

# GRUDE

GREENNOVATION CAMP

# MANUAL

**Interreg**  
Nord  
European Regional Development Fund



EUROPEAN UNION



REGIONAL COUNCIL  
OF LAPLAND



REGION  
NORRBOTTEN



Jokkmokks  
Allmänning



Troms og Finnmark fylkeskommune  
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We will share our best practices discovered along the way!



## The Concept

The Greenovation Camp is an innovation-oriented meeting arena. The purpose is learning, developing and co-operating around the themes of **green growth** and **circular economy**. Cross-border and public-private perspectives are involved in the arena.

The goal of Greenovation Camps is to bring people together and use the wisdom of the crowd and power of innovation processes to come up with new solutions. We are not only looking for experts on a narrow topic but want people from different fields to participate. The keynotes will have a short, inspiring and including format.

Every Greenovation Camp should have a theme related to circular economy and some defined “problems” or “opportunities” to explore and ideate around. The event should be a cross-sector one, with representants from different fields.

# TIPS!

There are many good sources of inspiration and knowledge on Circular Economy out there. Head over to organisations like **Ellen MacArthur Foundation** ([ellenmacarthurfoundation.org](http://ellenmacarthurfoundation.org)), **Cradlenet** ([cradlenet.se](http://cradlenet.se)) or **CirEko** ([cireko.se](http://cireko.se)) for some more both basic and in-depth knowledge!

## 5 CIRCULAR BUSINESS MODELS

by SITRA

### PRODUCT-AS-A-SERVICE

provision of services instead of products

### RENEWABILITY

using renewable and recyclable materials as well as renewable energy in product design and manufacturing

### SHARING PLATFORMS

increasing the capacity to use goods and resources and extending their life cycles through digital platforms, for instance, as a result of renting, selling, sharing and reusing

### PRODUCT-LIFE EXTENSION

using products according to their original purpose for as long as possible or enabling several stages of reuse through maintenance, repair and refurbishment

### RESOURCE EFFICIENCY AND RECYCLING

material and energy-efficient solutions, and the collection and reuse of products and raw materials that have reached the end of their lifecycle

[www.sitra.fi](http://www.sitra.fi)

## How it's carried out

A Greenovation Camp can be arranged by **one or multiple organizations**, but preferably one organization should have the main responsibility and a set project manager for the event. The project manager can then divide the tasks to other team members.

The concept can act as a way to co-operate between organizations and borders, and could be arranged by both public or private organizations as well as NGOs. A Greenovation Camp can be financed through many different channels, for example, a project, organization or sponsors.

## The agenda

### *Tune in*

This is more important than you think! Frame for the participants: why they are there and what is going to happen. It is also a good idea to use music or video to enrich the experience.



### *Local culture*

Try to bring in some local artist to offer the participants a chance to relax during the long day. This could be a **live performance, yoga, guided meditation** or another short training session – it's up to your imagination! Additionally, try to include the local perspective and culture in catering in example. Use local companies if possible.

### *Expert keynotes - inspiration / new information*

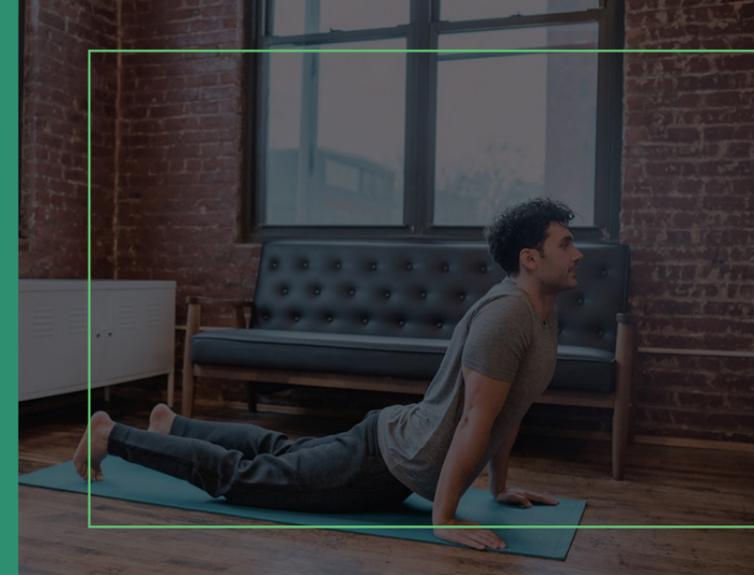
Including professional keynotes gives legitimacy and credibility to the event and the organizers. These talks should not be too long. A maximum of 10-15 minutes per speaker is recommended.

### *Q&A / Panel discussion*

We have tried different variations of Q&A and panel discussions. What seems to work best is to have all the keynotes do their presentations first and then bring them all in for a Q&A and panel session. In this session it's important that you as a host have questions and reflections prepared while leaving room for participants to ask questions.

## TIPS!

In our virtual camps we have included **"yoga on chair"** as one example of local culture. At the same time it was greatly enjoyed and brought work to a local entrepreneur.



### *Cases / Good examples*

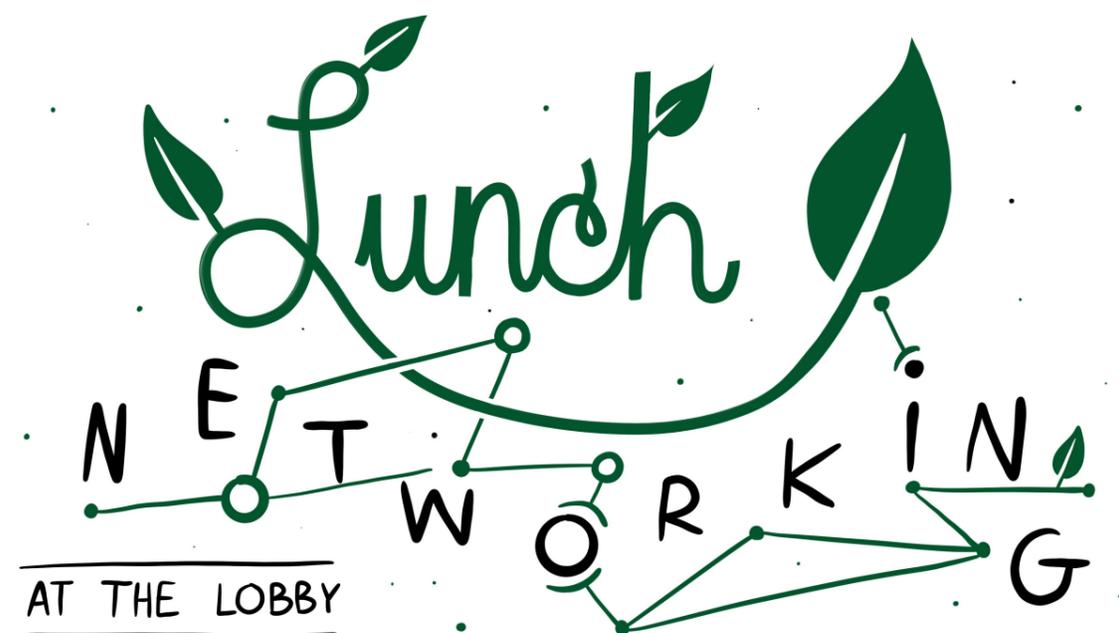
Good examples are practical and related to the topic of the event. The most inspiring stories come from people who are hands-on working in the field. For example, entrepreneurs or other innovative people who want to create a change.

### *Interactive and creative elements*

Workshopping, prototyping, group discussions, competitions or other elements that involve the participants.

### *Networking*

One of the reasons for organizing this type of event is to facilitate inspiring encounters between the participants. Make sure this need is met in the agenda.



### **Illustrators / Videos**

How will you illustrate and capture your event? We have chosen to work with graphic live scribe illustrators as well as recording the event and editing a summary video of it.

### **Moderation / Host**

You can either find the host inside your team or recruit another professional to do it.

### **Wrap-up**

Just like the tune-in, this is equally important! In the wrap up you give the participants a summary of the day and leave them with a WOW-feeling and a hunger to do more in the future.

### **Extra-curricular**

Additional activities are obviously easier to arrange in a physical event than online, but it is nice if you can support your local community by offering your participants the possibility to take part in local activities such as guided tours etc.

## **TIPS!**

There are many ways to make keynote presentations easier to digest for the crowd. Here are two examples to inspire you: **Pecha-Kucha** - a rapid form of presentation, supported by images. You are allowed only 20 images or slides, and just 20 seconds with each one. **Ignite** - an even shorter version of the Pecha-Kucha. The speaker is allowed 20 images with 15 seconds of time on each image.

## **DIGITAL EVENT?**



Digital events are cheaper, environmentally friendly and available to many more people. They are in many ways easier to organize than physical events since there are less factors to consider - BUT don't let this fool you! As a moderator you have to give 110 % to get through the screen to your audience and it can be hard to keep them engaged and on the line throughout the event. It's not abnormal to lose participants especially during the workshop parts.

Make sure everyone in your project team is familiar with the **platform** of your choice (e.g. Zoom or Teams) and make sure to test all the functions you are going to need, well in advance. Find suitable **applications** (e.g. Miro, Mural, Padlet) for the interactive parts of the program and remember to try them out beforehand. Give special consideration to the ways you can enhance networking between the participants during the event.



If you are **recording** the event, you will need consent from everyone who will be recorded. When publishing the recording, make sure you meet the standards of your organization in regards to availability etc. You can record either in the meeting platform of your choice (e.g. Zoom, Teams, Skype) or some kind of external recording app.

Not only your team but also all invited keynotes and case-presenters need to feel comfortable with your platform of choice. Invite them to a technical check-up about one week before the event. In addition, decide whether you want to show everyone's presentations or if the presenters need to share the screen themselves. It's nice if you get the permission to hand out or publish the material from keynote presentations as PDFs afterwards.



## PHYSICAL EVENT?



Networking, cultural experience and curricular activities obviously come in more easily to the physical event. The planning of a good event, however, needs more time and effort from you and your team. Apart from compiling the agenda and marketing it to the right people you will have to consider at least the following factors:

- Transportation
- Accommodation
- Catering
- Booking the conference venue
- Any extra curricular activities (Like sports, culture, nature experiences, guided tours and so on)
- Local information (How to get around, where to shop, what to see)
- Timetable and locations for activities



## TIPS!

ALWAYS have a **backup plan!** Have a back up for all the platforms and software you intend to use and decide how and when you shift to your backup in case something do not work as planned.

## TIPS!

Be true to the **theme** when choosing your services. Make sure your lodging and catering meets certain sustainability standards.



# The Organizers' Manual

Let's start with a **checklist**. Remember – our list is not a comprehensive description on how to organize a successful event! These are just a few things that we have discovered along the way that can be important to consider. Use this simple checklist and see the descriptions below to make sure you don't miss out on anything in the planning.

Topic of the event (What and why)

Time

Budget

Event organization

Registrations

Marketing

Choosing hosts / moderators

Technical details & tech-crew

Recruiting participants

Recruiting illustrators / AV professionals

Recruiting local creative

Compiling the program

Writing the invitation

Graphical material

Recruiting keynotes & case-presentators

The journalist

Facilitators & instructions

Creation of creative spaces

Manuscript and plan for a video

Getting everyone in the team onboard

Feedback from participants

Evaluation

## Checklist

Let's go through the checklist in more detail.

### *Topic of the event (What and why)*

What is your reason to have this event? What would you like to be the outcome? What is your main topic? How does this relate to green and circular economy?

### *Time*

Starting the process in good time is key; depending on various factors such as your staffing of the project, if it's a physical or a digital event etc.

### *Budget*

The event itself should be free for the participants. Depending on your choices you will have costs for keynotes and cases, illustrators, video editing etc. If it's a physical event, it demands a lot more from the budget: for example a studio for streaming can be costly.

### *Event organization*

Investigate what human resources you have and need for organizing of the event.

### *Registrations*

Make a registration form. We have used Webropol or Google forms to organize registrations. It's good to have an automatic reply sent to the registered. Consider whether you want your own team, keynotes and case-presentators to register as well.

### *Marketing*

Except from communicating what an interesting event you have, the theme it has, who are the keynotes and so on - make the practical instructions SUPER CLEAR! How to participate, how to register, what is the schedule, how the participants will receive the link etc. Start the marketing process as soon as possible.

### *Choosing hosts / moderators*

The host/moderator will support of the participants during the day and make sure they know what is going to happen, what is expected of them and so on. The host/moderator must also have some extra questions prepared for the keynotes/panel discussion if the crowd is quiet.

### *Technical details & tech crew*

Find out beforehand what do you need in terms of technical details. In a virtual GC, make sure to have someone as technical support. Their main focus is to have everything running smoothly during the event. They can, for example, mute people if needed, divide them into breakout rooms and so on.

### *Recruiting participants*

Depending on your theme, choose various channels to market your event – and start in good time before the event. Make sure that representatives from all sectors are present. For example: students from different fields, entrepreneurs who are running different sizes of businesses, industry organisations, municipalities and public organisations, researchers and innovators, experts in the field, people who share good examples/cases, the curious...

### *Recruiting illustrators/AV professionals*

Book several meetings with them to make sure they understand what you are after. Let them know any pre-requisites of your project guidelines that they have to include in their work.

### *Recruiting local creative*

A musician / band, yogi or other..

### *Compiling the program*

For more instructions, see the 'Agenda' chapter earlier in this manual. There will be one official version of the agenda for the participants and one more detailed for the organizing team/facilitators/host.

### *Writing the invitation*

If writing a short and catchy text isn't easy for you – find help with this part! Since you are making an international event, it is also good to have an invitation text or short explanation in each native language (Swedish, Finnish and Norwegian in our case).

### *Graphical material*

In order to create good promotional material, it is important to find someone to help you with the graphical materials and find out what/when they need from you. This should be considered already when starting to plan the event. We have used one pdf-invitation (for web and e-mail), an event flyer as well as a custom header for a Facebook-event.



### Recruiting keynotes & cases

Make sure to have representation from all organising countries amongst the speakers. You may also invite keynotes from other countries if they have an interesting perspective to share. If the event is organised as a cross-border project, the partners in each country should help in the recruiting of keynotes and case-presentations. As you start to plan the event, make clear what is expected from each partner.

Think about diversity when recruiting keynotes and case-presentators. If you have trouble finding someone to represent a certain group, ask someone from that group to help!

### The journalist

It is good to have someone inside your team to attend the event in a role of a journalist. The journalist will be observing and making notes on what is happening during the event. He or she will also have the main responsibility for writing a blog text afterwards.

### Facilitators & instructions

The facilitators are the process leaders of your workshops, group discussions or other creative processes included in the event. The project leader will write a facilitator instruction with more detailed instructions and agenda for what is going to happen.

### Creation of creative spaces

Set up the creative spaces of your choice (e.g. Miro, Mural or Padlet) to engage the participants more and adjust the layouts of the platforms to fitting your event.

### Manuscript and plan for a video

If writing a manuscript isn't your thing, find a video professional to help you out. Make sure to cover the essence of the event, what it was about, the keynote speakers, some questions raised and solutions from the participants.

### Getting everyone in the organizing team on board

Make sure to have meetings scheduled with your host, organizing team, facilitators and so on. It is good to have a last-minute check-up a few days before the event.

### Feedback from participants

Feedback can be collected in many different ways. One option could be an online survey during the event.

### Evaluation

Book a time slot with your team to evaluate the event and plan for upcoming ones.

## Internal planning process

See our example of internal planning with the GRUDE-team:

DUE	TASK	DESCRIPTION	RESPONSIBLE
week 3	Kick-off	Ideation of the event	xx
week 7	Theme release		xx
17.2.2021	Planning meeting	- Brainstorming on the theme - Ideation of the keynote speakers and the program - Agree on the responsibilities	xx
weeks 8-9	Planning the program		xx
2.3.2021	Project meeting	- Deciding the theme - Feedback and ideation of the keynote speakers and the program	xx
weeks 9-10	Planning the program	Recruiting keynotes and participants	xx
week 11	Check-up	Recruiting status update	xx
week 12	Planning the program and invitation		xx
week 13 (6 weeks before)	Program release and pre-marketing	- Keynotes ready - Tentative program ready - "Save the date" -post in SoMe	xx
week 15 (4 weeks before)	Registration	Registration link opened	xx
weeks 15-16	Platforms	Padlets and Teams/Zoom rooms ready	xx
week 17	Facilitator manual	Facilitator instructions ready	xx
week 19	Facilitator meeting	Check-up and final preparations	xx
10.5.2021	Technical check-up with keynote speakers/cases		xx
11.5.2021	Event date	- Hosts - Facilitators	xx
12.5.2021	Evaluation meeting	- Internal evaluation of event / the process - Ensure documentation of event content - Sending the feedback survey	xx
week 20	Feedback and afterwork	- Re-sending the feedback survey if needed - Analysing the feedback survey data - Making the summary video	xx

## What kind of agenda came from it?

NOR/SWE time	FIN time	
08:45 - 09:00	09:45 - 10:00	Check-in and technical support
09:00 - 09:15	10:00 - 10:15	Introduction and networking
09:15 - 10:00	10:15 - 11:00	<b>Keynote speakers and presentations:</b> - <i>Tromsø &amp; Sustainability – before and after Covid-19</i> , Lone Helle & Inger-Lisa Brones, Visit Tromsø-Region AS (NO) - <i>Actions towards sustainable tourism business</i> , Matti Ala-Outinen, Hawkhill (FI) - <i>Arctification of northern tourism as opportunity and challenge for business and community</i> , Dieter Müller, Umeå University (SE)
10:00 - 10:15	11:00 - 11:15	Break
10:15 - 11:00	11:15 - 12:00	Panel discussion
11:00 - 11:45	12:00 - 12:45	Lunch break, mingling and/or outdoor recreation
11:45 - 12:00	12:45 - 13:00	Creative warm-up
12:00 - 13:30	13:00 - 14:30	<b>Group sessions:</b> - Group session 1: Environmental sustainability in tourism - Group session 2: Cultural sustainability in tourism - Group session 3: Local communities, newcomers and behavior in nature
13:30 - 13:45	14:30 - 14:45	Break
13:45 - 14:15	14:45 - 15:15	Presentations and visualization

This manual is produced in the **GRUDE – Green Rural Economy** -project, funded by the European Union and the European Regional Development Fund during 2019-2022.

## Follow-up

Make sure you have an idea about what is happening after your Greenovation Camp. How do you engage the network further? Where can they stay in touch? How do you share, follow-up and use the results and ideas? Find possibilities to implement the results. And most importantly,

**remember to have fun and #begrude** during the process!

*Thank you,*

Illustrators on pages 04, 05 and 11  
made by **Big Brain Agency**

