



NORDIC OPEN CREATIVE ENERGY SUMMIT

CREATIVE CLASH INNOVATION LAB

In the NOTS project (Nordic Open Creative Energy Summit), a creative clash between the energy industry and the creative industry was made in order to creatively pave the way for more implementations of clean energy solutions.

In order to develop and test a method for how such clashes can be organized to provide fruitful ideas, the project consisted of three national innovation events in three countries: Sweden, Estonia and Lithuania.

The events were named NOTS innovation lab – an inspirational day aimed at creating new contacts and networks, but above all, an opportunity for people from different sectors and backgrounds to meet and challenge the established methods and approaches for innovation and development.

In each innovation lab, creative and energy industry representatives met and worked together on some of the challenges that clean energy solutions face, and which holds back the industry of for instance hydrogen and fuel cells. Outcomes of the project relate both to how to make green energy grow and how to organize cross-sectoral collaborations with creatives.

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NOTS INNOVATION LAB METHOD

The lab is divided into two sessions; a seminar with inspirational speakers followed by a workshop.



SESSION 1 - SEMINAR

Inspirational speakers give different approaches on a selected theme.



SESSION 2 - WORKSHOP

Participants from the creative industry and the energy industry join up in teams to address the theme through a specified question.

Workshop set up:

Divide the participants into teams with 5-8 members each. Engage the teams through 3 stages: the dream stage, the realist stage and the solution stage. Give the teams large sheets of paper (50x70cm) to work on, a different colour for each stage. In each stage, the team addresses the same question.

1 THE DREAM STAGE (20 MIN)

Go outside of the realistic realm to find even crazy solutions to the question.

2 THE REALIST STAGE (20 MIN)

Face the limitations of reality by addressing the realism of the solutions in the previous stage.

3 THE SOLUTION STAGE (20 MIN)

Find ways to move beyond the limitations identified in the previous stage.

The best results are achieved when the three stages are iterated several times.

Presentation

After working in the three stages, the teams get 15 min to prepare their presentation, in which they use their sheets, and the other teams move around to the work area of each other.

Feedback

After listening to each team and having small feedback loops with each team, in the end an overall summary is done collectively. Key people can be approached before the presentations and be asked to give some input to the final discussion. By working in smaller groups, where each group tackled a different aspect of the challenge at hand, the challenge can be addressed from various perspectives, and discussed in the summary.