



ENGAGING ENTREPRENEURIAL ECOSYSTEMS FOR THE YOUTH

## A list of Co-Ideation Challenges

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## About this report

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# 1 Objective

The Co-Ideation Challenge is organised by the Ecosys4you project partnership ([www.ecosys4you.eu](http://www.ecosys4you.eu)) to establish connections between the Entrepreneurial Ecosystems in the Ruhr, in Varna and in Slovenia. Ecosys4you has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101100432. This Deliverable describes the different co-ideation challenges that were identified and tackled by the participants of the first hackathon which took place in Gelsenkirchen in September 2024.

## Work package WP5 – Co-ideation challenges

<b>Work Package Number</b>	WP5	<b>Lead Beneficiary</b>	3. AWARE7 GmbH
<b>Work Package Name</b>	Co-ideation challenges		
<b>Start Month</b>	13	<b>End Month</b>	36

<b>Objectives</b>
The objective of work package 5 is to develop a real-world environment in which students need to tackle challenges of real business and to become innovative. Therefore, work package 5 develops a co-ideation challenge event for students from all ecosystems. The challenge environment will be designed in a way to be repeated on a rolling base.

<b>Description</b>
<p>AWARE7 leads this work package strongly supported by RAPIV. AWARE7 develops a programme for co ideation challenges and recruits companies from the Ruhr area to participate in the programme. RAPIV and DOBA recruit companies from Varna and Maribor.</p> <p>Task 5.1 Implementation strategy of co-ideation challenges: We develop the co-ideation challenges together with business partners. There will be a strategy implemented on how to collect the information in a structured way and how future founders, organisations and educators can profit most from co-ideation challenges. We will find partners and define the format in this task, i.e. whether coideation should be a hackathon, or a step-by-step process. We will work closely together with the ANDERSMACHER of WH and their x-challenger tool to organize the co-ideation challenges. The variety of challenges will be adjusted to our program’s specifics, i.e. include digital as well as gender aspects.</p> <p>Task 5.2 Prizes, awards and funding model: We will activate our regional networks and ask established companies and local banks for sponsorship of prizes and awards. As long-term founding model, a revolving donation shall be implemented similar to the internship funding model. Depending on the satisfaction of challenge giving partners with the results, they are asked to donate for next year’s challenge program in a public manner (e.g. at the co-ideation challenge events).</p> <p>Task 5.3 Piloting co-ideation challenges: We will conduct a co-ideation challenge (series) with the identified partners that implemented by future founders at the dissemination phase. AWARE7 will bring its experience with co-ideation challenges to the project and help the partners in developing realistic yet challenging ideas. We have calculated four events for the first two challenge cohorts.</p> <p>Task 5.4 Evaluation and optimisation of the challenges: an evaluating and control module will be developed and applied in order to guarantee bifacial challenges for participating teams and challenging companies are alike.</p> <p>Task 5.5 Intellectual Property Rights (IPR): We will take the issue of intellectual property rights connected to challenges very serious. Participants and challenge givers will sign a contract regulating IPRs as a precondition of participation.</p>

## 2 The Co-Ideation Challenges

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The co-ideation challenges were developed with different partners from our ecosystem. Initially we contacted a total of 10 companies via mail. We were able to motivate 4 external companies and organizations to develop a challenge with us. When developing the challenge, it was important to us to be as short and concise as possible. We closely worked together with the organizations that took part in the challenges and developed their idea. The challenges span a variety of topics from urban development over fair fashion to cybersecurity. The goal was to attract a very diverse set of challenges to attract as many participants as possible. This design worked as we were able to attract 27 participants via unpaid advertisement only using partner networks.

### **Challenge 1 - Partner: Fairnica GmbH**

Making quality visible online

Fair and ecologically produced clothing has a noticeably better quality than fast fashion. This is not only reflected in the durability of the clothing, but also in its feel. People can touch the clothing in the showroom and experience it for themselves, but how can we transfer this experience to the online world?

### **Challenge 2 - Partner: MXR Storytelling GmbH**

Children experience city history in a new way - with augmented reality & tablet

Many children at elementary school and daycare centers in Gelsenkirchen-Ückendorf don't know much about the district they live in. What does the district currently have to offer and, above all: What is its history? Find out what opportunities and possibilities augmented reality and tablets offer the young residents of the neighborhood to learn more about the environment in which they live, learn and play. Consider aspects that make sense from a media education and age-appropriate perspective and think in terms of both technology and content. Your challenge: Combine digitality and learning - and get children excited about their neighborhood.

### **Challenge 3 - Partner: Department of Economic Development Gelsenkirchen**

A new start-up competition in Gelsenkirchen - what could it look like?

Start-up competitions are intended to facilitate and support start-ups by providing a broad forum for good business ideas. Be it an ideas or business plan competition. Participants have the opportunity to win mentoring, funding and networking resources to drive their projects forward in the region. The aim is to strengthen the local economy and provide new impetus for urban development. The city of Gelsenkirchen would also like to implement such a competition in the cityscape? The only requirement is openness to all sectors. But what could it look like? Where should it take place?

## **Challenge 4 - Partner: AWARE7**

Escape the Threat - Learning IT security through play

In an escape room, players are presented with various puzzles that they have to solve one by one in order to leave the room. What if this room was a computer and the puzzles revolved around real IT security incidents?

Develop an interactive, mobile escape desk on the topic of IT security! Your goal is to create exciting puzzles that teach the basic principles of cybersecurity. Whether cracking passwords, recognizing phishing or overcoming firewalls - design creative tasks that convey knowledge and are fun. The Escape Desk is designed to be challenging and educational for both beginners and IT professionals.

## **Challenge 5 - Partner: Department of Economic Development Gelsenkirchen**

From coal to building materials: Urban mining in Gelsenkirchen

Urban mining refers to the recycling of previously used raw materials from existing buildings, for example, to conserve natural resources and reduce environmental pollution.

Is it possible to identify the building materials during a demolition process and then reuse them?

## Imprint

### Publisher and Contact

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Ecosys4you – Engaging Entrepreneurial Ecosystems for the Youth (2023-2026) strives to bridge the entrepreneurial ecosystems of the Ruhr in Germany, Varna in Bulgaria, and Slovenia by connecting young founders, start-ups, HEIs and other ecosystem actors.

### Consortium



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