EIT Food Challenge Lab - Agenda

Objective

The Challenge Labs are designed to tackle the big problems facing the food sector by bringing together diverse groups of people. It is hoped that these Challenge Labs will spark co-founder relationships, lead to the creation of new businesses and build links between industry, academia and startups.

The primary aim of each Challenge Lab is to find innovative solutions to big, tangible problems faced by the food sector.

The secondary aims of the Challenges Labs are:

- Spark co-founder relationship
- Create new startups
- Build links between industry, academia, startups and the wider community.

Finally, the Challenges Labs aim to help the 'peripheral' regions of Europe be better able to access the other Business Creation and Innovation programmes offered by EIT Food. The Challenge Labs will achieve this by sparking innovative thinking, new partnerships and strong startups.

Pre-work

The pre-work for the Challenge Lab will be as simple and straightforward as possible, we will emphasise why the pre-work is important, explaining its value.

Our starting point is to empathise with the participants, via a survey to confirmed attendees to find out:
1. what their **levels of understanding of the Circular Economy is**
2. where challenges they see applying to **their work related to the Circular Economy**
3. their **expectations** of the hackathon and availability afterwards to further contribute
4. What **solutions** do you already see in this space? Share examples

We will then fine tune the content of the Challenge Lab to match the participants profiles and interests whilst ensuring the best value is created.

Participants information pack (Slack)

This will be simple and concise so that participants are not overwhelmed with information. Instead of including links or articles in the pack, we will set up a Slack channel that will store documents, links and media. Participants will be able to engage with each other around the material. This will allow us to push and encourage participants to prepare for the Challenge Lab.

Friday 18:00 - 21:30

18:00 - Doors open to the general public plus all Challenge Labs participants

18:30 - Introduction to challenge lab

Naked Innovations

Introductions by EIT Food (Joe), UPV (Salva?) and Naked Innovations to kick-off. (Max 15 mins). Who they are and why we're here. Then introduce the expert speakers.

18:40 - Circular Food Economy Roundtable and Networking
Drinks and snacks provided

18:40 - 19:40 - Round table with 3 Circular Economy expert speakers, from different backgrounds (Slido/Mentimeter - asking questions from audience)
19:40 - 20:30 - Networking session (Boss-up game tables, EIT Food info tables, networking games (e.g. name game + 3 things in common) to encourage interaction and more ideas for challenge areas)

20:30 - Selection of teams and challenges

20:30 - 21:30
- Use crowdsourcing to collect ideas for challenge themes via Slido from participants
- Naked Innovations + EIT Food select 5 themes from participants inputs for challenges
- Max 2 groups per challenge theme
- 10 groups of max 8 people each
- Participants will be given time to self-select the challenge theme they are most interested in. Groups must have a mix of diverse backgrounds (Prior to the event, we split up participants based on their background i.e. startup, expert, investor etc and assign them a coloured sticker based on this during the event.)

21:30 - onwards: Free time, encourage groups to go for dinner together.

Saturday 09:00 - 18:00

Circular Economy informal breakfast? - optional

09:00 - Defining the challenge
The first session of the morning will be dedicated to understanding, unpicking and defining the challenge itself for each group. The groups will be focused on doing research and doing brainstorming around their challenge theme and building a real understanding of the problems. We would provide the following tools for this session: stakeholder map, the 5 whys, 4 lenses of innovation, scoping canvas.

10:30 - Empathising with users
The second session would focus on engaging in the empathy process by getting the groups to identify and carry out exercises to engage with their potential user. This could be through going on the street, calling, or using tools to survey their target users both on and offline. We would provide the following tools for this session: empathy map, user journey and point of view.

13:00 - Lunch activity - optional - Paella making?

14:00 - Redefining the challenge and ideating

The first afternoon session after lunch will be dedicated to redefining their challenge based on the morning work and brainstorming ideas to start looking for solutions. We would provide the following tools for this session: three horizons, how might we, worst possible ideas, linking unrelated concepts, affinity diagram mapping and four categories method.

16:00 - Prototyping ideas

Once they have enough ideas, they will then select the best idea(s) and begin prototyping these ideas. The objective for the end of the day is for the teams to have a good idea of what their product or service should look like. We would provide the following tools for this session: Storyboard, wireframes and physical models. Plus Business Model.

17:00 - Prototype Feedback and iteration

Using a speed-dating or safari approach, participants will mix to present and see each other's prototypes, providing feedback. Then back in their groups they will iterate their prototypes basis the feedback.

18:00 - End of first day

19:00 - Evening activity in Valencia - optional - ideas?

Sunday 08:30 - 15:00

Circular Economy informal breakfast? - optional

08:30 - Prototyping and Pitch Preparation

The teams will continue to prototype their products/services in the morning sessions and start preparing a pitch/presentation. Continuing to share and receive feedback from mentors and other groups.

12:30 - Pitching and Feedback

The teams start pitching in a random order
Three person expert panel to provide feedback to the teams

12:30 pitches begin
(3 minute pitch, 5 minute feedback + Q&A, 2 minute vote per group - 1 hr 40 mins)
13:00 working-lunch served, pitches continue
14:30 pitches finish and winners selected

15:00 - Close of Hackathon (thank yous / next steps)

Evaluation and Reward

Each pitch will be followed immediately by an evaluation. Evaluation of the projects will be done electronically using a tool such as Mentimeter. All participants and facilitators will be

given a chance to evaluate each project except their own. Each pitch will be evaluated by all those watching the pitch. The evaluators need to provide feedback before the next pitch starts. The evaluators will be given questions around the level of impact (economic, social and environmental), innovation and feasibility of each project. Once the last pitch has been evaluated, the results will be displayed for each project and the winning project will be announced.

Three prizes (Non-monetary) to be awarded for the following:

Overall best idea - 500 euros
Best delivered presentation - 250 euros
Most functional prototype - 250 euros

Winning concept(s) given priority access to EIT Food Seedbed Incubator

Post-work

A newsletter/report will be prepared after the Challenge Lab for all the participants. This document will provide the participants key findings from the event and the next steps as well as links to videos and photos. The Slack channel will also be updated with the content from the event and we will look to push further discussions and collaboration through the Slack channel in addition to the platform.

EIT Food will offer an online platform (EIT Food Hive) to Challenge Lab participants so that they can continue to develop their idea.

It is EIT Food's hope that some of the new ideas that come out of the event will be turned into new startups or projects. EIT Food will track these activities and encourage them to apply for other relevant programmes such as the Innovation Prizes or Seedbed Incubator.

Working Environment
- Research shows the importance of breaks for people's creativity and productivity. The Challenge labs will be run with great freedom for the participants to move around freely and take informal breaks. However to ensure high participant engagement every 2 hours, we propose a 10 minute break where we lead an energizing/mindfulness/stretching activity. This will also help participants have moments of inspiration, reflection and build relationships.
- Focus on creating real tangible impact through having diverse participants open to trying new methods and experimenting together. We aim to create a safe environment for sharing and challenging one another.
- Due to time restrictions we suggest to host simple yet tasty working breakfasts and lunches with participants free to eat at the time that suits them, rather than taking out precious time from the schedule. This gives groups complete flexibility to work in a comfortable way. The evenings will be kept free for socialising and networking.