



IDEATION FOR CLIMATE BUSINESS

Kick-start your creativity and participate in a fast forward in creating, prototyping and testing climate business ideas!

If you seek inspiration and care about the planet, you are the right person to take Climate-KIC's **Ideation for Climate Business** course. Joining this course, you get the opportunity to become part of a dynamic global community to develop game-changing climate innovation.

Running from **18 May 2015** for five weeks, this course focuses on individual and team-based learning by doing. Through a combination of e-learning, individual tasks, online and face-to-face group activities you will learn to:

- » Define problems you want to address and explore their commercial potential
- » Generate lots of ideas based on observations of the world around you
- » Prototype, get feedback and evaluate ideas
- » Assess the climate and market impact of business ideas and of existing businesses.

You get the opportunity to:

- » Create lasting networks to share knowledge, skills and resources
- » Meet potential partners for climate business action.

The first four weeks of the course are online, followed by a one-day ideating, prototyping and testing workshop offered at various Climate-KIC locations around Europe. The date for your face-to-face workshop depends on your nearest location and will be announced at the start of the online programme.



To join the course or get further information, contact:

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Course content

OPENING WEEK	Create your profile, course overview
WEEK 1: ONLINE	Getting into observation and creative mode <ul style="list-style-type: none">» Explore and share sources of inspiration» Start your personal ideas bank» Share observations about climate problems and solutions» Co-create a crowd map with climate problems and solutions
WEEK 2: ONLINE	Defining a challenge <ul style="list-style-type: none">» Decide on a challenge area that you and your group will ideate problems and solutions for» Create and test challenges
WEEK 3: ONLINE	Climate market trends and opportunities <ul style="list-style-type: none">» Research market opportunities» Share findings on promising markets in your group
WEEK 4: FACE-TO-FACE	Market testing and climate impact: One-day face-to-face workshop <ul style="list-style-type: none">» Understand if and how your challenge is relevant to potential customers» Create a 'persona' with specific characteristics and needs» Develop ideas to meet the persona's needs» Create a rapid prototype» Test ideas 'outside the building' and analyse potential customer feedback for iteration» Assess the climate impact potential of your business idea
	Visit the Climate-KIC Innovation Primer: http://learning.climate-kic.org