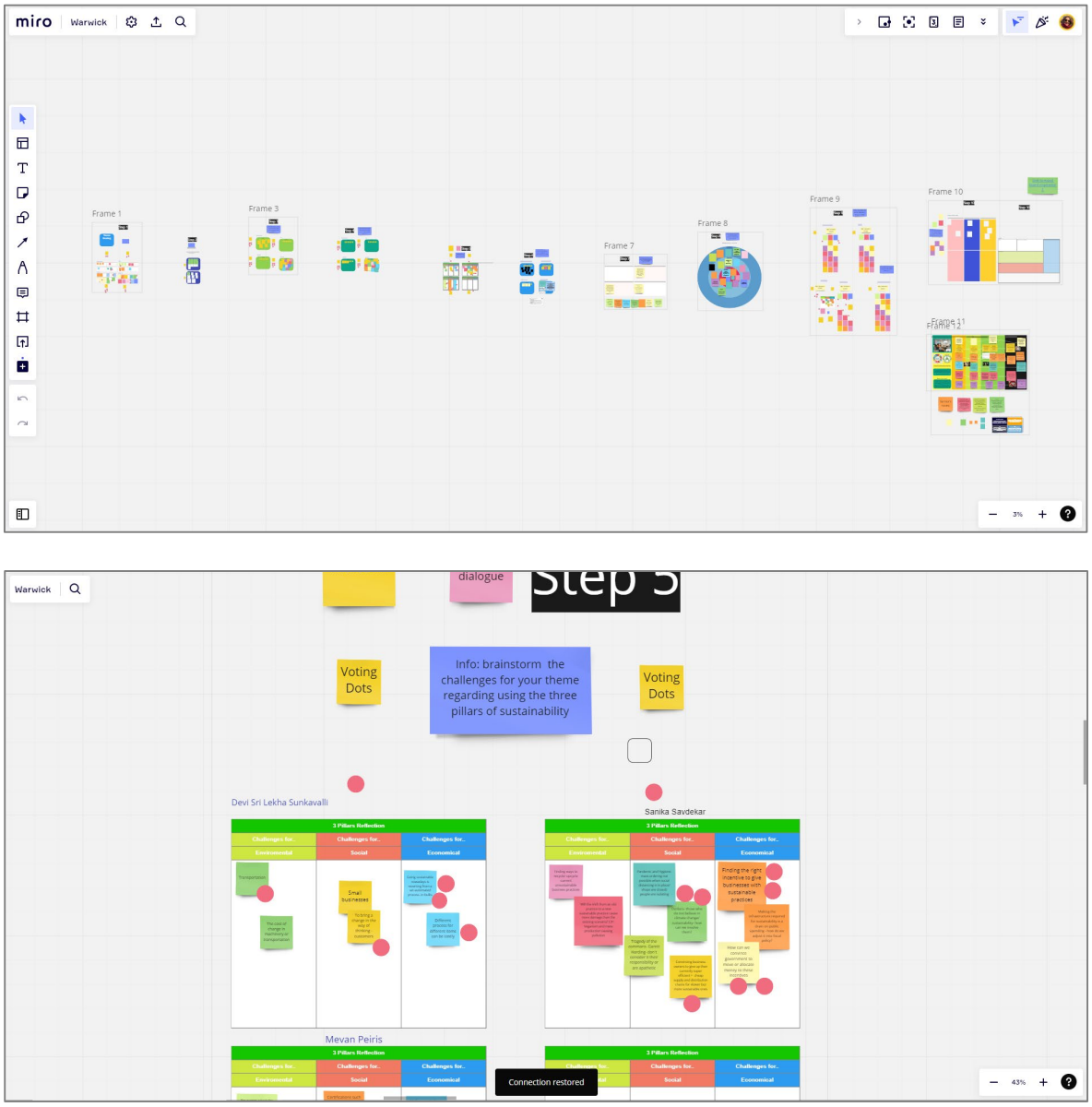


Figure 9. Students work, reflections, insights and results. University of Warwick Team. Sustainable Business Models

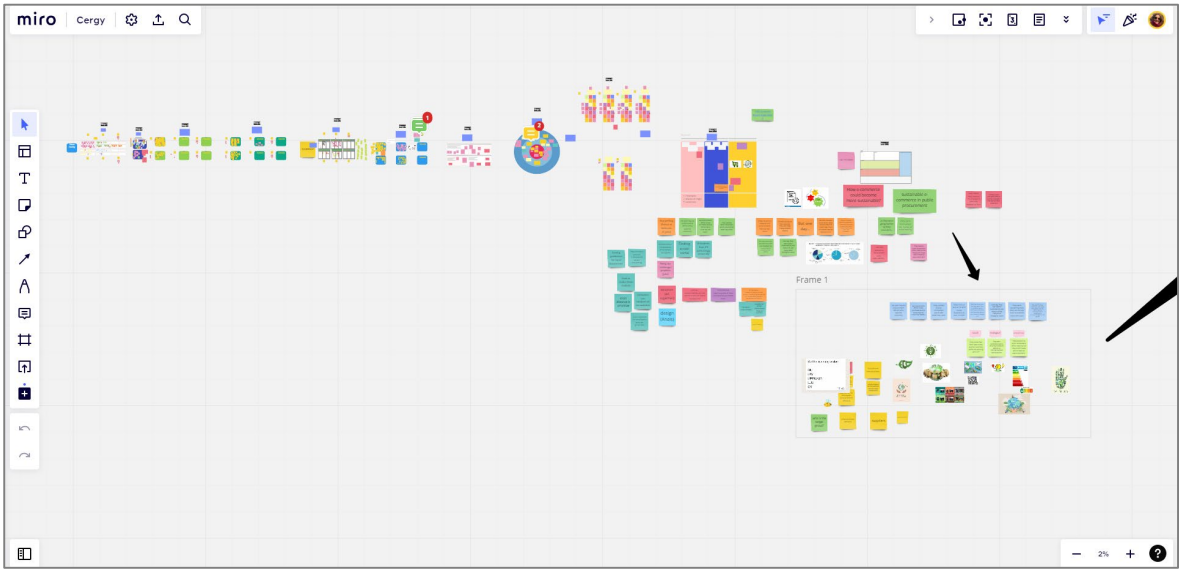


Figure 10. Students work, reflections, insights and results. Cergy University Team. Sustainable E-commerce

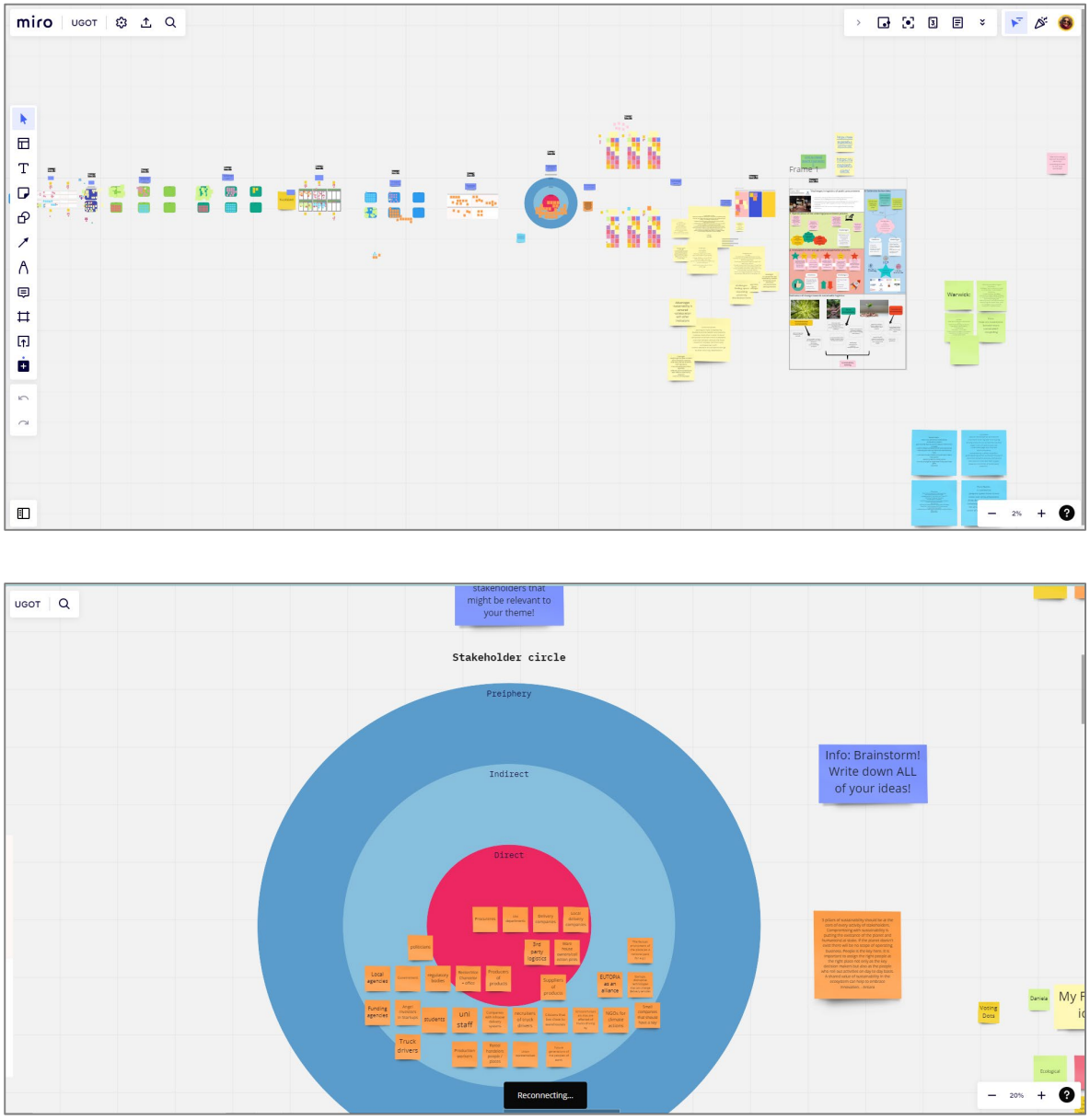


Figure 11. Students work, reflections, insights and results. University of Gothenburg Team. Sustainable Logistics

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.

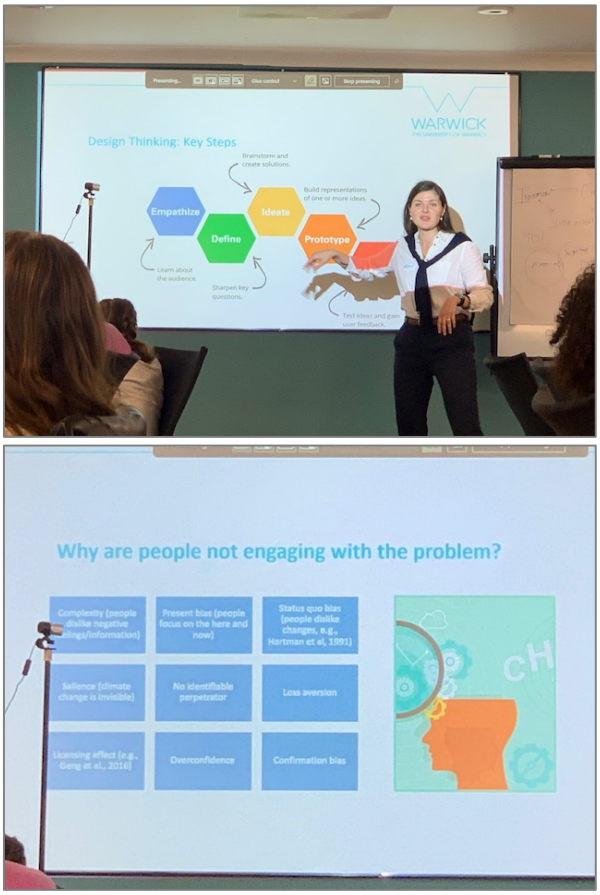


Figure 1. Design Thinking Session and Sustainable Development Goals

Figure 2. Sustainable Campus Tour

Figure 3. Change making and virtual reality session