



SUSTAINABILITY CHALLENGE

EVENT REPORTS 1/2

2.2.2023



Northern Periphery and
Arctic Programme

2014-2020



EUROPEAN UNION

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European Regional Development Fund

RYE

SUSTAINABILITY CHALLENGE

EVENT REPORTS 1/2

This report includes the compiled individual RYE Sustainability Challenge event report, and a short compilation of the innovative ideas created during these sessions and a table of event statistics. This workshop's main goal was to instill new ideas and options for these young people that they would never have thought possible and form teams that will continue to explore these ideas after the workshop.

- **EVENT STATISTICS**
- **SOME SUSTAINABLE IDEAS**

- **PARTNER EVENT 1 FINLAND 2/2022**
- **SWEDEN 1 UMEÅ 10/2020**
- **FINLAND 1 KAJAANI 4/22**
- **N IRELAND 1 RAVINE 8/2022**
- **PARTNER EVENT 2 GREENLAND 9/22**
- **GREENLAND 1 NUUK 9/22**

EVENT STATISTICS,

6 Rye Sustainability Challenge Events

147 Participants

Gender: Female 93+Male 53+Other 1

28 Teams with innovations

In collaboration with 12 associate partners

8 SMEs

SOME SUSTAINABLE IDEAS,

Sustainable thrift shop - Established

Greenlandic flowers as perfume

Beef jerky of Greenlandic reindeer and musk ox Idea

Chips from fish skin

Currant jelly from Greenlandic berries

Payment by card in busses

Export of Greenlandic water

Food box with Greenlandic foods

Kindergarten app

Restaurant serving only local Greenlandic food

Health Hub

Food 4 All

Sustainable Consulting

Local breakfast Idea

Kainuu Shop

Nature Club for kids

Tru-Colour

Buds & Blossoms

WWC: Wildlife Wellbeing Centres NI



WORKSHOP REPORT

Venue: Kajaani University of Applied Science, Finland

Date: 04/02/2022

Delivery Partners: KUAS, COOMPANION & ADVANTAGE

SUMMARY

RYE Sustainability Challenge at Kajaani University on February 4th 2022, was the first workshop arranged after the Covid-19 pandemic. Kajaani University of Applied Sciences facilitated it. The event also had an online presence. Due to some remaining travel restrictions, project partners from Greenland and Sweden could not attend in person, so the event was arranged with an online presence. In addition, companion Sweden offered mentoring services to our participants online, which worked well at the workshop.

Locally we had team members from both Advantage and Kajaani University.

The selected theme for the workshop was Sustainable Tourism. The workshop was attended by 14 participants from 10 different nationalities, including international Students for Tourism. The setup was exciting since the group had a chance to rethink their future profession its global impact and consider ideas and ways to make it at the same time more sustainable. From a business point of view, more sustainable equals more appealing to the new aware consumers and users of travel services.

Tourism has a huge impact globally on sustainability issues. Therefore, the participating groups thought that it would be essential to offer consultation for travel industry SME's on sustainability issues. The SME's would like to assess what could be done and how it can be done.

In general, it was thought that helping businesses find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to reach new market segments.

Leftover foods supplies coming from restaurants and shops were seen as an issue that could be worked on in the future. Maybe there would be grounds for future business development, social enterprise, and charity work in this field.

This workshop's main goal was to awaken new thinking and ideas and form the teams that will continue their work after the workshop and participate in the international RYE Sustainability Challenge.



SUSTAINABLE INNOVATIONS

Idea 1 from the workshop - Health Hub

Idea 2 from the workshop - Food 4 All

Idea 3 from the workshop – Sustainable Consulting



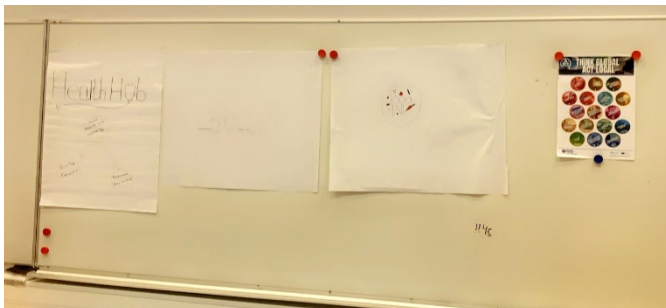


WORKSHOP STATISTICS

No. Of Participants:	14
No. Of Nationalities:	10
No. Of Groups:	3
Gender:	x-men / x-female / x-other

FOLLOW UP

The concept of the UN Sustainability goals can be confusing when introduced together with business development. The partnership learned from this workshop that it would be critical to emphasize the business development side stronger at the beginning of the session. At the same time, when the participants are thinking about sustainability issues, they need to see a perfectly working business model clearly in their minds as the goal.





WORKSHOP REPORT

Venue: Umeå University - AWL, Sweden

Date: 17-19/10/2020

Delivery Partners: COOMPANION

SUMMARY

RYE Sustainability Challenge at Umeå university on 17-19 October 2020, was the first workshop arranged by Coompanion Sweden. Together with Umeå university the workshop has been arranged as a part of the Innovation Boot camp with other partner in the entrepreneurship supporting systems.

The focus of the event was the SDG2030 and sustainability through the entrepreneurship, and beside Umeå university other partners has participated such as ALMI, Region Västerbotten, Uminova, Expression, BIC factory, SLU and Umeå Biotech Incubator

Almost 35 young students have participated in the workshop, 30 onsite and 5 digital, and during two full days, the concept of the workshop to support the entrepreneurs to transfer their ideas from a simple thought into the sustainable business models within the SDG 2030, As a result we had at the third day 7 different teams each team has developed its own business model to achieve one or more global goals with the help of their business developer onsite.

The University together with the pother partners has issued three different presents during the final the final presentation to the top three ideas as a simple competition.



SUSTAINABLE INNOVATIONS





WORKSHOP STATISTICS

No. Of Participants:	35
No. Of Nationalities:	International students
No. Of Groups:	7
Gender:	x-men / x-female / x-other

FOLLOW UP

Building the workshop based on a specific missions can minimize the creativity, so its better to have it open based on the educational background of the students according to the local and international challenges within the sustainable development goals.
Very important to build the teams as mixed as possible, gender, background etc. so can enrich each group with the maximum of experience and creativity.



WORKSHOP REPORT

27.4.2022 (continuing 4.5.2022)

Venue: Kajaani University of Applied Science and Teams

Delivery Partner: KUAS

WORKSHOP STATISTICS

No. Of Participants:	18
No. Of Nationalities:	1
No. Of Groups:	3
Gender:	8-male / 10-female / x-other

SUMMARY

The second RYE Sustainability Challenge at Kajaani University 27th of April 2022 and 4th of May 2022.

This workshop was ment to be in person, but need to be changed hybrid. There was 18 participants in it. The selected theme for the workshop was Sustainability in local business and health.

We continued with ideas for future services and products. How to make those more sustainable. From a business point of view, more sustainable equals more appealing to the new aware consumers and users of services. This workshop's main goal was to awaken new thinking and ideas and form the teams that will continue their work after the workshop and participate in the international RYE Sustainability Challenge.

One group developed new concept to local restaurant. How to make breakfast more sustainable and use more local products. Group found surprisingly lot of local products and the network is really important to the entrepreneur of restaurant.



Kainuu Shop was the idea of local products as a souvenir. Instead of “Glitter” goods the shop will sell handicraft and products which are made in Kainuu area. Shop takes place in Kainuu Visit Center but it will be movable and can be taken to events/ festivals etc.

Nature club for kids teach kids how to respect our beautiful and unique nature. Everyman’s rights allow us to pick up berries and mushrooms everywhere.

SUSTAINABLE INNOVATIONS

Idea 1 from the workshop – Local breakfast

Idea 2 from the workshop – Kainuu Shop

Idea 3 from the workshop – Nature Club for kids



4.5



27.4



4.5



FOLLOW UP

At the first workshop in February we noticed that the concept of the UN Sustainability goals was little bit confusing when introduced together with business development. We talked about that more in this workshop and this group got the idea.



WORKSHOP REPORT

Venue: Ravine, Knockbracken Healthcare Park, Belfast

Date: August 2022

Delivery Partners: Advantage Foundation

SUMMARY

RYE Sustainability Challenge carried out at Ravine Nature Reserve in August 2022, was the first workshop arranged in Northern Ireland facilitated by Advantage. The event was attended by marginalized young people with mental health challenges. These young people are working on their employability skills and horticulture skills whilst gaining work experience in a unique environment social enterprise.

The workshop was attended by 12 participants from all different educational backgrounds, including graduates, young entrepreneurs and students who have never been employed, all however diagnosed with a mental health challenge. The setup was exciting since the group was very mixed and everyone had a chance to explore how their life decisions and career choices can have a global impact.

Technology and Agriculture where a big theme emerging from the workshop. The participants were stimulated and inspired to see how their ideas, based on their passions, have a huge impact globally on sustainability issues. In particular, the participating groups thought that it would be essential to offer better tailored educational technology that will help positively impact on sustainability issues like reducing inequalities, quality education and health and well-being. The SME's would like to create these technologies based on their own experiences and backgrounds. Therapeutic educational social enterprises were another area that really resonated interest among the group. Particularly, outdoor green space educational activities – creating educational centers where students gain quality education outside of the traditional classroom environment, as many of the workshop participants all agreed that this was a key barrier, they all faced whilst attending mainstream education. Horticulture Centers and Forest Schools throughout Northern Ireland that schools, in particular Primary and Secondary level can book sessions for students who thrive more outside of the classroom.

In general, it was thought that helping educational establishments find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to create quality education and increase health and wellbeing.

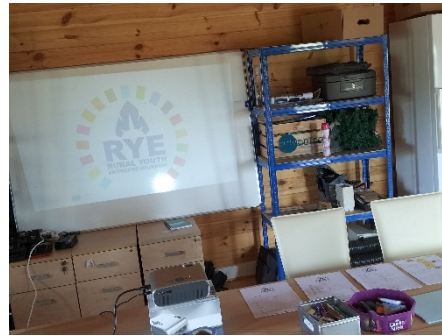
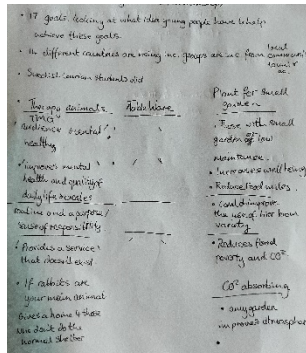
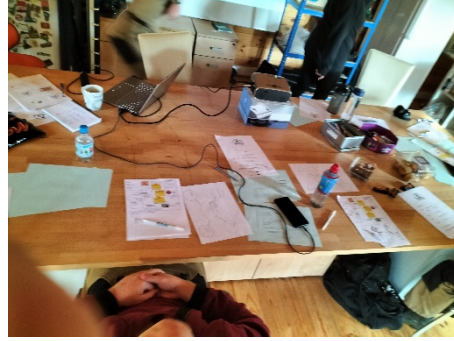
This workshop's main goal was to instill new ideas and options for these young people that they would never have thought possible and form teams that will continue to explore these ideas after the workshop.

SUSTAINABLE INNOVATIONS

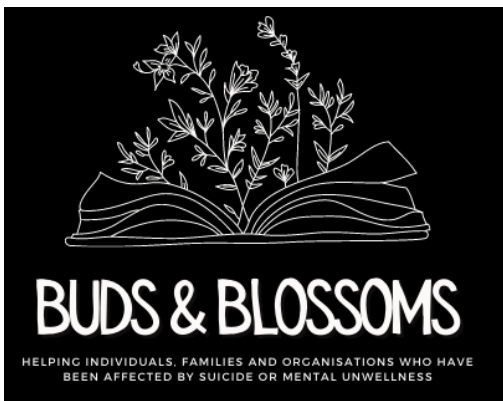
Idea 1 from the workshop – Tru-Colour

Idea 2 from the workshop – Buds & Blossoms

Idea 3 from the workshop – WWC: Wildlife Wellbeing Centres NI



Brand Ideas:



WORKSHOP STATISTICS

No. Of Participants: 12

No. Of Groups: 4

Gender: Male – 6
 Female – 5
 Other – 1

FOLLOW UP ACTIONS

The keen interest from this group was evident from the engagement and interaction from the participants.

All were very keen for Rye to stay engaged with the group should any other workshops ever be developed.

One group are keen to work on a Business Action Plan for their idea and see what potential their idea can have. Advantage will send through a RYE Connect – Pre Start Template for them to explore their ideas further.



WOKSHOP REPORT

Venue: Innovation Greenland, Greenland

Date: 26/09-2022

Delivery Partners: Niuernermik Ilinniarfik Nuuk, Innovation Greenland and Insite.gl

SUMMARY

RYE Sustainability Challenge was to be held at Handelskolen Nuuk on 26 September 2022, but due to illness it was moved one week to 3 November 2022. It was the second physical workshop organized after the Covid-19 pandemic. Innovation Greenland facilitated the event. It was a collaboration with the Greenland Business School's Mercantile Exams. Locally, we had team members from Innovation Greenland in addition to Greenland Business School's teachers.

The chosen theme for the workshop was sustainable local entrepreneurship and innovation. The workshop was attended by 63 participants, all students from all over Greenland. The setup was exciting as the students could rethink their future profession, their ability to see own possible impact on sustainability through innovative companies, products and ideas. The participants had the opportunity to see and test ways of developing local products in a globalized and sustainable context at the same time. From a business point of view, sustainability equals more involvement and information for the new conscious consumer, and producers of local production as import and CO2 limiting actions in addition to developing the profession.

The focus of the program was to be a entrepreneur, qualities an entrepreneur must have and finding a product that is special for Greenland, e.g. resources Greenland is known for, specially those that are not exploited. Can the products be utilized, produced or serviced.

Focus:

- Products that are new to the market in Greenland
- Products that Greenland is known for
- Sustainability and import limiting initiatives and projects

A presentation was then held on how to work further with your business idea with the help of the Business Model Canvas, after which the participants concentrated on their business ideas. The main goal of the workshop was to awaken new thinking and ideas and form the teams that will continue their work after the workshop.



Business Ideas

- Idea 1 - Greenlandic flowers as perfume
- Idea 2 - Beef jerky of Greenlandic reindeer and musk ox
- Idea 3 - Chips from fish skin
- Idea 4 - Currant jelly from Greenlandic berries
- Idea 5 - Payment by card in busses
- Idea 6 - Export of Greenlandic water
- Idea 7 - Food box with Greenlandic foods
- Idea 8 - Kindergarten app
- Idea 9 - Restaurant serving only local Greenlandic food

Some of the participants:





WORKSHOP STATISTICS

No. Of participants: 63

No. Of Nationalities: 2

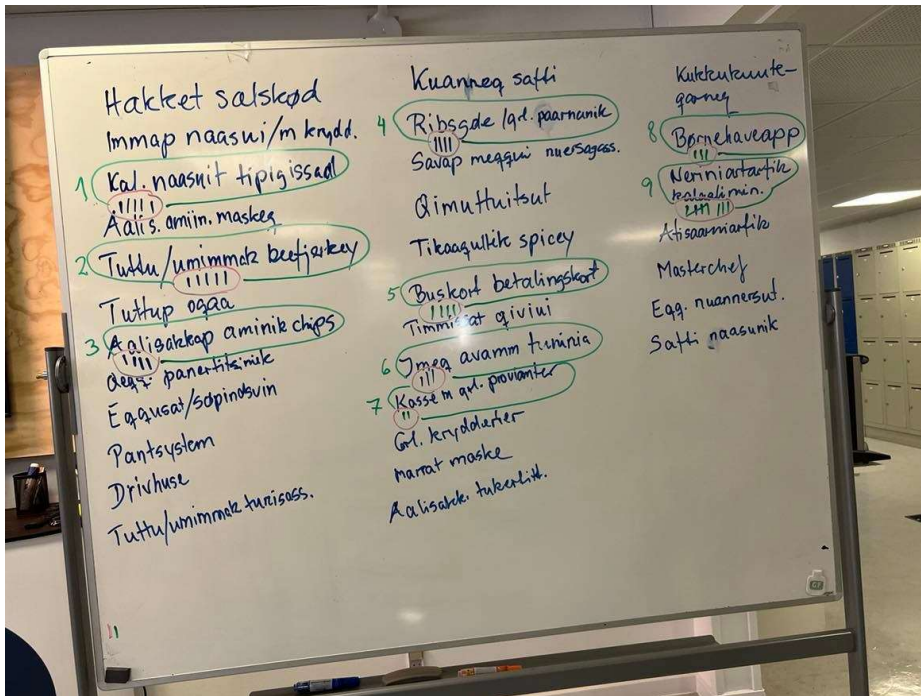
No. Of Groups: 9

Gender: 18 men / 45 females

FOLLOW UP

Innovation Greenland presented the RYE and Innovation Greenland's collaboration and what the collaboration is about. A presentation was then held on business ideas by a Business Model Canvas, after which the participants concentrated on their business idea. Then a presentation on budgets and finances, where the participants had time to work on their business idea and what it would cost to start it up. The participants then work through a brainstorm process, picking up actual ideas to follow up on, then create groups to the students to sign up for.

The theme of the workshop was sustainability, innovation and entrepreneurship, where the participants business idea was to get people act more sustainably.



The groups then work together and in the end pitched and presented their projects. The projects resulted in cases for the students to make theses in their own education and possible exams after this year and perhaps a realisation of the projects later.



WOKSHOP REPORT

Venue: Innovation Greenland, Greenland

Date: 24/09-2022 & 25/09-2022

Delivery Partners:

SUMMARY

The workshop was held at Innovation Greenland in Nuuk, and lasted 2 days. It was planned in such a way that participants in Nuuk could come and participate physically, and participants from the coast could participate virtually via Teams. The workshop was held for Innovation Greenland in collaboration with a local self-employed person who facilitated the days.

Participants from Nuuk, Qaqortoq and Ilulissat were registered, with the participant from Ilulissat having to cancel at the last minute for personal reasons. The participants all had previous experience of starting and running their own business, but attended the workshop to develop new concepts or ideas, which made the content of the program really relevant to the participants.

The program was mixed with presenters from Innovation Greenland and independent entrepreneurs. Innovation Greenland started by talking about RYE and Innovation Greenland's collaboration and what the collaboration entails. A presentation was then held on how to work further with your business idea with the help of the Business Model Canvas, after which the participants concentrated on their business idea. Afterwards, a local self-employed person who works with marketing and communication spoke about the importance of marketing and what to remember when using social media in your business. The following day, Innovation Greenland held a presentation on budgets and finances, where the participants had time to work on their business idea and what it would cost to start it up. The workshop ended with a presentation from a local entrepreneur who talked about his experiences of being self-employed, and gave the participants motivation and good advice for starting their own business.

The theme of the workshop was sustainability, innovation and entrepreneurship, where one of the participants' business idea was to open a modern thrift store in Qaqortoq (South Greenland), to get people to act more sustainably when it came to clothes, with regard to the environment.



Business Ideas

Idea 1 - sustainable thrift shop

Idea 2 - Consulting startups in business development

Idea 3 - cooking- & massage lessons

WORKSHOP STATISTICS

No. Of participants: 5

No. Of Nationalities: 2

No. Of Groups: 3

Gender: 2 men / 3 females

FOLLOW UP

It is a good concept to hold virtual workshops here in Greenland, since the distance is suddenly not a problem, the workshop proved that it is possible to collaborate and work with entrepreneurs throughout the country, you can therefore reach many more people and thus give better opportunity for sparring in connection with starting a business.

