



Start of 5th Fujifilm Challenge: virtual & international

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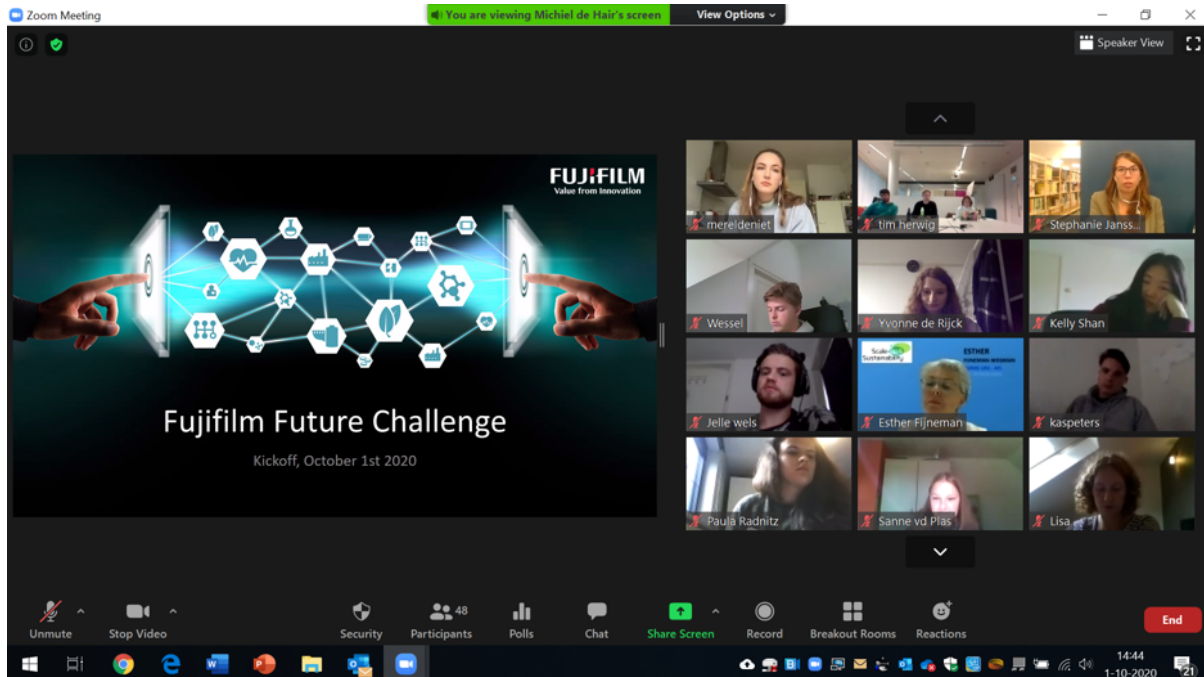
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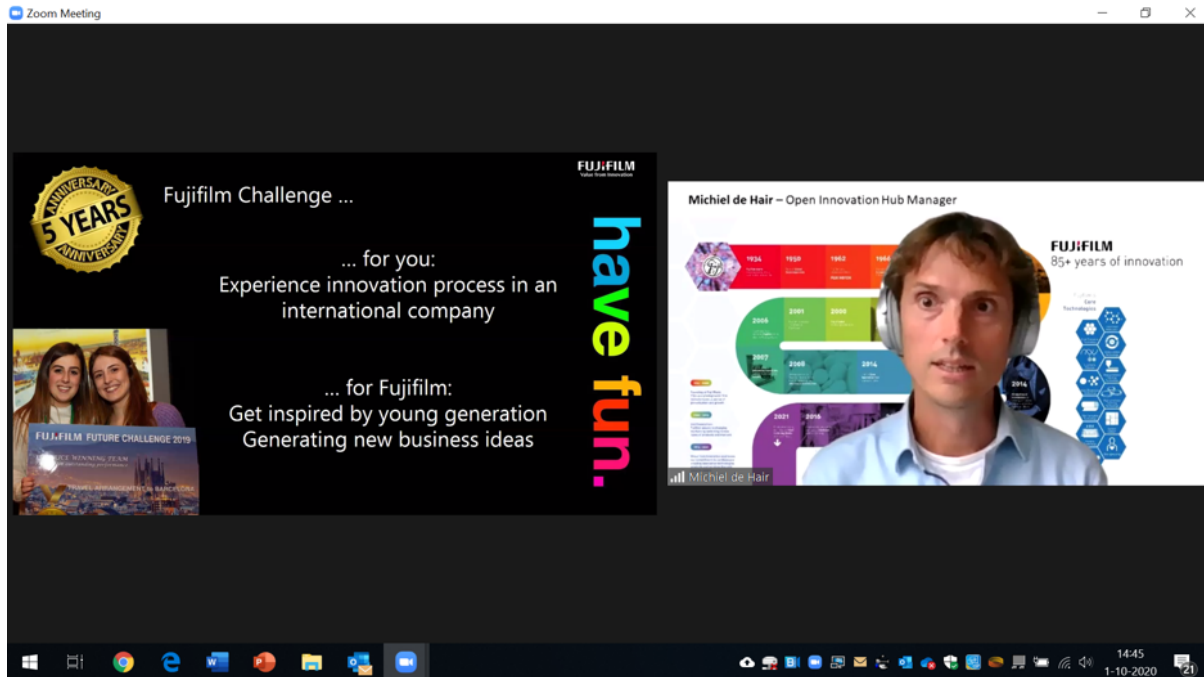


In the 5th edition of the Fujifilm Future Challenge 2020, 11 international teams will develop innovative & feasible “green” ideas for Fujifilm’s healthcare, energy and environment markets. These markets are increasingly important to implement Fujifilm's mission: to improve the quality of life for people worldwide. In total, 52 students from 5 different Universities create and test sustainable business ideas in an international setting. Apart from Dutch, Belgian, and German nationalities, students with other European and Asian nationalities participate. Throughout, 5 technical experts from Fujifilm give the participants direct support and feedback. Seven process coaches guide and monitor the progress of the teams. In 10 weeks, they develop new business ideas using creativity and customer development tools. In a learning community, they meet with and learn from each other. The teams collaborate and compete at the same time to win the prize: a trip to Barcelona provided by Fujifilm.

Participants are encouraged to benefit from each other’s different strengths, background, knowledge and skills. The student teams cover a variety of educational technological, creative or business backgrounds; the participants study multimedia design, (food) innovation, economics, (international) business, entrepreneurship, IT, safety, (chemical) technology, engineering, marketing, logistics, and even cognitive neuro science.



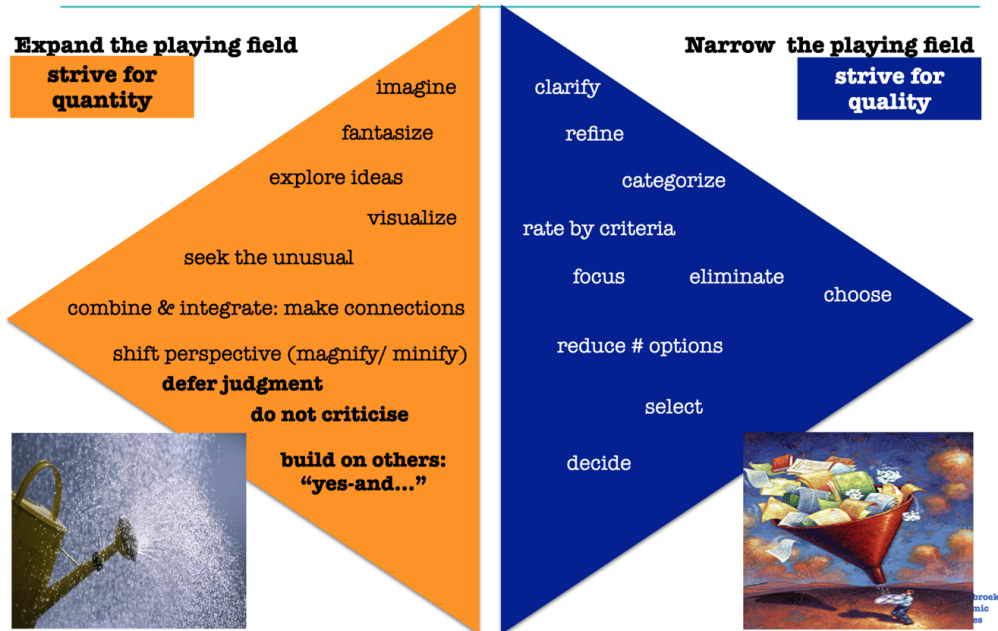
During the kick-off session, the teams presented themselves in short video pitches. The manager of the Fujifilm's Open Innovation Hub, Michiel De Hair, introduced the company and its core technologies.



To facilitate the “out-of-the-box thinking”, I introduced some creativity tools to the participants. The tools are aimed to consider different perspectives (“zooming in and out”) and to shift from product innovation to systemic innovation: considering the complete picture instead of the product aspect only.

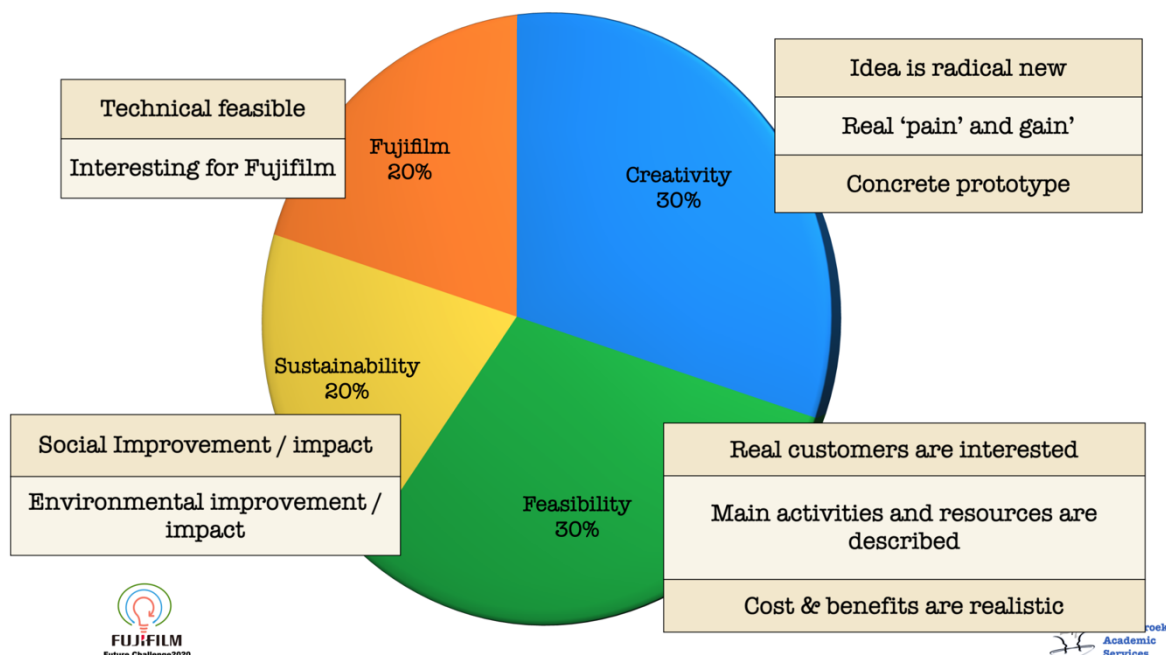


DIVERGENT -> CONVERGENT



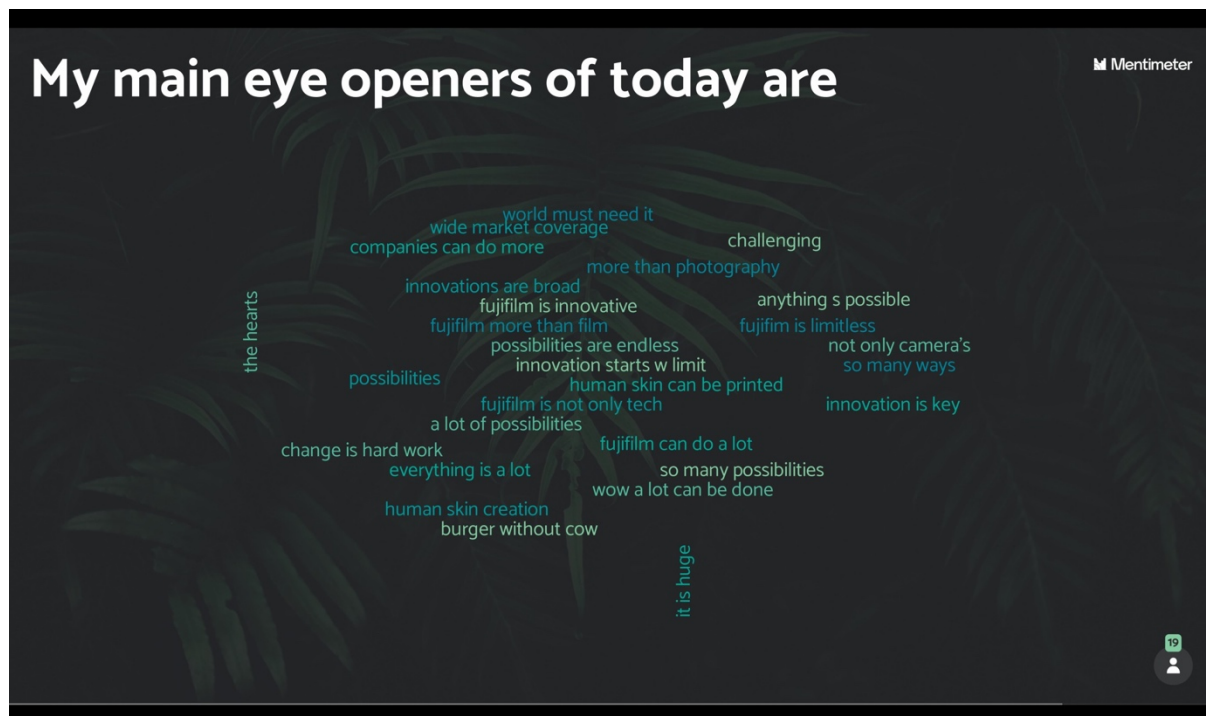
The assessment criteria in the Fujifilm Challenge program are:

ASSESSMENT CRITERIA





In breakout room sessions, the teams started their ideation processes and got direct feedback. We ended plenary with discussing key take-aways and gave some tips for radical new sustainable ideas. We encouraged the students to start with a societal problem, and to experiment with idea-networking with people outside their teams. Technology is an enabler, not the main goal of the innovation! Some main eye openers, generated in an interactive session, were discussed:



In a multiyear scientific program of the Fujifilm Challenge, we analyze the impact of the Innovators DNA and entrepreneurial traits of the participants on new venture performance.

I wish all participants lots of success and fun with the assistance of their coaches from Avans University of Applied Sciences: [Esther Fijneman](#) and [Rogier de Jong](#); from Tilburg University: [James Small](#); from Thomas More University of Applied Sciences: [Marc Clerkx](#); from Oldenburg University: [Anne Seela](#); and from Linköping University: [Wisdom Kanda](#). Thanks in advance for the cooperation with the technical and business experts from [Fujifilm Europe](#): [Michiel de Hair](#) (Manager Open Innovation Hub), [Paris Rallis](#) (new business development manager), [Anton in 't Groen](#) (Treasury Officer), [Mert Colakoglu](#) (New Business Development Officer) and [Satoshi Sano](#) (Liaison Manager).

The Fujifilm Future Challenge is part of the European program "[Scale-up for Sustainability](#)". In this program, we develop, test, exchange, and disseminate new innovative programs of student-business collaboration in green venturing. The standardized skills workshops are an example of developing sustainable entrepreneurship skills. The results of the comparative study will be published in scientific papers and presented at conferences.