Blueprint trend jams, idea jams & workshops

This document provides guidance on how to prepare, conduct and to follow up trend jams, idea jams and workshops. The blueprint serves as a template and should, nevertheless, be adapted to the regional context.

Primary outputs of events: New ideas for the radar

Many of the workshops will work towards intangible results: Open participants up for different futures and share ideas. The tangible output that we want is to provide new ideas into the radar. Ideas should be novel, but hopefully they are also useful, or challenge the way we think about the present, or have some likelihood of changing the future. They don't have to be complete or structured.

Advice in running Jams: Separate the Idea generation from the idea refinement

"One way of dealing with the risk of a slow-down in the dynamics is to design the approach around two or more, shorter collaborative workshops, instead of a single event. In that way, the process design itself focuses on a process rather than on an event-based project management. Only if such events are clearly defined as steps in an overarching process, the intended transformations can take form and develop over time.[1]

Brainstorming is a free association activity, and should be protected from analytical and critical opinions. Do not allow analysis to enter into a brainstorming session until all creative energy is exhausted. When creativity dries up, bring in the other part of the brain to work to refine the ideas. In business development, it is important to order activities properly so as to 1) develop lots of new ideas and 2) refine the ideas towards feasibility.

People like feedback on their ideas, and this needs to be done in a timely manner, and so creating an ad-hoc evaluation panel in the room to provide comments on ideas that are presented can turn the room into a **shark-tank-like** event, that can be fun and embraced by participants, if it is not taken too seriously.

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[1] P. 21 in Wilkinson, A., Mayer, M., & Ringler, V. (2014). Collaborative Futures : Integrating Foresight with Design in Large Scale Innovation Processes-Seeing and Seeding the Futures of Europe. *Journal of Futures Studies*, *18*(4), 1–26.

Instead of extrapolating from the past, start in the future. Ask:

• Where might the future take us? What are the futures coming at us independent of our will?

• Where do we want to take the future?

• How can we start creating the future today?[2]

Variations for workshop interaction can include (but not limited to):

Hacking: breaking into existing, encrusted systems, accessing spaces by circumventing closed systems, or using an anti-authoritarian approach to drive change without formal legitimation.

Mashing: turning a combination of different existing or new ideas under specific conditions into powerful initiatives or projects that contribute to aspired changes.

Coding: reinventing, refining, or enhancing the existing codes of conduct of an established system or organization, or questioning existing principles or rules by proposing new, more transparent, more inclusive, more effective, or fairer codes.[3]

BUBO Method: method consists of four phases. In the first phase we ask the citizens of Groningen to write (or otherwise express) a personal letter in which their vision, their dreams for Groningen in 2050 is depicted. We asked this question a few weeks ago in the regional newspaper of Groningen. We invited some of those people to the second phase.

Online Survey: For online survey tools, especially useful for validating "when" an opportunity might be realized, and "how large" the market size might be. See kahoot.it and sli.do

Ideas for Idea Jams (output: new ideas)

In-person workshops format:

Step 1: Call in your stakeholders to a workshop, or build a workshop on top of another existing meeting.

Step 2: Open the session, for example, with a presentation on trends and main sectors of the industry. Give them something general to think about before asking them to engage.

Step 3: Have them discuss and/or rate some opportunities from the PERISCOPE slide deck (use the portal if available – also in a "virtual" idea jam).

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[2] Wilkinson, A., Mayer, M., & Ringler, V. (2014). Collaborative Futures: Integrating Foresight with Design in Large Scale Innovation Processes-Seeing and Seeding the Futures of Europe. *Journal of Futures Studies*, *18*(4), 1–26.

[3] P. 15 in Wilkinson, A., Mayer, M., & Ringler, V. (2014). Collaborative Futures: Integrating Foresight with Design in Large Scale Innovation Processes-Seeing and Seeding the Futures of Europe. *Journal of Futures Studies*, *18*(4), 1–26.

Step 4: Have them come up with their own opportunities individually on templates: Blue-sky thinking does not involve analysis/critical lenses! Use (and later collect)

Step 5: Have them discuss, first in small groups, and then in plenum, either: 1) New ideas they came up with; 2) Progress made on building on other ideas 3) a combination of 1+2.

For online survey tools, see kahoot.it and sli.do

Ideas for Market forecasting sessions (output: refined existing ideas and new ideas)

Step 1: Divide into small groups of 3 people and give them their own table

Step 2: Explain market forecasting methods: top-down, bottom-up, and expert/existing. Give them the piano-player problem and 20 minutes to complete it. Compare results.

Step 3: Give them 3-4 opportunities each that are somewhat related to each other. Make them document the resources used to get to their forecasts.

Step 4: Have them present their opportunities and each of their findings to the larger group in 5 minutes.

For online survey tools, see kahoot.it and sli.do

Ideas for Trend Jams (new qualified ideas)

Step 1: Building off of idea Jams, have them choose 2: One shall be the most promising and second is the wildest idea.

Alternative Step 1: Have some ready for them, use some opportunities ideas from the platform.

Step 2: Have them fill out the opportunity template, attached at the end of the document

Step 3: The facilitator brings up and explains a megatrend: Nature Inspired Solutions (biomimicry); Urbanisation; Globalisation; Data transparency; Augmented reality…

Step 4: Have the groups refine the ideas using the trend for 5 minutes.

Step 5: After 5 minutes give them a new trend to use to refine their ideas.

For online survey tools, see kahoot.it and sli.do

Ideas for a Hackathon

Hackathons begin with a concrete problem brought forth by a large major player. Participant are recruited from diverse fields to solve the problem in creative ways. Hackathons are often a full day of activities, but they can also be done at a trade fair by recruiting classes of engineering students to use the participants in the trade fair as problem owners.

Survey- based rating

This feature will allow people to receive a link over email to a survey in which they can rate opportunities. This feature is not yet ready for PERISCOPE.

Remember

Brainstorming new ideas should be untethered from their analysis. Make sure to separate activities and time spent to generate new ideas, protected from any criticism.

TITLE:

IMAGE

Description:

Benefits (to people/profits/planet):

Key actors (& roles):

Tags:

HOW ATTRACTIVE IS IT?

HOW EASY IS IT TO ADDRESS?

PROFITABILITY POTENTIAL

| Zero | Limited | Moderate | High |

TECHNICAL FEASIBILITY

| Market ready | Needs refinement | Far-off | Highly theoretical |

DISRUPTION FACTOR

| Not new | Small | Moderate | Game changer |

MARKET READINESS

| By 2020 | By 2025 | By 2030 | Beyond 2030 |

COMMENTS & NEXT STEPS:

MORE INFO & LINKS:

PARTNERS & ROLES:

Interreg
North Sea Region
PERISCOPE
European Regional Development Fund

EUROPEAN UNION