

CBI Pro @ CERN

Rationale & background

IdeaSquare at CERN is one of the most important experiments when it comes to finding outstanding new applications of fundamental research for the benefit of humankind. However, running Challenge Based Innovation types of projects for the last four years, the IS team has discovered that the interaction with CERN remains light year after year. As presented in Porto and Ilva Hill retreats, we believe that a more longer term, expert driven projects could yield better results regarding the societal applications and success stories. Since CBI @ Local types of projects seem to be taking off (Tampere, CBI A3 etc.) we now have a structure in place, to find high quality people to join the CBI we will be hosting here at CERN. We will be able to bring in talented teams working on the projects full time here in Geneva, in a more intense and inspired way than ever before.

To kick things off, we want to organize a CBI @ CERN Pro version starting January 2018, where we select a team of 4-5 talented people from fields of art, science, communication and more. The team will work together for the next nine months at CERN IdeaSquare to produce a radical solution for a challenge they are given and act as a trailblazer for all the future CBI's to come in residence. Working with offsite students and onsite professionals will be different and the team will need different kind of support structure to act at its maximum capacity. During the project, we will create a deep understanding, of how to orchestrate an environment that will compel the future teams to excel. The first six months will be used for the basic development and the remaining three to finalize and package the project outcomes properly from the prototype to the future guidelines.

The team

We will gather the best people possible for the team through our global networks (RCA, DFGN, CSI ..). These people are as close to real world X-men ready tackle any challenge presented to them on multiple fronts. We can cherry pick the best individuals and also open a call allowing hidden gems to present themselves. Tuuli will act as one of the team members, giving most of her efforts to this project in the Spring, to ensure the framing future CBI@CERN is done in the best possible way and acting as a link to CERN.

Project run time

July-September 2017 - finding funding for the project
September-November 2017 - assembling the team and defining the challenge
November-December 2017 - preparing spaces and the project space for the launch
January 2018 - team kicks off at CERN
March 2016 - midterm interaction event
June 2018 - team presents the preliminary prototype
September 2018 - team presents finalized project outcomes

Outcomes

- An application that has the potential to impact the future of humankind
- Extremely cool demo for IdeaSquare facility. The prototypes in the CBI room are four years old and it's time we update our ammo to show, what we can do in the house.
- Online presence through project blog posts on IdeaSquare website. The team will post updates on their progress creating a constant stream of content on the IdeaSquare webpage.
- Guidelines for future CBI@CERN. The expert team will need different kind of structure than the current CBI visitors at CERN. The nine months will allow us to test new approaches and make a documented plan on how to proceed with the future editions.

Topic definition

The topic of the project will be societally extremely relevant and can be defined together with / in accordance to the project sponsor. However, the framing has to be on something that allows the team to bring out all of its juices, yields massive benefits from the CERN environment, and is no less than absolutely exhilarating. This will also ensure we get the best (and right) people to work on the project. While identifying the topic, CERN connections will be drafted during the process. The past CBI's have mainly focused on problems we are facing at the moment, rather than looking into opportunities that we have moving forward. Hence some project topic examples follow:

Topic proposal I: Observing the observer

The modern science has brought us past the borders of atoms and space through its fine instrumentation. However, we have only rudimentary equipment to observe ourselves. Providing a variety of tools designed for this purpose would allow us to improve this understanding and thus affect what we are able to do. Self feedback loops and new forms of media seem to be a promising way to equip people with the necessary skills to push past their present limits.

Topic proposal II: Pushing past limitations in problem solving

When engaging in problem solving activity, people get stuck sooner or later. In this project we look deep into what causes people to get stuck, how they get stuck and what novel mediums can be used to get past the stage of stuckness. We will take different user groups from the CERN physicists to kindergarten children to see what is happening and design a novel way to surpass the blocks thus aiding people to proceed in their process of problem solving. The finalized tool can be adopted at CERN, IdeaSquare and other places afterwards.

Project resources

- Team space at IdeaSquare
- 300k team salary
- 100k prototype budget
- 200k expert and event budget
- 20 x Festo penguin
- 380k miscellaneous & overheads