

The 24h of innovation®



© Joëlle Verbrugge - 2013

The 24h of innovation®

An **international experience** based on the stimulating **24hours format** to develop creative, artistic and innovative concepts of products, services, new applications... for companies, labs, associations, entrepreneurship...

An open event for all **creative people** (creators, innovators, researchers, artists, students, teachers, consultants, freelancers, employees...) and institutions (companies, labs, associations...)

A **dynamic event** created by **ESTIA** and yearly organized at Biarritz on the inspiring Atlantic ocean coast of the French Basque country and simultaneously in others places of the world.

Others **editions are organized in the world** by our partners (schools, universities, clusters...)

How it works?

A call for participation is sent to invite participants and collect projects proposed by companies, labs, association, creators, artists...

During the opening ceremony of the edition, the projects are presented.

Each participant (students, researchers, artists, teachers, consultants, free-lances, employees...) can choose his or her project and team

24 hours later, the teams present their creative results in a pitch of 3 minutes each in front of a jury of professionals in the field of innovation

The winning teams receive "the 24h of innovation" awards and the prizes offered by the sponsors of the event.

50 editions organized on 4 different continents

15 000 participants from **40** different countries

Argentina, Australia, Belgium, Cameroun, Canada, Chili, Chine, Colombia, Finland, Germany, France, Italy, Japan, Mexico, Senegal, Spain, Tunisia, UK, Uruguay, USA...

150 different schools and universities

600 projects developed for **200** various companies

70 000 visits of the website from **130** different countries

10 scientific articles

1 WebTV

2990 liters of coffee

8560 pizzas

24h @ ESTIA since 2007

Les **24h** de l'innovation®

Accueil

Participer

Programme

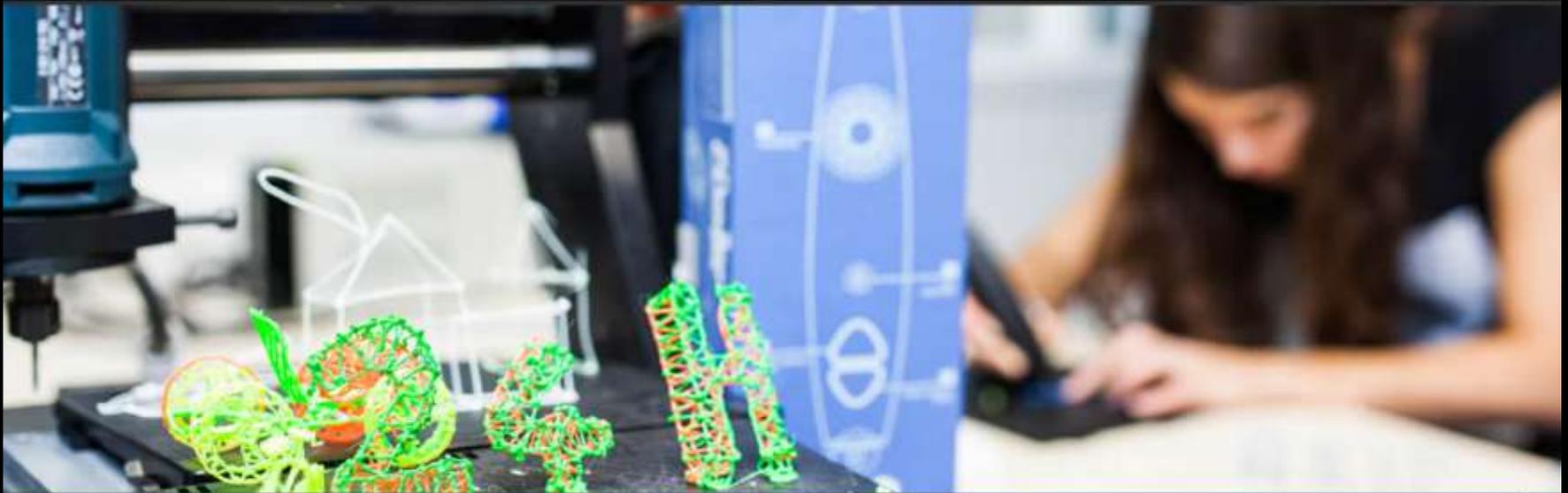
Palmarès

Saisons précédentes

Équipe

Coachs

Parrain



LES 24H DE L'INNOVATION

LES 24H DANS LE MONDE

LES 24H CORPORATE

Saison 11 : les 1er & 2 Décembre 2017

An international competition :

Teams have 24 hours to find creative solutions to challenges put forward by businesses.



24 hours of innovation in 4 easy steps



Business submit challenges



Teams present creative solutions

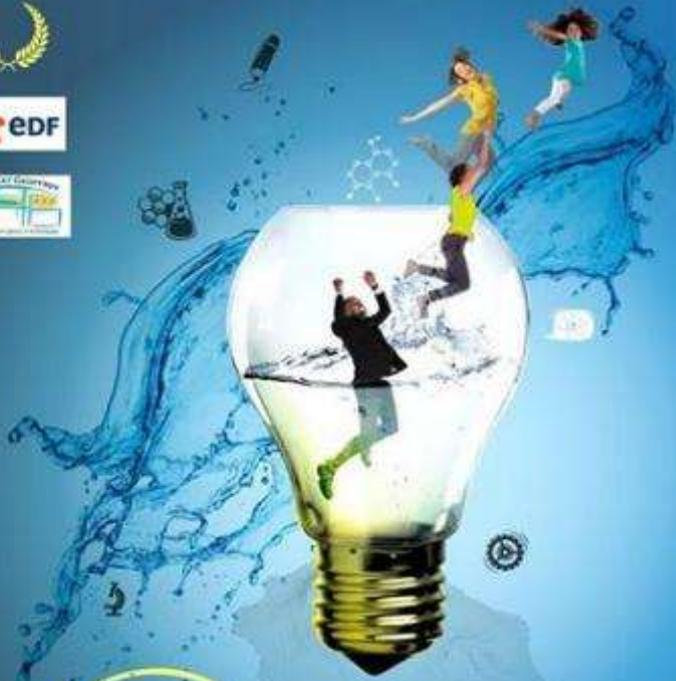


An international panel of judges evaluates them



Winners are rewarded

24h @
Montréal
Since 2010



Les **24h** de l'innovation®
2017 4^{ème} édition de La Réunion

Les idées jaillissent de nos échanges



les 16 & 17 février 2017

Renseignements : 24h-innovation.ac-reunion.fr
ou 0262 90 72 12

f Les 24h de l'innovation - 974 #24HInno974



24h @ Ile de la Réunion since 2012

workshops * conférences * stand up du design * 24h de l'innovation * design lab

ACTION OUTDOOR SPORTS



DESIGN SUMMER CAMP

PAYS-BASQUE - LANDES - 2016

02 > 05
novembre
2 0 1 6

ANGLET | MONT de MARSAN

UNE SEMAINE POUR SE FORMER & INNOVER
DANS LES ACTION OUTDOOR SPORTS



Inscriptions : designsummercamp.estia.fr
CLATU LEKU, 100 avenue de l'Adour 64600 ANGLET

24h @
Design Summer
Camp since 2013

Les 24h de
L'innovation
Sociale #3

ESSplicité

24h
pour
ENTREPRENDRE
autrement

8 et 9
Avril 2016
au Marché des Doves

la Halle
des Doves

24h of social innovation
@ Sciences Po since 2014

The 24^H of innovation[®]

3-4 MARCH 2017

International event of innovation

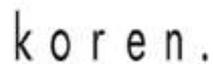
MIT Campus Pune

www.24h.estia.fr

PARTNERS:



ORGANIZED BY:



24h @ India (Pune)
since 2015



LA PREMIÈRE ÉDITION DES 24H DE L'INNOVATION AU CENTRE DE LA TERRE S'EST DÉROULÉE AVEC SUCCÈS LES 20 ET 21 NOVEMBRE 2015 À L'ESC PAU.

Bernard PONTNEAU, Parrain de la première édition 2015, Président de Varel Europe et de la Section Paloise

 Bilan des 24H DE L'INNOVATION AU CENTRE DE LA TERRE en images.



Le 1^{er} prix des 24H de l'innovation au centre de la Terre a été décerné à la **TIGF TEAM** qui a travaillé sur un sujet proposé par l'entreprise TIGF. Il était axé sur la recherche d'un protocole d'échantillonnage d'eau souterraine dont l'objectif est d'assurer la

meilleure représentativité des conditions de fond bio-physico-chimiques. La solution proposée par les étudiants sera approfondie et éventuellement exploitée par une collaboration TIGF/EURO ENGINEERING.

A l'occasion de cette première édition des 24H de l'innovation au centre de la Terre organisée par le **POLE AVENIA**, plus de 150 personnes (étudiants, industriels, staff) ont investi les locaux de l'ESC PAU vendredi 20 et samedi 21 novembre 2015.



Une centaine d'étudiants – certains issus d'établissements des Pyrénées Atlantiques (UPPA, CESI, EISTI, ESTIA, ENSGTI, ESC PAU, KEDGE BAYONNE...), d'autres venus de plus loin (ENSAM, ENSEGD, ENSG, IUT de Lannion, Mines d'Alès, Universités de Bordeaux et de Montpellier), ont participé à ce challenge de la créativité et de l'innovation.

24h at the earth's core
@ AVENIA since 2015



ITS Competitions

We have two ITS competitions taking place during the Congress: the 24H of innovation competition (for students), and the ITS Hackathon (for academics, start-ups, app developers and service providers).

24 hours of innovation student competition



Date: Thursday 8 – Friday 9 October 2015

Time: 10:00 am Thursday 8 October to 12:30 pm Friday 9 October

Location: Digital Campus Bordeaux, **83/97** Avenue Bon Air, 33 700 Mérignac

Who: Students studying any ITS field, including but not limited to: Civil Engineering, Mechanical Engineering, Environment and Health, Town and Land-use Planning, Transport Politics and Strategy, and Telecoms.

[View the 24 Hours of Innovation Flyer](#)

Organisers



In Partnership with



SPONSORS



LATEST NEWS

12th Annual AASHTO Day Proceedings now available

We are pleased to share with you the proceedings from... [Read More](#)

ACT IN SPACE 

EN SAVOIR PLUS...


cnes
CENTRE NATIONAL D'ÉTUDES SPATIALES


esa
space solutions


esa
business incubation centre
Sud France



Chiffres clés

-  12 Pays
-  187 Experts
-  24 Villes
-  86 Défis

Les lieux de la mission



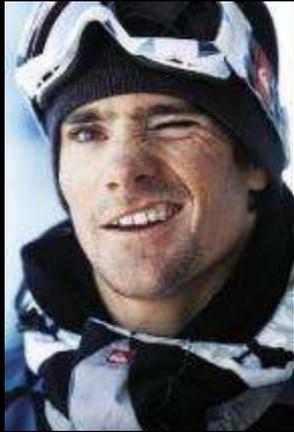
24h Act in Space @ CNES & ESA since 2014

24h in company



24h @ SafranHE 2017

Ambassadors of the previous editions



*Mathieu
Crépel*



*Jeremy
Rifkin*



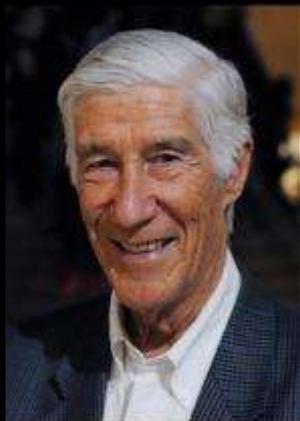
*Yves
Parlier*



*Fred
Beauchêne*



*Bertrand
Barré*



*Joël de
Rosnay*



*Alain
Rousset*

The **24** of innovation®

Main sponsors since 2007



Examples of projects

- A title, a teaser, an illustration

Create a new bottle with innovative and surprising functions for wines and spirits



BELVEDERE Group

Safe in the city!

Ride a bike in town could be a dangerous activity for everyone. How to propose an active protection rather than a passive one for the users?



ORBEA Company

How to avoid the spatial disorientation of the pilot?

Spatial disorientation (loss of verticality, altitude, direction of travel...) occurs when the vestibular, visual and somatosensory abilities of an individual are disrupted. How to effectively present the pilot, the actual position of the aircraft, the tank or the vessel relative to the Earth?



AIRBUS

The Credit Agricole bank for students

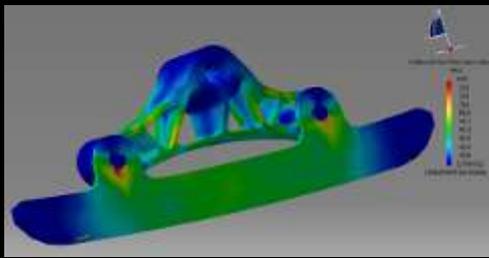
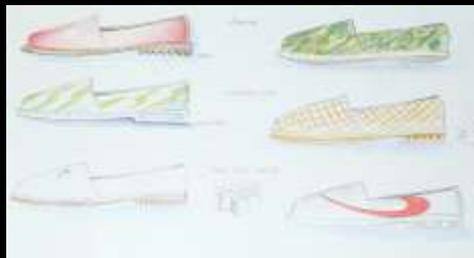
Create a new space (local, mobile vehicle...) to interest students with the bank world. How to answer their needs with innovative concepts and original solutions?

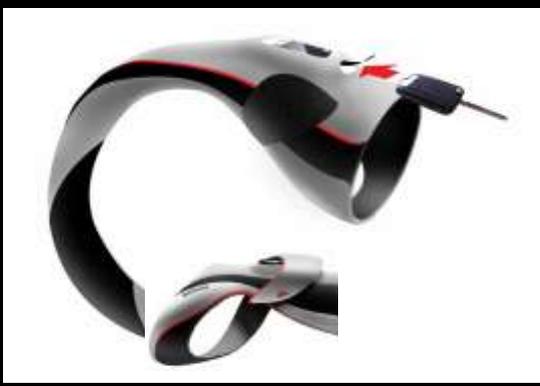
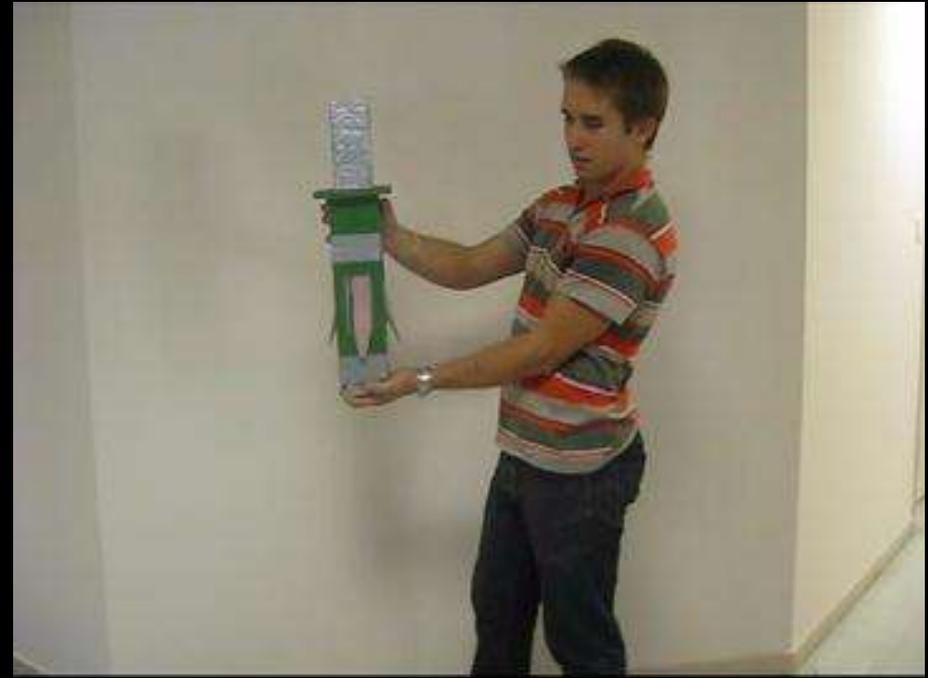


CREDIT AGRICOLE

Examples of results in 24h

- New concepts of products (design, CAD,...) services, or software...
- Prototypes or demonstrators,
- New usages (storyboard, videos...)
- Innovative marketing & communication supports





Outcomes of the 24h of innovation[®]

- New ideas, concepts, and patents of products & services for companies
- Collaborative experiences and professional opportunities for participants
- Networking and business opportunities for companies, labs, universities...
- Large dissemination with media fallout (TV, radio, press, web...) and conferences (TEDx...)



Google Analytics

What's happen during 24h?



Main facts since 2007

2007 Creation of the first edition of the 24h of innovation® by ESTIA and trademark registration.

2008 2nd edition and Winner of the national « Award for engineering schools - Relationship with industry »



2009 3rd edition labelled "European Year of Creativity and Innovation" by the European Commission. Off-site teams participation in Spain, Italy, and USA

2010 4th edition in France and 1st edition in Canada



2011 5th edition supported by the French Ministry of Economics
2nd & 3rd editions in Canada with C2-MTL conference



2012 6th edition in France - 1st edition in Africa
1st edition for the construction and civil engineering

2013 7th edition in France in duplex with the NOVAQT conference
1st edition for the outdoor sport industry



2014 8th edition in France - 1st edition on Reunion Island - 1st edition Social Innovation

2015 9th edition in France. 1st edition in India & Spain, 1st edition for cluster energy AVENIA, 1st edition for the World congress ITS...

Our vision of the 24h in the world

- **Export the concept in the most creative institutions of the world and emerging countries**
 - University, schools... with a free licence: Montréal, Burkina Faso...Réunion Island, Spain, Germany...
 - Companies & Clusters with a corporate licence (fund)
- **Create a worldwide community of the 24h and identify new academic and industrial partners**
 - Students exchanges
 - R&D and collaboration
 - Board of organizers
- **Free dissemination of the brand**
 - Sharing the same vision and values
 - Brand image respect

The 24 principles of The 24h of innovation®

1. Follow the 24h of innovation format:

A period of 24h of development of an innovative project. The teams are then requested to present their project in front of a jury within three minutes time frame using all the material needed in order to do so. (videos, prototype, model, etc.).



2. Keep in mind the 24h of innovation Spirit:

Your event must embrace the spirit of the 24h of innovation itself: create a stimulating but friendly and relaxing atmosphere, encourage cross-disciplinary and teamwork spirit, instigate a creative attitude along with innovative ideas...



3. Choose the right spot:

The environment you choose for the venue will set the tone for the entire event. You must consider the facilities made available to the participants: auditorium for the opening ceremony and presentations, rooms for teams, a suitable area in which to eat, drink, relax in or play music etc. Do not forget that the participants will “live” there during a 24 hour period.





4. One event a year:

A 24h of innovation license allows you to organize one event a year. (If you wish to organize a subsequent event, you must apply for a new license every year.)



5. One event for one location:

ESTIA allocates one location-based license per applicant. Your 24h of innovation event must take place in the exact same place as mentioned on your license application. A 24h of innovation license is valid for a specific venue at a designated time only.



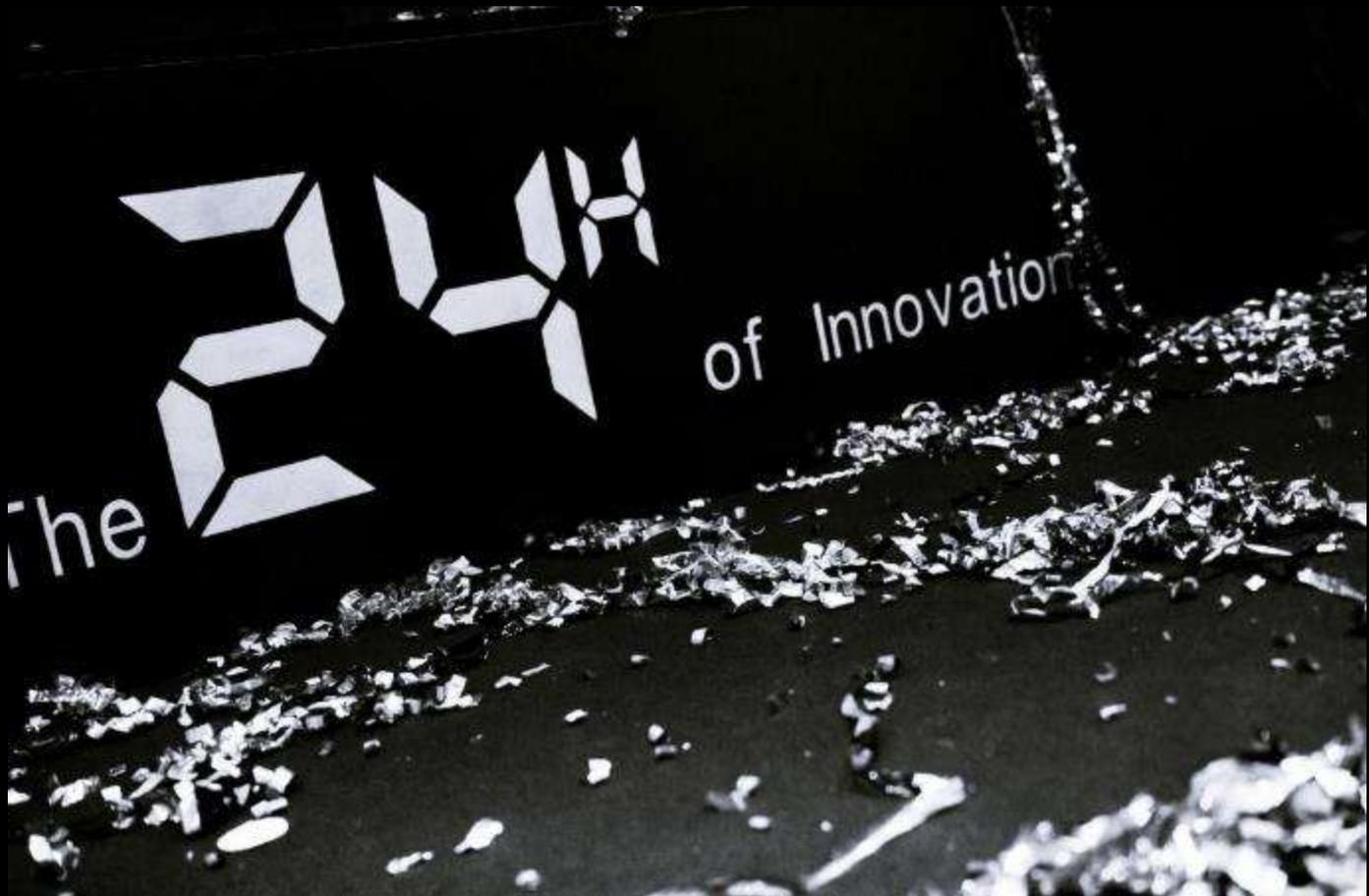
6. Video recording the team:

All of your sponsors, participants and projects owners must sign the permission release form giving ESTIA the right to edit and to play video recordings.



7. Respect the branding:

You can use the 24h of innovation logo but you must make it clear that your event is not the 24h of innovation organized by ESTIA.



8. Co-events are possible:

24h of innovation events may be combined with or integrated into pre-existing conference or event only after having giving permission to do so. Each and every case is studied individually by ESTIA



9. License is for one edition:

Your 24h of innovation license is valid for one edition only



10. License is transferable:

24h of innovation licenses are transferable but you need to notify us first in order to validate the new organizer.



11. Keep top secret subjects:

More than anything else, the 24h based format and innovative content are what defines a 24h of innovation event. As an official organizer, you'll have to get as many subjects as possible and keep them SECRET until the event begins. Only 2 or 3 people should be in charge of collection and management of the list of subjects before the event.

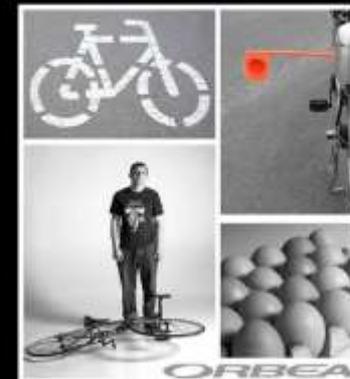
Create a new bottle with innovative and surprising functions for wines and spirits



BELVEDERE Company

Safe in the city!

Ride a bike in town could be a dangerous activity for everyone. How to propose an active protection rather than a passive one for the users?



ORBEA Company

12. Find the sponsors:

Right from the onset, you'll need to seek out suitable sponsors to promote your event. You will be then be required to find funding in order to support your costs and also to acquire prizes for the 24h of innovation prize giving ceremony.



- **13. Choose the right timing:**

As organizers you have to carefully find a suitable date in order to accommodate the various participants who made need to travel in order to be present at the 24h innovation event. We encourage the organizers to select week end slots (Thursday until Friday or Friday until Saturday) in order to have one or two days off after the event...



- **14. Organize an event free of charge and all included:**

All 24h of innovation events are free of charge for those who wish to attend. All of the material needed (paperboard, pencils, post-it, table, chair, sofa, computer, software, prototyping support...) must be provided for the participants in order to foster their creative processes and to encourage them to create prototypes.



- **15. Catering to the crowd:**

You must also provide complimentary food and refreshments to all the participants, sponsors and staff during the duration of the 24h innovation period. The 24h of innovation is an event which is completely free of charge. This includes breakfast, lunch; dinner and coffee breaks.



- **16. Limit the number of participants:**

Limit your event to 200 participants. Only individuals who have attended an official 24h of innovation at ESTIA may organize an event with more than 200 attendees. We strongly encourage the organizer to seek participants from a variety of varied institutions (companies, Universities, Technical Institutes, Schools...) and countries (by using video conferencing).



- **17. Manage open and free team constitution:**

The team constitution will not be imposed by the organizers of the 24h of innovation. We strongly encourage the team-building composition with different profiles (students from different schools and universities, employees from different companies, background, etc.). The organizer has to decide on the maximum number of people per team in relation to the number of prizes available. However, we recommend a maximum of 10 people per team.



- **18. First-come, first-served:**

As organizers, you do not impose the topics on the teams. You have to find a solution to manage the registration of the team according to the “first-come, first-served” principle. The organizer will choose whether or not several teams are allowed to work on the same subject.



- **19. Time is critical:**

Keep the event running on time – the development phase must last NO MORE than 24h, the presentation should never exceed 3 minutes. All presentations must never go over 3 hours.



- **20. Live original content:**

We encourage the organizer to record short videos of the presentations and the event itself (friendly and creative atmosphere). After your event, you should make this video accessible to ESTIA and make it available to different types of Media. (Youtube, Facebook, etc.).



- **21. Good pressure makes diamond:**

Your event must maintain the spirit of the 24h of innovation itself: create stimulating but friendly and relaxing atmosphere, encourage cross-disciplinary and teamwork spirit, stimulate creative attitude and innovative ideas, etc. It emphasizes the good pressure on participants and motivates them. Remind them right throughout the 24h period of the time left running (with a massive countdown) but encourage the people to have a good time and to take time out from time to time to relax.

23:59:59

- **22. Put on a great show:**

After the 24h development phase, you must encourage the team to present the best of their work in no more than 3 minutes. You need to prepare a stage (a podium with light and the 24h of innovation logo...), coach the teams during the last preparations rush in order to stimulate them to put on a great show.



- **23. Be part of the 24h of innovation community:**

The 24h of innovation events are more than just separated events. It is a community of individuals from many different countries, cultures, university and qualifications. When the event is over, it is important to keep in touch with them and with us (social network, website, etc.).



- **24. Close carefully your event:**

After your event, you'll need to do the following:

- 1. Send a report to ESTIA with illustration of the winning teams, photos, results, etc.
- 2. Upload photos to Facebook page or Flickr, tagged "24h-innovation[place name]"
- 3. Upload video to the 24h-innovation channel on YouTube
- 4. Share with the 24h community (social network, website, etc.)



ESTIA possible contributions

- Coaching & tools for organizers
 - Event organisation recommendations
 - Budget preparation
 - Checklist
 - Communication supports: Flyer, Call for participation, project & sponsors...
 - Sponsors kit
 - Press release kit

Statut	Phases	Actions	Durée	Qui ?	Deadline
	PREP EVENEMENT		30j/h		
		Préparation site web : info + inscriptions + Flyer	5j	JL + GR	Juillet
		Budget prévisionnel et suivi financier	0,5j	JL	01-sept
		Recherche de sponsors, subventions pour frais externes	2j	JL + JRG + SF	01-oct
		Recherche de sponsors pour dotations lots	1j	JL + SF + etud ESTIA	20-oct
		Recherche de sujets	3j	JL + SF + autres ?	20-oct
		Recherche de participants	2j	JL + MR + ?	20-oct
		Déf. Collaboration avec partenaires :	1,5j	JL + SF	20-oct
		- Visio avec univ, ecole			
		- partenariat pôle AESE			
		CdC & Recherche de prestataires logistique	1j	EC + JL	01-oct
		- appel volontaire équipe Team 24h Etudiant		JL	
		- repas Vendredi midi VIP		La Chaillote	
		- repas vendredi soir pizza		Camion Pizza	
		- petit dej samedi		BDE + Boulangerie	
		- repas samedi midi		Aroma ou Class	
		- sécurité		JL	
		- sonorisation amphi Mari ?		ORLI	
		- Réalisation Teeshirt 24h		EC	
		- Prestataire premiers secours			
		- Prévenir assureur			
		CdC & Recherche Prestataire Web TV	0,5j	JL + IL	1er Oct
		- appel volontaire équipe Web Tv Etudiant			
		- Organiser Réunion Web Tv avec Team			
		Divers			
		Résa salles et amphi pour les 24h		JL	Juillet
		Demander Sac à la région		JL	01-oct
		Ouvrir Compte FNAC, Darty...		EC	01-oct
		partenariat Air France			

Others contributions

- Presence during your 24h event to help organizers: management, jury, animation...
- Website kit "ready to use" to custom for your edition
 - Information
 - Registration of participants
 - Registration of projects



The **24h** of innovation[®]

24h.estia.fr



facebook.com/The-24h-of-innovation-149482248425302



youtube.com/24hofinnovationTV



twitter.com/24h_Innovation



The 24h of innovation[®] is a registered trademark of

