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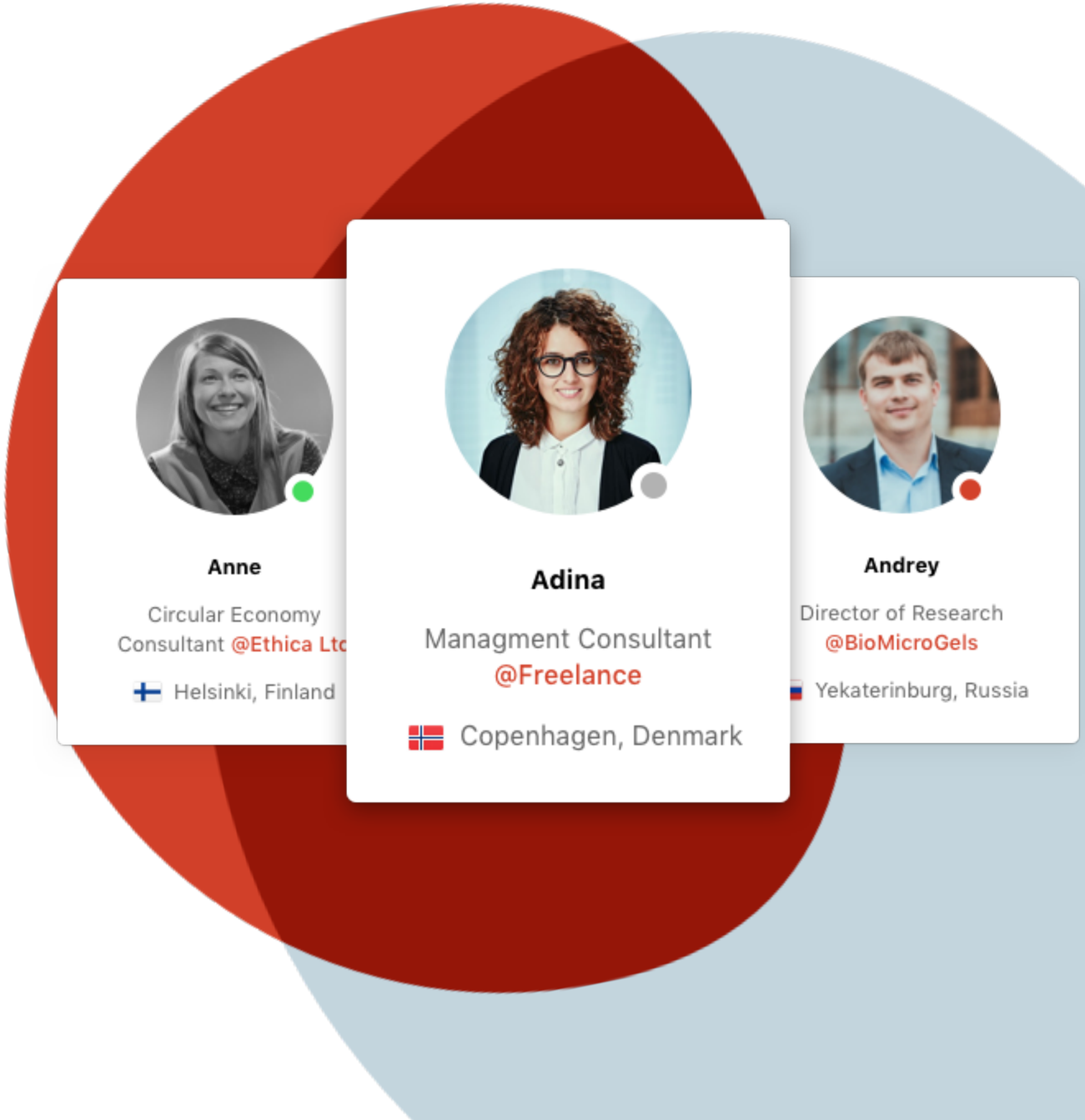
Greenreality Network Webinar

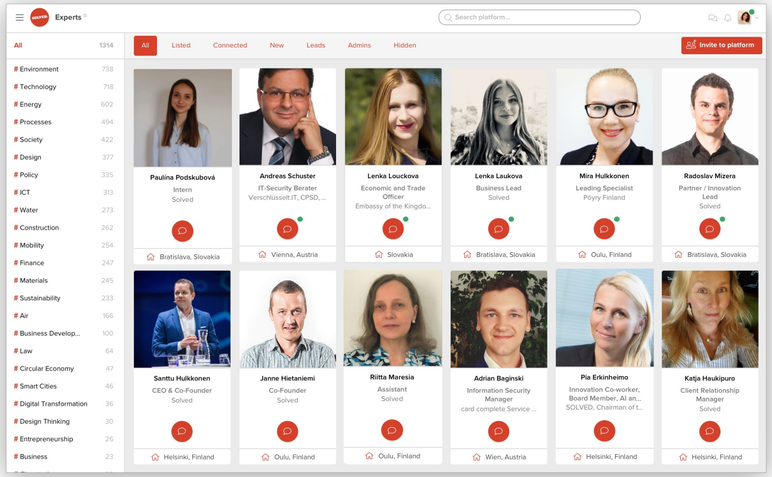
On-demand experts for sustainability and international growth



Janne Hietaniemi, Mar 22, 2021
Co-Founder

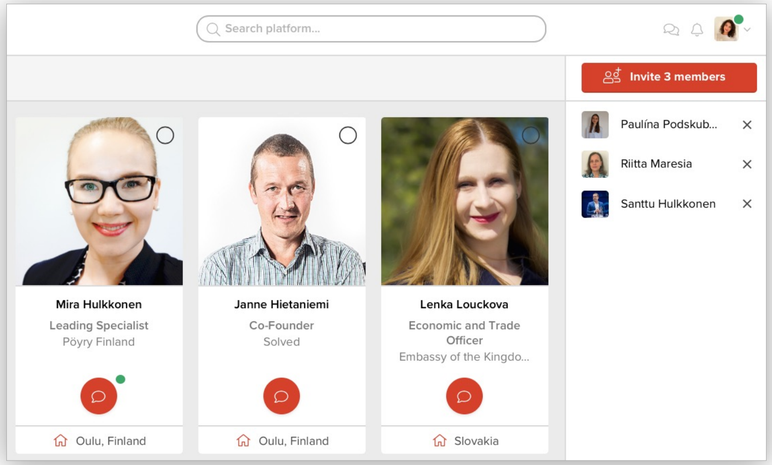
END-TO-END SOLUTION FOR DIGITAL CO-CREATION WITH YOUR OWN COMMUNITY + EXTERNAL ON-DEMAND EXPERTS

Engage experts & users



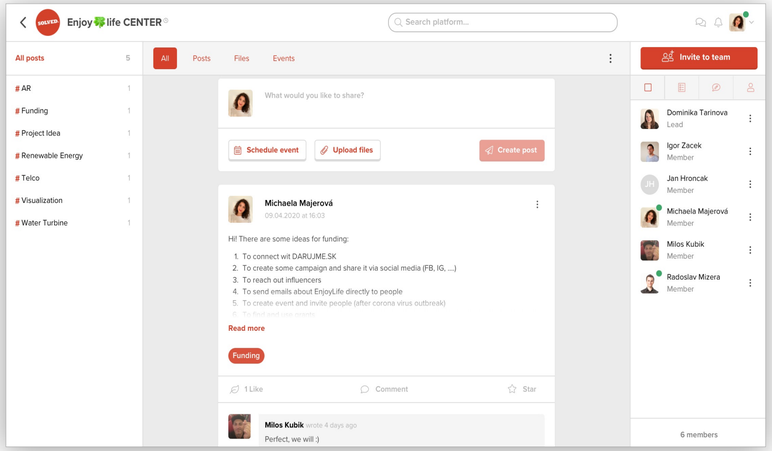
Engage with own community & access 10,000+ Experts

Connect activities, stakeholders and solutions



Matching & Sourcing

Co-create projects, set challenges and share best practices



Collaboration Tools & Facilitation

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SUMMARY

SOLVED IS A MARKETPLACE & EXPERT NETWORK FOR SUSTAINABILITY RELATED KNOWLEDGE WORK

Solved helps its clients get important work done more efficiently through a combination of on-demand expert advice, and a set of collaboration, ideation, and co-creation tools. Its agile workforce and workplace solutions help its clients innovate and tackle complex initiatives that require specialised expertise faster than ever before.

IN NUMBERS

10,000+ experts

70+ countries

500+ projects

60+ white-label platforms

TRUSTED BY

C40 CITIES · PÖYRY · Helsinki · NESTE · UNITED SMART CITIES

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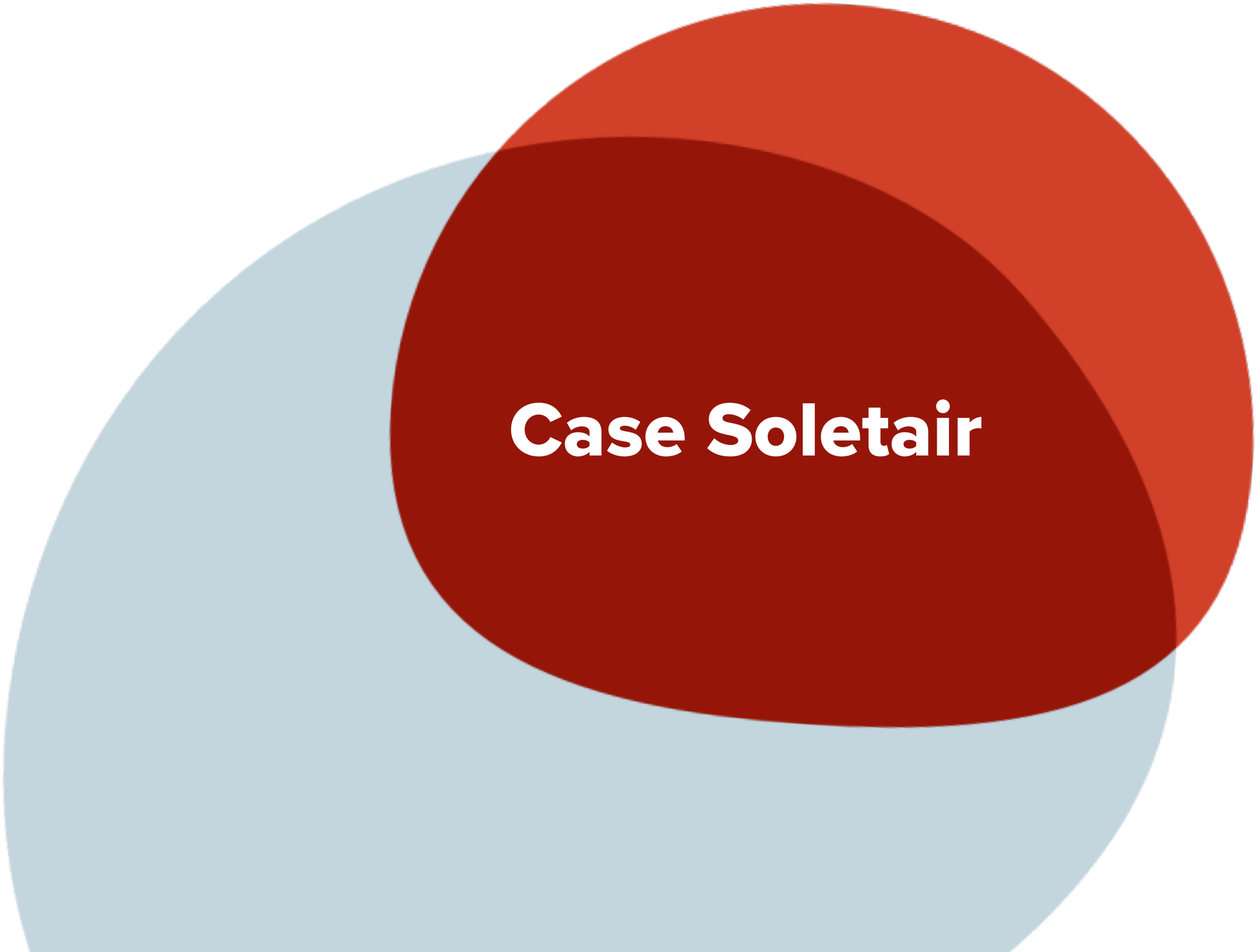

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1 BACKGROUND INFORMATION - SOLETAIR

Soletair Oy (https://www.soletairpower.fi/)

- The challenge: Soletair Power - a Finnish startup with a unique technology, which improves indoor air quality by capturing carbon dioxide (CO2) and converting it to synthetic renewable fuel **- is looking for a pilot or customer reference case, to show the benefits in the performance of people.**
- Our environment is affected by the CO2 emissions outdoors, but what about humans indoors? We spend 90% of our lives indoors. The inhaled air turns into carbon dioxide, that affects our well-being and cognitive functions. This means lower learning results and reduced work productivity. To make people in the office buildings feel more energetic and focused, Soletair Power provides CO2 lean air into the building.
- In the “Fast Expert Team” project challenge we aimed to connect with experts and networks both internationally, as well as on the home market in Finland, who could link us to building automation providers, big companies, offices with many people, co-working spaces, willing to try out the new technology.
- Our aim was to collect inputs from experts and find the pilot customer on the market for Soletair Power’s disruptive innovation in a digital way. We were operating on the platform Greenreality Solved and connected through multiple digital channels (platform, Linkedin, email) to the experts.
- Soletair Power’s concept represents an important step towards carbon neutral societies and contributes to the positive impact on reducing the climate change. Let's make this step together and solve the challenge!

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2 ASSIGNMENT FOR SOLVED AND ITS OBJECTIVES

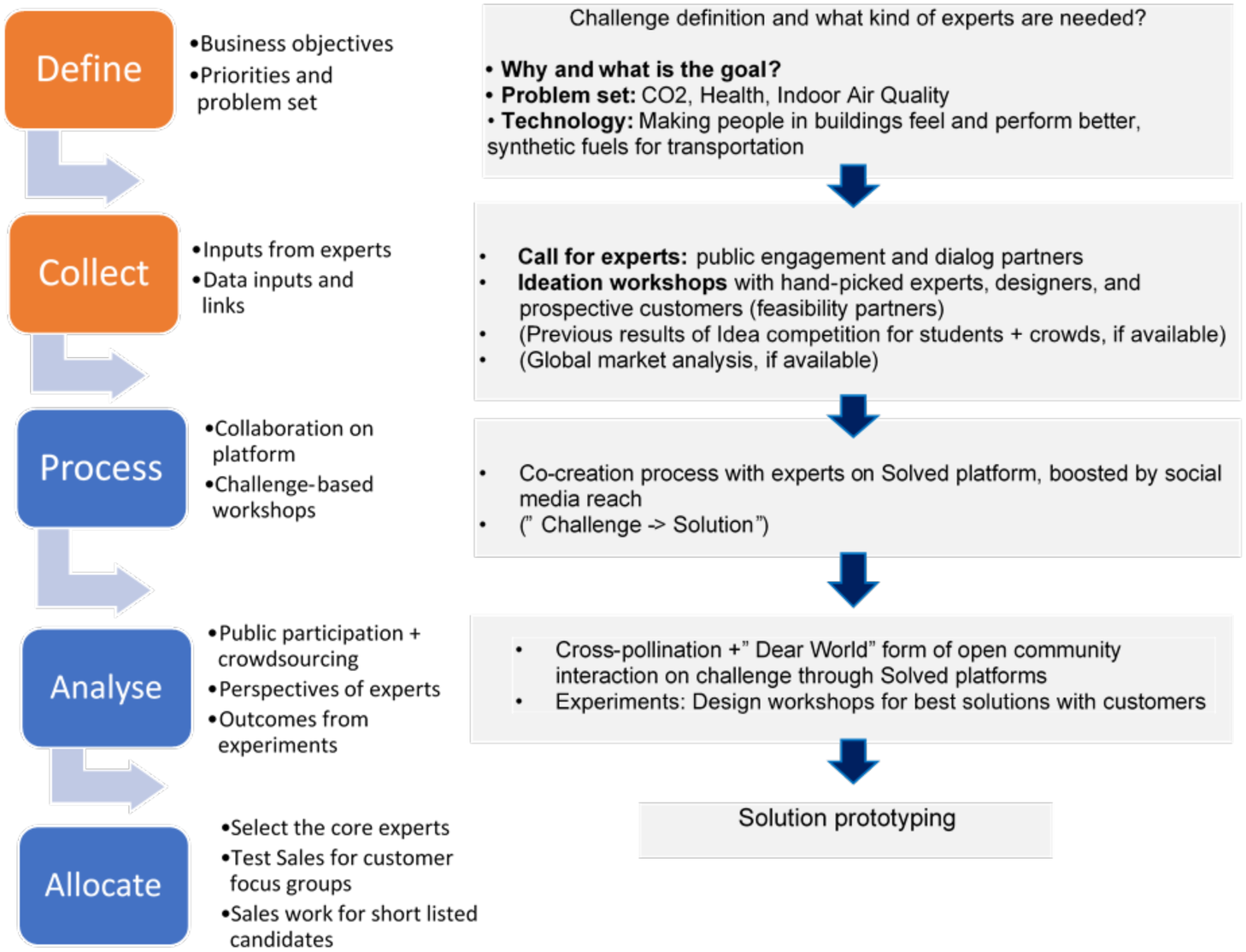
Assignment

- As a part of City of Lappeenranta and LUT joint development project **“Fast teams”** Solved was assigned to facilitate the co-creation on GRN Solved platform in **November 2020 – January 2021.** The facilitation included
  - Daily moderating of the discussion on the platform
  - Activation of the dialogue
  - Content creation together with the teams
  - Recognition of the right experts, initiating the conversation with them and inviting them to platform
  - Supporting LPR+LUT with the design and the facilitation of the workshops and video conferences.
- Budgeted work for the assignment was 5 man days.

Objectives

- To identify and engage right experts
- **Provide a list of pilot customers for Soletair Power.**

3 Concept: co-create with customers, experts & crowds



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4 Process of FET actions on a time-line

16.11. – start of FET, collecting materials, planning the concept, challenge launch on Solved platform

27.11. – experts matchmaking: start of active contacting:

Collaborative piloting as a strategy: Dialog between interested companies (Direct customers and HVAC providers) + researchers.

Active ideation, co-creation, knowledge sharing on platform

- Co-Creation Workshop with experts 19.01.21
- Shared learnings and next steps
- Research interviews (Jan/Feb)

- Finalizing FET project work: Experiments with pilot customers. Solved Report and suggestions for continuation with the pilot.

- Collection of insights from the experts.
- Multi-channel communication: digital meetings, calls, emails, Solved/linked-in contacts

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SUMMARY

THROUGH FAST TEAM SOLETAIR POWER GOT

- VISIBILITY
- CRITERIA FOR PILOT CUSTOMERS
- A LIST OF PILOT CUSTOMERS
- NEW INVESTOR CANDIDATES
- INSIGHTS FROM RESEARCH & PRACTICE

Solved facilitated the multi-disciplinary ”fast expert team” dialogue on the GRN platform in order to recognize ideal pilot customers for Soletair Power. The project was carried out in around 2,5 months and about 10 pilot customers were recognized and initially engaged. Co-creation was combination of on-demand expert advice, and a set of collaboration, ideation, and co-creation tools.

IN NUMBERS

20 experts joined the project space on GRN Solved platform

100 + insights discussed on the platform

10 + video/phone call meetings with stakeholders

10+ pilot customers recognized + approached

LUT University · soletair power · SOLVED. · Greenreality NETWORK

LAPPEENRANTA · ETELÄ-KARJALAN LIITTO · Vipuvoimaa EU:lta 2014–2020 · Euroopan unioni

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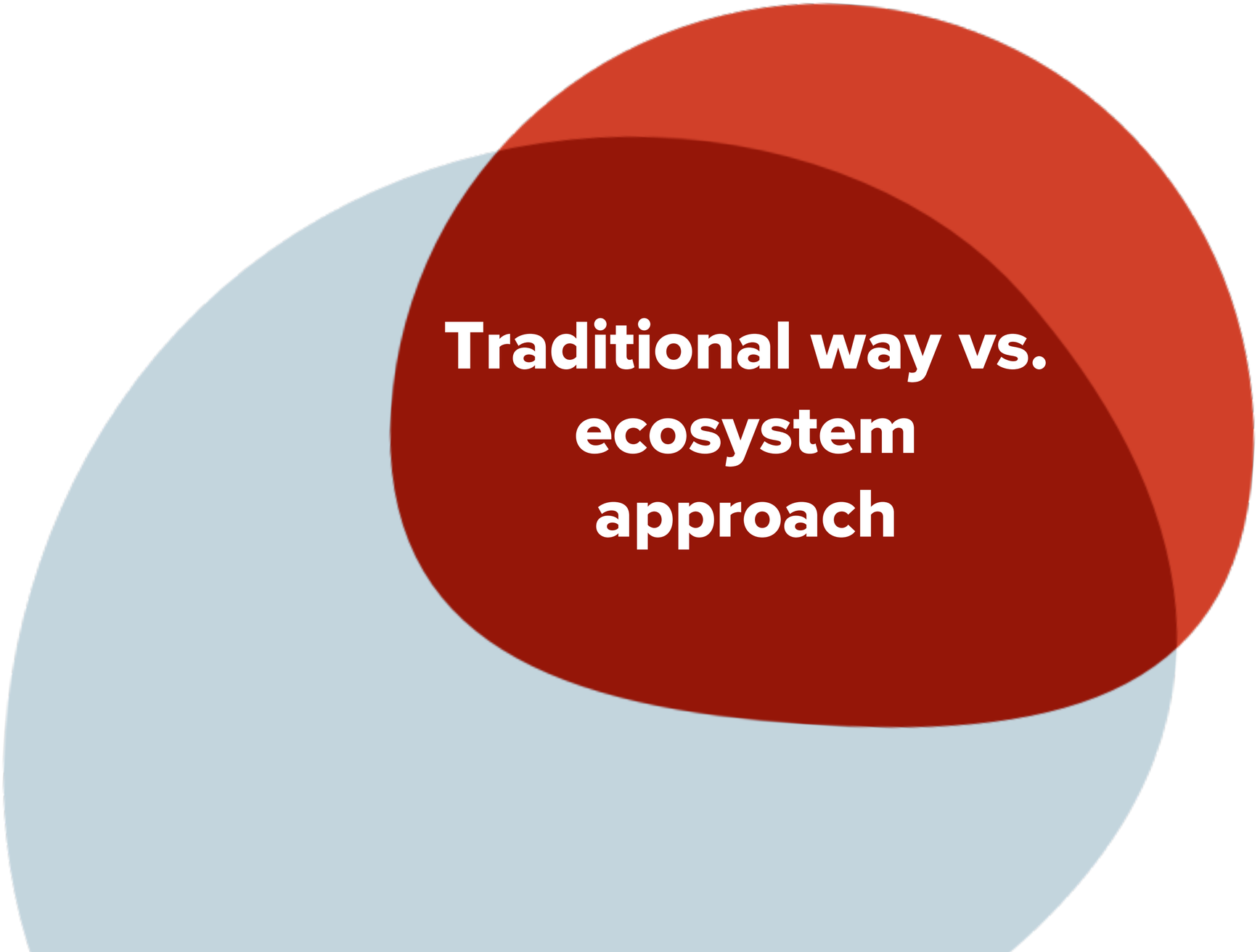

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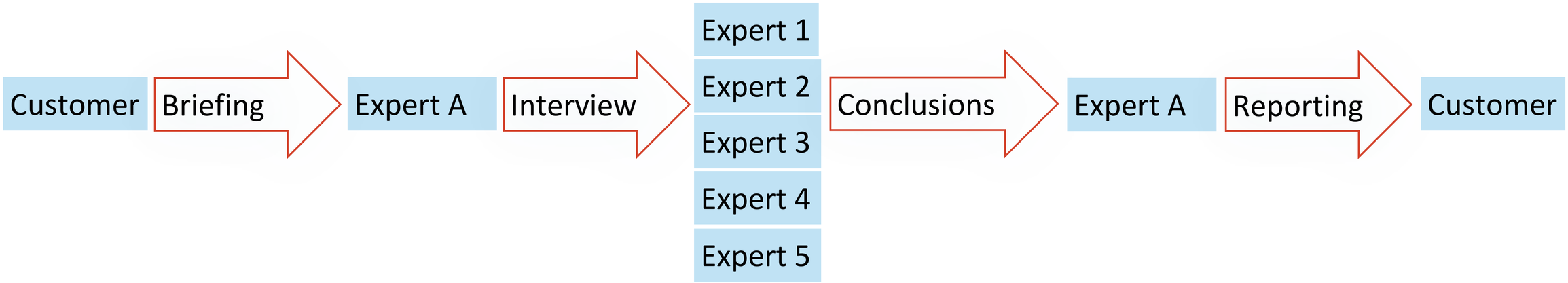
Traditional way for expert work



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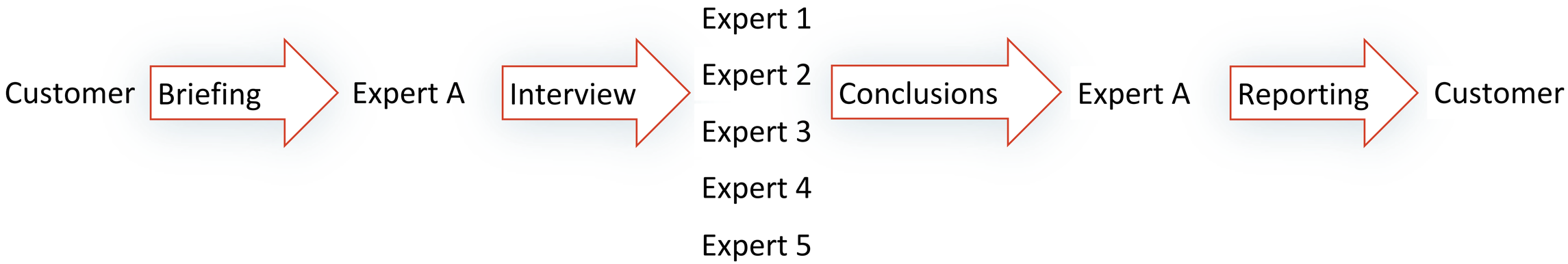
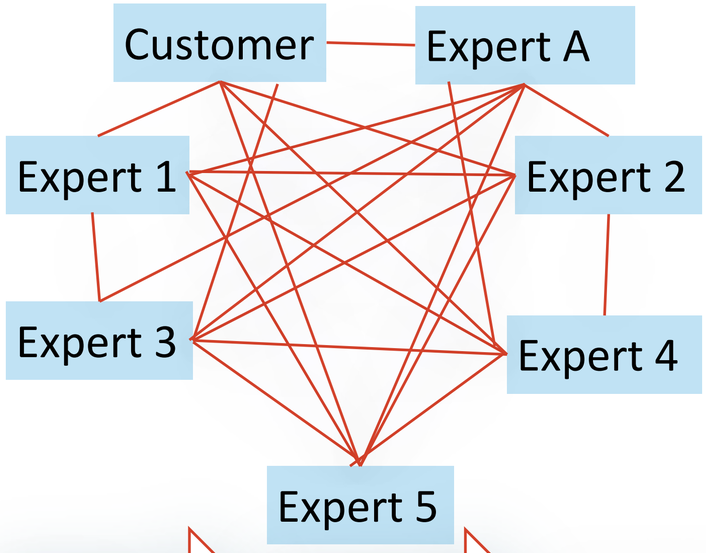
Ecosystem approach for expert work





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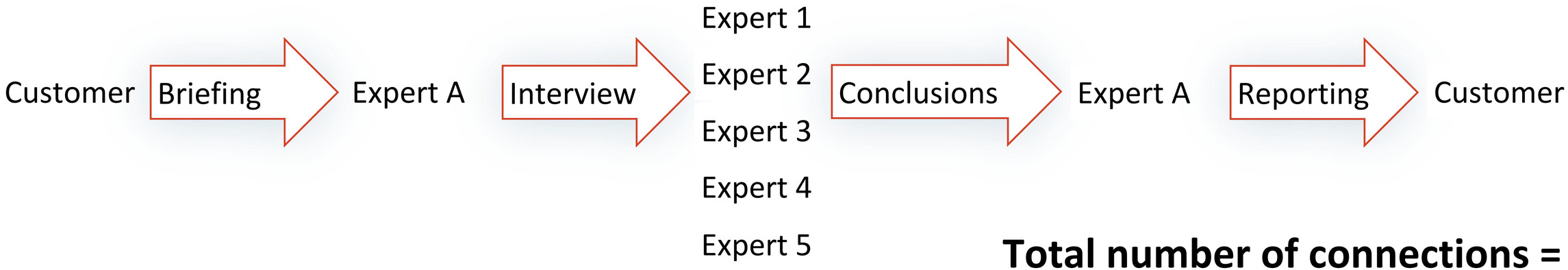
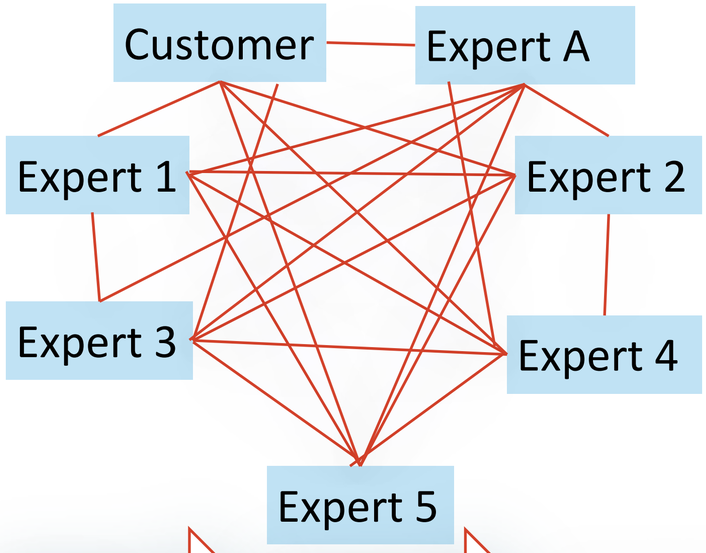
Traditional vs. new way



Total number of connections = 7



Total number of connections = 21

10X serendipity?

Faster

Diversity

Resilience

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