



UNLEASH INNOVATION LAB IN GREENLAND

April 2022



GREENLAND

Executive summary

UNLEASH is a global initiative committed to bringing youth together to share ideas, build networks, and create solutions to help reach the **Sustainable Development Goals**.

We want to build **the world's leading platform for innovative, scalable solutions to the SDGs** by engaging young talents in the problem-solving process and providing the support needed for bringing the best ideas to life.

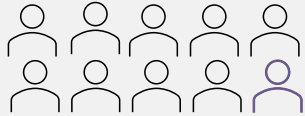
UNLEASH has been recognized as **one of the world's most influential sustainability brands** (Onalytica). So far, we have hosted three global Innovation Labs in **Denmark, Singapore and China**.

UNLEASH is now planning an **Innovation Lab in Greenland in 2022** for 200 Greenlandic, Nordic and Arctic youth. The lab will focus on some of the most central sustainability challenges in Greenland and the Nordic Arctic region, offering a space to develop innovative solutions, build capacity amongst youth and strengthen partnerships for a sustainable Nordic-Arctic future.



Results at a glance

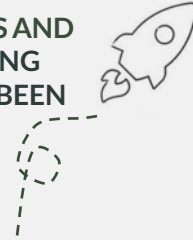
9 IN 10



TALENTS REPORTED THAT THEY WERE ACTIVELY INVOLVED IN ADDRESSING THE SDGS FOLLOWING THEIR PARTICIPATION IN UNLEASH

700

NEW SOLUTIONS AND IDEAS TARGETTING THE SDGS HAVE BEEN DEVELOPED



300+

PARTNERS HAVE JOINED THE UNLEASH MOVEMENT



50,000+



FOLLOWERS ACROSS PLATFORMS

UNLEASH HAS BEEN RANKED

54th



MOST INFLUENTIAL SUSTAINABILITY BRAND BY ONALYTICA, PUTTING IT AHEAD OF GREENPEACE, MIT, AND WORLD RESOURCES INSTITUTE

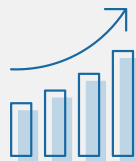
98%

OF TALENTS WOULD RECOMMEND OTHERS TO PARTICIPATE IN A FUTURE UNLEASH EVENT



125+

UNLEASH SOLUTIONS HAVE RECEIVED INVESTMENTS



5,000

TALENTS FROM 167+ COUNTRIES HAVE GAINED INNOVATION SKILLS TO ADDRESS THE SDGS

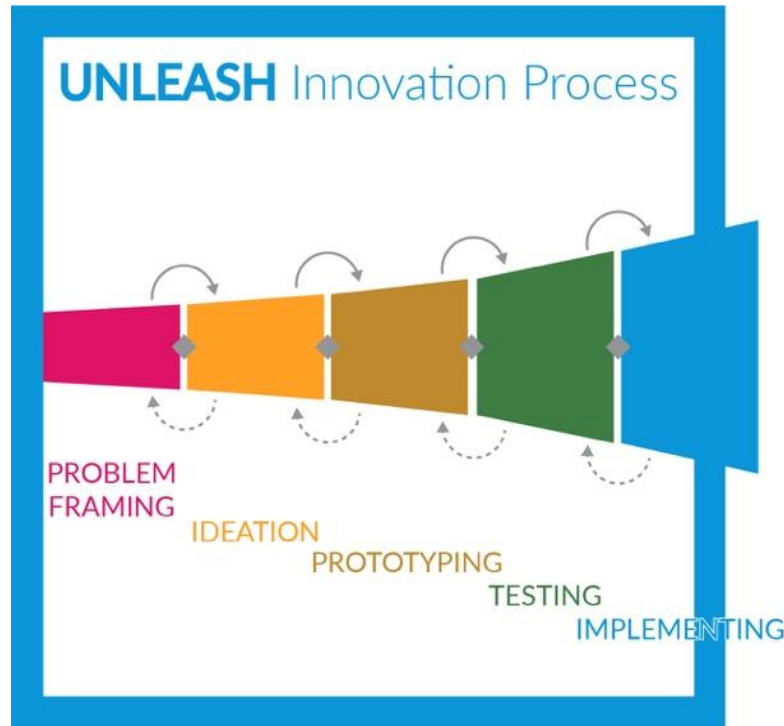


18,000



APPLICATION SIGN-UPS FROM +180 COUNTRIES WERE RECEIVED FOR THE UNLEASH INNOVATION LAB 2019

The UNLEASH Innovation Process



1. **Problem Framing:** Exploring insights and frictions in global challenges and framing a problem based on actionable insights.
2. **Ideation:** Conceptualizing solutions that address the problem framing, meet the needs of the users, and fit into the needed role in the ecosystem.
3. **Prototyping:** Creating quick physical representations of the idea with minimal effort so the idea can then be presented to potential users and stakeholders for feedback.
4. **Testing:** Having users and stakeholders experience the solution in order to gather feedback, answer questions, and test assumptions. This leads to learning, adapting and iterating to refine the solution.
5. **Implementing:** Taking the steps needed to go to market or launch the solution, thus creating positive social and environmental impact.

The UNLEASH Innovation Lab focuses primarily on Phases 1 to 4 (Problem Framing to Testing), while Phase 5 (Implementing) will be more in focus after the event, including during the UNLEASH Plus incubator program.



Innovation Lab Greenland

On August 20-27, UNLEASH will host a regional Innovation Lab in Nuuk, Greenland, for 200 young people from Greenland and the Nordic-Arctic region.

The Innovation Lab will build capacity amongst Nordic and Arctic youth and focus on the most important societal and environmental challenges in the region, also including indigenous perspectives and communities.

With regards to COVID-19, we will take all the necessary precautions and uphold all national and international restrictions to ensure a safe event for all.

Read more: <https://unleash.org/greenland/>

ANTICIPATED OUTPUTS:

-  **200** young people upskilled
-  **100** Nordic-Arctic organizations engaged
-  **20** facilitators engaged and trained
-  **50** new SDG solutions launched
-  **5M** persons reached across social media

Overview of the program



220

Expected number of total participants, including 200 youth (aged 18-35) and 20 experienced facilitators.



40

Expected number of young participants from Greenland with representation from all municipalities



Nuuk and
surrounding
area

The main part of the program will take place in Nuuk. There will be short visits to sites in the surrounding area.



7

The Innovation Lab will take place over seven days in 2022, on August 20-27

Applications are open from February 18-April 29.

Read more here: <https://unleash.org/faq-greenland-2022/>



Selected Sustainable Development Goals

The Innovation Lab will focus on selected SDG's considered particularly relevant to the Arctic and Nordic region. For more information on each theme, see unleash.org/greenland-themes/



What we offer

INSPIRING SOLUTIONS TO LOCAL CHALLENGES



Challenge statements are defined together with Greenlandic and regional partners, making UNLEASH a vehicle of solutions to local challenges with global potential.

BUILDING CAPACITY AMONGST REGIONAL YOUTH



UNLEASH strengthens the skills of Greenlandic and Nordic-Arctic youth within sustainability, teamwork and innovation to help them shape a more sustainable society going forward.



CONTRIBUTING TO LOCAL SUSTAINABILITY INITIATIVES

UNLEASH can tap into and help support local sustainability plans and offers a unique pipeline into relevant initiatives, solutions and partners working in the region.



TRAINING LOCAL FACILITATORS AND TEACHERS

UNLEASH will train representatives from local organisations, companies and business councils to facilitate sustainability innovation with the young participants.



ATTRACTING GLOBAL ATTENTION TO GREENLAND AND THE REGION




Participants and partners will experience what Greenland has to offer through visits to various locations, intercultural exchanges and insight into Greenlandic society.



Enabling local ownership

UNLEASH works closely with Greenlandic partners to ensure strong ownership, anchoring and relevance to the country.

Together with local partners, we tailor the program and ensure strong Greenlandic ownership in the Innovation Lab through:

-  **Participants:** Approx. 40-50 of the 200 young people should be from Greenland, including all five municipalities.
-  **Facilitators:** Approx. 30-50% facilitators from Greenland. These persons are offered facilitator training before the program to build facilitation skills locally.
-  **Culturally Attuned:** The program will center on Greenlandic culture. Overseas participants will be required to complete a pre-lab course about Greenlandic culture and history to foster cultural sensitivity and curiosity among participants.



... and long-term impact



BUILDING CAPACITY: A significant number of local talents and facilitators will be engaged and empowered to inspire local entrepreneurship.



INCLUSION OF LOCAL PARTNERS: Local companies, organizations, and institutions will be included to help frame themes and activities and to become immersed with the SDGs.



FOLLOW-UP ACTIVITIES: UNLEASH will help facilitate local prototyping hacks, facilitate meetups, mentorships and connections to accelerators, businesses and policy makers after the lab.



IMPLEMENTATION SUPPORT: UNLEASH will offer implementation support through our local and global community, micro-grants to teams, and make the methodology and tools available.



ENGAGING VOLUNTEERS AND THE PUBLIC: Local volunteers will be engaged in the innovation lab, and a local event will invite the public to experience solutions coming out of the lab.

Greenlandic partnerships

We have established strategic partnerships with several Greenlandic partners to ensure relevance and adaptation to the local context.

Partnerships include

- Naalakkersuisut. The Ministry for Finance and Domestic Affairs is heading an interministerial steering committee for UNLEASH
- Kommuneqarfik Sermersooq
- Greenland Business Association and CSR Greenland
- Innovation Greenland
- Business councils across the five municipalities
- Innovation South Greenland
- Katuaq, Cultural Centre of Greenland
- Ilisimatusarfik, University of Greenland
- Greenland Climate Research Center, Institute of Natural Resources, Greenland Research Council and Centre for Public Health
- UNICEF Greenland
- More than 20 large and small Greenlandic companies
- INUVA, a Greenlandic strategic consultancy
- Nalik
- Other Greenlandic associations and initiatives, including The Arctic Youth Network, Arctic Hub, IPUK, Mind Your Business, Youth Panel, SIU-TSIU, Inuit Circumpolar Council, and more.



Program partners

We are grateful to all the partners below for supporting the UNLEASH Greenland Innovation Lab, making it all possible!



NAALAKKERSUISUT
GOVERNMENT OF GREENLAND





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GREENLAND