

MATCHMAKING VIA OPEN INNOVATION - IDEATHON HALI

Upper Austria

Version 1
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Author(s): Wolfgang Gumpelmaier-Mach

Contributor(s): Laura Smith





IDEATHON @ HALI

Date: 15.09.2021

Location: hali, Eferding

Project relevance:

This event was organized as challenge pitch and solution pitch for the matchmaking via open innovation deliverable (D.T3.3.2)

Participants:

// Number of participants: 18

// Participant structure:

1 AVM (6)

8 CCI

2 BSO (3 +1)

Target groups: The CCIs were very diverse, from industrial designers to UX/UI designers, new work and innovation consultants and interior/architectural/handcrafting background. Additionally to the regular team, we provided an input-session on circular economy with the support of an expert in this field from Bizup.

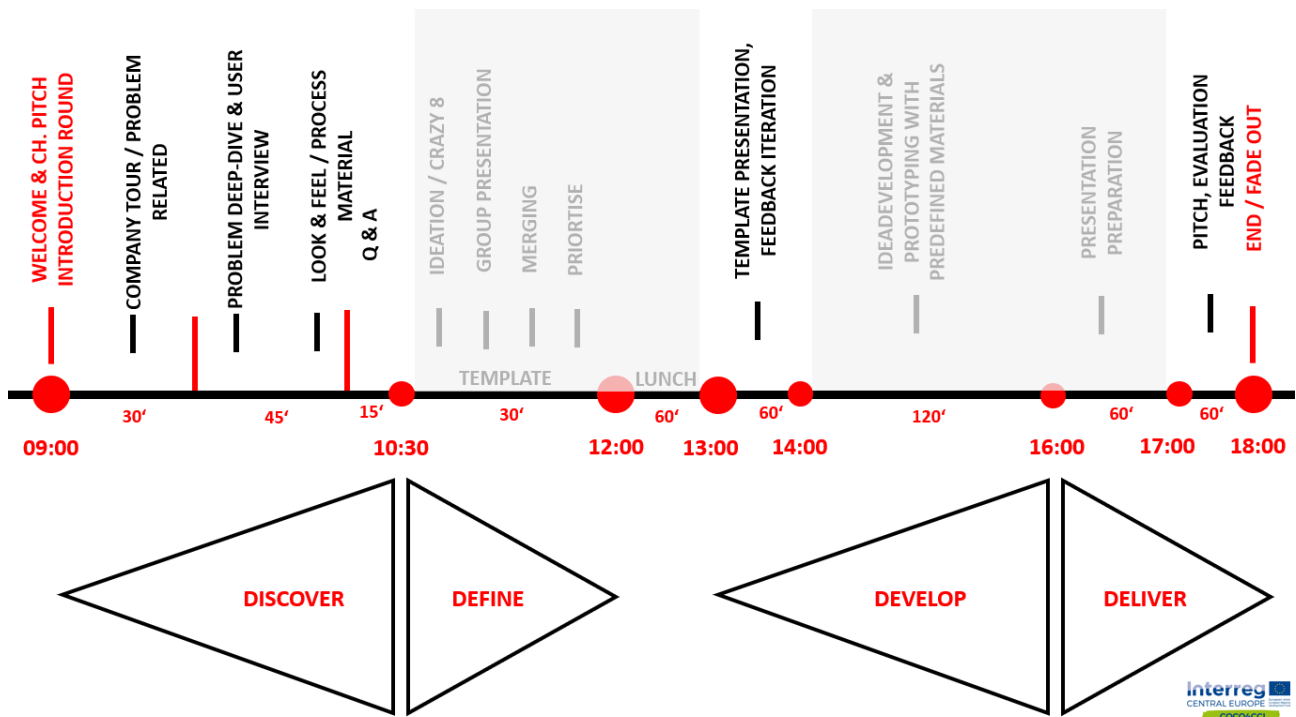
Event

AGENDA and CONCEPT

Agenda and Concept of the Ideathon is based on the double diamond of design thinking.

There were 4 main steps to the Agenda:

1. **Discover:** Challenge Pitch and getting to know the AVM
2. **Define:** CCI defining the actual needs and problems and phrasing a challenge which they will be working on for the rest of the process
3. **Develop:** CCI develops prototypes and ideas while being in a close feedback loop with AVM
4. **Deliver:** CCI idea/solution pitch



AVM:

In line with the trend towards new working environments, hali develops modern and varied office solutions for smart working. Because the joy of work is the driver for success. In addition to the excellent quality of the products, which are produced in a climate-friendly manner at the site in Eferding, Upper Austria, hali is known above all for its wide range of variants and very short delivery times. A highly modern, fully digitalised plant creates 48 million product variants in 15 working days. And with millimetre precision according to customer requirements in batch size 1.

CHALLENGE

hali products are of high quality and therefore very durable. Even if we cannot speak of "disposable products" in the case of hali furniture, hali is currently still faced with the problem that the company moves with its furniture in the linear economy. The furniture is purchased, consumed and then unfortunately often disposed of. The latter is often not because it no longer functions, but rather because it is no longer "fashionable".

Through the hali refresh project, hali has already taken a first step towards circularity and sustainability and with the help of the creatives, the next steps should take shape. How can the life of hali products be extended? Whether ideas for the individual product or completely new ways around the office - hali does not want to be restrictive here. However, the maxim should be: "Minimise the use of resources, maximise the service life".

In the course of the Ideathon at hali in Eferding, ideas were being developed within the framework of the challenge.



WORKSHOP AND PROVIDED MATERIAL

The Ideathon was situated in the main manufacturing site in Eferding, Upper Austria. The participants had the chance to get insights into the different departments and see the products to understand the current manufacturing processes. Also the company team provided inputs and details on the production and design process and also the sustainability approach of the company. Additionally we provided an input-session on circular economy with the support of an external expert.

IDEA PRESENTATION

The CCIs were split into two groups, both working on different ideas on how to approach the AVM challenge. These ideas resulted of a quick ideation process before and were then merged to the most relevant ones.

Solution 1: hali up was tackling the challenge more on a meta-level and presented various approaches on how to implement further activities in different areas. Additionally the team presented specific upcycling design ideas for various products.

Solution 2: hali-galli focussed on a pop-up repair-station, supporting B2C customers in creating a DIY product based on used furniture with the help of the hali-team.

FEEDBACK

The feedback was very positive. The CCIs as well as the AVM were very happy about the possibility to connect and exchange on eye-level. The challenges and ideas were heavily discussed, not only in the working sessions, but also afterwards, enjoying an after-work drink and snack. Although the follow-up process turned out to be difficult, as presented ideas opened up new strategic questions for the AVM (in a positive way), the CCIs left excited and in expectation for future collaboration opportunities with hali. Some of the creatives are still in touch, discussing further steps. One cooperation is already in implementation phase, indirectly initiated also in the context of the Ideathon.

FOLLOW-UP

The next steps (already in progress):

1. After a first round of feedback, the AVM is contacting specific CCIs to further elaborate potential collaborations.
2. We support them in finding out what is necessary and if further funding etc is needed to assure a successful collaboration.



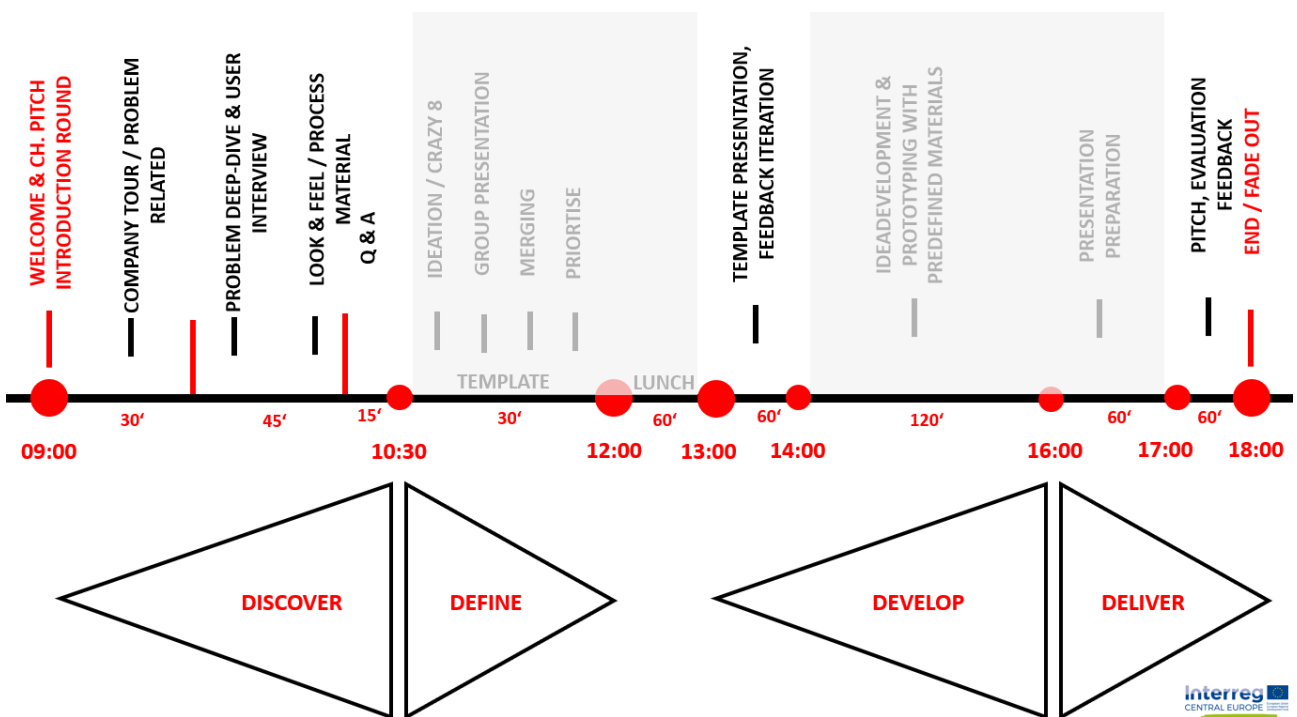
PHOTOS








ANNEX 1: Agenda

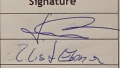

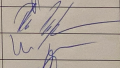
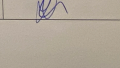
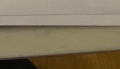
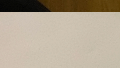
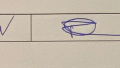





ANNEX 2: List of participants


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







Ideathon @ hali
 Date: 15.09.2021
 Attendance list


No.	Name	Organisation	Country	3G	Signature
1.	Martin Hollinetz	OteloeGen	AT	✓	
2.	Michaela List-Ebner	b&mi		✓	
3.	Philipp Weinberger				
4.	Markus Schmeiduch		AT	✓	
5.	Mario Zeppetzauer	formquadrat	AT	✓	
6.	Peter Postlmayr	Postlmayr Design	AT	✓	
7.	Marlene Höglinger	pcode		✓	
8.	Ernst Demmel	Die Fabrikanten	AT	✓	

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
9.	Florian Voggeneder		AT	✓	
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
No.	Name	Organisation	Country	3G	Signature
10.	Ashna Mudaffar	Business Upper Austria	AT	✓	
11.	Laura Smith	Business Upper Austria	AT	✓	
12.	Gabriel Gruber	Business Upper Austria	AT	✓	
13.	Wolfgang Gumpelmaier-Mach	Creative Region	AT	✓	
14.	Susanne Gruber	hali	AT	✓	
15.	Stefan Hummer	hali	AT	✓	
16.	Manfred Huber	hali	AT	✓	
17.	Johannes Oberauer	hali	AT	✓	

~~18. Florian Voggeneder AT ✓ ~~

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18.	Mario Helfenschneider	hali			
19.	Inge Hiebl	hali	AT	✓	

~~20. Florian Voggeneder AT ✓ ~~

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