

2017

Documenting of the experiment Event as innovation platform: Ruisrock

OBJECTIVE: The objective of the experiment was to test how a mass event functions as a platform and, at the same time, to implement the environmental programme of Ruisrock.

EXECUTION: A mass event as an experimentation environment: how can partners utilize the event, what is the target group and how can we arouse the interest of the target group? The experimentation platform of the TRY OUT! project was created in cooperation with Ruisrock (7–9 July 2017) and is part of the environmental programme of the Ruisrock festival. This year's theme was energy recovery, which was executed by pedalling a tandem bike that accumulated energy through a bicycle dynamo.

COOPERATION: The principal partner was the Ruisrock festival, but the project involved other partners as well, such as Joukon voima, MyPose, Telaketju, Try Out, Recykkeli, Ekotori and the City of Turku.

TRY OUT!

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Documenting of the experiment Event as innovation platform: Ruisrock

VARIABLES: The experiment investigated people's interest on the project topic and, more generally, the suitability of a festival as an experimentation platform.

EXPECTATIONS: To gain valuable information on the usefulness of a mass event as an experimentation platform and to embark on long-term cooperation with Ruisrock.

END RESULTS: People showed interest in the theme of the project, we received good feedback, and the cooperation with Ruisrock is expected to continue.

CONCLUSIONS: A mass event is a suitable platform for different experiments. Success can be achieved through cooperation with various stakeholders.

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