



## Aarhus (Denmark) - Summary

26 and 27 February 2019

**Interreg**  
North Sea Region  
Inno-Quarter

European Regional Development Fund



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### Tuesday, 26 February 2019

Location: Office World Perfect, Aarhus, Denmark

### Welcome

The project leader David Zomer welcomes all partners of the Inno-Quarter partnership in Aarhus. New faces to this meeting are Peter Uppman of Region Halland, Friso Visser of Welcome to the Village and Eddy Derksen who is the financial officer of the province of Fryslân. Not present at this meeting are: Thomas Baron of LEMEX and Anna Petersson of High Five/Region Halland because they are ill, Carla Smink of Aalborg University is in Barcelona to attend a different meeting and Astrid Stroobandt changed job and is no longer involved in the project. André Wollin of Moin startup Camp is not here, because he is needed for the festival preparations. Moin startup Camp starts in Bremen 7 and 8 March 2019.

On the table you find a draft project flyer. Please give your remarks before you leave tomorrow, so we can adjust the text before we print the flyer.



### Rasmus Jensen, World Perfect

Welcome to Aarhus. World Perfect is a private owned company of 3 man. Our goal is to make ourselves unnecessary. World Perfect is about innovation and sustainability. These themes are also visible at NorthSide as well. We find the targets of the UN goals very important and we think we should discuss the targets more. This is what we did with the start-ups of last and will do this year. We help them to determine their UN goals and find the blind spots in the markets. Our office is situated in a former luxe restaurant of 100 years old. We hope we can inspire you. My box is your box 😊

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### Eva Meinertz of the Aarhus city council

[Movie of Aarhus European Cultural capital 2017](#)

On behalf of the city council of Aarhus, I would like to welcome you. We had a great Summer with lots of events. In cooperation with World Perfect a boat-recycling bag for boats was designed. There was a huge demand for this during the Hempel Sailing World Championships Aarhus Denmark 2018. We find World Perfect very inspiring to spar with. I am driven by children and youth and that is the reason I am in politics these days. Tomorrow I try to arrange a meeting with you and a member of the European parliament.

### Inno-Quarter - State of Affairs

David Zomer, project leader Inno-Quarter

#### Meeting with JTS of Viborg

The JTS will come to speak with a delegation tomorrow during lunchtime. Because the people who wrote the application are no longer involved, we are not sure how to read some of the indicators of WorkPackage 3. Tomorrow we will introduce a small change in the application and we will also discuss a financial change.

#### Festival wise

We are very happy with the new German festival Moin Startup Camp and we might have a second festival in Germany: Breminale. However this is not 100% certain yet. On the innoquarter.eu website we received some applications from start-ups from Germany, Sweden and The Netherlands. No applications from Belgium and Denmark just yet. We have 17 applications in since the opening of the call on 1 February 2019.

5 from Sweden

1 from Holland

1 from Norway

10 from Germany

(6 want to go to several festivals)

We will meet some Danish start-ups today, which have the instruction to meet up with the present partners of the festivals today. How to get the start-ups to exchange? NorthSide is in

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organisation modus now, but they can always integrate one more start-up in the programme. The innovation is not situated in a 'dorp' but are integrated into the whole festival floor. Inno-Quarter planning doesn't fit the all the different festival lifelines. This problem would be solved as we keep innoquarter.eu application page open the whole year and don't close it in May.

We all agree on having some startups present during every partner meeting to pitch their product/service. It gives us all energy and a good understanding of why and what we are doing.

### **Innovation brokers (check the new start-up applications continuously)**

- Denmark: Rasmus and Maria of WorldPerfect
- Sweden: Anna of High Five and Eric of Nordic Surfers
- Belgium: Herman of HOWEST
- Germany: Jan of LEMEX for Moin start-up camp and maybe Breminale.
- The Netherlands: call David of Inno-Quarter and Friso of Welcome To The Village

## **Germany - state of affairs**

### **Jan Elsner of LEMEX**

LEMEX had a one-year delay in starting working for the project, they had no festival partner (because Freifeld didn't exist anymore) and WordPackage 4 was unclear to us. But now we are on track. We started to organise some information sessions. We will have an undercover test for lost and found articles and an Inno-Quarter lounge during Moin Startup Camp. One start-up will test the Feedback coins: in return for information (feedback) you are given a coin. For the coins you will receive e.g. a free coffee (from another start-up) or a goodie.

### **GOALS**

- catch up, get German festival (s) support 20 start ups on this festival
- 10 of them are from partner regions
- Send 10 regional Start-ups to a partner festival abroad
- Develop clear concept for WP 4 (lunch with JTS)
- Get Breminale on board (Letter of Intent, after Moin event)
- Challenges: we need a partner for scouting, workshop, organization, so we can focus on the research output.

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### Brainstorm

WHAT SHOULD BE THE LEGACY OF INNO-QUARTER AFTER THE PROJECT?

The topic of this brainstorm comes from the Advisory Board. The brainstorm was lead by Friso Visser. He explained about his brainstorm tool [Brainfuel](#). The Brainfuel cards were tested in DORP of Welcome To The Village 2016 (scouting) and 2018 (product test).



Outcome group 1 (Maria, Peter U., Sybrith)

- make a book with good stories. Handbook or toolkit. Do it yourself, next step. Who is doing it and who is paying for this.
- Stakeholders and ownership.

Outcome Group 2 (Peter J., Herman, Brigitte en Rasmus)

- Network of stakeholders
- Creative spirit, logic and basic sustainability
- Sustainability should be more present /visible
- What is combining us?
- Next step: define the stakeholders, define the role in the project, what roles are missing?

Outcome group 3 (Erik, Jan, Eddy and Dennis)

five points that showed the future of Inno-Quarter.

1. The first was that we wanted a wider view of what a festival can be. Jan had an idea for a festival.
2. All of us rode down that we need a alumni network. One of the idea's was to bring up recruitment coins for the alumni network to recruit new IQ start-ups.

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3. The third point was that the government have to paid more for IQ. But that we can sell IQ as an export product.
4. Not only music festivals, more play! Testing at a kindergarten or old peoples home.
5. Real innovations. Like third world problems.

### Meet the Start-ups



[www.minufood.dk](http://www.minufood.dk)



[www.grumsaarhus.com/](http://www.grumsaarhus.com/)



[www.o-gården.dk](http://www.o-gården.dk)

1. Maria-Louise of **MinuFood Kombucha**: makes an organic and a fairtrade drink. It is fermented tea and tastes and looks like cider. There are health benefits, but they are not proven yet. The kombucha has 0,5% alcohol. It is good for parties, when you don't want to drink alcohol. It is the best to store the Kombucha in beer fists or in bottles. The process takes 1,5 month and the drink should stay cool.

Business wise: I'm ready to produce and I spend a lot of time to PR. I have start my work on creating a new graphic identity (website and logo).

What do you need? I cannot afford large quantities (space and moneywise). The next step is for me to make a business plan.

More information: ml@minufood.dk or <http://minufood.dk/>

2. **Grums Aarhus** (tested on Northside in 2018)

We create high quality, sustainable skin care products with local, organic coffee grounds. We believe that skin care can be created from a sustainable mindset, without compromising on quality, look, feel or effect. Since the beginning we have been pushing ourselves and our partners demanding exactly that, in every bit of our value chain. From collecting the coffee

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grounds to selectively choosing natural, quality ingredients and sustainable packaging. Grums products are nice to have and not need to have. It all started with a contest on school. We want to make our product in a good way and still have a lot to learn. The product prices are 18 to 25 euro's. On Northside we collected the coffee grounds and talked about our product.

Business wise: We have already some selling points in about 13 countries and we are ready to expand..

What do you need? Quality Coffee ground. We are in contact with a few bigger companies to cooperate, so we can produce larger quantities. And we want to come up with some new products.

More information: [contact@grumsaarhus.com](mailto:contact@grumsaarhus.com) or [www.grumsaarhus.com/](http://www.grumsaarhus.com/)

3. Josefien wants to promote Danish and organic food in her company called **O-gaarden**. She developed an instant Quinotto which is a Danish, organic and vegan meal solution. The only thing you as an user need to do is to put hot water on it. It is made of Danish quinoa, onions and mushrooms. Quinotto is a healthy competitor of Noodle cup. (project: Vouchers for design). Preparation: It takes about 1 hour in the kitchen and 10 hours to dry.

Business wise: My products is ready for production.

What do you need? I need to find a place where I can produce my product in a bigger scale. I also need a dehydrator which is bigger and therefor can dry a bigger amounts of Quinotto.

More information: [Josefine@o-gården.dk](mailto:Josefine@o-gården.dk) or [www.o-gården.dk](http://www.o-gården.dk)

## Statements on sustainability and New ventures – literature and case based - Han Brezet

**Statement 1:** Sustainability indicators and metrics used by larger companies, like CSR, are not applicable for new ventures, since they are still in the infancy status, changing business model, design cycles, product-market combinations etc. all the time during the ongoing iteration process (Keskin, 2015).

**Statement 2:** Circular or design-for-sustainability product service design methodology is well available for new ventures and start-ups (Design for Sustainability TU Delft 1992-2018, various similar programs worldwide).

**Statement 3:** Even in an early development stage a simple LCA -Life Cycle Assessment- or even economic LCA can be made of new products-services concepts or prototypes, in 1







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week by a MSc student. (Examples: Vrachtfiets, Energy Flux Floor, Micro Smart Grid Energy Podium, Cupje, Design for Sustainability Program 2012-2017)

**Statement 4:** Sustainability motivation is a relevant indicator for new ventures. However, many new ventures in their product-market iteration process end up in situation where economic sustainability gets all attention, and environmental and social sustainability are neglected (Keskin, 2015)

**Statement 5:** Sustainability motivation is a relevant indicator for new ventures. However, various cases show that a too high -'blind'- environmental ambition can block the development of an economically sound company (Berchicci, 2012).

Statement 6: New ventures lack the absorptive capacity, necessary to capture the potential value from open innovation processes in which they are involved (Spithoven et al, 2010) and they often lack the orchestration skills to manage their selfinterest when engaging in these processes (Dodourova and Bevis, 2014). Adoption of sustainability will make their innovation process even more complex (Keskin, 2015)

**Statement 7:** In principle, relevant new tools and methods for sustainability decision-making by new ventures are emerging, combining product design cycles and business model innovation testing (Guldmann, Pough Jensen, Keskin, Bundgaard, Huulgaard, Bocken etc.). However, these -complex- tools have to be adjusted/streamlined for application by new ventures, before they will/can be used (Brezet).

**Statement 8:** To contribute to the 17 SDG goals is the main challenge of any human activity in the world, so also for new ventures. However, easy-to-apply approaches are necessary to translate the SDGs for practical new venture and product development. Moreover, special attention is needed in creating smart synergies between the multiple SDG goals implementation, as well as balancing, via a systems approach. (WorldPerfect, 2019)



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### INNOVATION BROKERS MEETING

#### INNOVATION BROKERS BREAK OUT SESSION

The innovation brokers meet and discuss the applications that have been received so far. We all agree the innovation brokers need to get together and we need to do this more often. David will take the lead to organize more meetings (probably through Skype).

We agreed that the Innovation brokers meet the evening before the partner meeting starts to talk about the applications and other practical stuff regarding the startups at the festivals.

We talked about a 1-5 points ranking system for the applications, based on these features:

1. Innovation level
2. Sustainability
3. Coolness factor
4. Testability on a festival
5. Ambition
6. Sustainable Development Goals of the United Nations

### Wednesday, 27 February 2019

Location: Office World Perfect, Aarhus, Denmark

#### Advisory Board - State of Affairs

Prof. Brezet explains the advice of the Advisory Board: methodology and legacy of the project in a guide (simple tool). This is an extra, because this is not part of application. Our advice is to make a small working group to prepare this for the next meeting. Peter Joore will take the lead and the first meeting is later this day.

Intensified Promotion. We have something to sell, but we need more marketing. E.g. A tour on the festivals for stakeholders and companies. High quality movies with selling the feeling. This is advice of the board. The board will meet once a year and the board want to know what the next question of the partnership is.

Question for the advisory board: The secretariat is open to project extensions. Advise us on the best way for Inno-Quarter to use this project extension.

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### Research State of Affairs

Sybrith Tiekstra and Jan Elsner

Sybrith Tiekstra, Aalborg University

Research question: 1. What are the functions of cultural festivals in innovation ecosystems in European North Sea Regions? and 2. How can they support entrepreneurial innovation processes?

#### Progress

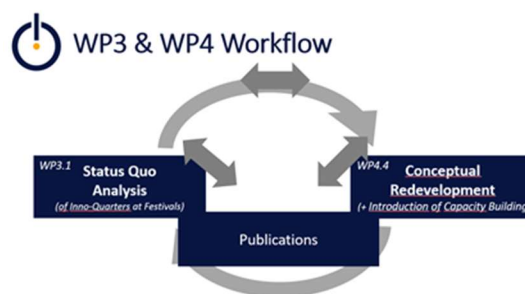
- Data collection – output: study of multiple festivals and tracking selected entrepreneurs. (30%)
- Theoretical framework – Output: IQ model (50%)
- Submission of articles – Output: submission of 5 articles (of which PhD student is first author on 3) (15%)
- Submission of thesis - Output: finished thesis (10%)
- Courses and conference participation – Output: 30 ECTS (50%)

#### What are the steps for 2019? More data collection

- Recruiting additional participants to track (interviews over time)
- Interviews with relevant stakeholders
- Continued study if IQ festival innovation programs
- Investigate festivals outside scope of IQ

Jan Elsner, LEMEX

WP4 reworked + strategy



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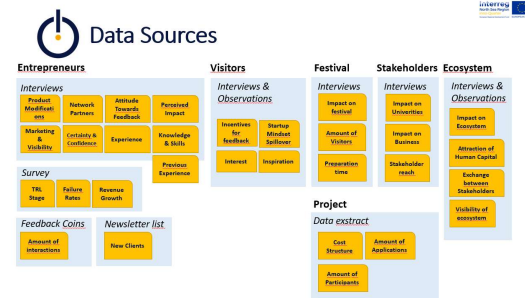
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Jan explains the change that will be discussed with the Interreg secretariat today.



### Reasons for Change

- External startup programme evaluation Open Call (600 Applications)
- Limited data accessibility for non partner startup programmes
- Impact of IQ should not only be measured a quantitative monetary output

### INTERVIEW



Interview with Mr Morten Helveg, European parliamentarian for Denmark and Mrs. Eva Meinertz in front of the Aarhus city council about the importance of festivals for strengthening the innovation eco system.

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### LUNCH in Aarhus Street Food

[Aarhus Street Food](#) is a gastronomic entrepreneurial cluster settled in an old garage, where chefs, cooks and hobby chefs can try their luck as a chef in their own kitchen.

You need to live up to the core values of Aarhus Street Food, if you are interested in one of the kitchens;

- Quality - it is central that the kitchen uses fresh ingredients, preferably in season and that the food is homemade.
- Price rent - The kitchen must sell at least one hot meal for 50 kr.
- Presence - it is expected that the kitchen owner has his daily routine in the garage and is the primary driver in his own kitchen.
- Diversity - we want a garage with a diverse range - therefore emphasis is placed on originality, so that the kitchen stands out from the others in the garage.



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### ARoS Art Museum

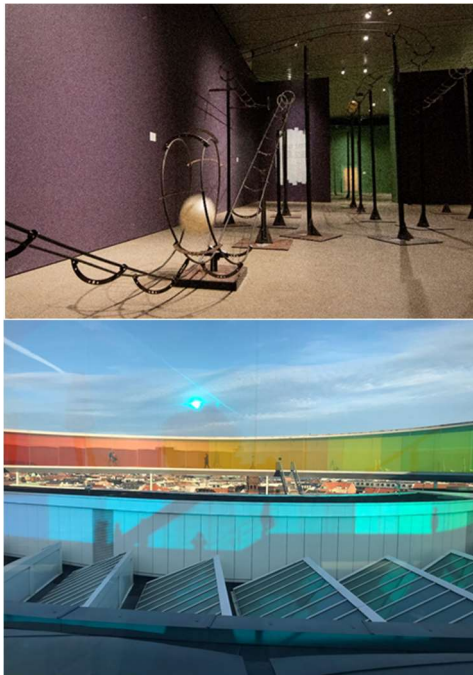
At the end of the city walk there was a possibility to visit the [ARoS Art Museum](#) of Aarhus.

#### 1. MOVE

The ball starts its journey through the tracks and by following your ball, you will be moving about a jumble of loops, sharp corners, hoists, and drops of 400 meters. The work is designed in modular steel profiles, which means that the tracks of the roller coaster will vary from one presentation to the next.

2. BOY: The Australian artist Ron Mueck's sculpture Boy has become one of the landmarks of the Museum. Measuring 4.5 metres in height and weighing in at 500 kg. Boy was created in 1999. The figure is executed with astonishing attention to detail: the surface of the skin, for instance, is utterly convincing with veins and hair follicles clearly marked. This hyperrealism makes the boy at once a living and compelling presence and yet alien and unreal.

3. The magnificent view from the top.



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