

Partnership Package

Aalto University, Otaniemi, Helsinki

Green Campus Hackathon

24st – 25th May 2014



CIVIS



Organization

CIVIS EU project

Partners so far

Aalto University, VTT, EIT ICT Labs, 720°, Forum Virium, Helsinki Loves Developers

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Event Summary

The EU **CIVIS project** researches a radical shift that happens in energy paradigms today. Being one of the project partners, Aalto University focuses on analyzing *energy consumption data* in relation to *social behavior data*. **Green Campus** initiative by VTT in Otaniemi provides a test site for such research. **One of the core questions is how people's energy consumption habits can become more efficient.**

Previous research shows that enabling people to take action and influence the future is among the best drivers for behavior change. Otaniemi campus is a technological and student hub. Thus we organize a sustainability-themed **Green Campus hackathon** in which the students can take action and propose and develop novel concepts, ideas and solutions. Our event is part of the **Green Hackathon series** that takes place in many European cities for the past couple of years.

We offer real energy and social datasets to participants, aiming to enable and **demonstrate the potential of ICT and Big Data in tackling sustainability issues**. Besides VTT, who is the data owner for the energy datasets, we also partner with social and media data companies. They, together with CIVIS researchers, serve as the jury for the teams' competition.



Project users and outcomes

CIVIS organizers expect following mutual benefits for the **organizers & partners** of the Green Campus hackathon and for the **participants**:

- Raising awareness for the environmental issues
- Enabling student proactivity by engaging in an important issue with diverse teams
- Crowdsourcing ideas/concepts/innovative analysis for the data owners (partners)
- Promoting Otaniemi as Green Campus
- Contact between students and industry representatives sparking research and employment options
- Supporting innovation and entrepreneurship (in particular, through the Business Idea theme)

Partnership options

Partnership type	Partner Benefits	Contribution
Golden	Silver + company intro at the event	1500€
BrandX special prize* (award given by the partner)	Silver + special promotion at the event	Min 1000€ prize worth
Data owner partners	Silver + company intro at the event	Relevant dataset
Silver	Promotion at all our online pages	500€



Detailed description of the project

Green Campus hackathon is a two-days sustainability themed event as part of [Green Hackathon series](#). The aim is to promote application of **Big Data** to tackle environmental and sustainability issues, with particular focus on **energy efficiency**, on one side, and on **social media**, on the other side of the spectrum.

There are at least 3 important points why we choose to organize the **Green Campus hackathon** in Otaniemi:

1. Otaniemi is a technological hub and home for many talented engineering and science students, researchers and entrepreneurs.
2. The event will raise awareness for the green campus initiative and energy consumption, also outside the campus.
3. The industry partnerships with established companies and startups will open necessary interconnection between research and the real world issues, sparking innovation and creativity.

Participants

Sustainability is a complex problem, thus the hackathon call is open for diverse and multidisciplinary teams. Energy engineers, data scientists, designers, journalists, entrepreneurs, researchers, policy-makers and everyone else who is aware of environmental issues today, and who also wants to act towards such awareness, is invited to join our event. Moto of our event is: *“Let’s imitate the nature! & Let’s hack together for a more sustainable future!”*

Our expectation is to attract between 50 and 70 participants.

The hackathon day

In the start, representatives of the organizers and partners will describe to participants the Big Data provided. The datasets come from fields of energy consumption and social media energy-related discussions. We also propose couple of hackathon themes that we identify as relevant.

After that, the teams are invited to work for the day and develop solutions, propose ideas and business models. They are encouraged to work on the proposed themes, or also to discover some different topics and needs. After a full day of brainstorming and hacking together, we invite the teams to present their hacks. The overall best hack is selected and also best hacks in categories sponsored by some of the partners.



Green Campus hackathon themes

- **Green impact**

The common denominator for most of the solutions expected of the hackathon is the environmental impact. Under this theme, we ask for the degree to which a solution achieves such goal, i.e., what is the greenest hack?

- **Behavior change**

One of the most challenging research topics, especially recently, is: what drives massive human behavior change? From marketing, over information spreading in social media, researchers and businesses are asking the question: what motivates the people to change and accept a new type of behavior?

When it comes to the future of our planet, there is no plan B: Can you come closer to the answer on encouraging people to change their lifestyle to a more sustainable?

- **Business idea**

Through this theme, we encourage innovation and entrepreneurship spirited teams. We look for most financially viable business-oriented solutions to utilize offered open datasets. Conceptual business proposals involving existing data provider companies are also encouraged.

First of all – have you identified a real NEED for your business idea?

- **Media bias**

Recently, increasing number of media publishers are facing critique for non-objective discussion about climate change and sustainability issues. For instance, one of the most respected European publishers, BBC, is accused of [succumbing to false balance on climate by UK Parliament](#). At the same time, scientists are reaching almost [unanimous consensus on anthropogenic nature of climate change](#).

Can you identify media bias from provided data? How could we work towards more objective media? Can crowdsourcing help in this case? How about scientific promotion?

- **Visualization & transparency**

Today, much hype is going on in media about Big Data. Big Data seems to be a promise for many problems and a solution for not-yet identified human needs. Especially when it comes to human comprehension of such Big Data, besides analytics, creative and innovative visualization capabilities are a must. We provide you with Big Data from energy and social domains. Can you do the challenging task and provide some novel data representation?

In particular, how to make the data transparent and closer to the people to comprehend? Can Augmented Reality be of help?



For more information you can find us on:

Website <http://greencampus.greenhackathon.com>

Twitter [@greenthackathon](https://twitter.com/greenthackathon)

Facebook <https://www.facebook.com/GreenCampusCIVIS>

Google+ <https://plus.google.com/u/0/b/107086922111201696198>

CIVIS website <http://www.civisproject.eu>

Aalto University website <http://www.aalto.fi>

Green Hackathon Series <http://greenhackathon.com>

RSVP @Meetup <http://www.meetup.com/Green-Campus-CIVIS/events/178850142/>