Background – Why Hack Me Up

HackMeUp

Climate City Joensuu 2023 -2025: Local climate actions

Innocities Joensuu: Cooperation to create innovation and sustainability

Local Climate partners

Students, businesses and communities
innovating together
climate-smart solutions for
sustainable future.

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Program / Friday

13.00 - 13.30   Student registration and team formation.

13.30 - 14.00   Opening words, assignment, and competition instructions.

14.00 - 15.00   Inspiring Keynotes:
- Pinja Leino and Opri Orenius, climate experts of the Climate Joensuu 2025 program, city of Joensuu
- Heikki Immonen, Principal Lecturer of entrepreneurship, Karelia University of Applied Sciences

15.00 - 20.00   Brainstorming and refining ideas for sustainability challenges.
- Judges and companies will mentor the ideas.
- A light dinner will be served during the working session around 17.30 - 18.30.

20.00 - 20.30   Recap of the work and introduction to the next day.

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Program / Saturday

9.00 - 13.00   Teamwork continues! Teams develop one (1) chosen solution idea with the aim of creating a winning concept.
- Judges and companies will mentor the ideas.
- *During the working session, there will be a soup lunch around 12.00 - 13.00.*

13.00 - 15.00   All teams present their solution ideas to the judging panel.

15.00 - 15.45   Judging and selection of the winners.

15.45 – 16.30   Announcement and awarding of the winners of the Hack Me Up ideation competition and the Speedhacking phase!

Summary of the competition

Speed hacking on Friday

- Brainstorm and rapidly generate solutions for sustainability challenges presented by businesses.

- Generate a minimum of 3 ideas for <u>each</u> of the three (3) sustainability challenges
  - For the sustainability challenge that your team has selected when registering to the competition.
  - For the two additional challenges that competition organizer has assigned for the team.
  - Submit the ideas in the competition system (link below). System guides how to describe the idea.

  <mark>https://go.startmeup.fi/#/idea/new</mark>

- Challenge descriptions with additional information (in PDF format, in Finnish) can be downloaded from the <u>Hack Me Up page</u>.

- Teams are encouraged to use AI to assist in idea generation.
  - Heikki Immonen will tell more about innovation methods and AI in his key note.

Speed hacking system

- (Idea name):

- Team number:

- Chosen challenge:

- Identified problem/s of the chosen challenge, max 500 characters:

- A solution idea for the identified problem/s, max 1000 characters:

- (Attachment/s image, video etc., max 1 pcs, video max 3 min)

Hacking on Saturday

- Select one of the speed hack ideas generated for the challenge your team chose during registration for the competition and explore it further. Provide a more comprehensive description of the identified problem and the proposed solution idea.

- Ideally, teams should focus on the challenge they selected during registration. However, if a team comes up with a groundbreaking /killer idea for a different challenge during the speed hack, please contact to the organizers to discuss the possibility of changing the selected challenge.

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Consider points when describing your idea

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- Arouse interest - **Punchline**

- Show that you have identified relevant problem - **Problem autopsy**
  - Describe e.g. the user and use context and the specific related problem/s that prevent or limit sustainable use/actions/production.

- Show that you have identified relevant solution – **Opening engine bonnet**
  - What are the use contexts and environments and who are the users/target groups (use cases)
  - Describe the core of the solution – How does your concept solve the identified problem
  - Is the solution scalable and adaptable to multiple environments and market areas
  - How does your solution differ from current ones – Is there something that is unique
  - Describe what kind of resources and actions you reckon that would be needed for development and implementation
    - Products / services / else / skills (e.g. R&D, technology)
  - Challenges – What would the main reasons that the solution would not be accepted or implemented
  - Benefits
    - What kind of sustainable impacts will the solution produce
    - What are the main benefits for the users

Presenting the idea

- Teams present their solution descriptions to the judging panel
  - Max. 5 minutes for presentation + 3 minutes for judges´ feedback and questions

- Presentation format is free: Power point, hand sketches, drama play, dance … just what you need to describe the idea

  RELAX! This is not a pitching competition.

  Focus is on describing the problem and the solution idea. But still sell your idea ☺

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Evaluation criteria

- Relevance of the identified problem

- Solution idea
  - Comprehensibility, clarity
  - Innovativeness, novelty
  - Feasibility
  - Simplicity
  - Impact
  - Scalability

Jury

Representatives from

- Challenge partners (AtFlow, Jojo, Joensuun lyseon lukio, P-K Martat, Savon Voima)
- Climate City Joensuu 2025 program
- Innocities Joensuu program
- Karelia University of Applied Sciences
- Business Joensuu
- Radical innovation and design expert Total Design

Teams ATFLOW

MAIN CHALLENGE Climate-smart e-commerce			
TEAM NO	**SPEED CHALLENGE 1**	**SPEED CHALLENGE 2**	**TEAM MEMBERS**
1	Martat	Jojo	Iida Hackselius, Karelia-amk, Liiketalous Konsta Hentunen, Karelia-amk, Liiketalous
2	Lyseo	Jojo	Antti Hodokainen, UEF, Information Technology, Computer Science Yehor Kovtun, UEF, Marketing Jacky Kapadia, Karelia-amk, Environmental Engineering
3	Martat	Savon Voima	Julius Järvinen, UEF, Ympäristöpolitiikka Milja Rastas, UEF, Kauppatieteet & Ympäristöpolitiikka Inka Pienmunne, UEF, Ympäristöpolitiikka Anton Laitinen, UEF, Yhteiskuntamaantiede
4	Savon Voima	Lyseo	Altti Surakka, Karelia-amk, Energia- ja ympäristötekniikka Aleksi Pesonen, Karelia-amk, Energia- ja ympäristötekniikka Miikka Reiman, Karelia-amk, Energia- ja ympäristötekniikka Iira Parviainen, Karelia-amk, Energia- ja ympäristötekniikka Iida Nisonen, Karelia-amk, Energia- ja ympäristötekniikka

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Teams

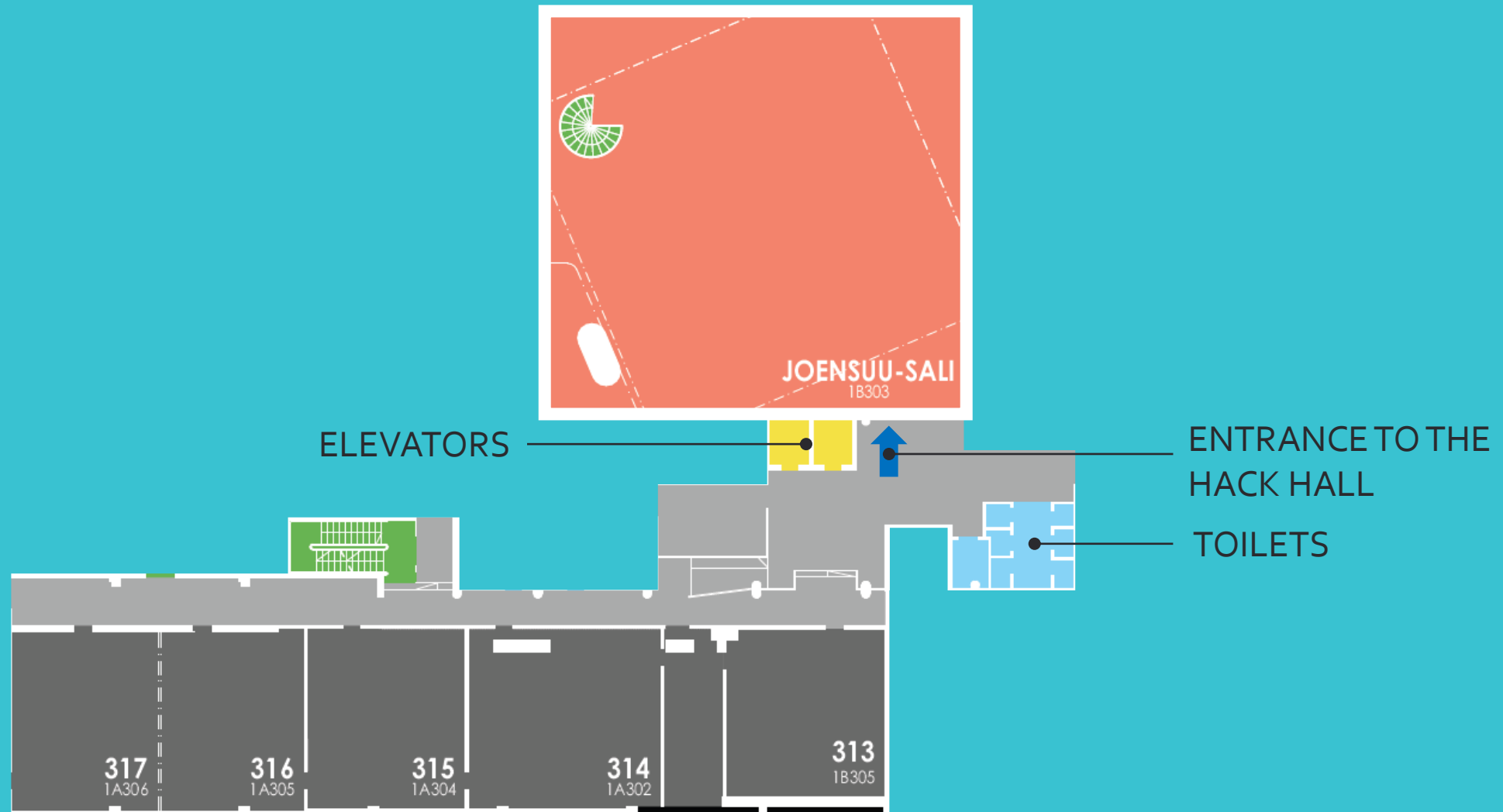|	MAIN CHALLENGE Reducing food waste in student dining		
TEAM NO	**SPEED CHALLENGE 1**	**SPEED CHALLENGE 2**	**TEAM MEMBERS**
5	atFlow	Martat	Sanni Haverinen, Lyseon lukio Jaakko Räty, Lyseon lukio Salla Nupponen, Lyseon lukio Taslima Hossain, Lyseon lukio
6	Jojo	Savon Voima	Anna Makarevich, Lyseon lukio, IB Program Elena Izotova, Lyseon lukio, IB Program Stepan Moloshnev, Lyseon lukio, Math/Computer Science
7	Savon Voima	atFlow	Grace Omojola, UEF, Computer Science Nwoke Precious, UEF, Information Technology Claudia Esieh Asanji, UEF, Chemistry
8	Martat	atFlow	Olga Barnas, Lyseon lukio, IB Program Irina Kudinova, Lyseon lukio, IB Program

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MAIN CHALLENGE Enhancing sorting and recycling in households			
TEAM NO	**SPEED CHALLENGE 1**	**SPEED CHALLENGE 2**	**TEAM MEMBERS**
9	Savon Voima	Lyseo	Elsa Latvala, UEF, Yhteiskuntamaantiede Laura Andersson, UEF, Ympäristöpolitiikka Heidi Linnanmäki, UEF, Geoinformatiikka Jenni Halonen,UEF, Luonnonmaantiede
10	atFlow	Lyseo	Heini Lehivuo, HKI yliopisto, Mikrobiologia ja mikrobibiotekniikka Daniil Senchilin, Karelia-amk, Liiketalous Jenni Könönen, Karelia-amk, Liiketalous

Teams

JOJO **JOENSUUN SEUDUN JOUKKOLIIKENNE**

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MAIN CHALLENGE Public transportation improvements to meet the leisure needs of students			
TEAM NO	**SPEED CHALLENGE 1**	**SPEED CHALLENGE 2**	**TEAM MEMBERS**
12	Jojo	Martat	Olli Sampela, Karelia-amk, Liiketalous Oliver Heinonen, Karelia-amk, Liiketalous Alex Kuukka, Karelia-amk, Liiketalous Veeti Pekkala, Karelia-amk, Liiketalous Veeti Happonen, Karelia-amk, Liiketalous
13	Savon Voima	atFlow	Essi Taivaloja, Karelia-amk, Energia- ja ympäristötekniikka Laura Nousiainen, Karelia-amk, Energia- ja ympäristötekniikka Markus Mäkkeli, Karelia-amk, Energia- ja ympäristötekniikka
14	Savon Voima	Lyseo	Li Sheng, UEF, Information technology Rahul Sood, Karelia-amk, Industrial management

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Happening premises 3rd floor

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JOENSUU-SALI
1B303

ELEVATORS

ENTRANCE TO THE HACK HALL

TOILETS

317
1A306

316
1A305

315
1A304

314
1A302

313
1B305

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Climate-smart solutions for the sustainability challenges of businesses, communities, and households

English: www.businessjoensuu.fi/en/hackmeup
Finnish: www.businessjoensuu.fi/hackmeup