

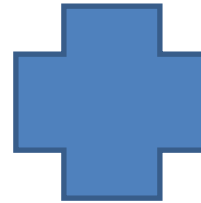
**SUSTAINABILITY – INNOVATION SERVICES
FOR A SMARTER ECONOMY
25-27 APRIL, 2012
COPENHAGEN, DENMARK**



**MATCHING INVENTIVE WITH INCENTIVE BRAINS:
IDEATION WORKSHOPS WITH ARTESIS
UNIVERSITY COLLEGE, MEDIA, ARTS & DESIGN
FACULTY GENK AND ANTWERP MANAGEMENT
SCHOOL**

GUIDO GIEBENS, ANTRIM BVBA

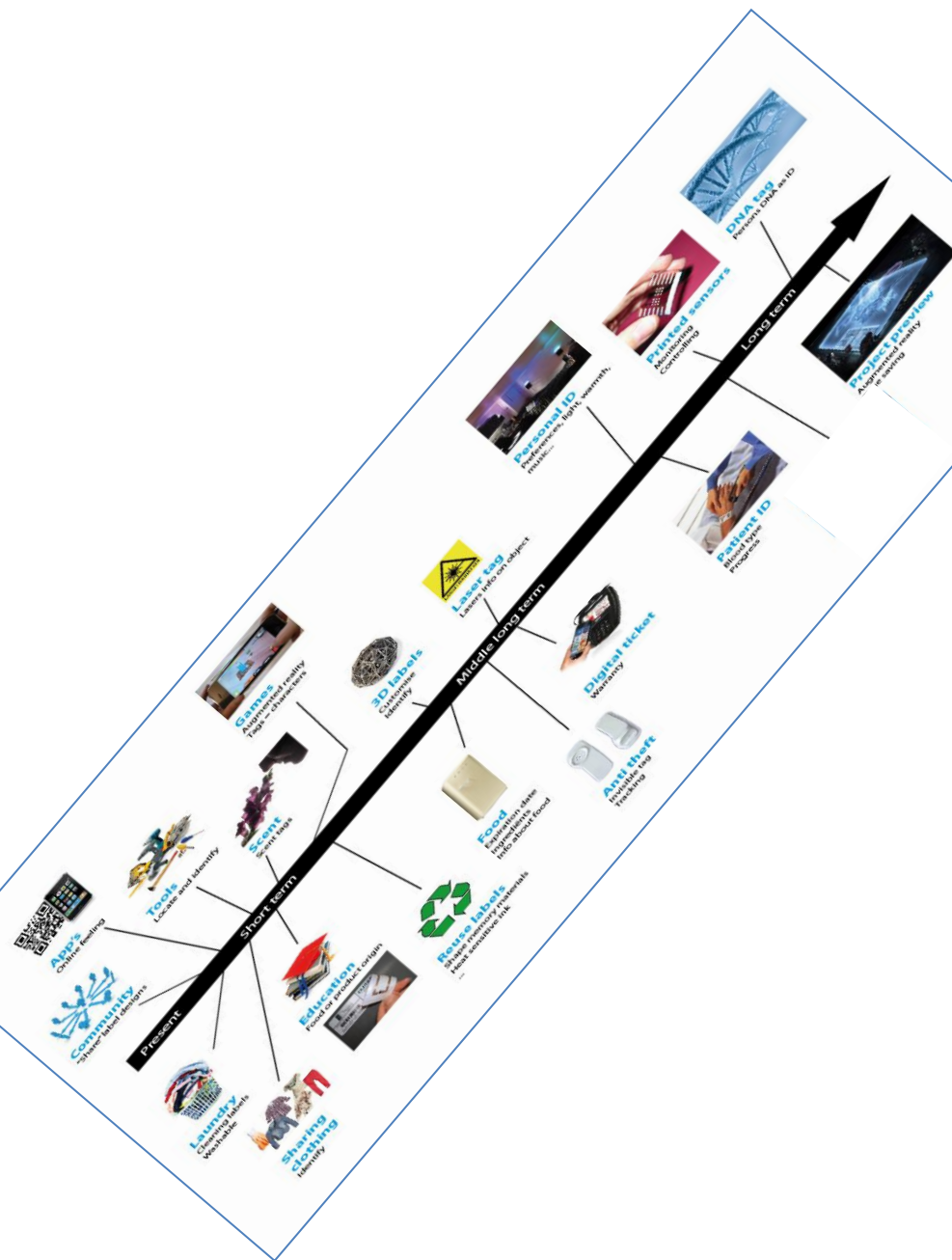




The autonomous
management school of the
University of Antwerp



INNOVATION WEEK 2012: FEB 27 – MAR 2



BENEFICIARIES:

Each of the participating **companies** wrote a **project request**: Colruyt, Nitto Denko, Orthobroker, Dymo, Recticel, Ecover, Antwerp Management School.

CONCEPT:

During one intensive week, 8 mixed groups of students Master degree (Artesis) and bachelor degree (MAD-Fac) **show their abilities and skills in creating new product or service ideas** to partners from industry and fellow master students in Management Innovation & Entrepreneurship.

DELIVERABLES:

New product or service concepts for industrial partner's portfolio

New themes for master theses or research projects at the faculty.

"Business Canvas" models for the Management School.

A **documented report** with illustrations and impressions, interviews...

“how can we help each other?”



colruyt

RECTICEL
The passion for comfort

ORTHOBROKER

**antwerp
management school**
The Economics Management School of the University of Antwerp

ECOVER[®]
POWERED BY NATURE


NITTO DENKO

DYMO[®]

We need concepts of products to demonstrate the often amazing characteristics of new molecules to potential customers. Presently the molecules we are interested in are an elastic foam with shape memory, and a PUR elastomer with extreme vibration dampening capacity.

Through this workshop we want the students to ideate some concepts for a service that brings the ordered goods (closer) to the individual customer. A workshop with great potential for really implemented ideas!

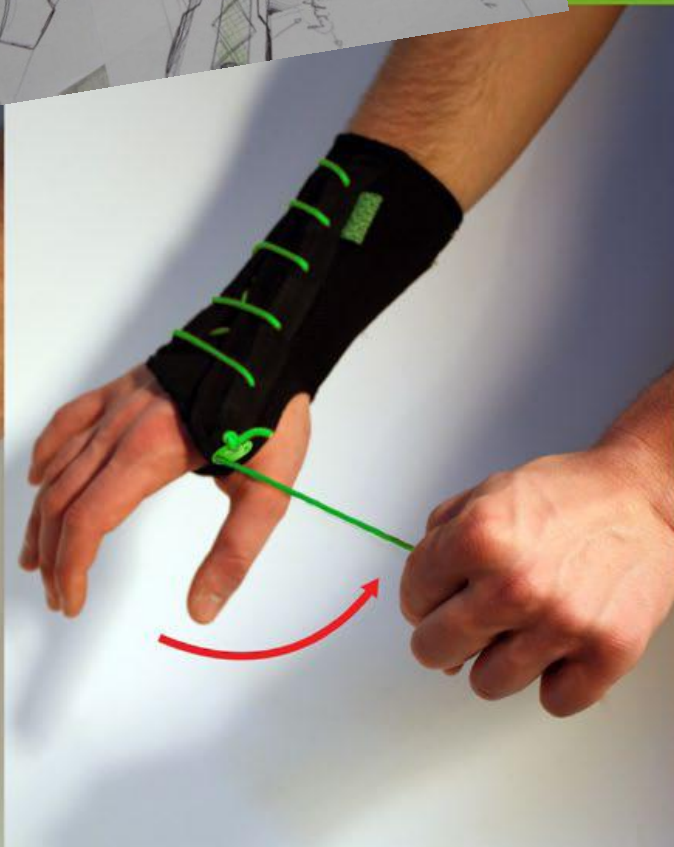
This workshop should allow us to think in a visionary way, and at the same time it challenges the need to find meaningful developments that are in line with our core business.

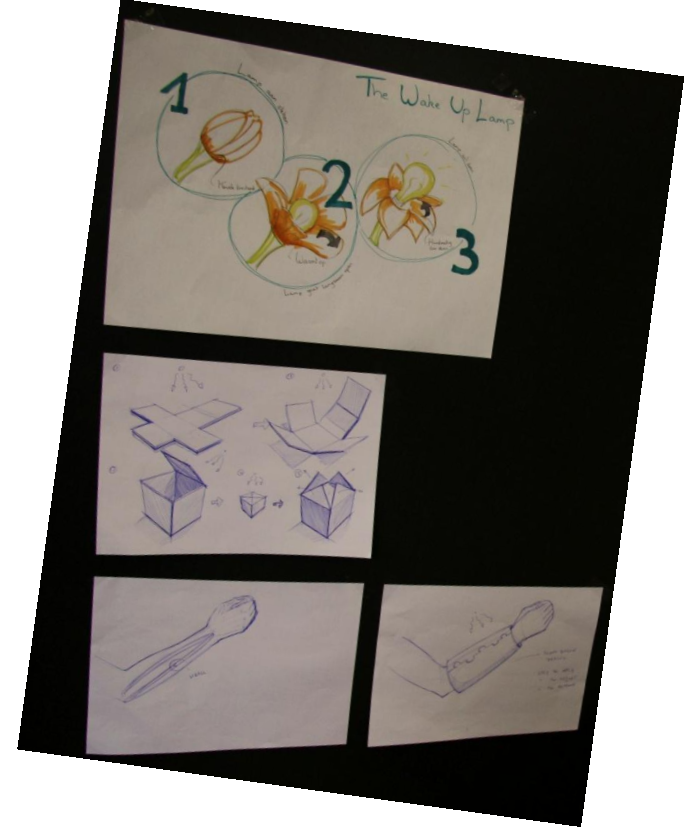
*We develop glues for double-sided sticky tapes that can de-bond when needed, triggered by external fields (electricity, heat, electromagnetic radiation...)
What could be new product applications, or are there elsewhere any other markets that could be interesting to consider?*

We want to investigate the value of design for the sector, especially for wrist-thumb braces: it can be very diverse from shape to acceptance and experience or changes in used material. Key question for us is if shape or design plays a role for the user (curative or preventative)?

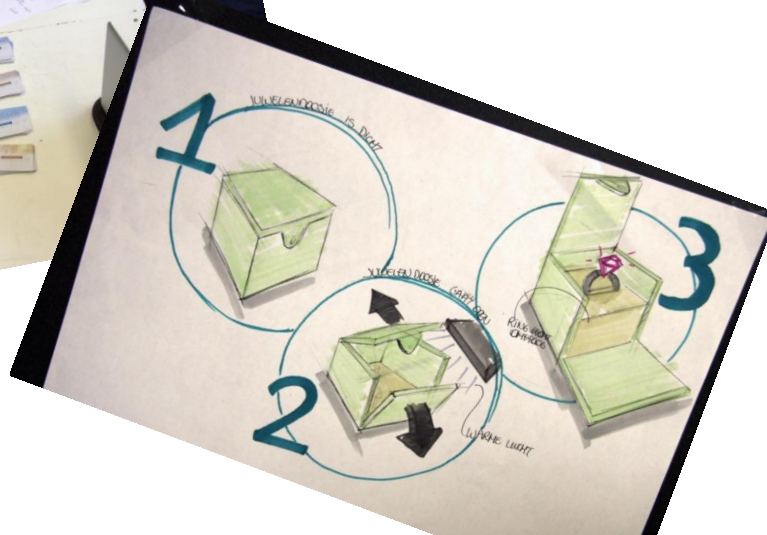
Main goal of this workshop is to investigate how we can continue to live according to our mission as the pioneers of sustainability. We are being challenged by colleagues in industry, who are shifting more and more towards bio-based products (with ingredients from plants or bacteria).

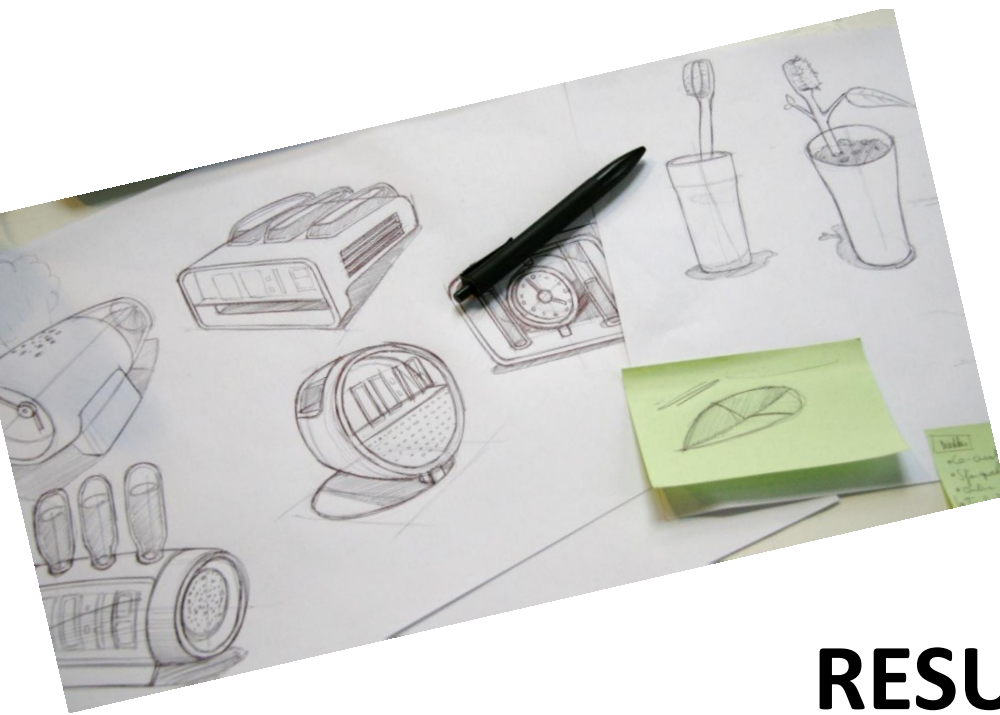
BraceID



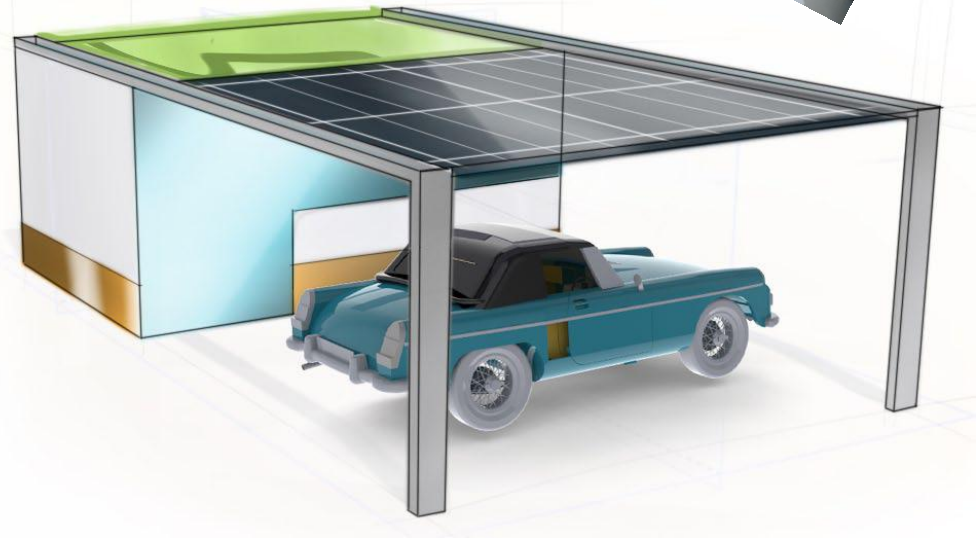
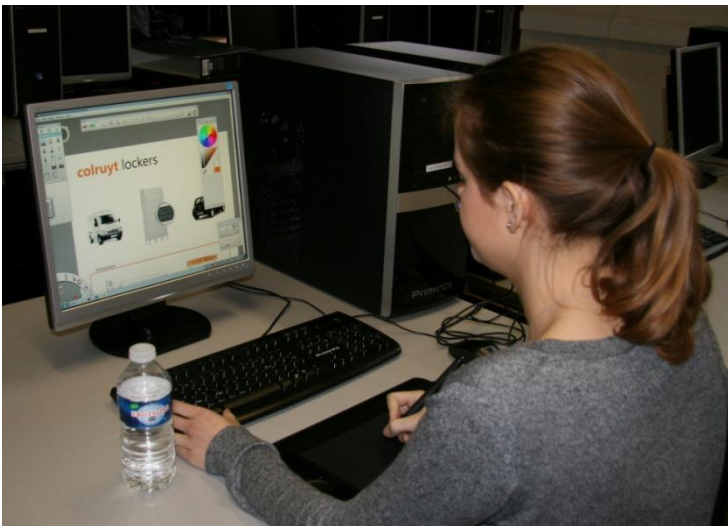


ACTION





RESULTS



MAS

Museum a/d Stroom

“Let us not use the past as a brake, but as a propeller”



Groups with management school students:
18 students Artesis + 12 students AMS

2 themes: fun-ware and funeral business

2 x 5 small groups of 3 each, with mixed
composition

Tuesday & Wednesday together in this building:

1 day refinement of initial brainstorming & idea
generation (Artesis students had received
briefing already the day before)

1 day preparation of business canvas
(Osterwalder) after selection of concepts

In between: visits to museum rooms, “street”
interviews with passing museum visitors

Presentation of intermediate results.

MAS

Museum a/d Stroom

Thursday: Artesis students continued visualisation & presentation materials
Final presentation Friday afternoon @ Artesis (with other projects).



Status reports on Wednesday evening



Product or Service Concept

Business Canvas

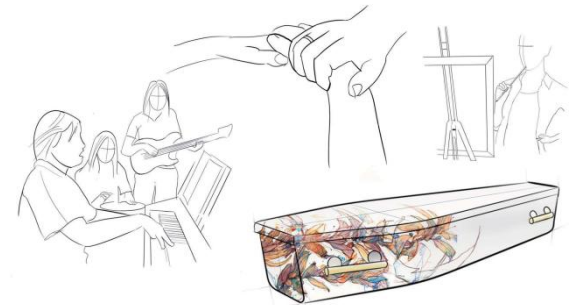
THE SILVER LINE...



Many times a family is uncertain of the options that they have once a loved one has passed away. We know that, so it is our mission to provide your loved ones with dignified services in a unique setting at an affordable price.

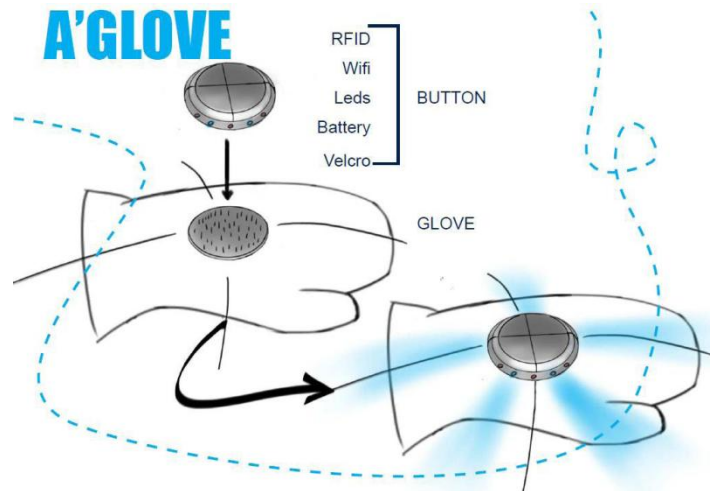
We offer an exclusive opportunity to bring a last salute to your loved ones, by which the atmosphere will be very different from the standard church funeral. This unique experience is mainly based on the exclusive setting and the manner in which family and friends can bring a last tribute to the deceased.

The farewell ceremony will be held on board of a ship. We will set sail for a 3 hour lasting journey, during which family and friends will have the opportunity to say farewell. After that, the ashes of the deceased can be brought back ashore or dispersed on the sea according to his or her will.





FUN-WARE IN PUBLIC SPACES



Concluding comments from participants to the workshops at MAS...

Worth repeating! but make it longer: not just the ideation phase but extend it into the business conception phase.

Each study programme has its own focus, so cooperation was enriching and well appreciated by most participants.

No major cultural differences were felt between the groups in the project, as there were already some common viewpoints, and some Artesis alumni have also taken the masters degree in Innovation & Entrepreneurship.

It was well appreciated to have the session in an “unusual” location like the MAS, to break away from day-to-day thinking patterns.

The opportunity of random interviewing and validating some ideas and concepts with “passing” museum visitors was not fully used. Some students felt that the subject of funerals was not suitable enough for starting an unprepared chat with strangers.

More information:

Websites:

<http://www.artesis.be/productontwikkeling/international/workshopweek.htm>

<http://www.mad-fac.be/content/international>

<http://www.artesis.be/productontwikkeling/nieuws/innovatieworkshops-2012.htm>

<http://www.antwerpmanagementschool.be/nl/news/2012/2/8/antwerp-management-school-lanceert-pilootproject-tussen-business-en-creatieve-studenten.aspx>

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