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OPENS
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NOVI SAD
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#EYA
#Code4Impact

SHack
Novi Sad
Social VR Hackathon

June 26–28, 2019
Cultural Station
Svilara

#EYA SHack Novi Sad 2019

a Social (VR) Hackathon within the framework of OPENSocialLab

Code4Impact:

Fostering Health | Active Citizenship

Final Report

June 26-28, 2019

Novi Sad, Serbia

Venue: Svilara - kulturna stanica, Đorđa Rajkovića 6b,
21000 Novi Sad, Serbia

eu-youthaward.org
facebook.com/EuropeanYouthAward
twitter.com/eyagraz | #EYA

Conducted by



International Center
for New Media



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Under the auspices of the
Secretary General of the
Council of Europe,
Mr Thorbjørn Jagland

In cooperation with



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SHack Novi Sad

a. EVALUATION FOR PARTNERS

Visibility of partners during SHack promotion and event:

a. Website

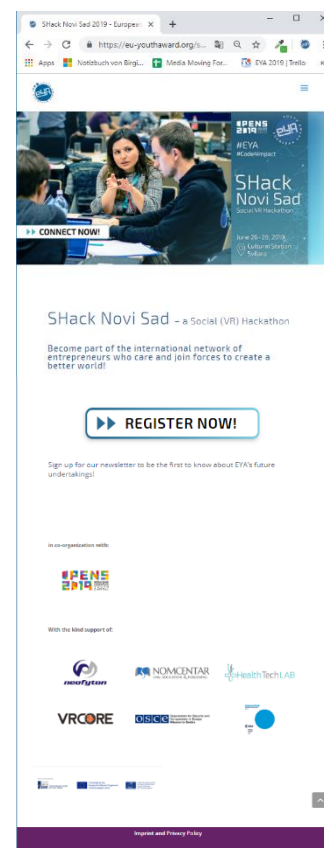
Visibility of the partners with logo on all subpages related to the SHack:

<https://eu-youthaward.org/shack-novi-sad-2019/>

<https://eu-youthaward.org/shack-novi-sad-2019-over/>

b. Media Kit

Placement of partners' logos on all digital flyers, banners, PR and media kit materials related to the event.



c. Posters

Placement of partners' logos on the posters displayed at local universities and hubs.

d. Social Media coach campaign

Placement of partners' logos on the SHack marketing campaign featuring all expert coaches.



e. Badges

Placement of partners' logos on badges distributed to all participants.

f. Presentation slides & screen

Placement of partners' logos on the final slide of all EYA presentations displayed during the event as well as on permanent screen.



b. GENERAL INFORMATION

For the first time in Serbia, EYA organized a SHack (Social VR Hackathon) to gather young creative minds for the purpose of planning, designing and creating prototypes of digital solutions with an impact on society within a short span of time.

The **SHack Novi Sad** was two and a half days long and took place at the Cultural Station Svilara from June 26 to 28, 2019. It was conducted in co-operation with OPENS and held within the framework of the OPENSocialLab – a conference on Social Innovation.

Over **50 people from 7 different countries** (Austria, Bosnia and Herzegovina, Estonia, Hungary, Macedonia, Romania, Serbia) actively participated in the SHack; more than 100 at the OPENSocialLab on the final day.

The different backgrounds of the participants helped to enhance their productivity, creativity and imagination when working together. There was no age limit for the participants and the working language was English.

Help from **onsite coaches** from various countries was available for the participants during the whole of the event. They gave feedback directly and enriched the participants' ideas with their expertise and experience.

Also, **online coaches** from many different countries (Austria, Denmark, Italy, Kosovo, UK, Tunisia) were available on Thursday via Skype to support the participants and add a different cultural perspective.

On the final day, each team had 4 minutes to pitch their project in front of a large audience within the framework of OPENSocialLab. An interdisciplinary eight-headed jury evaluated the projects and pitches. Due to the outstanding work of two teams, the jury decided on two (equal) winners.

The teams were awarded with a trip to the Final Championship of the Global VR Hackathon organized by VRCORE in China (end of 2019), an invitation to join the EXIT Festival (July 4-7 in Novi Sad), free tickets to the EYA Festival (November 27-30 in Graz) and a project management workshop by NOMCENTAR.



c. TOPICS

The SHack Novi Sad main topics were **Fostering Health** and **Active Citizenship**.

d. TECH FOCUS

Thanks to the co-operation with VRCORE, SHack Novi Sad served as regional pre-contest for the Global VR Hackathon. Therefore, the tech focus was (not obligatory but highly recommended)

Virtual Reality & 360° technology

VR equipment (Microsoft Hololens, HTC Vive, Vive Focus Plus, Oculus Rift) was kindly provided by HTEC and HTC.

e. PARTICIPANTS

The engaged participants worked together in interdisciplinary teams of 4-9 and developed in total 4 prototypes of smart digital solutions.



f. ONSITE COACHES

The following coaches provided the participants with guidance onsite during the SHack:

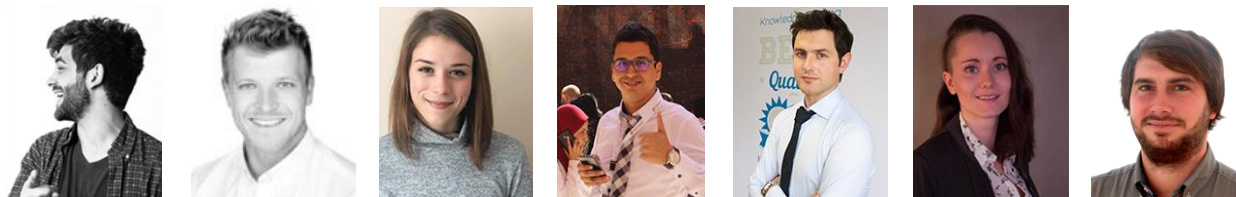


- Stefan Ćupurdija, Owner & CEO | Real Choice, SRB
- Damjan Damjanovic, Co-founder | Health Tech Lab, SRB
- Leila Hadžić, Co-founder | NGO "Laboratorium" Tuzla, BIH
- Muris Halilovic, Creative Ass Designer & Founder | #Bookvalno Paper Design Studio, BIH
- Beáta Kurucz, Regional Manager, Central- Eastern Europe | EIT Health InnoStars, HUN
- Marko Savkovic, Head of Product Marketing CEE+SE | HTC Europe, SRB
- Vladimir Trkulja, Venture Fellow | UNICEF Global Innovation Fund, SRB
- Vladimir Vučurović, General Artist | Zumoko, SRB



g. ONLINE COACHES

The following coaches were available to the SHack participants remotely for 30 minutes coaching sessions.



- Matteo Consonni, Business Creation Manager | EIT Health Germany, GER/ITA
- Alexander Hauerslev Jensen, CCO | Be My Eyes, US/DEN
- Hana Ilazi, Program Coordinator | Innovations Lab Kosovo, XKX
- Khaled Jemni, Modern Apps Consultant | Microsoft Tunisia, IRL/TUN
- Craig Matthews, Senior Innovation Consultant | Science Park Graz - ESA BIC, UK/AUT
- Juliane Petsch, Expert for Project Management, Human Resources & Business Development, AUT
- Alois Paul Spiesberger-Höckner App and Web Developer, Media Informatic Student | Vienna University of Technology, FRA/AUT

h. JURY

The developed prototypes were evaluated by the eight-headed expert jury selecting two SHack Winners.



- Dusan Bunovic, HR and Marketing Manager | Neofyton, SRB
- Slobodan Cvijovic, Consultant | Zilker Technology LLC, SRB
- Jovana Joksimović, Attorney | Stanić and partners, SRB
- Beáta Kurucz, Regional Manager, Central- Eastern Europe | EIT Health InnoStars, HUN
- Sabrina Petutschnig, Executive Assistant | Science Park Graz - ESA BIC, AUT
- Marko Savkovic, Head of Product Marketing CEE+SE | HTC Europe, SRB
- James Stockstill, Senior Adviser on Human Rights and Non-Discrimination | OSCE Mission to Serbia, USA
- Vladimir Vučurović, General Artist | Zumoko, SRB



i. WINNERS



Project Name: AR Eye control

Producers: Petar Bojanic, Natasa Cvijanovic, Luka Zuber, Lazar Varagic, Mihajlo Lukic

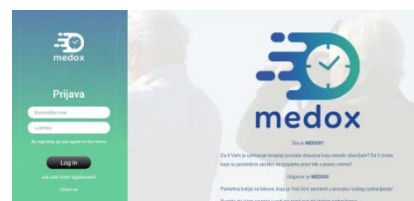
Platform: Windows, HTC Vive Pro eye

Using vr/ar tech to help the paralysed control new technologies such as smart houses with eye tracking.



Project Name: MEDOX

Producers: Kristina Jauković Jocić, Nikola Opačić, Marko Janković, Uroš Vukašinović, Vanja Stanić, Jelena Šurlan, Goran Jocić, Danica Nenadović, Aleksandar Šijan

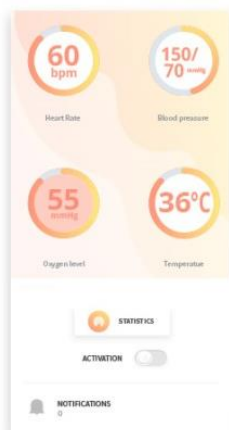


Platform: Web application

To maintain their health, some people have to take certain doses of medication. Everyone can forget to take the medication they need. The Smart Medicine Box prevents just that. It notifies you with a sound whenever you need to take the dose so you will not forget, and it also flashes a light signal which indicates which medication you are supposed to take. In case the patient fails to take the medication, the Box will notify a guardian or a caretaker. The Box's settings are modified with buttons and a display, where it is required to input the time of the first consumption, as well as the time period between each dose. Besides that, it is possible to insert up to two phone numbers which will receive an SMS in case the patient fails to take the medication. This project can operate thanks to Arduino (microcontroller), in combination with different modules (such as modules for time and SMS), as well as necessary components such as an LCD display and a keyboard. The code was written in Arduino, which bears strong similarities with C++. The box can manage three treatments a day, seven days a week. With slight modifications the Boxes could be made with more (or less) therapy slots, to fit the consumer's needs in the best way.



j. OTHER DEVELOPED PROTOTYPES



Project Name: MommyRadar

Producers: László Korbély, Adnana Hujdur, Hanna Tiro, Harisa Obradović

Platform: Mock up (Adobe Illustrator)

The project is based on the app that is paired with a wristband which are connected via Internet protocol and it helps parents to keep track of their child's health status. The wristband would contain a number of sensors such as HRM, oximeter and so on and would provide data that would be sent to the mobile app so that parents would always be updated on the information. In cases of any abnormalities or negative changes in the child's health parameters, the app would receive the notification and the parent would be able to react even if they are not near. An additional feature would be a therapy tracker, so that the parent can always be sure that their child has taken the medicines they need.

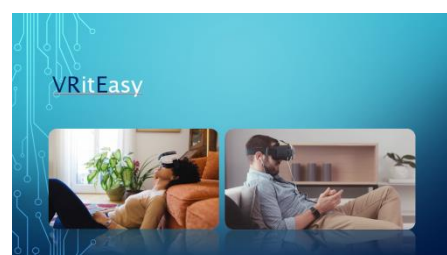


Project Name: VRitEasy

Producers: Sandra Zivkovic, Viktoria Ilieva, Jelica Kusmuk, Marius Olarson

Platform: VR headsets

We provide a stress-relief VR experience which is customized for every user, based on a psychological test and artificial intelligence. Our target group are young professionals.



k. EVENT PROGRAM

Wednesday, June 26, 2019

From 10:00 | Registration for Participants

10:30–10:45 | Welcome and official Opening

with Joseph Mellott, Deputy Head of the OSCE Mission to Serbia, Katarina Živanović, OPENS, and Birgit Kolb, EYA Project-Manager

10:45–11:15 | What's the Purpose of the EYA Social Hackathon? Idea, Procedure and more

Birgit Kolb, EYA Project Manager, AUT

11:15–11:45 | Inspirational and Knowledge Keynote on Topic

Leila Hadžić, Co-founder Laboratorium, BiH; Damjan Damjanovic, Health Tec Lab; Marko Savkovic, HTC

11:45–12:15 | Networking Games | Get to know your Colleagues

13:15–14:00 | Brainstorming Ideas

14:00–14:30 | Ideas Pitching

14:30–20:30 | Group Forming and start working

Thursday, June 27, 2019

9:00–18:00 | Work on digital Prototypes with onsite and online Coaches!



Friday, June 28, 2019

The SHack presentations and jury were part of the OPENSocialLab Conference.

From 10:00 | Registration for OPENSocialLab Participants

11:00–11:20 | Official Opening & Welcome Words

with Zdravko Jelušić, President of the Assembly of the City of Novi Sad; Aranka Binder, support officer for sports at the Provincial Secretariat for Sports and Youth; Valentina Antić, coordinator of OPENS

11:20–11:45 | Keynote: What is Social Innovation?

Odetta Isevicute, Founder of Brain on chillies, LIT

EYA Room (1st floor, room 3):

11:45–13:10 | SHack Presentations & Testing

13:40–14:00 | Awards Ceremony & Official End of SHack Novi Sad



15:00-16:00 | Youth talks with EYA Winners – Young Leaders speak

Ana Alibegova, *mladiinfo* (Winner 2012), Slobodan Cvijovic, *Synergy of Health* (Winner 2016); Branko Vasiljevic, *SOS 121* (Winner 2017)

Innovation Room (ground floor):

11:40-13:00 | Innovation Shots

Best practice examples from Serbia and the region, followed by a joint discussion.

13:00-14:00 | Panel Discussion “Youth Programs”

15:15-16:15 | Panel: Innovation Dialogue – How to finance my Idea?

16:15-17:30 | Panel: Insight into HUBs

Video Room (ground floor):

12:00-17:00 | Social Innovation in Europe and all over the World

Short films about innovative social entrepreneurship projects. Come and watch!

17:30 | Time to say good-bye: Wrap up & Closing



L. MEDIA REPORT

Press releases

- [Young Serbian hackers help the paralysed and win trip to China](#) (in English)
- [MLADI SU INOVATORI](#) (in Serbian)

m. EYA MEDIA CLIPPINGS (EXTRACT):

- [MLADI SU INOVATORI](#) (Opens, July 1, 2019)
- [Otvorena Konferencija o društvenim inovacijama](#) (RTV, June 28, 2019)
- [SHack Novi Sad VR Hakaton](#) (Startit, June 28, 2019)
- [Otvorena Konferencija o društvenim inovacijama](#) (Skupistna Grada Novog Sada, June 28, 2019)
- [EYA SHack Novi Sad \(Social VR Hackathon\) 2019](#) (najstudent, June 2019)
- [SHack the Social Hackathon of the European Youth Award](#) (ESI Eastern Europe, May 9, 2019)

Social Media

- Facebook Event <https://www.facebook.com/events/304847473777987/>
- Facebook Campaign
27 Facebook posts reaching 24.738 users
SHack Novi Sad reaching 10988 users, creating 82 reactions
- 19 Tweets promoting the coaches and members of jury
- 241 users reach on Instagram
- 10.174 reach on LinkedIn

n. PHOTOS OF THE EVENT

<https://www.flickr.com/photos/worldsummitaward/albums/72157709383618786>

o. VIDEO CONTENT

- Video recordings: <https://www.facebook.com/pg/EuropeanYouthAward/videos/>
- Best of video: <https://www.facebook.com/EuropeanYouthAward/videos/882638255416650/>

p. PARTNERS AND SUPPORTERS

The SHack was conducted in co-organization with

