

REPORT

APRIL 2019





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THANK YOU

This year, DANSIC has focused on the green agenda of how to inspire people in Europe to make sustainable choices. The theme of the year has been Sustainable Travelling - a theme that has connected DANSIC to the rest of the world.

We can't overlook our unsustainable traveling habits when we talk about sustainable lifestyles. Therefore we want to catalyse a social movement within this area! In March, DANSIC hosted an Idea Lab with participation of students, companies, organisations and researchers. The prototypes were all collected in an open-source Idea Catalogue and distributed to relevant actors for everyone to use.

A big thank you to all the volunteers that have taken part in this year's DANSIC. We could not have achieved this without you all.

We would also like to thank all the partners and sponsors that has taken part in DANSIC19.

On behalf of the Board;

- Pernille Larsen
- Mille Andersen

GOALS

DANSIC19 has worked with a vision of starting a movement of sustainable traveling and a mission of inspire young Europeans to reduce travel-related CO₂-emissions.

GOAL 1: Decrease CO₂-emissions from young people's travels

GOAL 2: Inspire young people and companies to engage in alternative, sustainable ways of traveling

GOAL 3: Kickstart a sustainable travelling movement

Besides the visionary goals, DANSIC19 has also worked around three structural goals that has set the framework for the work processes and development of activities.

GOAL 4: Arise awareness about the problem and possible solutions

GOAL 5: Include the target group in creating solutions

GOAL 6: Create a solution that can last after DANSIC19





ORGANIZATION

DANSIC19 has consisted of 4 crews and the board:

- Theme & Event Crew
- Communication Crew
- HR Crew
- Partnerships & Finance Crew
- Board

All crews have been organized with one or two directors and between three and six crew members.

The number of crews has decreased from past year, and the focus has been on a broader range of responsibilities meaning that the volunteers had the opportunity to take on new responsibilities as the tasks of the crews evolved in the process. The decreased number of crews was also a management decision to help the cross-crew communication flow easier and keeping the decision processes and responsibility sharing to a fewer number of Directors.

In the first half of DANSIC19, we had monthly Social Days with milestone sessions and director meetings- and coaching sessions to keep the work of the different crews on the same track and towards common goals.

ORGANIZATIONAL DEVELOPMENT

The following changes has been implemented to DANSIC as part of an organizational development strategy:

Internationalization

DANSIC19 has been the first year in the history of DANSIC to change the official organizational language from Danish to English, and inviting international students as well as danish students to take part in the work of DANSIC. The volunteers has been close to 50/50 in regards to international vs. dansish students, and it has been an aim to integrate both in all crews.

With an inherently international agenda, we have aimed to gain insights from various countries. At the same the, the cultural differences internally has been a further challenge in how to collaborate.

Student & Innovation House

In DANSIC19 the organization moved from KPH to Student & Innovation House. It was a decision made to integrate DANSIC to a more student-focused environment. The house will be rebuild in DANSIC20, but in the future it will be hub with valuable network and knowledge-sharing for DANSIC.

Tuesday Meetings

All crews have aimed to hold their weekly meeting at Student & Innovation House Tuesday afternoon/ evening with a status meeting at 6pm summing up the tasks, achievements and challenges for the crews. This has been implemented with the purpose of improving cross-crew communication as well as the social aspect between all volunteers.



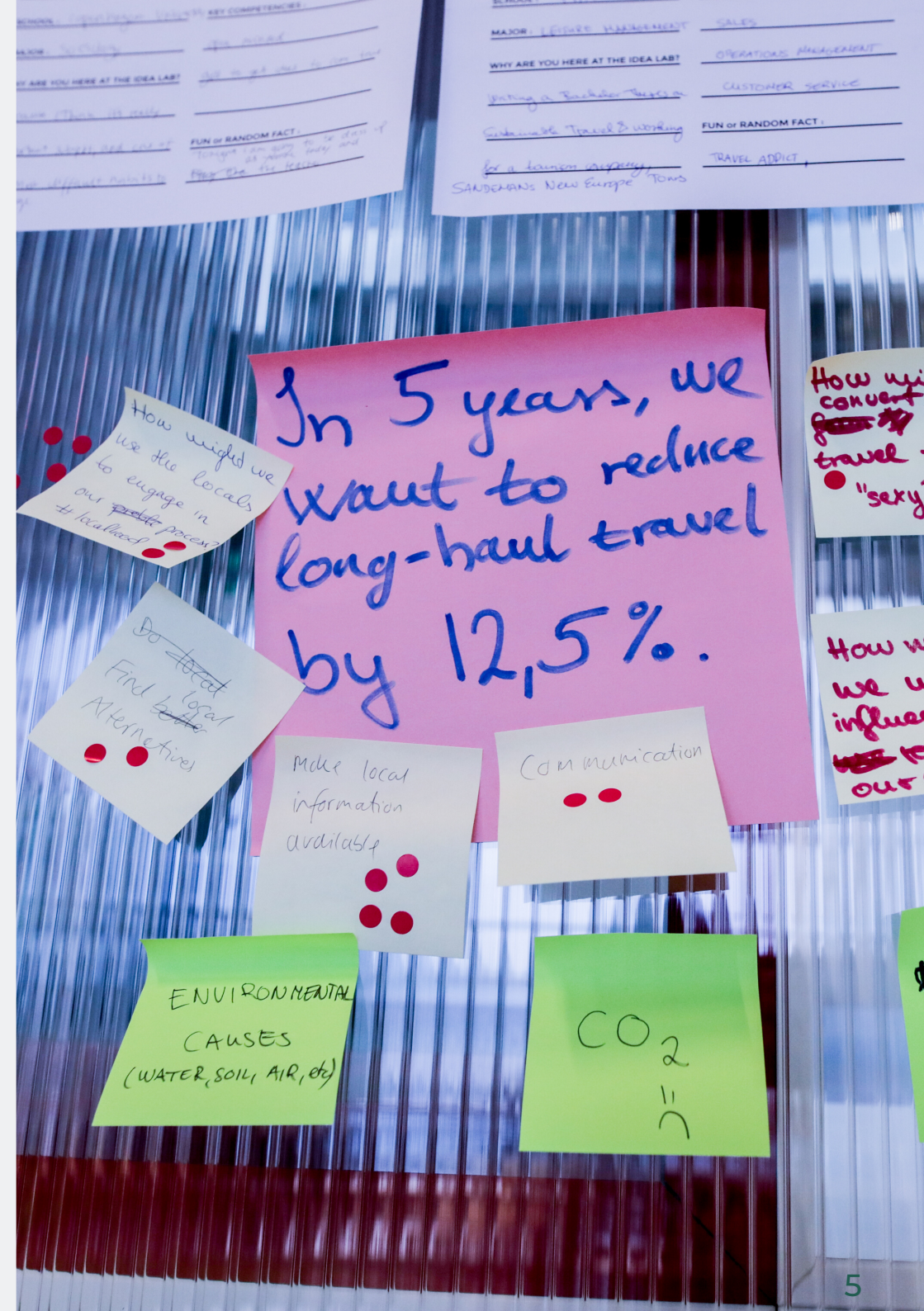
The volunteers has been representing a lot of different countries: Denmark, Sweden, Germany, Italy, Slovakia, Lithuania, UK, Turkey and Australia.

HACKING HABITS

We love to travel, no doubt about that; now even more than ever. For most millennials, it has become a rite of passage to learn from new cultures and customs from all over the planet, as we document everything from beach paradises in the Caribbean to Buddhist sanctuaries in Tibet; all while hashtagging vigorously. But have you ever stopped to wonder if there were a #downside to these travel habits? As cheaper tickets have opened up the world, the lifestyle of the super rich has now become available to a wider audience. Throughout our lives, we generally emit the most greenhouse gasses not only through our means of travel but also through the habits we have as tourists. So how do we change these habits? How do we keep exploring the world, without damaging it in the process? How do we make sure that the paradise we visited in our early 20's or 30's will also be a paradise for the next generation?

Our aim in DANSIC has been to innovate the way we think about sustainability. This year our mission in DANSIC was to inspire young European people to make changes in their travel habits.

By collaborating across sectors and actors - from students and professionals to companies and organizations - DANSIC has explored concrete solutions to overcome some of the current constraints of sustainable tourism in Europe.





We invited students and experts from both the industry and academia to take part in co-creating solutions to change our current - and often very unsustainable - travel habits. Taking part in the Idea Lab was ten groups consisting of 3-4 students and 1 content partner as well as a board of experts and facilitators.

1. The Invisible Consequences
2. Lack of Alternatives
3. Sustainability equals Restrictions
4. Identity of a Traveller
5. Global vs. Local

6



PARTICIPANTS & PARTNERS

Participants

Eszter Szathmari
Mimi Shen
Sofie Frederikke Lau-
Jeppesen
Gabrielle Rokkjær
Vivian Madsen
Signe Dreyer Elkjær
Laura Eveliina Karppinen
Heidi Beck Pedersen
Mikkel Kildetoft
Anna Eriksen
Julia Anna Keller
Nina Heltmann
Johan Scheller
Martina Strpkova
Anna Rozecka
Alina Stoicescu
Nikolaj Jensen
Elinor Samuelsson
Fei Xie
Nanna Lynggaard
Katherine Anne Jowett
Mia Nielsen
Prashant Singh
Asta Maria Veisig
Baggesen
Louise Olofsson
Lasse Lindsteen

Content Partners

Blaffernationen
Inovation SEA
Motes
RenSti
Department of People
and Technology, RUC
E.ON
Trailtours
GoMore

Experts

Wonderful Copenhagen
Sustainia
Klimahelt
AirBnB
Deloitte
Tourism Reseach Unit,
Aalborg Univeristy
Rejsrejsrejs
E.ON
Dinfabrik.dk

Facilitators

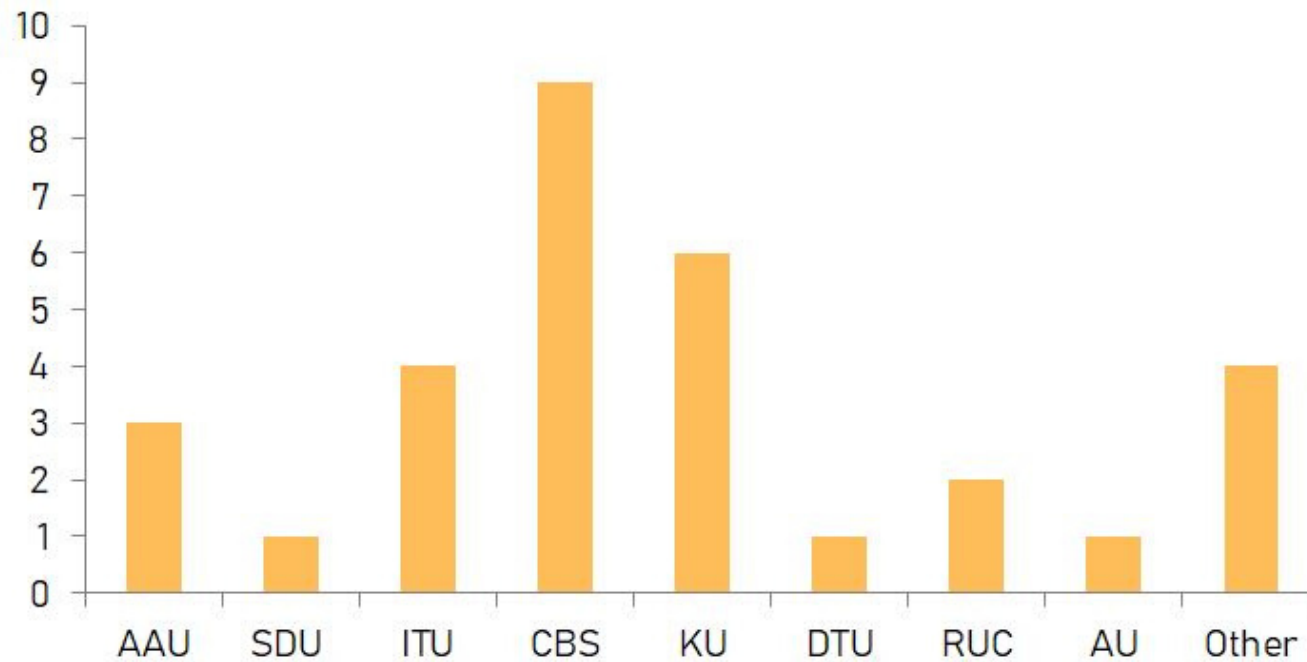
Kvalifik
Implement Consulting
Group

84

... Is the number of people that took part in the Idea Lab over the two days including participants, content partners, experts, facilitators and DANSIC volunteers.

PARTICIPANTS

Where do the participants study?

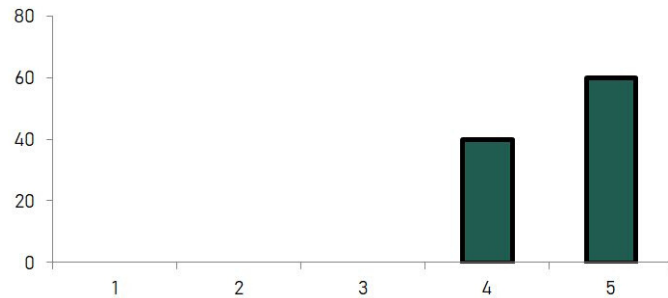


All participants were recruited through internal network in DANSIC, by postings on SoMe and posters and talks on various educations around Copenhagen.

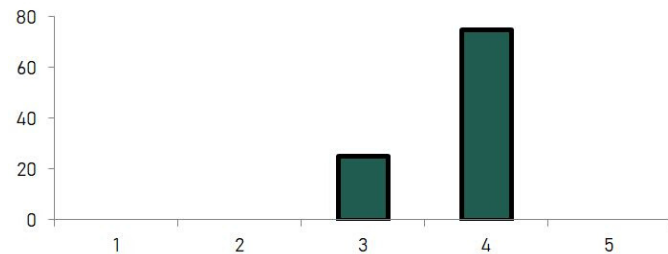


EVALUATIONS FROM PARTNERS

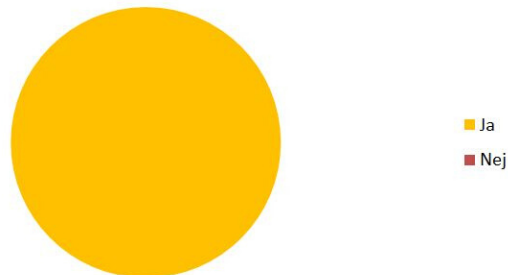
Overall, how valuable do you rate your participation in DANSIC19?



Overall how do you evaluate the solutions presented by the participants?



Would you like to collaborate with DANSIC in future projects?



Evaluations from partners is based on a survey. All numbers are a percentage.

"I have previously participated in several hackathon and sprints but the "idea lab" was one of the top experience of this kind so far. The two days combined really well work and fun with meaningful goal as cherry at the top. I met bunch of interesting people and learned a lot of new things throughout the weekend."

- Tomas Penxa, Innovation SEA

"Great to take part in such a well planned event and engage with our future decision makers"

- Jakob , RejsRejsRejs

"By attending DANSIC 2019 we were provided with heaps of user inputs. The hack-a-thon proved to be great proving ground for a current ideas, and rapid testing of new ideas in collaboration with the attendees. We believe that attending Dansic 2019 have allowed us to leapfrog months of testing and development, and provided essential partnerships with start-ups and international companies."

- Nikolai Zoffman, E.ON



IDEA CATALOGUE

All prototypes from the Idea Lab were collected in an Idea Catalogue and distributed to all participants and partners as well as other companies, organizations and start-up hubs.

The purpose of the Idea Catalogues is to make the prototypes open source. It has been important to make sure the ideas can spread and be used by anyone who finds them valuable to implement as new business ideas or in existing businesses.

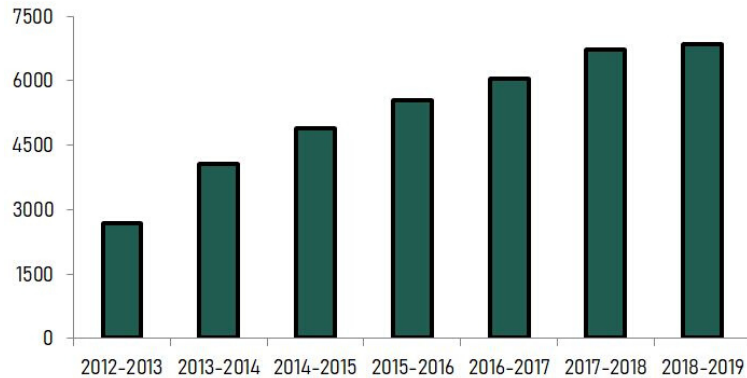
The Idea Catalogue consists of two sections; the business part and the inspirational part. In the business part the process around the Idea Lab, the prototypes as well as all partners are presented. The inspirational part consists of travel stories by people travelling sustainable and advice and interviews with actors in the climate debate.

The distribution has been in print to all partners involved and relevant actors in the industry, and online for everyone else to read.

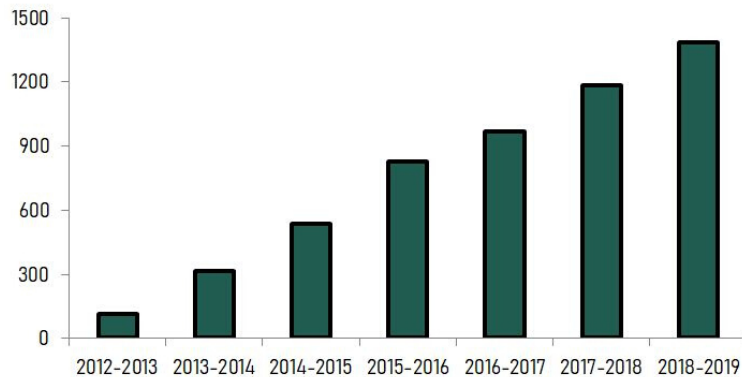


SOCIAL MEDIA

Facebook

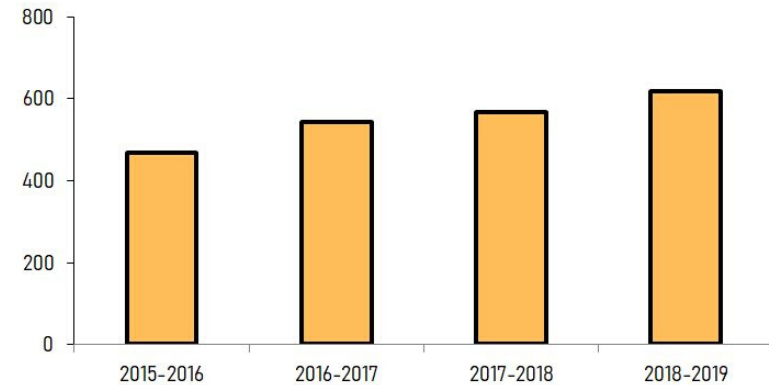


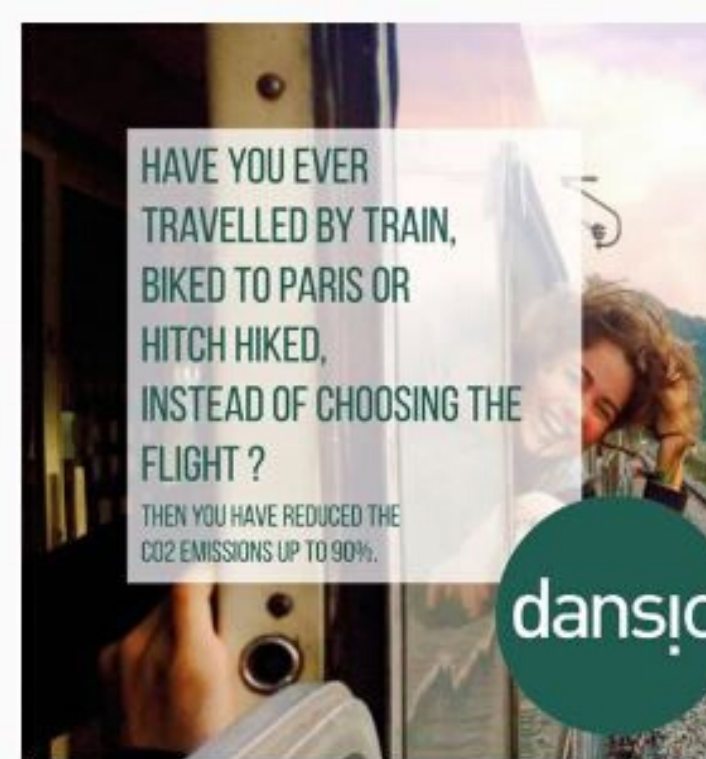
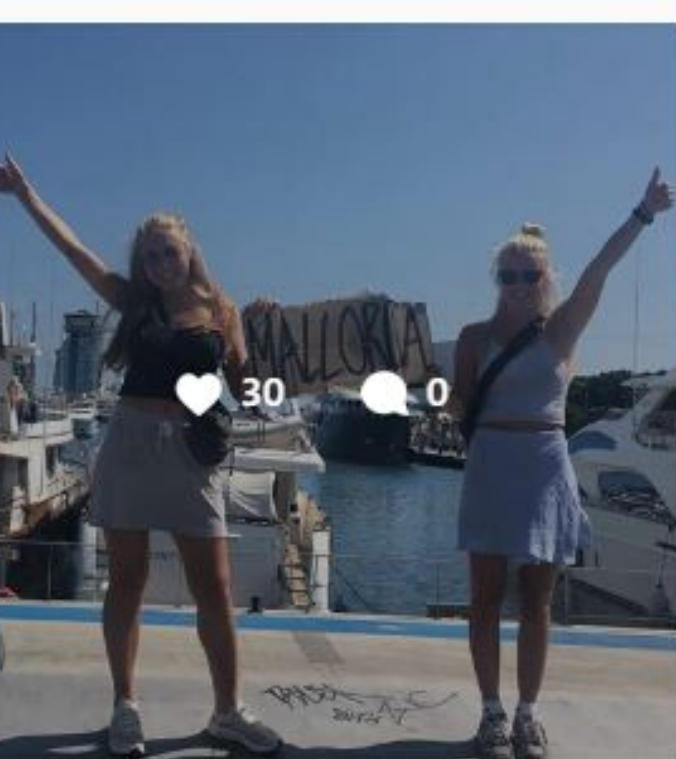
LinkedIn



This year DANSIC has focused on inspiration and knowledge through the posts on social media. The communication crew has done posts of various formats and medias to engage followers in the agenda of sustainable travelling. This has primarily attracted followers on Instagram and LinkedIn.

Instagram





EVENTS

External Events

Bloom Festival

Denmark's Democratic Festival on Bornholm

CIID Summer School

Pitch at KU

CBS Society Day

Opening Event at Student & Innovation House

Vagabond's Travel Fair

Fonden for Entreprenørskab's Project Edison

Presentation at SIH

Ministry for Higher Education and Science and EU-commission's Expert Panel Interview

Pitch at kph

Graduateland's Sustainability Virtual Careere Fair

Presentation for Mobility Network MOBY

Internal Events

Social Day August

Coaching by Organizational Coach Emma Bro Hansen

Social Day September

Social Day October

Social Day November

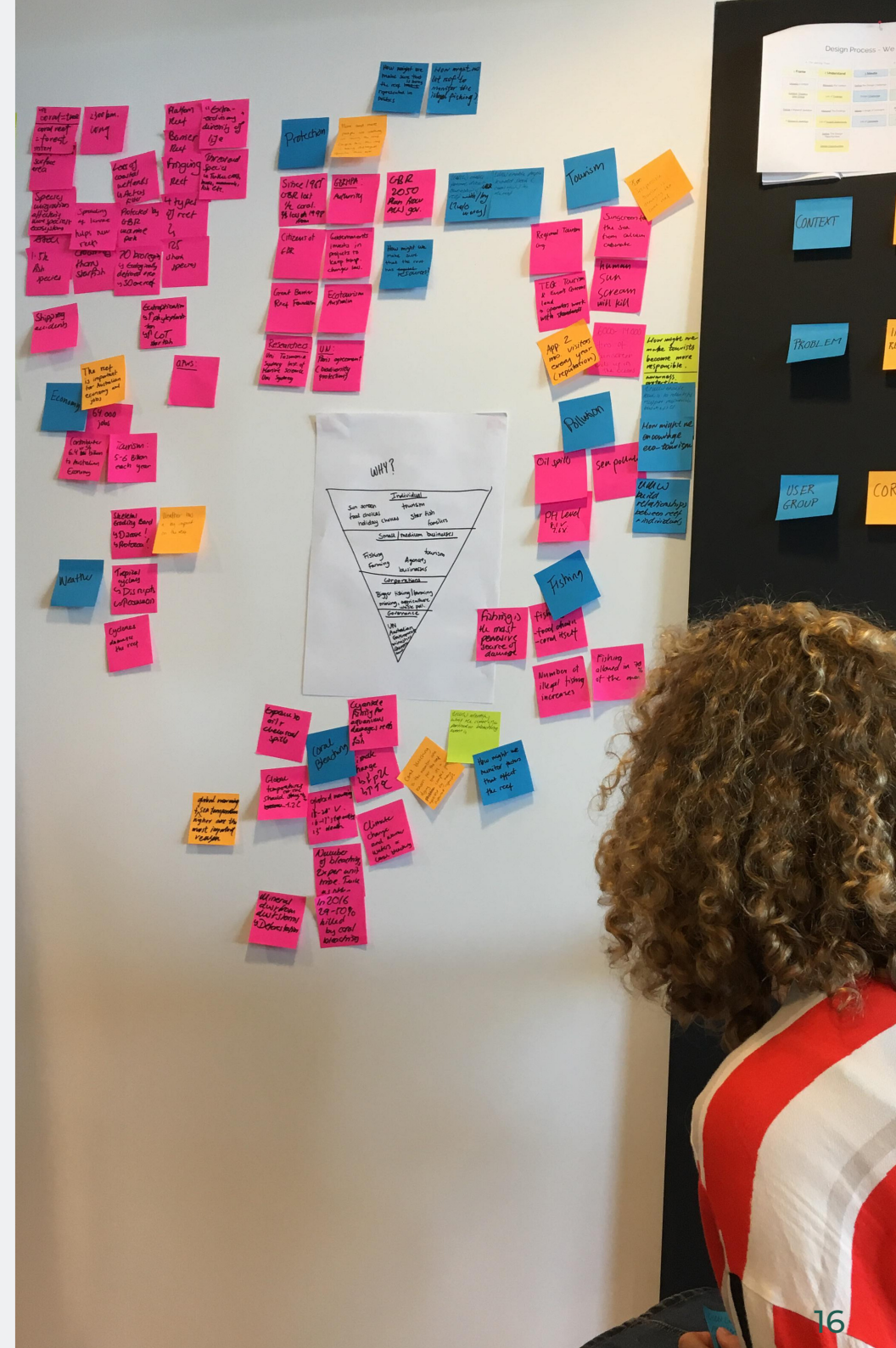
Christmas Lunch

Visit to UN City

Working Weekend

ReThink DANSIC

Gala



THANK YOU!

IMPLEMENT
CONSULTING GROUP_

DANSIC will like to give a big thank you to all the sponsors of DANSIC19.

kvalifik



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**TUBORG
FONDET**