

Project name: Fiskars Co-create - Platform for idea generation & co-creation

1. Introduction

Fiskars Group brands are present in many consumer occasions, tasks and activities in and around the home. Due to our presence in a diverse set of activities and occasions – new ideas are generated constantly, both internally and by consumers.

2. Project goals

The task: Create a platform for idea generation & co-creation

Main features / functions:

- Idea gathering / documenting
- Co-creation / sharing ideas

How?

- Systematic
- Gamified / engaging / fun

Why?

- To foster innovation culture
- To capture and document good ideas
- To share and further develop ideas
- To think outside the box
- To build the brands

Optimally, this platform would be both useful and engaging (gamified) – with an emphasis on co-creation.

3. Technologies

- Freedom to choose technical solutions. Fiskars Group can support financially with licensing costs, but these are to be agreed in advance or during project.
- Depending on which technologies are selected, we are able to provide some IT support, but the expectation is that this project should not be limited by Fiskars Enterprise IT, but rather function independently of them in the beginning (faster).

4. Requirements for the students

- No special skills required, good attitude and creativity is an asset.
- Topic itself is easy, but scoping the work (incl. technologies) will require own initiative.

5. Legal Issues

Intellectual Property Rights (IPR):

1. The client gets all IPRs to the results.

Confidentiality:

1. The client will share some confidential information with the students.

6. Client

- Fiskars Group serves people around the world with globally recognized brands including Fiskars, Gerber, Iittala, Royal Copenhagen, Waterford, and Wedgwood. We are building a family of iconic lifestyle brands with the vision to create a positive, lasting impact on our quality of life. Fiskars Group's business is driven through two strategic business units with a geographical presence in Europe, Asia and the Americas. As a company, we are positioned for growth, aiming to outperform the market and create innovative and beautiful designs that consumers value. We are proud of the fact that our products are relied upon from one generation to the next and that the centuries-old tradition of craftsmanship stemming from the village where the company's story began, is still with us today. Fiskars Group's products are available in more than 100 countries and the company employs around 7,600 people in over 30 countries (2018). The group recorded net sales of 1,118.5 million euros in 2018. Fiskars Group is listed on Nasdaq Helsinki.
- Tomas Lindström, Consumer Insights Manager is the contact person. Subject matter expertise in Consumer insight and Innovation process, limited technical expertise.
- Available for all required Scrum sessions. Email & Skype when needed
- Working room can be offered on temporary basis, if needed. Technologies (like cloud server, software..) to be agreed separately, financial support possible if costs are reasonable. Expectation is to use student's own computers.

Client representative(s)

- Product Owner: Tomas Lindström, owner of Consumer insight and Value proposition development process in English & Crystal Living.
- Tomas Lindström
- tomas.lindstrom@fiskars.com
- +358 50 5717581
- Fiskars Oyj Abp, Hämeentie 135 A, 00560 Helsinki, Finland

Preselected Student Team Members

- none

7. Additional information

- All documentation in English.