

LIFESTYLE & DESIGN CLUSTER

SPIN-IN FOR SUSTAINABILITY



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SPIN-IN FOR SUSTAINABILITY

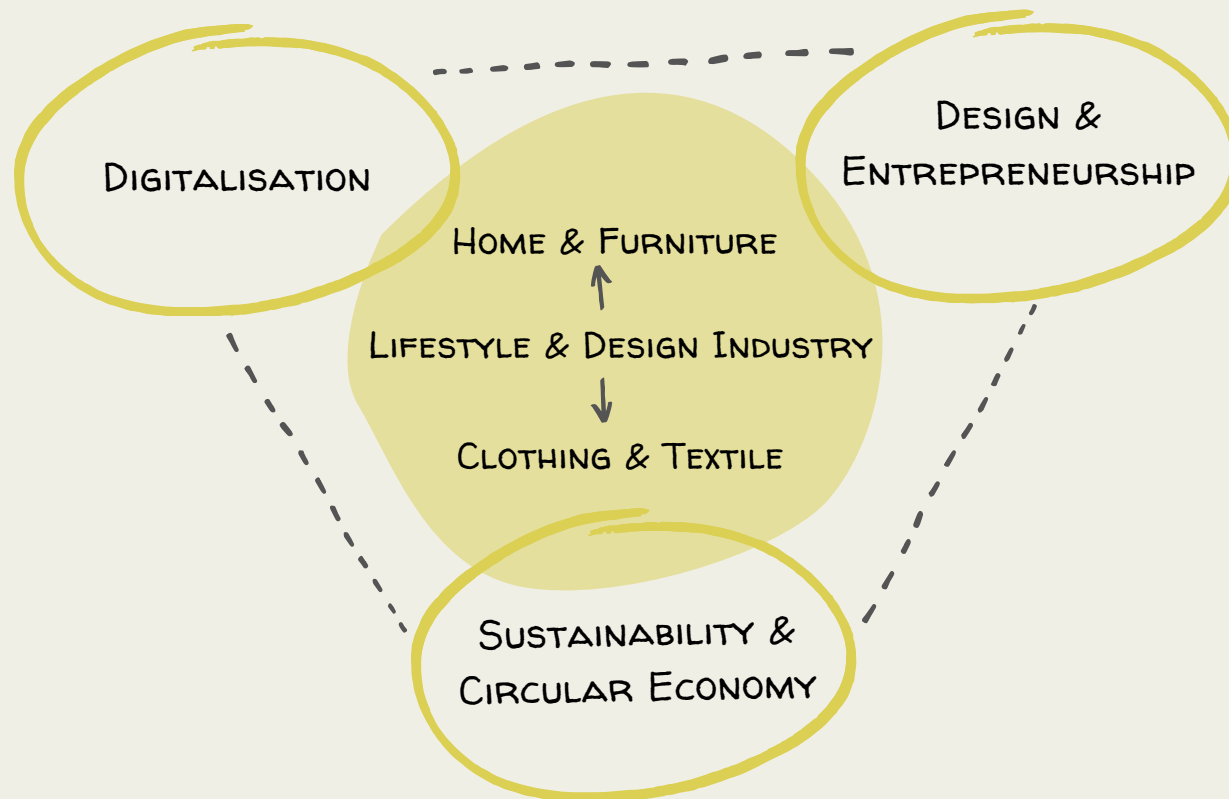
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INTRODUCTION

We, at [Lifestyle & Design Cluster](#) (LDC), work to promote innovation and sustainable growth primarily in the small and medium-sized furniture and clothing companies, as well as in the creative industries.



We have a broad dialogue-based interface with the business community, and through our many different projects and activities, we generate new knowledge that is communicated through events, online platforms, and occasionally in the form of guides, one of which you are about to read. Read along to get to know [SPIN-IN for Sustainability](#).

WHO IS THIS GUIDE FOR?

Do you want to look at your company from a fresh perspective? Are you struggling to decide what would be the best way for you to start your sustainability journey? Would you like to test the waters before making a big financial or corporate commitment? Maybe you already have something in mind, but you are not sure how to make it happen in the ordinary setting of your company. Or maybe you just need new ideas on what is out there and what is possible in the context of your brand.

Let's be honest, sustainability, when done right, is not at all easy. It is overwhelming, challenging, and often seems out of reach. There are many promising paths to follow, but how can you know you chose the right one for you? For the customers? For the planet?

If any of these dilemmas sound familiar, you are in the right place, because the **SPIN-IN for Sustainability** guide was created exactly for you. Please keep reading.

OUR VISION

Stakeholders of the lifestyle and design industry, just like many others, are struggling to adopt and implement innovative, sustainable practices and often lack the expertise and guidance or simply just need a small push to start their sustainability journey or continue their already existing sustainability plan.

[Lifestyle & Design Cluster](#) in collaboration with four knowledge institutions, [Aarhus University](#), [Design School Kolding](#), [Royal Danish Academy of Fine Arts](#), and [University of Southern Denmark](#) developed the **SPIN-IN for Sustainability** concept. It caters to the members of the lifestyle and design industry, who are willing to embark on a sustainability journey, with a focused challenge as a starting point, or want to further develop their sustainability agenda, with a dedicated challenge as their next step.

In the **SPIN-IN for Sustainability**, companies bring a well-formulated sustainability challenge and welcome a dedicated, interdisciplinary team of students and graduates, that become part of their organisation for a fixed period to help solve the challenge and provide the company with recommendations for the future.

HOW TO USE THIS GUIDE?

This is an introduction to the **SPIN-IN for Sustainability** concept and a guide for running and participating in **SPIN-INS** focused on sustainability challenges. On the following pages, we will walk you through the process from **formulating a challenge to developing a solution**, all you need to do is read. You can find a quick start guide below to help you skip to the pages that have relevant information for you, but we recommend you take a look at the other chapters as well.

AS A COMPANY

Challenge template
page 11

Picking a format
page 14

Checklists
pages 23 and 33

AS A STUDENT

How to apply
page 18

Tips for kick-off and pitch
pages 22 and 34

Tools and methods
pages 27 to 30

AS A MENTOR

The role of the mentor
page 20

Kick-Off
page 20

Final presentation
page 20



THE SPIN-IN CHALLENGE

FORMULATING A CHALLENGE

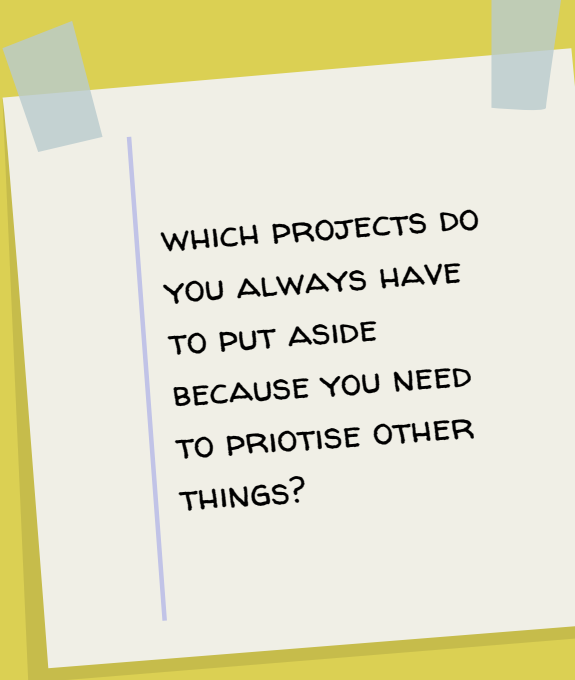
You have probably read the word “challenge” before, but what exactly is a sustainability challenge? It can be many things, as you might have imagined, but don’t be put off by this - we are here to help you formulate it.

The first thing to think about is what you are ready for. It is OK if you are only ready for small steps but **we encourage you to dream big**. Both can lead you to great results.

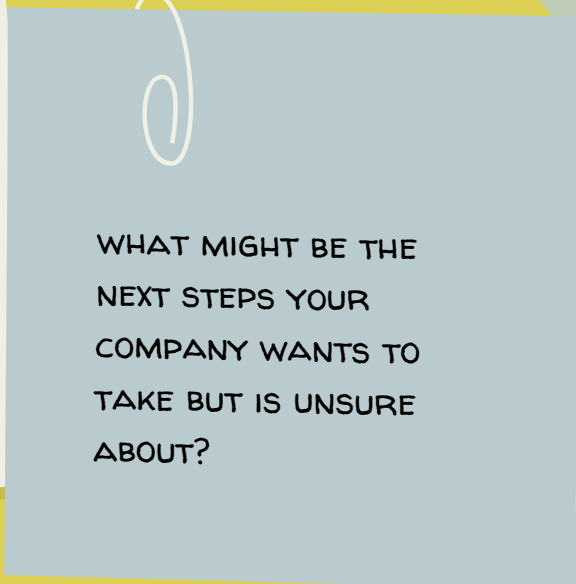
Think about connections and complexities within your company and how seemingly small things could expand and grow into something much bigger.

A good way to start identifying these small things is to map out the different elements of your value chain and decide where you would like to introduce sustainable measures. Alternatively, you could start by considering the knowledge you lack about sustainability and specify what you would like to learn.

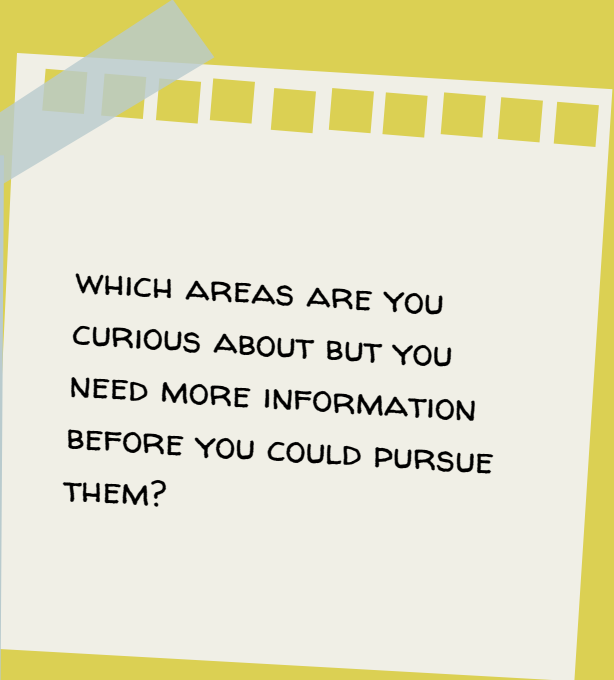
For more inspiration, here are some prompts that will get you thinking about potential **SPIN-IN** challenges:



WHICH PROJECTS DO YOU ALWAYS HAVE TO PUT ASIDE BECAUSE YOU NEED TO PRIOTISE OTHER THINGS?



WHAT MIGHT BE THE NEXT STEPS YOUR COMPANY WANTS TO TAKE BUT IS UNSURE ABOUT?



WHICH AREAS ARE YOU CURIOUS ABOUT BUT YOU NEED MORE INFORMATION BEFORE YOU COULD PURSUE THEM?



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



If you are still not confident, we recommend you consult the [UN Sustainable Development Goals](#), more specifically Goal 12 - Responsible Consumption and Production and its sub-goals.

If you have an idea for your challenge, go ahead and turn the page to fill in a template with concrete questions and action points to help you clearly formulate your challenge for the **SPIN-IN** team.

CHALLENGE TEMPLATE

Lifestyle & Design Cluster
AAU UNIVERSITY
DK SDU
Royal Danish Academy

SPIN-IN CHALLENGE TEMPLATE

Tips on formulating your challenge:

1. Describe your challenge as thorough as possible. It helps to formulate it as a question or task with further sub-questions.
2. Consider and communicate your expectations for the outcome.

CONTACT DATA and COMPANY INFORMATION

Company name: _____ Number of employees: _____
Address: _____ Age of the company: _____
Zip code and city: _____ Briefly describe the company's main products and services:

Contact person: _____
Phone number: _____
E-mail: _____

THE CHALLENGE

Challenge description

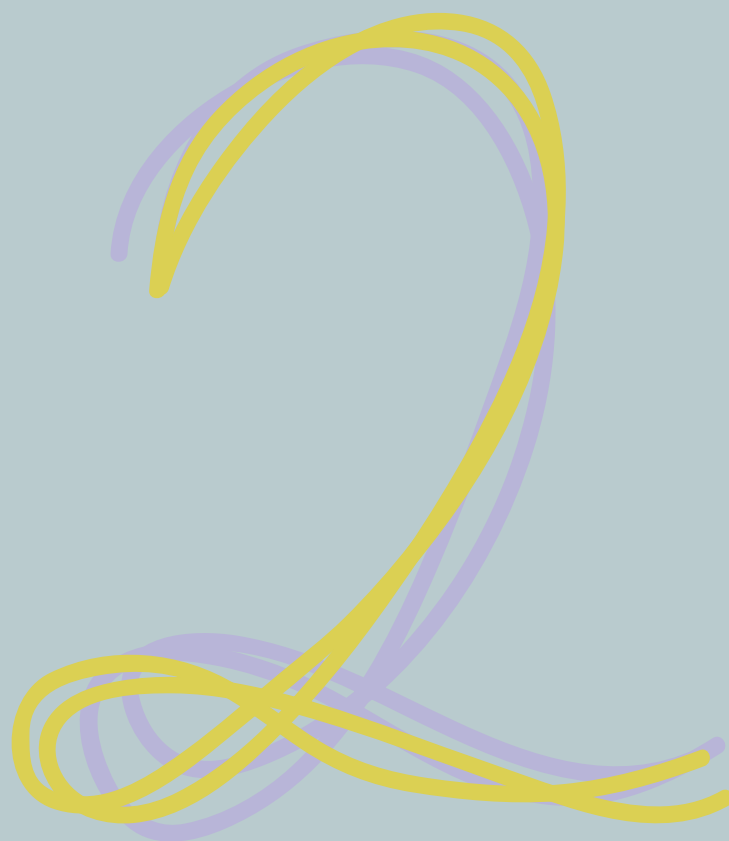
government, etc.)

SDG Goals

Tick what sustainable development goals you are addressing with this challenge or add your own.

<input type="checkbox"/> SDG 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
<input type="checkbox"/> SDG 12: Ensure responsible consumption and production patterns
<input type="checkbox"/> SDG 17: Strengthen the means of implementation and revitalize partnerships for sustainable development
<input type="checkbox"/> other: _____
<input type="checkbox"/> other: _____
<input type="checkbox"/> other: _____

Use this template to
formulate your
challenge and to
communicate it to
your SPIN-IN team.
Find a downloadable
and fillable version
[here.](#)



PICK A SPIN-IN FORMAT

choose between



SHORT

SPIN-IN FORMAT

LONG

SPIN-IN FORMAT

The SPIN-IN format you choose depends on **the challenge** itself, **your preferred way of working**, and **what your schedule allows**. It will affect the process of the SPIN-IN, so make sure to get advice from the SPIN-IN for Sustainability coordinator on what makes the most sense for you.

There are two options: the short and the long SPIN-IN. To help you get started on which format suits you best, we have made a list of things to consider. Check it out on the next pages!

The most important thing to consider is your own schedule. Solving a particular challenge will require **the same amount** of **time investment**, no matter which format you choose, the difference is that you will spend those hours either during 4 intense days or spread them out across 4 weeks.

CHOOSE A FORMAT

AS A COMPANY

THE SHORT SPIN-IN

4 DAYS (HELD ENTIRELY IN PERSON)

SCHEDULE

DAY 1: KICK-OFF + WORKDAY 1

DAY 2: WORKDAY 2

DAY 3: WORKDAY 3

DAY 4: WORKDAY 4 + FINAL PITCH

ESTIMATED TIME

PREPARATION IN ADVANCE: 5-10 HOURS

KICK-OFF: 2-3 HOURS

DAILY CHECK-IN WITH THE STUDENTS: 1-2 HOURS

FINAL PRESENTATION: 2-3 HOURS

FINALISING INVOICING AND ANY ADDITIONAL

FOLLOW-UP: 3 HOURS

TOTAL: 20-25 HOURS

EXPECTED EXPENSES

STUDENTS' TRAVEL EXPENSES

STUDENTS' ACCOMMODATIONS

STUDENTS' LUNCHES

THANK YOU GIFTS FOR THE STUDENTS

THE LONG SPIN-IN

4 WEEKS (HELD PARTIALLY IN PERSON,
PARTIALLY ONLINE)

SCHEDULE

WEEK 1: KICK-OFF (IN PERSON)

WEEKS 1-4: 2 ONLINE MEETINGS WITH
THE TEAM AND THE MENTOR

WEEK 4: FINAL PITCH (IN PERSON)

ESTIMATED TIME

PREPARATION IN ADVANCE: 5-10 HOURS

KICK-OFF: 4-5 HOURS

ONLINE MEETINGS: 1-2 HOURS EACH

FINAL PRESENTATION: 2-3 HOURS

FINALISING INVOICING AND ANY ADDITIONAL

FOLLOW-UP: 3 HOURS

TOTAL: 20-25 HOURS

EXPECTED EXPENSES

STUDENTS' TRAVEL EXPENSES

STUDENTS' LUNCHES

THANK YOU GIFTS FOR THE STUDENTS

CHOOSE A FORMAT

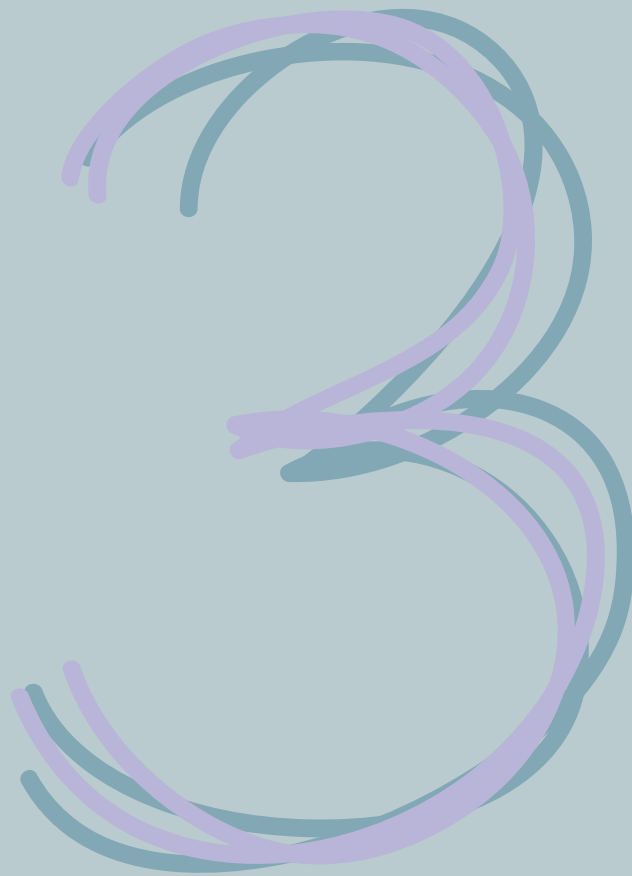
AS A STUDENT

THE SHORT SPIN-IN

4 DAYS (YOU STAY AT THE COMPANY)
<u>SCHEDULE</u>
DAY 1: KICK-OFF + WORKDAY 1
DAY 2: WORKDAY 2
DAY 3: WORKDAY 3
DAY 4: WORKDAY 4 + FINAL PITCH
<u>ESTIMATED TIME</u>
KICK-OFF: 2-3 HOURS
WORKING TIME: 25-35 HOURS
FINAL PRESENTATION: 2-3 HOURS
TOTAL: APPROX. 30-40 HOURS
<u>EXPENSES COVERED BY THE COMPANY</u>
TRAVEL TICKETS
ACCOMMODATION
LUNCH

THE LONG SPIN-IN

4 WEEKS (PARTIALLY IN PERSON, PARTIALLY ONLINE)
<u>SCHEDULE</u>
WEEK 1: KICK-OFF (IN PERSON)
WEEKS 1-4: WORKTIME INCLUDING 2 ONLINE MEETINGS WITH THE COMPANY
WEEK 4: FINAL PITCH (IN PERSON)
<u>ESTIMATED TIME</u>
KICK-OFF: 4-5 HOURS
WORKING TIME: 25-35 HOURS
ONLINE MEETINGS: 1-2 HOURS EACH
FINAL PRESENTATION: 2-3 HOURS
TOTAL: 30 - 40 HOURS
<u>EXPENSES COVERED BY THE COMPANY</u>
TRAVEL TICKETS



THE TEAM

WHO SOLVES THE CHALLENGE?

The SPIN-IN challenge is solved by an **interdisciplinary team of 3-5 students and graduates** from universities across Denmark and abroad.

The students are put into qualified teams according to their skills and the challenge.

They meet for the first time on the Kick-off day. Throughout the SPIN-IN the student teams are guided by a mentor from a knowledge institution.

Read more on the next pages about who qualifies for participating in the SPIN-IN, how to apply, and the role of the mentor.

WHO SHOULD APPLY?

Are you a student or recent graduate and are interested in solving a sustainability challenge in an interdisciplinary team? Read more here:

WHO CAN APPLY AND HOW?

- YOU CAN BE A MASTER STUDENT OR RECENT GRADUATE
- WE ARE LOOKING FOR EXPERIENCE/KNOWLEDGE IN DESIGN, ECONOMICS AND BUSINESS DEVELOPMENT, OR TECHNICAL AND DIGITAL SKILLS AND KNOWLEDGE OF STORYTELLING AND COMMUNICATION, AND MORE

IF YOU WANT TO JOIN, WE ASK YOU TO...

- SEND A SHORT NOTE EXPLAINING YOUR MOTIVATION AND PROFESSIONAL BACKGROUND
- CONSIDER WHICH SPIN-IN FORMAT YOU WOULD PREFER (SEE PAGE 15)
- SEND YOUR CV AND CONTACT INFORMATION
- CHECK THE [LDC WEBSITE](#) TO FIND OUT MORE. UNTIL THE NEXT ROUND OF SPIN-IN'S INQUIRIES CAN BE SENT TO THE PROJECT COORDINATOR MARIANNE PING HUANG: MPH@CC.AU.DK

WHY SHOULD YOU APPLY?

PARTICIPATION IN A MULTIDISCIPLINARY TEAM WHERE YOU USE YOUR SKILLS FOR CREATING A CONCRETE SOLUTION FOR THE COMPANY

INSIGHTS INTO SUSTAINABILITY CHALLENGES AND POSSIBLE SOLUTIONS

A NETWORK AND KNOWLEDGE OF AN INTERESTING COMPANY AND ITS BUSINESS PROCESSES

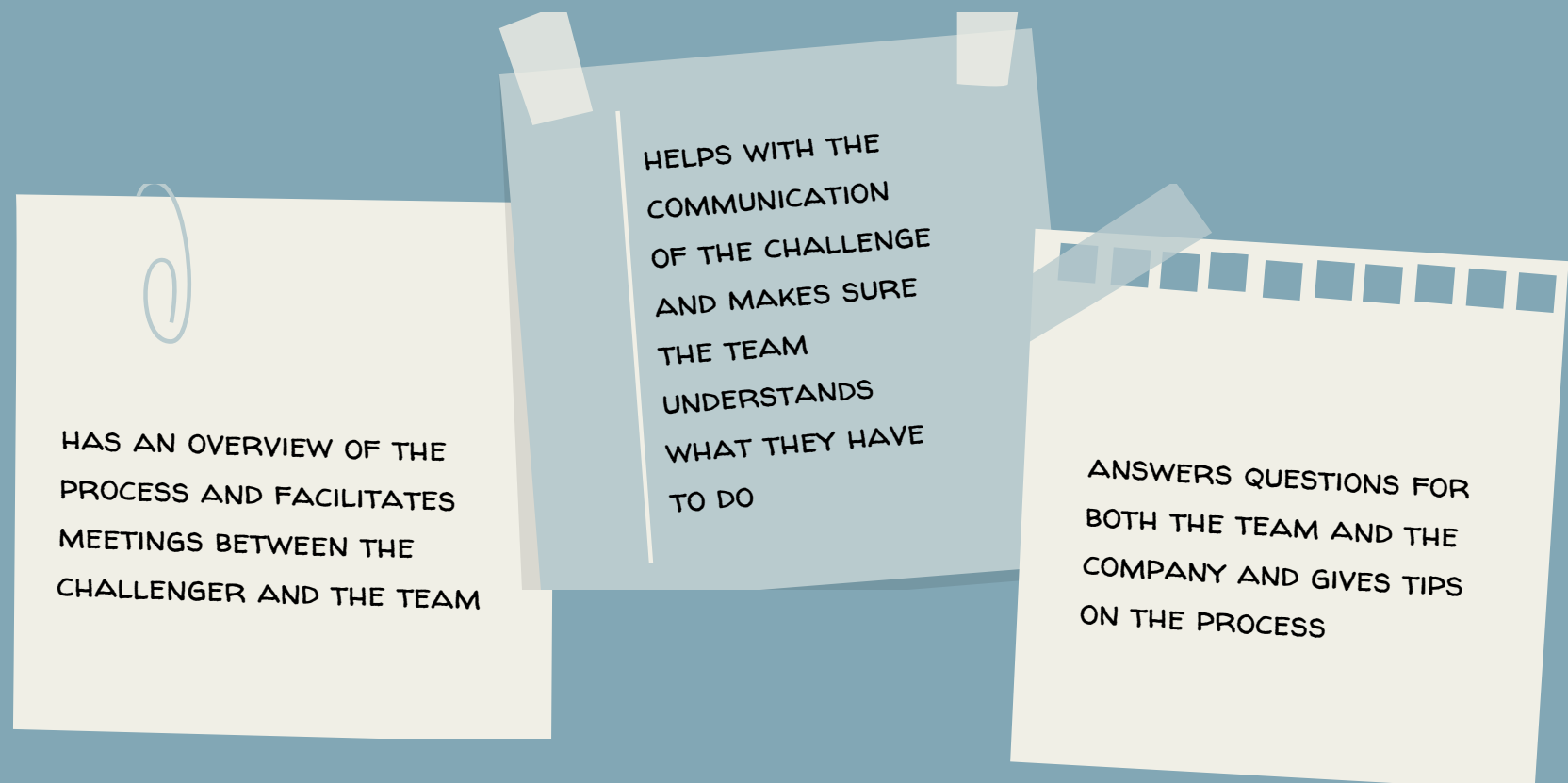
VALUABLE EXPERIENCE YOU CAN ADD TO YOUR CV, A POTENTIAL RECOMMENDATION, AND A PROJECT FOR YOUR PORTFOLIO

A SPIN-IN DIPLOMA ISSUED BY LIFESTYLE & DESIGN CLUSTER, THE COMPANY AND THE 4 EDUCATIONAL INSTITUTIONS

THE OPPORTUNITY TO PRESENT YOUR SPIN-IN PROJECT AT A PARTNER MEETING IN LIFESTYLE & DESIGN CLUSTER WHERE SEVERAL COMPANIES WILL BE PRESENT

THE ROLE OF THE MENTOR

A mentor is assigned to each SPIN-IN challenge to coordinate and advise the company and students in each step. Below you can see how the mentor can be useful to you:





THE KICK-OFF

THE KICK-OFF

The Kick-Off day is the first day of the SPIN-IN and the day where the team and mentors are introduced to the company at their headquarters.

The company representatives are expected to present their challenge and the mentor will give a presentation about the format of the SPIN-IN and information on the schedule and process of the work ahead. This day is also meant for the team to get to know each other and present themselves to the company.

On the following pages, you will see what you need to prepare and what you can expect if you are **a company representative**, **a student team**, or **a mentor** overseeing the sprint.

Read our guidelines and recommendations to be able to prepare yourself for a successful first meeting and a fruitful collaboration.

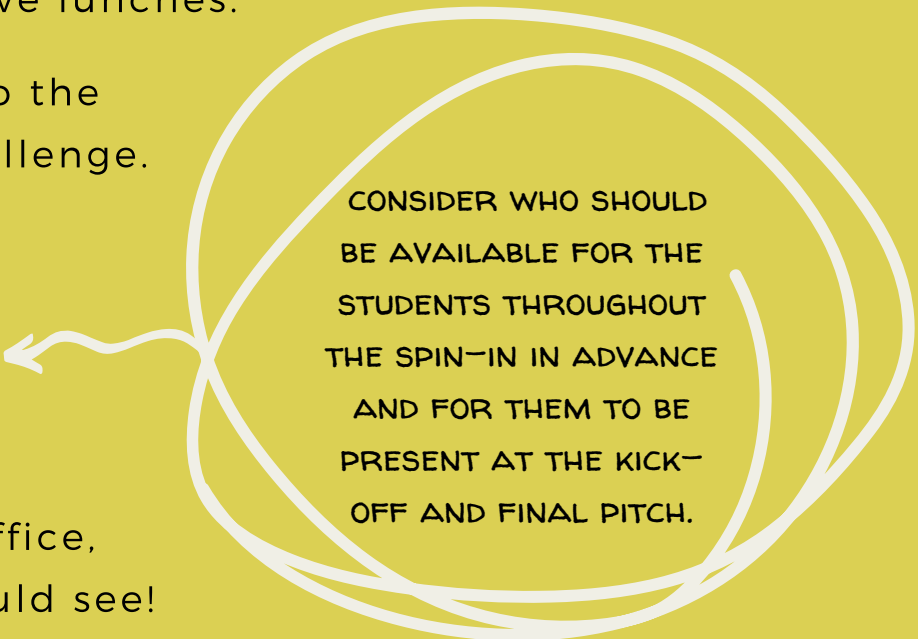
Besides, feel free to include additional activities if you think that they would bring value to the overall work and experience.

THE KICK-OFF

AS A COMPANY

We have prepared a checklist for you to go through before the first SPIN-IN day. It includes important information on what to expect and what to prepare:

- Before the Kick-off, in coordination with the mentor, arrange the Kick-off time and place.
- Arrange lunch, snacks and drinks for the Kick-off day.
- In case you are hosting a short sprint, arrange accommodation and a place for the students to work and have lunches.
- At the Kick-off, give an introduction to the company and present the SPIN-IN challenge.
- Introduce the students to other key people at the company, who will be available for further information and data during the SPIN-IN.
- Give the students a tour around the office, factory, or whatever you feel they should see!
- Lastly, bring motivation! What you put in is what you get back from the students.



CONSIDER WHO SHOULD BE AVAILABLE FOR THE STUDENTS THROUGHOUT THE SPIN-IN IN ADVANCE AND FOR THEM TO BE PRESENT AT THE KICK-OFF AND FINAL PITCH.

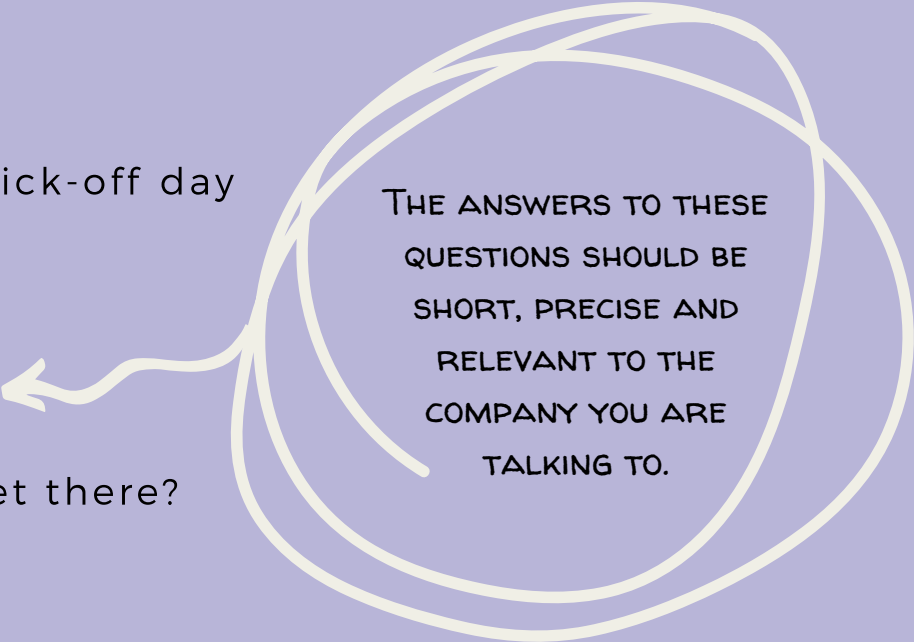
THE KICK-OFF

AS A STUDENT

THE FIRST IMPRESSION

Practice an elevator pitch before the Kick-off day to be ready. This should include:

- Who are you?
- What do you do at the moment?
- What do you want to do and how will participating in the SPIN-IN help you get there?



THE ANSWERS TO THESE QUESTIONS SHOULD BE SHORT, PRECISE AND RELEVANT TO THE COMPANY YOU ARE TALKING TO.

TEAM BUILDING

Use the Kick-off day to get to know your team members. Especially if you are participating in a long, online SPIN-IN you should make use of this time where you are seeing your teammates in person. A quick and useful tool to assess the skills, competences and potential pitfalls in your team is for every member to do a personal SWOT analysis.



THE KICK-OFF

AS A MENTOR

GET IN TOUCH WITH THE COMPANY AND STUDENTS BEFORE THE KICK-OFF AND ARRANGE TIME AND PLACE.

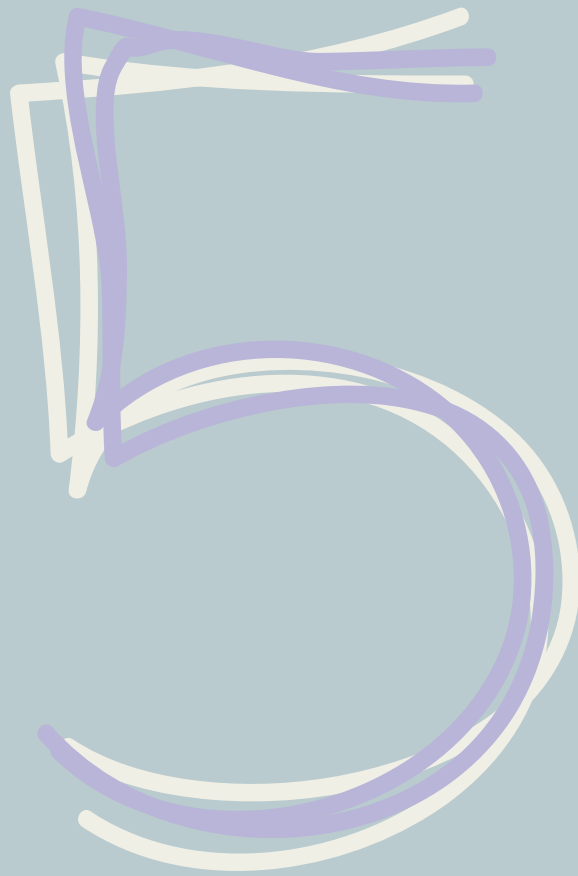
PREPARE A PRESENTATION WITH THE SCHEDULE, EXPECTATIONS AND RECOMMENDATIONS, BOTH FOR THE TEAM AND THE COMPANY.

LEAD THE ROUND OF INTRODUCTIONS AND FACILITATE A TEAM EXERCISE IF YOU SEE FIT.

PREPARE THE INTELLECTUAL PROPERTY RIGHTS AGREEMENT AND COLLABORATION AGREEMENT.

BE READY TO ANSWER QUESTIONS AND GUIDE THE PARTICIPANTS ALONG THE WAY.

MAKE EVERYONE COMFORTABLE, INFORMED AND WELL-CONNECTED. THAT IS YOUR MOST IMPORTANT JOB!



TOOLS & METHODS

TOOLS & METHODS

Before you start your work, we would like to give you a categorised collection of tools and methods to get you started and help you along the way.

Explore and use them and reach out to your mentor if you have any questions about them.

The tools are organised in topics relevant to the SPIN-IN format, such as **project management, team collaboration, ideation and brainstorming, strategy and decisions, research and resources, prototyping and presentation**, and most importantly, **sustainability**.

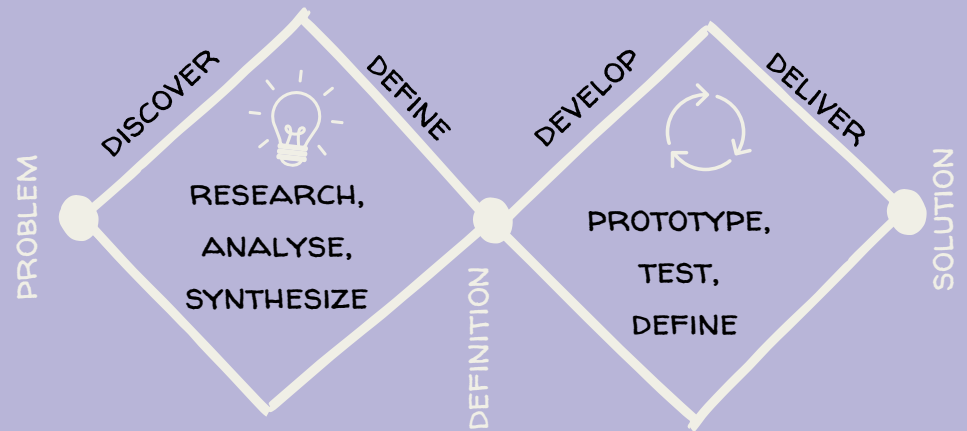
In addition, you are more than welcome to introduce other tools and methods to your teammates and implement them in your workflow according to the needs of your team and the challenge.

PROJECT MANAGEMENT AND PROCESS PLANNING

WORK BREAKDOWN STRUCTURE

DOUBLE DIAMOND

DESIGN SPRINT/THINKING
(EMPATHISE, DEFINE, IDEATE,
PROTOTYPE, TEST)



MIRO IS A GREAT
COLLABORATIVE TOOL THAT
SERVES AS A WHITEBOARD
OR POST-IT WALL. WE
DEFINITELY RECOMMEND
THIS FOR ONLINE
TEAMWORK!

TEAM COLLABORATION

COMMUNICATION ON FACEBOOK
MESSENGER, WHATSAPP, E-MAIL

COLLABORATIVE WORK ON MIRO

FILESHARING: GOOGLE DRIVE,
DROPBOX, WETRANSFER, FACEBOOK
GROUPS

ONLINE MEETINGS: MICROSOFT TEAMS,
GOOGLE HANGOUTS, ZOOM, SKYPE

IDEATION AND BRAINSTORMING

TRIGGER CARDS

MINDMAPPING

MOOD BOARD E.G. PINTEREST

CRAZY EIGHTS

TRIGGER CARDS ARE A HELPFUL TOOL TO SPEED UP YOUR IDEATION PROCESS. THEY PROVIDE PROMPTS FOR ALL TYPES OF PROJECTS. YOU CAN BUY THEM OR CREATE YOUR OWN!

A QUICK TOOL TO SKETCH 8 IDEAS IN 8 MINUTES

BY PLACING COLORED DOTS, PARTICIPANTS IN COLLABORATIVE SESSIONS INDIVIDUALLY VOTE ON ANYTHING THAT REQUIRES PRIORITIZATION.

STRATEGY AND DECISION-MAKING

SWOT ANALYSIS

PRIORITY MATRIX

DOT-VOTING

RESEARCH AND RESOURCES

DESKTOP RESEARCH
(LITERATURE, LDC PROJECTS, ETC)

FIELD RESEARCH
(INTERVIEWS, SURVEYS, PARTICIPANT
OBSERVATION)

YOUR NETWORK, THE COMPANIES,
AND LDC'S!

CONSIDER WHAT IS
FEASIBLE WITHIN THE
FRAMEWORKS OF A
LONG OR SHORT
SPIN-IN

PROTOTYPING AND PRESENTING

MICROSOFT PACKAGE
(WORD, POWERPOINT, EXCEL)

ADOBE PACKAGE
(PHOTOSHOP, ILLUSTRATOR, INDESIGN)

TECHNICAL DRAWING AND SKETCHING
(RHINO, BLENDER, 3D SOFTWARES...)

SUSTAINABILITY

SUSTAINABILITY CARDS
FROM DSKD

SDG ASSESSMENT TOOL

HIGGS INDEX

CIRCULAR BUSINESS
MODEL CANVAS



THE PITCH

WHAT TO EXPECT OF THE PITCH?

Hang in there, we are almost at the end.

You have completed all the major milestones, and the only thing left is pitching the solution.

This chapter is not to be missed as this is where **great discussions** happen and **future collaborations** are planned.

On the following pages, you will find what you will need to prepare for the final pitch as a company representative, a student and a mentor.

Read through our checklists and recommendations and keep in mind that the main goal of the day is to have a lively conversation and discuss potential future collaborations.

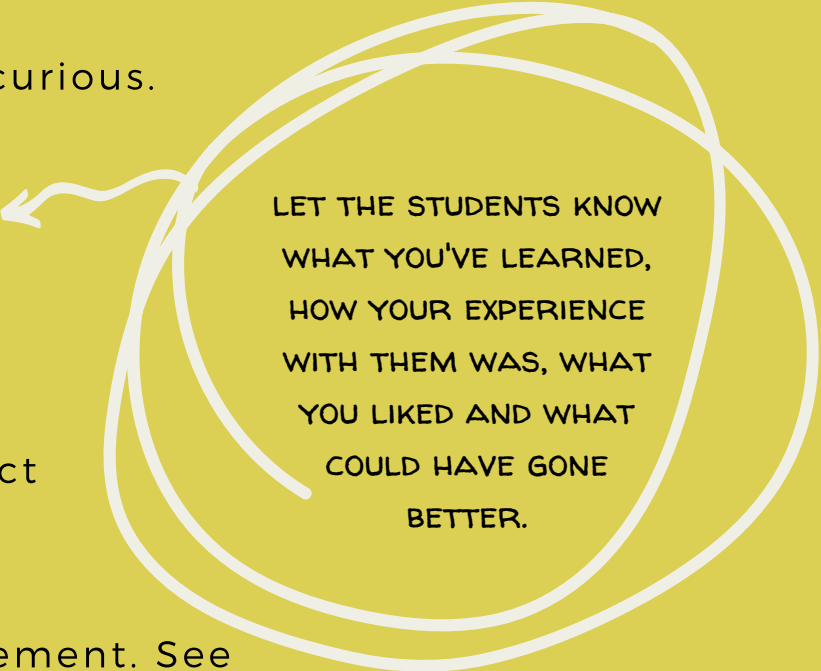
Don't let the conversation end here!

THE PITCH

AS A COMPANY

We have prepared a checklist for you to go through before the last SPIN-IN day. It includes important information on what to expect and what to prepare:

- Before the pitch, arrange a presentation room, drinks and snacks.
- Make sure you have invited all the key people from your organisation to attend the final presentation. The more the merrier!
- Consider a small gift for the team and a recommendation letter is always appreciated.
- During the pitch, lean back, listen and be curious.
- After the pitch, your feedback is welcome!
- Now is the time to explore possible collaborations with the students and communicate if and how you see the project could be continued.
- Collect the students' receipts for reimbursement. See details on page 14.



LET THE STUDENTS KNOW
WHAT YOU'VE LEARNED,
HOW YOUR EXPERIENCE
WITH THEM WAS, WHAT
YOU LIKED AND WHAT
COULD HAVE GONE
BETTER.

THE PITCH

AS A STUDENT

BEFORE THE DAY - PREPARATION

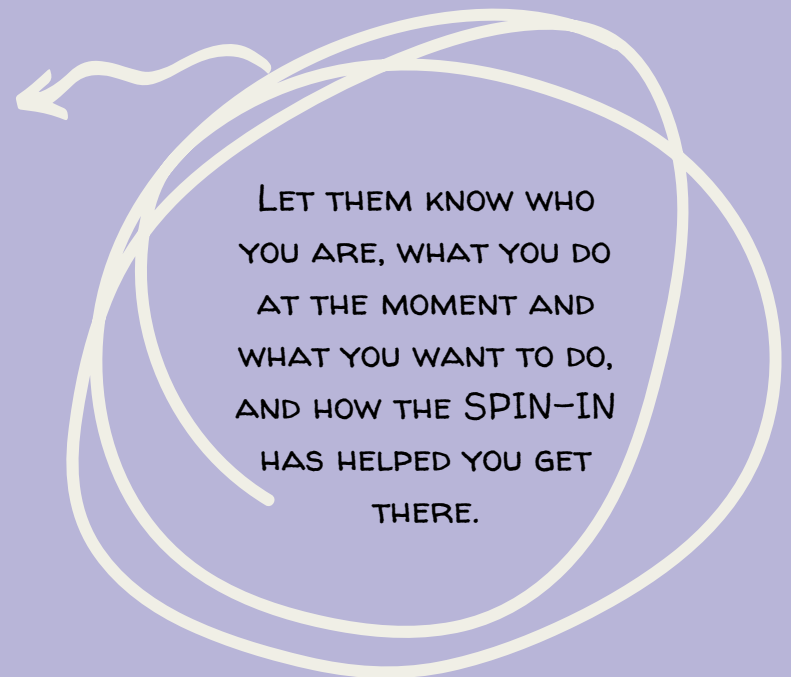
Consult your mentor before the final presentation. Ask for advice on what to remember and send them your presentation to get feedback. They are there to help you!

ON THE DAY - PRESENTING

Introduce yourself again. There might be new people in the room.

Present your solution(s) and recommendation(s) to the company in an interactive way and prepare for a lively discussion and feedback session after.


Introduce potential ways of collaborating with the company in the future. Don't be afraid to pitch yourself!



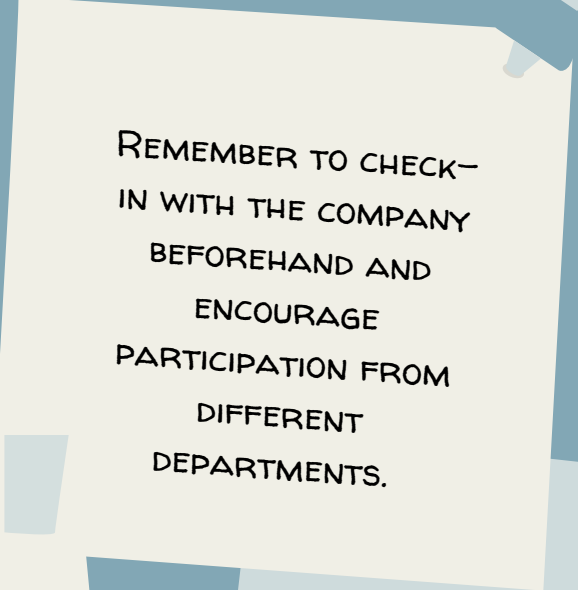
THE PITCH

AS A MENTOR

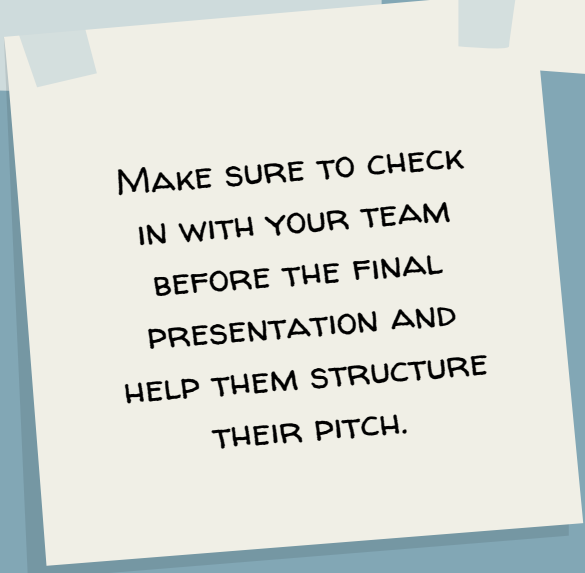
Here are some tips on how to facilitate the final day, ensure a smooth process and constructive feedback session between the company and the students.




ENCOURAGE FURTHER
COLLABORATION
BETWEEN THE TEAM
AND THE COMPANY.



REMEMBER TO CHECK-
IN WITH THE COMPANY
BEFOREHAND AND
ENCOURAGE
PARTICIPATION FROM
DIFFERENT
DEPARTMENTS.



MAKE SURE TO CHECK
IN WITH YOUR TEAM
BEFORE THE FINAL
PRESENTATION AND
HELP THEM STRUCTURE
THEIR PITCH.



DON'T FORGET TO HAND
OUT THE DIPLOMAS!

TIME TO SPIN-IN

WHAT'S NEXT?

Thank you for staying with us until the last page. We will take it as a good sign and encourage you to sign up for the next round of **SPIN-IN for Sustainability**.

You can visit the [Lifestyle & Design Cluster website](#) for updates and see the schedule for the upcoming sprints.

In case you have additional questions, whether you are a company representative or a student, feel free to reach out to the Project Coordinator, Marianne Ping Huang, at the following email address: mph@cc.au.dk.

We hope to see you around!

