

Green Business Idea Jam



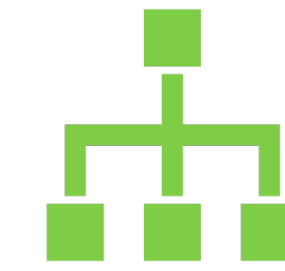
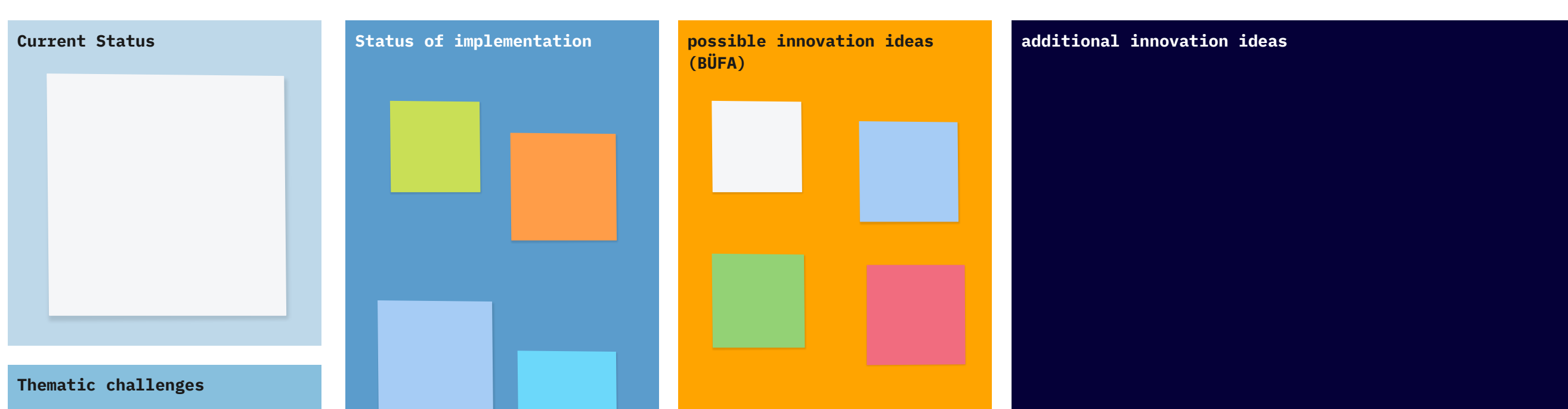
Facts & Main Elements

Responsible: University of Oldenburg + BÜFA
Time: Online kick-off and one-day face-to-face event (10h, October 2020)
No. of students: 11
No. of business personnel: 7
No. of teaching personnel: 3

Mixed teams of corporate staff members and students from different disciplines worked together to develop innovative ideas and measures to reduce BÜFA's carbon footprint and to become climate neutral. This special type of challenge-based ideation workshop was an one-day extra-curricular event.

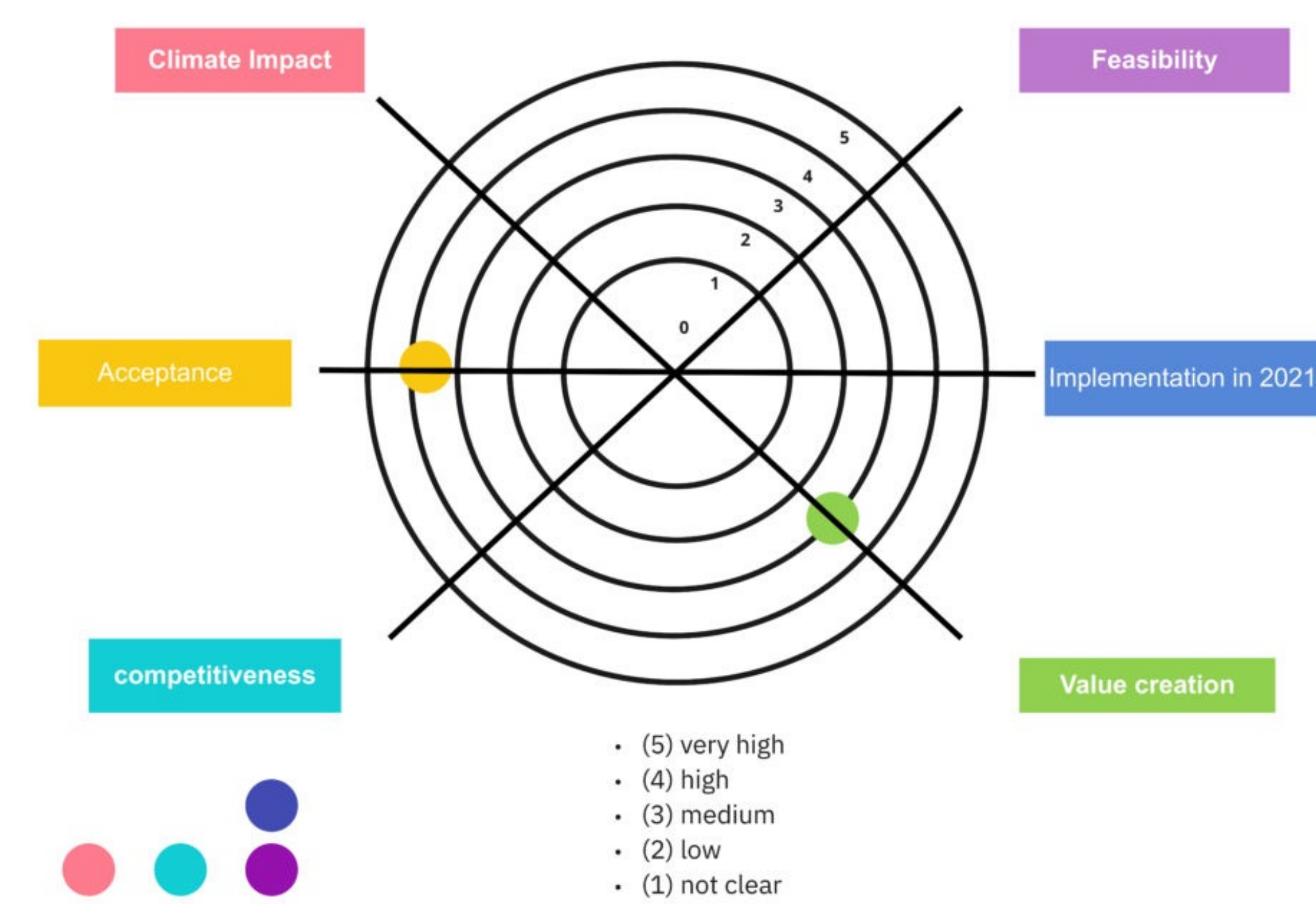


Topics: mobility, energy and carbon-offsetting



Main outcomes

- 7 new and sustainable innovative ideas to reduce BÜFA's carbon footprint in the areas of mobility, energy and carbon-offsetting. Assessment of the selected ideas with an innovation radar:

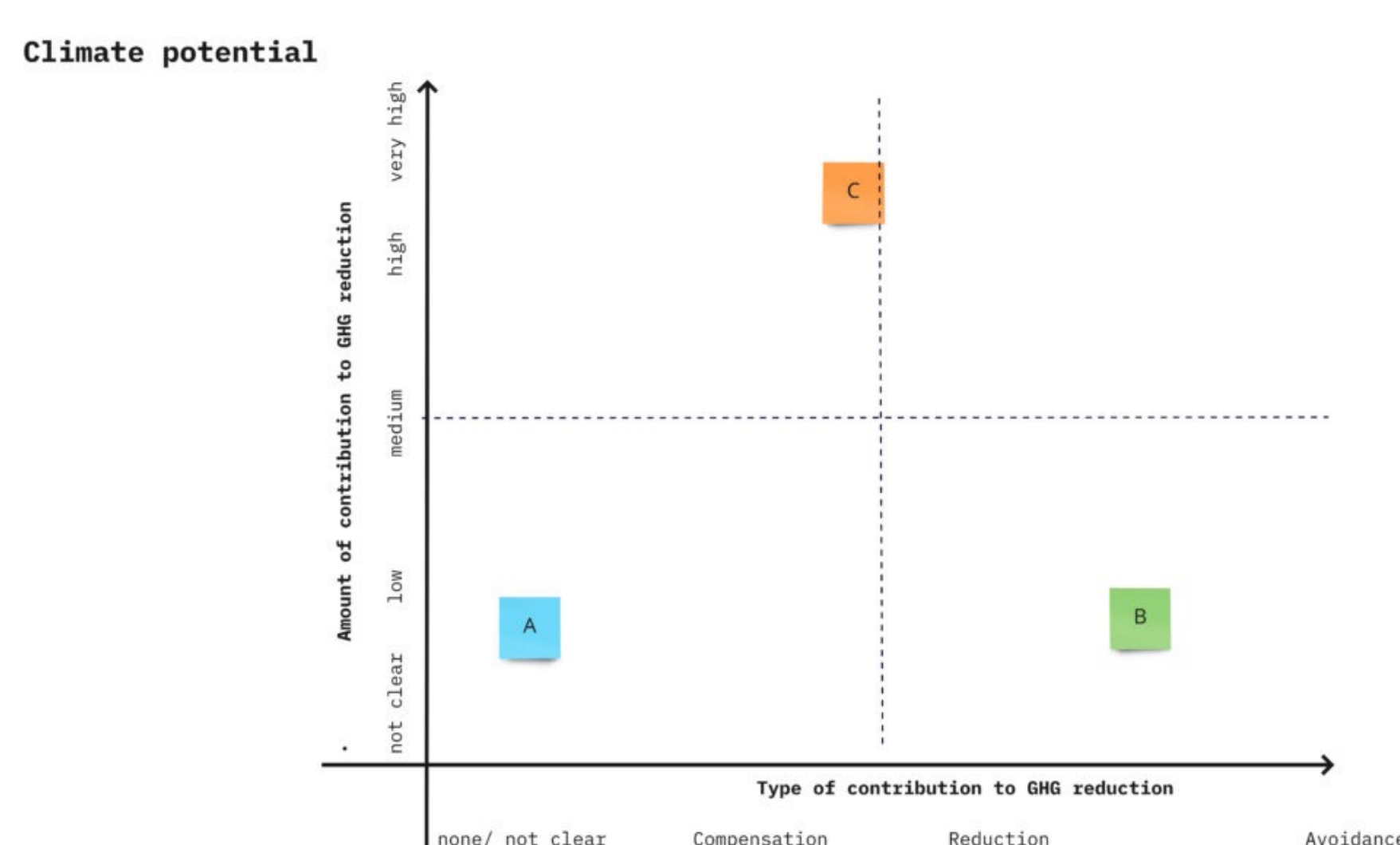


- Competence enhancement for BÜFA staff and students
- Follow-up of the developed approaches in a "Climate Challenge Seminar" as part of the curricular master's module "Innovation Management" in 2020/21



What's new? / Assessment

- New format of an ideation workshop
- Online kick-off-topics:
 - BÜFA's strategy for becoming carbon neutral
 - Factsheets with potential climate-challenges and first innovative ideas
- Face-to-face event with moderated sessions:
 - Discussion of existing ideas in the company and adding new ideas related to the specific challenge
 - Clustering of ideas by type of contribution to GHG reduction and amount of contribution to GHG reduction
 - Multi-point assessment to narrow down ideas for follow-up activities
 - Assessment of selected ideas by using an innovation radar method and guiding questions
 - Presentation of ideas and their assessment to BÜFA top management
 - Evaluation and feedback by the top management
- For the ideation process, the online collaboration tool miro was used.



Lessons learned & Plans for Future

- The heterogeneous mix of students with different academic backgrounds was very helpful for idea generation. Recruiting students for an extra-curricular module is time-consuming
- High preparation effort: identifying relevant topics, coaching mentors, developing templates for miro collaboration tool
- Scalability depends on the number of company representatives who can support the process as mentors.
- The workshop is designed as a one-day event. Therefore, it should not be overloaded with too many topics.
- The combination of miro with a face-to-face workshop generated very good results.
- The Green Business Idea Jam can be adapted to other sustainability-oriented co-ideation formats with business partners and students.

