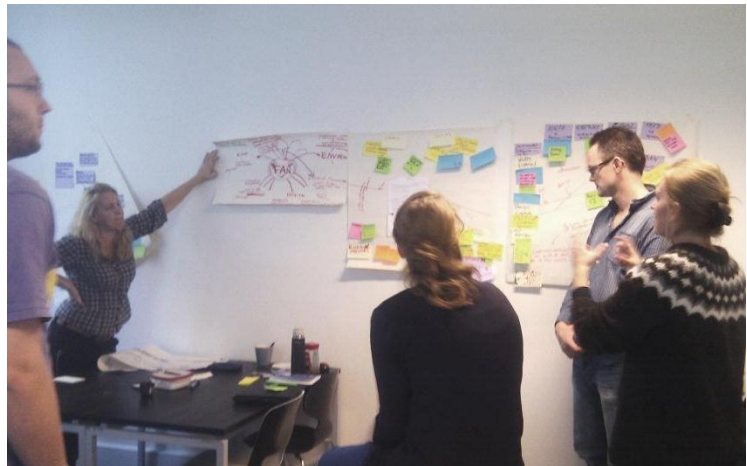


OCTOBER 2013



INSPIRATION FROM THE QUALITIES OF INSECTS

THE PROCESS

Katapult was contacted by Associate Professor Annette Bruun Jensen, from the department of plant and environmental sciences, who wanted to integrate innovation and entrepreneurship into her course 'human benefits from insects'. A workshop was chosen to replace one of her regularly scheduled lessons. The workshop was to take place at the end of the course, when students had already completed their reports prior to the final exam. The lecturer wanted students to prepare for the oral examination and be challenged by the problem areas addressed in their reports.

FACTS

Course: Human Benefits from Insects
 Course Responsibility: Annette Bruun Jensen from PLEN, UCPH
 Participants: 10 Master's students from SCIENCE, UCPH
 Bio Cards: Torben Lenau, DTU
 Time Period: 3 hour workshop
 Facilitators: Rikke Kortsen Okholm, Katapult og Nina Riis, Katapult

An idea generation workshop was held in conjunction with the conclusion of the course 'Human Benefits from Insects' at Department of Plant and Environmental Science. The goal of the workshop was for students to approach the problem areas presented in their reports from new angles and be inspired and gain new perspectives, prior to their oral examinations.

THE RESULT

Two innovation consultants from Katapult designed a workshop and facilitated idea generation during the course. During the workshop, students were introduced to the 'Bio-Cards' method that describes a functional principal from nature. It is used to inspire idea and concept development as well as concrete design options. The students were allotted time to develop a bio-card based on their reports. Thereafter, they were involved in a Brain walking exercise during which they developed ideas for the bio-cards of their classmates. Students then returned to their own bio-cards and categorised their own ideas and the ideas that generated during the Brain walking exercise. Categorisation/clustering helped to develop an overview of the many ideas. The facilitator then began an idea selection exercise based on the Mega Trends method. This helped students select an idea for further development. Before presenting ideas and providing feedback for one another, students polished their ideas by completing a Context Map that focused on tangents relevant to their idea.

The workshop provided students with new input to consider vis-à-vis their report, while also serving to unveil new ideas and problems that wouldn't have otherwise seen the light of day.