



INDEX

- THE CONCEPT
- RESULTS
- PROJECT IMPACTS
- RYE SC EVENTS
- WORKSHOP STRUCTURE
- TIPS AND TRICKS
- EVENT MATERIALS

RYE

SUSTAINABILITY CHALLENGE

CONCEPT

The aim of the RYE Sustainability Challenge was to task teams of young innovators and creative thinkers to provide solutions to urgent sustainability and climate issues through the lens of new and viable business ideas.

The events and activities we organized were highly interactive and they were showcasing how real sustainability issues facing our communities in the Northern Periphery and Arctic regions can be tackled with creative thinking and cooperation, giving the initiative to the young people, and at the same time creating openings for growth, recovery and regional prosperity.

The networking and joint ideas generation format were designed to help remove geographical barriers and promote knowledge transfer and positive movement. The idea was to "Act Local Impact Global".









RESULTS

EVENT STATISTICS,

10 Rye Sustainability Challenge Events

222 Participants in four Countries

Gender: Female 146+Male 87+Other 1

39 Teams with innovations

30 new Sustainable Business plans

In collaboration with 17 new associate partners

SOME SUSTAINABLE IDEAS,

Pure Clothing

Sustainable Gym Wear

Wired Up - Mobile Coffee Social Enterprise

Beehind Bars - Honey Production Social Enterprise

GoGo Bus - affordable sustainable public transport

across N. Ireland

CleanCups - multi-use, sustainable festival cups

Water Battle - sustainable water bottles designed

for filtering water.

Biofishable - biodegradable alternative fishing

products.

VR nature experience

European ticket app Idea

Wild flower workshop

Sustainable thrift shop - Established

Tru-Colour

Buds & Blossoms

Greenlandic flowers as perfume

Beef jerky of Greenlandic reindeer and musk ox

Chips from fish skin

Currant jelly from Greenlandic berries

Food box with Greenlandic foods

Kindergarten app

Restaurant serving only local Greenlandic food

Health Hub

Food 4 All

Sustainable Consulting

Local breakfast Idea

Kainuu Shop





PROJECT IMPACTS

Perhaps the biggest impact of the results of the RYE SC project is the increase in awareness towards sustainable development and the modification of attitudes, which was clearly felt and experienced during the arranged activities. From a business perspective, it was remarkable that sustainable solutions combined with business ideas are not only apt to create interesting new product and service concepts, they also often make sense from the point of view of the business itself. The attitudes of end users and consumers have also taken shape towards an increasingly aware direction. When the concept of the RYE SC project was tested for the first time in 2017, these ideas were new and even partly curiosities. Now in 2023, they are mainstream thinking, and taken into account and cutting through the emphasis of EU programs and the development strategies of different member states. Awareness of the principles of sustainable development has increased among young people, and citizens' general awareness and support for this agenda has strengthened. So it can be noted that raising the awareness of decision-makers for sustainable development through the RYE SC project has become slightly less necessary than before, still, the application and utilization of the methods used in the project is further relevant and something that should be carried forward. RYE SC was a spin-off project of the RYE Connect, and it was designed to deliver a set of workshops and further develop a format which the partnership found very inspiring for the participants, and was focusing on a very important topic. The results were well worth the investment in time and money, but of course, there are limitations in what to expect from a small project, when it comes to measuring it's global impact. This is why our motto





was always "act local, impact global" We believe the movement starts from individuals. Therefore, the impact of the project is perhaps best seen and measured indirectly in the short and long-term effects that the project has left on the young people who participated in the workshops.

In different regions, the workshops focused on slightly different themes and target groups.

In **Finland**, one of the most central themes was tourism, which is of great importance and weight in the program area, it is also a field of business that employs many of the region's young people. Many of the young people who participated in the workshops studied in the field, and through the project they had the opportunity to cooperate with tourism entrepreneurs in the area and develop new service concepts for them, in addition, the project gave the young people the opportunity to think about establishing their own business concepts. Business development requires not only time, but also the right time window, which is different for everyone. In the longer term, we will see how the results of the project affect and probably the effects will also be cumulative. It is important to note that the time of the pandemic was very difficult not only for companies in the tourism industry, but also for the establishment of new ones.

In **Northern Ireland,** the project focused not only on sustainable development and the creation of new sustainable business ideas but also on target groups whose socioeconomic status was weak, who were difficult to employ and some of whom also had mental health problems. The results obtained from these workshops were partly visible directly, but partly the results can be seen in the longer term when the work with the target groups in question continues even after the end of the project. In this context, it is important to note that when talking about the participation of young people, we tend to forget that it is easiest to involve the part of young people who are already doing well, those who have a good educational background and a promising future. The most difficult thing is to bring to the centre and support the part of young people who are doing the worst, and whose share is nevertheless constantly growing. Perhaps we should focus and invest significantly more in these groups in the future.

In **Sweden**, our project partner has a long history of working with social enterprises in particular and significant expertise in working with young people who are difficult to employ. The project consortium would have had a lot of potential synergies to share in this area, unfortunately, the Covid-19 pandemic with its restrictions hit a bad spot in terms of our project implementation. In Sweden, the focus of the workshops was on the

development of different business models, which were also perhaps the most advanced in terms of their technical basis in the entire RYE SC project, this was partly also due to the cooperation with local universities and other local associates that participated in their cooperation and development work.

Greenland organized workshops targeted directly to local young entrepreneurs and young people who intend to become entrepreneurs. In Greenland, the development of business activities and sustainable development is to an accentuated extent decisive for the entire community. Isolation, long distances to markets, education, access to information, growing interest towards the Arctic region and its natural resources, growing tourism, traditions, climate change and the ecology of the future are all issues that Greenland is constantly at the intersection of. The workshops built around these themes in Greenland received an active reception in proportion to the population and the region. The themes of sustainable development and green growth are both necessary and evoke conflicting emotions in the region. The right to use one's own natural resources or the questioning of the ethics of traditional ways of life such as whaling are difficult themes, especially when the pressure comes from the outside from those who have lived for centuries without any kind of balance and respect for nature's limitations.

Covid-19 and the Russian aggression over Ukraine both had severe impacts on how we managed to implement the project. We lost a great deal of the transnational effect and joint implementation elements of the project. Each partner had expertise in different fields and as a partnership, there was a great deal of practical knowledge sharing that was now partly left unshared as a consequence of the circumstances.

SUSTAINABILITY CHALLENGE EVENTS

SUSTAINABILITY CHALLENGE EVENTS

- SWEDEN 1 UMEÅ 10/2020
- PARTNER EVENT 1 FINLAND 2/2022
- FINLAND 1 KAJAANI 4/22
- SWEDEN 2 UMEÅ 4/2022
- FINLAND 2 KAJAANI 5/22
- N IRELAND 1 RAVINE 8/2022
- PARTNER EVENT 2 GREENLAND 9/22
- GREENLAND 1NUUK 9/22
- N IRELAND 3 MET C 9/2022
- N IRELAND 2 HYDEBANK 9/2022
- EWRC BRUSSELS- CANCELLED
- ARCTIC FRONTIERS- CANCELLED







KAJAANI 2-2022

TOURISM-The selected theme for the workshop was Sustainable Tourism. The workshop was attended by 14 participants from 10 different nationalities, including international Students for Tourism. Tourism has a huge impact globally on sustainability issues. Therefore, the participating groups thought that it would be essential to offer consultation for travel industry SMEs's on sustainability issues. The SMEs's would like to assess what could be done and how it can be done. In general, it was thought that helping businesses find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to reach new market segments. Leftover food supplies coming from restaurants and shops were seen as an issue that could be worked on in the future. Maybe there would be grounds for future business development, social enterprise, and charity work in this field.

SWEDEN 10-2020

RYE Sustainability Challenge at Umeå university on 17-19 October 2020, was the first workshop arranged by Coompanion Sweden. Together with Umeå university, the workshop has been arranged as a part of the Innovation Boot camp with other partners in the entrepreneurship supporting systems. The focus of the event was SDG2030 and sustainability through entrepreneurship, and besides Umeå university other partners participated such as ALMI, Region Västerbotten, Uminova, Expression, BIC factory, SLU and Umeå Biotech Incubator. Almost 35 young students have participated in the workshop, 30 onsite and 5 digital, and during two full days, the concept of the workshop to support the entrepreneurs to transfer their ideas from simple thought into sustainable business models within the SDG 2030

KAJAANI 4-2022

Sustainability in local business and health. How to make those more sustainable. From a business point of view, more sustainable equals more appealing to the newly aware consumers and users of services. One group developed a new concept for a local restaurant. How to make breakfast more sustainable and use more local products. The group found surprisingly a lot of local products and the network is really important to the entrepreneur of the restaurant. Kainuu Shop was the idea of local products as a souvenir. Instead of "Glitter" goods the shop will sell handicrafts and products which are made in

the Kainuu area. The shop takes place in Kainuu Visit Center but it will be movable and can be taken to events/ festivals etc. The nature club for kids teach kids how to respect our beautiful and unique nature. Everyman's rights allow us to pick up berries and mushrooms everywhere.

NORTHERN IRELAND 8-2022

The event was attended by marginalized young people with mental health challenges. These young people are working on their employability skills and horticulture skills whilst gaining work experience in a unique environment of social enterprise. The workshop was attended by 12 participants from all different educational backgrounds, including graduates, young entrepreneurs and students who have never been employed, all however diagnosed with a mental health challenge. The setup was exciting since the group was very mixed and everyone had a chance to explore how their life decisions and career choices can have a global impact. Technology and Agriculture were big themes emerging from the workshop. The participants were stimulated and inspired to see how their ideas, based on their passions, have a huge impact globally on sustainability issues. In particular, the participating groups thought that it would be essential to offer bettertailored educational technology that will help positively impact sustainability issues like reducing inequalities, quality education and health and well-being. The SMEs's would like to create these technologies based on their own experiences and backgrounds. Therapeutic educational social enterprises were another area that really resonated interest among the group. Particularly, outdoor green space educational activities creating educational centres where students gain quality education outside of the traditional classroom environment, as many of the workshop participants all agreed that this was a key barrier, they all faced whilst attending mainstream education. In general, it was thought that helping educational establishments find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to create quality education and increase health

GREENLAND 9-2022

The chosen theme for the workshop was sustainable local entrepreneurship and innovation. The workshop was attended by 63 participants, all students from all over Greenland. The participants had the opportunity to see and test ways of developing local products in a globalized and sustainable context at the same time. From a business point of view, sustainability equals more involvement and information for the new conscious consumer and producers of local production as import and CO2 limiting actions in

addition to developing the profession. The focus of the event was to focus on being an entrepreneur and looking into the qualities an entrepreneur must have and finding a product that is special for Greenland, e.g. resources Greenland is known for, especially those that are not exploited. Can the products be utilized, produced or serviced? a) Products that are new to the market in Greenland b) products that Greenland is known for c) Sustainability and import limiting initiatives and projects.

The main goal of the workshop was to awaken new thinking and ideas and form the teams that will continue their work after the workshop.

GREENLAND 9-2022

The participants all had previous experience starting and running their own business but attended the workshop to develop new concepts or ideas, which made the content of the program really relevant to the participants. The theme of the workshop was sustainability, innovation and entrepreneurship, where one of the participants' business ideas was to open a modern thrift store in Qaqortoq (South Greenland), to get people to act more sustainably when it came to clothes, with regard to the environment.

NORTHERN IRELAND 9-2022

This workshop was arranged for young people who were completing a two-year BTEC Level 3 National Extended Diploma in Business course. The course gave the students indepth knowledge, skills and understanding needed to work in the business environment or start up their own business. The workshop was attended by 19 participants who have been studying business themes such as: Developing a Marketing Campaign, International Business, Digital Marketing and Pitching a New Business. These students have all had experience in their studies of generating business ideas, but never had the opportunity to explore how these ideas can be tailored to specifically impact globally on sustainability issues whilst also being sustainable businesses. The SMEs's explored more science-based business options around climate action, sustainable cities, cleaner water and sanitation, clean energy and life below water. The four groups were very passionate about how their ideas could impact multiple UN sustainability goals.

SWEDEN 4-2022

The focus of the event was the SDG2030 and sustainable innovations through entrepreneurship, and besides Umeå university, other partners have participated such as

ALMI, Region Västerbotten, Uminova, Expression, BIC factory, SLU and Umeå Biotech Incubator. 12 different teams each developed their own business model to achieve one or more global goals with the help of their business developer onsite. It was noticed that the focus was mostly on social and digital innovations and solutions which is very understandable according to the local and global situation during the Pandemic. Some of the groups decided to go forward with their ideas and got places in some incubators or other organizations that provide similar entrepreneurship support.

KAJAANI 5-2022

This workshop was held online due to the bad Covid-19 situation. There were 13 participants. The selected theme for the workshop was Sustainability in nature and business. Tourism has a huge impact globally on sustainability issues. Therefore, the participating groups thought that it would be essential to offer consultation for travel industry SMEs's on sustainability issues. It was thought that helping businesses find new and more sustainable ways of implementing their activities would be crucial and could lead to growth and help to reach new market segments. Leftover food supplies coming from restaurants and shops were seen as an issue that could be worked on in the future. Maybe there would be grounds for future business development, social enterprise, and charity work in this field.

NORTHERN IRELAND 9-2022

RYE Sustainability Challenge 2 was carried out inside Northern Irelands only Prison for young males under the age of 25 - Hydebank Wood. This workshop was arranged with Young Offenders who are engaged with a project called Quest. Quest is designed to break the reoffending cycle by equipping young offenders with the skills, support, resources, network and ethics to compete more effectively for employment. Young offenders participate to develop an entrepreneurial mindset and to see starting a business as a realistic and viable career option. The workshop was attended by 10 participants who have never been employed and have not attended any qualification higher than level 1. The setup was exciting since the group has never had a chance to explore how their life decisions and career options can help contribute to larger global issues. These young offenders were stimulated and inspired to see how their ideas, based on their passions, can be tailored to specifically impact globally on sustainability issues whilst also being sustainable businesses. Self-employment was a key theme that all the young offenders wanted to explore.

WORKSHOP STRUCTURE

Stage 1: Introduction to Rye SC (Introductions, NPA region and funding, partners)

Stage 2: Introduction of the UN SDG - Play Video - https://youtu.be/M-iJM02m_Hg

Stage 3: Introduction to Creative Thinking - Lateral thinking quiz in groups. Team building exercise.

Example: You are alone in a dark room, with only one match. There is an oil lamp, a fireplace, and a candle to choose from, which would you light first? - Answer the match! You can't light any of the rest of the objects without first lighting the match.

Stage 4: Fill in Registration Forms and Equality Monitoring Forms

Stage 5: Passions exercise - Setting up the participants into groups of 2-4 persons per group. Each participant makes a personal list of either Hobbies or Passions and also a list of local sustainability issues or problems for they would like to find solutions. (note. Local sustainability issues can also be pre-assigned to all participants, in this case, participants are asked to observe their home region for example public services, surrounding, nature, community etc...for a period of time and make a list of the findings)

Each group will discuss potential business ideas based on their hobbies and passions that could incorporate the chosen sustainability issue. If they are passionate about the business idea then it is easier to incorporate it into solving a local sustainability issue.

Stage 6: Introducing Examples and case studies 1-2, Existing business ideas that were developed earlier by the RYE Project or others.

Examples: Umea Wheels, Sweden - https://umeawheels.se/

GoFar App, Australia - https://www.gofar.co/

Stage 7: Interventions and discussions with the workshop facilitators and experts.

Stage 8: NABC form - introduced and explained (handover of the nabc forms + blank sketch papers)

Stage 9: Pitching - Introduction to how to pitch an idea and instructions on the perfect pitch

2-4 Hours of group work on the idea

Stage 10: Branding - Break out activity on brands and logos. For creating a business/product logo and identity. Creativity Session and Team Building Quiz.

Stage 11: Groups Pitch Ideas to Peers and Trainers.

Stage 12: Discussions and feedback from Peers and Trainers with the participants.

Stage 13: Collect NABC forms and posters

Stage 14: NPA Testimonial Form - to filled in by 1 participant minimum and 1 workshop facilitator/organiser.

Stage 15: Group Photograph - Picture taken from the workshop to include RYE SC visuals on the background.

Stage 16: Event Report Form - Partners to complete the Event report, update event report.

Follow ups:

Setting up and providing further support for the groups to develop their business idea

Connecting groups and business idea holders with relevant stakeholder groups

Please also see the the attached presentations used in the workshops for reference and inspiration.

Rye Workshop Structure PDF

Rye Workshop Presentation PDF

The Branding Pdf.

Passions Worksheet



TIPS AND TRICKS

The concept of the UN Sustainability goals can be confusing when introduced together with business development. The partnership learned from this workshop that it would be critical to emphasize the business development side stronger at the beginning of the session. At the same time, when the participants are thinking about sustainability issues, they need to see a perfectly working business model clearly in their minds as the goal.

Building the workshop based on a specific missions can minimize the creativity, so its better to have it open based on the educational background of the students according to the local and international challenges within the sustainable development goals.

Very important to build the teams as mixed as possible, gender, background etc. so can enrich each group with the maximum of experience and creativity.

Team building and grouping exercises have been proven valuable, it is a good idea to include some extra time in team building before going deeper into the main agenda. Also, the value of role models and success stories can never be underestimated when opening up activities and engaging participants.

EVENT MATERIALS

Passion pdf

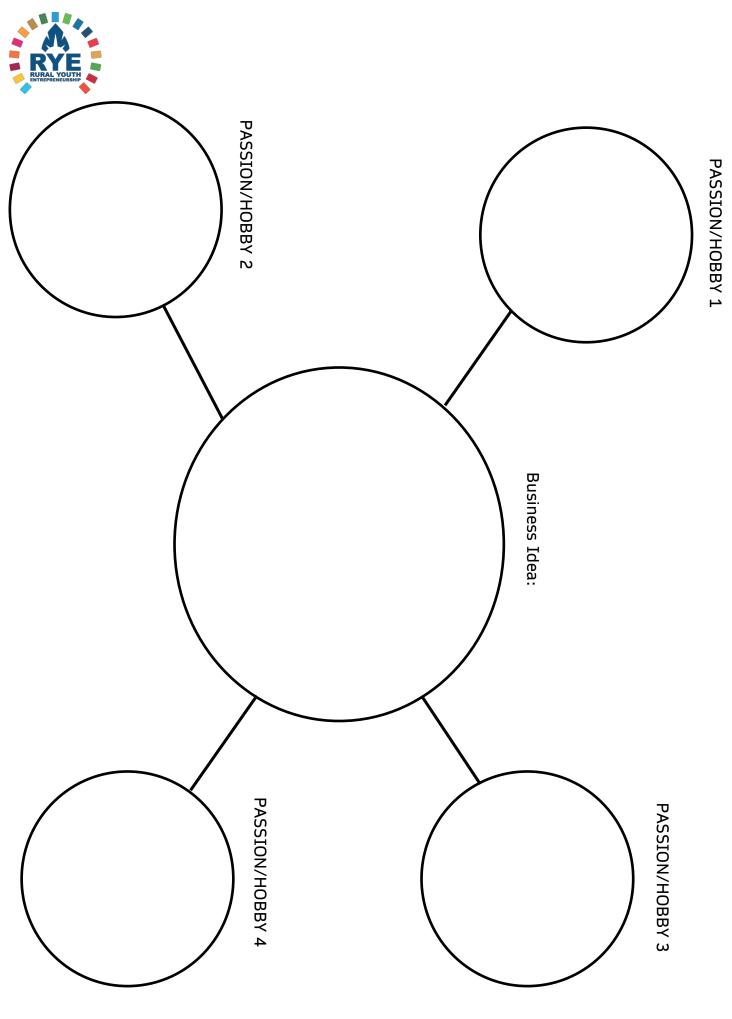
Lateral thinking

UN Sustainable Development Goals

NABC , need, approach, benefit, competition business plan from

Creative branding

Examples and forms





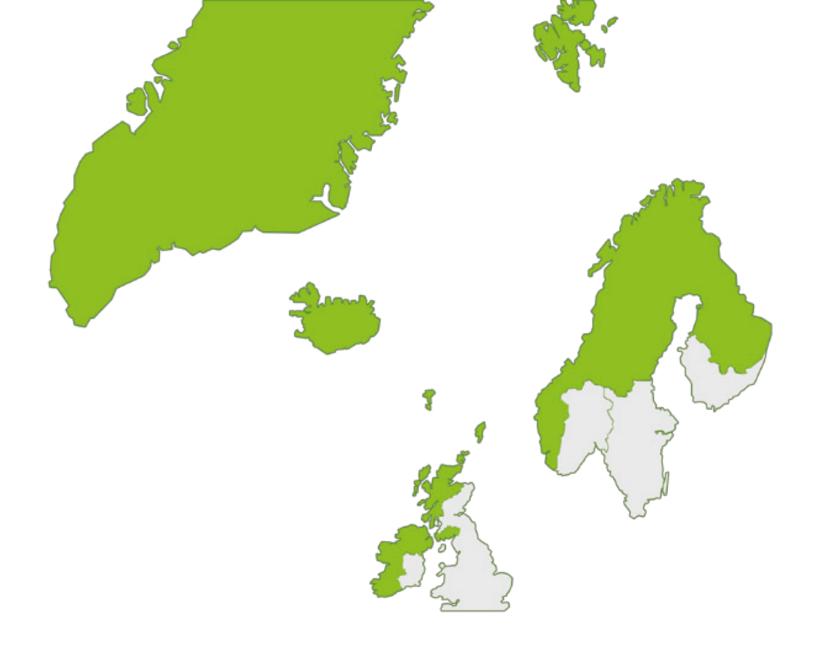
























RURAL YOUTH ENTREPRENEURSHIP

SUSTAINABLE GEALS DEVELOPMENT





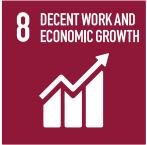




































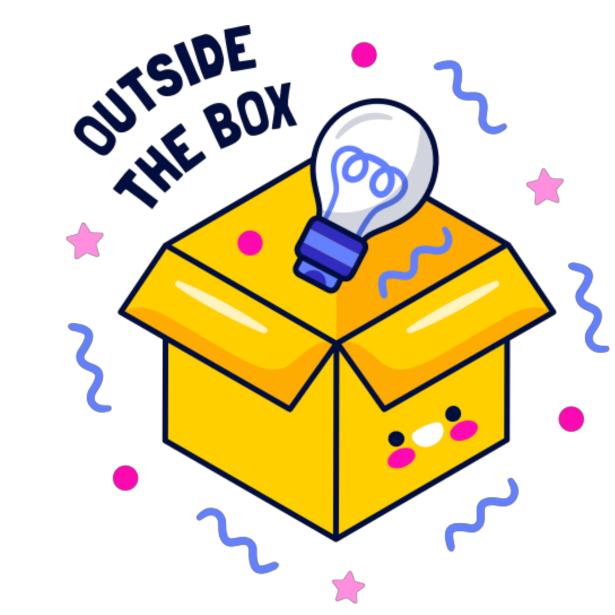












LATERAL THINKING

Break into groups





You are alone in a dark room, with only one match. There is an oil lamp, a fireplace, and a candle to choose from, which would you light first?

Answer: The match. You can't light any of the rest of the objects without first lighting the match.

A woman had two sons. They were born at the same hour on the same day of the same month in the same year. However, they were not twins. How could this be?

Answer: They're triplets—there is a third child

A father and son are involved in a car accident. They are rushed to the hospital. The son is taken into surgery. However, the surgeon stops and says I cant operate on this child, he's my son. How can this be?

Answer: The surgeon is his mother.









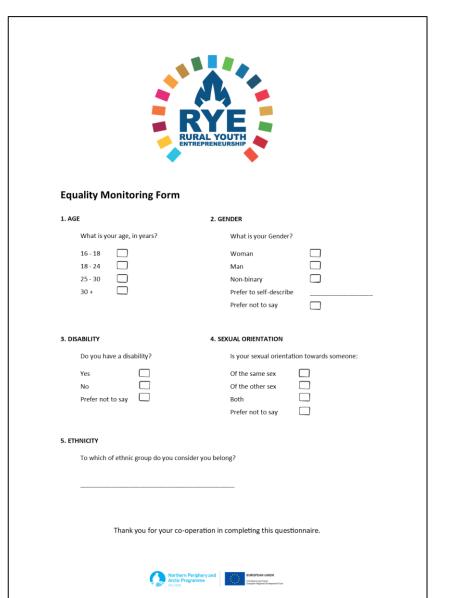








Name:	
	Male: Female:
Country:	
Email:	
Date of Birth:	
Signature:	Date:
	any pictures including myself, taken during any or all of the above workshops e project for promotional purposes











Need

Identify the problem you want to solve, describe the problem. Whos the customer, the users, the one who will pay for your service or product, those who might need it.

Approach

Describe your solution, how you might market it. What is your brand/name. Who are the key people that you need to make it work.

Benefit

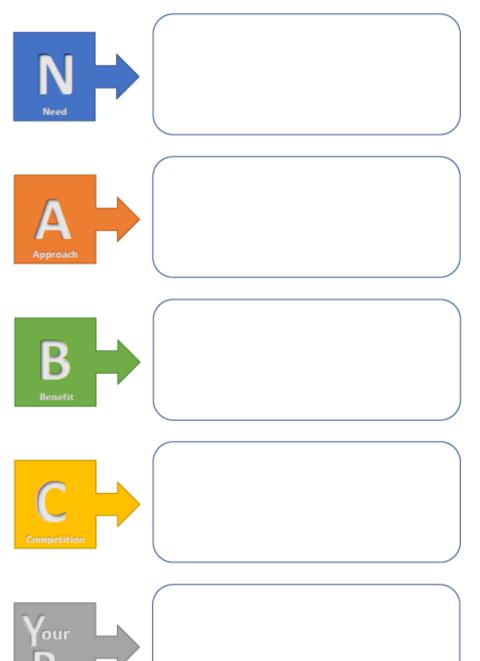
Put words and numbers on the benefit your idea offers. What EU Goals it aligns with. How does it allign?

Competition

Reflect on other alternatives that solve the same problem differently. What's your USP?











Pitch Perfect

Who knows when you'll have an opportunity to promote your idea or business.

- 1. Answer the question, "What can you do for me?"
- 2. Be credible.
- 3. Leave them wanting more.
- 4. Have a call to action.
- 5. Be natural.

orthern Periphery and

6. Practice and get feedback.

J A

B

C















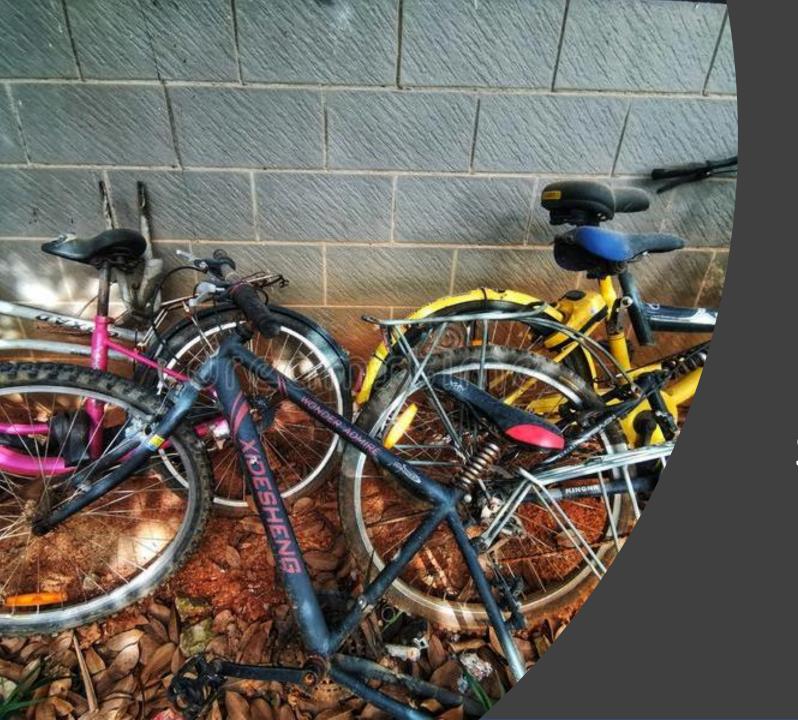








RURAL YOUTH ENTREPRENEURSHIP



Problem to be solved

The solution









Solution

High quality 2nd—hand bikes. (25%)



SHARING BIKES

Cheap Spare Parts (25%)

Need Maintenance



Renting- Without Ownership Transfers

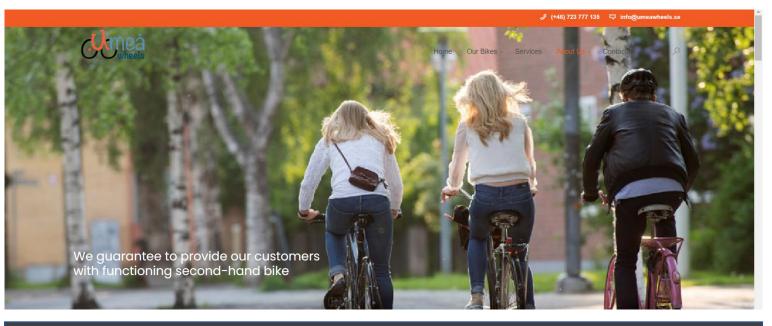
Selling- With Ownership Transfer











- Benefits:
 - 1- No more abandoned bikes
 - 2- Sustainable mobility
 - 3- Affordable transport

https://umeawheels.se/















The Sustainable Cities and Communities goal is set to ensure everyone has access to safe and affordable housing, including access to basic services like water sanitation and transportation.



GoFar is an Australian company, founded by Danny Adams, that helps cut emissions produced by vehicles, as well as improve driver safety. Through its unique app and in-car device, <u>GoFar</u> provides drivers with real-time feedback to help them reduce fuel consumption and improve safety on the road by teaching good driving habits.

The product can also help organizations that operate vehicle fleets to teach their drivers safer and more efficient driving, with the ultimate goal of reducing to zero both wasted fuel and vehicle accidents.

https://www.gofar.co/









Need

Identify the problem you want to solve, describe the problem. Whos the customer, the users, the one who will pay for your service or product, those who might need it.

Approach

Describe your solution, how you might market it. What is your brand/name. Who are the key people that you need to make it work.

Benefit

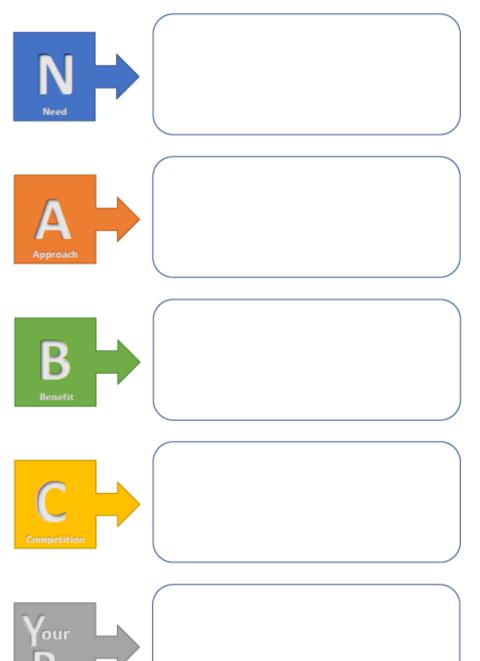
Put words and numbers on the benefit your idea offers. What EU Goals it aligns with. How does it allign?

Competition

Reflect on other alternatives that solve the same problem differently. What's your USP?











SUSTAINABLE GEALS DEVELOPMENT





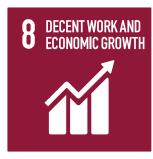


















































Need

Identify the problem you want to solve, describe the problem. Whos the customer, the users, the one who will pay for your service or product, those who might need it.





Approach

Describe your solution, how you might market it. What is your brand/name. Who are the key people that you need to make it work.







Benefits

Put words and numbers on the benefit your idea offers. What EU Goals it aligns with. How does it allign?







Competition

Reflect on other alternatives that solve the same problem differently. What's your USP?





YOUR PITCH & BRAND

Think creatively about your brand...Quiz

























de Conce











13 Pasking Tobbins

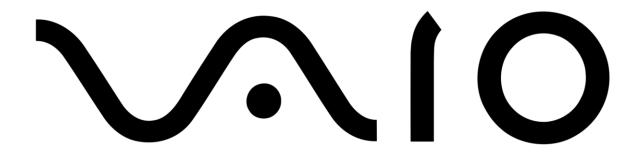




amazon.com°

















NOW IT'S YOUR TURN... what's in a name?

Brand Triggers:

Yourself
Your place
An emotive word
A well-known icon
Cut and Paste
Off the wall









































Pitch Perfect

Who knows when you'll have an opportunity to promote your idea or business.

- 1. Answer the question, "What can you do for me?"
- 2. Be credible.
- 3. Leave them wanting more.
- 4. Have a call to action.
- 5. Be natural.
- 6. Practice and get feedback.

N

A

B

C



















Thank You!

