

BA Innovation Workshop

SDU Campus Alsion

ProjectZero

From challenge to business case



September 2014

ASSIGNMENT – BA Introduction Course

You are consultants working for Project Zero helping them in their bid to assist Sønderborg in their process of becoming a ZEROcarbon city by 2029.

Background – PROJECTZERO co-creating a ZEROcarbon Sønderborg by 2029

ProjectZero, a public-private partnership, is the vision for creating a ZEROcarbon Sønderborg by 2029, based on sustainable growth and with many new **GREEN JOBS** as a result. ProjectZero is a main “lighthouse” of Sønderborg and the aim is to harvest business and jobcreation as part of the transition.

The ProjectZero concept is focused on improving energy efficiency combined with transitioning into renewable energy from the areas own green energy sources - all documented in the ProjectZero masterplan. To achieve the ambitious goal all stakeholders need to be involved: citizens, businesses, schools, the SDU Alsion Campus, utilities etc.

Creating Sustainable Cities is a global challenge and attract both attention and investments. ProjectZero aim at being a global rolemodel inspiring other cities and opening business doors for export og green solutions to eco-city transitions all over the world.

The assignment

The research questions to be answered:

- *How do we engage the business segment stronger in Sønderborgs ProjectZero transition?*
- *How do we combine local carbon-reductions with local and global business opportunities?*
- *Where do we find best practice experience within this field?*

The groups should either focus on shops or SME-companies. In common we will call them “enterprises”.

ProjectZero Assignment

- specific areas to be analysed & discussed - template

In order to answer the research questions empirical data must be collected. These data may come from yourself, from the Internet or from shops/companies being challenged.

We suggest you follow the below structure answering the assignment:

- **Identify a number of enterprises (3-5) and examine/discuss what could be the value creation to each of these enterprises by participating in the ProjectZero transitionproject**
 - o Focus is the enterprises own energy consumption and carbon footprint
 - o Has the specific enterprise already a strong commitment to climate or the environment (CSR dimension)?
 - o Is energy saving, carbon reduction or environmental friendly already part of the enterprises business (products, customer solutions etc)?

- **Has the selected enterprises already participated or contributed to Sonderborgs ProjectZero?**
 - o If “yes”,
 - In which way?
 - What was the outcome and value creation to the enterprise?
 - What keeps the enterprise away from doing more ?
 - o If “no”,
 - Why not?
 - Lack of knowledge, lack of time, interest, no value creation etc ... ?
 - How can we have this enterprise on board as a participant?

- **Examine the best practices in enterprise participation in your home town – home country**
 - o Describe the good examples
 - Specific programs, specific company cases, outcome etc
 - o What can ProjectZero learn from these examples?
 - o What can your home town potentially learn from Sonderborg?

- **What are your recommendations to ProjectZero regarding strengthening the “cooperation” with enterprises?**
 - o What needs to be done and by whom?
 - o Create and deliver a simple actionplan with budget

BA Innovation workshop schedule // 02.09. – 04.09.2014

Day and time	Tuesday	Wednesday	Thursday
8.30 – 8.45	Meet Up with tutors (Main entrance next to the elevator)	Welcome and plan for the day, Ken Holm Thomsen, IDEA	Welcome and plan for the day, Ken Holm Thomsen, IDEA
8.45 - 11.30 M301	Welcome and introduction	Entrepreneurial Case AnasDesign // Kenneth Madsen	Introduction to how to present your ideas Ken Holm Thomsen, IDEA
8.45 – 9.00	Introduction to <ul style="list-style-type: none"> The innovation workshop course, Ken Holm Thomsen, IDEA <ul style="list-style-type: none"> Content and material Practicalities 	Group work <i>Research Phase and field work</i>	Group work <i>Finalize presentations</i>
9.00 – 10.00	Case presentation by ProjectZero , CEO Peter Rathje		
Break 10.30 – 11.30	<ul style="list-style-type: none"> The Course Entrepreneurship, Britta Boyd, SDU Introduction to ideation and entrepreneurship, Ken Holm Thomsen, IDEA Groups and student assistants 		
11.30 – 12.30	Lunch	Lunch	10.30 – 11.00 Lunch

<p>12.30 – 15.00 M301</p>	<p>Group work (groups of 5 students)</p> <p>Hand in day 1</p>	<p>14.00 – 16.00 // Q & A with ProjectZero</p> <p>Hand in day 2</p>	<p>11.00 -13.00 Final presentation</p> <p>Each group delivers their final presentation of their findings and recommendations</p> <ul style="list-style-type: none"> • 10 min presentation including visual elements • Local company representatives are invited to participate <p>13.00 – 13.30 Round up, certificate and prizes</p>
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BA innovation workshop 2014

Hand in – at the end of each day each group is asked to hand in the following

Day 1	<p>Based on your preliminary analysis your team must hand in:</p> <ul style="list-style-type: none">• Action plan and division of tasks among team members• Your perception of value creation and how companies might benefit from it• Your main challenge in accordance with the assignment• Achievement of the day
Day 2	<p>Based on your research phase please:</p> <ul style="list-style-type: none">• Compile a log book of companies and people you have been in contact with. List their names and company details.• Achievement of the day
Day 3	<p>As part of your final reporting each group is asked to hand in:</p> <ul style="list-style-type: none">• Slides from your presentation• A short report (3-5 pages) summarizing your results, findings and recommendations based on your assignment.

Please send your daily hand in to Ken Holm Thomsen by mail kht@sdu.dk