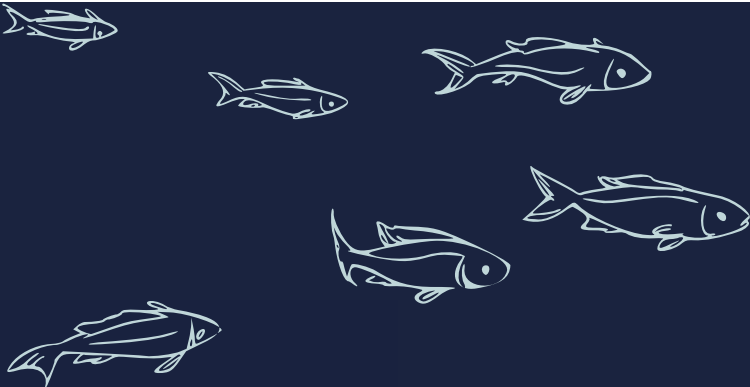


# BLUE INNOVATION CAMP

## GUIDELINE



## INNOVATION CAMPS NORWAY

D11.5



Co-funded by the  
Erasmus+ Programme  
of the European Union

## WHAT IS BLUE INNOVATION CAMP?



"What is Blue Innovation Camp?" YouTube Video

Blue Innovation Camp at Hitra and Frøya is a collaborative project between Blått Kompetansesenter (Blue Competence Center), Ung Entreprenørskap Trøndelag (Young Entrepreneurship Trøndelag) and Guri Kunna upper secondary school. The project focuses on creativity, entrepreneurship and innovation. A close collaboration with local businesses is central to the innovation camp.

## EVENT OVERVIEW

Tenth graders from all over Trøndelag visit the island region for the physical version of the Blue Innovation Camp.

Due to covid restrictions during Blue Innovation Camp 2020, the organizers had to come up with innovative solutions, so the camp became wholly digital. This was such a success that Blue Innovation Camp is now both a physical and digital event!





## WHO IS THIS GUIDELINE FOR?

This is a guideline for anyone who is looking to recruit more youngsters to a field, early.

You may take this guideline's elements as plug-and-play. Whatever works for you and based on your local context, so that you may join recruitment, innovation, entrepreneurship, pedagogy, social engagement, educational development and local industry support into one event.

## EVENT BREAKDOWN SUMMARY

Once a year, tenth graders from all over Trøndelag county visit the island region for the physical version of the Blue Innovation Camp. The mayors of Frøya and Hitra and the Guri Kunna principal welcomes these students and kick off the camp. These students then participate in group activities like fish farm building with the coastal museum Kystmuseet, a puzzle run around the school's local town of Sistranda organized by Guri Kunna students so that visitors learn about the local community, get a boat ride from Guri Kunna students to visit their sea fisheries and finally have dinner and the award ceremony at the renown Hotell Frøya after completing the Blue Innovation Camp competition.

In the digital version of the camp, students work their entrepreneurial chops in the comfort of their own school classrooms with guidance given digitally by both the year's industry panels, Guri Kunna student assistants and Young Entrepreneurship Trøndelag. The digital pitches are recorded and handed in in YouTube-video format for the panels to judge.

# The Blue Innovation Camp Dynamic

## ROLES



### **Blått Kompetansesenter**

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Main connector between collaborators, project manager role

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Main organizer of the physical camp

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Provides industry engagement

---

Provides suppliers to the camp

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Provides sponsor agreements (banks & business participants)

---

Media, marketing & PR



### **Guri Kunna upper secondaru school**

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Project owner

---

Houses the main events

---

Provides fish husbandry activities

---

Provides own student engagement and coordination

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Provides part of the financing



**Guri Kunna**  
videregående skole

### **Ungt Entreprenørskap Trøndelag**

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The connection with middle schools in Trøndelag

---

Main organizer of the digital camp

---

Provides entrepreneurial and UN's Sustainable Development Goals materials

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Provides team-building activities



# BUDGET:



## CAMP ACTIVITIES:



~€15,000 FROM GURI KUNNA

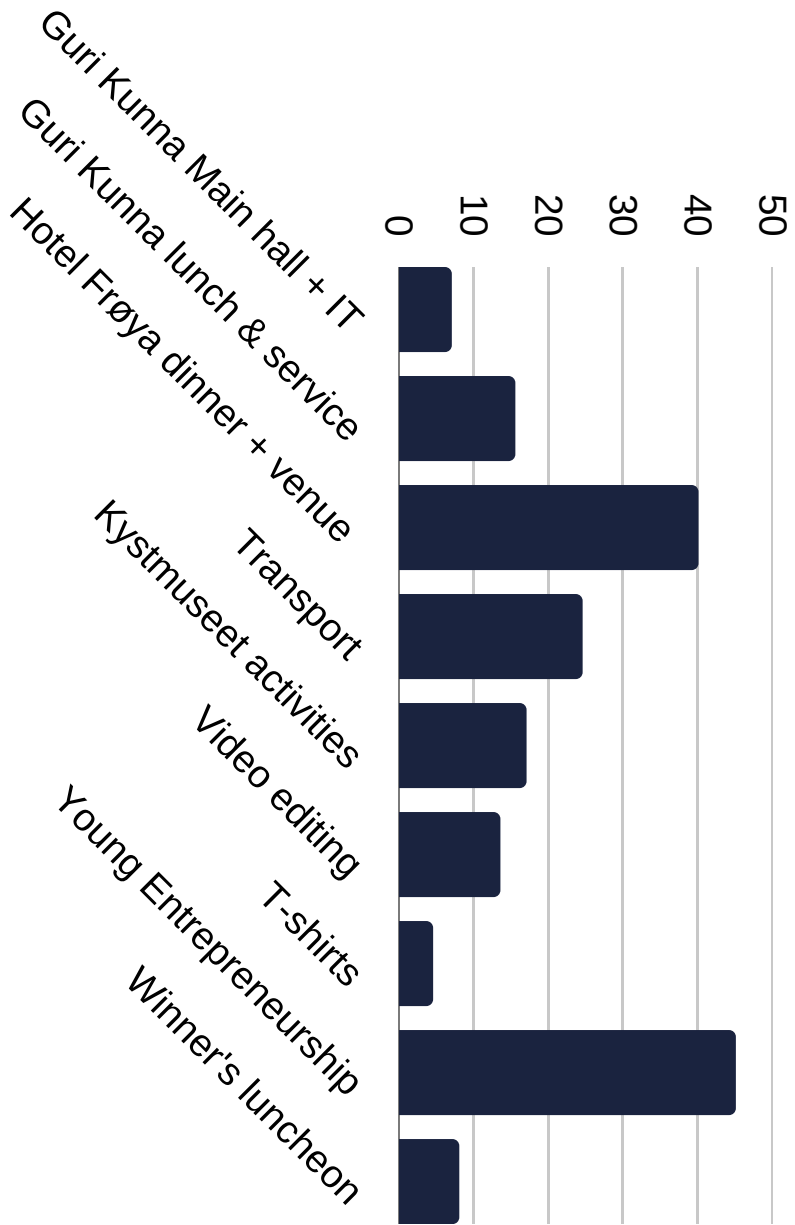
~€ 9,000 TOTAL FROM 3 BUSINESS PARTICIPANTS



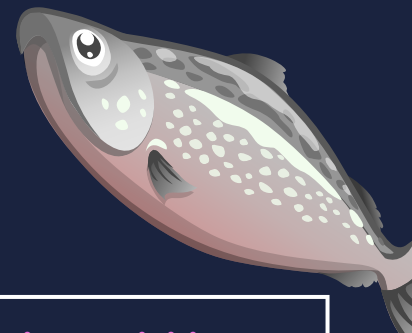
## PRIZES:

~€4,000 TOTAL FROM LOCAL BANK SPONSORS

BKS HOURS: COVERED BY EU PROJECT



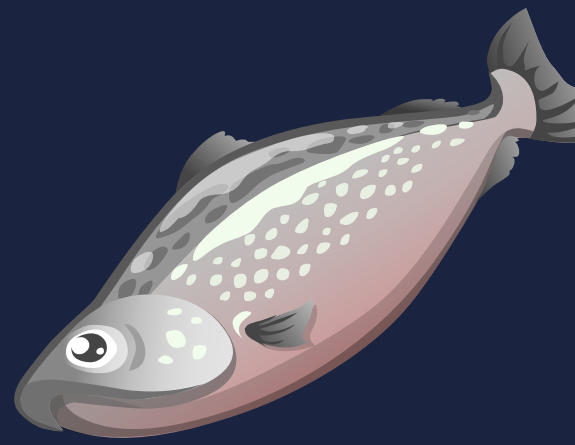
# Main Event Timetable



Time	Activity	Parallel Digital Activities
<b>06:30</b>	Departure Trondheim Central Station and Klett. Stops are then arranged at relevant bus stops to pick up students and chaperones.	
<b>8:00</b>	Frøya: Rigging equipment (for group work) at Frøya cultural center. Preparing Guri Kunna student mentors.	
<b>09:00</b>	Buss arrivals at Frøya cultural center/Guri Kunna upper secondary school.	Teachers begin the digital kick-off in class.
<b>09:15 - 09:35</b>	Usher students into the main hall. All organizers have a welcome speech.	
<b>09:35 - 09:55</b>	Kystmuseet show History of Fish Farming video.	9.30- 10.30: Teachers start the IC process in the classroom: understanding phases, brainstorming and choosing the best idea.  10.30-11.30: Break
<b>10:00 - 11:00</b>	Dividing students into two groups + switching activities halfway: 1. Fish cage construction outside with Kystmuseet 2. Creative task inside lead by Young Entrepreneurship	
<b>11:00</b>	Lunch made by restaurant and food studies students from Guri Kunna.	11:00 - 13:00: Local business juries(6 PC's) available in virtual rooms to answer questions students may have. Sitting in serviced rooms behind the Guri Kunna great hall. 8 Guri Kunna students are also available virtually to help with brainstorming, if needed. The teachers continue the process (selection and processing and pitch)

# Main Event Timetable

Continued



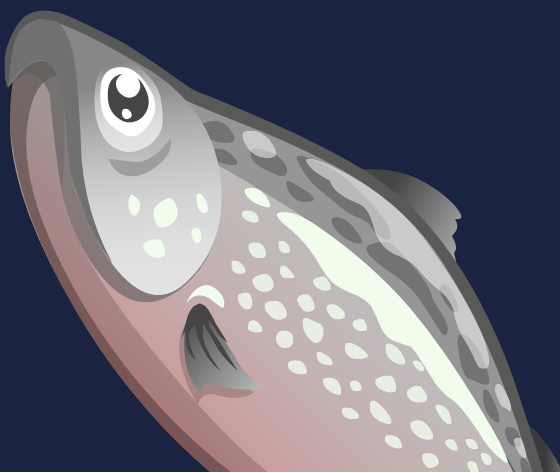
Time	Activity	Parallel Digital Activities
<b>11:30 – 13:15</b>	Dividing students into two groups + switching activities halfway: 1. Boat trip with Guri Kunna students to their fish cages (10 trips) 2. Learn about the local area and social activities – puzzle run lead by Guri Kunna students in Sistranda (10-15 groups)	
<b>13:15</b>	Gather students towards the main hall.	Pause virtual rooms.
<b>13:30 – 14:00</b>	Introduction to the Camp by coordinators. The three aquaculture business challenges are presented by local businesses.	13.00-14.30: The students write solution proposals and record a digital pitch which will be posted on YouTube, unlisted.
<b>14:00 – 16:00</b>	Blue Innovation Camp main event.	
<b>16:15 – 17:00</b>	Students pitching their solutions to the three panels representing local business.	
<b>17:00</b>	Dinner begins at Hotel Frøya for students.	
<b>17:30 – 17:40</b>	The juries choose their winners.	
<b>17:45 – 18:15</b>	Award ceremony at Hotel Frøya.	18:00: Deadline for sending in pitch via YouTube link.
<b>18:30 – 18:45</b>	Students and their chaperones are lead to the busses and leave.	

# Digital Schedule

After main event



Deadline	Activity
<b>3 days after main event</b>	Young Entrepreneurship goes through all the digital pitches and picks out the top 20 for each of the three business challenges.
<b>Morning of the fourth day after the event</b>	The three business juries receive their top 20 pitches to choose from.
<b>2 days after juries receive the top picks</b>	Jury deadline for choosing their winners and sending in their award justifications. Young Entrepreneurship contacts the school(s) that have the 1st place winners to coordinate an award ceremony.
<b>2 days after winner choices are made by the business juries</b>	Final broadcast at noon for all digital schools. Young Entrepreneurship surprise 1st place winners at their school(s) with a physical award ceremony.





# GURI KUNNA STUDENT ASSISTANTS



**EIGHT STUDENTS ARE HAND-PICKED BY GURI KUNNA AQUACULTURE TEACHERS TO HELP GUIDE THE VISITORS THROUGH THE DAYS ACTIVITIES, BOTH PHYSICALLY AND VIRTUALLY**

# Camp Activities

Physical & Digital



Both versions of the camp are given the same welcome and watch the same YouTube-playlist + History of Norwegian Aquaculture with Kystmuseet



Watch the YouTube-playlist here

The playlist includes:

1. Blue Innovation Camp Introduction
2. Guri Kunna presentation
3. Kystmuseet guided tour
4. Prizes
5. The Entrepreneurship process
6. The year's 3 business challenges

**UNGT ENTREPRENØRSKAP**  
INNOVASJONSCAMP

**GRUPPEN**

1. Bli kjent
2. Lag en samarbeidsavtale

**REGLER**

1. Vær positiv
2. Lytt til alle
3. Bidra med din mening
4. Vær løsningsorientert

= Godt samarbeid

§



avbruksnæring

med is for å holde  
kjølebil  
(laks) p

FNs bærekraftsmål er verdens  
for å utrydde fattigdom, bekjempe  
stoppe klimaendringene innen 20

**UNGT ENTREPRENØRSKAP**

Ungt Entreprenørskap  
med å bidra til en bærekraftig  
utvikling.



## 3 PARTICIPATING COMPANIES EACH YEAR

THE COMPANIES AND THEIR CHALLENGES MAY CHANGE EACH YEAR. STUDENTS ARE DIVIDED INTO GROUPS AND EACH ARE ASSIGNED 1 OF THE 3 PARTICIPATING COMPANIES CHALLENGES FOR THAT YEAR

# Camp Activities

At Frøya



Team-building activity with legos



Team-building activity with legos



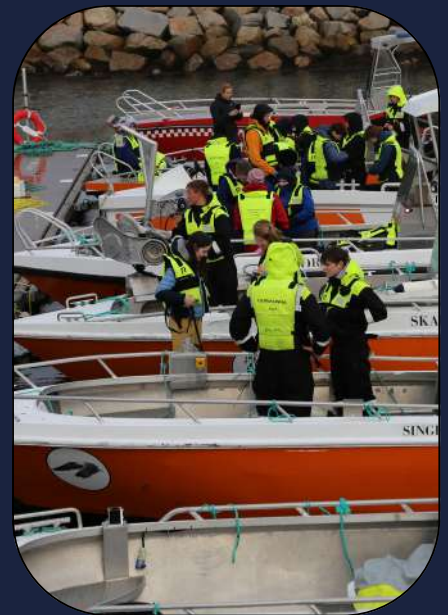
Rebus puzzle game in town



Build a fish cage with Kystmuseet



Build a fish cage with Kystmuseet



Visiting fish cages with Guri Kunna students

# Camp Activities

Main event:  
Physical & Digital



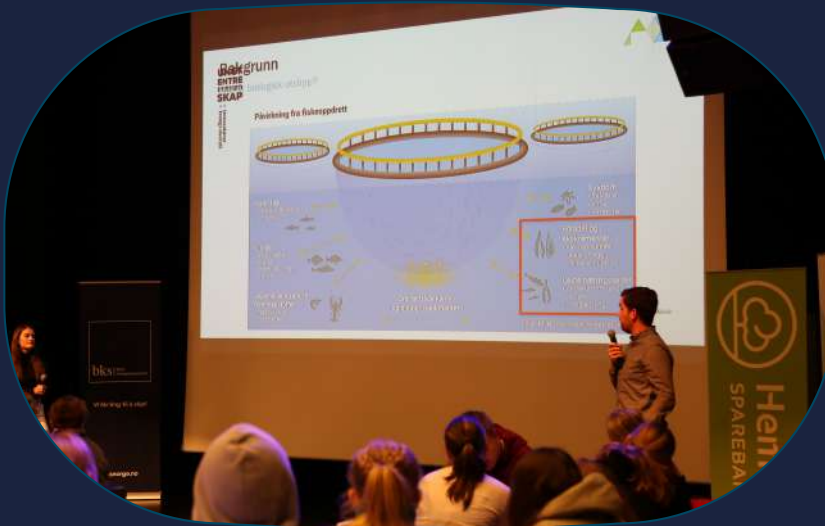
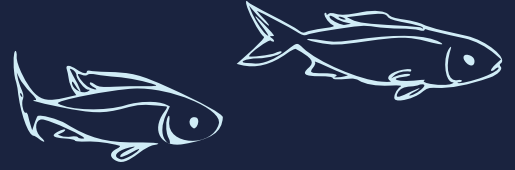
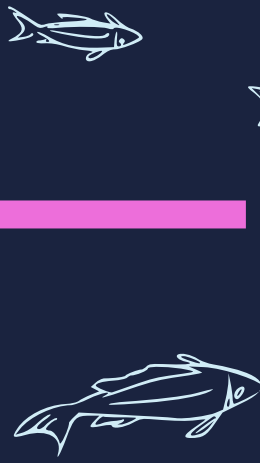
Physical camp,  
students solving the  
challenges at the  
Guri Kunna Resource  
Center (main hall)  
at Frøya



Digital camp,  
students solving  
the challenges at  
school

# Camp Activities

Main event, Frøya



The 3  
aquaculture-  
related company  
participants  
presenting their  
year's challenge

Groups going  
through the  
entrepreneurial  
process to solve  
their assigned  
company  
challenge



A SalMar  
representative and  
their jury  
participant  
answering a  
group's questions  
about their specific  
challenge

# A GROUP PITCHING THEIR IDEA TO THEIR ASSIGNED AQUACULTURE COMPANY PARTICIPANT



THE ENTREPRENEURSHIP PROCESS INCLUDES UN'S SUSTAINABILITY GOALS





# PRIZES

AT BLUE INNOVATION CAMP THERE ARE TWO LOCAL BANK SPONSORS:

- SPONSOR 1 DELIVERS THE MONEY PRIZES
- SPONSOR 2 SPONSORS A RIB-TOUR WITH KYSTMUSEET TO A LERØY SEA FACILITY AND LUNCH WITH LOCAL ISLAND INGREDIENTS FROM KAFE' SJØSPRØYT FOR ALL FIRST PRIZE WINNERS

The physical camp has two winners from each of the three industry challenges: Best Solution and Best Pitch! Each winner receive € 110.

First, second and third prize for Best Solution is awarded at the digital camp. First prize will receive € 100, second prize € 70, and third prize € 50.



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Member of  
TA AVT - J.L.L.



# BLUE INNOVATION CAMP WINNERS

Winners are chosen by their assigned participating aquaculture company. Three jurors from each company commit to participating in the Blue Innovation Camp.

Winners are chosen based on:

- Ease of implementation into existing systems
- Sustainability
- Practicality



Winner roster article on the  
Blått Kompetansesenter  
website



One of the winner groups from the physical camp presented with their money prize at Hotel Frøya



Winner justification letter in  
video format (2021)

One of the  
winner  
groups from  
the digital  
camp  
presented  
with their  
money prize  
at school



# WINNERS RECEIVING THEIR MONEY PRIZES

Participants of the digital camp from Skaun middle school being presented the winners in video format in the school theatre



Participants of the physical camp being presented the winners by the local bank sponsoring the money prizes at the celebratory dinner at Hotel Frøya. A buffet of local food is on offer, including local fish-farmed salmon

# Winner

# Trip

With Kystmuseet & luncheon  
at nearby Kafe Sjøsprøyt



Groups from both physical and digital camps taht were awarded "Best Solution" are brought to Hitra where they receive a guided tour to a Lerøy fish facility and fish cages via RIB-boats and a luncheon at Kafe Sjøsprøyt that offers local food





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