

CBI A³ Jam



Energizer

A group of people are gathered around a white table, playing a card game. The woman in the center is laughing joyfully. The table is covered with several small, square cards featuring various images. A white mug, a smartphone, and a notebook are also on the table. The background shows a modern office or meeting room setting with a grey sofa and a whiteboard.

CBIngo!



Let's Play **CBIngo!**

Find a different person for each of the squares!

Write their name in the square.

First to fill the card wins!

A photograph of two women shaking hands in an office environment. The woman on the left has dark curly hair and is wearing a light-colored, textured long-sleeved shirt. The woman on the right has long brown hair and is wearing a grey ribbed turtleneck sweater and a dark skirt with white vertical stripes. The background shows a blurred office space with a yellow sticky note on a wall.

Let's Play **CBIngo!**

However, you can only ask one question to each person at a time.

Jam session - idea 2

Develop your ideas (approx.1.5 hrs)

Is this transformative innovation? 2030 horizon

Develop a stakeholder map & explore different users

What systems are you making obsolete?

When, where, how, why, what, who...

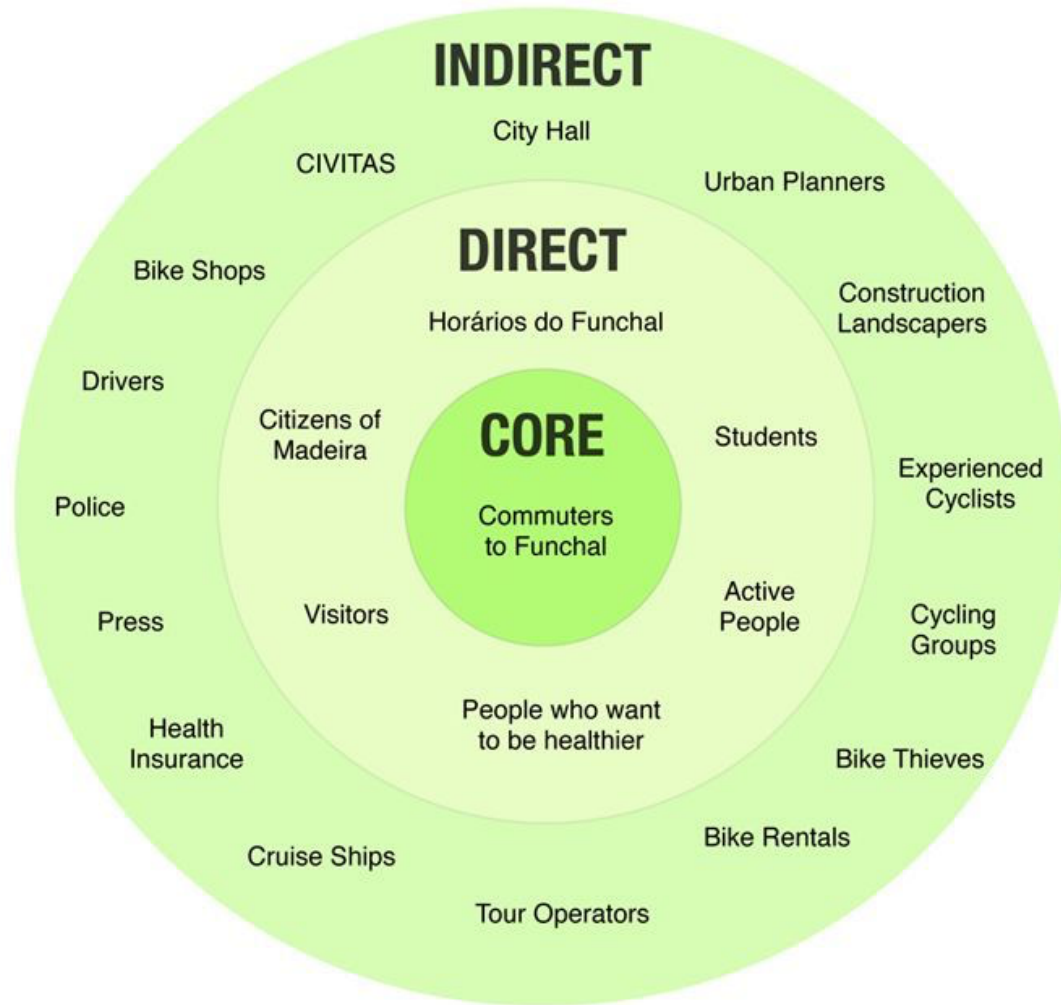
What is the value of your design to society?

What undesirable side effects might occur?

Describe the journey of using your design idea.

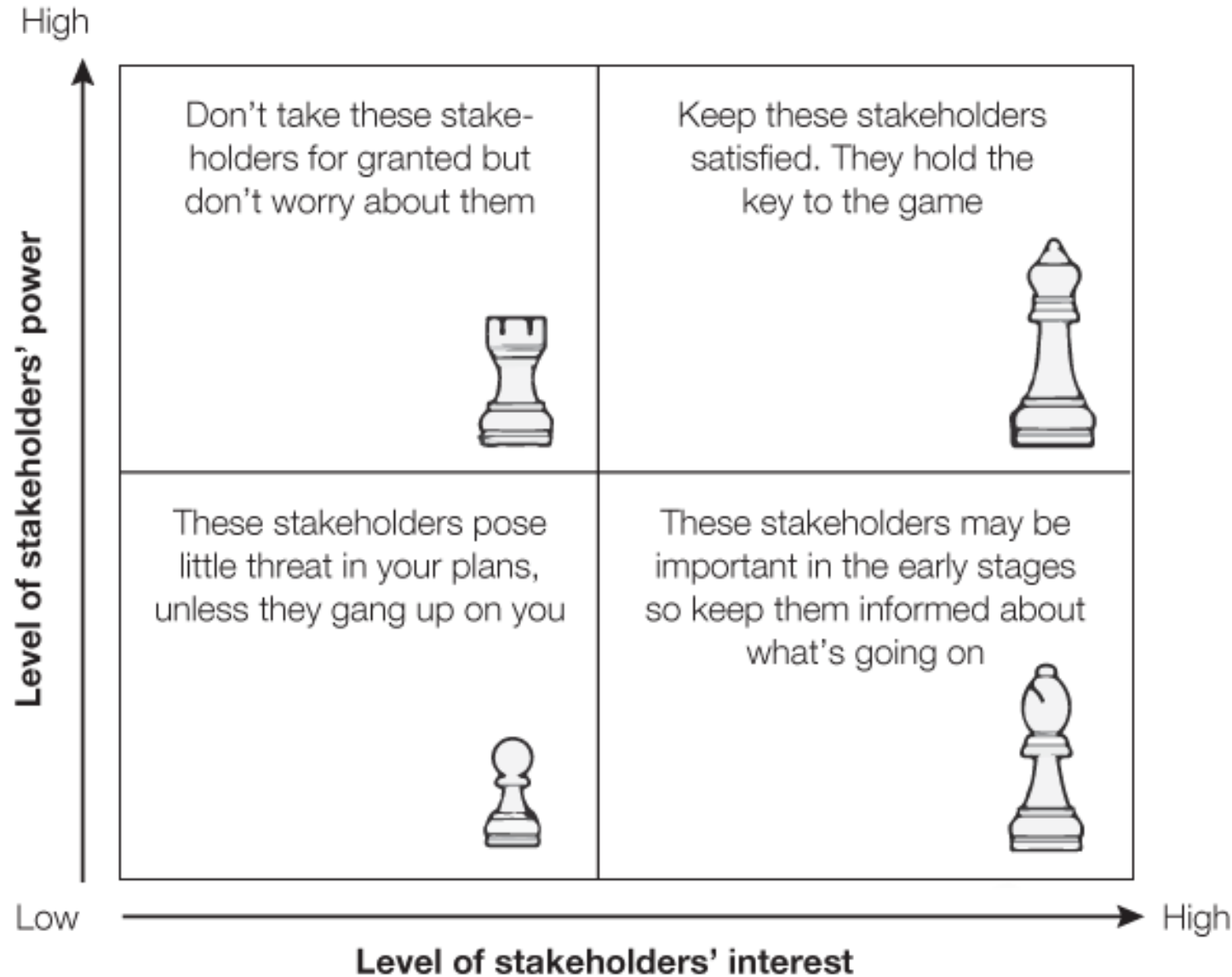
Create a prototype, plan pitch (approx. 1hr) & pitch (approx. 30 mins, 5 mins per team + feedback)

Stakeholder maps



Use stakeholder maps to create hierarchy and start to understand relationships between stakeholders (actors in your ecosystem)

Stakeholder maps



Interest and Influence

(Johnson, Scholes, Wittingham)



Introduction

Building Empathy

Turn of Events

Call to Action

The Quest

The Crisis

Personal Growth

Showdown

The Resolution

Pixar storytelling

A vibrant scene from the Pixar movie 'Up' showing a two-story house with a red roof and yellow siding floating in a clear blue sky. The house is suspended by a massive, dense cluster of hundreds of colorful balloons in various colors including red, blue, green, yellow, and purple. The balloons are tied to the house, and their strings are visible, creating a fan-like pattern as they converge on the structure.

Once upon a time there was.....

Every day.....

One day.....

Because of that.....

Because of that.....

Until finally.....

Name your concept



A photograph of a band performing on stage. In the foreground, a man with dark hair is playing a black electric bass guitar. He is wearing a blue and white plaid shirt. Behind him, another man with long brown hair is singing into a microphone on a stand. He is wearing a dark jacket over a patterned shirt. The background is dark with some stage lights visible as bokeh.

Present your concept

5 minute pitch format

Start with **Can you imagine...**

Consider the narrative to engage your audience

What is the challenge you are addressing? SDG + 2030?

Clearly describe your concept (+ **give it a name**)

How does it use CERN technology?

How is it valuable for society?

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CBI A³ Jam



A³ Presentation

To start with:

Santeri will introduce IdeaSquare/CBI

Christine will introduce CBI A³ and explain you are mid-way through journey

A³ Presentation

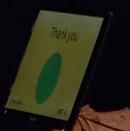
5 min presentation

Present 1 idea

5 min feedback



SUGAR



A³ Presentation

The audience

Feedback panel

Audience appreciates ideas based on facts

Audience appreciates transformative innovation

Audience = IdeaSquare, coaches, CERNies, CBI Barcelona, CERN media Lab

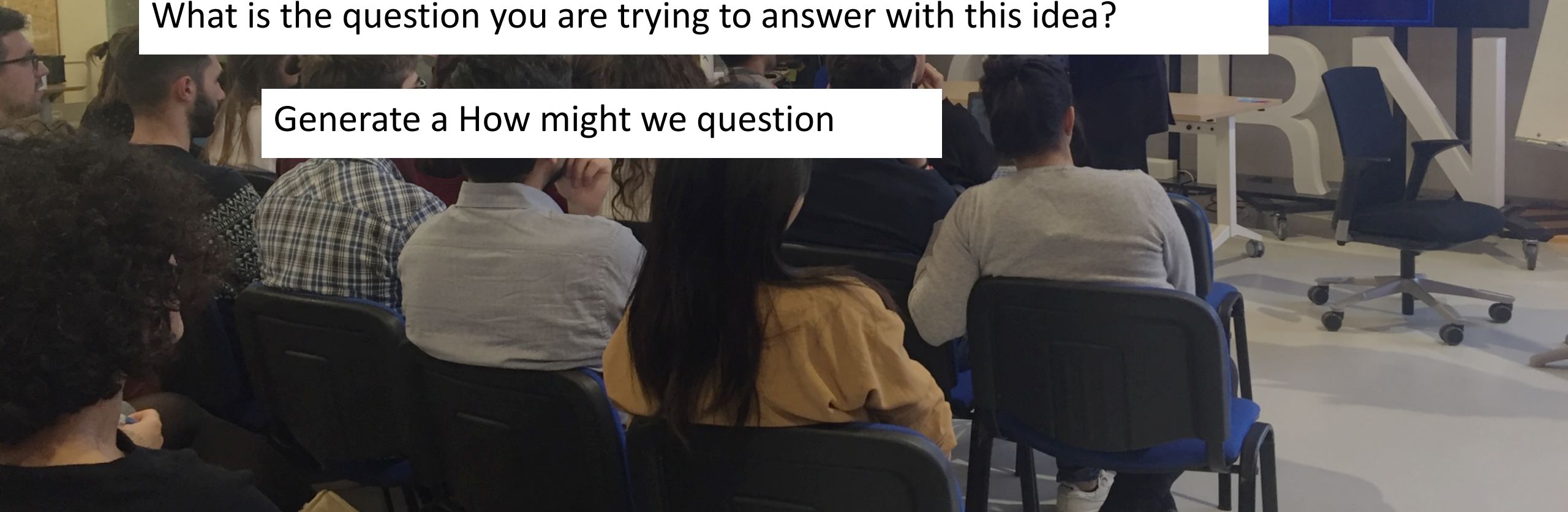


A³ Presentation

The starting point

What is the question you are trying to answer with this idea?

Generate a How might we question



A³ Presentation

The starting point

What is the question you are trying to answer with this idea?

Generate a How might we question

Why is this important?

Add a reference point to back up your ideas



A³ Presentation

Consider:

This is not a sales pitch. It's telling what you've learned and what you are proposing.

Showing is better than telling

Use slides as an anchor



A³ Presentation

A group of approximately ten students are gathered in a classroom or workshop. They are dressed in winter clothing like jackets and scarves. Some students are holding up their project models, which include cardboard boxes, a paper airplane, and a small blue structure. One student in the foreground is holding a large, colorful architectural drawing. The students are smiling and appear to be in a collaborative and creative environment.

Slides

Use images to help people visualize your challenge

Be careful with your colour choices

Use big fonts

A³ Presentation

A group of approximately 12 students are gathered in a classroom or workshop. They are dressed in winter attire like jackets and scarves. Several students are holding up their project models, which include a white paper airplane, a cardboard structure with blue and orange labels, a colorful pixelated board, and a blue architectural model. One student in the foreground is holding a large printed image of a city or landscape. The background shows a whiteboard and classroom furniture.

Make sure:

Show passion!

Have a clear explanation

Practice with others and iterate based on the feedback that you get

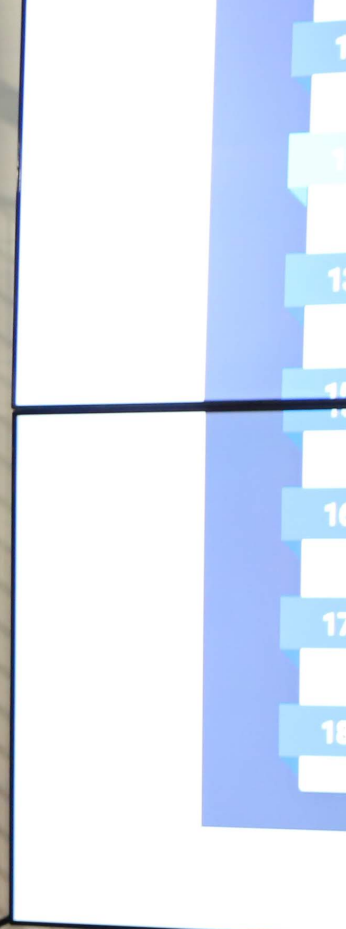
A³ Presentation

Make sure:

Always keep your microphone close to your chin!

Check your voice level.

Speak confidently but calmly.



A³ Presentation

Techniques

If you have a diagram or prototype walk the audience through it.



A³ Presentation

Techniques

Never turn your back on the audience.

Be comfortable on stage, but avoid walking around too much.

A³ Presentation

Microphone

Microphone



A³ Presentation

A group of approximately ten diverse students are gathered in a classroom or workshop. They are dressed in winter attire like jackets and scarves. Several students are holding up their project models, which include a cardboard box, a blue wireframe structure, a small airplane, and a printed architectural plan. The students are smiling and looking towards the camera, creating a positive and collaborative atmosphere.

Feedback

Think before you answer: *Thank you for your question!*

Embrace not knowing

Focus on listening, not on defending your ideas

Keep your answers short

Tomorrow's Schedule:

THURSDAY, 6 DECEMBER



08:30 → 09:00 **Teaching team meeting**

🕒 30m 📍 3179-R-E06

09:00 → 09:30 **Warm-up (shared with CBI Barcelona) and instructions for the day**

🕒 30m 📍 3179-R-E06

09:30 → 10:00 **team preparation**

📍 3179-R-E06

10:00 → 11:00 **Optional: KT group - post-study, how to take your concepts further**

📍 3179-R-E06

CBI Barcelona presentation

11:00 → 12:30 **Team Preparation**

🕒 1h 30m 📍 3179-R-E06

12:30 → 13:30

Lunch

🕒 1h

13:30 → 15:30 **Team Preparation**

🕒 2h 📍 3179-R-E06

16:00 → 17:00 **PRESENTATIONS AND FEEDBACK - IdeaSquare, CERN and Public Audience**

🕒 1h 📍 3179-R-E06

17:00 → 17:30 **Finish, reflect and re-set space**

🕒 30m 📍 3179-R-E06

19:00 → 21:00 **Celebration Dinner, Fondue in R1, hosted by IdeaSquare**

🕒 2h

Daily Reflection

Guided learning reflection. 15 mins, end of each day.

Individually write on post-its. Share 1 sentence with team.

I found challenging because.....

I was surprised by because.....

I was inspired by because.....

I would like to increase my
knowledge/capability/understanding of