



Village Innovation Camps

Support tool to village innovations

KS 28.2.2022



The objectives

- Produce and create new "village level" realisable innovations
 - Find need and place-based solutions to challenges
- Produce and create commercialised products or business concepts...
 - To be a learning process to the beneficiary and participants
 - Boosting the spirit of belonging and doing
 - Creating connections



The village camp method

1. Will and commitment to organise a Camp
2. Genuine environment, social, camp spirit framework
3. Marketing the camp
4. Selecting participants bringing added value
5. Brainstorming - day 1
6. Choosing: selection of main themes - day 2
7. Testing, conceptualisation: workshops, cafés... day 2
8. Final result: presenting results, board of judges, invited guests and media Day 3
9. Dissemination and communication, visibility

By nature, an Innocamp is:

- Inclusive
- Motivating, spirit creating
- Social
- Educative
- Co-creative
- Crossfertilizing
- Target-orientated
- Forward-looking





Words from the village

*‘The **motivation and spirit of doing rose** among all participants. We were a bit afraid of how others would look at our village, but it turned out that **participants appreciated the genuinity and the local realities** of Vuolijoki. One can’t understand the local situation sitting behind a desk or a hotel meeting room. The **working relations with the city became easier** after the process, probably due to **the positive image created by the great visibility in media** on the Smart Village competition victory and the big Innovation Camp event. Our school was saved. Decision makers may sit more often in our development meetings. The **dynamism** of the village became stronger and all selected themes are today developed further. Thematic evenings with invited experts are organised. The follow-up lies in the hands of the villagers. Capacity building, knowhow and **support may be needed** to fulfill the objectives. Otherwise, the spirit of doing could lose in strength. We are in the happy position of having an association and people capable of applying for funding for development and innovation purposes.’*



The impacts

1. **New innovations, initiatives, projects, products, tools...**
2. **Improved cooperation**
3. **Social impact: spirit, motivation**
4. **Learning and capacities, multiplier effect**
5. **Thematic impact: selected themes analysed through multisector expertise**
6. **Economic impact (see point 1, big voluntary effort)**
7. **Strategic impact when implementing an existing strategy**
8. **Partnership effect: the village is seen as a real partner**



The bottlenecks

Resourcing	The methodology cannot be implemented in full unless enough human and financial resources are dedicated to the process. Adapted lighter innovation processes are possible (need-based).
Capacities	Villages must be certain that they have the capacities and available knowhow to secure the process and the follow-up.
Lack of real will and commitment	Broad enough acceptance must be behind the undertaken actions, even though a core team would implement them.

Conclusions

- Very practical but intensive way to develop new ideas into concrete innovations
- Strengthens the local ‘innovation environment’: can change the processes, create new linkages between people, NGOs, entrepreneurs and decision-makers in the area and boost good energy
- Good tool to attract new actors and attention in rural development: people who usually do not participate
- Good way to receive publicity for rural areas and the possibilities RDP offers: media likes concrete processes and results
- Can be used as a tool in Smart Village development processes: Innovation Camps work best when there is a clear ownership of problems and solutions created during the camp
- The method works well at village level

