INNOVATION HACKATHON – IGNITING INTERNATIONAL LEARNING HUBs

For approximately 35-40 people with 6 to 7 challenges (cases)

SCRIPT

(designed by experts from the Master Imagineering programme together with alumni of the Master's and stakeholders)

Time	Exercise	Description	Objective	Resources	Facilitator
Day 1 Morning					
15-20 mins	Check-in energizer	Circle and circles within based on Identity – passion/interests/food experience/wine taste, etc.	The power of creating the sense of initial conditions: community building, integration, getting to know one another, inclusion, responsibility, feedback. Setting the ground	Facilitator/microphone dependent on the venue; open space; while at the same time the space for the next activities is already prepared. Photos to be made.	
15 min	Welcome and Introduction with coffee/tea and cookies	Hosts and facilitators introduce themselves, open up the hackathon officially and shortly introduce the people present. A set-up of the three days (in general lines) is shown. A hand-out with the outline of the schedule is provided to every participant.	Creating the focus and the reason behind everyone being there as a participant. Gratitude for the participants who have committed their time and efforts	Hosts, facilitators, microphone, beamer if slides are necessary or posters with the initial challenge presentations. Hand-outs. Photos to be made.	
40 min	Pitch-style introduction of the challenges/cases by the case owners	The case-owners present shortly the cases.	Raising awareness for all participants despite the fact the participants have already selected a case/challenge to work on.	Case owners present. Beamer or poster. Sound (microphone if necessary). Open space which fits all participants. Photos to be made.	

| 90 mins | World café adapted – cookies, coffee, tea to be provided at every table | There is created the atmosphere of a cafeteria with as many tables as the number of challenges that need to be tackled during the hackathon. Each table has the same number of chairs around it. The participants are spread equally around the diverse tables – for 6 challenges – 6 tables and respectively equal number of chairs around the tables. At every table there is one challenge/case-owner, who stays at the same table throughout the entire time. At every table there is a facilitator. The first 15 minutes the case-owner sits together with the sub-group of participants, who already have selected the challenge to be their hacking case for the entire hackathon. All participants ask questions, provide ideas, present an initial plan of action. After the time expires, all participants together (not the case-owner and not the facilitator) move to a new table (a different challenge) – the participants can move together as a group or at random as long as they manage to visit most of the tables. The | Sharpening the challenge. Idea generation. Community pool creation – everyone has been already committed to the challenge, now there is also awareness raised about the rest of the challenges and if possible synergy has been generated. | Large space – cafeteria style. Big tables, chairs. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made. |

		facilitators at each table trace the process of movement and do the facilitation accordingly. There are as many rounds as there are tables – with 6 challenges – 6 rounds. After all rounds, the sub-groups go back to the table with their own challenge. This is the so-called "harvesting session", again with the case-owner, the facilitator of the respective table and their subgroup. During the last 10 to 15 minutes the discussion is around insights and lessons learned that would be helpful for the process further. The case-owner gives some final details based on the diverse discussions. There is a flip-over together with all ideas that is then made visible to everyone.			
60 mins	Walking lunch	The flip-over's designed during the World café are now onto the walls and everyone while having lunch can go to them, take a look and also leave another note if there is an idea/amendment/remark.	Further ownership created. Seeing the impact of the community created	Lunch. Beverages. Open space. Photos to be made.	
15mins	Introduction of the afternoon – route and	The Host and the facilitators announce the afternoon programme and the sub-groups gather around their facilitators.	Monitoring time and group direction.	Host, facilitators, route/maps/guidelines.	

	announcement for the afternoon				
Day 1 afternoon					
30 to 60 min dependent on where the case owner's organization is located	Travel to the case-owner	The facilitators of the sub-groups accompany them to the case-owner's organization.	Facilitating the travel process, accompanying, answering questions.	Facilitators, bus, public transport arrangements	
30-min	Opening of the guided tour	The host at the case-owner's organization welcomes shortly the participants. The participants shortly introduce themselves.	Creating the sense of initial conditions as well as focus of the visit.	Open space. Language – dependent on the group. General brochure or hand-out's. Photos to be made.	
90 to 120 min	Guided tour	The case-owner together with other representatives of the organization show the participants around, have a Q and A session, provide possibilities for interviewing. If a guided tour cannot happen – due to diverse reasons, then there is provided a desk- & field exploration to the respective sub-group – this can be at the space of the hackathon itself and also there can be online sessions facilitated with representatives of the case-owner organizations(s).	Field /desk research. Obtaining direct information from the organization/company itself. Interviewing, further hacking.	Open space as well as possibilities to visit diverse departments. Organizational representatives available and prepared onto what is expected from them. Hand-out's/documentation of interest and relevance to be provided also in written/digital way. Recording equipment to be provided by the	

				facilitator if necessary. Photos to be made. Coffee/tea and cookies.	
30 to 60 mins	Travel back to the hackathon's venue	The facilitators of the sub-groups accompany them back to the hackathon's venue	Facilitating the travel process, accompanying, answering questions.	Facilitators, bus, public transport arrangements	
60 to 90 mins	Dinner	Subgroups eat together. Facilitators are present.	Processing the insights, creating plan of action. Role play. Group dynamics	Dinner. Beverages. Open space – sufficient for the sub-groups. Photos to be made.	
30 mins	Check-out	Debriefing the learnings. Host and facilitators go quickly through what happened during the day – could be in the format of a game/mind-map. Explaining what comes for the next day – referring to the schedule and the hand-outs.	Checking on the group. Process and content monitoring. Q and A – addressing immediately challenges, uncertainty. How can we implement the learnings into practice? In which situations? When does it not work? What do facilitators have to consider?	Flip-over's, markers, Kahoot, Mentimeter, Post-it's, beamer. Photos to be made.	
n/a	Continue the hacking in sub-groups	Hacking – the subgroups work separately until they desire.	Hacking process. Roles and tasks	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	

Time	Exercise	Description	Objective	Resources	Facilitator
Day 2 Morning					
30 mins	Welcome by the host and the facilitators. Check-in energizer - game	The host and the facilitators welcome the participants on the second day. Clarity is provided on the schedule. Specific questions (if any) are being tackled. The energizer/game could consist of two parts: physical and creative one. A suggestion for a physical – a circle of chairs with one chair less than the number of participants. The person without a chair remains in the middle and starts posing statements so that the people move and he/she tries to find an empty chair to sit on. Once a new person is without a chair, the process is repeated and this can be up to 5 times. Another physical energizer could be introduction of a dance – simple but then to be repeated (once learned) throughout every break as well as check-in/out moments. The suggestion for a creative game could be – having as many balloons as there are participants	Community/ Bonding. Stepping with mind and body clear onto what is to come next.	Host and facilitators/microphone dependent on the venue; open space; while at the same time the space for the next activities is already prepared. Photos to be made.	

		– everyone writes a small challenge on a piece of paper, puts in one balloon and blows the balloon. Then everyone picks a different balloon and throughout the day needs to tackle the challenge. At the check-out moment people share their reflection/feedback. Another creative exercise could be linked to "creating a story together" – one starts with a sentence and then every person next adds a phrase or finishes the sentence until the last person finalizes the story. Or participants create music together – there could be some instruments or just with what is there. Then this piece can be something that stays within the entire hackathon format.		
20 min	Welcome by the facilitators in the subgroups	The facilitators welcome the participants in the sub-groups. Plan of the day is being made.	Tackling specificities by groups, uncertainty if any as well as questions.	Facilitators/microphone dependent on the venue; open space; while at the same time the space for the next activities is already prepared. Photos to be made.

120 to 150 mins	Hacking	Hacking – the subgroups work separately.	Hacking process. Core of what the hackathon is about. Have time to be in a flow together with the participants of the respective subgroups. Go deeper into the challenge/case. Check on one another.	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	
30 min in between the Hacking process – could be in the beginning as well	Pop-up/ Design tool provision	Providing a relevant tool that can be used in the hacking process such as "Reframing", "DNA dive", "Gameplan", etc. The tool can be provided directly or another option – to not interrupt the hacking process – the tool to be provided digitally. The groups know at what time it is supposed to come and which online platform will be used and then the participants decide when to refer to it so that the flow is kept.	Add further creativity to the one that is already happening within the groups.	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made. If digital provision – a platform, video created, proper Wifi connection, guidelines for the participants on how to find/use it.	
60 mins	Lunch	During the lunch time participants have the option to choose either to socialize with the rest of the subgroups or to stay at their own hacking space and continue the process.	Dependent on the choice there can be exchange of ideas amongst the subgroups or further hacking.	Lunch. Beverages. Open space. Photos to be made.	

		The case-owners are also invited for the lunch so that they can check on their subgroup and questions can be tackled.			

Day 2 afternoon

15 mins	Introduction of the afternoon programme	The Host and the facilitators announce the afternoon programme and the sub-groups gather around their facilitators.	Monitoring time and group direction.	Host, facilitators, guidelines.	
90 to 120 min	Hacking	Hacking – the subgroups work separately.	Hacking process. Core of what the hackathon is about. Have time to be in a flow together with the participants of the respective subgroups. Go deeper into the challenge/case. Check on one another.	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	
30 to 60 mins	Market place concept introduction	The host together with the facilitators introduce the concept of the market place. This is the process of how the final concepts/designs shall be presented to the case owners. Examples are being provided, ideas are being generated. Questions are answered.	Creating a uniform format of how the concepts/designs shall be presented. Providing further food for thought how to make what needs to be presented at the end more tangible, accessible and understandable for the case owners.	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	
60 to 90 mins	Dinner	Subgroups eat together. Facilitators are present.	Processing the insights, creating plan of action. Role play. Group dynamics	Dinner. Beverages. Open space – sufficient	

		The case-owners are also invited for the dinner so that they can check on their subgroup and questions can be tackled.		for the sub-groups. Photos to be made.	
30 mins	Check-out	Debriefing the learnings. Host and facilitators go quickly through what happened during the day – could be in the format of a game/mind-map. Explaining what comes for the next day – referring to the schedule and the hand-outs.	Checking on the group. Process and content monitoring. Q and A – addressing immediately challenges, uncertainty. How can we implement the learnings into practice? In which situations? When does it not work? What do facilitators have to consider?	Flip-over's, markers, Kahoot, Mentimeter, Post-it's, beamer. Photos to be made.	
n/a	Continue the hacking in sub-groups	Hacking – the subgroups work separately until they desire.	Hacking process. Roles and tasks	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	

Time	Exercise	Description	Objective	Resources	Facilitator
Day 3 Morning					
15-20 mins	Welcome by the host and the facilitators. Check-in energizer - game	The host and the facilitators welcome the participants on the third (final) day. Clarity is provided on the schedule. Specific questions (if any) are being tackled. For energizers/games – please see day 2 and also https://www.sessionlab.com/library/energiser or https://www.calacademy.org/educators/icebreakers-and-energizers	Community/ Bonding. Stepping with mind and body clear onto what is to come next.	Host and facilitators/microphone dependent on the venue; open space; while at the same time the space for the next activities is already prepared. Photos to be made.	
15 min	Welcome by the facilitators in the subgroups	The facilitators welcome the participants in the sub-groups. Plan of the day is being made.	Tackling specificities by groups, uncertainty if any as well as questions.	Facilitators/microphone dependent on the venue; open space; while at the same time the space for the next activities is already prepared. Photos to be made.	
120 to 150 mins	Hacking	Hacking – the subgroups work separately.	Hacking process. Core of what the hackathon is about. Have time to be in a flow together with the participants of the respective subgroups. Go deeper into the challenge/case. Check on one another.	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	

| 30 min | Pop-up/ Design tool provision | Providing a relevant tool that can be used in the hacking process. For tools please see: https://buas.libguides.com/designresearch and https://www.thesprintbook.com/how And also some innovation games based on www.innovationgames.com :

- Find out what's wrong / where the pain points are Speed Boat http://www.innovationgames.com/speed-boat/
- Co-create ideal products and services Product Box http://www.innovationgames.com/product-box/
- Discover unexpected uses of your (existing) product Show & Tell http://www.innovationgames.com/show-tell/
- Describe a vision for the future Cover Story http://gamestorming.com/games-for-design/cover-story/
- Quick & easy priority setting 20 / 20 Vision http://www.innovationgames.com/2020-vision-old/
- Uncover hidden problems in a fun way My Worst Nightmare http://www.innovationgames.com/my-worst-nightmare/ | Add further creativity to the one that is already happening within the groups. | Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.

If digital provision – a platform, video created, proper Wifi connection, guidelines for the participants on how to find/use it. | |

		The tool can be provided directly or another option – to not interrupt the hacking process – the tool to be provided digitally. The groups know at what time it is supposed to come and which online platform will be used and then the participants decide when to refer to it so that the flow is kept.			
60 mins	Lunch	During the lunch time participants have the option to choose either to socialize with the rest of the subgroups or to stay at their own hacking space and continue the process.	Dependent on the choice there can be exchange of ideas amongst the subgroups or further hacking.	Lunch. Beverages. Open space. Photos to be made.	
Day 3 afternoon					
15mins	Introduction of the afternoon programme	The Host and the facilitators announce the afternoon programme and the sub-groups gather around their facilitators.	Monitoring time and group direction.	Host, facilitators, guidelines.	
90 min	Preparation of the market place	The subgroups start the preparation of the market place so that everything can be ready for the moment the case-owners arrive.	Market place prepared and sufficient time for tackling special requirements of the way the concept/design has to be presented.	Host, facilitators, the subgroups. The separate spaces of the subgroups for the market place ready. All resources necessary such as decoration, flip-overs, markers, etc. at disposal. Sound if necessary (microphone). Safety and security issues arranged with the venue(s).	

90 to 120 min	Market place	The subgroups have prepared their space for the presentation of the concepts/designs. The case owners are welcome to visit their own challenge presentation as well as to see the other ones.	Creative way of presenting. Maximizing interaction and Q&A about the designs/concepts.	Everything necessary for the presentations to take place. Host and facilitators available to enhance the processes of the subgroups. Photos to be made. Small videos to be recorded. Interviews with the case owners.	
60 to 70 min	Case-owners' talk	The case owners share shortly their feedback and impression of the entire process (the three days) and the outcome. Follow-up is being discussed.	Immediate feedback – content and process.	Open space. More of a plenary format. Small videos to be recorded. Photos to be made. Additional guests are being invited (after approval of participants and case owners).	
30 min	Official closing	Debriefing the learnings. Host and facilitators go quickly through what happened throughout the hackathon. Short retrospective in photos is being shown. One representative per group shares quickly impressions and feedback	Checking on the group. Process and content monitoring. Q and A – addressing immediately.	Flip-over's, markers, Kahoot, Mentimeter, Post-it's, beamer. Photos to be made. Small videos to be recorded.	
30 min	Follow-up possibilities	Design / creative exercise for reflection in the format of a Graffiti wall or Reflection aquarium.	How can we take this further? In what way are we able to deliver it better in the future?	Large space. Flip-overs, markers, post-it's, sticky tape, different pictures from magazines, etc. Walls that flip-over's can be put onto. Photos to be made.	

60 to indefinite	Drinks and bites	Participants, facilitators, hosts, case owners, guests gather together and continue their discussion informally.	Processing the insights, creating further plans of action if/when necessary. Creating a platform.	Drinks, snacks arranged. Photos, videos. Music and interaction facilitated.

Notes to take into consideration:

1. Very important are the three aspects: pre-experience (exposure), direct-experience (exposure), post-experience (exposure).
2. As for the pre-phase there is a need to have an online platform where the potential participants can subscribe for the hackathon. In order to subscribe there have to be two templates ready: participant's profile and case/challenge description.
3. Once the participants fill in their profile, they can choose the challenge.
4. It is also possible that the participants bring their own challenge. Then they fill in both their profile as well as the case/challenge description.
5. What could also be done in the subscription process is an intake talk to take place with the host/facilitators of the hackathon to even create better commitment and focus.
6. Two weeks prior to the hackathon subscription is closed.
7. If the challenges are more than the participants the respective hackathon can tackle, then a voting pool needs to be facilitated.
8. The moment the challenges have been selected and the subgroups are formed, the interaction can already start. Thus the participants arrive at the hackathon very well prepared and aligned for the intense process to come.
9. Possible platforms so far: Slack, Teams, Google classroom.
10. As for the post-phase – the idea is that the platform continues to be used. Every next hackathon can witness the outcomes (as long as there is no embargo) of the previous one. There shall be created generations 1, 2, 3, etc. which can interact amongst themselves and within the respective generation. Testimonials by participants shall be requested and also shared on the platform.