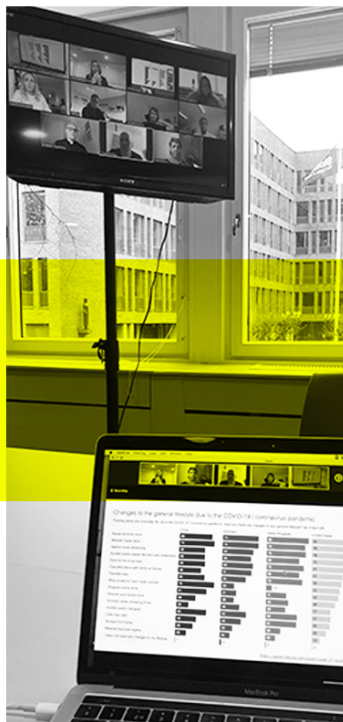




Innovation Pioneers

**THIS DOCUMENTATION INCLUDES KEY
TAKE-AWAYS FROM IPx NR 49, OUR NEW
DIGITAL LEARNING FORMAT, ON RESPONSE -
REBOUND FROM THE PANDEMIC AND AN
INNOVATION CLASS ON VR / AR**

The Virtual Tank Meeting took place on April 28th, 2020



PARTICIPATING COMPANIES & ORGANIZATIONS

Alfa Laval, Castellum, CGI, Ericsson ONE, FLIR Systems, Försäkringskassan, Googol, H&M, Ideon Open, IKEA, Immersivt.se, Innovationscenter Arbetsförmedlingen, Lindab, Naturvårdsverket, OKQ8, Performance Sk8 Europe, Stora Enso, Tetra Pak.

PURPOSE

As a response to the new circumstances due to the ongoing pandemic, Innovation Pioneers has added a new digital meeting format, IPx. Our first digital learning session took place on the video conferencing service Zoom and focused on response and rebound from the pandemic – with presentations and facilitated workshops by CGI and Ericsson ONE. We also participated in an innovation class on VR/AR hosted by Immersivt, on how businesses can use immersive technologies for virtual meetings, co-creation and innovation.

LEARN & SHARE: RESPONSE - REBOUND FROM THE PANDEMIC

IPx started off with a learn & share session on how our member organizations have gone about tackling the corona crisis. CGI and Ericsson ONE shared their learnings and insights due to the pandemic. Following each presentation, participants were split up into break-out sessions to discuss in groups of five and insights were shared and documented through Mentimeter.

CGI – IMAGINE FOR GLOBAL FUTURES

Facilitator: Martin Högenberg

Martin Högenberg from CGI talked about how big changes make us better at imagining and innovating new things. CGI are currently producing a report looking at different impact models to explain how different industries are affected by covid-19 (that will be released in May). The models build on Response – Rebound – Recession – Rethink. First, we have a response to the change at hand. Then we rebound and organizations find their way back after the crisis. Followed by a recession of the economy. And also, the possibility to rethink what we are doing.

Martin Högenberg talked about having a post pandemic lens – looking at the situation and how it is affecting us right now but also the importance of imagining what will happen after the crisis. There is a lot of uncertainty about the future, and we are already adapting to new routines because of the situation at hand. We are learning.



The impact models are meant to be used as tools when discussing the future. For instance, understanding how different industries will rebound from the pandemic. The

travel industry will take a long time to return to normal, while other industries such as medicine and telecom will get quicker back on track.

WORKSHOP – IMAGINE A NEW SOCIETY

This is an important time to use our collective intelligence to learn new things and to be better prepared for the unknown. When we come together, we become better at imagining new things. The workshop focused on imagining a new society – after the pandemic. Participants were split up into break-out sessions for a ten-minute workshop, using Mentimeter as a tool to share results.

Share your Dream starting with "What if..." **CGI**

What if our seniors could have a worthy life after 70. Covid-19 have showed us that we are not prepared to handle the future seniors a head. We get older and older and less important as older we get...	What if we let people live more social and local lives, meeting physically to enjoy fika and lunch and playing boardgames, building LEGO and be creative. What if they would become more creative through that? What if that would complement AI successful	What if we could think more about how, when and why we consume services and goods. With the goal to take personal responsibility for our actions to create a better place for all living things...
What if we all start meeting for the right reasons and focus on being more present when together	What if we make products that lasts a long long time. Business model flips to circularity.	What if food production contributes to biodiversity
What if I don't need to travel everyday to meet and work with my colleagues...	On our Way to a circular world, human collaboration and Technology as levers	Better balance between working life

Share your Nightmare starting with "What if..." **CGI**

What if we have a pandemi and have to isolate the elderly :)	What if we go back to exactly the same pattern and behaviours but loose sight of the long term commitment and responsibilities...	What if we stopped thinking globally, acting locally without respect for the global impact? What if we dont think about the collective but only on the closest ones for global problems?
What if this is just the beginning and the next catastrophe will hit us soon	We go back to as before.....	Collapse of USA state and economy
Crash in economy	What if Donald Trump was president for ever! 🤪🤪🤪	Ego world where only Money talks

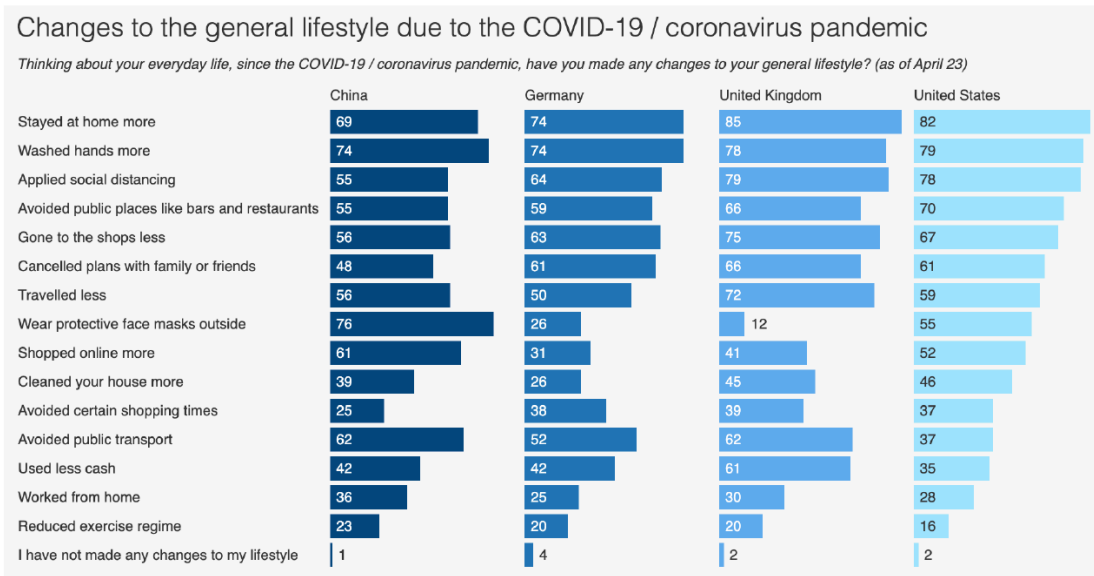
CLOSING REMARKS

It's important to share and talk about the future. Right now, we are in the middle of an extraordinary situation. By openly discussing our dreams about the future it also increases are capacity to deal with the uncertainty of it all.

ERICSSON ONE – COMMUNICATION IS A BASIC HUMAN NEED

Facilitator: Jonas Almeling

Jonas Almeling from Ericsson ONE, Ericsson's intrapreneurial powerhouse, held a learn & share session on the importance of communication. Looking at what is happening right now, we don't know what the world will look like going forward. But we do know that we are building the future by our actions right now. Most of us have adapted new tools, methods and ways of working, both successful and less successful. Below are examples of how people in China, Germany, United Kingdom and United States report that they have changed things in their general lifestyle:



<https://www.statista.com/page/covid-19-coronavirus>

Jonas Almeling went on to talk about the opportunity for new business in this time of change, and that the winners of the crisis will be the ones that prepare themselves for the world after. It is therefore important to truly understand the problem and how the crisis is affecting people and businesses. Empathy is a leading word to go by during this crisis. To be empathetic for the circumstances people and businesses are going through right now.

Two things make it possible for people that change fast: strong leaders and pain. Three major trends that Ericsson ONE have identified as changes due to the pandemic are: Travel-as-a-service (why do we travel and can we travel in a different way?), Community Tech (virtual meetings, conferences, performances, etc.), and Micro / Local (we are looking more to our local capacity and what can be done locally, not on the other side of the world).

WORKSHOP – BEHAVIORAL CHANGES

The workshop following Jonas Almeling's presentation revolved around discussing the changes that the participants have made in their working lives following the pandemic. And also, what new behaviors they thought will stick.

What are the major changes in behavior that you see today that you also think will stick?

Mentimeter



Which tools and/or methods have you introduced (or are planning to introduce) to cope with the crisis that you also plan to use in the future?

Mentimeter



CLOSING REMARKS

Many things that used to be secondary are now primary – like meeting digitally instead of physically. There are quick changes happening right now, and we are definitely changing our way of working. Looking at the changes in behavior we see right now can help us as people and businesses to be better prepared for what will happen post-pandemic.

HOW VR MEETINGS CAN ACCELERATE YOUR BUSINESS

Innovation class facilitator: Niclas Johansson, Immersivt.se

Niclas Johansson from immersivt.se held an innovation class on VR/AR and how immersive technologies can be used by businesses. According to him, VR and AR will be the next big communications platforms following the smart phone. Virtual reality also has many advantages when used for meetings, especially in times of social distancing. When it comes to innovation, meeting in VR opens up new possibilities for creative co-creation, meetings in new environments and interactions with 3D objects.

Advantages with VR meetings include: The feeling of being in another place (even impossible ones). The feeling of being in the same place as other participants. Save time and money. Less climate impact than traveling. No distractions because you are immersed into the meeting. Possibility to interact with 3D objects and prototype together in different environments.

Challenges with VR meetings include: Many people don't own VR headsets. People are not used to the technology yet.

THREE LEVELS OF USING VR AS A BUSINESS

1. Personal productivity with VR

It is possible to use VR for personal productivity – to immerse yourself into your work, meet less distractions and become more creative. In VR you have infinite screen space, the possibility to use both your desktop and smart phone within the virtual environment, and you can easily join other VR meetings.

2. Small, 'regular' meetings

By scheduling regular team meetings in VR it is possible to collaborate in a more engaging virtual environment. Working with 2D surfaces and screens as well as 3D objects. Because you are immersed into the environment, you achieve more natural group dynamics in the room – while participants will also better remember the outcome because they will have experienced the meeting more than a video call.

3. Large events, conferences etc.

It is becoming more common for entire conferences to be arranged in VR. Hosting a larger event in VR gives the organizers the possibility to create creative environments and activities, while also allowing participants to meet in breakout-sessions and 1-1 meetings. Can also be attended by participants through 2D.

DISCUSSION

After the presentation Niclas Johansson answered the participants questions on VR. He said he believes it's just a matter of time before we see more businesses adapt VR technologies and meetings. But the best way to get started is to try, play around in smaller groups and evaluate how VR works within your business already today.





CLOSING THOUGHTS

There were around 30 participants that virtually took part in the first IPx, coming together to learn and share on how we are responding to the pandemic and what we can expect to happen next. From the direct response from the participants, it appears that Innovation Pioneers' initiators and members are open to continue meeting virtually in different formats, as an addition to our face-to-face Tank Meetings.

Innovation Pioneers will continue to explore the best virtual formats for meetups, innovation classes and co-creation sessions going forward.

As this was our very first beta version of IPx we'd love to have your input on platforms, tools, content or anything that you want to share to make this the best digital meeting format for all of us. Please reach out to Susanne Fuglsang with your feedback at susanne.fuglsang@innovationpioneers.net or + 46 70 738 99 97.

Thank you to Martin Högenberg, Jonas Almeling and Niclas Johannsson for co-facilitating the first IPx together with the Innovation Pioneer's team. And thank you to F7 for the technical support during the session.

SHARED DOCUMENTATION

PRESENTATIONS

Presentation from CGI
Presentation from Ericsson ONE
Presentation from Immersivt.se
Mentimeter results from Learn & Share sessions

Available on Member's Area of website:
innovationpioneers.net/members-area



UPCOMING DATES FOR 2020

- IPx #50 – May – host Doberman (date TBD)
- IPx #51 – September 15th – host Ericsson ONE – Implementation for impact
- IP Summit 2020 (online) – November 10th
- IPx #52 – December 8th – host CGI – Human connections

CONTACT

For questions, comments or suggestions, please contact Susanne Fuglsang at susanne.fuglsang@innovationpioneers.net.