Schedule

A^3

CBI A3 Jam - Week 1

* Schedule is dynamic & subject to ongoing tweaks & updates

TIME START	Min	MONDAY
		Introduction day
8:30:00 AM	30	
9:00:00 AM	30	teaching team meeting 1.5hrs
9:30:00 AM	30	
10:00:00 AM	30	
10:30:00 AM	30	Welcome to CBI A3 Jam & icebreaker exercise. CERN site tour
11:00:00 AM	30	
11:30:00 AM	30	
12:00:00 PM	30	Lunch at R1
12:30:00 PM	30	
1:00:00 PM	30	
1:30:00 PM	30	**Intro IdeaSquare & CERN**
2:00:00 PM	30	2 week program
2:30:00 PM	30	
3:00:00 PM	30	break
3:30:00 PM	30	KT - technology & how to talk to CERNies
4:00:00 PM	30	
4:30:00 PM	30	
5:00:00 PM	30	Set goals for week/s, how to curate conversations with people at CERN
5:30:00 PM		
		6:30pm food at IdeaSquare + create a community photo board

TIME START	Min	TUESDAY
		ideation day 1
8:30:00 AM	30	Teaching Team Meeting 30 min
9:00:00 AM	30	9-9:15, warm up and instructions for the day
9:30:00 AM	30	**2:00-3:30 Keynote: Markus Nordberg. Why we are here**
10:00:00 AM	30	
10:30:00 AM	30	
11:00:00 AM	30	Rapid Ideation 1: multi-verse thinking (Pablo)
11:30:00 AM	30	
12:00:00 PM	30	
12:30:00 PM	30	lunch
1:00:00 PM	30	
1:30:00 PM	30	Neal Stone, Design Innovation session?
2:00:00 PM	30	
2:30:00 PM	30	
3:00:00 PM	30	
3:30:00 PM	30	
4:00:00 PM	30	Rapid Ideation 2: SDG's and futures thinking
4:30:00 PM	30	
5:00:00 PM	30	
5:30:00 PM		Finish, reflect, information for tomorrow

TIME START	Min	WEDNESDAY
		ideation day 2
8:30:00 AM	30	8:30-, warm up and instructions for the day
9:00:00 AM	30	Cloud Chamber
9:30:00 AM	30	
10:00:00 AM	30	
10:30:00 AM	30	Rapid Ideation 3: CERN technology
11:00:00 AM	30	
11:30:00 AM	30	
12:00:00 PM	30	
12:30:00 PM	30	Lunch
1:00:00 PM	30	
1:30:00 PM	30	Ideation session 4: SDG opportunity + CERN technology combined
2:00:00 PM	30	
2:30:00 PM	30	
3:00:00 PM	30	
3:30:00 PM	30	*short break*
4:00:00 PM	30	**CMS 5-6pm (ready to leave 4:15pm)**
4:30:00 PM	30	
5:00:00 PM	30	
5:30:00 PM		Finish, reflect, information for tomorrow

TIME START	Min	THURSDAY
		ideation day 3
8:30:00 AM	30	Teaching Team Meeting 30 min
9:00:00 AM	30	9-9:15, warm up and instructions for the day
9:30:00 AM	30	CERN Coaches - brief stu
10:00:00 AM	30	Ideation session 5: Card mix-up
10:30:00 AM	30	
11:00:00 AM	30	
11:30:00 AM	30	
12:00:00 PM	30	
12:30:00 PM	30	Lunch
1:00:00 PM	30	
1:30:00 PM	30	Energiser "CERN slam - drop the particle"
2:00:00 PM	30	
2:30:00 PM	30	
3:00:00 PM	30	
3:30:00 PM	30	idea development and prepration for pop-up
4:00:00 PM	30	
4:30:00 PM	30	
5:00:00 PM	30	R1 Pop - Up CERN scientists/stakeholders & feedback on selection of ideas
5:30:00 PM		Finish, reflect, information for tomorrow
		6:30 Students cook communal dinner at IdeaSquare

TIME START	Min	FRIDAY
		ideation day 4
8:30:00 AM	30	Teaching Team Meeting 30 min
9:00:00 AM	30	9-9:15, warm up and instructions for the day
9:30:00 AM	30	Ideation Session 6: Team Switches, facilitated ideation
10:00:00 AM	30	
10:30:00 AM	30	
11:00:00 AM	30	
11:30:00 AM	30	
12:00:00 PM	30	
12:30:00 PM	30	Lunch
1:00:00 PM	30	
1:30:00 PM	30	Ideation session 7: future scenarios
2:00:00 PM	30	
2:30:00 PM	30	
3:00:00 PM	30	idea development and prepration for pop-up
3:30:00 PM	30	
4:00:00 PM	30	
4:30:00 PM	30	R1 Pop - Up CERN scientists/stakeholders & feedback on selection of ideas
5:00:00 PM	30	
5:30:00 PM		Finish, information for tomorrow

TIME START	Min	SATURDAY
		wrap up week 1
8:30:00 AM	30	
9:00:00 AM	30	
9:30:00 AM	30	
10:00:00 AM	30	Teaching Team Meeting 30 min
10:30:00 AM	30	Arrive and Instructions. 10:30-10:45 warm-up
11:00:00 AM	30	ideas co-hack (some CERN coaches may be present)
11:30:00 AM	30	
12:00:00 PM	30	
12:30:00 PM	30	Lunch
1:00:00 PM	30	
1:30:00 PM	30	
2:00:00 PM	30	
2:30:00 PM	30	
3:00:00 PM	30	
3:30:00 PM	30	
4:00:00 PM	30	present outcomes
4:30:00 PM	30	
5:00:00 PM	30	
5:30:00 PM		
7:00 pm		FONDUE - "Drinking" Cheese in Geneva

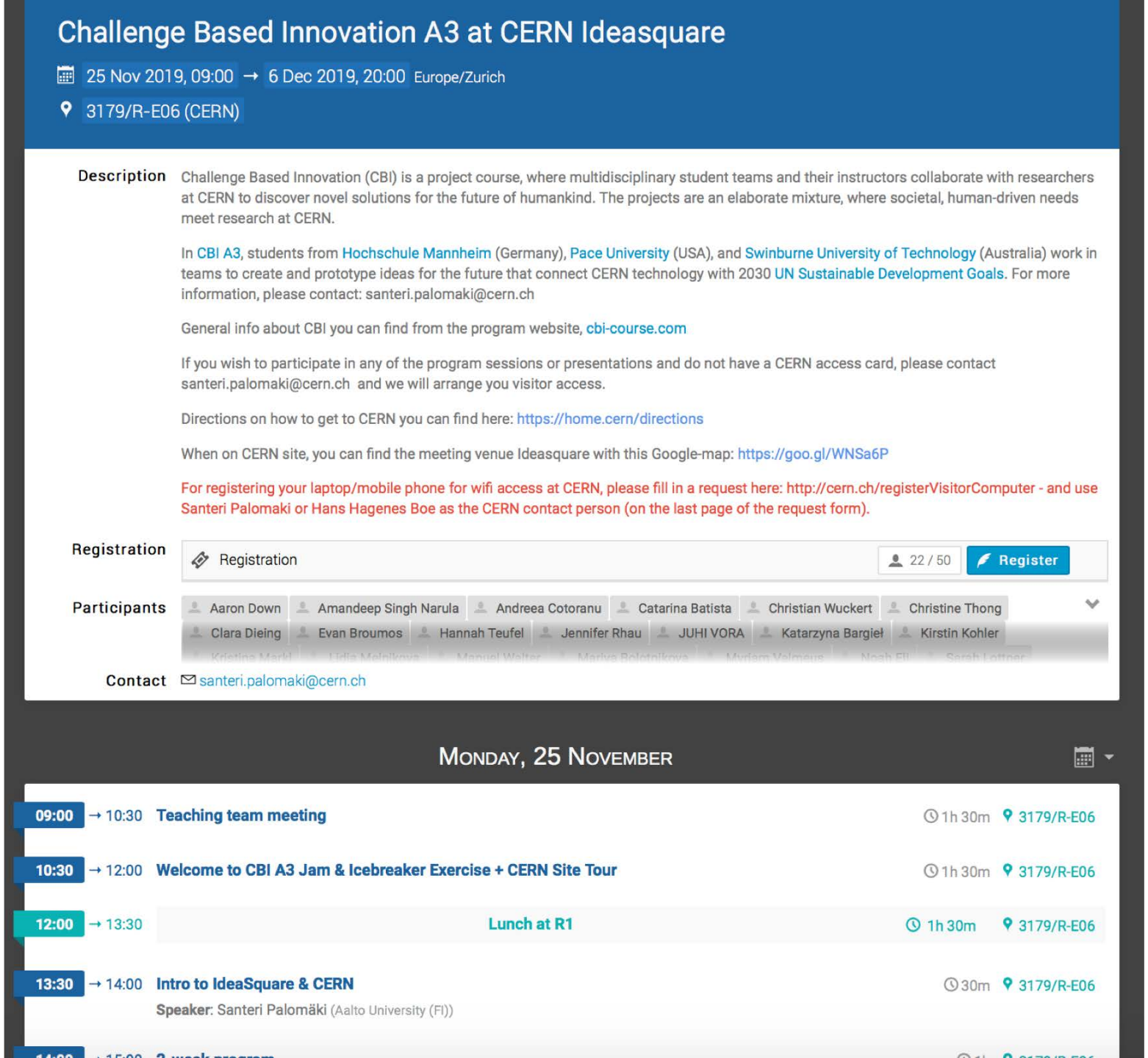
CBI A3 Jam - Week 2

* Schedule is dynamic & subject to ongoing tweaks & updates

TIME START	Min	MONDAY	TIME START	Min	TUESDAY	TIME START	Min	WEDNESDAY	TIME START	Min	THURSDAY	TIME START	Min	FRIDAY
					wild card day			deeper exploration of 2 topics			presentations			reflections and capture Experience
8:30:00 AM	30		8:30:00 AM	30	Teaching Team Meeting 30 min	8:30:00 AM	30	Teaching Team Meeting 30 min	8:30:00 AM	30	Teaching Team Meeting 30 min	8:30:00 AM	30	Teaching Team Meeting 30 min
9:00:00 AM	30		9:00:00 AM	30	9-9:15, warm up and instructions for the day	9:00:00 AM	30	9-9:15, warm up and instructions for the day	9:00:00 AM	30	9-9:15, warm up and instructions for the day	9:00:00 AM	30	
9:30:00 AM	30	travel time	9:30:00 AM	30	team dynamics	9:30:00 AM	30	idea selection	9:30:00 AM	30	team preparation	9:30:00 AM	30	9:30-9:45 warm-up
10:00:00 AM	30		10:00:00 AM	30		10:00:00 AM	30		10:00:00 AM	30		10:00:00 AM	30	Reflections, next steps and goodbye to IdeaSquare, clean up
10:30:00 AM	30		10:30:00 AM	30		10:30:00 AM	30	PD3 - a mini-hack session, further developing 1 x existing idea	10:30:00 AM	30		10:30:00 AM	30	
11:00:00 AM	30	**10:30-12 UN walk around & SDG 2030**	11:00:00 AM	30	11:00-12:30 idea generation tool?	11:00:00 AM	30		11:00:00 AM	30		11:00:00 AM	30	
11:30:00 AM	30		11:30:00 AM	30		11:30:00 AM	30		11:30:00 AM	30		11:30:00 AM	30	
12:00:00 PM	30		12:00:00 PM	30		12:00:00 PM	30		12:00:00 PM	30		12:00:00 PM	30	Lunch @ IdeaSquare??
12:30:00 PM	30	lunch & travel time	12:30:00 PM	30	lunch	12:30:00 PM	30	Lunch	12:30:00 PM	30	Lunch	12:30:00 PM	30	
1:00:00 PM	30		1:00:00 PM	30		1:00:00 PM	30		1:00:00 PM	30		1:00:00 PM	30	
1:30:00 PM	30		1:30:00 PM	30	Move to Innovation - Romain Muller	1:30:00 PM	30	PD3 - a mini-hack session, further developing 1 x existing idea	1:30:00 PM	30	team preparation	1:30:00 PM	30	
2:00:00 PM	30	idea igeneration!!	2:00:00 PM	30		2:00:00 PM	30		2:00:00 PM	30		2:00:00 PM	30	
2:30:00 PM	30		2:30:00 PM	30		2:30:00 PM	30		2:30:00 PM	30		2:30:00 PM	30	
3:00:00 PM	30		3:00:00 PM	30	last idea divergence session	3:00:00 PM	30		3:00:00 PM	30		3:00:00 PM	30	
3:30:00 PM	30		3:30:00 PM	30		3:30:00 PM	30		3:30:00 PM	30		3:30:00 PM	30	
4:00:00 PM	30		4:00:00 PM	30		4:00:00 PM	30		4:00:00 PM	30		4:00:00 PM	30	
4:30:00 PM	30		4:30:00 PM	30		4:30:00 PM	30		4:30:00 PM	30		4:30:00 PM	30	
5:00:00 PM	30		5:00:00 PM	30	idea convergence	5:00:00 PM	30		5:00:00 PM	30		5:00:00 PM	30	
5:30:00 PM		Finish, reflect, information for tomorrow	5:30:00 PM		Finish, reflect, information for tomorrow	5:30:00 PM		Finish, reflect, information for tomorrow	5:30:00 PM	30		5:30:00 PM		
									6:00pm		**PRESENTATIONS AND FEEDBACK - IdeaSquare, CERN, SDG and CBI audiences**			
					6-7pm, Open space, Knowledge Transfer hosting an									

Live Schedule: CERN format, Indigo

https://indico.cern.ch/event/857498/timetable/



CBI A³ jam 2019

Daily warm-ups!

End of day reflections

1 hour lunch break

Mixture of presentations & team time (structured & freestyle)

Warm-up schedule

Tues 26th – Team **ASE**

Wed 27th – Team **Bee**

Thurs 28th – Team **Metro**

Fri 29th – Team **Clash**

Sat 30th – **Teaching team**

CERN coaches

Each team has 1 x coach

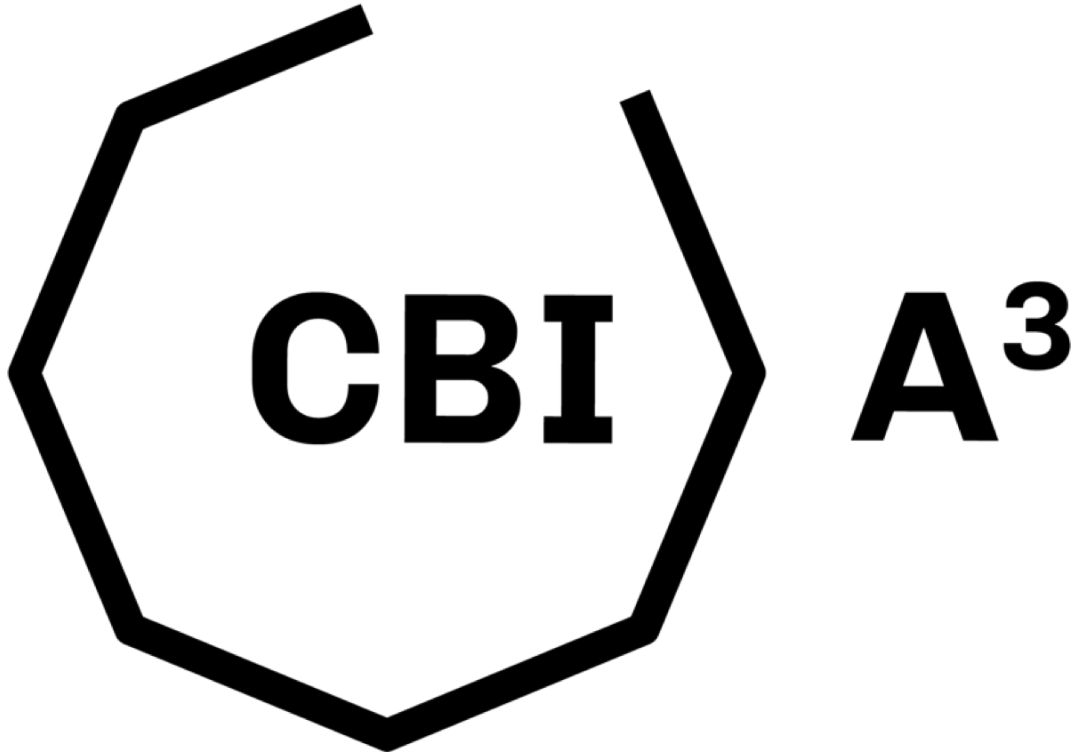
Team allocation & briefing on Thursday

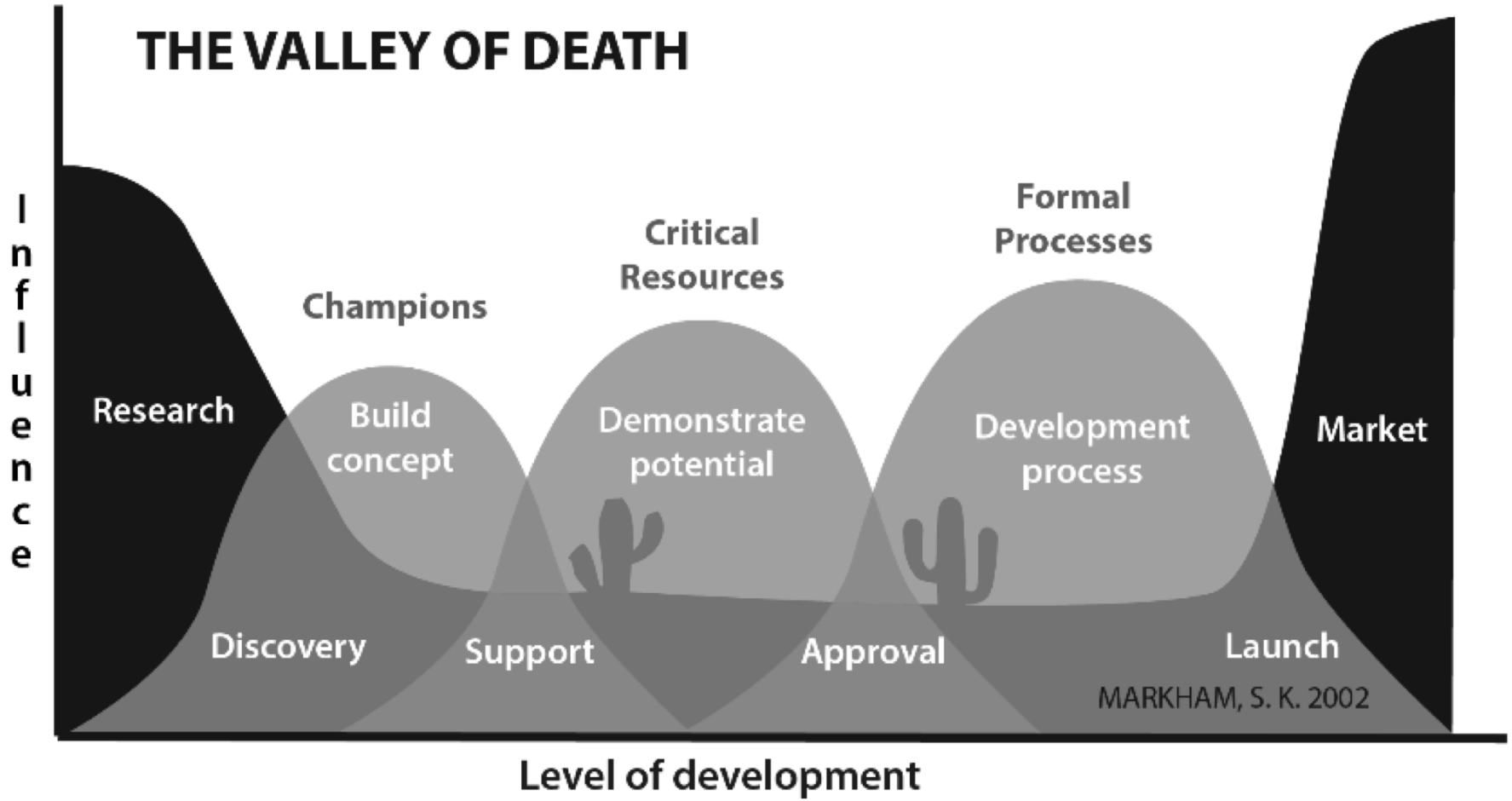
Remember: they are CERN fellows, not CERN technology experts. They bring a different perspective to your team & may help connect you with other experts

Purpose of the 2 weeks:

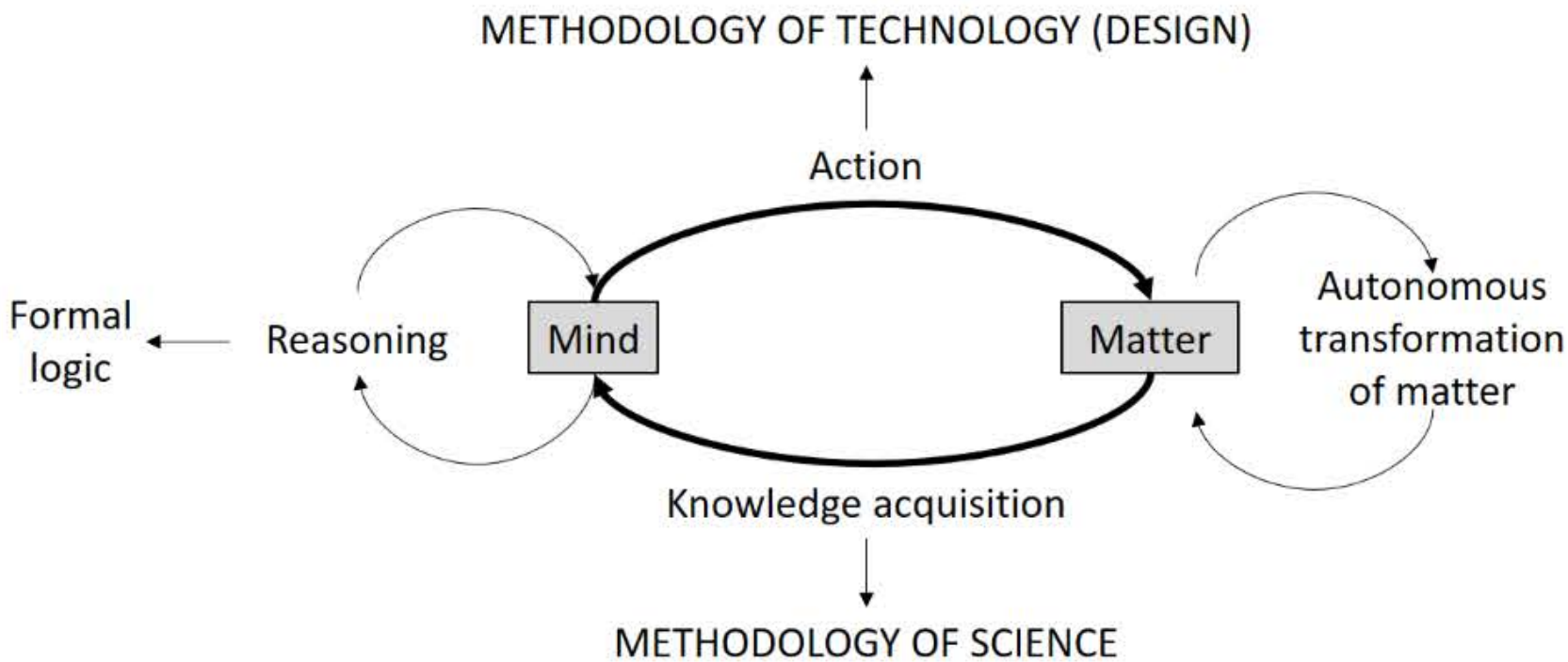
- Understand IdeaSquare CERN context
- Inspiration, & diverse perspectives
- Practice innovation mindset, curiosity & experimentation
- Accelerate of project, learn, learn, learn
- Generate lots of project ideas

Design Innovation



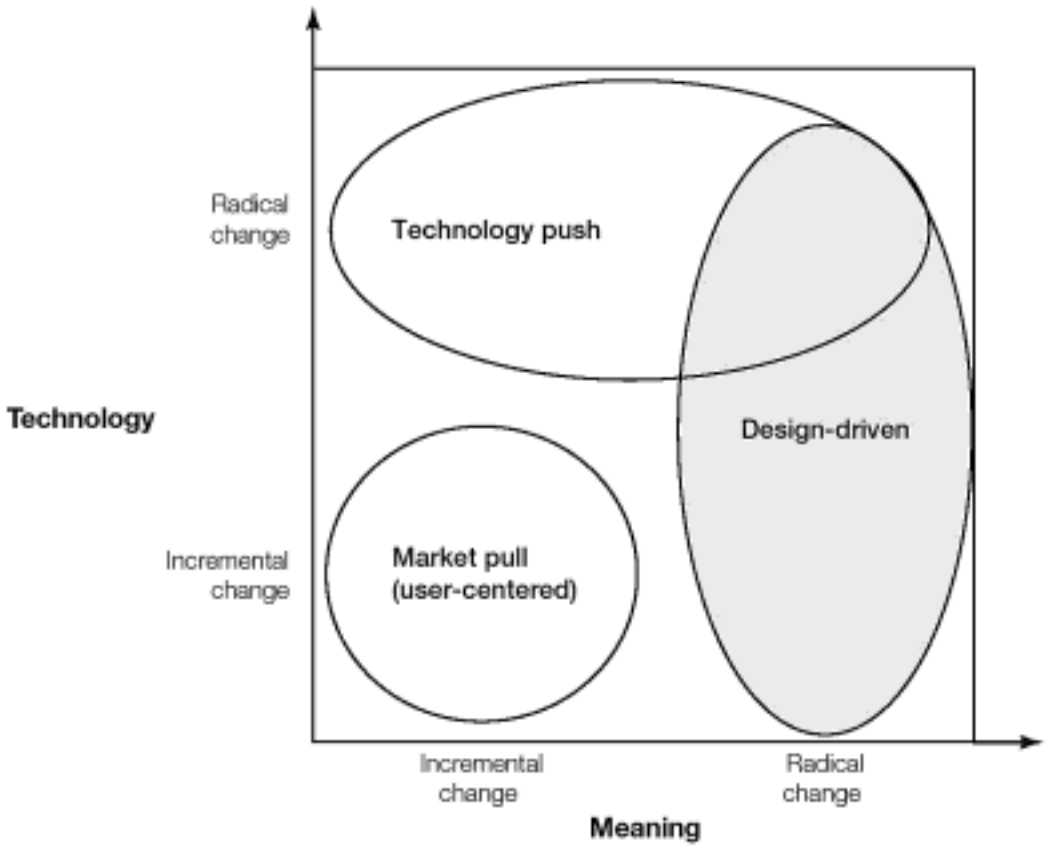


Markham (2002)



Roozenburg and Eekels (1995)

The strategy of design-driven innovation as the radical change of meanings



Robert Verganti

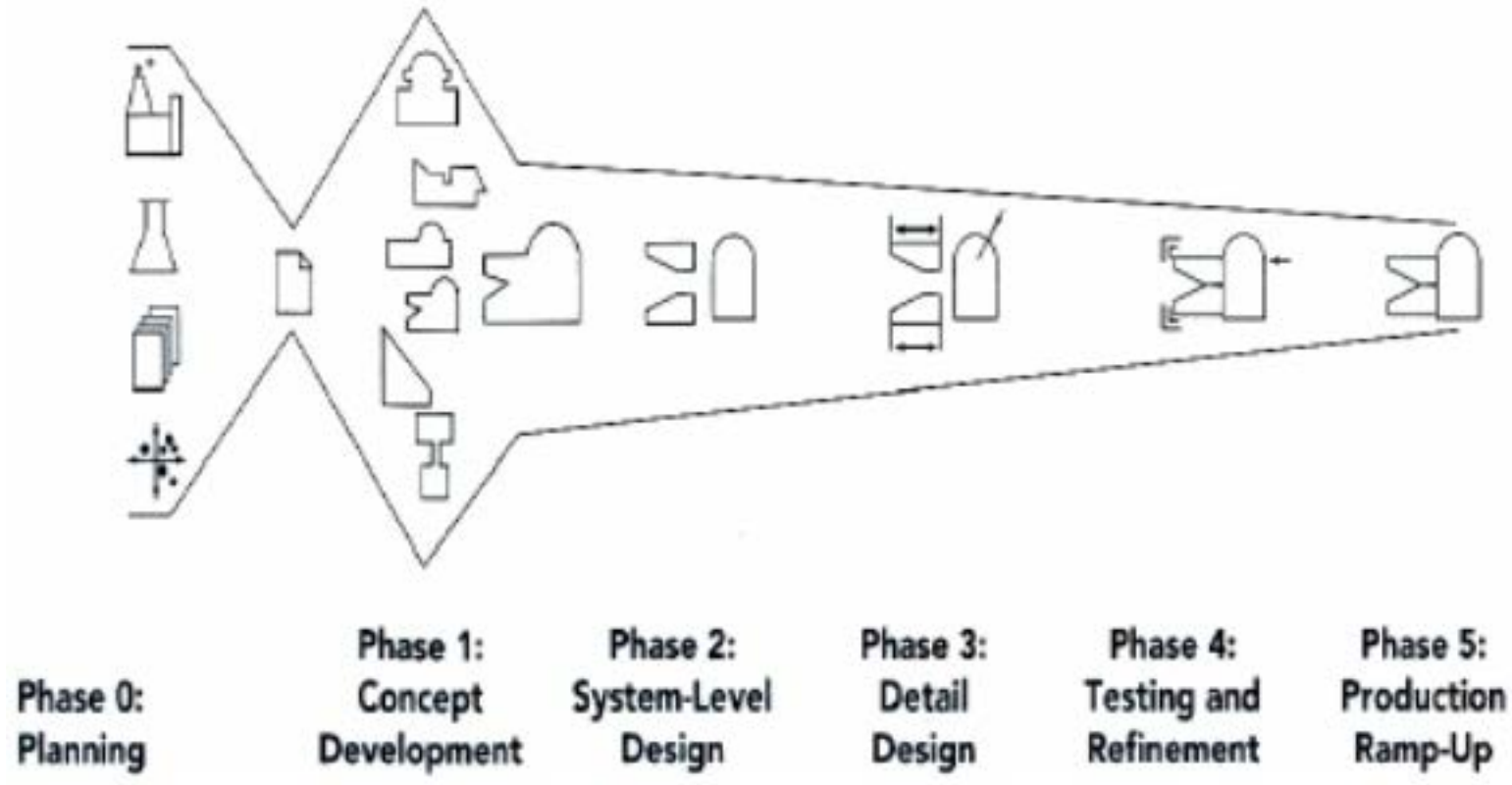
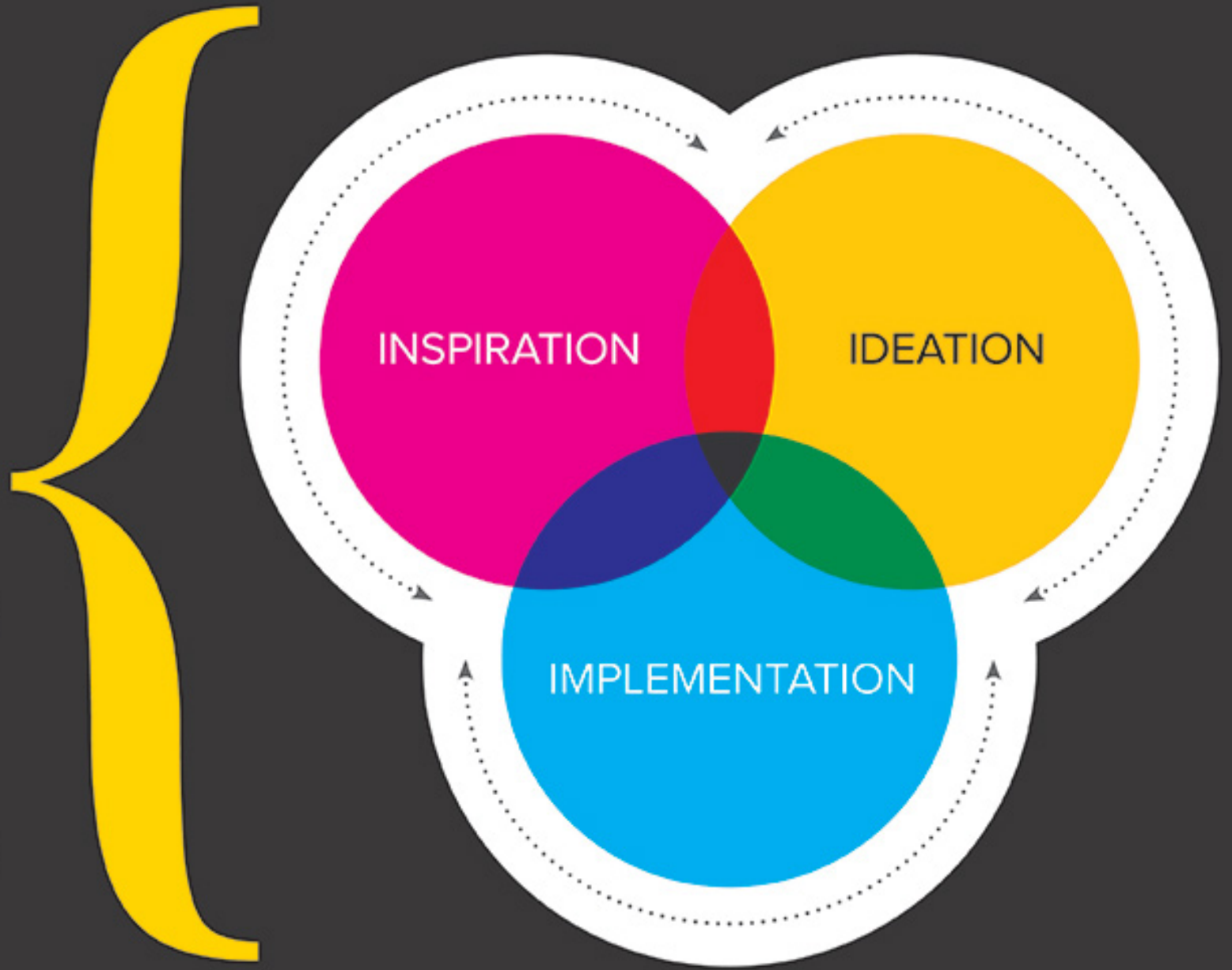


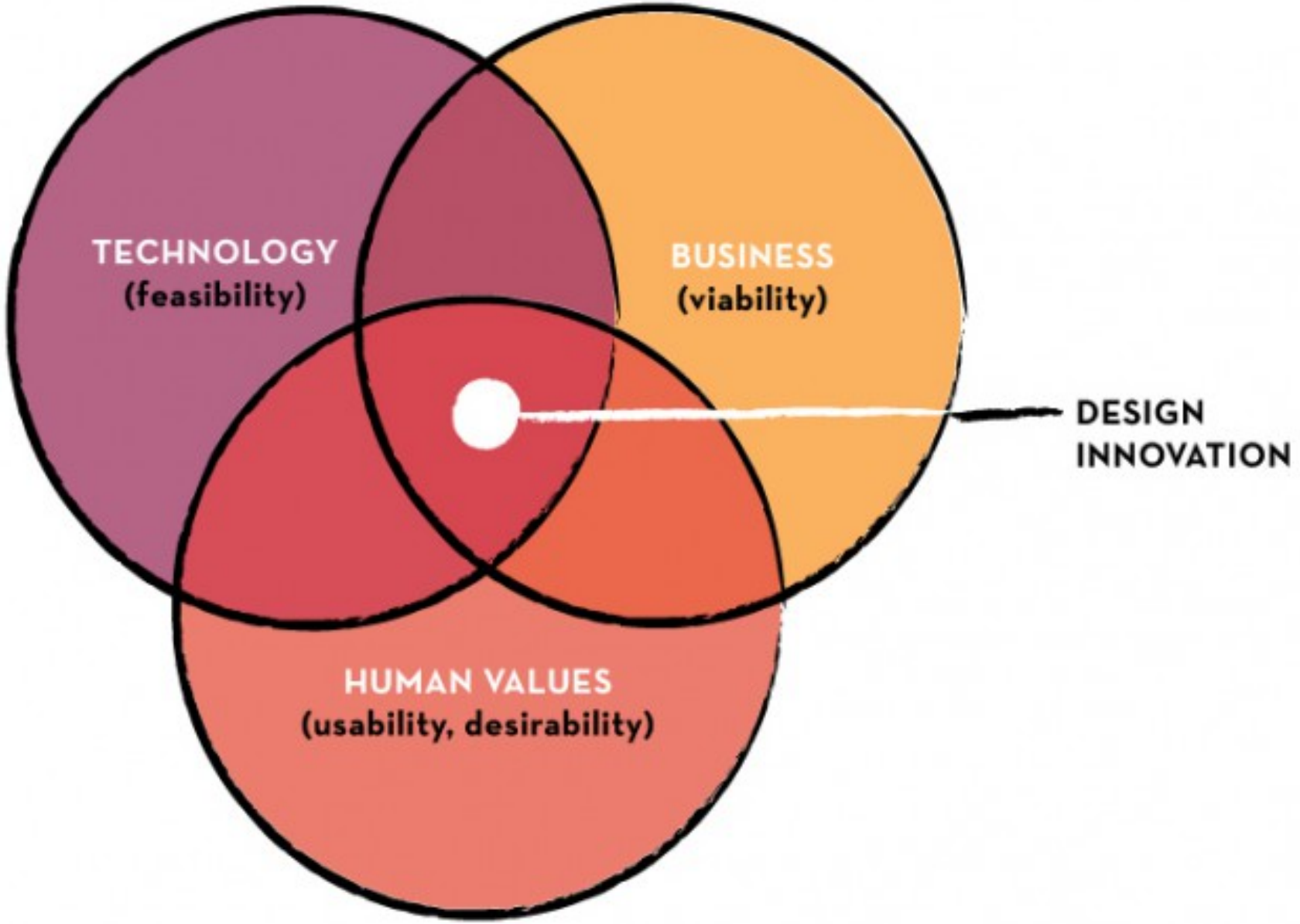
Figure 5 A generic product development process reproduced from *Product Design and Development, 5th Ed.* by Ulrich and Eppinger

"*Design thinking* is an approach to problem-solving in which inspiration, ideation and implementation occur not in sequence but as 'a system of overlapping spaces.'"

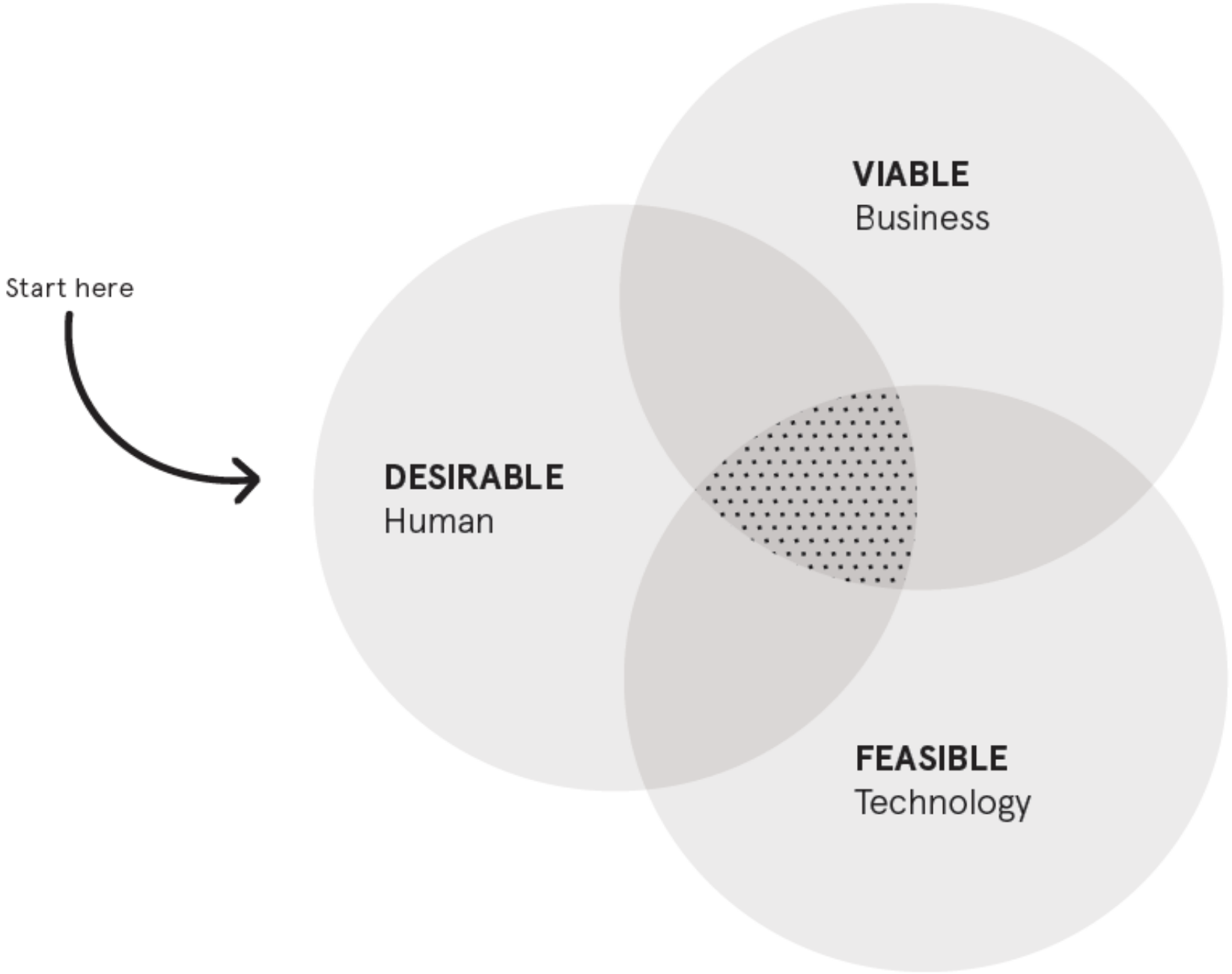
Tim Brown
IDEO President



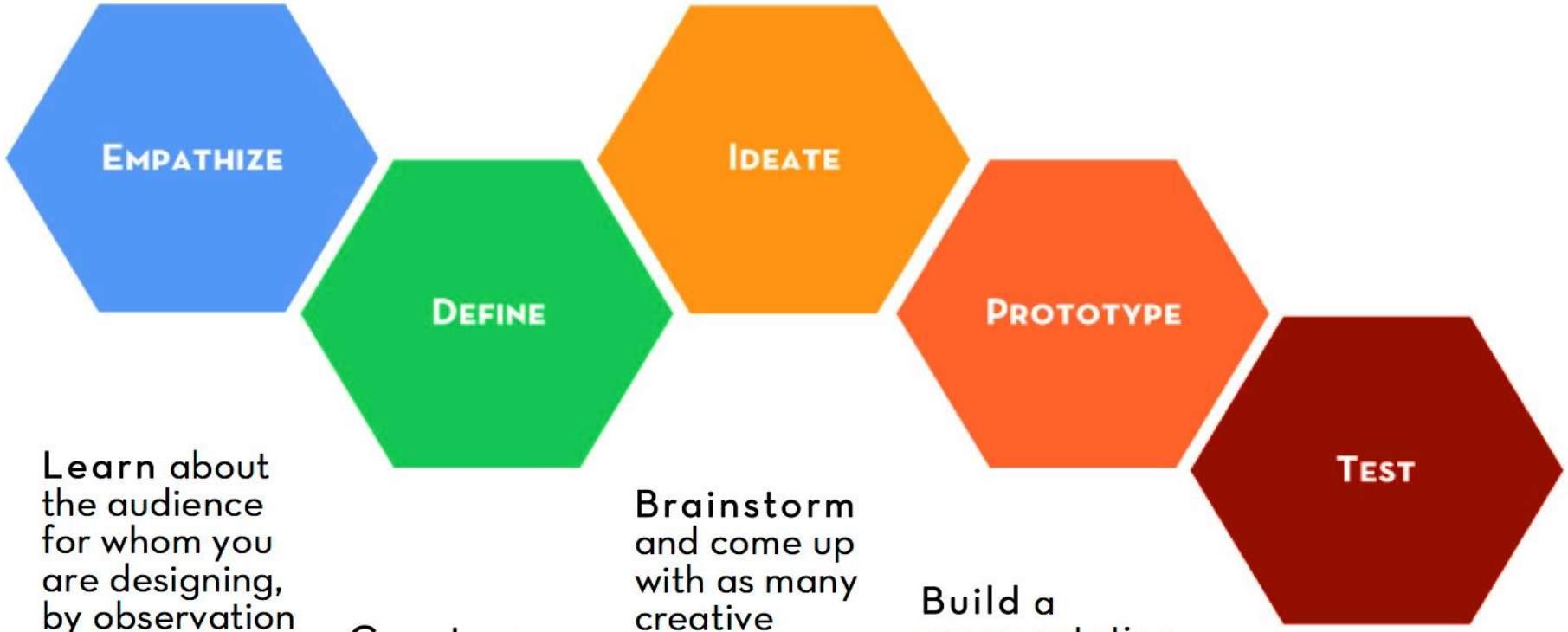
WHAT IS DESIGN THINKING?



WHAT IS DESIGN THINKING?



EXAMPLES OF PROCESSES



Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights. *What are their needs?*

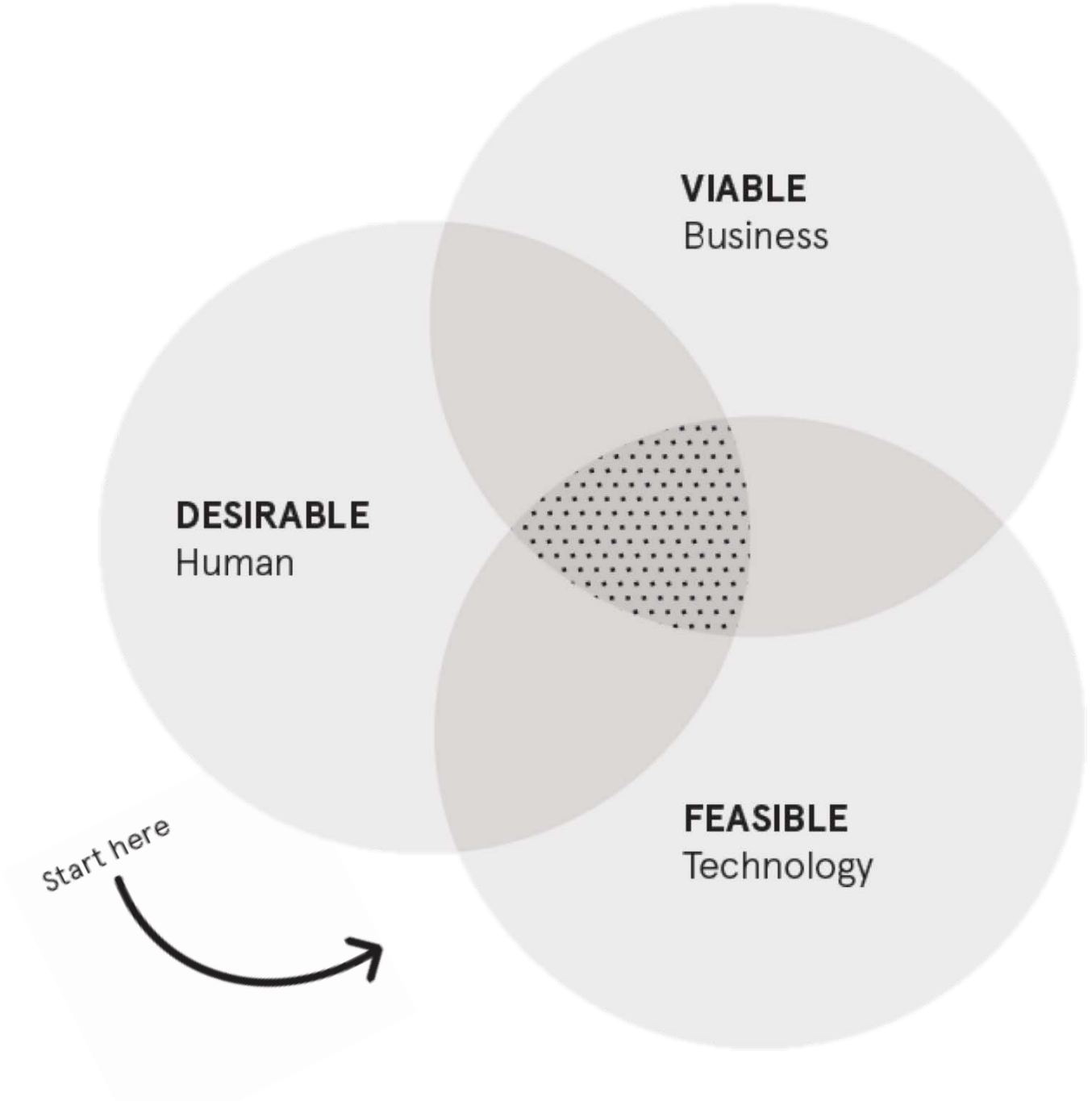
Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

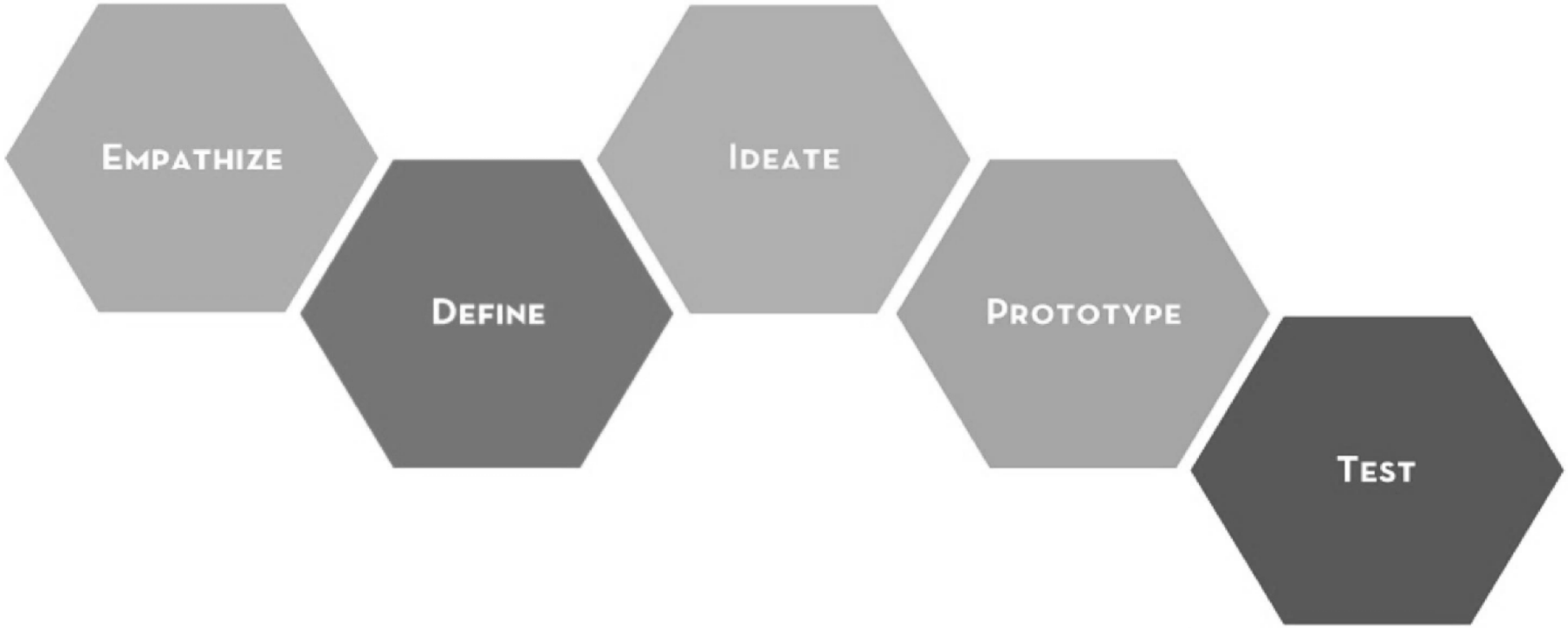
Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

d.School & IDEO

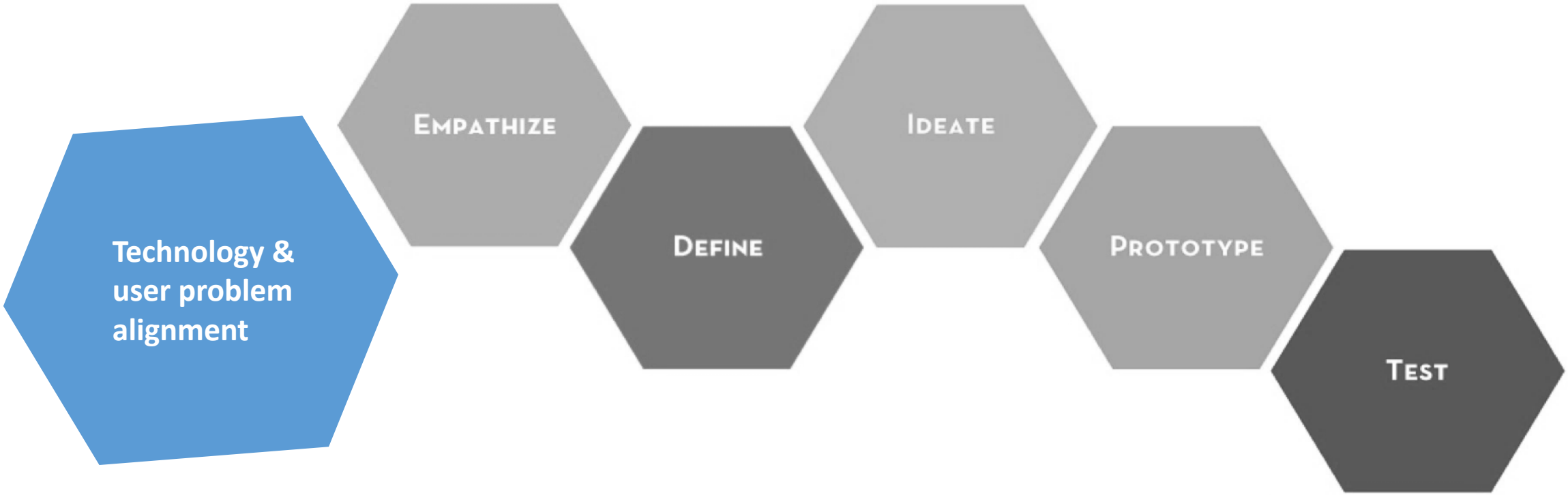
?


VIABLE
Business
DESIRABLE
Human
FEASIBLE
Technology
Start here

?



d.School & IDEO



d.School & IDEO

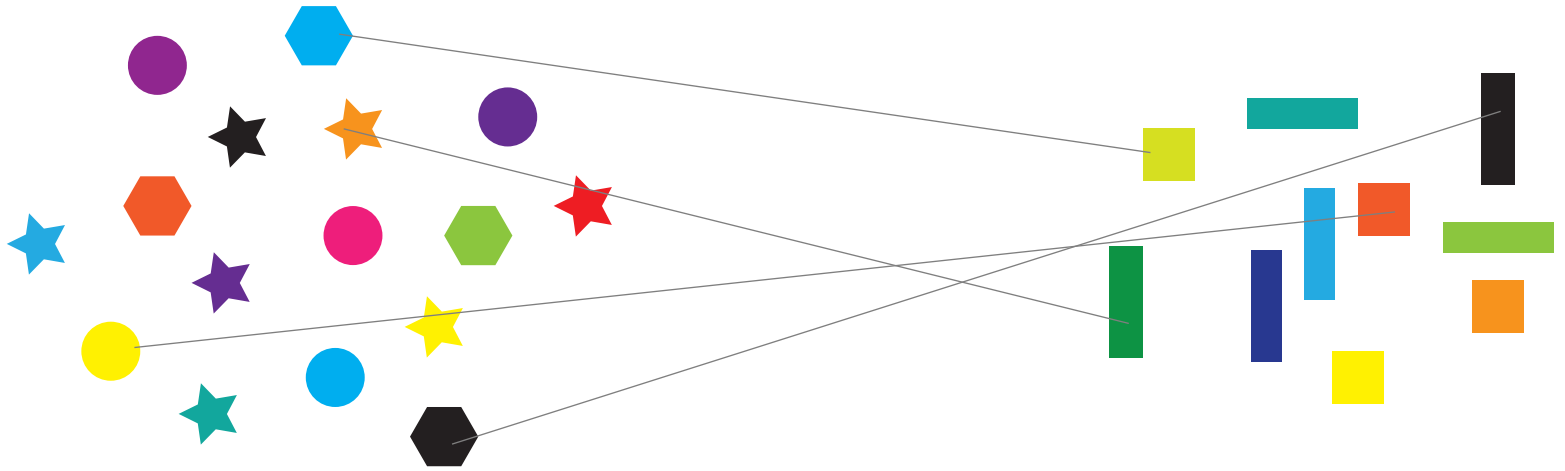
Technology innovation theory

Verganti & Öberg

Hermeneutic framework: interpreting & envisioning

CBI A³ Phase1. Connections:

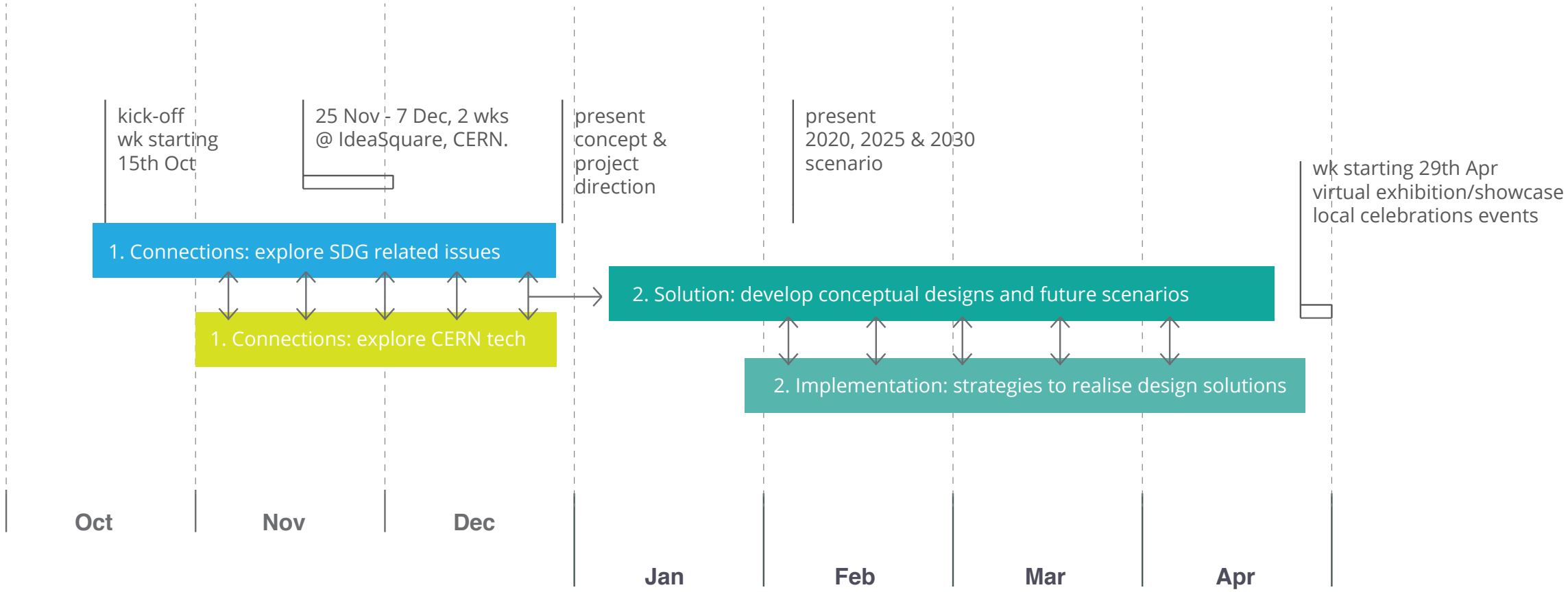
Identified problems

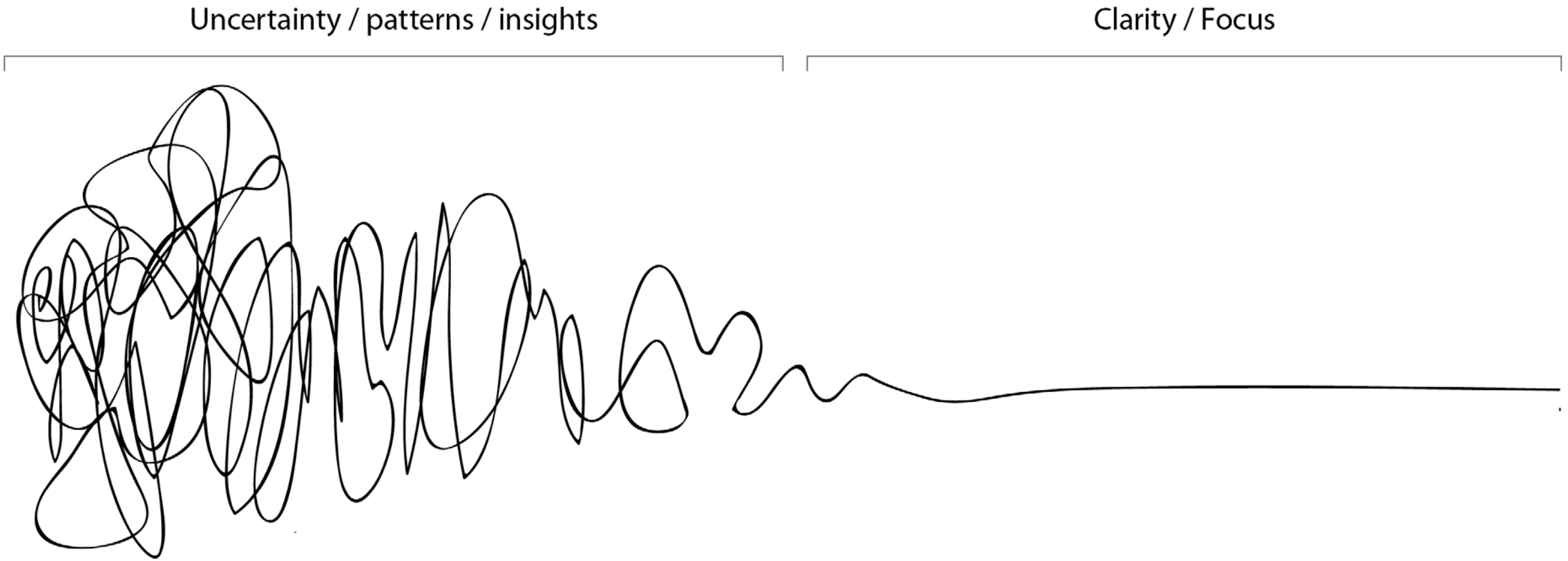


CERN technology

Outcome:
define project direction – local challenge related to a water SDG with scope for CERN tech in the solution

CBI A³

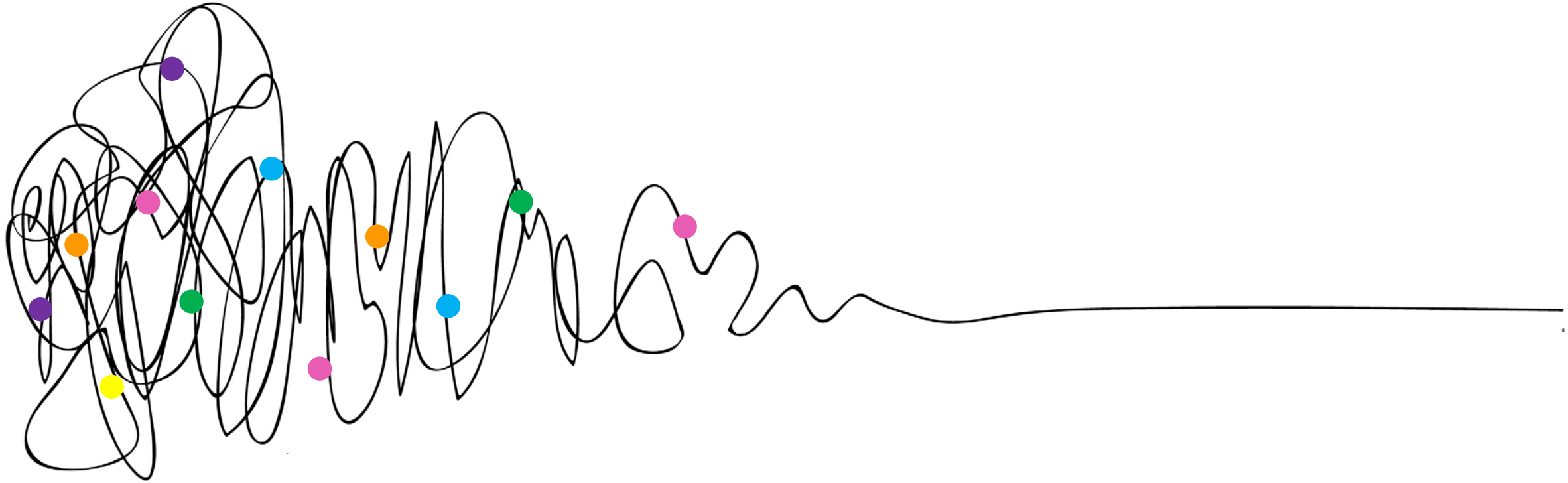

kick-off
wk starting
15th Oct
25 Nov - 7 Dec, 2 wks
@ IdeaSquare, CERN.
present
concept &
project
direction
present
2020, 2025 & 2030
scenario
wk starting 29th Apr
virtual exhibition/showcase
local celebrations events
1. Connections: explore SDG related issues
1. Connections: explore CERN tech
2. Solution: develop conceptual designs and future scenarios
2. Implementation: strategies to realise design solutions
Oct
Nov
Dec
Jan
Feb
Mar
Apr



Damien Newman – design squiggle

Uncertainty / patterns / insights

Clarity / Focus



Phase 1: connections

Phase 2: Solutions & implementation

Damien Newman – design squiggle