

FRANCIS

Project Introduction and Partner Search

8 November 2023

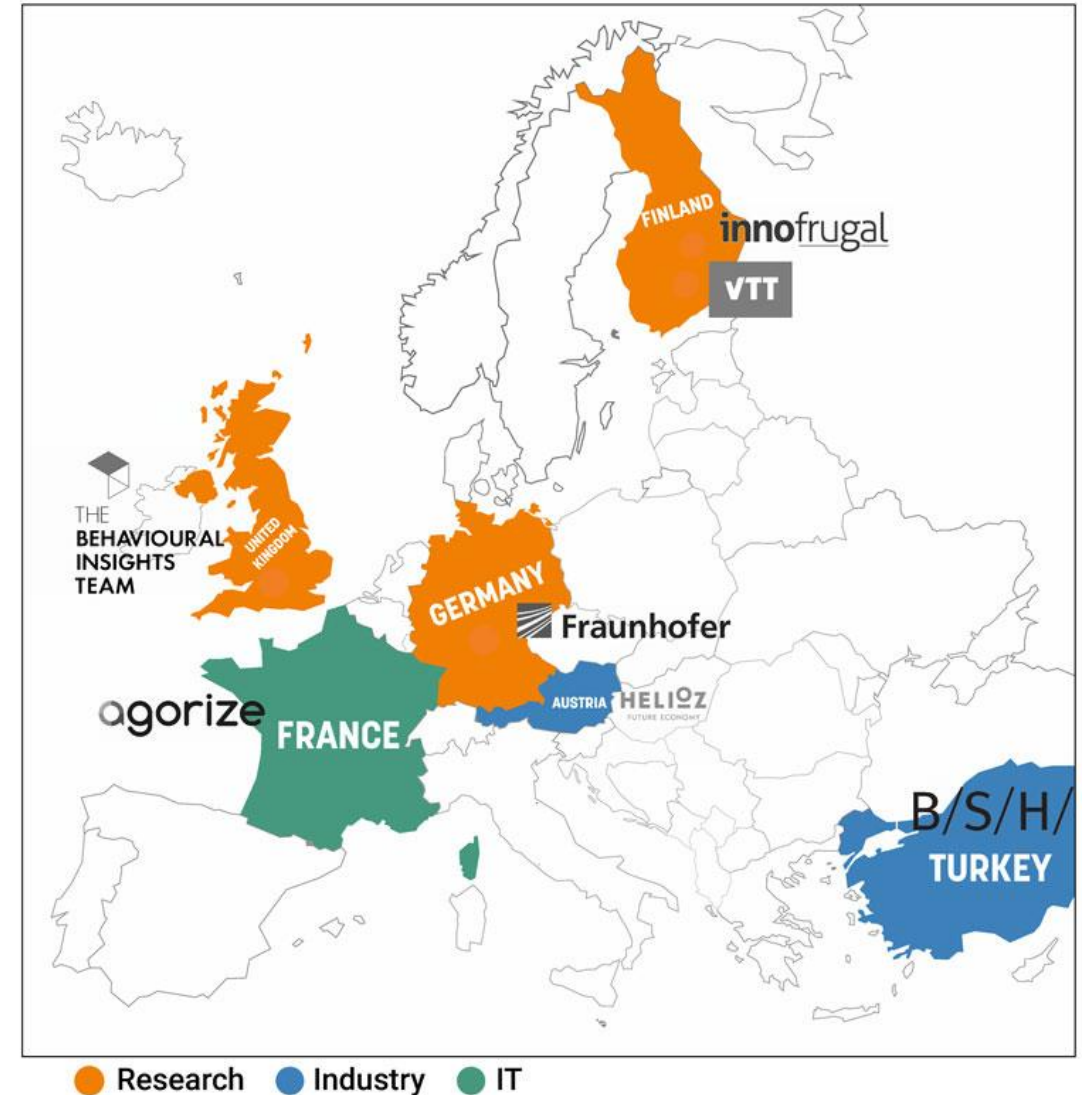
Summary

Key data

- Start: 01.02.2021
- Consortium: Seven partners from six countries
- Objective: Development of frugal innovations by citizens in cooperation with companies based on Open Innovation Challenges (online&offline)
- End: 31.10.2024 (may be extended)

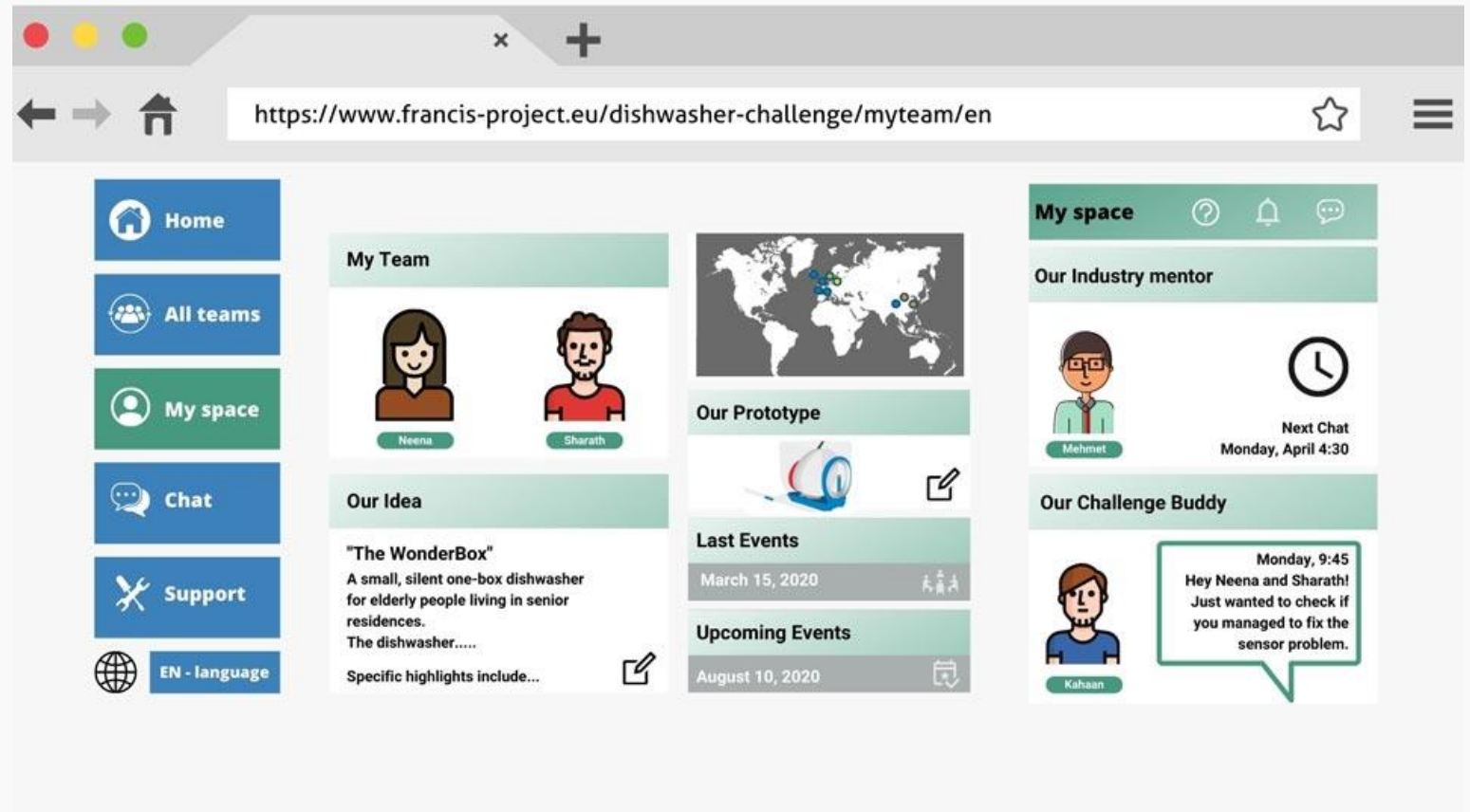
Process

- 2021/22: Development of scientific framework
- 2023: First challenge, start of impact assessment and behavioral interventions
- 2024: Second challenge, consolidation of findings



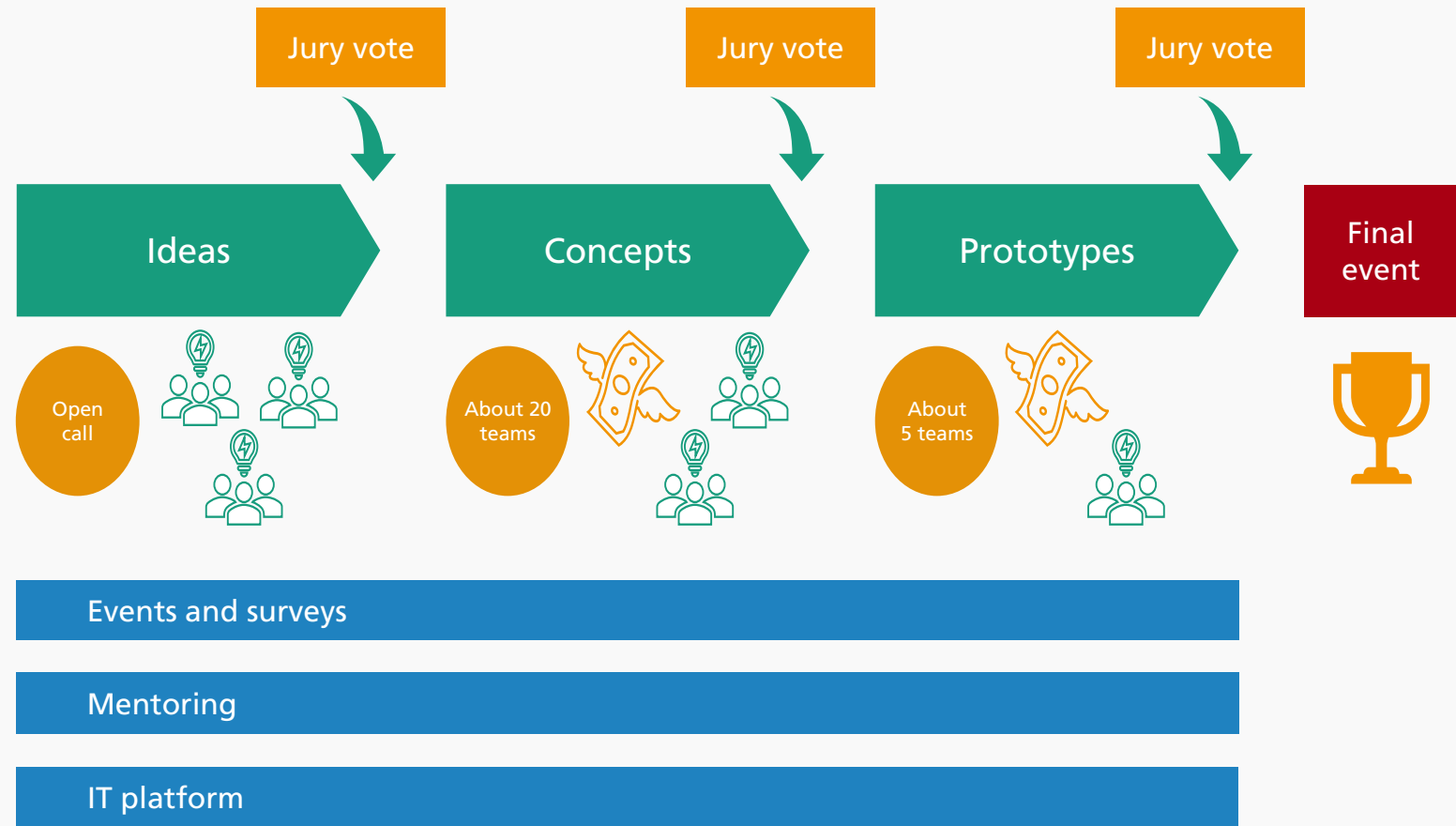
Project Idea

- Frugal Innovation challenges with citizens in four countries
- Two challenges in total
- Support from mentors: buddies, industry coaches and (scientific) facilitators
- Market introduction and scaling by industry partners



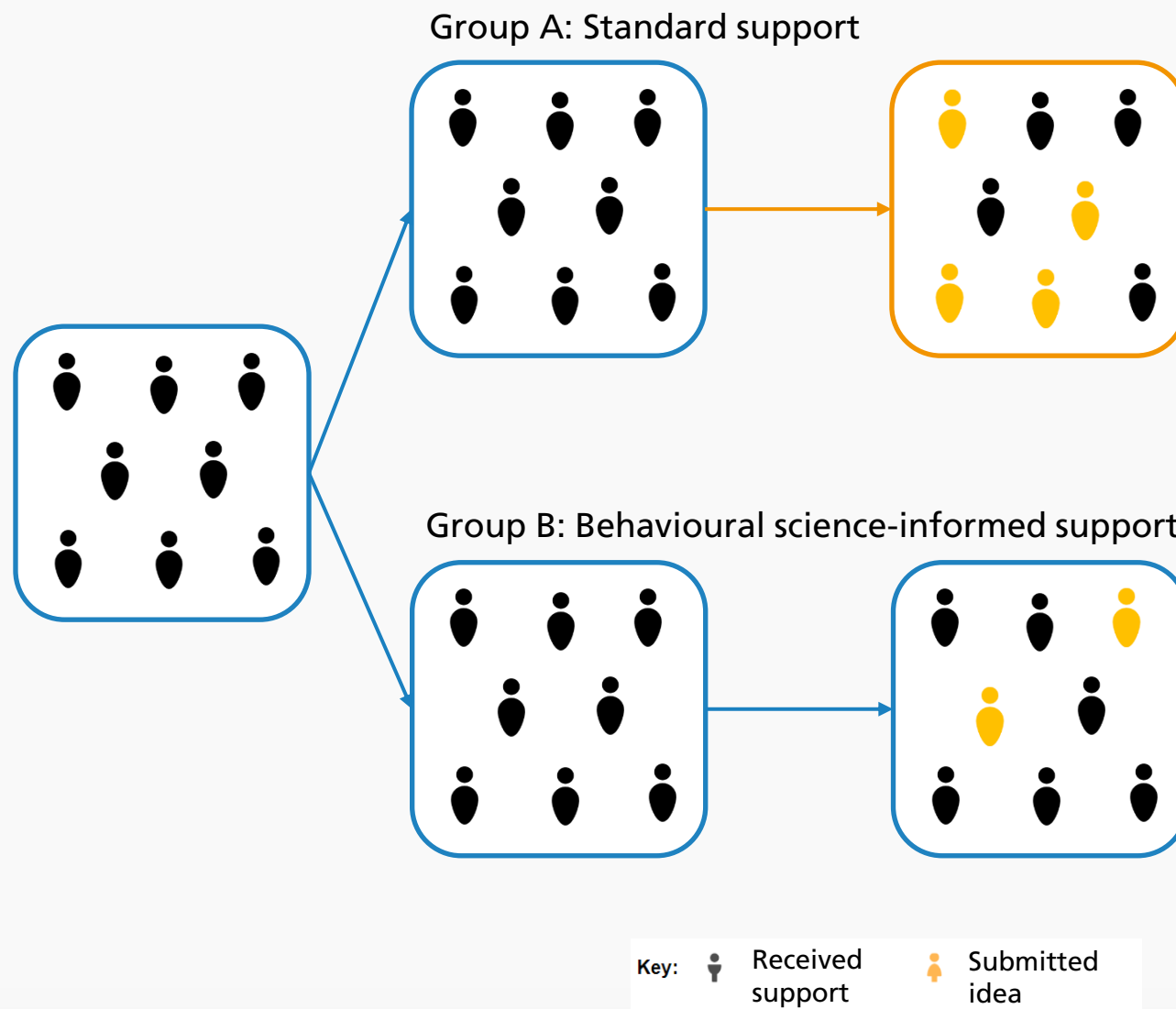
Challenge Process

- Open Innovation platform supported by face-to-face and online events
- Three main rounds aimed at detailing the ideas
- Selection of most promising ideas between rounds
- Financial grants for phases two and three
- Last phase ends with a final event including team presentations



Behavioural Interventions

- **What?**
Incorporate psychological aspects of human behaviour into different phases of the challenges
- **Why?**
Find out how citizen frugal innovation can be supported in the best possible way
- **How?**
Interventions related to various aspects; effects are measured by A/B testing and interviews



Challenges

B/S/H/



Challenge 1

- Application area:
Kitchen, household
- Target countries: Turkey, Germany, India
- Target consumer groups:
 - Troubled families
 - Green minimalists
 - Independent senior citizens

Your challenge?



Challenge 2

- Application area:
A citizen-friendly topic of your choice
- Target countries: multiple countries e.g. Germany, India, Bangladesh, Uganda
- Target consumer groups: marginalised groups e.g.
 - People with restricted budget
 - People with limited skills
 - People that value simplicity

First Challenge: Video



Link: <https://www.youtube.com/watch?v=j2JCps922Bk>

First Challenge: Website



Link: <https://s.fhg.de/francis-en>

First Challenge: German Marketing Campaign



Du hast Ideen für einfache, erschwingliche und nachhaltige Lösungen rund um Küche und Haushalt?

Oder Lust die Entwicklung von Ideen zu unterstützen?

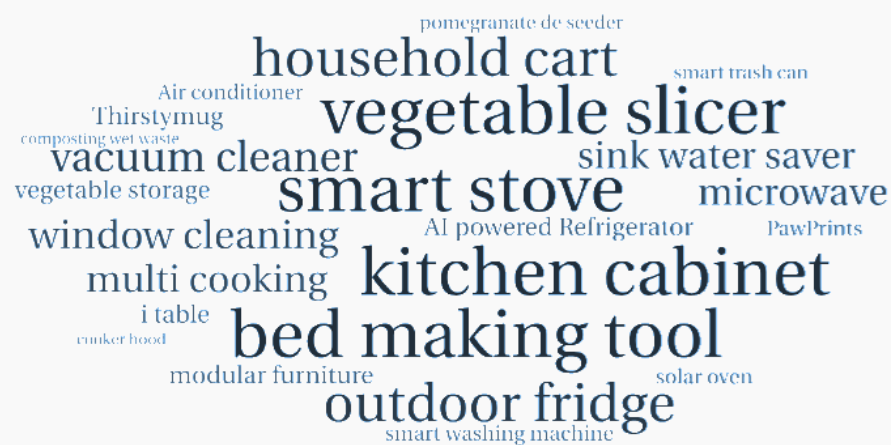
s.fhg.de/francis-de

Mach mit beim Ideen-Wettbewerb zu Küche und Haushalt!

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006220.

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First Challenge: Results



Team Despunte

Inventors: Carmen Araquistain Portela & Alejandro Garcia Soto

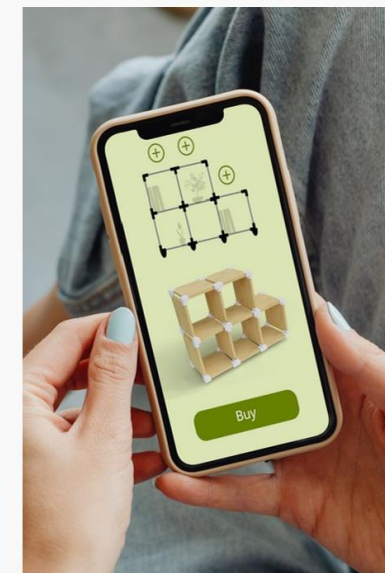
Housing is becoming more and more expensive. That is why an increasing number of people, especially students and families with restricted budgets, are living in confined spaces. To maximise space efficiency, they need small, simple and affordable furniture that can be adjusted to the specific space available.

Team Despunte has developed a concept that provides high-quality shelves that can be optimised to the customers' needs. It is comprised of modular furniture sets and an app for planning and assembly.



"We aim to facilitate the design of modular custom furniture to make the most of our spaces with little resources."

Alejandro and Carmen, 32 and 30, self-employed designers and engineers

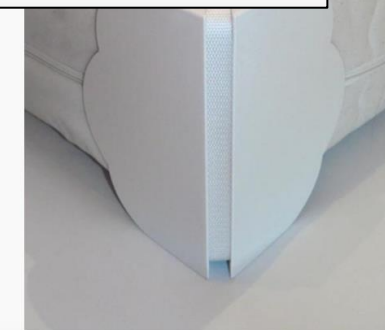


Holle is an easy-to-use unobtrusive device for putting a linen on the bed which fits various bed types and sizes. It can be adapted to include a motor that pulls the linen on the bed for those who cannot manually operate the device. When the device has been installed, a simple pulley tugs the sheet over the edges of the mattress (see photo).



"I think it's important that the target group is allowed to participate in the innovation process."

Lissy, 23, IT asset manager



Detailed challenge results: <https://francis-challenges.agorize.com/de/challenges/francis-frugal-innovation-challenge/pages/results?lang=de>

Media Coverage

Fraunhofer IAO führt gemeinsam mit internationalen Partnern Open Innovation Challenges durch

Frugale Innovationen von und für Bürger*innen

Presseinformation / 10. Februar 2021

Erschwingliche, aber dennoch qualitativ hochwertige Lösungen waren noch nie so gefragt wie jetzt. Um die Bedarfe der Gesellschaft als Ganzes zu erfassen und die Bürger*innen in die Entwicklung von s. g. »frugalen Lösungen« einzubeziehen, führt das Fraunhofer IAO in Kooperation mit Industrieunternehmen und weiteren Partnern im EU-Projekt »FRANCIS« zwei Open Innovation Challenges durch.



© Priscilla Du Preez - unsplash

Die aktuelle Krise beeinflusst nach der Meinung vieler Analyst*innen nicht nur das soziale Miteinander, sondern auch unser Konsumverhalten. Dazu gehören Entwicklungen und Trends wie: weniger Quantität und mehr Qualität, zunehmendes Interesse an lokal produzierten Waren oder auch die breite Nutzung von E-Commerce. Gerade in dieser Zeit kann »Open Innovation« (kurz OI) sein volles Potenzial für die Entwicklung von Frugalen

<https://www.iao.fraunhofer.de/de/presse-und-medien/aktuelles/frugale-innovationen-von-und-fuer-buerger-innen.html>

News and Blog

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All Science Frontpage Industry Citizen



Celebrating Innovation: Highlights and Statistics from the First FRANCIS Challenge

by Venkata Gandikota | Oct 16, 2023

The First FRANCIS Challenge, held on 06 October 2023, was not just a platform for groundbreaking ideas but also a testament to global participation and diverse representation. From space-saving furniture designs to energy-efficient appliances, the challenge brought



FRANCIS Challenge 1: An Overview into the Final Event and the Top 3 Innovators

by Venkata Gandikota | Aug 22, 2023

On August 17th, 2023, the virtual stage was set for the final event of the 1st Challenge under the Horizon 2020 funded EU project FRANCIS that focused on kitchen and household solutions. From an initial pool of 110 participants from around the globe, the challenge ...



The Power of Frugal Innovations: Making a Positive Impact on People's Lives

by Giovanna Sanchez Nieminen | Jul 12, 2023

Frugal innovations are getting noticed for their ability to make a positive impact on communities, particularly those dealing with financial difficulties. But it is not all about the economic aspect. This article delves into why we should also focus on the social ...

<https://www.francis-project.eu/news-blog>

Second Challenge: Background and Role of new Owner

Background of our Search

- Bosch Home Appliances BSH was the owner of the first challenge.
- The owner of our second challenge had to leave the project; we are now looking for a new one.

Role of the Challenge Owner

- You set up a brief for the challenge (topic, target countries, target groups).
- You detail the challenge process together with the project consortium and identify outreach partners that can help to attract the right target groups.
- You assist the citizens in the challenge with market and technical know-how.
- You select interesting ideas at the end of every round that you want to keep in the challenge.
- You assist suitable ideas in entering the market.

Second Challenge: Benefits

Benefits

- FRANCIS offers you the opportunity to collaborate closely with today's and future customers in different relevant countries, supported by an experienced group from science and industry.
- You will get detailed insights into topics that are specifically interesting for customers that value simple and sustainable solutions.
- You will learn about the pros, cons and hows of Open Innovation supported by our partner Agorize, a reliable platform provider that has run many challenges for renowned companies from around the world.
- You can discuss with the previous challenge owner BSH why and how the company got involved and what their experience was.
- You can exchange with and establish contacts to other valueable project partners such as the Behavioural Insights Team (UK), Fraunhofer (Germany) and VTT (Finland).
- The European Commission offers a budget for your involvement in the project.

Second Challenge: Requirements and Efforts

Requirements

- You should be willing to stay actively involved in the project, especially when we run your challenge (at least two contact persons).
- You should have enough support from stakeholders in your company/network to ensure the mentoring and the scaling of the citizen projects.

Efforts

- The FRANCIS consortium will set up the website of your challenge and all needed documents to run it based on your input/feedback.
- We will also manage the challenge, which includes coordinating the outreach partners in the different countries and supporting the citizens during the process.
- We will try to minimise your efforts and only get you involved at critical points e.g. when we decide on the challenge topic and partners, and when we select, which projects move on to the next round.