



EU Frugal Innovation



AUDIT



CITEUROPASS

Imagining and experiencing
European citizenship through playing



Multiple choice



Innovation is:

- a) Change (static: novelty)
- b) Process (dynamic: movement)
- c) Both are true
- d) Both are false



c - both are true





Top 3



Give 3 examples of radical innovation.



Possible types of example : Examples of radical innovation include the invention of the automobile, the creation of the World Wide Web, and artificial intelligence systems such as driverless cars



Award 1-2 points based on relevance. *Radical innovation is an invention that destroys or supplants an existing business model. Unlike architectural or incremental innovation, radical innovation blows up the existing system or process and replaces it with something entirely. (Mary K. Pratt)*



Top 3



Give 3 examples for incremental innovation.



Possible examples: New version of motor car, TV, aeroplane... and improvement to components.



Award 1-2 points based on relevance.

Incremental innovation is a series of small improvements or upgrades made to a company's existing products, services, processes or methods. Aislyn Fredsall



Multiple choice



During the empathising phase of design thinking we are:

- a) user testing
- b) developing problem statements
- c) creating effective prototypes
- d) creating the user personas.



d



Design thinking refers to the set of cognitive, strategic and practical procedures used by designers in the process of designing, and to the body of knowledge that has been developed about how people reason when engaging with design problems. Design thinking is also associated with prescriptions for the innovation of products and services within business and social contexts. (Wikipedia)



True or False ?



Iterative designing is part of testing process during design thinking.

True or False ?



True





Question



What is meant by empathizing as a start to design thinking?



User research, creating user personas, identifying user needs.





Odd one out



Which one is **not** a part of the design thinking cycle?

- a) implement
- b) prototype
- c) test
- d) empathize
- e) sell
- f) ideate





Top 3



Give 3 main values for the commerce in Europe.



respect - difference - empathy



1 point per correct element. Max 3 points.



Top 3



Regarding the price of a product and the temptation to purchase it.

Please suggest 3 main factors to describe how a customer selects a product ?



Price in regards of quality : Price/Quality, In comparison with other products or solutions : Product1/Product2 or 3, The innovation of the new product in comparison to the usual product.



1 personal point challenge.



Multiple choice



Life-cycle assessment approach, where the end-of life disposal phase for a product is a recycling process, is called _____ .

- a) Grave to grave
- b) Cradle to cradle
- c) Grave to cradle
- d) Cradle to grave





Multiple choice



To which countries are sustainable development goals (SDGs) designed to apply?

- a) Low-to-middle income countries, not high income countries
- b) All countries
- c) Only countries where more than 50% of the population live below the poverty line
- d) Only countries in Sub-Saharan Africa





Multiple choice



Which best explains an ecological footprint?

- a) The demand someone places on nature
- b) The amount of fossil fuel someone uses
- c) How much gasoline is burned by a car
- d) The number of solar panels on a house.



You lose 10% for a wrong answer



Multiple choice



How many Sustainable Development Goals (SDGs) have been agreed to, by all the world's nations, as part of the 2030 Agenda?

- a) 18
- b) 17
- c) 19
- d) 20





Multiple choice



What is *greenwashing*?

- a) Companies that sponsor environmental causes
- b) A company focusing on creating eco-friendly products
- c) Consumers who looks for eco-friendly products
- d) Companies that falsely claim to sell eco-friendly items





Top 2



What are the two main naturally occurring greenhouse gases?

Methane - Nitrous oxide - Carbon dioxide
- Water Vapour - Tropospheric Ozone



Water Vapour & Carbon Dioxide





Top 2



What are the two main anthropogenic greenhouse gases?

Methane - Nitrous oxide - Carbon dioxide - Water Vapour - Tropospheric Ozone



Carbon dioxide and methane



Anthropogenic refers to things that have been generated by humans



Question



What is the carbon footprint of a round trip from Paris to New York (with the plane's drags) = 11800km?

1, 2 or 10 TCO₂e ?



@ 2 TCO₂e



Aviation represents 4.3% of the carbon footprint in France [1] and 5.1% worldwide [2]. On an individual scale, a round trip flight from Paris to New York represents 17% of the average annual emissions of a French person (1.7 tCO₂e versus 9.9 tCO₂e). This mode of transportation is, along with the car, the most GHG emitting mode. Only 4% of French people fly on a regular basis [3].
<https://labos1point5.org/>



Question



What is the annual carbon footprint of a flexitarian (eating meat once or twice a week)?

0.5, 1 or 3 TCO₂e?



~1TCO₃e





Question



What is the annual carbon footprint of a "meat-eater" (meat at almost every meal)?

0.5, 1 or 3TCO₂e?



~3TCO₃e



The way we eat is a real lever to reducing our carbon footprint. For example, a person who is used to travelling a lot by plane can decide to become vegetarian or vegan to reduce his carbon footprint. Being flexitarian is also good for your health and for animal welfare.



Multiple choice



Face-to-face conferences or Webinars? The academic world regularly flies to conferences, but with what impact? A fully remote conference emits

A: ~0.7 times more than a face-to-face conference

B: ~70 times more than a face-to-face conference

C: ~7000 times more than a face-to-face conference



C, according to Skiles, M., Yang, E., Reshef, O., Muñoz, D. R., Cintron, D., Lind, M. L., ... & Kumar, M. (2022). Conference demographics and footprint changed by virtual platforms. *Nature Sustainability*, 5(2), 149-156)



Note that this publication only takes into account the cost of using servers and not the environmental cost of manufacturing. In France, the production cost of terminals could cover 70% of the total carbon footprint of the digital industry (Senate, Information report - information mission on the environmental footprint of digital technology, June 2020).