

Food Hack

INNOVATING THE FUTURE OF FOOD TODAY.

NOVEMBER 2020 #BOTHNIANARC

Our lives are surrounded by food. It is the source of energy, platform for socializing and a big business opportunity. The food industry is also a major contributor to environmental problems such as climate change, loss of biodiversity and soil erosion. The food industry needs to be moving towards more sustainable future. Now it's YOUR time to innovate and co-create the food solutions of the future.

Participants will develop projects within the following themes:

- Food Waste
- Restaurant of the Future
- Zero Hunger and Malnutrition
- Sustainable Packaging in the Food Industry
- Sustainable Agriculture

There is no single solution, but many, and in many areas all at once. During this one-day innovation camp, you will learn the innovation process, create a sustainable solution and pitch it to a jury. During the day, you will hear from professionals in the field.

WHAT: Online innovation camp to build sustainable solutions for the food industry + inspirational keynotes on the topic.

WHEN: 18.11.2020 9 am to 5 pm (Finnish) 8 am to 4 pm (Swedish).

WHERE: Microsoft Teams or Zoom -platform (to be confirmed).

WHO: Secondary level students & teachers in Finland & Sweden. Students will work in mixed teams throughout the day.

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Food Waste

Around one third of all food produced globally is lost or goes to waste; the underlying causes of food waste are primary production systems, the potential for food redistribution, the impact of date labelling and consumer demand for food that looks 'perfect'. National initiatives are in place to meet the target of 50% global reduction in food waste by 2030. In this challenge, we are looking for ideas to reduce food waste.

Restaurant of the Future

Today's customers are value-driven, health conscious, hyper-connected and social. They have more choices than ever; less time and their expectations are higher than ever. Food production and consumption must also be sustainable. This is the reality for future restaurants. What does the next-generation restaurant look like? In this challenge, we are looking for restaurant concepts that are sustainable and in-demand in the future.

Zero Hunger and Malnutrition

Our planet has provided us with tremendous resources, but unequal access and inefficient handling leaves millions of people malnourished. Some people are starving, while others are overweight but lack access to healthy food. In this challenge, we are looking for ideas that address world hunger and malnutrition.

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Sustainable packaging in the Food Industry

Circular economy is a major shift from a linear based economy and a take-make-waste approach, to a circular system based on the principles of eliminating waste and pollution, keeping products and materials in use. The whole chain of production must involve circular economy. In this challenge, we are looking for ideas aimed at food packaging, preventing plastic waste, improving collection and recycling systems, increasing supply and demand of circular packaging solutions.

Sustainable agriculture

Large-scale industrial farming has provided us with an abundance of cost-effective food, but it takes a big toll on the environment. Agribusiness today is a driver of climate change, soil erosion and deforestation, chemical use affects wild plants and animals. Animal welfare is often neglected and people working in the system often suffer from dangerous working conditions.

In this challenge, we are looking for ways to produce food that are beneficial for wild plants and animals, for domesticated animals and for the people who grow it and eat it.

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Program (Swedish time in brackets)

09:00 – 09:15 (08:00 – 08:15) Introduction to the Camp and Tools

09:15 – 09:45 (08:15 – 08:45) Team get-together & Choosing the Challenge

09:45 – 10:05 (08:45 – 09:05) Keynote Session

10:05 – 10:15 (09:05 – 09:15) Break

10:15 – 10:25 (09:15 – 09:25) Intro: Problem, Customer, Value & Solution

10:25 – 11:00 (09:25 – 10:00) Teamwork

11:00 – 11:10 (10:00 – 10:10) Break

11:10 – 11:20 (10:10 – 10:20) Intro: Value Proposition Canvas

11:20 – 11:45 (10:20 – 10:45) Teamwork: Value Proposition Canvas

11:45 – 12:30 (10:45 – 11:30) Lunch Break (have it your way!)

12:30 – 12:45 (11:30 – 11:45) Pitching Quick-Fire (each team 1 minute pitch)

12:45 – 13:00 (11:45 – 12:00) Keynote Session

13:00 – 13:05 (12:00 – 12:05) Mini-Mini-Break

13:05 – 13:20 (12:05 – 12:20) Intro: Minimum Lovable Product

13:20 – 14:00 (12:20 – 13:00) Teamwork

14:00 – 14:10 (13:00 – 13:10) Mini-Break

14:10 – 14:20 (13:10 – 13:20) Intro: Pitching your Project

14:20 – 15:20 (13:20 – 14:20) Teamwork: Create a Pitch & Deck

15:20 – 15:30 (14:20 – 14:30) Idea Submission to Padlet

15:30 – 15:45 (14:30 – 14:45) Break & Vote for your Favorite

15:45 – 16:20 (14:45 – 15:20) Top 5 Final Presentations

16:20 – 16:40 (15:20 – 15:40) Break & Jury Decision Time

16:40 – 16:55 (15:40 – 15:55) Announcing the Winners

17:00 (16:00) Event Ends

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The Awards

The best concepts will be chosen by the expert jury, who will evaluate the ideas based on the written description (on Padlet platform) as well as the virtual pitch presentation. The three categories are the following:

BEST OVERALL CONCEPT

The best overall concept has it all: excellent and feasible idea, great team, sustainable concept and the perfect pitch. Team excels in written description as well as presenting the idea.

Prize: access to Northern Glow virtual seminar on 24.11. & gift card to your local restaurant #supportyourlocal + further coaching on the idea if wanted

BEST IMPACT

We want to see impact. The best impact has identified a social, cultural, ecological or financial problem, and created a solution that has an impact. It might not be feasible right now, but the concept, vision and ambition are clear to make the world a better place.

Prize: gift card to your local restaurant #supportyourlocal

BEST PITCH

It's not about the idea, it's about the pitch. This award is given to the team that has the most impressive presentation. Excellent slides and great presentation that leave the jury thinking "wow".

Prize: a book package to make you an even better speaker.

All winning teams are invited to the next physical innovation camp held in Oulu in the spring of 2021 as expert mentors.



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Q&A

Here are some answers to the most common questions.

How does it work?

The one-day hackathon will offer a full day of workshops and teamwork with the focus on creating ideas for the future of food. During the day, your team will brainstorm, discuss, plan and build an idea into a project, with facilitators and mentors to guide and help you through the process.

How are the teams formed?

We believe in cross-functional and multi-national teams since that's how it is in working life. It means that each team consists of Finnish & Swedish students. But don't worry, you will have someone from your school with you.

What skills are required?

All you need is the motivation to learn more and dig deeper in the food industry, and a willingness to contribute. Participants will be encouraged to consider digital tools and technology solutions that could help to move their idea forward more effectively and implement them more easily. During the hackathon process, every team will have mentor's guidance and advice.

What ideas can we develop?

We have helped you a bit and created five challenges where to choose from. After that it's up to the team. Idea can come from a current problem in your region, a business idea you would like to develop or an entirely new idea (or five) you have been thinking about. You do not need to have an idea beforehand, but if you have, share it with the team, when you start!

What's in it for me?

Participants chosen to take part in the hackathon will meet like-minded people from different countries, develop your early-stage idea, add new contacts to your list that might be useful in the future, be a part of an innovative and world-changing environment, gain new knowledge and learn valuable skills.



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For Teachers

Here are some answers to the most common questions from teachers' perspective.

How much work does this require?

From the teacher practically nothing! The event will have a facilitator + university student mentors that guide the teams throughout the day. You can participate in the joint session as much as you want, and we will of course invite you to the Teams platform to see how the teams are working.

How much work is it for the student?

We have created the program to be efficient, but informational and inspiring. The students will get one pre-assignment (approx. 1-3 hours of work). The event itself will take eight hours. If you wish, we have an additional task (reflective essay, approx. 3-8 hours of work), which the students can do after the camp.

- In the Finnish curriculum, it equivaless the amount of work for 1 credit or a course.

Do we have to have the students in one place for the day?

No! This event is 100% digital and therefore students participate from their own computer throughout the day. Stable internet connection, Microsoft Teams, camera and microphone are required – nothing else.

What's in it for me?

You will get to see an online approach to teaching entrepreneurship and design thinking. You get introduced to useful business development tools, learn something new and expand your networks.

Want to hear more? Contact us and sign up your students!

Sweden: Linda Strandenhed, linda.strandenhed@ungforetagsamhet.se

Finland: Eemeli Alanne, eemeli.alanne@ouka.fi

