



Innovation Camps

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Turning the Rural Innovations Upside Down at the Grass Root Level



- The aim of the 48h regional innovation camp is to create new ideas to develop rural area as well as challenge and develop the people, economy and networks of the rural areas.
- Every innovation camp have been implemented based on the bottom–up needs of the region, as the development of rural areas is in the hands of the local players.



CAMP RULES

1. Be open and participate. Let your imagination fly!
2. Be your true self. Don't let your organizational status hinder or define you.
3. Be bold to suggest new ideas. Share your ideas and thoughts.
4. Listen to others, pay attention, foster inspiring ideas, let them grow and develop into something great
5. Instead of saying "IF" - say "WHEN"

GETTING READY FOR INNOVATION CAMP ADVENTURE...

CAMP HOST

Teemu Hauhia, head of the Finnish NSU, will be the camp host.

The entire [Finnish NSU team](#) will be present at the camp, supporting the work of the teams - and to answer any practical questions you may have.

FACILITATORS (MDI team)

The facilitators design and lead the Innovation Camp process and prepare all the working material for the camp.

The team will lead the working process from Monday evening's introduction meeting to Wednesday's night's pitching competition and prize ceremony.

THE CAMP JURY

The teams pitch their innovations to the camp jury, who is assigned to evaluate the results of the teams' work – and choose the winning innovation!

The jury will be introduced to

COORDINATORS

Each team has two coordinators

The role of the coordinator is that of a guardian and caretaker. They participate in the work of the team (but do not chair it).

They work as a link between MDI facilitators and the teams: they help to deliver tasks and assignments given by MDI facilitators to their own teams.

The coordinators make sure that the team work proceeds well and pitchable to

the jury!

DAY 1

Team Spirit and
Brainstorming

DAY 2

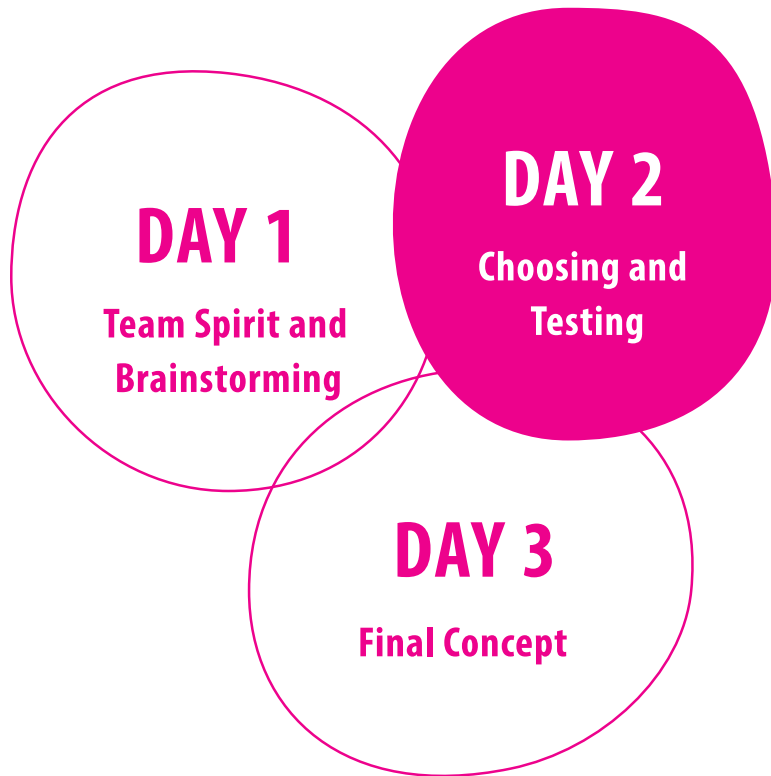
Choosing and
Testing

DAY 3

Final Concept

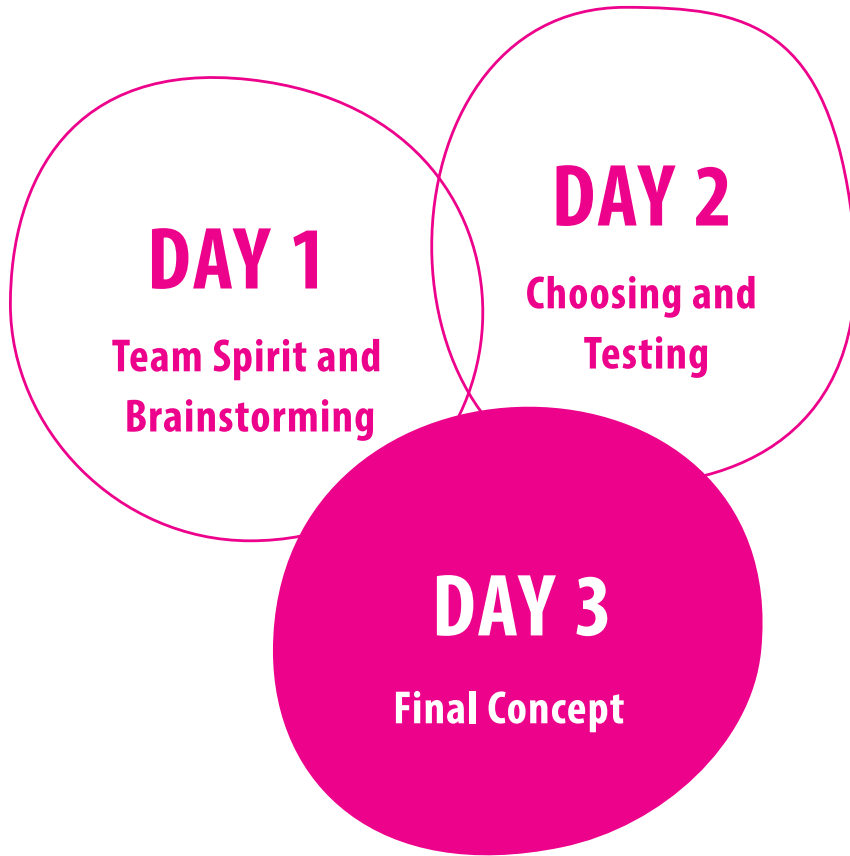
- Getting to know each other, teambuilding to create team spirit.
- Brainstorming (producing dozens of ideas around the given theme) and outlining great challenges and possibilities.





- Choosing the idea to be further developed in the morning.
- Testing and conceptualizing of the idea (e.g. sales pitch, business model canvas) rest of the day. External sparring partners asking wicked questions.
- Second day is magical!





- Finalising the concept of the idea, presenting it to others, board of judges, invited guests and media.
- Choosing the winner.



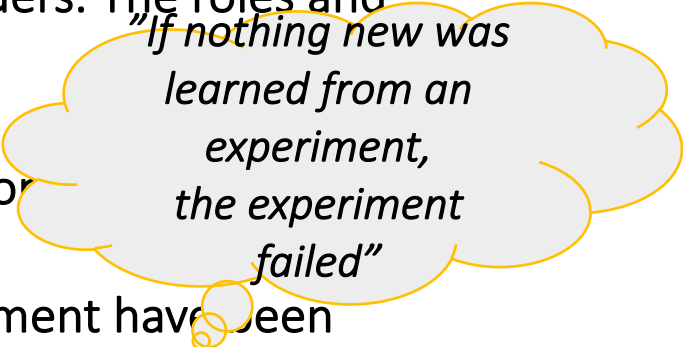
WHAT IS AN EXPERIMENT?

An experiment is...

- ✓ **New and concrete**
- ✓ **Target-oriented but delimited**
 - *Fast way to to get information on the usefulness and impact of measures or changes before their wider deployment*
 - *Results are uncertain – the goal is to learn*

CRITERIA FOR EVALUATING EXPERIMENTS

1. The idea is insightful, unconventional and based on a recognized existing need.
2. The idea is both focused and ambitious enough.
3. The plan for testing the idea is concrete. It is possible to test the idea.
4. The experiment will be conducted by stakeholders. The roles and responsibilities are clearly defined.
5. The plan for implementing the experiment is complete.
6. The possible lessons and insights of the experiment have been thought of in advance



"If nothing new was learned from an experiment, the experiment failed"

TOWARDS EXPERIMENTAL CULTURE

Concrete plan for implementing the experiment:

- ✓ planning (6 days)
- ✓ preparation (6 weeks)
- ✓ implementation (6 months)
- ✓ follow-up (next two NRN meetings)

Summary

- very practical but intensive way to develop new ideas in to innovations
- build the local "innovation environment": can change the processes
- good tool to attract new actors in rural development
- good way to receive publicity to strengths of rural areas and possibilities of RDP
- can be used as a tool in EIP-processes

