



# Innovation Camps

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# Turning the Rural Innovations Upside Down at the Grass Root Level



- The aim of the 48h regional innovation camp is to create new ideas to develop rural area as well as challenge and develop the people, economy and networks of the rural areas.
- Every innovation camp have been implemented based on the bottom–up needs of the region, as the development of rural areas is in the hands of the local players.



# Innovation Camps and Ruran Network

- Finnish NSU organized with its partners a national Innovation Camp in 2012.
- In 2013 and 2014 Innovation Camps were taken to regional level. Through open call 10 areas were selected where regional camps were organized.
  - The themes should be linked to LAG strategies or provincial RDP objectives
  - LAGs had a core role in organizing the camps



# Roles of the Different Actors



| Level | National   | Regional / Local Level   | Consultant   |
|-------|--|--|--|
| Name  | Rural Network Support Unit   | Local action groups (LEADER)   | MDI, paid by NSU   |
| Role  | Choosing areas where camps are carried out, choosing consultant, basic funding (budget around 30 000 € / camp), assessing and evaluating the work of the teams at the camps. | Expressing local needs, defining themes, recruiting participants, guests and media, organizing practicalities of the camp. | Facilitating, organizing the camp (leading teams, methods) |



# 48H Regional Innovation Camp

- Consists of **three** phases
- Carried out in **three** days
- Participants work in 4 or 5 thematic groups of 6 to 8 persons



## DAY 1

Team Spirit and  
Brainstorming

## DAY 2

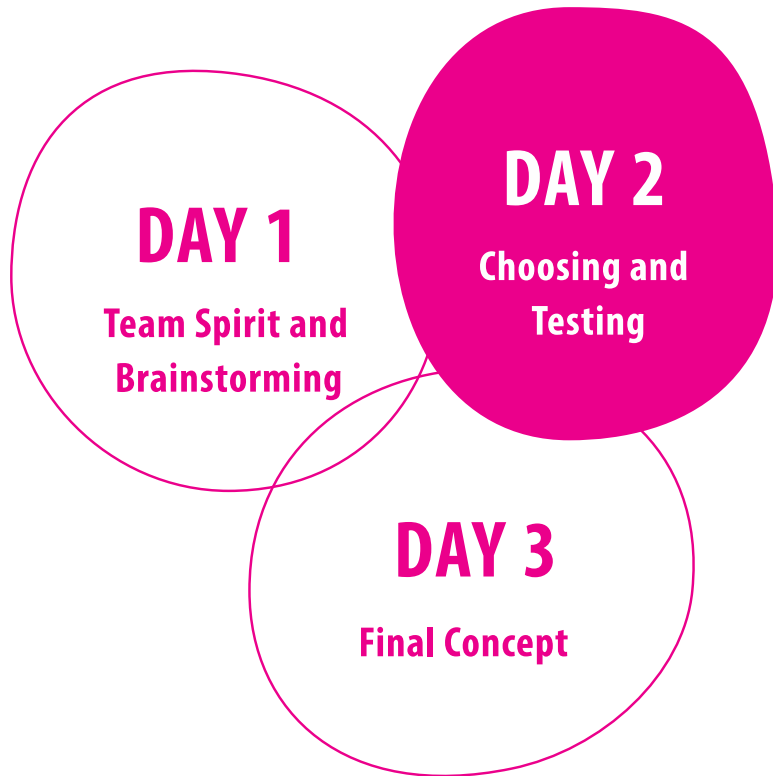
Choosing and  
Testing

## DAY 3

Final Concept

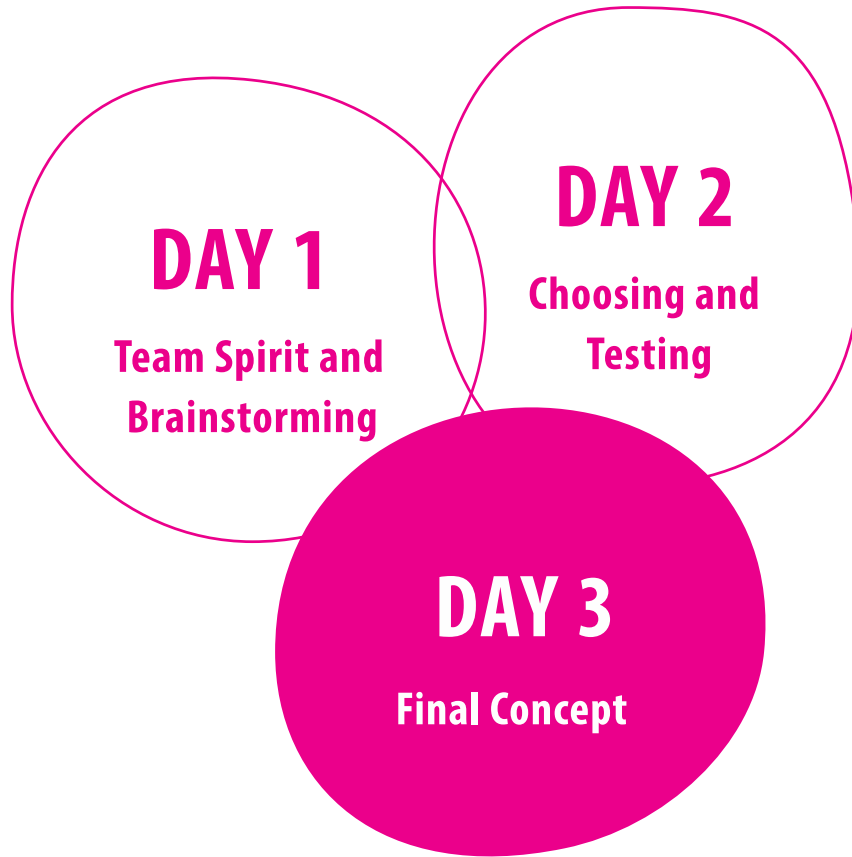
- Getting to know each other, teambuilding to create team spirit.
- Brainstorming (producing dozens of ideas around the given theme) and outlining great challenges and possibilities.





- Choosing the idea to be further developed in the morning.
- Testing and conceptualizing of the idea (e.g. sales pitch, business model canvas) rest of the day. External sparring partners asking wicked questions.
- Second day is magical!

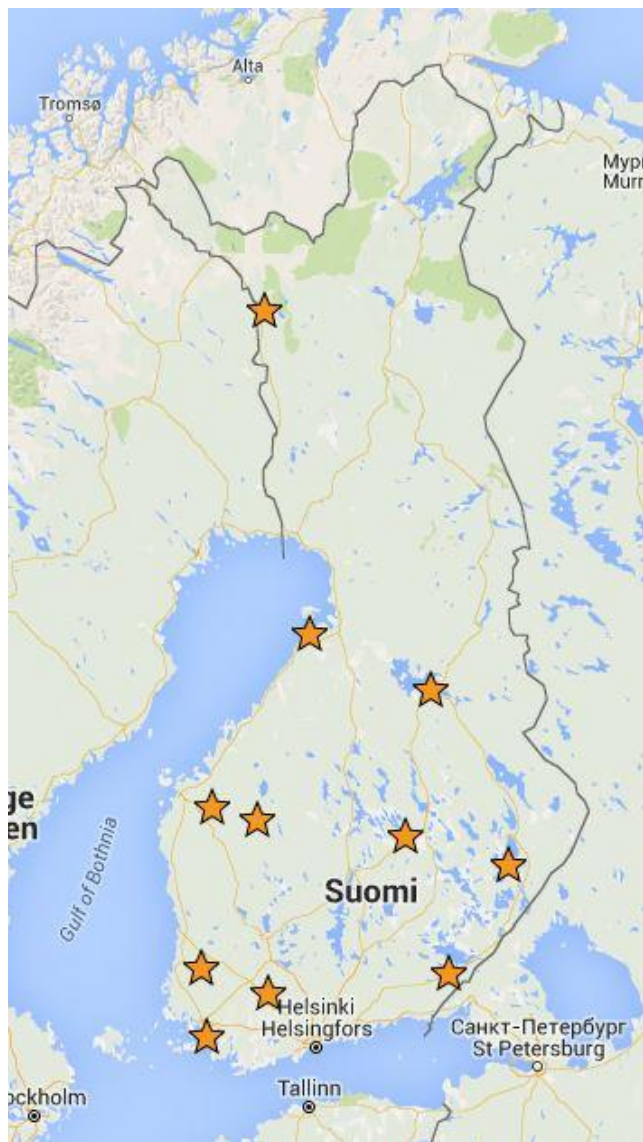




- Finalising the concept of the idea, presenting it to others, board of judges, invited guests and media.
- Choosing the winner.







## Examples of the results

- *Forssa Fiber*: Creating business out of textile waste. How to use cheap textile waste in construction business.
- *Bioenergy from the roadsides*: a new harvesting tool that harvests grass from the roadsides. From the point of view of a biogas plant the idea creates cost savings and ensures the input of solid matter during summertime.
- *Lapsi Lapissa (Child in Lapland)*: Bringing expecting mothers and families to Lapland's wellness centers. Increased supply of wellness and health services serves also the local community in sparsely populated areas of Lapland
- *Mummola (Grandma's Place)*: Building a network and a physical space for +65 people to live communally with health, sport, and culture services and optical fiber increasing interaction with the local community.



**14** ideas out of **23** have been implemented in some way at the time the survey was undertaken:

- Seven respondents told that the idea has developed into a **project**
- One respondent told that the idea has created a **company**
- Four respondents told that the idea has produced a **new way** of doing something
- Two respondents told that the idea has become something **concrete**
- **26** respondents told that the idea has become something else



# Innovation Camps in 2016

- Building the concept: what happens before and after the camp
- Integrating innovation camps to EIP processes
  - Open call of EIP ideas
  - Selected ideas are developed further in innovation camps



- Innovation Camp in June: Developing Leader Method
- Innovation Camp: Circular Economy



# Summary

- very practical but intensive way to develop new ideas in to innovations
- build the local "innovation environment": can change the processes
- good tool to attract new actors in rural development
- good way to receive publicity to strengths of rural areas and possibilities of RDP
- can be used as a tool in EIP-processes





**For ideas on a human scale**



**For innovations on a human scale**



# 48H REGIONAL INNOVATION CAMP

Turning the Rural Innovations Upside Down  
at the Grass Root Level



MAASEUTU 2020



The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas

**MDI** *Management Design Intelligence*



# Thank you!

In cooperation with:

