



SUSTAINABILITY CHALLENGE

EVENT REPORTS 2/2

2.2.2023



Northern Periphery and
Arctic Programme

2014-2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund

RYE

SUSTAINABILITY CHALLENGE

EVENT REPORTS 2/2

This report includes the compiled individual RYE Sustainability Challenge event report, and a short compilation of the innovative ideas created during the Milestone 2 sessions and a table of event statistics. This workshop's main goal was to instill new ideas and options for these young people that they would never have thought possible and form teams that will continue to explore these ideas after the workshop. Partner event 3 (due to Covid -19) and 4 (due to Russian aggression in Ukraine) were cancelled.

- **EVENT STATISTICS**
- **SOME SUSTAINABLE IDEAS**

- **N IRELAND 3 MET C 9/2022**
- **SWEDEN 2 UMEÅ 4/2022**
- **FINLAND 2 KAJAANI 5/22**
- **N IRELAND 2 HYDEBANK 9/2022**
- **EWRC BRUSSELS- CANCELLED**
- **ARCTIC FRONTIERS- CANCELLED**

EVENT STATISTICS,

4 Rye Sustainability Challenge Events

75 Participants

Gender: Female 41+Male 34+Other 0

20 Teams with innovations

In collaboration with 5 new associate partners

11 new Sustainable Business plans

SOME SUSTAINABLE IDEAS,

Pure Clothing

Sustainable Gym Wear

Wired Up - Mobile Coffee Social Enterprise

Beehind Bars - Honey Production Social Enterprise

GoGo Bus - affordable sustainable public transport across N. Ireland

CleanCups - multi-use, sustainable festival cups

Watter Battle - sustainable water bottles designed for filtering water.

Biofishable - biodegradable alternative fishing products.

VR nature experience

European ticket app Idea

Wild flower workshop



WORKSHOP REPORT

Venue: Belfast Met College, Belfast

Date: September 2022

Delivery Partners: Advantage Foundation

SUMMARY

RYE Sustainability Challenge 3 was carried out at the largest Further and Higher Education College in Northern Ireland and one of the largest in the UK – Belfast Met College. This workshop arranged with young people who are completing a two-year BTEC Level 3 National Extended Diploma in Business course. The course gives students in-depth knowledge, skills and understanding needed to work in the business environment or start up their own business.

The workshop was attended by 19 participants who have been studying business themes such as:

Developing a Marketing Campaign, International Business, Digital Marketing and Pitching a New Business.

These students have all had experience in their studies of generating business ideas, but never had the opportunity to explore how these ideas can be tailored to specifically impact globally on sustainability issues whilst also being sustainable businesses.

The SME's explored more science-based business options around climate action, sustainable cities, cleaner water and sanitation, clean energy and life below water. The four groups were very passionate about how their ideas could impact on multiple UN sustainability goals.

This workshop's main goal was to increase awareness in business students in Northern Ireland of the global issues and how their actions now can help achieve UN Sustainable Goals. We wanted to instill a passion with these young people to think now about their future prospects and options that they would never have thought of before.

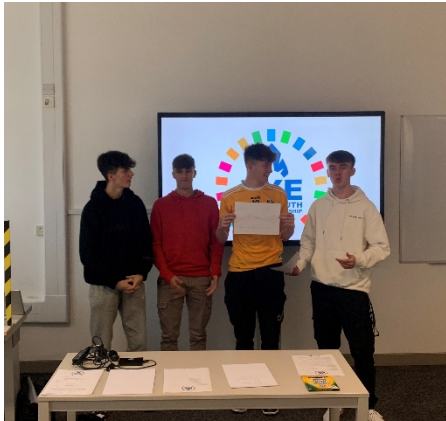
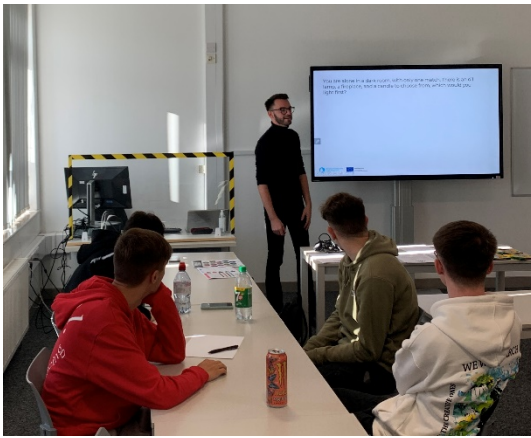
SUSTAINABLE INNOVATIONS

Idea 1 from the workshop – GoGo Bus – affordable sustainable public transport across N. Ireland

Idea 2 from the workshop – CleanCups – multi-use, sustainable festival cups

Idea 3 from the workshop – Water Battle – sustainable water bottles designed for filtering water.

Idea 4 from the workshop – Biofishable – biodegradable alternative fishing products.



Brand Ideas:



WORKSHOP STATISTICS

No. Of Participants: 19

No. Of Groups: 4

Gender: Male – 11
Female – 8
Other – 0

FOLLOW UP ACTIONS

Belfast Met is keen to stay engaged with RYE in any up coming workshops or events. The college has expressed interest in being Associates in any future International Partnerships.



WORKSHOP REPORT

Venue: Umeå University - AWL, Sweden

Date: 2,3,5/04/2022

Delivery Partners: COOMPANION

SUMMARY

RYE Sustainability Challenge at Umeå university on 2,3 & 5 April 2022, was the second workshop arranged by Coompanion Sweden. Together with Umeå university the workshop has been arranged as a part of the Innovation Boot camp with other partner in the entrepreneurship supporting systems.

The focus of the event was the SDG2030 and sustainable innovations through the entrepreneurship, and beside Umeå university other partners has participated such as ALMI, Region Västerbotten, Uminova, Expression, BIC factory, SLU and Umeå Biotech Incubator

Almost 32 young students have participated in the workshop physically during two full days, the concept of the workshop was supporting the young international students to find innovative ideas and use it to build a sustainable business model within the SDG 2030. As a result, we had at the third day 12 different teams each team has developed its own business model to achieve one or more global goals with the help of their business developer onsite.

We had a cooperation with our region tourism office who could able to issued three different present cards during the final the final presentation to the top three ideas as a simple competition.



SUSTAINABLE INNOVATIONS





WORKSHOP STATISTICS

No. Of Participants:	32
No. Of Nationalities:	International students
No. Of Groups:	12
Gender:	x-men / x-female / x-other

FOLLOW UP

We noticed the focus was mostly on the social and digital innovations and solutions which very understandable according to the local and global situation during the Pandemic. Some of the groups decided to go forward with their ideas and got places in some incubators or other organizations that providing similar entrepreneurship supports.



WORKSHOP REPORT

6.5.2022

Venue: Kajaani University of Applied Science, Finland (Teams)

Delivery Partner: KUAS

WORKSHOP STATISTICS

No. Of Participants: 13

No. Of Nationalities: 1

No. Of Groups: 1

Gender: 1-male / 12-female /



SUMMARY

The third RYE Sustainability Challenge at Kajaani University 6th of May 2022.

This workshop was online and there was 13 participants in it. It was ment to be in person, but Covid situation was bad, and it was not possible to do it.

The selected theme for the workshop was Sustainability in nature and business.

The setup was exciting since the group had a chance to rethink their future profession its global impact and consider ideas and ways to make it at the same time more sustainable. From a business point of view, more sustainable equals more appealing to the new aware consumers and users of travel services.

Tourism has a huge impact globally on sustainability issues. Therefore, the participating groups thought that it would be essential to offer consultation for travel industry SME's on sustainability issues. The SME's would like to assess what could be done and how it can be done. In general, it was thought that helping businesses find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to reach new market segments.

Leftover foods supplies coming from restaurants and shops were seen as an issue that could be worked on in the future. Maybe there would be grounds for future business development, social enterprise, and charity work in this field.

This workshop's main goal was to awaken new thinking and ideas and form the teams that will continue their work after the workshop and participate in the international RYE Sustainability Challenge.



SUSTAINABLE INNOVATIONS

Idea 1 from the workshop – VR nature experience

Idea 2 from the workshop – European ticket app

Idea 3 from the workshop – Wild flower workshop





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Hybrid
Workshop continued at 6.00 pm

FOLLOW UP

The concept of the UN Sustainability goals can be confusing when introduced together with business development. The partnership learned from this workshop that it would be critical to emphasize the business development side stronger at the beginning of the session. At the same time, when the participants are thinking about sustainability issues, they need to see a perfectly working business model clearly in their minds as the goal.



WORKSHOP REPORT

Venue: Hydebank Wood Prison and Young Offenders Centre

Date: September 2022

Delivery Partners: Advantage Foundation

SUMMARY

RYE Sustainability Challenge 2 was carried out inside Northern Ireland's only Prison for young males under the age of 25 – Hydebank Wood. This workshop arranged with Young Offenders who are engaged with a project called Quest. Quest is designed to break the reoffending cycle by equipping young offenders with the skills, support, resources, network and ethics to compete more effectively for employment. Young offenders participate to develop an entrepreneurial mindset and to see starting a business as a realistic and viable career option.

The workshop was attended by 10 participants who have never been employed and have not attend any qualification higher than level 1. The setup was exciting since the group have never had a chance to explore how their life decisions and career options can help contribute to larger global issues.

These young offenders were stimulated and inspired to see how their ideas, based on their passions, can be tailored to specifically impact globally on sustainability issues whilst also be sustainable businesses. Self-employment was a key theme that all the young offenders wanted to explore.

The SME's explored the options around Sustainable Clothing, Crime Prevention, and how establishing community Social Enterprises that aim to equip young people on the verge of the criminal justice system with skills to prevent them following their footsteps.

In general, it was thought that helping communities with high crime rates in Northern Ireland establish find new and sustainable ways of implementing prevention activities would be crucial and could lead to impacting on several of the UN Sustainability goals.

This workshop's main goal was to inform young offenders of the global issues we face, and instill a passion with these young people to explore entrepreneurial options that they would never have thought possible.

SUSTAINABLE INNOVATIONS

Idea 1 from the workshop – Pure Clothing – Sustainable Gym Wear

Idea 2 from the workshop – Wired Up – Mobile Coffee Social Enterprise

Idea 3 from the workshop – Beehind Bars – Honey Production Social Enterprise

Due to the nature of the environment that the workshop was delivered in no photography is permitted inside the prison.

However, we were able to take the Young Offenders logo designs from their NABC Forms and digitally recreate them and attached pictures of their NABC forms.

Brand Ideas:



WORKSHOP STATISTICS

No. Of Participants: 11

No. Of Groups: 3

Gender: Male – 10
Female – 1
Other – 0

FOLLOW UP ACTIONS

The keen interest from this group was evident from the engagement and interaction from the participants.

All were very keen for Rye to stay engaged with the group should any other workshops ever be developed.

Two groups are keen to work on their business idea within the prison with Belfast Met who offer Business Management Courses for young offenders.



WORKSHOP REPORT

Venue: European Week of Regions and Cities

Date: October 2020

Delivery Partners: All partners

SUMMARY

The partnership applied to arrange a Sustainability workshop at the EWRC event in Brussels. The partnership applied to participate and Idea was approved by the event organizers. However due to Covid-19 outbreak, the event format was changed to an online format. It would have prove quite impossible to implement the essence of the project idea in a meaningful way for the participants in an online/ zoom context. The partnership decided to withdraw. Also the idea of a jointly implemented partner event would not have fulfilled in this format.

Attached the approved workshops idea as evidence.



WORKSHOP STATISTICS

No. Of Participants: More than 50 registered

RYE SC - EWRC application

Title of the participatory lab : RYE Sustainability Challenge

Short description of the participatory lab proposed

Please note that this text will become the description of your activity on the event website.

The RYE Sustainability Challenge will task teams of young innovators and creative thinkers to provide solutions to urgent sustainability and climate issues through the lens of new and viable business ideas.

This interactive lab will showcase how the RYE Project tackles the real sustainability issues facing our communities in the Northern Periphery & Arctic region and how creative thinking can create openings for growth, recovery and regional prosperity.



Detailed description of the **participatory lab** proposed including indicative agenda and speaker(s) foreseen (this description will be used by the jury for the assessment of your application).

The Rye Sustainability Challenge participatory lab joins young innovators and creative thinkers and facilitates ideas generation. The workshop will demonstrate the RYE Project's ability to engage local communities and youth in order to achieve tangible, real-life solutions to local and global issues.

Among the participants for the Challenge, we will also welcome a select group of observers, including public representatives and policymakers to witness the progress and workflow. A targeted, sustainability assignment from a local community will be included in the session. We will then utilise example activities from the RYE Project to find solutions. A representative of this community will be present to participate, inform and ensure real-life benefit. This workshop enhances innovative thinking, problem-solving, cooperation skills and the creation of an entrepreneurial mindset.



During the session, we will facilitate examples of our processes to develop sustainable solutions and initiatives for a selected group of communities from the EU Northern Periphery & Arctic region and uncover new business opportunities connected to local sustainability and climate change issues.

The networking and joint ideas generation format will help remove geographical barriers, promote knowledge transfer and positive movement.

RYE Sustainability Challenge will include the following interventions and topics:

- UN Sustainability Goals
- Ideas generation
- Place-based opportunities
- Sustainable business models and solutions
- Act Local Impact Global

The aim is to show the potency of the RYE approach across the EU community.



Have you secured the above participation of:

If you answered 'Yes' to 'Young people' please specify:

If chosen, our project partnership will work closely with its existing local youth target groups of creative innovators and creative thinkers to prepare and design many of the activities and collaborate with communities. At the event, we will work in cooperation with JEUNE - young entrepreneurs organisation of the European Union, Erasmus + networks and Yes- European confederation of young entrepreneurs to ensure above participation.

If you answered 'Yes' to 'Civil societies representative(s)' please specify:

Local civil societies representation and participation of crucial public stakeholder groups will take place before the event through networking and representation of our project. In addition, a number of representatives from these groups will be engaged with the actual lab activities as either external experts or observers.

If you answered 'Yes' to 'Politicians' please specify:

As a part of the RYE Sustainability Challenge communication plan and strategy, we will engage politicians and policymakers from our existing networks and introduce and invite national and EU level decision-makers and politicians within our realm and interest. Because we all have the responsibility and the opportunity to change our communities for the better.



Applicants must elaborate a fully-fledged communication strategy in order to contribute to the optimal visibility of the European Week of Regions and Cities. They must notably clearly define what they would call success for each of the sessions they propose and share the relevant Key Performance Indicators they will use to assess their performance (for example: number of attendees, volume and quality of the interaction on the EURegionsWeek website, volume of engagement on social media (before/during/after the event), quality of actionable ideas emerging from the debate, etc.).

*

What would you call success of your session? 300ch

40 young innovators and creative thinkers, the most important change-makers, collaborating during the event. 15 policy makers participating, 10 viable initiatives created. 1 tailor-made sustainable solution for an EU peripheral community. Extensive networking and representation by the RYE Team.

Please set out here below the corresponding reachable, yet ambitious Key Performance Indicators against which to measure your success for the session you propose: 300ch

Wide dissemination of the EU-funded RYE SC Project with further opportunities to engage and champion the ethos. To create a 'To Do List for Europe'. Support efforts of rebuilding European enterprise after the Covid-19 crisis.



WORKSHOP REPORT

Venue: Arctic Frontiers 2022 Tromsø Norway

Date: postponed and planned for May /2022

Delivery Partners: All project partners

SUMMARY

Rye Sustainability Challenge Idea started as an collaboration and experience that was conducted together with the Arctic Frontiers event in 2017- 2018. It would have been a great opportunity to close this project in Tromsø where it all started from. All plans were ready made and agreed, but the Russian aggression made it all impossible. First the event was postponed from its original time slot January to an undetermined date later between February - May 2022. The first delay was to wait for the Covid-19 situation and restrictions to get better, and allow the arrangements and face to face meetings. A new date later in May was decided but the unexpected Russian aggression in Ukraine made the plans impossible, since all cooperation in EU with Russian federation stopped. The Arctic Frontiers had cooperated with a number of Russian partners, which were no longer able to attend the events or continue with the cooperation.

Some of the correspondence is attached below



WORKSHOP STATISTICS

No. Of Participants: estimated 30- 40 participants from different international student groups

Correspondence and event planning

2.1.2023 16.31 Email - Kalle Pakalen - Northern Periphery and Arctic Programme - Outlook

Dear Naima,

I now saw this later email. I do agree and fully understand the situation. This aggression has affected many of our projects already and many cross-border cooperations have been shut down overnight.

Talk soon, and let me know if there are any new plans for further development. Kalle

From: Naima El Bani Altuna <Naima@ArcticFrontiers.com>

Sent: 14 March 2022 12:14

To: Kalle Pakalen - Northern Periphery and Arctic Programme <kalle.pakalen@interreg-npa.eu> **Subject:** Arctic Frontiers Student Forum cancelled

Dear Kalle,

I hope this email finds you well.

Due to the Russian military attack on Ukraine and following the guidelines laid out by the Norwegian government, including the Ministries of Foreign Affairs and Education and Research, I regret to inform you that it is impossible for us to



organize the 2022 Arctic Frontiers Student Forum. I appreciate all the effort you have already invested in this project this year, and hope that the Northern Periphery and Arctic Programme and Arctic Frontiers can cooperate in the Student Forum at a later stage.

All the best, Naima

Naima El Bani Altuna

Phone: +47 405 89 541

Arctic Frontiers, Fram Centre, PO Box 6606 Stakkevollan, 9296 Tromsø, Norway, Phone (+47) 777 50 300



IMPORTANT UPDATE – Postponement of Arctic Frontiers 2022 conference and Arctic Frontiers Student Forum

Naima El Bani Altuna <Naima@ArcticFrontiers.com>

Tue 21/12/2021 11:15

To: Kalle Pakalen - Northern Periphery and Arctic Programme <kalle.pakalen@interreg-npa.eu>

Dear Kalle,

Thank you for your support to the Arctic Frontiers Student Forum and for the information sent yesterday about the RYE Sustainability Challenge!

As you know, the situation with the COVID19 pandemic has drastically worsened in the last couple of weeks, thus posing significant safety risks to the organization of the in-person conference. Furthermore, the Norwegian Government has introduced new restrictions and regulations concerning public events, making it almost impossible to organize the in-person gathering in Tromsø on 31 Jan – 3 Feb 2022.

Arctic Frontiers team has carefully evaluated all possible options. Recognizing the importance of an in-person conference for the Arctic community, Arctic Frontiers Board has decided to postpone the conference until later in 2022 (tentatively, the beginning of May). The exact dates and details will be communicated in January. We will announce this news to the public soon, but I wanted to let you know first. I would therefore like to ask for your discretion until the news are made public.

This also implies the postponement of the Arctic Frontiers Student Forum, since one of the main highlights of the forum is to give the students the chance to be actively involved in the conference activities.

We remain hopeful that the COVID19 situation will improve by then and the travel restrictions to Norway for many colleagues from outside Europe (e.g., Russia) will be lifted. If travel restrictions for our Russian participants are lifted, we might be able to run the Arctic Frontiers Student Forum in person, providing the students the full cross-border networking experience and facilitating the RYE Sustainability Challenge workshop. As for now, I am kindly asking you to let me know if you and your partners would be able to recommit for holding the RYE Sustainability Challenge in the Student Forum in early-mid May 2022.

Our team is working towards making postponement of the conference as smooth as possible. We will stay in touch with you and get back to you with technical updates as soon as we have them.

I hope for your understanding. Should you have any questions, please do not hesitate to contact us.

Stay safe, and warmest thoughts and best wishes for the upcoming holiday season!

Naima

Naima El Bani Altuna

Phone: +47 405 89 541

Arctic Frontiers, Fram Centre, PO Box 6606 Stakkevollan, 9296 Tromsø, Norway, Phone (+47) 777 50 300



[www.linkedin.com/groups?gid=3159219]

