

Hackathon for the environment

- a guide to throwing an
environmentally themed
onsite and online
hackathon





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About

This guide is intended for companies, agencies or anyone interested in creating a hackathon for the environment. The guide is prepared by the team of Circular Economy at The Environment Agency of Iceland which has hosted two hackathons.

In this context, a hackathon is an idea workshop where everyone in society is invited for a two day event focusing on finding and developing solutions to certain environmental problems.

The guidelines are divided into two chapters; on site hackathon and online hackathon. They are based on the experience of hosting Plastapon, an on site hackathon focusing on plastics, and Spjarapon, an online hackathon focusing on textiles.

We hope this guide will be of use for anyone looking to solve big problems by bringing together people from all over society.

1. On site hackathon
 - Examples from the Plastapon

Plastapon

Plastapon was held in September 2019. It is a hackathon - an idea workshop - seeking to find solutions to humanity's problematic relationship with plastic. The participants received both education and training and got to meet a diverse group of people gathered to create innovative solutions guided by experts. The participants formed teams and worked together to solve challenges the world is facing due to our overuse of plastics.

50 people (max number) registered but after some cancellations 34 participants completed the hackathon. The Plastapon ran from 9:00 on a Friday until 14:00 the next day. The house closed after dinner on Friday night, but some participants chose to continue working elsewhere, online or in another location.

We chose to offer as much vegan and vegetarian food options as possible as well as snacks and soft drinks.

The TO DO

- ☐ Decide the challenge of the hackathon
- ☐ Decide who are your target groups
- ☐ Create a budget plan
- ☐ Decide on the winning prize
- ☐ Decide location and max nr of participants
- ☐ Organize introduction and expert talks
- ☐ Create marketing material
- ☐ Send out a press release
- ☐ Create a Facebook event
- ☐ Create a registration and info webpage
- ☐ Create a certificate for the winning team
- ☐ Buy post-its and pens for the idea storming

- ☐ Organize moderators and their tasks
- ☐ Organize a pitch trainer
- ☐ Organize a jury
- ☐ Decide on food, snacks and beverages
- ☐ Hire a photographer
- ☐ Send out an info email to participants

Post hackathon

- ☐ Send out press release with photo of winners
- ☐ Send out a thank you note to everyone involved
- ☐ Pay bills
- ☐ Update financial costs
- ☐ Document successes and room for improvement

The Schedule

Friday

09:00 Welcome

10:00 Expert talks

10:45 Icebreaker

11:00 Idea storming

12:00 Form teams

12:30 Lunch time

13:00 Teams get to work

16:30 Break + inspo talk

17:00 Teams continue

19:00 Pizza time!!

20:00 House closes

Saturday

08:30 Breakfast

09:00 Pitch training

10:00 Teams prepare pitch

12:00 Pitch time

13:00 Inspo talk

13:30 Reward ceremony

The Challenge

What's the problem? Put forth a challenge that covers the problem as extensively as possible.

The challenge of the Plastathon was put forth as follows:

How can we solve the challenges we face regarding our overuse of plastics?

1. How can we reduce plastic use?
2. How can we increase plastic recycling?
3. How can we prevent plastic pollution?

27. – 28. SEPTEMBER

Plastapon

Hugmyndasmiðja um
lausnir á plastvandanum



Saman gegn sóun



Marketing and registration

Keep in mind the channels you will use to advertise the hackathon and make appropriate marketing material. Use your organization's logo and brand colors as well as your partners logo where applicable.

Set up a simple registration and information website explaining the concept, who can participate as well as the schedule and partners.

Tip: create social media sizes, GIFs, online banners and Facebook event photo.

Expert talks

It is important to choose the expert talks wisely. You will both need an introduction to the environmental challenge that will be tackled in the hackathon and a presentation about the innovative process and design thinking.

After the teams have formed and started working, offer an inspirational talk that gives good ideas and motivates the participants to keep on going.

Once the jury is deliberating on the winning team, offer a talk related to the topic e.g. from an NGO.







Speed dating

Most participants don't know each other from before so we need to break the ice!

What's your background?
Why are you here?

Encourage them to pair with someone they don't know. Each pair gets 3 min. split between them. Put the timer on and signal when to swap and when to switch to a new date. 4 rounds/dates, total duration 15 min.

Tip: with a smaller group you can arrange for longer dates!

Idea storming

The idea and brain storming consists of two sessions. In the first session the participants discuss the challenges concerning the three problems/questions raised and in the second session they focus on solutions.

Split participants into groups and each group - approx. 6 persons - gets to discuss both challenges and solutions to the three problems/questions. With 35 participants in total you need two sets of tables = 6 tables and 6 moderators, in order to keep each group at a reasonable size so that everyone gets time to express themselves. The moderators remain at each table but the groups move around between tables.

Tip: give time for a short introduction round the first time the group sits down together.

Session 1 - Challenges

Table 1

Plastic
pollution

Table 2

Plastic over-
consumption

Table 3

Plastic
recycling

Session 2 - Solutions

Table 1

How can we
prevent plastic
pollution?

Table 2

How can we
reduce plastic
consumption?

Table 3

How can we
increase plastic
recycling?



Hugarflug - fyrri umferð/session 1

Hvar liggja áskoranir? Challenges!

PLASTMENGUN

OFNOTKUN
Á
PLASTI

PLA...







Moderators

At each table you need a moderator who makes sure that everyone gets to speak, encourages participants to write down their thoughts and ideas and recaps quickly what the previous group at their table has discussed.

After the idea storming sessions the moderators combine similar solutions and put them up on the „idea wall“ and present to the participants.

Moderators were available during the whole day and provided expert advice to the teams during their work in the afternoon.

Tip: good moderators listen more than they speak.

Team building

One moderator per problem/question presents the ideas from the previous phase in front of the whole group.

Participants can bring pre-existing ideas to the hackathon and pitch them at this stage and try to recruit a team. Remember to communicate this option beforehand.

Participants put their name on an idea they want to work on. Ideal team size is 3-5 pers.

Tip: if many like the same idea – split up and may the best execution win!





Team work

Teams split into different rooms. Throughout this phase, participants have access to moderators and experts to help them form their idea.

Organizers must explain what the final product should be, is it only a presentation? Or does the jury also want a one pager? Or maybe something else?



Pitch training

At this point the teams are about to finalize their idea and prepare 3 minute presentation for the jury.

Get an expert on pitching to go through the most important things to consider:

- Why – the challenge
- How – the solution
- Whom – the target group
- Team – why you
- Why now – the opportunity



The jury and prize

The jury consisted of Sigríður Heimisdóttir, industrial designer at IKEA and sustainability teacher at Reykjavik University, Auður Önnu Magnúsdóttir CEO of the Icelandic Environmental Association and Einar Bárðarson CEO of the Icelandic Wetland Fund and PR expert.

The winning team received a prize consisting of 10 hours in consultation with the Innovation Center of Iceland as well as 3 months residence at their incubation center, 4 hours in consultation with the Icelandic Environment Agency and various gift certificates.

The Winners

The idea is to set up self-service machines for dairy and liquid products in super markets so that customers can dispense the product into reusable packaging themselves. The team consisted of two artists, two students from the Technical College, an engineer and a marketing manager for one of the biggest super market chains in Iceland.

The jury concluded that this team won because their idea is a solution to a lot of single use plastic waste and the idea could become a reality in the near future.





2. Online hackathon

- Examples from the Spjarapon

Spjarapon

Spjarapon was held in August 2020. The hackathon gathered participants to learn about the problems of the textile industry and to develop solutions to combat textile waste. Experts discussed the status of the problem and the design process – getting a good idea to develop into an effective solution that's both realistic and useful. The jury consisted of First Lady Eliza Reid, Sigrún Ágústsদóttir director of the Icelandic Environment Agency, Kristján Mikaelsson managing director at Icelandic Blockchain Foundation and Magnea Einarsdóttir fashion designer and owner of MAGNEA clothing brand. The winning solution was Spjarasafn, an Airbnb for clothes. Due to COVID-19 the hackathon was moved to the online world. However, we were able to invite the participants and jury to a cocktail event three weeks later to celebrate the success.

The challenges of Spjarapon:

How do we get the public to reduce consumption?

How do we promote sustainability in the textile industry?

How do we get the public to extend the lifetime of their own textiles?

How do we ensure a better and more efficient recycling without losing value?

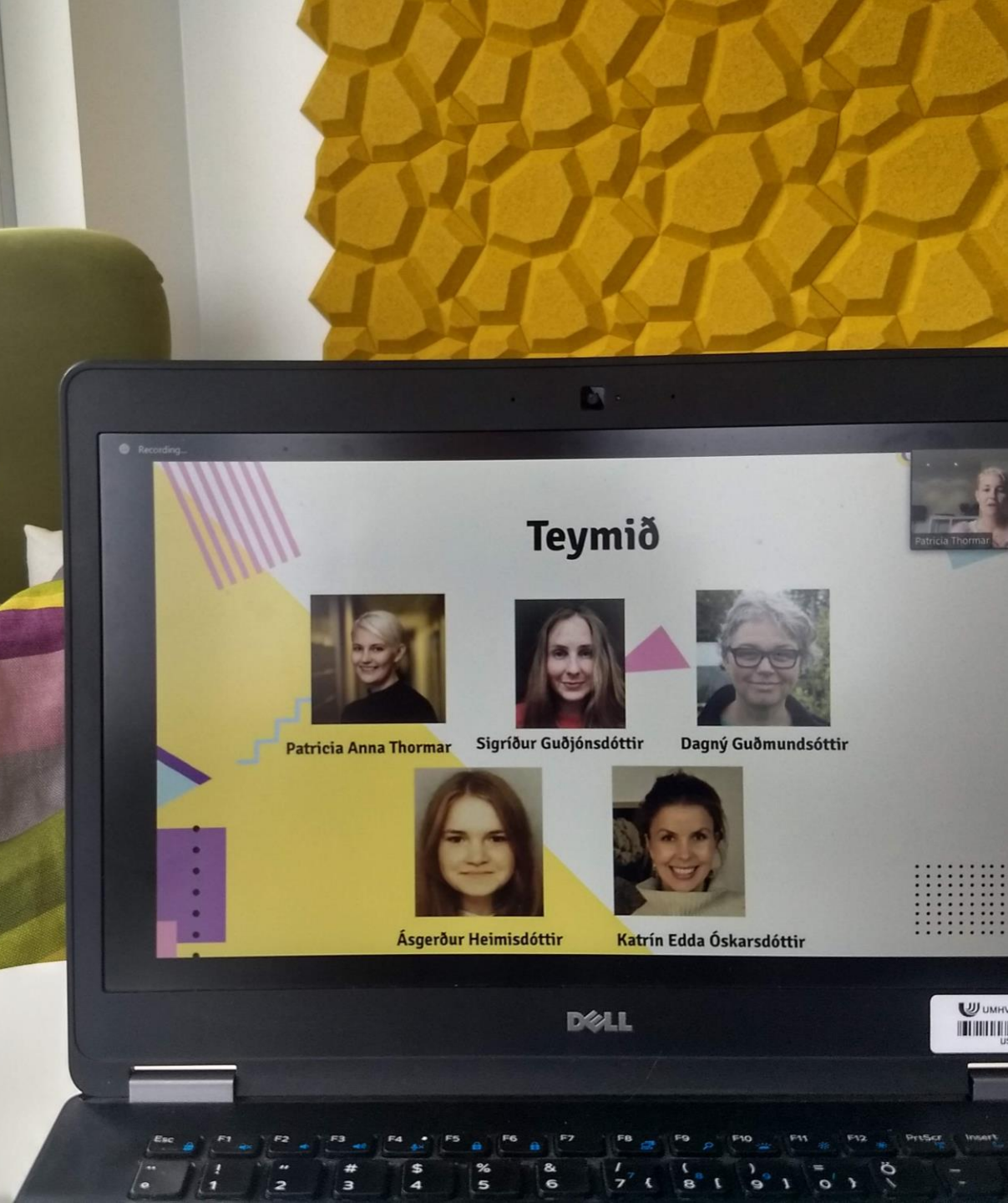
How can we encourage the public to contribute to textile recycling?

28. - 29. ÁGÚST

Spjarapon

Hugmyndasmiðja um
lausnir á textílvandanum





Online learnings

The greatest challenge was to keep the technical side as simple as possible. We used Zoom for presentations and virtual rooms, Miro for visual collaborations and a Facebook group for announcements and communication with participants.

It was very useful to have a manual beforehand sent out to everyone involved and to book expert help with the teams during their working phase.

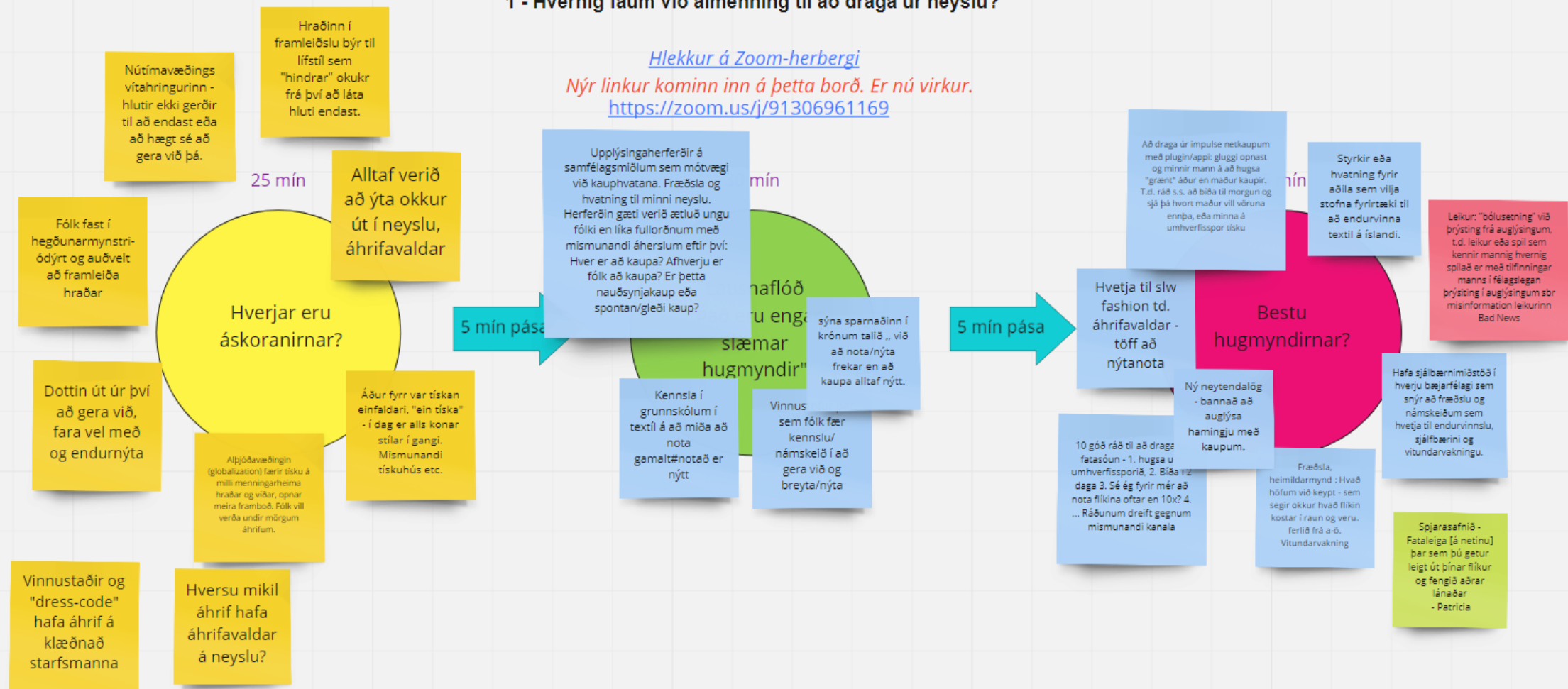


1 - Hvernig fáum við almenning til að draga úr neyslu?

[Hlekkur á Zoom-herbergi](#)

Nýr linkur kominn inn á þetta borð. Er nú virkur.

<https://zoom.us/j/91306961169>



Borð 1: Draga úr neyslu

PATTAKENDUR

Áskaretra K.	Arnbjörg E.	Arnbjörnur H.	Atli Geir
		Ásta Ósk	
Árbjörður A.	Benedikt S.	Bára M.	Brynja Djörg
	Elín Friða	Elín Pjé	Elsa
Elisabet S.	Erla H.		
Ingiljörg	Ingunnur Hraðný		Katrín María
			Sara Ísabel
		Sólrún	Sólveig Bessa
Sunna A.		Sædís B.	
Valdís Eva	Vigdís G.		

Ad draga ōr impara hennasiam
maſt chagrapayn phagi opanti
ag minn manni aſt huta
"grani" alur an maſt kaur.
Tid nſt cū aſt bſt dī morgan ag
nſt hſt man maſt vī vſt
sempa, alſt minn a
unhwaſtuzur chū

Styrkir eða
fivatning fyrir
aðila sem vilja
stofna fyrirtæki til
að endurvinnna
textil á Íslandi.

Leikur: "Lekingurinn" við þýðing
frá auglýsingum, t.d. leikur við
spilarni kemur myndir hvernig
spilað er með tilfærslu mátt.
(fólkþingur þýðing)
auglýsingarnir eru málformalinn
leikurinn. Eftir News

Hafa sjálfbærni miðaðað í hverju þættiflögum sem snýr að framtíðu og námskeiðum sem hvetja til endurvinnslu, sjálfbærni og vitarðarvöknungu.

Hvetja til slw
fashion td.
áhrifavaldar -
töff að
nýtanota

Ný neytendalög
- bannað að
auglýsa
hamingju með
kaupum.

10 góð ráð til að draga úr
farasðun = 1. hugsa um
umhverfissporið, 2. Biðla í 2
daga 3. Sé ég fyrir mér að
nota flíkina oftari en 10x? 4
... Ráðunum dreift gegnum
mismunandi kanala

Fræðsla,
heimildarmynd : f
höfum við keypt -
segir okkur hvað f
kostar í raun og v
ferlið frá a-ð.
Vitundaryrkni

1 Spjarasafnið -
Fataleiga [á netinu]
þar sem þú getur
leigt út þínar flukur
og fengið aðrar
lánaðar
- Patricia
Kristin
Edda
Patricia
Dagný

Fræðsla um
HVERNIG á að
fara með /
passar uppá
fötin sín !

Dagur: Ekk koptu bróðirvalda í fínt
brúð úrvaðin, Ékk áttu flötan bækling
um meðhöndlun. Það hjálfa þessu á lí-
f mig að ég þessa þá miklu betur og fínt
þess miklu fínt. Væri þessi að þessu
hæðirþessu áttu brúð að þessu
bækling með gífurum dýrum flötur.

Þessu að flötur þessu áttu þessu
gæfurnar, í að líffæruna að þessu
þessu útlíffærunar meiklegt sem er þessu
að þessu.

Borð 5: Þáttaka almennings í endurvinnslu

Skilagjald á flíkum

partium ad terra
endurimentum nati
occur.
Natusamtingit ad
endurimentum.
Santamtingit ad
terra ad posuendum.

Stuðningur við
frumkvöðlafyrirtæki
sem endurnýta/vinna
textil

El nínhoar hefur þag af þú að
rýta hárshub þú or komin
hætt í að þetta aðgangi að
endurinnræði - færi þinnur.

hugarfarsbreyting hjá almennig

Rakel
B.

Textiltunnan (sem

Virpi

Borð 2: Sjálfbærni í framleiðslu

Samtök
smárra
hönnuða ?

Hanna fatnað
með
endurvinnslu
í huga

2. Ásta ^{karadöng}
b. ^{jta}
auðlindir úr
nærumhverfi
- þang?

Upplýsingatafi
eins og fyrir
næringarinnihafi
á matvællum

Fá fyrirmyndir /
stjórnur til þess
að taka þátt í
umfjöllun um
sjálfaðmi

Rannsóka hvaða
efni eru í boði
"Leður úr
sveppum" "Silki
úr appelsínurum

b. *sta*
 auðblindir úr
 nærumhverfi
 - þang?
 Tilrauna-
 starfsemi
 - nýr textill
 Ragnheiður
 Sára
 Valný
 Helga
 Rún

Hugarfars-
breytingar -
samfélag sem
metur neyslu
minna

Borð 3: Lengja líftíma textíls

merkja noraða lík
um hversu mikið
maður er að
spara í stað þess
að kaupa nýja lík.

verraða flá sem er
merkt um hversu
mikið
umhverfisáhrif
merkt rautt grænt
gul.

4

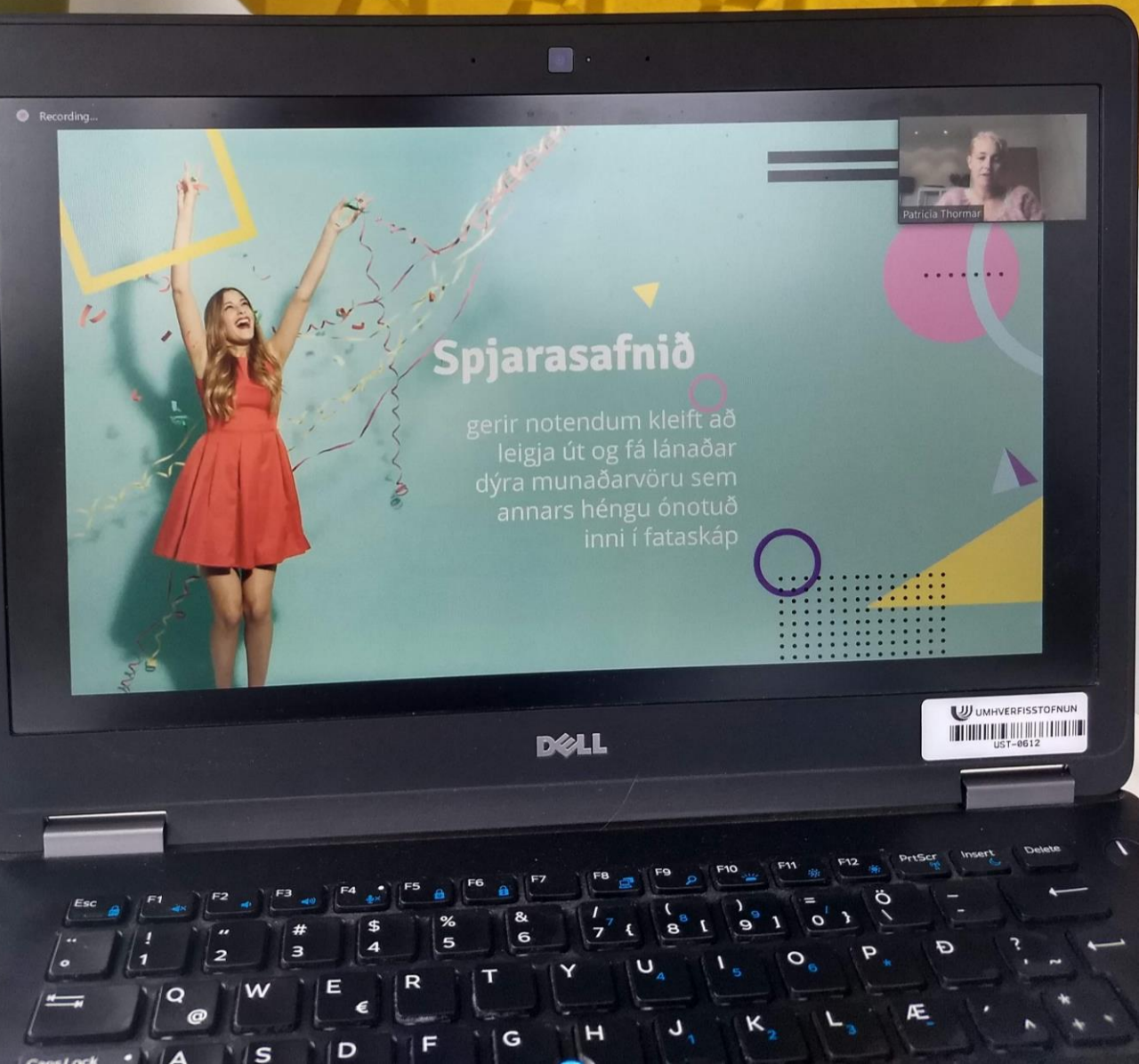
App:

- Yfiriritt yfir allar filkumar sem þú átt, nýjar og gamlar
- Notandi merkir fjölda skipta sem filkin er nýtt sem segir til um vönd og lolefnisspurs hverrar filkur úr frá notkun.
- Aukveidir fólki val á nýjum filkum úr frá hvernu oft þú þarft að nota filkina til að rættasta kaupin.
- Minnkar líkur á slæmum kaupum.

Uthvar
Mörgret

Dagný:
Fræðsla um
meðhöndlun

auðveldis fólk að
vefja gæðafílik
- á líkinni spáltn,
erfiðara í
framkvæmd en
vekar betur.





Kristjan Mikaelsson



Ásdís Magnúsdóttir



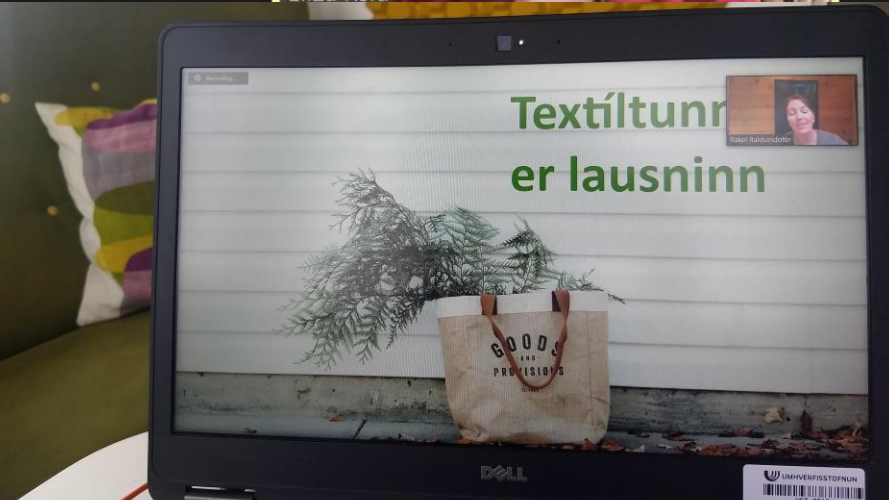
Magnea Einarsdóttir



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