

(I) BOLOGNA

ROCK HACKATHON 2018

CLIMATEINNOVATION.CITY



#YOUNGECOCLIMATHONS18

RÖCK



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 730280.



#ROCKHACKATHON18



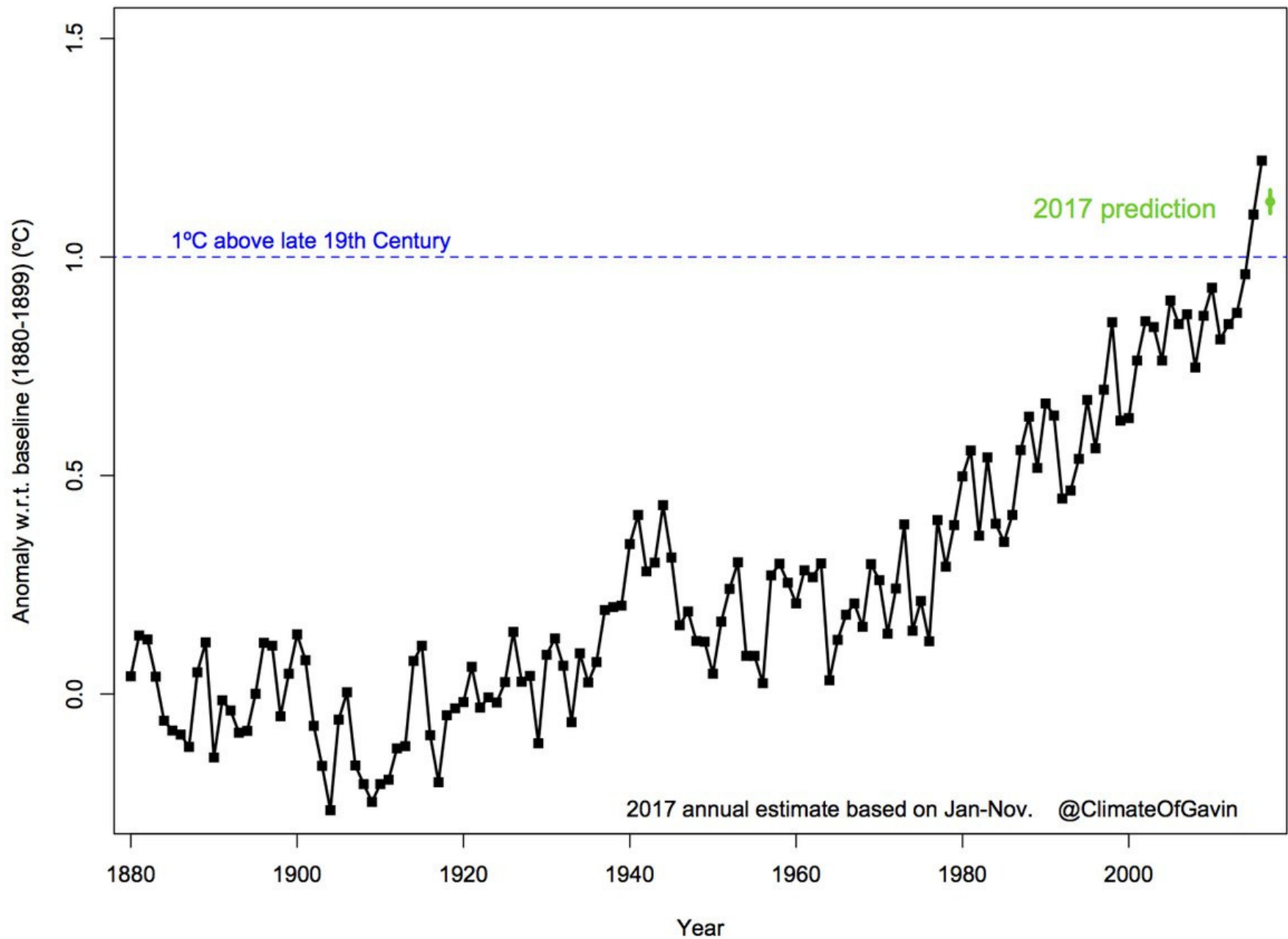
ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

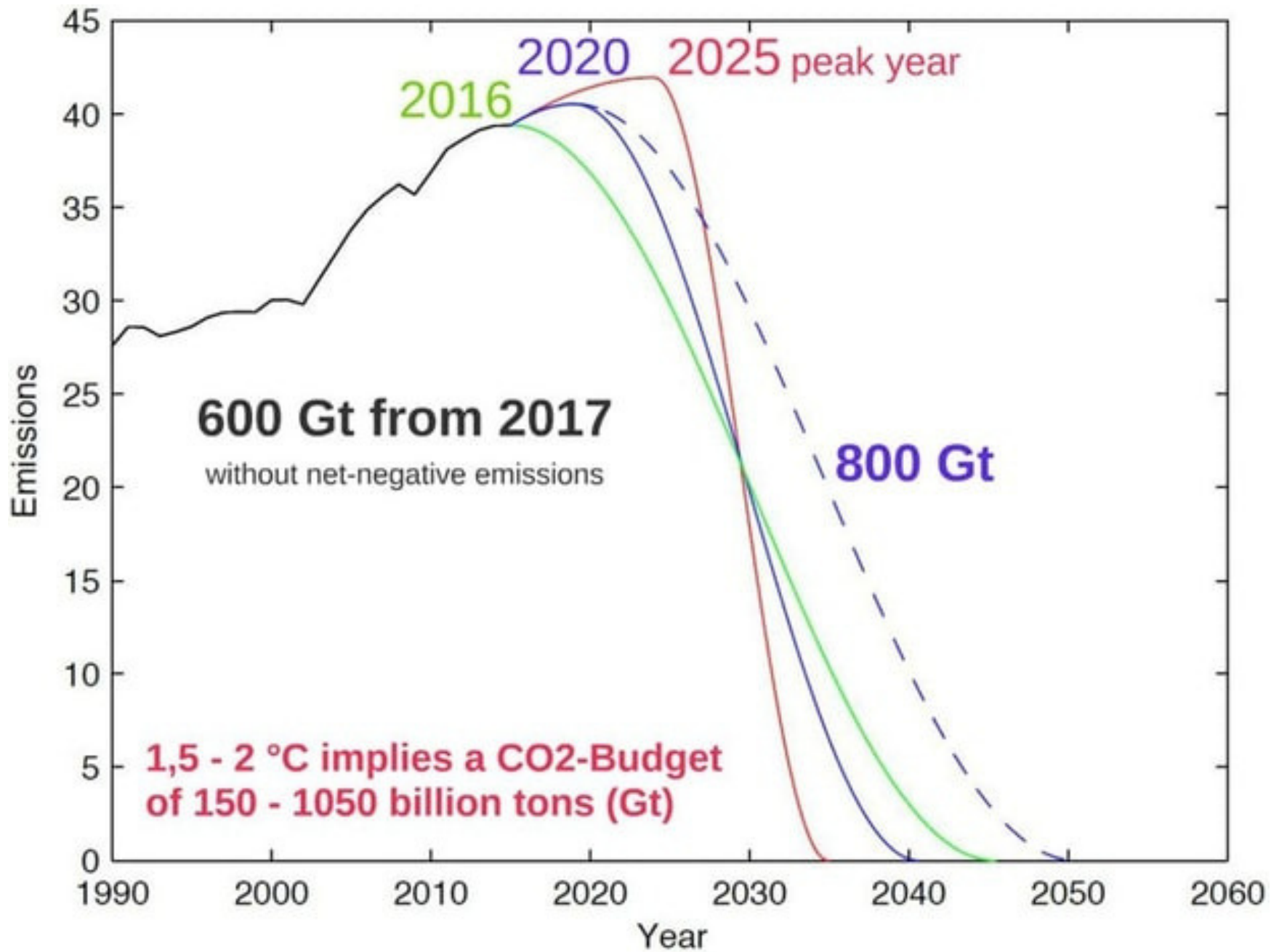


COMUNE DI BOLOGNA



GISTEMP LOTI (incl. 2017 prediction)





NOVEL RESEARCH SECTORS

**Cultural heritage is a non-renewable resource
to be transmitted to future generations**



**The Noah's Ark Project creates for the first
time a synergy between climate change and
cultural heritage scientific research**



Science

[Space](#) [Nature](#) [Human](#)

New renewable energy capacity double fossil fuel growth in record-breaking 2017: UN report



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ABC Science

By environment reporter Nick Kilvert

Updated Thursday at 21:36

First posted Thursday at 21:08

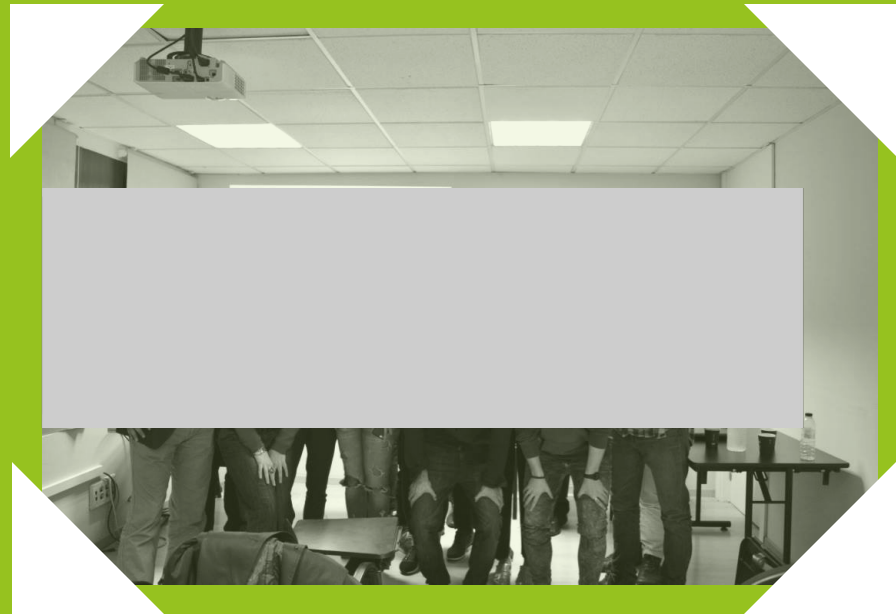


SOLUTIONS: ROCK HACKATHON!

In 2018 cities from the ClimateInnovation.city global network are running climate-focused hackathons, aimed at boosting eco-entrepreneurship, sustainable innovation, and collaborative networks of cities, for climate action.

Whom is it addressed to?

- Senior students at university or postgraduate studies
- Young ecopreneurs
- Young professionals



GOALS

- 1 Identify city-level sustainability challenges
- 2 Co-create sustainable & inclusive business solutions
- 3 Train on eco-entrepreneurship and sustainable business innovation
- 4 Strengthen local green economy ecosystems
- 5 Connect cities and foster exchanges of best practices and models among them

CITIES

MALAGA (Spain)

24-26 April

BADAJOS (Spain)

17-18 May

SEVILLE (Spain)

4-5 May

BOLOGNA (Italy)

19-20 May

MADRID (Spain)

8-9 May

LISBON (Portugal)

October

OVIEDO (Spain)

11-13 May

SKOPJE (Macedonia)

October



And more!

PROGRAMA

26-27 May

Day - session	Schedule	Contents
May 26 - Morning	9:30 - 10:00	Presentation of the initiative: goals, organizers, partners, program, methodology and follow-up
	10:00 - 10:45	Identification and framing of local environmental challenges in Bologna
	10:45 - 11:00	Break
	11:00 - 12:00	Solution design I: objectives, customers, partners and stakeholders
	12:00 - 13:30	Solution design II: value proposition
	13:30 - 14:30	Lunch break (meal not included)
May 26 - Afternoon	14:30 - 16:00	Solution design III: business model, communication & engagement
	16:00 - 16:15	Break
	16:15 - 18:00	Prototype building
May 27 - Morning	9:30 - 11:00	Prototype testing and feedback gathering
	11:00 - 11:15	Break
	11:15 - 13:30	Enhancement of prototype
	13:30 - 14:30	Lunch break (meal not included)
May 27 - Afternoon	14:30 - 16:00	Preparation of presentations and rehearsals
	16:00 - 16:15	Break
	16:15 - 17:30	Final presentations to the jury & audience
	17:45 - 18:30	Announcement of winners at Piazza Verdi

AWARDS



Feedback from jury

Incubation - UNIBO Green Office

Presentation at Global Week of Ecopreneurs and Cities for the Climate (5-11 Nov.)

Possibility to participate in COP24 UN Climate Conference (Poland, December)

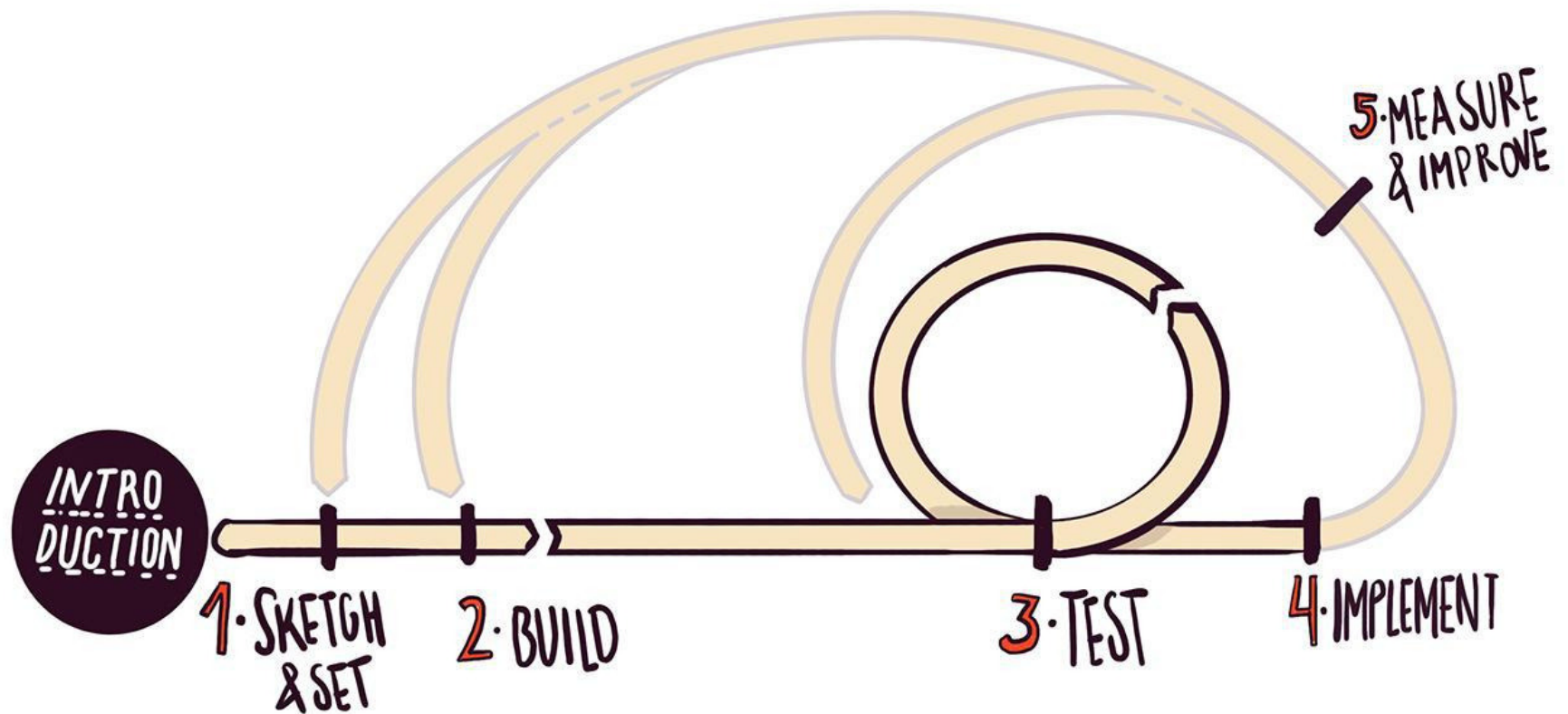


METHODOLOGY

- Diverse teams, by challenge: 4-6 people
- Guided work: tools + facilitator
- Mentors (partners)
- Presentation to jury and audience
- Assessment and awards
- Networking



LEAN STARTUP



GREEN BUSINESS CANVAS

GREEN BUSINESS CANVAS

Mission

Vision

OBJECTIVES

NAME _____

DATE _____

ITERATION# _____

KEY STAKEHOLDERS



KEY ACTIVITIES & RESOURCES



VALUE PROPOSITION



CUSTOMER RELATIONSHIPS & CHANNELS



CUSTOMER SEGMENTS



COST STRUCTURE



REVENUE STREAMS



UNEP Green Entrepreneurship Met.

secure | <https://www.switchmed.eu/en/corners/start-up/Portlets/training-materials>

ary.com Declaración Censal Facturas 1&1 Pod TED H2020 Notif elect - 060 Cajaviva ENI



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The SwitchMed Green Entrepreneurship Training materials

As part of our green entrepreneurs training programme, SwitchMed designed an innovative methodology to support eco-entrepreneurs in developing their green business models. Feel free to download the training materials, we hope they will guide you successfully in starting up your project. Enjoy reading!

The Hanbbook for Green Entrepreneurs in the Mediterranean:

This book explains all the major steps for setting up your green business project. Designed to provide the necessary theoretical basis, the Handbook describes the methodology, the main concepts and the tools included in the Workbook, and presents different examples of entrepreneurs and their businesses. It will become your essential companion for your green entrepreneur journey.

Download it in : [english](#) - [french](#) - [arabic](#) - [hebrew](#)



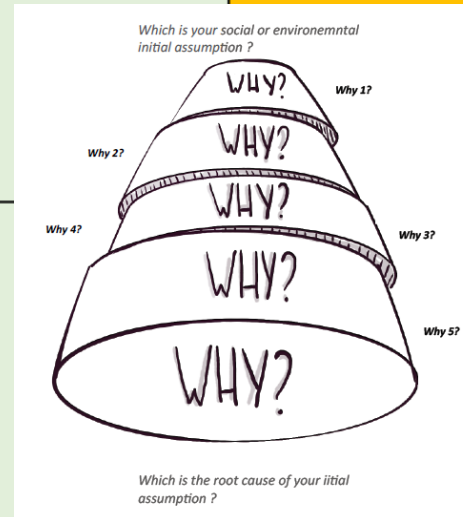


Challenge identification

(10:00 - 10:45)

Sustainability: eco-social challenges

	Environmental	Social
Causes		
Consequences		





Break :)

(10:45 - 11:00)

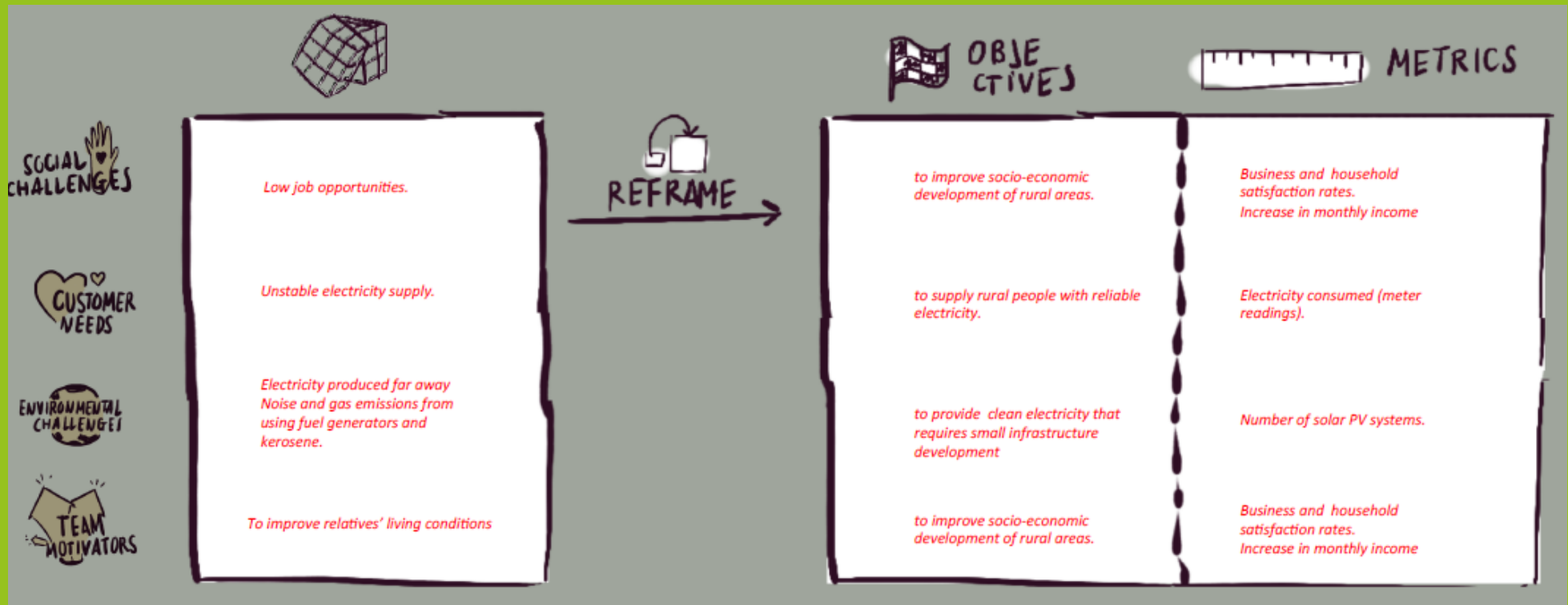


Solution design I:

**Objectives, partners,
stakeholders & customers**

(11:00 - 12:00)

From challenges to objectives



Mission & vision

 VISION

*A rural Algeria with
light and better
living conditions!*

 MISSION

*Synthesize the objectives into an all-encompassing yet simple
and elegant sentence.*

 VISION

*Envision your accomplishments in the medium-long term.
What would you like to reach?*

MISSION

*To supply rural people with
reliable solar PV electricity in
an affordable and
sustainable way.*



GREEN BUSINESS CANVAS








Mission
Vision

OBJECTIVES

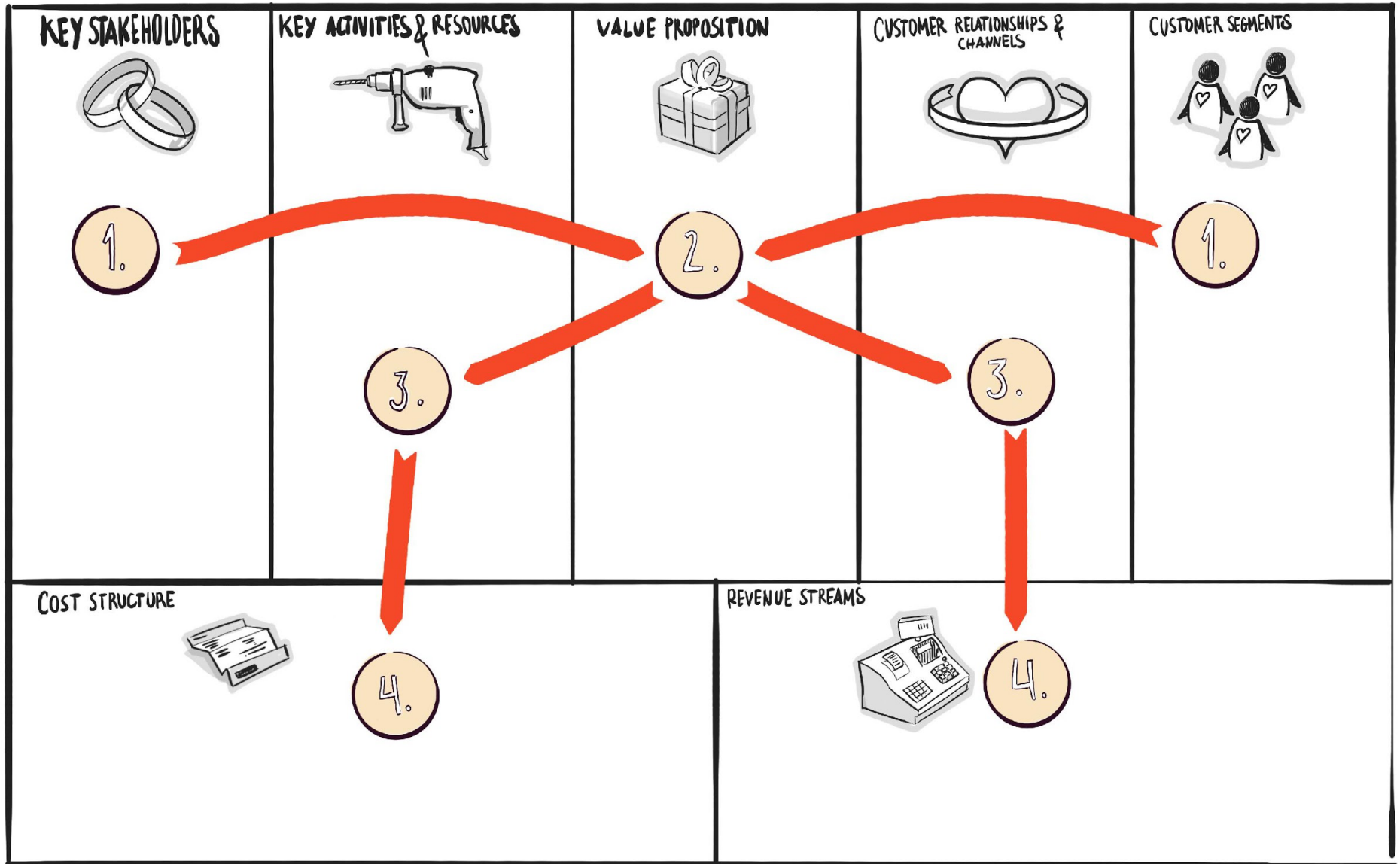
NAME _____

DATE _____

ITERATION# _____

KEY STAKEHOLDERS 	KEY ACTIVITIES & RESOURCES 	VALUE PROPOSITION 	CUSTOMER RELATIONSHIPS & CHANNELS 	CUSTOMER SEGMENTS 
COST STRUCTURE 		REVENUE STREAMS 		








0. Objectives, mission & vision



1 SKETCH & SET

SKETCH YOUR BUSINESS IDEA

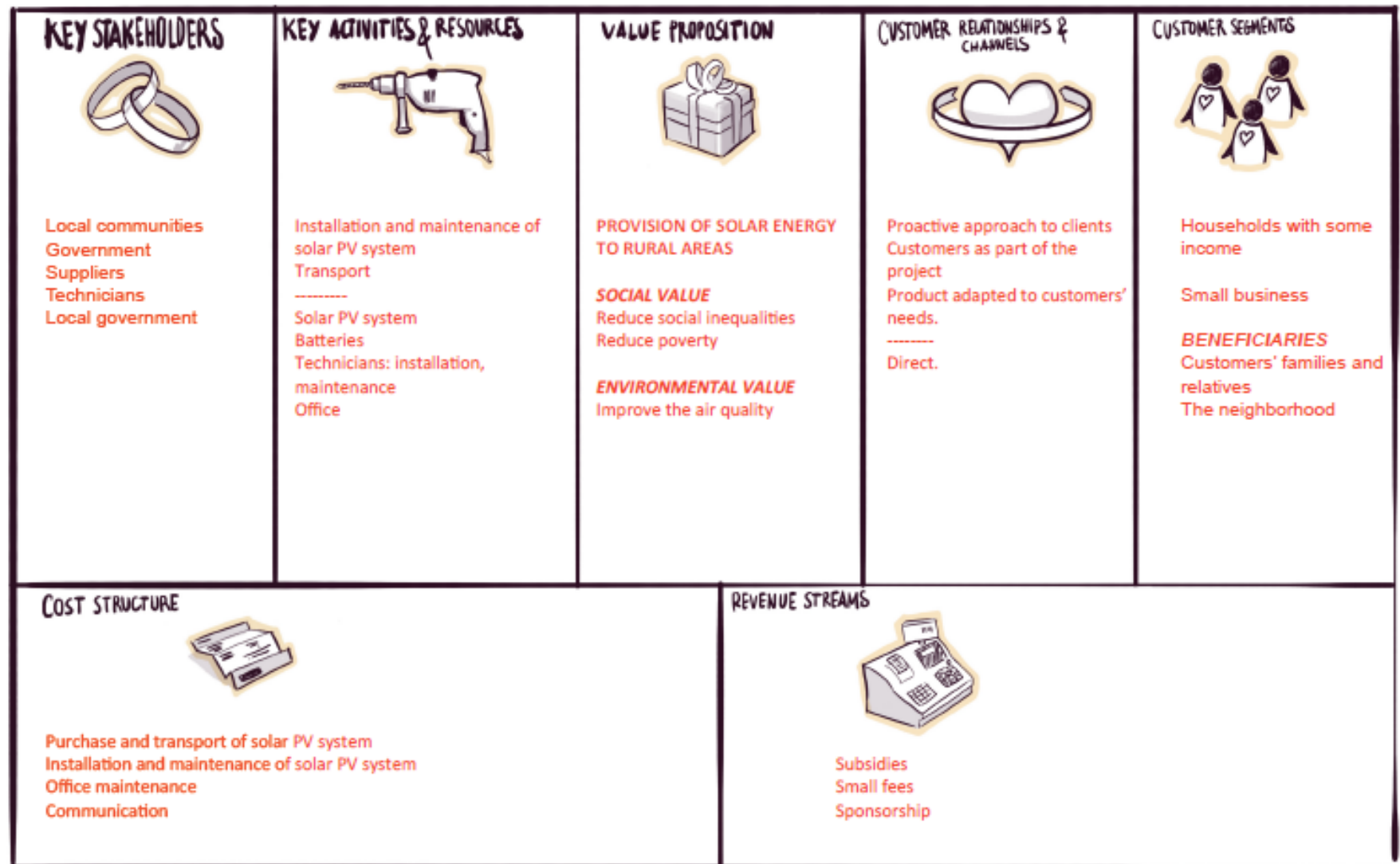
You have a business idea in your mind. Sketch it by briefly answering the questions in each box. You can use this exercise to set up your initial hypothesis and understandings about the different components of any business plan.

<h3>KEY STAKEHOLDERS</h3>  <p>Who are the main actors that are going to affect the project or be affected by it? - team (founders and employees), partners, providers, media, local community, etc.</p>	<h3>KEY ACTIVITIES & RESOURCES</h3>  <p>What activities will you put in place to materialize the value proposition (products or services)? What resources (physical, human, financial ...) will those require?</p>	<h3>VALUE PROPOSITION</h3>  <p>What value the project offers to customers and stakeholders? -meeting needs, satisfying wants, solving problems, tackling challenges, etc.- - How does it contribute to the protection and/or improvement of the natural environment? - How does your project contribute to the society?</p>	<h3>CUSTOMER RELATIONSHIPS & CHANNELS</h3>  <p>How will you attract and engage your potential customers, seeking to achieve sales, but also to get feedback, spread the word, etc.? Which channels will be most suitable for so doing?</p>	<h3>CUSTOMER SEGMENTS</h3>  <p>Who are your potential customers (pay a certain price or rate for the value they receive)? -Segment them in separate categories if they differ substantially- Who are your beneficiaries (benefit from the value created)?</p>
<h3>COST STRUCTURE</h3>  <p>What are the costs the project will incur into by implementing the activities desired using the resources needed? - List, and if possible estimate roughly-</p>		<h3>REVENUE STREAMS</h3>  <p>How much are your customers willing to pay?-By comparing with similar products/ services in the market, try to set approximate prices or rates for each product - customer segment pair-.</p>		

BUSINESS CASE

"I have an idea!"

Hassan



Stakeholders



OBJECTIVES



STAKEHOLDERS



-

+

EFFECTS OF THE BUSINESS
ON STAKEHOLDERS

+

EFFECTS OF STAKEHOLDER
ON THE BUSINESS

STK
CARD # ☐

WHO?



IMPORTANCE



DID YOU
VALIDATE THIS
INFO?

☐

GIVE (100%)

GET (100%)



WILL HE/SHE BE WILLING TO PAY FOR THIS VALUE YOU ARE CREATING?

[POSSIBLE
CUSTOMER] YES ☐ ☐ NO

WHAT TYPE OF ENGAGEMENT DO YOU EXPECT?

+ COCREATION ☐ PARTNERSHIP ☐ FEEDBACK ☐ CUSTOMER PROVIDER ☐ OTHER ☐

HOW WILL YOU IGNITE IT?

CUSTOMER CARD

SEGMENT:

Rural households and Small Businesses

GENERIC DESCRIPTION

The demographics in Ghardaia district are low (population of 93.423). Our potential customers live from agriculture or small and medium size business. Most of them are aged, since youth tends to migrate to bigger cities. Therefore they are traditional people, with few expectations and sometimes with the feeling that they are not fully connected with the rest of the world.

PAINS & GAINS



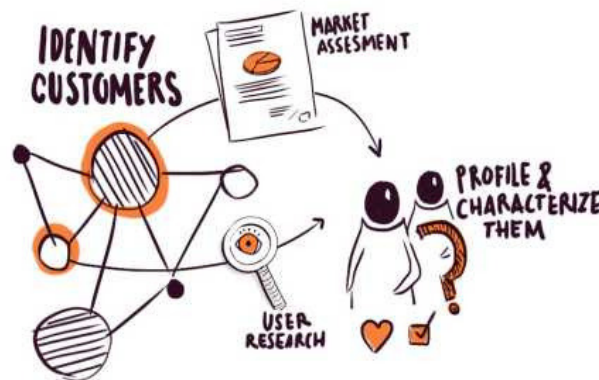
Pains:

To be different from others in the village.
Having to deal with technical problems related to the maintenance or supply of solar PV systems, complex protocols, legal issues, etc.

To lose money or to be unable to cover upfront investment costs. Theft.

Gains:

To save money; to improve businesses and livelihood; connection with the modern world.



DID YOU
VALIDATE
THIS
INFO?

FUNCTIONS THEY WOULD LIKE TO HAVE COVERED?



- ☐ To have a stable electricity supply.
- ☐ Light their households or run their business.
- ☐ Security.
- ☐ Raise the profile of their children.
- ☐ Improve their well being.