



# Interreg



Danube Transnational Programme

DA-SPACE

**GUIDELINES FOR THE PILOT PHASE OF THE DA-SPACE  
PROJECT:**

**THE OPEN INNOVATION LAB**

**Annex 4 – Challenge Template**



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*Please fill the Challenge Template in each part together with the seeker. It could be useful to organize a workshop with the seeker to help them understand better how the challenge should look like and the possible output of DA-SPACE lab. Please use the DA-SPACE official document template*

1. **Name of the challenge** (short, powerful and inspiring description):

- **WE Power (EN EF Concept) – Raise awareness, forecasting the market potential and creating successful social media campaign**





2. **Context:** *(what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc)*

- WE Power app empowers people to make a collective action with the goal of increasing the quality of life at no extra cost. We do this through a mobile app that educates and motivates people to reduce energy consumption in their households and donate achieved savings where it is most needed, either locally or globally. The app will foremost be educational, providing users with information how they can reduce their energy use by small changes in behaviour and habits. These include reducing heating when away or asleep, closing curtains at night to reduce heat loss, unplugging chargers and other appliances when not in use, turning off lights when leaving the room, etc. By lowering their energy use, people will make monetary savings. Users will have options to fully or partially donate achieved savings, and a selection of different goals to contribute to. They will be able to choose between 17 most pressings issues established by the UN, ranging from no poverty, zero hunger, good health and well-being, to environmental issues such as sustainable cities and communities, clean water, life on land.

*More information:*

About EN EF Concept: <http://www.en-ef-concept.com/>

3. **Problem:** *(What is the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)*

- *Analysis of market potential for the WE Power application*
- *Competition analysis*
- *Raise awareness*
- *Creating a promotional plan on digital platforms*



- *Creating a promotion plan on social media*

*Solving these tasks is very important for further progress of WE Power application. With it we are trying to directly influence the reduction of energy, and preserving our environment and better and amrter allocate our recources.*

4. **Additional info (for internal use):** *(what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (eg. Programing language etc), what are the asset (as knowledge, materials) will be given to the team*

- We expect that team to carry out a detailed market analysis and its willingness to accept our innovative product. Within this challenge, we want to do a detailed analysis of the domestic, regional, European and worldwide markets. The obtained data need to be statistically processed and graphically presented. Also, participants will be involved in creating digital campaigns (GSN, landing page etc.), social networks campaigns (Facebook, Instagram, Twitter, YouTube, etc). We expect from participants to give their original ideas and suggestions, and to be actively involved in the process of raising awareness and promotional activities.

5. **Skills of the team (for internal use):** *what specific skills shall the team have in order to address the challenge*

- Knowledge of management and marketing
- Readiness for teamwork
- Understanding the functioning of the market
- Ability of analysis and observation
- Understanding landing page design



- Fluent in English
- Knowledge of social media
- Landing page optimisation

#### **5. About the Seeker:**

- *Description of company/institution:*

*We are a team of architects with additional education and a great interest in environmental design and energy efficiency. Being architects ourselves, we understand the importance of a strong architectural concept and how it can easily get lost when the project gets spread out between too many collaborators.*

- *Vision: where do you see the company/institution in 5 years?*

*Our vision is to inspire people in developed countries to engage in addressing the most pressing global issues that are established by the UN (Sustainable Development Goals) and achieve a better and more sustainable future for all.*

Tip: Good questions to ask the Seeker when defining a challenge:

- *What could be the new strategic areas at your organization?*
- *What are the BIG problems your organization will solve in 5 years?*
- *What would you like to learn more about?*
- *What is interesting for YOU or your team?*
- *Challenges/problems or ideas/concepts you want to test out?*