

62990 INNOVATION PILOT

# The Innovation Report

## Loop 2

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In collaboration with:  
Miljøpunkt  
&  
Technical University of Denmark  
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## **Executive summary**

This report is based on the case presented by “Miljøpunkt”. The first section is a short introduction to the project, which includes the main target of the project. The 6 weeks long project, which has the purpose of finding a solution to help to make Copenhagen a greener city.

The problem, problem owner and focus area are detailed in section 2. The main partner, in this case, was “Miljøpunkt”, which wants to make Copenhagen a greener city. This led to a more detailed study that is described in detail in this section.

In section 3 are the proposal and reasons – in that section methods were presented, and the data was analyzed, and various reasons for the low green participation are mentioned.

In section 4 and section 5 are the thoughts behind designing the product that will help the shops in going the green path are here described. Economic considerations are furthermore here discussed.

The report ends with a conclusion section where the problems, analyses, and the product are shortly described.

## **1 Introduction to the innovation presentation**

This report documents the work and results of the group, “The Green Diamond”, during the course “62990 Innovation Pilot”, which ran over a period of 6 weeks from June to August 2020. The focus of the course was to solve a problem issued by one of the companies who participated in the course. The Green Diamond chose “Miljøpunkt” who wanted to make Copenhagen a greener place, as in having more plants and flowers in the cityscape. This was a very broad issue which, throughout the weeks, was narrowed down to a more specific issue which could be analyzed and solved. This report specifies the groups reasoning and thought process throughout the course, as well as the proposed solution along with a prototype for the company.

## **2 The problem**

### **2.1 Problem owner**

“Miljøpunkt” is a fond that is working hard to make the city greener. The fond supports and develops local environmental work, together with Copenhagen Municipality, inner city local Committees, Christianshavns Local Committees, universities, local citizens, volunteers, institutions, businesses, and residents’ associations. It has its own boards, centre manager, and number of project managers as well as students and interns, dependent on projects and opportunities for funding.

Miljøpunkt has a strong focus on both local and professional networks, which ensures the influence of local involvement in the projects. The fond creates a basis for developing the environmental work in the districts, and the main purpose is to create a better environment and more sustainability in the city.

In addition to being a center that advises locally on urban nature, environment, climate, and sustainability for citizens, housing associations, institutions, and businesses, the fond also works project-oriented. Miljøpunkt involves the municipality, local committees, citizens, businesses, and other relevant partners to ensure professionalism and quality.

### **2.2 Introduction to the problems**

Miljøpunkt faces many problems and challenges in their projects. One of the challenges with planting plants in front of buildings is that it is not always possible to plant directly in the soil due to the presence of pipes and wires, and it is not always easy to find the correct method to take care of different types of plants that have different needs.

In addition, in the summer months, the need for watering is greater, which causes many plants to die out due to lack of watering because of the lack of awareness from the owners. There is also a difference between plants in pots and plants placed directly in soil regarding their watering needs since rainwater affects them differently.

There are also many challenges with fertilizing, nurturing, and general care of the plants, due to many people not having the necessary knowledge, skills or time to take care of the plants.

With the many different challenges regarding acquiring the right type of plant and taking care of them, it is important to find the best possible solutions and concepts for the citizens and businesses which fit with their individual needs. This in turn will make the city greener.

### 2.3 Our focus

The Green Diamond has made a statistic over the stores and restaurant in many places in the inner city of Copenhagen regarding whether they have or do not have plants in front of their stores. These places include Strøget, Nyhavn, Christianshavn, as well as various other places around the inner city of Copenhagen. All the calculations and statistics, which were taken by the group, are detailed in Appendix 1. The results of the researches show that out of 236 stores, there were 44,7% that didn't have plants at all, 26,3% of them had plants, but very few, with plenty of space for more. The remaining 29% had plenty of plants, as seen in figure 2.3.1.

Distribution of plants in Inner city, Copenhagen

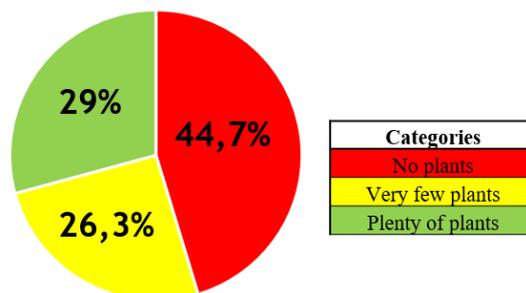


Figure 2.3.1 – Shows the distribution of how green the areas are in the inner city.

If you were to only look at restaurants, as seen in figure 2.3.2, the results of the research shows that out of 65 restaurants, there were 11 % that didn't have plants at all, and 29% had plants, but plenty of space for more, and the remaining 60% had plenty of plants.

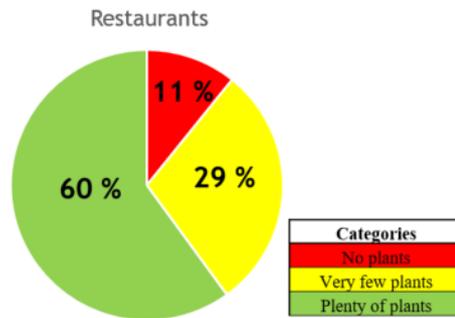


Figure 2.3.2 – Shows the distribution of how green the areas are in the inner city with a focus on restaurants.

Figure 2.3.3, clearly shows that the focus of the project might not be on restaurants specifically. Looking at the remaining 171 stores 44,7 % had no plants at all, 26,3% had very few plants with space for more, and the remaining 29% plenty of space.

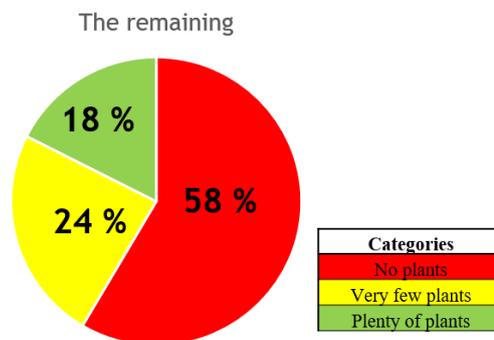


Figure 2.3.3 – Shows the distribution of how green the areas are in the inner city with a focus on the remaining stores.

The group, “The Green Diamond”, have also conducted several interviews with many store and restaurant owners to find out the reasons why, they do not have plants in their stores or outside their establishments. In addition, the shops and restaurants that already had some plants were also asked what kind of challenges they encountered on a daily basis, maintaining these plants.

From the interviews with the stores and restaurant owners, the group learned that the main issue they had was the lack of knowledge regarding maintaining the plants, but also which plants would fit them and their businesses.



*Figure 2.3.4 – Shows examples of poorly maintained plant.*

The problem which, the group “The Green Diamond” want to solve is the lack of information and guidance regarding the selection of plants as well as the upkeep of said plants, as seen in figure 2.3.4. This will make it easier for stores to select the exact plants that fit their needs and image.

### **3 Our proposal and the reasons for it**

The residents in general, had a positive view on plants. They could see the point of planting and see the results of the nice atmosphere that plants contributed to. The question however that people had different opinions on, was why they do not own plants and if they wanted more plants. Some people did not have plants because of economic reasons while others did not own plants because they do not want to take care of them and because of little understanding regarding how to take care of plants. Some people did not even consider owning plants, and some people withdrew from the conversation when we started talking about plants. Most of the shop owners adopted a positive attitude towards plants and were able to see the advantages on making a green facade.

In our further work with the topic in loop 2 we decided to set our main efforts on the shops. The inner City is said to be the heart of Copenhagen and it contains a huge variety of shops. To get a better understanding on which kind of shops that own green facades and the ones that do not own, including where in the city the different shops are located, we went out to make field observations. Here we categorized the shops the “green”, “yellow” and “red” categories. This is illustrated in the picture below.



Figure 3.1 – A general view on how a green, yellow, and red shop look like.

To see the big picture, we looked at Strøget, Nyhavn, Christianshavn, and other streets in the inner city. Below is a map that highlights the cities that we observed.

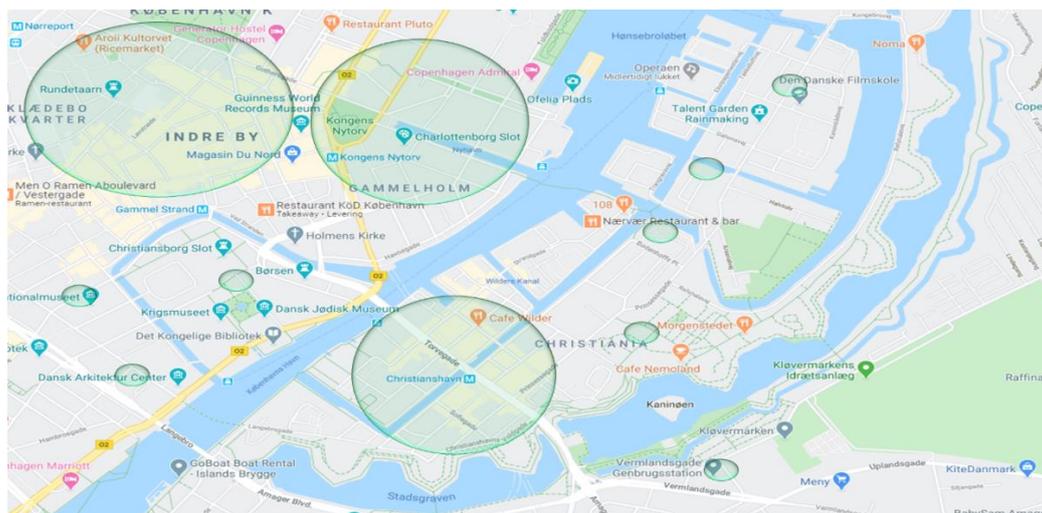


Figure 3.2 – The green circles on the map shows the observed territories.

In total we looked at 236 shops and 27 shop types. These results showed us the connection between a shop that had a green face and the shop type. The shop type that had the greatest tendency of turning into a green face was restaurants. 60 percent of these could be categorized as green. The other shop types had a smaller tendency to go green. In general, only 18% of the total observed shops were put in the green category.

To get a better understanding of the general tendency, and to understand why the restaurants differ so much from the other shop types, it was decided to interview the different shop owners. The restaurants that own a green facade could see advantages because it attracted new costumers, the plants could be used for cooking and in general the plants created a relaxed atmosphere. The green facade helped the restaurants increase their sale. The remaining shops had different views on plants.

In general, all of the shops had a positive attitude toward plants, but we saw that there were four central elements that most of the shop owners mentioned repeatedly mentioned to us.

The shops that did not have a green façade lacked knowledge about plants because they did not think about it. Under the interviews we could sense the willingness of the owners to plant, but many owners expressed to us the fear of being exposed to possible ravage and the fact that plants are time consuming. Some owners said that summer plants wither in winter and that the leaves therefor have to be collected, and the place cleaned or that investing in plants should be done every season because the plants will not survive when a specific season ends.

From the interviews we could conclude that we had to work with four main areas:

- Motivation
- The possibility of getting supervision regarding plants
- Help to delivery and storage of plants
- Help in choosing the right plants

In our solution we had three stakeholders a primary-, secondary-, and a potential stakeholder. The primary stakeholder is “Miljøpunkt”. The organization Miljøpunkts huge knowledge about plants will make it possible for the shops to get good advice and instruction regarding this topic.

The secondary stakeholder in our solution is plant schools, because the stores will be able to get the guidance of the schools in choosing the ideal plants that suit their needs. A potential stakeholder is a plant storage center, where the shops will be able to get their summer plants stored in the wintertime and the winter plants in the summer.

The plant schools and plant storage center will have no expenses in putting their names on our brochures, but by participating they will get a broader costumer group and more money. Therefore, we think that the plant schools and plant storage centers will be willing to participate.

The innovative part in our solution is that we have been able to reach the core of the problem in the stores and solve the problems with a cheap and simple solution that is suitable for all kind of shops. Our proposal is supported by plenty of interviews that have been made with shop owners. The shop owners expressed an enthusiasm for the idea and could easily see themselves using the brochure. Since such a brochure would save them some time on researching the field and on buying as well as plant transporting and storage.

## **4 The prototype**

As “Miljøpunkt” does not have a specific budget, the brochure has been chosen as a solution. The production time is short, it is easy to produce and cheaper than the other solutions that have been thought through. It is easy to distribute and holds a lot of space so customers can easily find help. In addition, it contains many more solutions in one as mentioned earlier. The brochure contains help with care and nursing, guidance and advice, inspiration, and contact information in case the reader wants to contact someone like a green facility.

## 4.1 Situation assessment

Based on 236 stores, some statistics were made on how green it really is in the inner city as mentioned in section, 2.3 our focus. According to the statistics, it can be stated that there is a relatively large shortage of plants, 44.7% of the shops have nothing green. This can be seen in Figure 2.3.1, where the stores are categorized by color: red (No green), yellow (very little green), or green (good with green). The target group is primarily shops but we also cater to restaurants and cafes as all businesses can benefit from it and be affected in a smaller perspective.

## 4.2 Shaping

Several tools have been used for the brochure to attract the target group's attention. The brochure can be seen in appendix 2. The basic idea was to use a green color at the bottom and top of the brochure. The green color is relaxing and pleasing to the eye. In addition, it produces positive energy such as hope, freshness, nature, and soothing. The font Franklin Gothic is particularly suitable for commercial use in several media such as books and advertisements therefore it fits well with the brochure. The AIDA model has, among other things, been used to give it a good structure, such as a wake-up call to attract the target group. To get consumers to move through some phases that encourages them to make the right decision. The KISS model which stands for "keep it simple, stupid" has been a great advantage, everything in the brochure is simple and short, especially the text and layout. The layout is nice and clear, it contains section shooting, which is an extra distance between each section. Punctuation is also used with an image it creates a listing in the text to make it easy to read. There are plants around the brochure to make it possible to live in the environment and give it a captivating look.

Figure A2.1 from appendix 2 shows that the brochure contains guidance and advice on several things, as well as links to the recommended websites. Who appeal to their emotions using quotes and to be credible, Edward O. Wilson's quote as a biologist and naturalist. Figure A2.2 from appendix 2 motivates the reader and speaks to common sense. Pathos and logos are used in the brochure to give an extra boost.

## 4.3 Strategy phase

The reason why the brochure was chosen is to spread the message to our target group and the target group's circle of friends so that they are affected by it in several fields, as it can be placed in many places. The brochure could be distributed to the target group, where Miljøpunkt, for example, can tell briefly about what it contains and inspires them. It is suitable for placing in a holder in a waiting room, receptions, center, or customer service to hit the privately owned shops around the inner city.

## 5 Economic and further perspectives

The brochure must be printed and delivered to shop owners, restaurants, and cafes. To achieve this, the focus has been placed on a website that produces brochures in 100% recycled materials. While making the brochure it is possible to customize the paper sizes, paper types, paper thickness,

number of brochures etc. For this brochure, it is recommended that the paper thickness is premium, and the paper type is recyclable, that way the product is environmentally friendly and while on it is possible to save money at the same time. On the other hand, you can spend a little more money on it and choose the paper thickness “economy” and the paper type “glossy”, as well as a 3-wing fold which creates more overview and makes it clearer to read. Table 5.1 shows the prices for the two types of product specifications.

Number of brochures	Prices for (premium+recycling)	Prices for (economy+glossy)
100 pcs.	DKK 384	DKK 616
250 pcs.	DKK 426	DKK 684
500 pcs.	DKK 501	DKK 805
1000 pcs.	DKK 546	DKK 877

*Table 5.1 – shows the prices for two different product specifications to choose from.*

The brochure has been made and is an idea for Miljøpunktet, if the idea is chosen they can contact "plantorama" and "planteopbevaring" to arrange collaboration. Plantorama is suggested as it is a chain of garden centers full of inspiration with a wide range where one can see all kinds of garden plants and houseplants, soil and fertilizer, garden pots and concealers as well as applied art and interior.

The next step would be to finish the brochure, print it, and distribute it around. A video that gets into relevant sites and tutorials could be a good idea to advertise on social media like YouTube, Instagram, and Facebook. The easier it is to get the message out using a video or a storyboard, the way you also get their attention they are almost forced to see it. Instead of expressing yourself in words and explaining a story, you can make an effort by making a video that expresses all the thoughts and ideas you have. At the same time, you achieve the greatest possible effect by reaching the target audience on different platforms, but in return, you need a different budget.

## 6 Conclusion

At the end of this project, it can be concluded that the group of The Green Diamond was able to identify the main problem primary the stores and restaurants owners are facing in order to motivate them to plant more plants and have a greener facade and make the city greener, and how to get the good guidance, advises and knowledge about the different types of plant in different seasons of the year.

Based on the statistics and the interviews with the stores and restaurants owners in different parts of the city of Copenhagen, the results show that the business and restaurants need guidance for planting and a solution that can help them to take care of the plants without spending a lots of time to do that and to give them the necessary skills or time to ensure watering, fertilizing, nurturing the plants.

The Green Diamond succeeded to find a good solution to solve the problems and challenges that face the business and restaurants by making a brochure, that can provide great opportunities for the stores and restaurants owners to get help with the delivery and storage of the plants, and also provide the right guidance and knowledge for choosing the correct types of the plants in the appropriate seasons, and provide the information about the plants and how to properly care for them.

By solving this problem, people will be more interested and motivated to plant greener facades, plant basins, and pots. In this way, the city will get a better and greener environment and more sustainability, and there will be more access to green areas.

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Double diamond\_process\_tools\_spring 2020

Innovation Methods in Discover Phase

Innovation Methods in Define Phase

Innovation Methods in Develop Phase

## Appendix

### Appendix 1

- Attached Excel-file with observations, calculations and statistics (Inner city statistics).

### Appendix 2

- Attached pdf-file containing the brochure (Brochure – The Green Diamond).



Figure A2.1 – The first page of the brochure.



## GRØNNERE LUFT, FRISKERE DUFT

Uafhængig af butikstype, og brand, så, vil en grøn facade altid være et KÆMPE plus. Ja, skønheden fra de grønne og farverige planter tiltrækker kunder, og løfte dit personale.

Fordelene ved at have planter er mange, og du kan være med til at gøre bybilledet grønnere ved blot at bruge lidt af dit udeareal til at plante nogle roser eller et par træer.

Grøn er fremtidens farve og borgere bliver mere og mere miljøbevidste. Du kan vælge at hoppe med på bølgen ved at plante nogle planter, også vil de vokse i takt med at kundestrømmen vokser.

*Boost your mood*

**MOTIVATION..**



Ved plantning af krydderurter kan man både spare penge og være bekendt med de kemikalier der tilsættes.

Når du beslutter for at plante enten til en overbevisende æstetik eller til en god sag, skal du vide, at du tager en god forretningsbeslutning for dit salg og dine kunders velvære.





Hvis din virksomhed har en usædvanlig indgangsplacering, kan planter bruges til at styre kundestrømmen.

*En indbydende butik, giver mere kundetrafik, hvilket igen betyder mere salg, og et stærkt værktøj er planter.*

**THE GREEN DIAMOND  
I SAMARBEJDE MED:**  





Figure A2.2 – The other side of the brochure.