

DESIGNING SERVICES FOR A GREENER FUTURE



REYKJAVIK 4-8 SEPTEMBER 2023



HACKATHON - GREEN OCEAN

- Four (4) mixed international groups
- Each group get a challenge to solve
- Lack of time - you must work fast
- Plan your time and divide the group, be effective
- Use Google, ChatGPT, friends etc to find fact
- Each group will present / pitch their result, maximum 5 minutes



HACKATHON - GROUPS

- **Group #1 - Challenge #2**

Shawn, Joonas, Amanda, Bergljot, Meja, Robert

- **Group #2 - Challenge #4**

Nicole, Ats-Artur, Jekabs R, Birgir, Laufey, Roberts

- **Group #3 - Challenge #3**

Ebba, Henri, Davids, Brynjar, Hilda, Robin

- **Group #4 - Challenge #1**

Jekabs T, Auguste, Kärt, Marjette Andrea, Dadi, Johanna



HACKATHON - CHALLENGES

1. Ocean-Friendly Product Innovation:

Challenge: Identify a common consumer product that contributes to ocean pollution (e.g., single-use plastics, sunscreen with harmful chemicals) and develop a sustainable alternative. Pitch not only the product itself but also the business model and target market that will drive its adoption and last but not least a fantastic company name.



HACKATHON - CHALLENGES

2. Eco-Tourism Experience:

Challenge: Design an eco-friendly tourism experience that educates and raises awareness about ocean conservation. This could be a guided tour, an interactive app, or a virtual reality experience that showcases the beauty of marine ecosystems while promoting responsible travel practices. Pitch not only the service itself but also the business model and target market that will buy your service and last but not least a fantastic company name.



HACKATHON - CHALLENGES

3. Ocean Waste Upcycling:

Challenge: Develop a business concept that upcycles ocean waste or waste from fishing activities into valuable products or materials. Your solution could involve repurposing discarded materials, creating new materials from waste, or designing products that directly address the issue of ocean pollution. Pitch not only the product itself but also the business model and target market that will drive its adoption and last but not least a fantastic company name.



HACKATHON - CHALLENGES

4. Ocean Conscious Lifestyle Products:

Challenge: Develop a business that offers a range of ocean-conscious lifestyle products. These products should not only be environmentally friendly but also serve as tangible reminders to individuals of the importance of ocean conservation. Your challenge is to create a line of sustainable products that are designed to inspire conversations, mindfulness, and positive actions towards the ocean. Pitch not only the product line itself but also the business model and target market that will drive its adoption and last but not least a fantastic company name.

