



On the door step of summer

Before switching into relaxed holiday mood, we have been both organizing and partaking a few events which called for creativity as well as presentation and collaboration skills.

On 20th April 2016 SwIdeas held the “Eco-entrepreneurship in Practice” event at STPLN, a maker’s space and incubator for creative projects, in Malmö. As part of the EcoHub project, the event aimed to inspire participants to pursue their ideas within green entrepreneurship through a mixture of creative workshops and theoretical background for starting a green business.

The day started with a creative race with Återskapa (recreate), an education and design center which encourages people to think creatively about waste, where participants were given a set of recycled materials to mould into something collaboratively.



The Creative Race, Återskapa



Following this, participants took part in the simulation 'Visions for the future' where they focused on the creation of ideas for urban development from a bottom-up perspective within which they were challenged to adapt their project/event ideas throughout the game as they were given different target groups or areas of interest to include. One group after developing a community event had to adapt their plan to include a focus on food waste.



Planning an event in Visions for the Future, STPLN

In the afternoon, Eduardo and Abdallah held two lectures on how to start a green business. Eduardo gave us an insight into Green strategies and Sustainable

Value Innovation strategy which requires companies to lower costs and increase consumer value while generating public benefits in the form of reduced environmental impacts and value for society.

The day finished with a simulation where participants who came with ideas for a green business or project got to put them to the test. Participants were divided into three groups, prospective entrepreneurs, prospective funders, and investors. They were then given 45 minutes to create a 6 minute presentation for their business ideas to the panel



The panel of funders in the Start-up Simulation, SwIdeas

of funders from the civil society sector or/and investors from the private sector. Following which, the panelists decided on whether or not to fund the idea and gave feedback on how to improve it. Ideas ranged from medicinal herb farming, a sustainable documentary company, an ecological fashion business, low carbon busses, to an app for females on mental health awareness and healthy living according to female hormones.

On the 10th of May Finnish students participated a creative event called Innoday in Helsinki and took part in several creativity demanding races and lectures. [Innoday](#) is a recruiting-, business- and innovation event held every other year in Helsinki. Here's some thoughts from the participants:



“I was happy to get a chance to visit the InnoDay-event, to get to think of new ideas on products and marketing etc. The event was quite noisy and overwhelming, thus it was a bit hard to concentrate and I think I would've got a lot more out of it had the surroundings been calmer. What I thought was especially nice though was getting the possibility to answer already existing companies' surveys, it was a nice forum for the young to get their opinions heard, for example on responsible dairy production and bread packaging of the future.”



“Today we were at the Innoday event. It was very nice. There was 8 stands for example from Valio (finnish food company), Lumo and Vaasa (finnish bread and pastry company). We had a chance to desing our dream bread at Vaasa and our dream house at Lumo. Also we were given an empty milk container without any labels on it in order to desing new kind of milk container layout. Also there was this competition Innogame where we got points from our innovation (like that milk container).”



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