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MOBILISE CALL

Financial Support for Third Parties

Ideathon Report Part A (Public)



PoliRuralPlus has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136910.

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**Funded by
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Project title	<i>Go Mallusjoki! – An Ideathon for AI-powered Rural Event Industry Ecosystem</i>
Project short name	<i>Go Mallusjoki!</i>
Pilot Region	<i>Mallusjoki, Finland</i>
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Submission date	<i>17.11.2025</i>
Version	<i>1.0</i>

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Executive Summary

Go Mallusjoki! was a community-driven ideathon held on 24 July 2025 during Takinkääntöviikko to strengthen Mallusjoki's rural event ecosystem through open, AI-assisted co-creation. The event gathered 39 ideas from 51 participants spanning culture, nature, youth programming, and responsible tourism, with residents, part-time locals, and visitors contributing. Avoin Ry facilitated alongside Mallusjoki Youth Society and Smart & Lean; the Mayor of Orimattila and Päijänne-Leader's Executive Director opened the event, signalling strong local ownership. After the ideathon, ideas were consolidated into a seasonal "year-round visitor journey," plus practical next steps and a lightweight [Brand and Development Strategy and Regional Action Plan \(RAP\) for the Rural Event Industry Ecosystem in Mallusjoki](#) aligned with PoliRuralPlus Pilot 5.

User needs that surfaced included: coordination capacity (shared calendar, volunteer logistics), inclusive participation (youth-led programming, senior-friendly access), and simple digital helpers (event calendar, map-based storytelling, light AI for recommendations and feedback). The work used the PoliRuralPlus toolset conceptually (e.g., Jackdaw, MapWhiteboard, Policy Advisor/MAAT) to frame data-enabled ideation and future integration. Outputs include two news posts, three blog posts, social media posts and a press release by Avoin; all materials were delivered and disseminated within the project timeframe. Anticipated impacts are stronger rural-urban linkages (visitors, students, SMEs), improved digital capacity, and a replicable path to an inclusive, four-season events model grounded in New European Bauhaus values.

1. Objectives and Structure of the Ideathon

Primary goals & thematic focus. The ideathon aimed to: (1) surface actionable concepts for a Rural Event Industry Ecosystem; (2) co-design a simple, open, and inclusive branding/development direction; and (3) frame a seasonal, year-round visitor journey with concrete next steps. Original challenge streams in the proposal were Branding, Public-Private Partnerships, and Open/Wildcard (youth-centric digital formats; climate-resilient rural experiences), which remained substantively present. For on-site clarity, tracks were simplified to three: Event development, Campaign ideas, and Wild card, mapping closely to the original themes and helping participants focus.

Structure & phases. To reach the widest audience, the ideathon was organised as a single-day event embedded in Takinkääntöviikko (instead of two days later in the year), followed by a deep analysis and packaging phase. The on-site programme included inspiration talks by regional leaders, short tool intros, small-group ideation with paper/board canvases and light AI prompts, and plenary sharing. Post-event, Avoin and local partners prioritised, themed, and sequenced ideas into a seasonal roadmap, adding enabling measures (shared calendar, equipment bank, volunteer coordination, simple digital services) and documenting a replicable development path. This sequencing aligns with the proposal's intended planning-execute-consolidate pipeline, adapted to the festival context for maximum engagement.

Stakeholder engagement & innovation. Engagement followed a co-creation principle: the Youth Society, SMEs, civic groups, and visitors participated, complemented by city/LEADER leadership and a facilitation/design team. Innovation lies less in heavy tech and more in blending human-centred facilitation with light, ethical AI as "scaffolding" for coordination, storytelling, and feedback, consistent with PoliRuralPlus' inclusive tool philosophy.

2. Implementation and Results

Challenges addressed. The core bottlenecks identified in the proposal and validated on site were: fragmented branding/visibility; uneven coordination and scheduling; limited digital capacity for inclusive

participation; and the need for climate- and water-aware content that strengthens wellbeing and identity. Thematic opportunities included youth-led programming, nature/culture itineraries, and multi-actor models to sustain activity year-round.

Participants & roles. The ideathon participants convened residents, part-time locals/visitors, and SMEs (food, culture, services). Mentors convened co-creation, ICT advisors and municipal representatives. The Mayor of Orimattila and Päijänne-Leader's Executive Director provided keynotes; Orimattila's Director of Vitality joined the evaluation, signalling policy-level receptivity. Avoin Ry led facilitation, documentation, and later analysis with Finnish partners, aligning outcomes to Pilot 5.

We compiled anonymised GDPR compliant statistics of the participation:

- Had already heard of the PoliRuralPlus project: 8%
- Had not yet heard of the PoliRuralPlus project: 92%

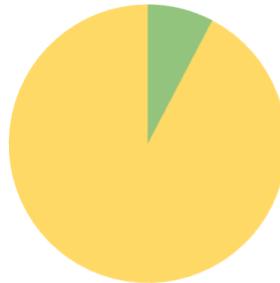
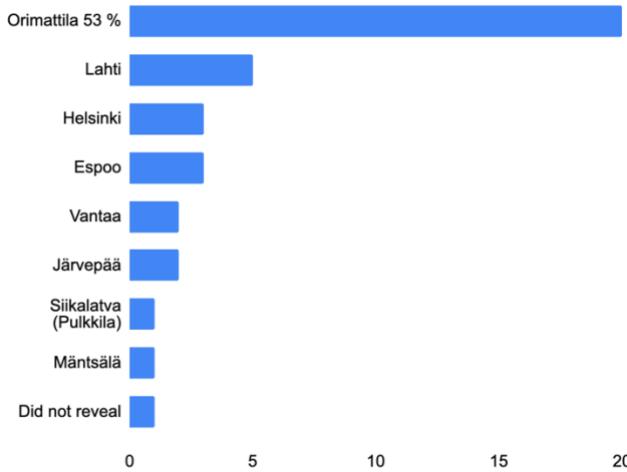
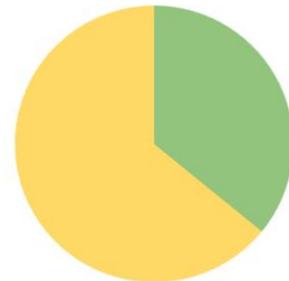


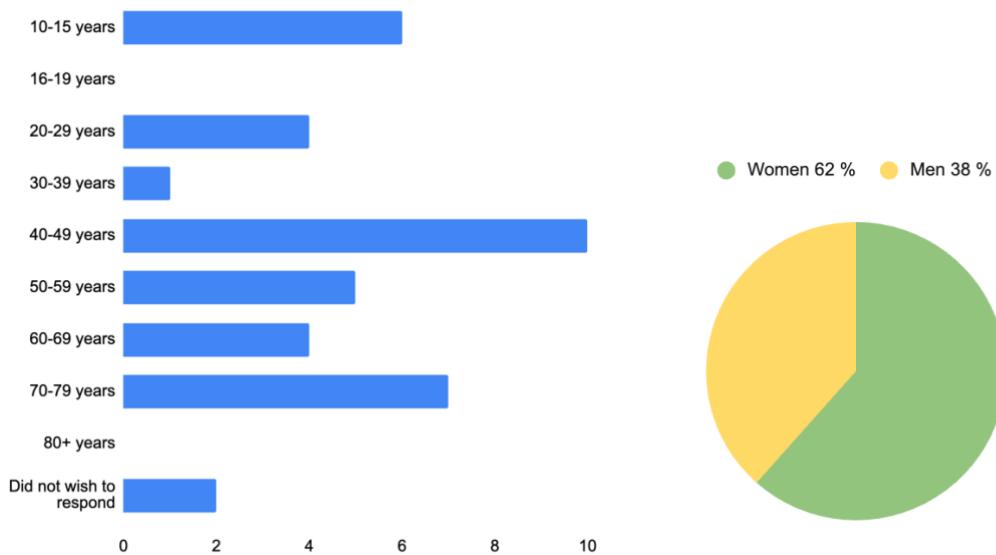
Figure 1: Awareness of the PoliRuralPlus project among Ideathon participants.



- Has a holiday home in the nearby area (within 30 km)
- Does not have a holiday home in the nearby area



Figures 2-3: Participant home municipalities and holiday homes within 30 km of Mallusjoki



Figures 4-5: Age and gender distribution of participants (non-binary and undisclosed gender were among the options)

Solutions & notable concepts. Participants generated 39 concepts (Annex 1). The consolidated package groups them into:

- **Spring** pilots: “Get to Know Mallusjoki” bus tour; silent/retreat hikes; heritage “Old-Time Crown Wedding.”
- **Summer** activations: Lake Mallusjärvi Wibit and ice/summer activities; cycling route with art/nature stops and QR stories; local food festival; youth-led K-pop/cosplay/gaming; board-game festival + community clean-up.
- **Autumn** co-development: Future Forum with foresight/simulation; AR-enhanced heritage excursions; school-centred Learning Path linking clubs/NGOs/services.
- **Winter** community & safety: Shrovetide on fields; ice carousel/skating/skiing; rescue-dog school day; senior sauna transport; “wellbeing pub”; forest-yoga lean-tos; ice-fishing weekend.

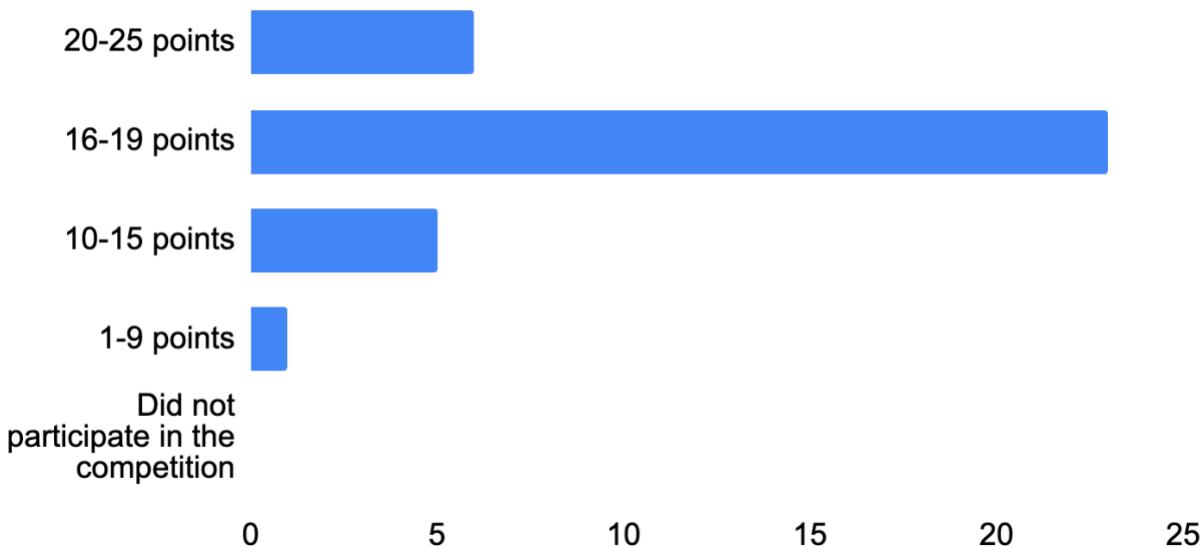


Figure 6: Score distribution

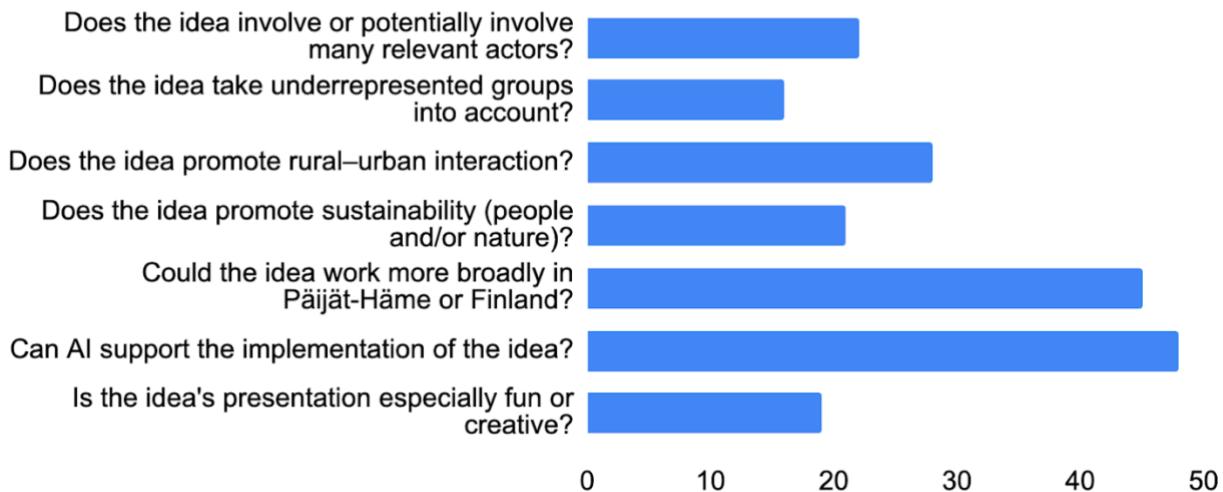


Figure 7: Bonus point alignment of ideas

Winners. Rather than only ranking, the process surfaced **seasonal flagships** to pilot first (e.g., Crown Wedding; Lake/REKO summer pilots; Future Forum + Learning Path; Shrovetide). This approach matches the goal of building a coherent annual calendar, not one-off prototypes, and is consistent with the branding/development strategy and RAP.

Top Three Scoring Ideas:

1. Escape game-style local food producer experience (Idea #10) (22 points)

Combines gamification with local food culture through an escape-style adventure visiting different food producers. It supports experiential tourism and local product promotion, aiming to build a memorable, cooperative route that enhances visibility and sustainable income.

- **The problem tackled:** Disconnected local food actors and low youth engagement in food skills.
- **The proposed solution and its novelty:** A multi-producer festival with digital recipe cards and a geo “ingredient hunt.”
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for menus and routes; MapWhiteboard for producer mapping; Dashboard for footfall/sales proxies.
- **Potential impact:** Strengthens food brand, supports SMEs, and attracts culinary visitors.

2. Culture & nature media hub + Future Forum (Idea #2) (21 points)

Leverages Instagram as a marketing channel throughout the event life cycle. The campaign raises awareness of the Mallusjoki area through a visual and participatory approach. It targets young audiences and builds positive visibility. The idea was further refined using the PoliRural Plus Advisor AI.

- **The problem tackled:** Fragmented storytelling and weak discoverability of local producers, services, and events.
- **The proposed solution and its novelty:** A media hub (Insta/blog/REKO links) plus Future Forum with GPT-assisted simulations, turning scattered content into a curated participation journey.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for content recommendations; Dashboard for engagement analytics; MapWhiteboard for mapping producers and trails.
- **Potential impact:** Stronger digital presence boosts attendance and SME visibility, while the forum channels citizen input into actionable planning.

3. “Get to Know Mallusjoki” tour + virtual twin (Idea #13) (20 points)

Organised bus tour combining local stories, guided commentary, and site visits to cultural, nature, and food attractions. Suitable for various visitor groups and serves both outreach and local networking purposes.

- **The problem tackled:** Low awareness of local actors among visitors and part-time residents.
- **The proposed solution and its novelty:** Rotating themed bus tour with a 360° virtual twin and digital stamp pass.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard to plan stops; Jackdaw for audio scripts; Dashboard for participation KPIs.
- **Potential impact:** Increases spend and dwell time, strengthens rural-urban exchange.

Notable innovations. The distinctive innovation is the **seasonal journey** plus **practical enablers**. It shifts from single events to a paced roadmap with modest, doable pilots and transparent KPIs, supported by ethical, low-energy digital tools that keep people central, an approach the project’s media pieces also underline.

Enablers & digital scaffolding. The analysis phase added: a shared calendar with conflict alerts, volunteer coordination, an equipment bank (sound/tents/stage), and a modular web/app layer (registration, REKO/local-food visibility, map-based storytelling, light AI for recommendations/feedback and citizen-science water quality). These are framed for replication and funding (LEADER/ERDF).

3. Media Outputs

These media pieces document: the event set-up, participant diversity, 39 ideas, the seasonal roadmap, and the “tech-as-helper” stance. Collectively, they deliver the communication package committed in the proposal (2 news, 3 blog/social outputs) and build visibility for replication.

News #1 (PoliRuralPlus): [*Go Mallusjoki! An Ideathon to develop the rural event industry in the Mallusjoki region*](#) (26 Jun 2025).

Blog #1: [*Go Mallusjoki! Ideathon brought people together in July 2025*](#) (29 Oct 2025).

Blog #2: [*Harvest of Ideas: A Seasonal Visitor Journey for Mallusjoki*](#) (Submitted 17 Nov 2025, waits for publication).

Blog #3: [*The Spirit of Mallusjoki: Brand & Development Strategy for a Sustainable Rural Events Ecosystem*](#) (Submitted 17 Nov 2025, waits for publication).

News #2: [*People First, Tech Second: Visioning how ethical AI Can Supercharge a Village*](#) (Submitted 17 Nov 2025, waits for publication).

[Press release for local media](#) (Finnish & EN), prepared for Orimattilan Sanomat.

Main social media posts during the project period were:

1. **Event invitation** on [Instagram](#) and [Facebook](#) (23.07.2025)
2. **Post-event summary** on [Instagram](#) and [Facebook](#) (31.07.2025)
3. **PoliRural blog promotion** on [Facebook](#) and [LinkedIn](#) (15.11.2025)

Additionally, we published an Instagram story during the event.

Mallusjoki Youth Association shared information about the ideation in their email newsletter and Instagram channels to boost participation and awareness.

4. Conclusions

Overall success & engagement. The ideathon exceeded expectations in **volume and breadth** of ideas and in **stakeholder endorsement**, evidenced by on-site keynotes, evaluation support from the city, and active Youth Society participation. Embedding the event in Takinkääntöviikko was an effective adaptation that reached a larger, more diverse audience than a stand-alone format, while the subsequent analysis phase ensured rigour and continuity.

Contribution to regional development. The principal contribution is a **manageable pathway**: a season-by-season journey anchored in community, culture, and nature, with concrete enablers and a **replicable development playbook** (equipment bank, shared calendar, volunteer coordination, modular web/app layer). This responds directly to the branding/visibility gap and coordination needs identified in the proposal and aligns with Pilot 5 targets to form a Rural Event Industry Ecosystem grounded in New European Bauhaus (NEB) values.

Scaling & policy implications. The Branding & RAP document frames a five-year horizon (2025–2030) with monitoring via MAAT/Future Forum, quarterly KPI reviews, and replication aims (toolkit, twin villages, ERDF/LEADER pipelines). Policy-wise, the city/region can support (i) a light **coordination function**, (ii) micro-funding with community voting, (iii) shared equipment and venues, and (iv) open, privacy-respecting digital services to lower participation barriers. These measures enable **steady accumulation** of capacity rather than one-off peaks.

Impacts & KPIs. Near-term opportunities: piloting a spring flagship, summer lake/REKO activities, autumn Learning Path/Future Forum, and winter community safety/wellbeing; operational metrics include numbers of events, volunteers, youth-led activities, and inclusive participation, plus qualitative feedback on belonging and accessibility. Longer-term targets include 4 seasonal flagships, 150 volunteers, and increased off-season visitation, tracked on an open dashboard, when the ecosystem gets communal, aided by digital support tools and starts growing.

The ideathon's outputs feed the next PoliRuralPlus pilot in the Mallusjoki–Orimattila area, where they will steer the co-design and prioritisation of scalable national digital support tools (shared calendar, participatory maps, cultural/heritage planning, and AI-assisted recommendations) that interoperate with the PoliRuralPlus suite (e.g., JackDaw, MapWhiteboard, GeoSurvey, Policy Advisor/MAAT). This alignment ensures that user-validated ideas become implementable features in the upcoming Avoin Map pilot and its open PostGIS back end, with code under MIT and data under CC BY 4.0, enabling replication across Finnish municipalities and beyond.

Beyond PoliRuralPlus, the ideas form a pipeline for other programmes (e.g., LEADER, ERDF, city grants): concepts such as lake monitoring with citizen science, youth-led programming, and a shared equipment bank can be advanced modularly. We will therefore track two extra post-project KPIs: (i) “ideas progressed to funded work” (target: ≥ 3 in 48 months across any funding source) and (ii) “features reused by another region” (target: ≥ 2 documented adoptions), to evidence scalability, policy relevance, and EU-level learning.

Difficulties & mitigation. Main constraints were time, volunteer bandwidth, and the risk of over-promising. The team mitigated these by (a) simplifying on-site tracks while retaining original thematic intent, (b) sequencing ideas into realistic pilots with explicit prerequisites, and (c) treating digital tools as **scaffolding** (not replacement) for human coordination and inclusion. This stance, echoed in media outputs, helps maintain public trust and feasibility. Overall the ideathon went very well and mitigation actions were functional.

Annex I

Ideas were presented on paper, voice recordings, or acting to increase accessibility for all. For anonymity reasons, they are not provided in a public report, but the link to them is included in the non-public report.

An anonymised summary of the digitalised presentations from each participating 39 ideas from 51 participants follows:

1) Retreat hikes in silence

- **The problem tackled:** Limited low-threshold wellbeing activities that leverage Mallusjoki's calm nature for locals and visitors.
- **The proposed solution and its novelty:** Guided silence hikes with reflection points, elevating quiet nature as a purposeful wellbeing service rather than a generic walk.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard to co-design routes; Jackdaw to generate themed reflection prompts; MAAT/Advisor to capture feedback and iterate.
- **Potential impact:** Strengthens nature-based tourism and resident wellbeing, drawing urban visitors and deepening rural-urban ties through repeatable, mindful itineraries.

2) Culture & nature media hub + Future Forum

- **The problem tackled:** Fragmented storytelling and weak discoverability of local producers, services, and events.
- **The proposed solution and its novelty:** A media hub (Insta/blog/REKO links) plus Future Forum with GPT-assisted simulations, turning scattered content into a curated participation journey.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for content recommendations; Dashboard for engagement analytics; MapWhiteboard for mapping producers and trails.
- **Potential impact:** Stronger digital presence boosts attendance and SME visibility, while the forum channels citizen input into actionable planning.

3) Sledding Festival (community field event)

- **The problem tackled:** Seasonal community gathering gaps and limited family-friendly winter programming.
- **The proposed solution and its novelty:** A winter festival co-produced with local shops/NGOs, planned with AI logistics to keep it lightweight and scalable.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for pre-event preferences; Jackdaw for budget/program ideas; Dashboard for attendance/satisfaction KPIs.
- **Potential impact:** Builds social cohesion and off-season visitation, supporting local vendors and volunteer networks.

4) Lake Mallusjärvi summer & winter activation

- **The problem tackled:** Lake reputation and safety perception limiting recreation and events.
- **The proposed solution and its novelty:** Wibit track and seasonal lake activities informed by live water-quality and weather guidance.
- **Use/usefulness of PoliRuralPlus tools:** Data hub to ingest satellite/citizen observations; Dashboard for water-quality status; Jackdaw as a visitor assistant.
- **Potential impact:** Restores the lake as a flagship destination, grows visitor days, and models data-aware outdoor programming.

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5) Successes & failures knowledge bank + maker market

- **The problem tackled:** Know-how is siloed; entrepreneurs and visitors lack a quick way to learn “what works here.”
- **The proposed solution and its novelty:** An AI-assisted local knowledge bank plus peer-to-peer showcase that treats failure as learning capital.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for Q&A; Dashboard to track topic demand; WikiLocal for structured case pages.
- **Potential impact:** Faster experimentation cycles for SMEs, better market fit, and more resilient rural micro-businesses.

6) Old-Time Crown Wedding (heritage flagship)

- **The problem tackled:** Underused cultural heritage as a draw for visitors and younger audiences.
- **The proposed solution and its novelty:** A living-history wedding experience with AR storytelling and year-round content build-up.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for heritage mapping; Jackdaw for story scripts and FAQs; Dashboard for audience growth.
- **Potential impact:** Signature event strengthens identity, attracts media attention, and anchors spring programming.

7) Board game festival + heritage repairs

- **The problem tackled:** Limited intergenerational activities and low visibility of heritage upkeep.
- **The proposed solution and its novelty:** Games plus hands-on red-paint stove/building restoration with a live “impact counter.”
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey to recruit volunteers; Dashboard to display hours/materials saved; Jackdaw for game/theme ideation.
- **Potential impact:** Builds pride of place, activates volunteers, and creates repeatable family programming.

8) Schoolyard activation (child-led co-design)

- **The problem tackled:** After-school play options and safe spaces for kids are insufficiently planned with children’s input.
- **The proposed solution and its novelty:** Child-co-designed yard upgrades (e.g., turf, trampoline) prioritising inclusion and everyday joy.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey chat for kid feedback; MapWhiteboard to co-locate elements; MAAT to track wellbeing indicators.
- **Potential impact:** Stronger family satisfaction and youth retention; a replicable model for child-centred micro-projects.

9) Youth hangout boulder clean-up

- **The problem tackled:** Safety/comfort issues at a key youth gathering spot.
- **The proposed solution and its novelty:** Fast, youth-led “fix-it” clean-up coordinated with AI tasking and before/after documentation.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for scheduling; Dashboard for volunteer metrics; Jackdaw for communications templates.
- **Potential impact:** Immediate quality-of-life gain and visible success builds momentum for next actions.

10) Recipe-card food festival (escape-room concept)

- **The problem tackled:** Disconnected local food actors and low youth engagement in food skills.
- **The proposed solution and its novelty:** A multi-producer festival with digital recipe cards and a geo “ingredient hunt.”

- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for menus and routes; MapWhiteboard for producer mapping; Dashboard for footfall/sales proxies.
- **Potential impact:** Strengthens food brand, supports SMEs, and attracts culinary visitors.

11) “Mallusjoki Learning Path”

- **The problem tackled:** Fragmented school-community learning opportunities.
- **The proposed solution and its novelty:** A gamified, map-based route connecting school, NGOs, clubs, and heritage content.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for route; GeoSurvey for checkpoints; Jackdaw for story prompts.
- **Potential impact:** Deepens youth ties to place, improves informal learning, and supports year-round micro-events.

12) Lake monitoring (satellite + citizen science)

- **The problem tackled:** Eutrophication and limited, trusted public information.
- **The proposed solution and its novelty:** A public dashboard blending satellite data and citizen observations into swim-safety and trend views.
- **Use/usefulness of PoliRuralPlus tools:** Data hub ingestion; Dashboard for visualisation; MAAT for action planning.
- **Potential impact:** Better environmental decisions, safer recreation, and a replicable water-quality module.

13) “Get to Know Mallusjoki” tour + virtual twin

- **The problem tackled:** Low awareness of local actors among visitors and part-time residents.
- **The proposed solution and its novelty:** Rotating themed bus tour with a 360° virtual twin and digital stamp pass.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard to plan stops; Jackdaw for audio scripts; Dashboard for participation KPIs.
- **Potential impact:** Increases spend and dwell time, strengthens rural-urban exchange.

14) Rescue-dog safety day for schools

- **The problem tackled:** Need for engaging safety education for diverse learners.
- **The proposed solution and its novelty:** Live rescue-dog demos plus a gamified emergency-skills app.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for sign-ups; Jackdaw for curricula; Dashboard to track learning outcomes.
- **Potential impact:** Safer community, inclusive education, and parent buy-in.

15) Food-truck services & youth jobs

- **The problem tackled:** Service access for seniors and limited youth employment.
- **The proposed solution and its novelty:** A scheduled food-truck network with AI-optimised routes and youth training.
- **Use/usefulness of PoliRuralPlus tools:** Dashboard for route efficiency; Jackdaw for job coaching FAQs; GeoSurvey for demand mapping.
- **Potential impact:** Healthier ageing in place and first-job pathways for local youth.

16) Warm-hearted community pub

- **The problem tackled:** Lack of low-threshold, cross-generational meeting space.
- **The proposed solution and its novelty:** A programme-driven “pub” for small gigs and community nights, co-programmed with AI suggestions.

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- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for lineup/marketing drafts; Dashboard for attendance; GeoSurvey for audience input.
- **Potential impact:** Greater social cohesion and wintertime vibrancy.

17) Participation-first employment & wellbeing

- **The problem tackled:** Barriers for unemployed/retired/partially able people to join village life.
- **The proposed solution and its novelty:** Task-matching micro-roles plus a wellbeing tracker to make contribution visible.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for role descriptions; GeoSurvey for sign-ups; Dashboard for impact metrics.
- **Potential impact:** Inclusion, purpose, and wider volunteer base for events.

18) Children's festival (comfort-first)

- **The problem tackled:** Few child-centred events designed around comfort and accessibility.
- **The proposed solution and its novelty:** A modular children's day with AI-assisted programme planning and weather-smart scheduling.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for family needs; Jackdaw for activity mix; Dashboard for satisfaction.
- **Potential impact:** Family loyalty, repeat visits, and positive word-of-mouth.

19) Keep Järvikunta School central

- **The problem tackled:** Potential service loss and declining youth opportunities if the school weakens.
- **The proposed solution and its novelty:** Scenario simulations on community wellbeing and integrated extracurriculars with local partners.
- **Use/usefulness of PoliRuralPlus tools:** MAAT/Advisor for scenario comparisons; Jackdaw for programme concepts; Dashboard for indicators.
- **Potential impact:** Evidence-based school and service policy that supports retention.

20) Cycling route with art & culture

- **The problem tackled:** Underutilised cycling/nature assets for culture-led tourism.
- **The proposed solution and its novelty:** A curated loop with artist stories and QR-guided narration.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for route; Jackdaw for narratives; Dashboard for usage feedback.
- **Potential impact:** Diversifies summer draws and strengthens Mallusjoki's artist identity.

21) Regional wellbeing app

- **The problem tackled:** Scattered health/fitness offers hard to discover.
- **The proposed solution and its novelty:** A single app with social features and AI recommendations for groups and friends.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw as assistant; Dashboard for engagement; GeoSurvey for provider onboarding.
- **Potential impact:** Higher participation rates and preventative wellbeing outcomes.

22) "Wild Card" cross-sector event

- **The problem tackled:** Silos between culture, nature, education, and tourism actors.
- **The proposed solution and its novelty:** A playful, story-driven format where participants "level up" through event stages.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for staging; Jackdaw to suggest collaborators; Dashboard for cross-sector KPIs.

- **Potential impact:** New partnerships and more innovative programming.

23) Guided mountain-biking programme

- **The problem tackled:** Unstructured MTB demand and skill gaps.
- **The proposed solution and its novelty:** Weekly guided rides with AI route tailoring and maintenance tips.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard to map trails; Jackdaw for skills content; Dashboard for participation tracking.
- **Potential impact:** Regular outdoor activity and off-season tourism.

24) More village parties (all ages)

- **The problem tackled:** Not enough light, social celebrations year-round.
- **The proposed solution and its novelty:** Seasonal party templates with AI-generated programmes by age group.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for themes; GeoSurvey to gather preferences; Dashboard to iterate.
- **Potential impact:** Community bonding and easy entry points for newcomers.

25) “Shop that gives back” to nature

- **The problem tackled:** Limited everyday ways to support local nature.
- **The proposed solution and its novelty:** A web store with earmarked environmental donations and child-designed products.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for product/story text; Dashboard for donation transparency; WikiLocal for project pages.
- **Potential impact:** Micro-funding for restoration and youth creativity.

26) Event coordinator + conflict-free calendar

- **The problem tackled:** Overlaps and weak coordination across organisers.
- **The proposed solution and its novelty:** A shared calendar with AI conflict warnings and tailored marketing prompts.
- **Use/usefulness of PoliRuralPlus tools:** Dashboard for schedule views; Jackdaw for content; GeoSurvey for organiser inputs.
- **Potential impact:** Higher attendance, less cannibalisation, happier organisers.

27) Southern hiking route & forest-yoga

- **The problem tackled:** Few packaged nature products for different abilities.
- **The proposed solution and its novelty:** A profiled route with AI-matched difficulty and soundscape guidance.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for route; Jackdaw for scripts; Dashboard for user feedback.
- **Potential impact:** New nature micro-tourism product appealing to urban day-trippers.

28) Sauna shuttle for seniors + Takkari festival

- **The problem tackled:** Mobility/access barriers for seniors and underused rural venues.
- **The proposed solution and its novelty:** Scheduled shuttle plus a modular field festival with craft/tractor/barn tours.
- **Use/usefulness of PoliRuralPlus tools:** Dashboard for route and attendance; GeoSurvey for needs; Jackdaw for programme curation.
- **Potential impact:** Healthier ageing and multi-actor seasonal draw.

29) Wellbeing & values coaching day

- **The problem tackled:** Entrepreneurs and individuals need structured reflection space.
- **The proposed solution and its novelty:** A coached day with AI self-assessment and a personal “wellbeing map.”
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for exercises; Dashboard for anonymised outcomes; MAAT for follow-up plans.
- **Potential impact:** More resilient entrepreneurs and volunteers.

30) Youth-planned headliner + global link

- **The problem tackled:** Youth voice underrepresented in main festival programming.
- **The proposed solution and its novelty:** Youth vote for an international headliner and co-create side events linked to global peers.
- **Use/usefulness of PoliRuralPlus tools:** GeoSurvey for voting; Jackdaw for event kits; Dashboard for youth participation KPIs.
- **Potential impact:** Stronger youth ownership and wider visibility.

31) Winter fishing route with digital pass

- **The problem tackled:** Declining connection to traditional winter activities.
- **The proposed solution and its novelty:** A bike/walk-accessible ice-fishing route with AI “guide” and digital certificates.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard to plan stops; Jackdaw for safety and tips; Dashboard for visit counts.
- **Potential impact:** Off-season tourism and intergenerational learning.

32) Inclusive events for newcomers & seniors

- **The problem tackled:** Participation barriers due to language, confidence, or accessibility.
- **The proposed solution and its novelty:** Multilingual, NGO-partnered safety/first-aid and inclusion days with supportive chat assistants.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for plain-language info; GeoSurvey for needs; Dashboard for inclusion metrics.
- **Potential impact:** Stronger social integration and trust.

33) Social dances series

- **The problem tackled:** Limited regular partner-dance opportunities that bridge generations.
- **The proposed solution and its novelty:** A curated dance series with AI-assisted performer matching and practice tools.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for booking pitches; Dashboard for attendance; GeoSurvey for music preferences.
- **Potential impact:** Recurring attendance and venue utilisation.

34) Traditional skills club & mobile services

- **The problem tackled:** Skills loss and dispersed micro-services for cottage residents.
- **The proposed solution and its novelty:** A club/course series (e.g., beekeeping, wild herbs) plus mobile shop/flea market.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for curricula; MapWhiteboard for locations; Dashboard for participation.
- **Potential impact:** Diversified livelihoods and knowledge preservation.

35) Live in Mallusjoki campaign + short-film forum

- **The problem tackled:** Vacant homes underpromoted; limited intellectual/cultural debate offers.
- **The proposed solution and its novelty:** AI-assisted relocation tool and a festival fusing art/science/philosophy.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for property/service matching info; Dashboard for inquiries; GeoSurvey for festival feedback.
- **Potential impact:** New residents and higher cultural profile.

36) Barn dances with narrated soundscapes

- **The problem tackled:** Heritage music events need a fresh twist for younger audiences.
- **The proposed solution and its novelty:** Barn dances enriched by narrated local history and nature-inspired sound layers.
- **Use/usefulness of PoliRuralPlus tools:** Jackdaw for curation; Dashboard for audience mix; WikiLocal for heritage notes.
- **Potential impact:** Intergenerational appeal and stronger brand identity.

37) Outdoor screens & hybrid performance

- **The problem tackled:** Limited capacity/access at indoor venues.
- **The proposed solution and its novelty:** Outdoor screens with smart content switching, weather alerts, and light live-mixing.
- **Use/usefulness of PoliRuralPlus tools:** Dashboard for stream metrics; Jackdaw for programme text; GeoSurvey for accessibility feedback.
- **Potential impact:** Greater reach and inclusive access to culture.

38) Guided heritage tours with AR

- **The problem tackled:** Hidden history lacks engaging formats for modern audiences.
- **The proposed solution and its novelty:** AR-enhanced tours with a virtual guide that adapts to audience interests.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for sites; Jackdaw for scripts; Dashboard for tour analytics.
- **Potential impact:** Higher cultural tourism and school use.

39) Citynomadi adventure game (nature + riddles)

- **The problem tackled:** Passive trail use and low youth engagement on nature routes.
- **The proposed solution and its novelty:** A location-based riddle game with AI as challenge master and narrator.
- **Use/usefulness of PoliRuralPlus tools:** MapWhiteboard for points of interest; Dashboard for gameplay data; Jackdaw for storylines.
- **Potential impact:** Sticky, family-friendly nature use and strong digital identity.

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MOBILISE Hackathon Report - Part A (Public)



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