

INSECTOPIA HACKATHON



The hummingbird Hawk-moth CHALLENGE

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The Insectopia Hackathon is the natural evolution of the Insectopia Initiative, shifting from awareness and exploration to co-creation and impact.

We are entering a new phase: not just imagining a better relationship with the natural world, but building it together.

Anchored in WP8 Healthy Campus Life, this challenge invites teams to reimagine university campuses as Living Labs — dynamic, inclusive, and transdisciplinary spaces where ideas take root in real soil, not just metaphorically but literally.

The hummingbird Hawk-moth **CHALLENGE**

Design and prototype a nature-based solution that transforms your campus into a pollinator-friendly space with tangible ecological, social, and behavioural impact — whether through a Living Lab, permanent initiative, community hub, or another sustainable model.

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The Hummingbird Hawk-moth is a symbol of transformation, adaptability, and pollination; a perfect metaphor for what we aim to achieve.



Your solution sh/could:

- Support wild pollinators, especially local species like the **hummingbird hawk-moth**, through habitat creation (e.g. soil health, gardens, flowering corridors).
- Promote **behavioural change** (*nagging theory*) among the campus community toward more ecological awareness and engagement.
- Leverage **biophilia theory** to create emotionally engaging human-nature interactions.
- Embrace **art and creativity** as tools for inspiration and mobilisation.
- Embody the principles of a Learning-by-Doing ecosystem — hands-on, community-involved, real-world action and lifelong learning.
- Participatory model as reference. Involve: students, researchers, policymakers, artists, citizens, and businesses. **Be inclusive.**
- Make use of the campus as a testbed: propose interventions that can be implemented and scaled.
- Contribute to a shared **EU GREEN identity** according to Alliance mission and vision.

What you have

- Inspiration from the Insectopia inspirational sessions and all the contents of the course: [Eco-Innovation and Biodiversity: creative strategies for pollinator conservation](#)
- A diverse, interdisciplinary team.
- Mentors from science, communication, entrepreneurship, design, policy, and art.
- **EU GREEN Deal, SDGs and EU GREEN mission and vision,**
- 6 Hackathon sessions.



What We Expect Action. Not perfection.

This is your proof of concept.
What matters is that you bring something to life
that others can feel, experience, and build upon.

You might prototype:

- A pollinator sanctuary co-designed by scientists, artists, and students.
- An interactive behavioural change campaign tied to pollinator-friendly practices.
- A public installation that visualises pollination flows across campus.
- A gamified experience to encourage eco-actions linked to real-time results.
- A partnership model with local farmers or city officials to expand beyond campus.



Evaluation Criteria

- **Ecological Impact** – Does it genuinely support pollinators and soil health?
- **Feasibility & Scalability** – Can it be implemented on your campus and adapted elsewhere?
- **Community Engagement** – How well does it bring people together across disciplines and sectors?
- **Creativity & Innovation** – Are you thinking beyond the usual? Is it beautiful, surprising, moving?
- **Behavioural Shift** – How does it change habits, perceptions, and relationships with nature?
- **Transdisciplinary Integration** – Does the team's diversity reflect in the solution?
- **Participation & inclusion** - Does it match WP8 Participatory method and EU GREEN inclusion principles?