



# GreenTechSee

Campus Kristiansund Internship Program



Kristiansund  
kommune



Møre og Romsdal  
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NEAS

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# Table of Contents

|           |  |          |
|-----------|--|----------|
| <b>1.</b> | <b>The GreenTechSee Project</b>              | <b>2</b> |
| 1.1       | Introduction                                 | 2        |
| 1.2       | Stakeholders                                 | 3        |
| 1.3       | What   | 3        |
| 1.4       | How  | 3        |
| 1.5       | SDG Allignment                               | 4        |
| <b>2.</b> | <b>Methods</b>                               | <b>4</b> |
| 2.1       | Working Process                              | 4        |
| 2.2       | Impacts                                      | 7        |
| 2.3       | Challenges                                   | 7        |
| 2.4       | Accomplishments                              | 8        |
| <b>3.</b> | <b>Conclusion and future recommendations</b> | <b>8</b> |

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# 1. The GreenTechSee Project

## 1.1 Introduction

GreenTechSee is a non-profit organization with the objective to activate and support innovation based on the newest digital technologies. The consultants played an integral role in gathering and preparing environmental data, ready to be used for digital innovation specifically related to sustainability. This is a crucial delivery to the project because the data determines the quality and reach of prototypes being coded during the hackathon.

Based on the region's natural habitat, there are large opportunities in the available data already gathered. However, the data comes from many different sources and needs to be compiled, validated, and deeply analyzed. Based on this, the data was structured and presented based on three domains:

- Ocean
- Energy

- Society

The project objectives were to:

- Get a total insight of the region's sustainability profile and the underlying data.
- Present data in a relevant form to activate data driven innovation.
- Communicate complex sustainability problems to all participants with different levels of understanding.
- Handle the 'GreenTechSee' social media profile on LinkedIn, Facebook and Instagram and constantly update followers with relevant information.
- Provide domain knowledge to the hackathon teams.
- Learn and participate in data driven transformation processes.

## 1.2 Stakeholders

The major stakeholders in the project were Private and public business owners within the region, together with, local energy companies, aquaculture, analytics, financial institutions, security agencies, natural resources industry.

## 1.3 What

The project had its main goal of organizing a 3-day hackathon event and an end conference which formed the entire technology festival. On the first day, we presented our findings based on data previously gathered, highlighted issues in the region which can be resolved with sustainable technology and showcased use cases in the different domains.

## 1.4 How

The execution of the project was divided into phases. Regular meetings, exchange of ideas, agile project management and scrum methodology was applied to achieve structure results. Amongst the activities was to carefully read municipal sustainability report, collect data from SSB, gather data and important information regarding the SDGs, collect KPIs and create visual representation of data.

## 1.5 SDG Alignment

The activities in the GreenTechSee project align with Sustainable Development Goals (SDGs) 8, 9, and 17. By engaging interns in gathering and preparing environmental data for digital innovation related to sustainability, the project contributes to decent work and economic growth (SDG 8), promotes innovation and infrastructure development (SDG 9), and fosters partnerships for sustainable development (SDG 17). Through collaborative efforts and the utilization of digital technologies, GreenTechSee facilitates the creation of inclusive and sustainable solutions to address environmental challenges while supporting economic empowerment and knowledge-sharing initiatives.

Overall, the activities in the GreenTechSee project contribute to advancing multiple SDGs by promoting innovation, fostering economic growth, and facilitating partnerships for sustainable development.

# 2. Methods

## 2.1 Working Process

To describe the project's activities, we can outline our working process in several stages:

**Project Initiation:** Our involvement with GreenTechSee began with an orientation session, during which the project owners introduced us to their objectives and expectations. We then assigned roles, responsibilities, and domains among ourselves and did initial planning.

**Background Research:** The first weeks of our project were dedicated to comprehensive research within our respective domains. Each team member conducted an extensive review of existing literature, case studies, and industry best practices related to sustainable innovation and data-driven methodologies. This phase aimed to identify gaps, challenges, and opportunities.

**Data Analysis:** We utilized data-driven methodologies to find, collect, structure, and analyze relevant datasets within our domains. Techniques such as statistical analysis and machine learning were employed to uncover patterns, trends, and correlations.

**Ideation and Conceptualization:** Building upon our research findings, we held brainstorming sessions to generate innovative ideas and concepts for domain presentations and the event as a whole. Various creativity techniques, including brainstorming, mind mapping, and design thinking, were employed to encourage divergent thinking.

**Planning and Conceptualization:** Alongside the ideation phase, we contributed to formalizing the final version of the GreenTechSee agenda. This involved clarifying the conference objectives, such as promoting sustainable innovation and disseminating knowledge about emerging technologies.

**Event Practicalities:** While partially engaged in venue preparation and logistics due to the scope of our internship, our main focus was on speaker selection and program development. We assisted in reaching out to experts in green technology and took part in curating an event program that catered to the interests and needs of participants.

**Promotion and Marketing:** We dedicated significant effort to developing a marketing strategy to promote GreenTechSee and attract attendees and speakers. Tasks included aiding in the creation of a conference website, designing promotional materials, leveraging social media channels, and collaborating with partner organizations and media outlets.

**Event Execution:** During the hackathon and conference days, we oversaw the smooth execution of planned activities. Responsibilities included managing registration, coordinating speaker presentations and panel discussions, facilitating networking sessions, and addressing logistical issues as they arose.

Post-Event Evaluation and Follow-up: After the event, we collaborated with project owners to gather feedback from attendees, sponsors, and speakers. This feedback was used to evaluate the event's success and identify areas for improvement. Follow-up communication sessions were arranged to ensure ongoing engagement with sponsors and stakeholders.

To measure the success of the GreenTechSee project, we have established clear criteria across different areas. These criteria help us assess achievements, stakeholder satisfaction, impact, and project management. The following sections outline the categories of completion/success criteria and provide a framework for assessing the project's performance.

Table 1. Project performance assessment:

| Category                        | Criteria  | Completed (Yes/No) |
|---------------------------------|---|--------------------|
| Technical Achievements          | Development of new and valuable ideas or solutions                      | Yes                |
|                                 | Effective use of data to make informed decisions                        | Yes                |
|                                 | Demonstrated creativity and innovation                                  | Yes                |
| Documentation and Communication | Comprehensive documentation of project activities and findings          | Yes                |
|                                 | Clear communication of project objectives and outcomes                  | Yes                |
|                                 | Clarity and accessibility of project documentation                      | Yes                |
| Goal Alignment                  | Consistency with GreenTechSee's objectives                              | Yes                |
|                                 | Contribution to promoting sustainable ideas and technologies            | Yes                |
|                                 | Education of stakeholders on environmental benefits of new technologies | Yes                |

|                                   |  |     |
|-----------------------------------|--|-----|
| Stakeholder                       | Positive feedback from project stakeholders              | Yes |
| Satisfaction                      | Satisfaction expressed by project owners                 | Yes |
| Impact and Engagement             | Positive effect on people and the environment            | Yes |
|                                   | Enthusiasm and engagement from participants              | Yes |
|                                   | Utilization of project outcomes in practical application | N/A |
| Timeliness and Project Management | Timely completion of project tasks                       | Yes |
|                                   | Adherence to project schedule and deadlines              | Yes |
|                                   | Effective management of project resources and activities | Yes |

## 2.2 Impacts

Throughout the GreenTechSee project, we faced various challenges while working towards our goals. Despite these obstacles, we achieved significant accomplishments. This section outlines the challenges we encountered and the notable achievements we reached, showcasing our team's resilience and dedication.

## 2.3 Challenges

**Coordination and Collaboration:** Working effectively as a diverse team, especially when it had to be done in a remote setup, required careful coordination and communication.

**Data Availability and Quality:** Obtaining reliable data for analysis was challenging, particularly in areas with limited or varying data quality.

**Time Constraints:** Balancing project tasks within the given timeframe was sometimes difficult due to the project's ambitious scope.

**Technical Complexity:** Dealing with the technical aspects of using data-driven methods presented challenges that required continuous learning and adaptation.



Expectations of Project Owners: Meeting the expectations of project owners while staying aligned with project timelines required effective communication and negotiation skills.

## **2.4 Accomplishments**

Effective Use of Data: By thoroughly analyzing data, we gained insights from relevant datasets, identifying important patterns, trends, and connections. This helped us make informed decisions and create impactful solutions.

Engaging Stakeholders: Our project encouraged active involvement and collaboration among stakeholders, including project owners, interns, attendees, sponsors, and speakers. Positive feedback and satisfaction from stakeholders showed that we met their needs and expectations.

Promoting Sustainable Innovation: Aligned with GreenTechSee's goals, this project promoted sustainable innovation and knowledge-sharing about new technologies. Our work has the potential to inspire more innovation and positive change in the region.

Efficient Project Management: Despite facing obstacles, we effectively coordinated and managed the project. We ensured tasks were completed on time, deadlines were met, and resources were used wisely.

## **3. Conclusion and future recommendations**

Reviewing the achievements of the GreenTechSee project highlights our success in advancing sustainable innovation and technology-driven solutions. Throughout our engagement, we have reached notable milestones and positively influenced the region.

However, recognizing the need for ongoing improvement, we would like to explore ways to make future project development smoother and more efficient, even beyond our internship. Below are some recommendations that would be valuable to consider:

- **Expanding Event Reach:** To widen the impact of GrennTechSee, one should focus more on strengthening the promotional efforts and outreach strategies. Through targeted marketing campaigns, boosted social media presence, and strategic partnerships, it becomes possible to attract more participants and stakeholders to the event.
- **Collecting Comprehensive Feedback:** We realized the importance of gathering diverse perspectives to improve future events. That is why we would recommend implementing robust feedback mechanisms, including post-event surveys, interviews, and focus groups. This will allow us to assess attendee satisfaction, gather constructive suggestions, and recognize areas of excellence.
- **Providing Valuable Post-Event Resources:** Ensuring attendees continue to benefit from GreenTechSee long after the hackathon and the conference is crucial. By providing recorded sessions, presentation materials, and supplementary reading materials, we expect to offer ongoing value and encourage continued learning. Moreover, maintaining open communication with attendees allows us to gather feedback, share resources, and foster community engagement.