

# Amsterdam Action Camp

20-22 May 2016

Join an inspiring international, multi-disciplinary team of innovators to explore ideas for using open innovation thinking to address Europe's societal challenges

## AMSTERDAM ACTION CAMP

Dates: 20-22<sup>nd</sup> May 2016

Place: Amsterdam, the Netherlands

The Amsterdam Action Camp is an instrument for addressing societal challenges in an open innovation context. It provides a concrete programme for developing breakthrough ideas and insights, combined with an entrepreneurial discovery process aimed at producing real-world impact after the Camp.

This ACSI Camp – AALTO CAMP FOR SOCIETAL INNOVATION – uses the principles and concepts co-developed by Finland's Aalto University and the New Club of Paris. ACSI has run in diverse formats in Europe, Africa and Asia since 2010.

This Camp for Societal Innovation brings people from different countries, backgrounds and diverse expertise areas together to work in dedicated teams for 3 days, to address real world challenges brought by the European Commission's DG Connect, Amsterdam University of Applied Sciences, and the European Committee of the Regions.

These are the challenges for the Camp in Amsterdam:

1. **e-Platforms as business model innovation enablers:** open engagement platform are a tool to transform the business landscape, and to enable all stakeholders to co-create value. How can we develop an operational strategy to capture value in the platform economy in Europe, and contribute to making the Digital Single Market operational?
2. **How to measure and model the impact of open innovation 2.0:** Proper indicators help to focus research and innovation investments and indicate areas with real potential for long-term impact on wellbeing, jobs, growth and sustainable competitiveness. What new kinds of indicators do we need to measure open innovation impact? *How can we use OI 2.0 to enhance value creation in the creative commons?*
3. **Role of creativity & design in industry:** How can design bring business, citizens, academia and the public sector together to develop the city of the future? How can creativity drive new business opportunities, breakthrough products and innovative services?
4. **Societal Innovation Camps for regional challenges:** How to design a series of innovation camps across Europe to deal effectively with societal challenges and trans-regional innovation in Europe? How can we provide a systemic infrastructure for supporting societal innovation in an effective and affordable way?
5. **Citizen Dialogue and Engagement:** How can cities and regions work together on innovative ways of engaging citizens through 'citizen dialogues' and other bottom-up activities, in order to provide fresh ideas and insights for implementing Europe's Urban Agenda?

At the Camp, participants work with content experts, direct stakeholders and a growing global community of open innovation practitioners to discover new ways to address these challenges. Facilitators will guide the teams through a self-organizing work process to enrich promising ideas and design the follow-through process to move them forward in active prototyping after the camp.



The Camp is intended as the initial step of a rapid realization process, which aims at taking ideas from post-it to prototype to project within 9 months.

Amsterdam Action Camp is open for people with relevant expertise and the desire to pursue innovation in practice. We welcome applications from everyone passionate about addressing societal challenges through open innovation, practical wisdom and innovation-ecosystem thinking.

**For more information about the Camp, and to register for taking part, please contact the AAC information point at [hankkune@educore.nl](mailto:hankkune@educore.nl)**

There are a limited number of places available at the AMSTERDAM ACTION CAMP.

Please indicate your interest in participating with a short email describing your motivation to join the Camp, and your relevant expertise and potential contribution.

The AMSTERDAM ACTION CAMP is organized with the support of Amsterdam University of Applied Sciences, the Committee of the Regions, the European Commission's DG Connect, International Initiatives for Societal Innovation (I2SI), the New Club of Paris, and the Open Innovation Strategy & Policy Group (OISPG).

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## Practical information about the **AMSTERDAM ACTION CAMP**

- The Camp begins at 09:30 on May 20<sup>th</sup>, and concludes at 16:00 on May 22<sup>nd</sup>
- Taking part is a commitment to work with your team for the entire three days.
- There is no participation fee.
- Participants are expected to cover their own travel and accommodation expenses.
- The Camp will take place on Amsterdam's Knowledge Mile, at an inspiring environment that is part of the Amsterdam University of Applied Sciences.
- Some suggestions about hotels for Camp participants can be found at the following link:  
<https://rai.onpeak.com/e/OISPG16/4#hotels>
- Participants from abroad should plan to arrive on the 19<sup>th</sup> May. There will be an informal reception that evening.

More information about ACSI is available at:

- <http://impactiglu.org/acsi/>
- <http://socialinnovation.se/en/news/acsi2013/>
- <http://new-club-of-paris.org/products/acsi/>

ACSI on You-tube:

- [https://www.youtube.com/watch?v=cpK\\_2GhtK7w](https://www.youtube.com/watch?v=cpK_2GhtK7w)
- <https://www.youtube.com/watch?v=h48LpeWF8RU>
- <https://www.youtube.com/watch?v=UAWS46xzB54>

## **Open Innovation 2.0 Conference**

- The 4<sup>th</sup> international OPEN INNOVATION 2.0 CONFERENCE 2016 will take place immediately after the Amsterdam Action Camp, on 23-24 May 2016 in Amsterdam. This event welcomes innovation experts, policy-makers, people from academia and citizens to deal with diverse action-oriented themes. For more information and registration for this Conference, see: <https://ec.europa.eu/digital-single-market/en/news/open-innovation-20-conference-2016>