

YOUNG PEOPLE AND URBAN CITIZENSHIP

Teams

Soft skills

Food innovation

Design thinking

DECEMBER 2021

IES COMARCAL BURJASSOT

PROJECT SUMMARY

Mobility in Spain -Ies Comarcal

13 - 17 December 2021

Valencia

YOUNG PEOPLE & URBAN CITIZENSHIP

Students from different countries work for a week with the aim of contributing, learning and making an impact on the food sector.

DESCRIPTION

This project is framed in the city of Valencia. For a week, countries such as Italy, Estonia, Spain and in remote Finland and Germany under the European program Erasmus + and thanks to the institute IES Comarcal de Burjassot, have worked with the company KM ZERO Food Innovation for the development of different solutions within the food sector.

OBJECTIVE

The main objective of this project focuses on raising awareness of the importance and new developments in the food sector, as well as connecting with the main entities in the city of Valencia that are helping to make this possible.

METHODOLOGY

During the week, the students worked under the Design Thinking methodology. This type of methodology helps those who live it to train in a practical way their transversal skills (communication, creativity, team management, timing ...) and at the same time, it helps to value their own opinion, as well as others'.

This methodology follows a five-phase process divided during the week.

INDEX

1. Design thinking
2. Weekly calendar
3. Phases and results worked on
4. Conclusions and lessons learned

DESIGN THINKING

WHAT'S THAT?

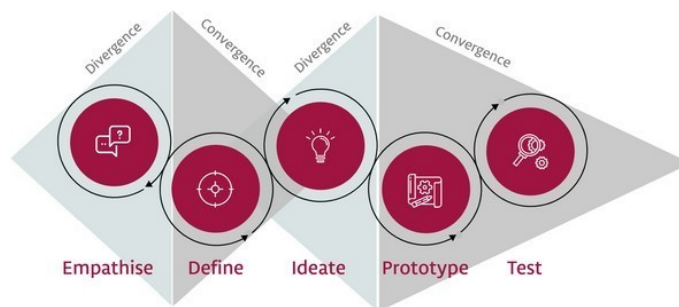
Design Thinking is a methodology that allows the solution of problems, the design and development of products and services of all types and sectors, using teams with diverse skills, innovation and creativity as engines or mantras; always having people as the center of attention.

As we have mentioned, Design Thinking can be applied in virtually any sector, profit or non-profit, public or private, digital or analog, and in general serves to:

- Solve problems in a creative and innovative way
- Design and develop products or services
- Redesigning business processes

This methodology follows a course to achieve these various results. It consists of 5 distinct phases.

Empathize, define, ideate, prototype and test.



FASES

1. Empathize with the challenge: In the first part of the methodology, the objective is focused on knowing what the different challenges to be worked on transmit to the participating teams.
2. Problem definition and analysis of potential users: The team should focus on the findings (insights), the desire or need of the target, and to do so, simply define the problem or challenge ahead.
3. Ideation: This is a stage of creativity and innovation. Based on the needs of your target audience, several brainstorming processes are carried out to choose the ones that best fit with a viable solution. The challenge is creative. Neural. Putting the minds of the team to work. It requires a space, ideas, tools, materials and all kinds of utensils to be considered.
4. Prototyping: When selecting the final idea, the objective of this phase is to achieve a mock-up or prototype. In such a way that we can later show, and perhaps most importantly, that it solves the initial needs of your target audience.
5. Test / communicate: Give voice and justifications of the final result achieved, thus obtaining objective feedback from the market.

SCHEDULE

TIME	WEEK OF:					NOTES
	13 MONDAY	14 TUESDAY	15 WEDNESDAY	16 THURSDAY	17 FRIDAY LAS NAVES	
09:00- 11:00	Welcome Presentations & Videos Topics explanation	Challenges kick off Desk-research	Business model CANVAS	IES COMARCAL	Pitching time	Las Naves: social and urban innovation center
11:00 - 11:30	B	R	E	A	K	
11:30 - 13:30	Final result & teams Town hall	Start ups inspiration Workshop	Create your prototype & presentation	CEMAS Valencia World Center for Sustainable Urban Food	Pitching time & presentations	
13:30 - 15:00	L	U	N	C	H	
15:00 - 17:00	AINIA Visit Empathy with the challenge	Brainstorming Final solution	Orxata huerta Visit	VLC Digital Summit technology, innovation and digitization	Free time	

PREWORK

Objective: research on the different problems, innovations and improvements of the sector in their country, identifying opportunities in the food sector.

MONDAY

Objective: team building and empathizing with the challenges.



TUESDAY

Objective: to empathize with the challenges and inspiration of startups.



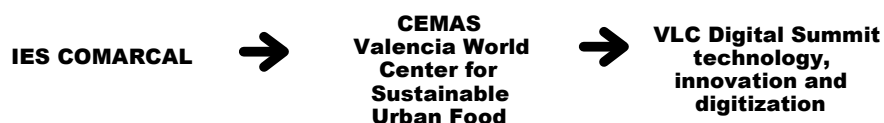
WEDNESDAY

Objective: business model, prototype and prepare pitches.



THURSDAY

Objective: immersion in the food ecosystem in innovation; communication.



FRIDAY

Objective: final pitches.

Final presentations in Las Naves: social and urban innovation center

PRE-WORK

The students of each country, in front of the innovation week in the food sector, were investigating about the different problems, innovations and improvements of the sector in their country. These videos have reflected from the perspective of end users, companies and large entities what are the different results, improvements and new opportunities for the countries.

GERMANY:

<https://youtu.be/oBIQyAnxAL8>

<https://youtu.be/HWXARZ0dEn8>

<https://youtu.be/idJ91DQOOKw>

ESTONIA:

https://www.youtube.com/watch?v=WC9kre3_QZA

SPAIN:

<https://youtu.be/le5y1z1eXws>

FINLAND:

<https://youtu.be/7VDKJD-4TwM>

ITALY:

<https://youtu.be/LD7JEnKDaSc>

After viewing the videos, the KM ZERO Food Innovation Hub team decided and worked on the challenges to be worked on and developed during the week of December 13-17 by the students.

As a result, these were the following challenges to work on:

TEAM 1: PACKING & ZERO WASTE

How might we reduce and revalue food waste along the food chain?

TEAM 2: SMART CITIES

How might we efficiently bring food closer to the urban consumer?

TEAM 3: NEW PROTEIN

How might we continue to enjoy meat/protein in a more sustainable way?

TEAM 4: HEALTH & WELLBEING

How might we improve the transparency of new products for end consumers?

In Design Thinking, empathy is a deep understanding of the problems and realities of the people you are designing for.

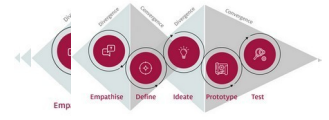
In order for the students to work and connect with the challenges that they were going to face during the week and that they were going to have to develop, two tools were developed.

In turn, the students, after making the moodboard, created a story based on all those "inputs" generated and transferred in the form of images. By generating an order of what the challenge transmits through images, students begin to delve into various problems, users, consequences, and ideas that the challenge communicates to them. This process helps them to focus the challenge and contextualize it for the next phase.

MOODBOARD



A circular diagram illustrating the carbon cycle and its connection to human activities and health. The cycle is represented by a central orange infinity symbol. The cycle proceeds clockwise:
 1. At the top left, a cloud contains the chemical formula CO_2 .
 2. An arrow points to the top right, showing three blue arrows representing wind or air flow.
 3. An arrow points to the right, showing a family of four (two adults and two children) standing next to a green heart with a red pulse line, symbolizing health and life.
 4. An arrow points down to the bottom right, showing a person pushing a shopping cart and another person carrying shopping bags, representing consumption.
 5. An arrow points to the bottom, showing a plastic bottle, a plastic bag, and a trash can, representing waste.
 6. An arrow points to the bottom left, showing two potted plants, representing nature and carbon sinks.
 7. An arrow points back up to the CO_2 cloud, completing the cycle.



EMPATHY WITH THE CHALLENGE

TEAM 1:

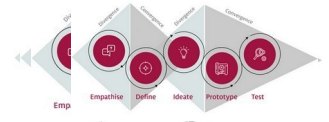
Zero Waste-Packaging



TEAM 2:

Smart Cities





EMPATHY WITH THE CHALLENGE

TEAM 3:

New Proteins



X POLL

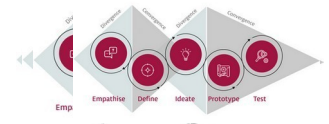


Obtaining meat protein in and eco-friendly way

TEAM 4:

Health & Wellbeing





DEFINE THE PROBLEM

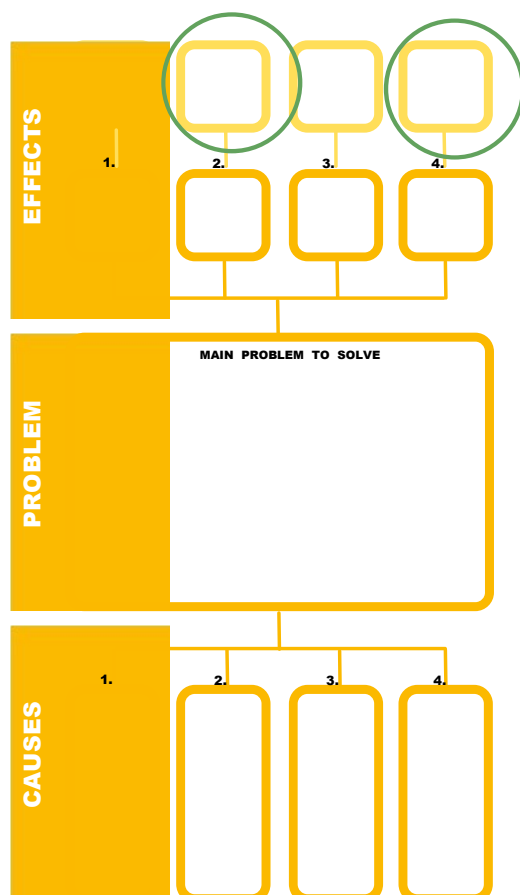
A problem statement is important to a Design Thinking project, because it will guide you and your team and provides a focus on the specific needs that you have uncovered. It also creates a sense of possibility and optimism that allows team members to spark off ideas in the Ideation stage, which is the third and following stage in the Design Thinking process.

In this case, the tools to be used for this process will be:

- Problem tree: tool that focuses the challenge on a main problem, investigating and bringing to light the causes and effects of the problem to be worked on. After analyzing different causes and effects, a maximum of 2 users affected by these effects will be selected in order to focus the subsequent user study.
- User study: for this study, we will work on the value proposition tool, with a maximum of two users, where we will investigate the pains, benefits and objectives of the users, as well as the different solutions, products and services already existing that could cover the needs of the customers.

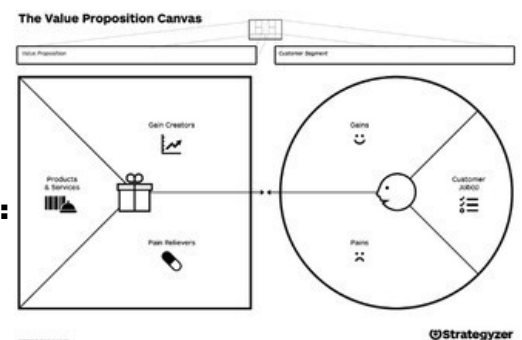
The objective of this section focuses on the definition of the problem, knowledge of the sector and research of possible new innovations for the next section, ideation.

TREE OF PROBLEMS

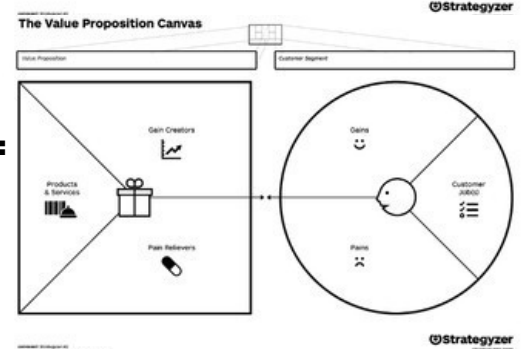


VALUE PROPOSAL FOR MARKET RESEARCH

TARGER USER 1:



TARGER USER 2:

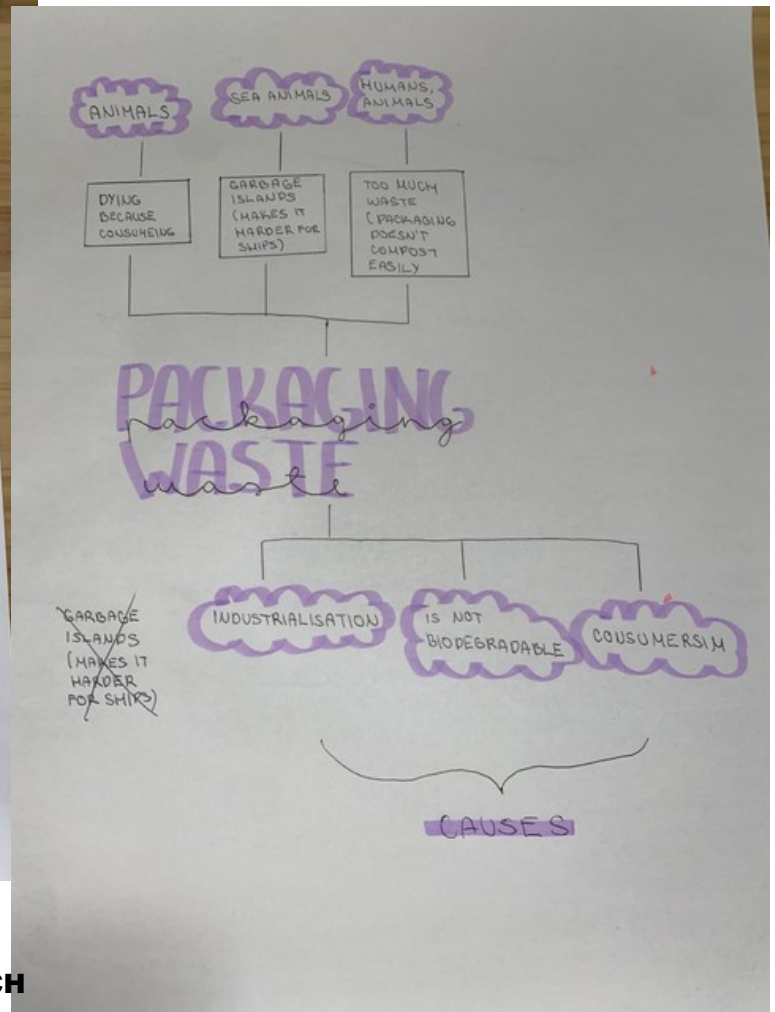
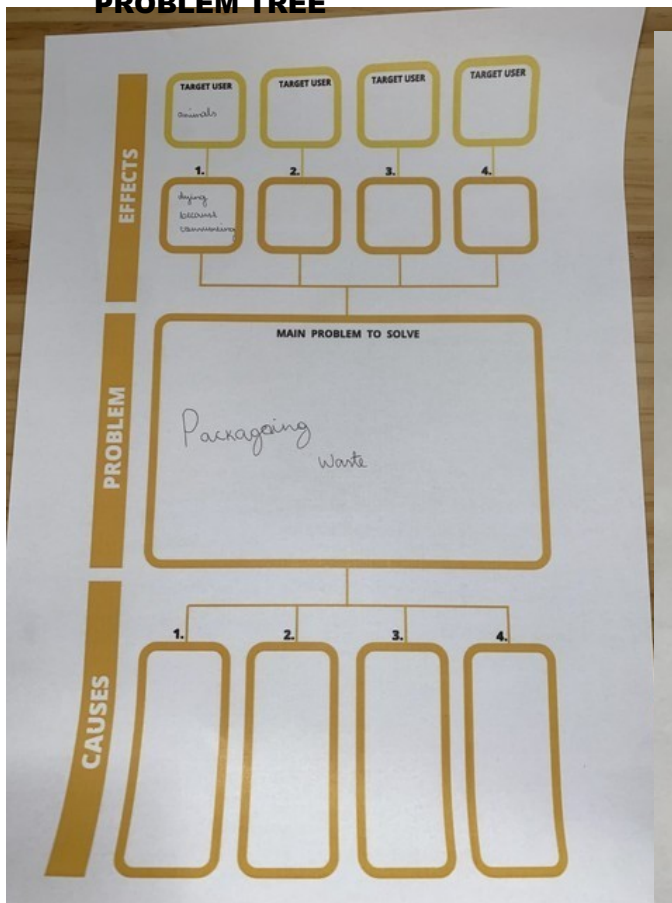




DEFINE THE PROBLEM

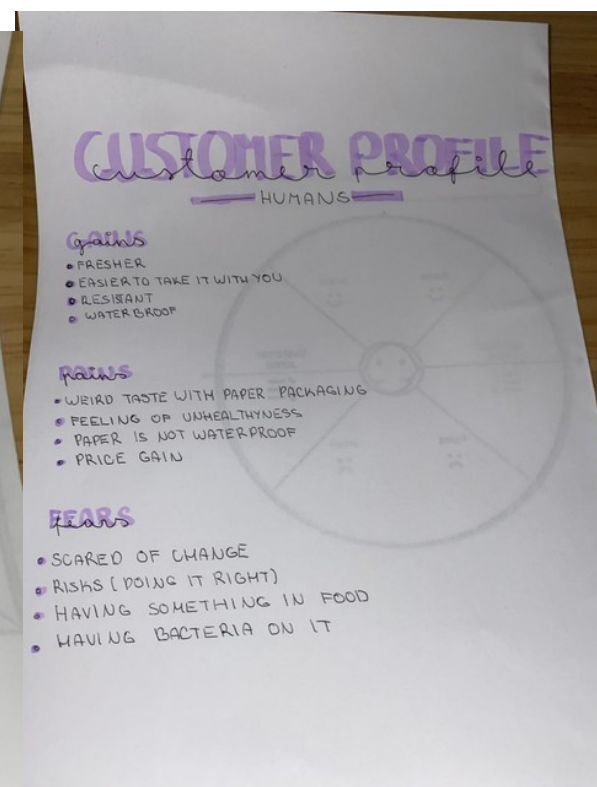
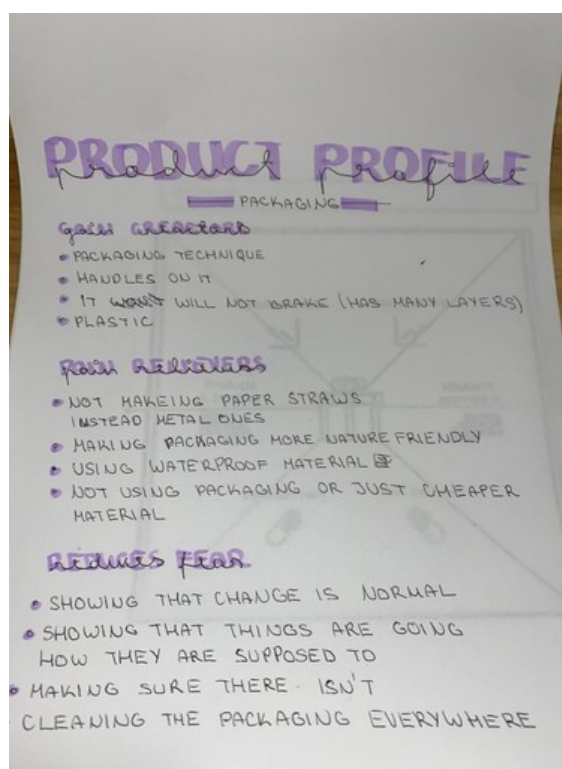
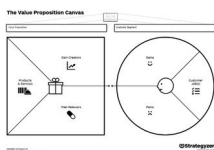
TEAM 1:

PROBLEM TREE



VALUE PROPOSAL FOR MARKET RESEARCH

TARGET USER 1:

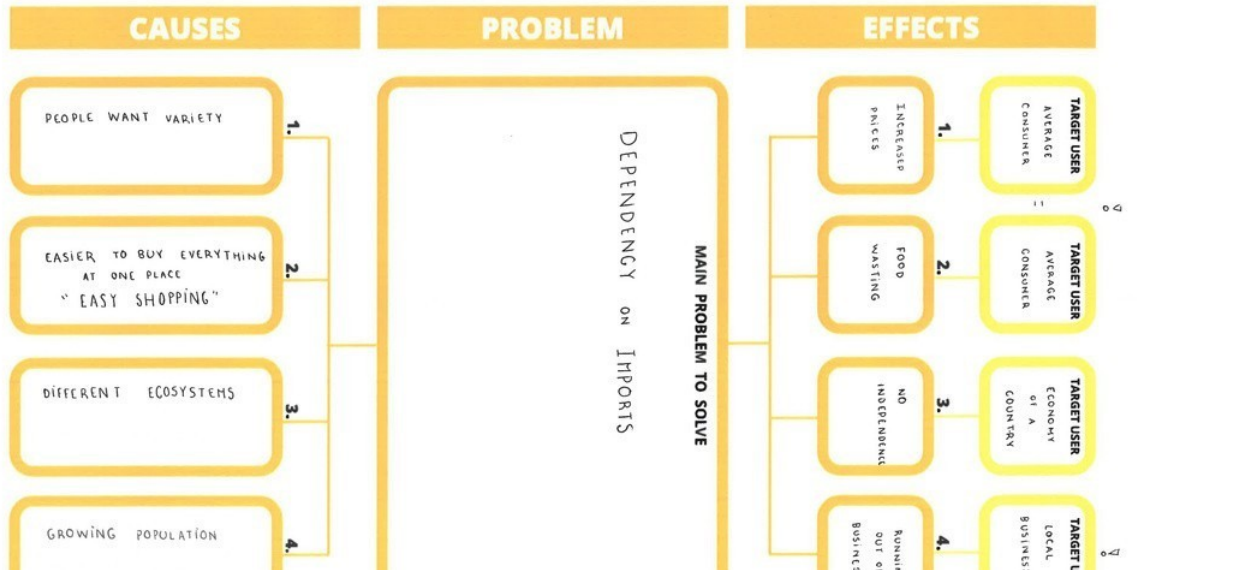




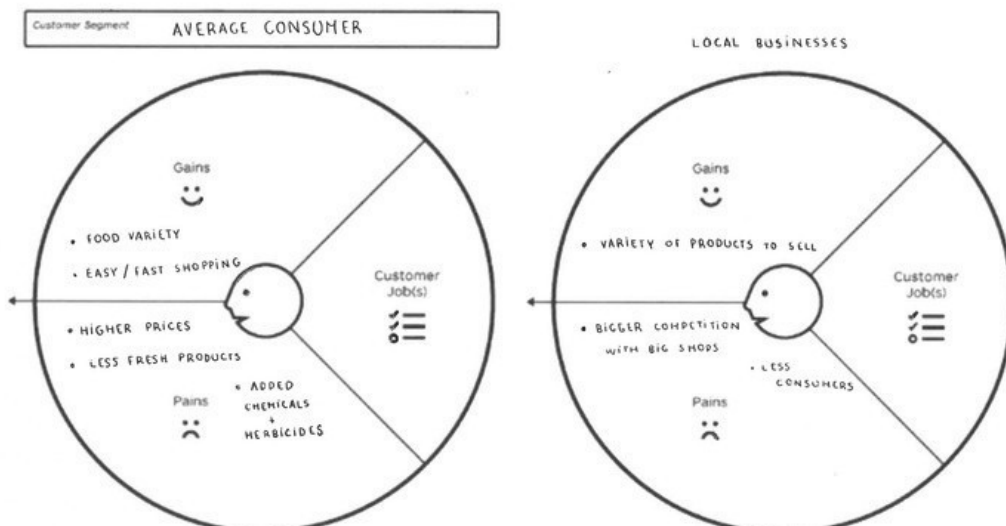
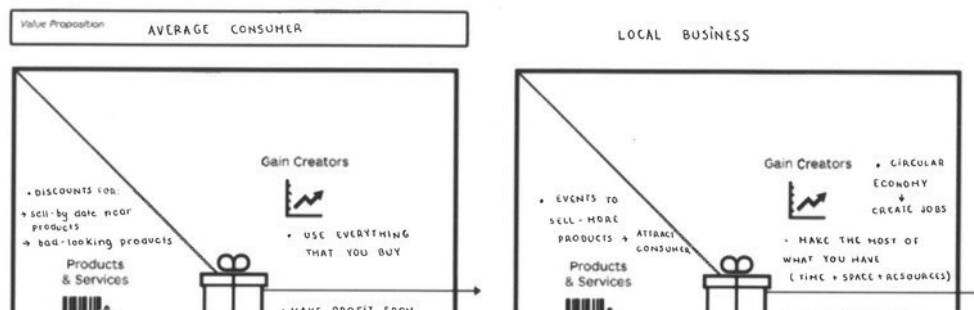
DEFINE THE PROBLEM

TEAM 2:

PROBLEM TREE



VALUE PROPOSAL FOR MARKET RESEARCH

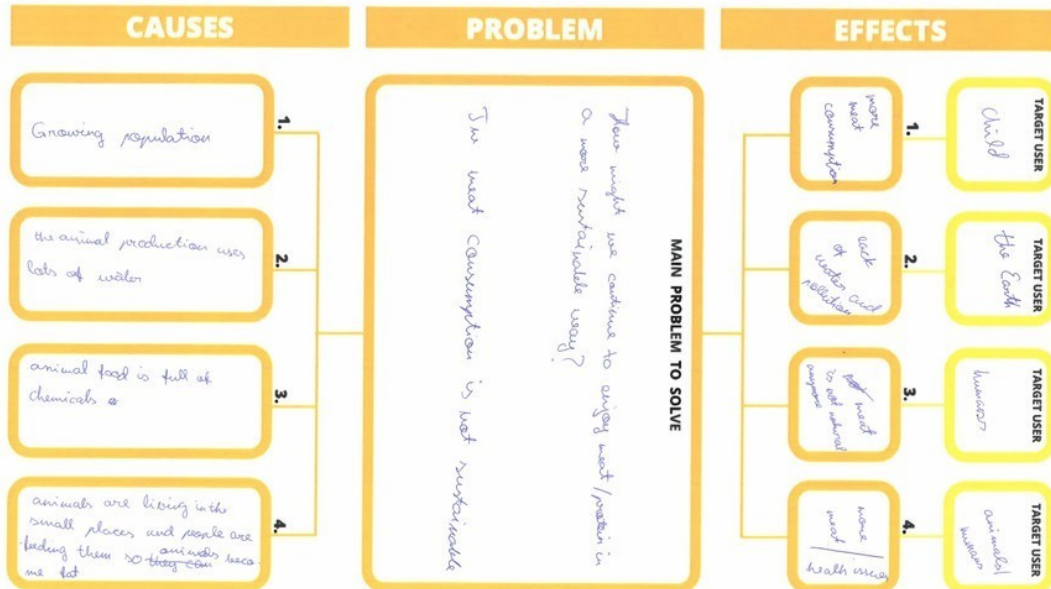




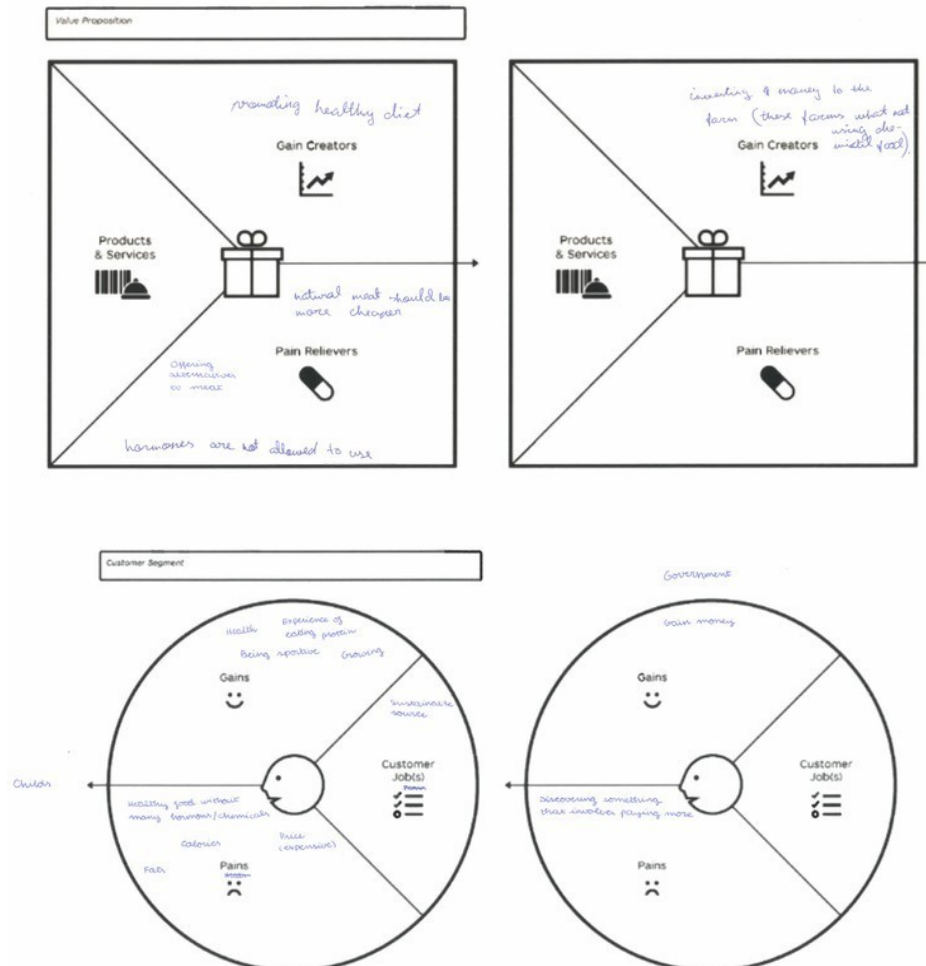
DEFINE THE PROBLEM

TEAM 3:

PROBLEM TREE



VALUE PROPOSAL FOR MARKET RESEARCH

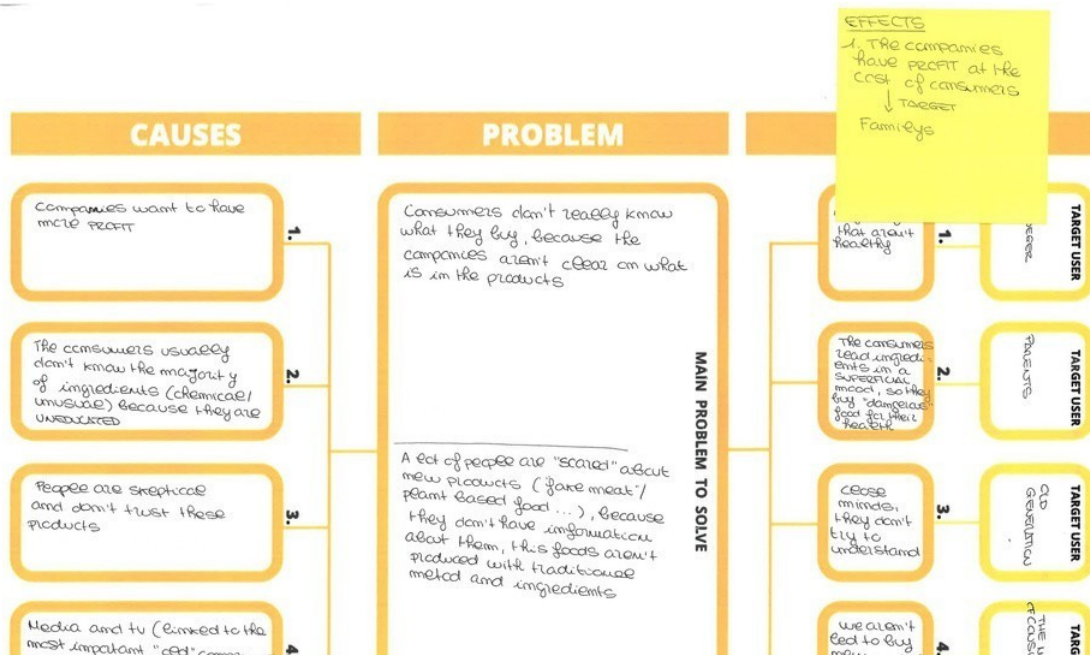




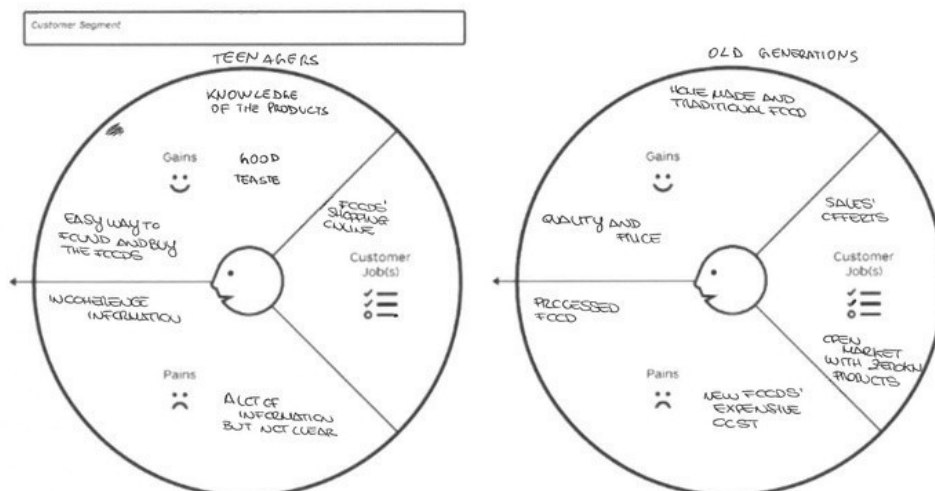
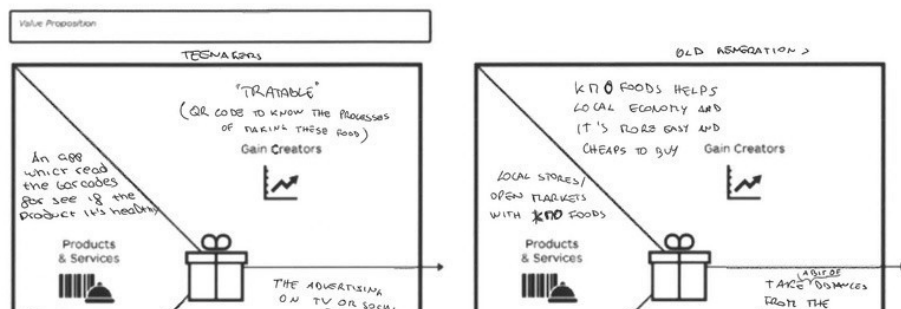
DEFINE THE PROBLEM

TEAM 4:

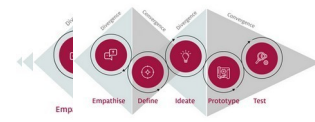
PROBLEM TREE



VALUE PROPOSAL FOR MARKET RESEARCH



IDEATE DIFFERENT IDEAS



Ideation is the third phase of the Design Thinking process, and it's all about generating ideas. In the ideation phase, you'll explore and come up with as many ideas as possible. Some of these ideas will go on to be potential solutions to your design challenge; some will end up on the reject pile. The ideation phase represents a key transitional step from learning about your users and the problem, to coming up with solutions.

For the implementation of this phase, students conducted an inspiration and creativity session with different startups from the KM ZERO Food Innovation Hub community. This action, helped the students in the immersion of new projects and innovative results that are entering the food sector. In turn, the students were able to interact with the startups and work with them on a scalability plan and new opportunities within their own business.

These startups were:

Karobia: Organic ice cream. It stands out for its flavor and organoleptic qualities, as well as the enhancement of local gastronomic products.



Aldous bio: A company that seeks consumers who respect the planet to offer them products made with the highest quality ingredients, selected from different parts of the world, produced under the most demanding quality standards, and grown by companies that promote decent employment, equal opportunities, social cohesion and the preservation of the environment.



Trillions: It is committed to the use of natural resources, such as insects, which promote sustainable and fair production.



Koroko: The first company to innovate in this mature market, creating a new category on the egg shelf with flavored eggs.

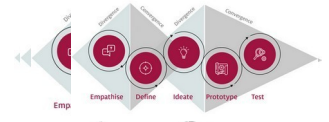


The teams conducted a working session with the startups using the following tool. With this, they understood in a more tangible way the main function of the startups, their degree of innovation and how they could scale their project.

WORK ON THE STARTUPS

<p>COMPANY NAME:</p> <p>KEY WORDS:</p> <p>TARGET:</p>	<p>% INNOVATION 1 - 10</p> <input type="text"/> <p>Why?</p>
<p>COMPETITION</p>	<p>SCALE THE PROJECT:</p> <p>New target</p> <p>Marketing</p> <p>New products</p>

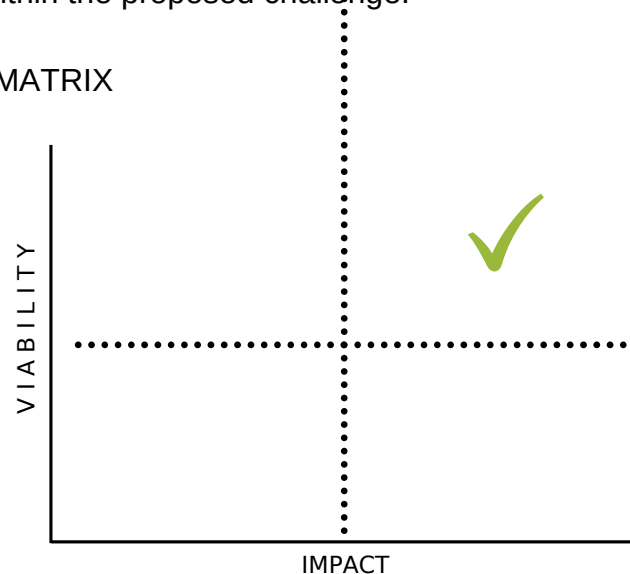
IDEATE DIFFERENT IDEAS



As a second part, within the ideation phase, the students worked on several creativity dynamics, opening their minds, empathizing with the known projects and on the market research carried out in the previous phase to find the final idea.

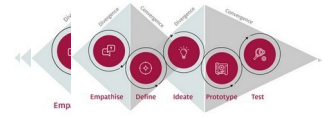
After the realization of several dynamics to awaken creativity, the students worked on two different brainstorming sessions to get the maximum number of ideas and to be able to classify them within a feasibility-impact matrix to focus on the idea with the most potential to solve their problem within the proposed challenge.

FEASIBILITY-IMPACT MATRIX



During this process, until the final idea is achieved, quantity takes precedence over quality in order to obtain the necessary inspiration to then land the different final ideas until the idea with the greatest potential is detected, the one that is closest to the desired results to be achieved.

Within this section, the results by team were as follows:



IDEATE DIFFERENT IDEAS

TEAM 1:

STARTUP WORKSHOP: ALDOUS BIO

<p>COMPANY NAME: Aldous bio</p> <p>KEY WORDS: Organic, Amazon, spirulina, health, taste.</p> <p>TARGET: People (with) (that) that are concerned about climate change.</p>	<p>% INNOVATION 1 - 10</p> <p>9</p> <p>Why?</p> <p>New thing (lots of people don't know, what is this) helps with iron deficiency deficiency New protein, little company with 12 people.</p>
<p>COMPETITION</p> <p>Foodspring (Italian company) Bemone (Estonian company) Ana Maria de la justicia (Spain company)</p>	<p>SCALE THE PROJECT:</p> <p>New target People with iron deficiency, people concerned with health about</p> <p>Marketing TV ads, Amazon, social media (Instagram, Facebook, Tik Tok...), online newspapers, catalogues catalogues, influencers.</p> <p>New products Spirulina chocolate, spirulina gummies, spirulina "yogurt"...</p> <p>45 MIN</p>

IDEATION: BRAINSTORMING PROCESS


Liquid to dissolve the plastic



IDEATE DIFFERENT IDEAS

TEAM 2:

STARTUP WORKSHOP: KOROKO

COMPANY NAME: KOROKO		% INNOVATION 1 - 10 <div style="width: 40%; background-color: #ff69b4; border: 1px solid black;"></div> 40
KEY WORDS: Flavours Truffle Innovation Eggs "oshosis" Variety		Why? 1. No artificial processes 2. KMO 3. Cheaper than traditional ingredients = CONVINIENT PRICE 4. Variety of flavours 5. Worldwide company → BUSINESS EXPANSION
TARGET: Young-adults Foodies		
COMPETITION Traditional uses of ingredients		SCALE THE PROJECT: New target → New countries → Teenagers Marketing → New ways to COOK traditional dishes New products Ready to eat food
		 45 MIN

IDEATION: BRAINSTORMING PROCESS

WOOD / FABRIC CONTAINERS
 INFORMATION ABOUT PRODUCT:
 - where does it come?
 - sell-by date
 - benefits
 - recipes + uses
 - local shop

TARGET:
 YOUNG PEOPLE

APP

1
 FUNNY AND CREATIVE ADVERTISEMENTS

2
 ONLY ~~BUY~~ BUY FOOD FROM LOCAL BUSINESS

1
 PROMOTE THE PRODUCTS ~~AT~~ AT FESTIVALS AND ~~SEE~~ CONCERTS

2
 I'D BRING PEOPLE ~~ALL~~ ALL THE FOOD THEY WANT

2
 All homes or big structures as the world that would be abundant, replace them from the crops for local farmers

PROVIDE ALL VEGETABLE PLANTATIONS WITH HI-TECH TECHNIQUES + MACHINERY

CREATE A COMPANY THAT OFFERS = PRODUCTS TO A SUPERMARKET BY A SUSTAINABLE + LOCAL WAY

1
 COOPERATE WITH SCHOOLS AND COLLEGES

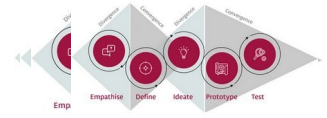
2
 CREATE ~~ONLY~~ ONLY ECOLOGICAL CITIES BY MYSELF

DIY MARKETS FOR FAMILIES

1
 PLACES WITH HI-TECH TO GROW YOUR OWN FOOD

CREATE GOOD CONDITIONS FOR EVERY CITY TO GROW HUGE VARIETY OF FOOD

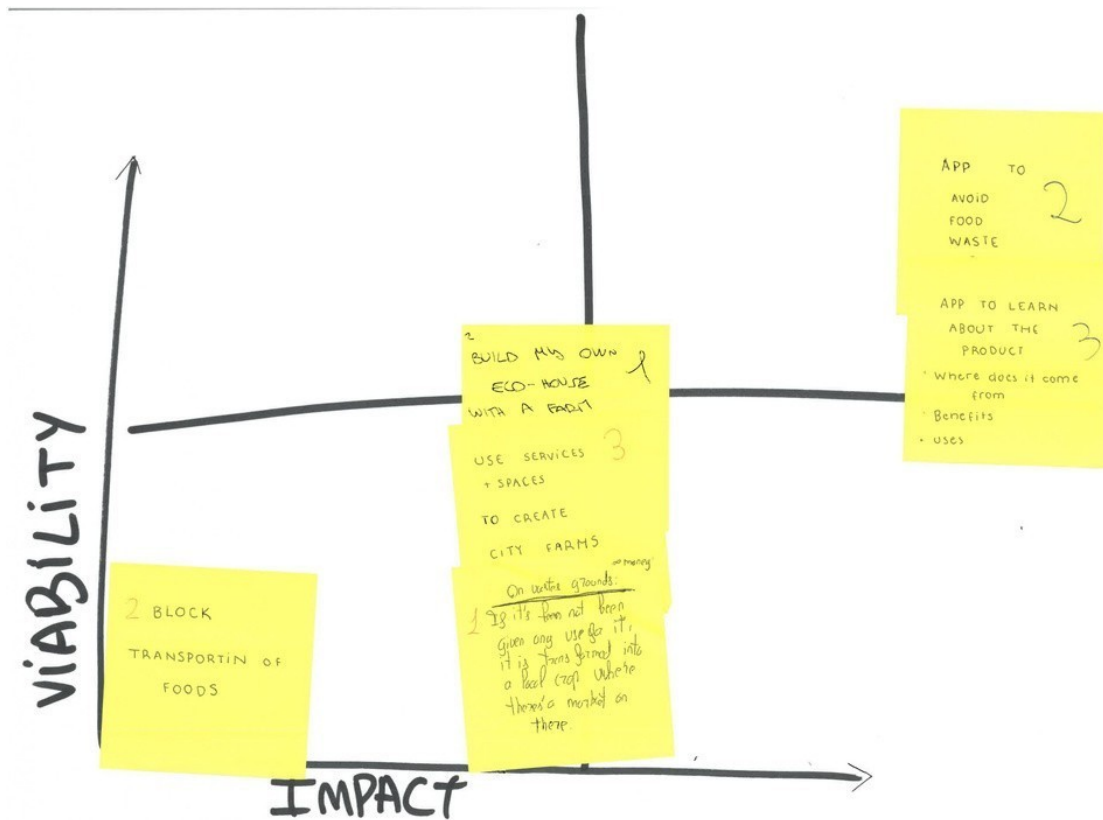
AERO - FARM
 ↓
 IN - FARM



IDEATE DIFFERENT IDEAS

TEAM 2:

MATRIX: VIABILITY- IMPACT

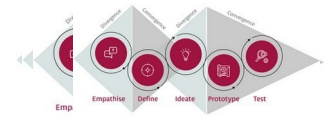


FINAL IDEA:

Application that promotes local commerce thanks to delivery.

Through an application, users will be able to make local purchases in cities where applications such as Gorilla do not reach.


This service also provides users with recipes, as well as a percentage of points to save on future product purchases.



IDEATE DIFFERENT IDEAS

TEAM 3:

STARTUP WORKSHOP: TRILLIONS

<p>1 COMPANY NAME: TRILLIONS</p> <p>KEY WORDS: Future, proteins, modernity, insects, sustainable</p> <p>TARGET: Women, young people and men</p>	<p>2 % INNOVATION 1 - 10</p> <p>8.5%</p> <p>Why? Because it's original, different and it's made for the future</p>
<p>3 COMPETITION Protein powders and bars</p>	<p>4 SCALE THE PROJECT:</p> <p>New target family's, 5-50, kids, sustainability, activists.</p> <p>Marketing Influencers, festivals, spotify, television, marcebs, mascots,</p> <p>New products cakes, Bread, cookies, pasta, flour, cupcakes,</p> <p> 45 MIN</p>

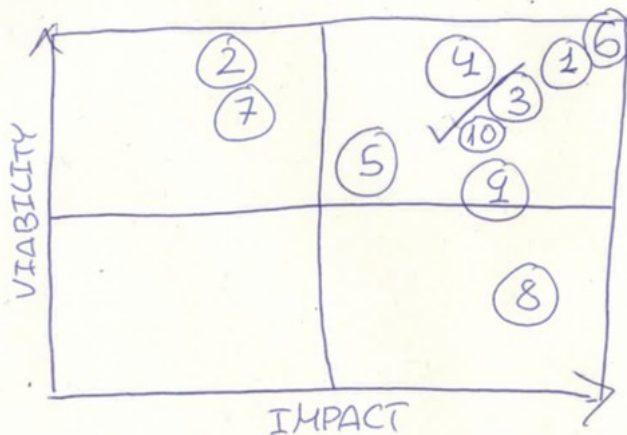


IDEATE DIFFERENT IDEAS

TEAM 3:

IDEATION: BRAINSTORMING PROCESS

- SPIRULINA 1
- ~~Insect proteins~~ 2
- Supplements 3
- Promoting being vegan / vegetarians 4
- Finding alternatives to the different types of meat 5
- 3D printing meat - 6
- Not wasting food 7
- Invest in investigation - 8
- Do a international TV show - what is talking about plant based proteins 9
- Supporting companies who are making plant based proteins foods, supplements etc. - 10



KEY WORDS

- Meat
- Protein
- People
- Sustainable
- Animals
- Health
- Farms
- Pollution
- Waste
- Food
- Problems
- Effect
- Chemicals
- Cosmetics
- Cancer
- Natural
- Words
- Prices
- Money
- Grow
- Plants
- meat alter alternative



permanence (music)
clim, jumping, sleeping

22
(20) Words

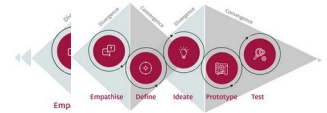
FINAL IDEA:

There are already brands and restaurants in the market that print meat in 3D.

The proposal of this team is to bring this product to individuals through a "delivery app" that allows you to customize the final product. Some examples of customizable variables include the type of protein (meat/fish/plant-based), the grams and proportions of nutrients (fat, protein, fiber, etc.), the shape (nuggets, steak, meatballs, etc.).

Their current market is limited to Barcelona. Specifically, they plan to collaborate with Nova Meat, which prints vegetable proteins.

In the future, they want to be the leaders in 3D printing delivery, expanding their portfolio of suppliers and thus including more cities and regions.



IDEATE DIFFERENT IDEAS

TEAM 4:

STARTUP WORKSHOP: KAROBIA

<p>COMPANY NAME: Karobia</p> <p>KEY WORDS: Ice cream, vegan, Okm, gluten free, orange carob, high in fiber, low in calories</p> <p>TARGET: young people, vegan people or allergic people</p>	<p>% INNOVATION 1 - 10 8'5</p> <p>Why? Because: - It's vegan and cruelty free - It's a sustainable option - ex it's a ice cream for everyone - It's quite healthy - It's tasty</p>
<p>COMPETITION</p> <ul style="list-style-type: none"> - ALHISA - SANTIONTAPA - SOLEA - PRETIA - BALDINO 	<p>SCALE THE PROJECT:</p> <p>New target Old generation childrens (and their parents)</p> <p>Marketing special cups for the childrens (with cartoons and games) + ADVERTISING IN CHILDREN'S CHANNELS WITH CARTOON MAIN CHARACTERS</p> <p>New products ^{GLUTEN FREE} ENSAIMADA / CARVETTO / ^{APPLE PASTY} CHOCOLATE PRODUCTS WITH ICE CREAM + SMOOTIE + ROLLING</p> <p>45 MIN</p>

IDEATION: BRAINSTORMING PROCESS

CREATE IDEAS:

- STUDY IN ALL THE SCHOOL "NUTRITION" AS SUBJECT
- THE POLITICAL WOULD IMPROVE THE NEW PRODUCTS AND REDUCE THE PROFIT OF THE "OLD COMPANIES"
- TO ADVERTISE FOR OLD GENERATION IN PAPER

Greater effects:
Make the people keep from eating (or give) depending of their own contribution or manage their effects

- Post about the new product more in social media.
- Give people more insight how the product is made and what is in it. (like short videos)
- involve ~~more~~ people in making process.

1. talk about that (because people trust superheroes)

2. would share new products to anyone.

Make a research with the information of how it's made or products and what is in them from the factory to the consumer

we can make the add more information about the product (and manage make their new advertisement like how many of the products are made)

- inform people in the media about the new products
- more information in the products that we are going to consume
- take more about the importance of eat plant based product and reduce our consume of meat
- MORE INFO EVERYWHERE

MAKE A CARTON FOR CHILDREN TO ENJOY THEIR SENSIBILITY

AN EASY WEB SITE WITH EXPLANATION ON THE NUTRITION

INDICATORIE

SUPERHERO:

- PRODUCE FOOD WITHOUT BEEN ENERGY (ALL GREEN/AMBIENT FRIENDLY)
- DISCOVER NEW PRODUCTS VERY TASTE, FIT, AND WITH A LOW COST

Greater an app with the story make

- CLAR
- BRANDS
- PRODUCTS USADA/PREFECT
- USEFUL

VISUAL 2.0

- ENCYCLOPEDIA
- PT 1 = TRADITIONAL FOOD
- PT 2 = NEW FOOD
- PT 3 = COMBINE THE TWO TYPE OF FOOD
- HOW REPLACE THE OLD WITH THE NEW

- MORE TV BROADCASTING (COMMERCE) AND MORE ABOUT THE PRODUCT THAT THE NEW IDEAS
- REAL LIFE TO THE REALITY AND THE REALITY
- TAKE THE FROM THE NEW FOOD, PASS TO THE SCHOOL AND TO THE HOUSE (LIKE NEW FEELING FROM THE NEW AND TO THE NEW)

TAKE NEW GRAPHIC OF PACKAGING (LIKE A BAKING) THAT MAKE U WANT TO BUY

TALK IN THE SCHOOLS (FOR CHILDREN AND TEEN AGES) ABOUT THE INNOVATIVE FOOD, C/S TO TEACHING

APP WITH THE QR CODE (LINKS TO THE SHOP)

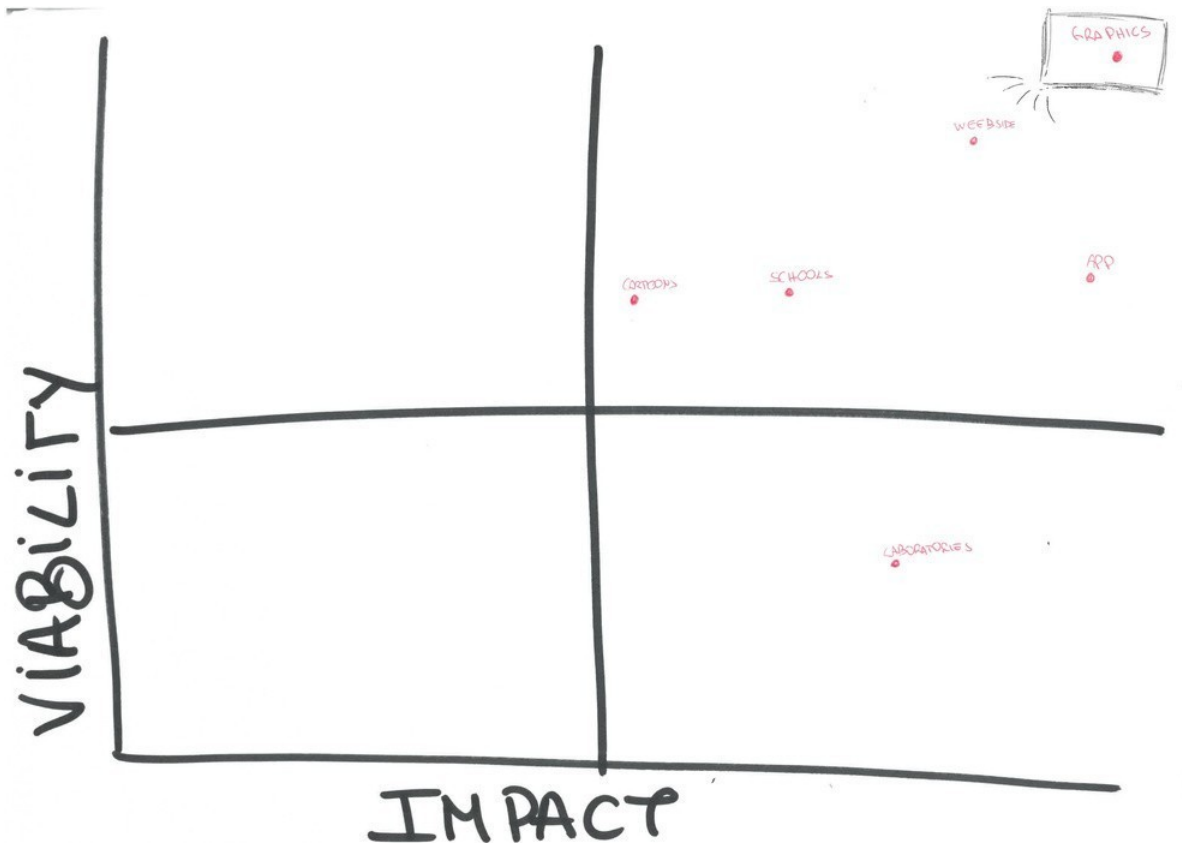
IF I WERE A BUSINESS APP I WOULD HAVE THE POWER TO CHANGE PEOPLE'S PROS. I WOULD HAVE EVERYONE INVOLVED ON THE IDEA OF THE APP. OUR COMMON GOALS IS TO CHANGE THE TAKE FROM THE OLD AND NEW.

IDEATE DIFFERENT IDEAS



TEAM 4:

MATRIX: VIABILITY- IMPACT



FINAL IDEA:

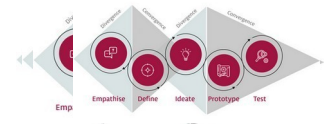
Companies need to know what users think when they find their products in supermarkets. They need to know if users are interested in knowing the origin of the main products contained in the final products, what they convey to them and what they would like to change.

It is after this need that this team develops questionnaires customized by the client companies that will be deposited in supermarkets through screens with QR codes.

By completing this questionnaire, users will receive remuneration in the form of discounts, new products, etc.

This solution also offers companies the opportunity to customize their products with a QR code that redirects them to the company's website showing the new products the company offers, what it is working on, etc.

PROTOTYPE THE RESULT



Prototyping is an essential step in the Design Thinking process and is often used in the final testing phase. Every product has a target audience and is designed to solve their problems in some way. To assess whether a product really solves its users' problems, designers create an almost-working model or mock-up of the product, called a prototype, and test it with prospective users and stakeholders.

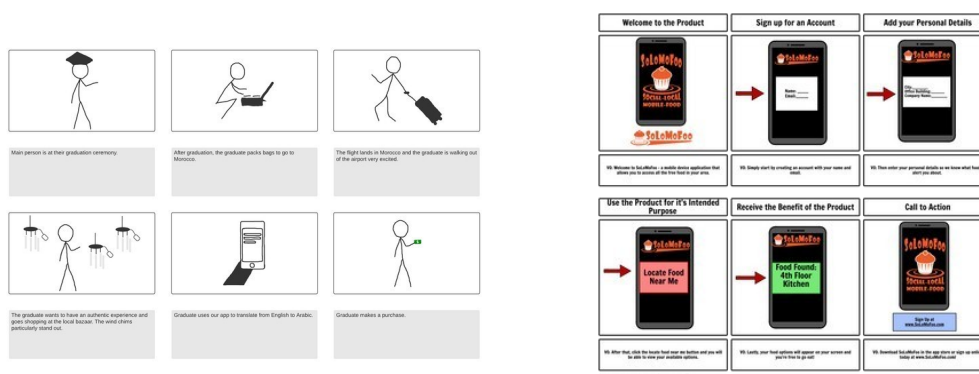
To face this penultimate phase, it was organized as follows with the following tools: First, once the final idea is focused, the objective is to know and focus on the end user worked in the definition phase. In this case, the students worked with the User Persona tool, where the teams must describe how they see the end user.

USER PERSONA:

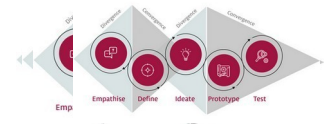
NAME:		REASONS TO USE THE PRODUCT:	REASONS TO BUY THE PRODUCT:
WORK:			
ACTIVITIES:			
PERSONALITY:	INTEREST:	SKILLS:	COMMUNICATION MEDIA TO INTERACT :

Once the user part is developed, understanding and knowing the main features, the teams make the story that the user lives with the new product or service. This can be simply the usability of the product or it can also be focused on the whole story that the user lives from the moment he/she has the need to acquire it, when he/she acquires it until the final result. This tool is called storytelling.

STORYTELING EXAMPLE:



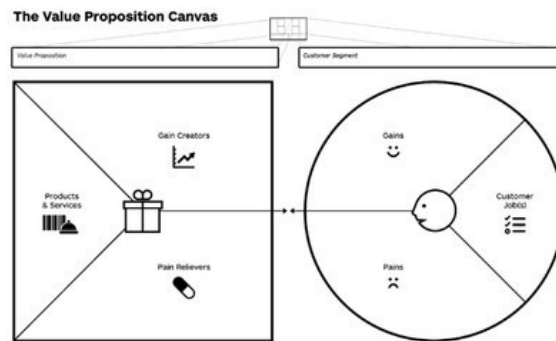
PROTOTYPE THE RESULT



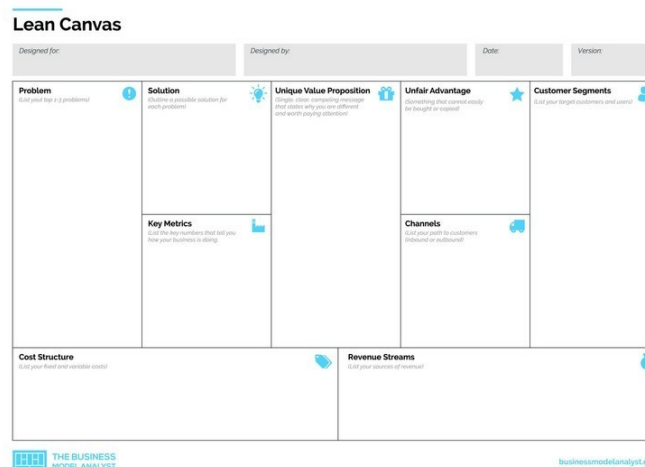
After knowing the target user and the interaction with the final product/service, it is necessary to create a consolidated business model.

To do this, the teams again use the value proposition tool, reflecting the feelings of the users, as well as the values of the product/service to be offered.

VALUE PROPOSITION:

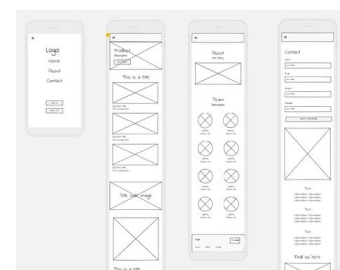


It is from this tool that the firm obtained. This one works with the main points within the study of a complete business model for a new company.



Problem, solution, value proposition, differential advantage, customer segment, key metrics (KPIs), channels, costs and revenues are the points that the teams worked on to reinforce in the business model the value of the new product/service proposal.

Finally, each team materialized its final product/service in different ways to explain the value to be contributed within the sector, both for the advances and improvements of the same and for the use and benefits of the target audience in particular.





PROTOTYPE THE RESULT

TEAM 1:

USER PERSONA

USER PERSONA:

NAME: URSULA

WORK: FASHION DESIGNER

ACTIVITIES: TENNIS, DESIGN, COOK, SCIENCE, FISHING

REASONS TO USE THE PRODUCT:

HELP THE ENVIRONMENT

STAND OUT and TO MAKE MONEY

REASONS TO BUY THE PRODUCT:

SHE ~~WANTS~~ WANTS TO USE IT TO DISSOLVE THE PLASTIC THAT SHE APPLIES TO HER DESIGNER CLOTHES, SO SHE CAN START OVER UNTIL SHE LIKES THE RESULT TO SELL

PERSONALITY:

BIG EGO
BIG BRAIN
PERFECTIONIST
INDIPENDENT

INTEREST:

ART, ~~DESIGN~~
SEA
MONEY
PASSION

SKILLS:

CREATIVE
SMART
FOCUS PERSON
MULTI LANGUAGES

COMMUNICATION MEDIA TO INTERACT :

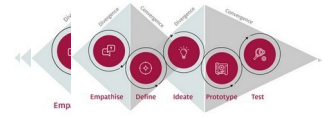
INSTAGRAM
SPOTIFY
RADIO
POSTERS
FACEBOOK



30 MINS

STORYTELLING

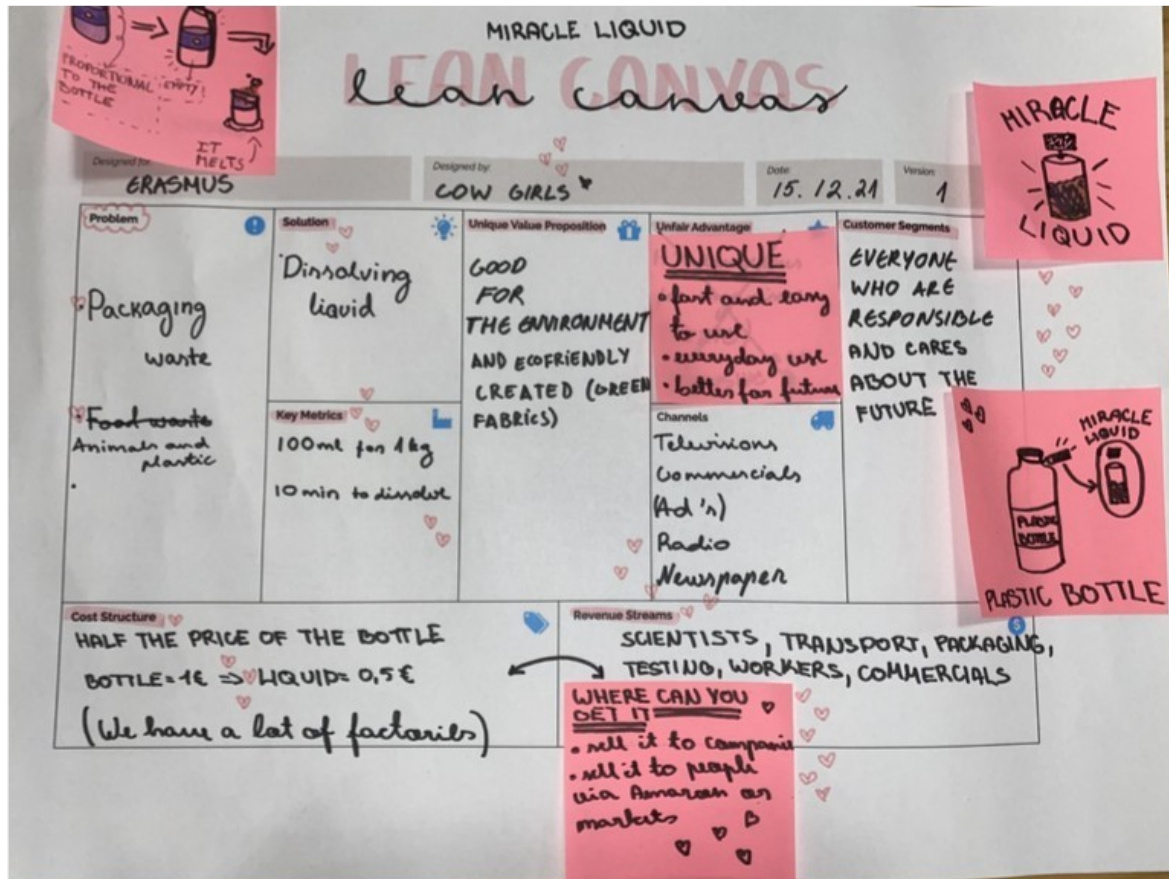




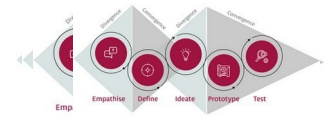
PROTOTYPE THE RESULT

TEAM 1:

LEAN CANVAS:



FINAL RESULT:



PROTOTYPE THE RESULT

TEAM 2:

USER PERSONA

USER PERSONA:

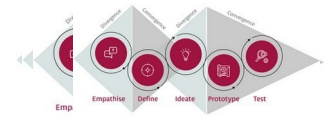
<p>NAME:</p> <p>WORK: Helps people buy from their own houses being aware of their impact without wasting time or money and promoting local businesses</p> <p>ACTIVITIES:</p> <ol style="list-style-type: none"> 1. Buying food around your area 2. Delivery service 3. Provides information: products → ways to use them → benefits 		<p>REASONS TO USE THE PRODUCT:</p> <ul style="list-style-type: none"> Support local businesses Be aware of problems <ul style="list-style-type: none"> → food waste → production place 	<p>REASONS TO BUY THE PRODUCT:</p> <ul style="list-style-type: none"> Impact on the environment Offers quality products
<p>PERSONALITY:</p> <ul style="list-style-type: none"> • People who want to eat quality food without wasting time • Conscious of environment issues and want to avoid them 	<p>INTEREST:</p> <ul style="list-style-type: none"> • Easy shopping • Discounts <ul style="list-style-type: none"> → near to sell-by date 	<p>SKILLS:</p> <ul style="list-style-type: none"> Download the app 	<p>COMMUNICATION MEDIA TO INTERACT :</p> <ul style="list-style-type: none"> • Advertisements on social media • Influencers collaboration



30 MINS

STORYTELLING

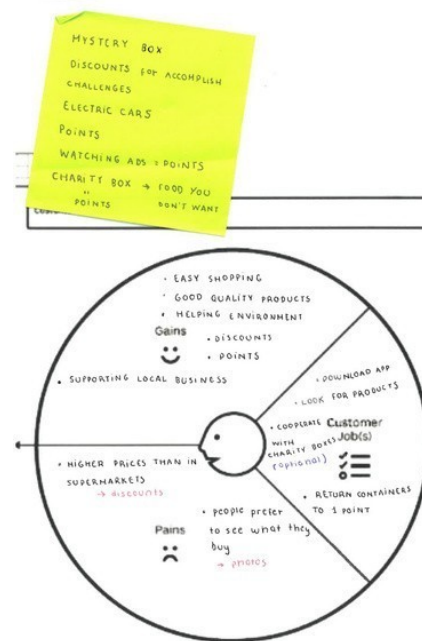




PROTOTYPE THE RESULT

TEAM 2:

VALUE PROPOSITION TOOL:



LEAN CANVAS:










Lean Canvas

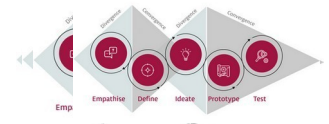
Designed for:

Designed by:

Date:

Version:

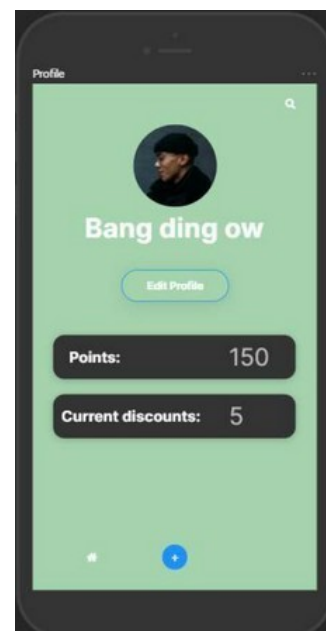
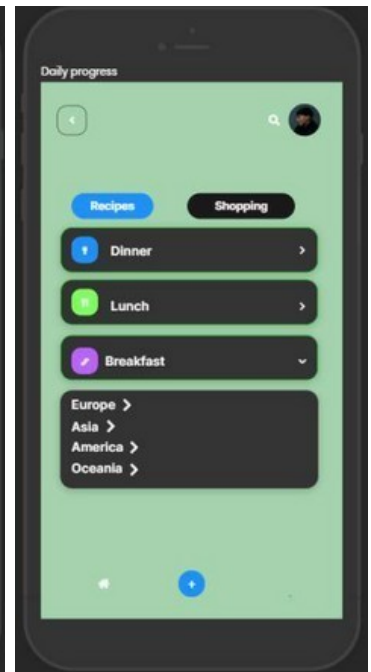
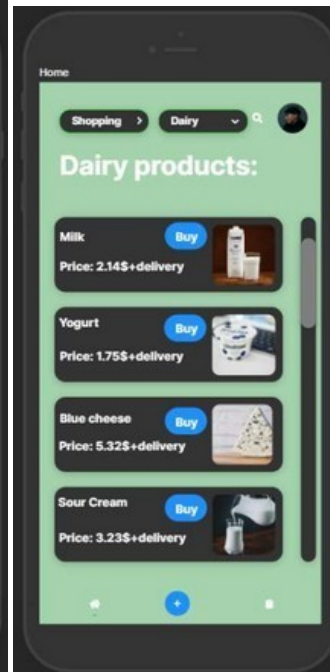
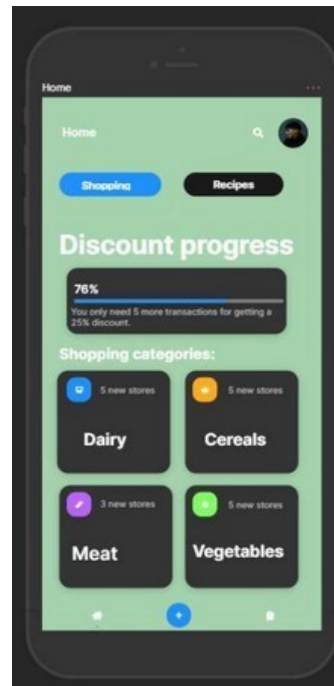
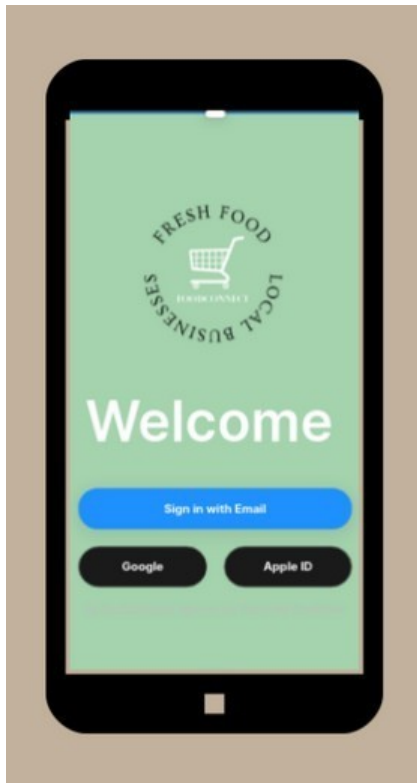
Problem  <ul style="list-style-type: none">- Local business running out of money- Common shopping takes so long- Lack of information on the products.	Solution  <p>An app to connect local business with new technologies in a sustainable way</p> Key Metrics  <ul style="list-style-type: none">- In first year, 10 local shops were registered, and over 300 customers use our service every day.	Unique Value Proposition  <ul style="list-style-type: none">- Support local business.- Discounts.- Helping the environment- Good quality products- Easy shopping- AVOIDING FOOD WASTE- COOPERATE WITH CHARITIES- LEARN ABOUT WHAT YOU EAT	Unfair Advantage  <ul style="list-style-type: none">- Green solutions are becoming a trend right now- SOME SHOPS ARE MORE POPULAR THAN OTHERS Channels  <ul style="list-style-type: none">- Delivery, at the beginning through bicycles and then cars.	Customer Segments  <p>LOCAL BUSINESSES</p>
Cost Structure  <ul style="list-style-type: none">- Promoting through advertisements.- Delivery. see below	Revenue Streams  <ul style="list-style-type: none">- Local business pay for us for the advertisement.- BRANDS PAY TO see below GAIN VISIBILITY			



PROTOTYPE THE RESULT

TEAM 2:

FINAL RESULT



PROTOTYPE THE RESULT



TEAM 3:

USER PERSON

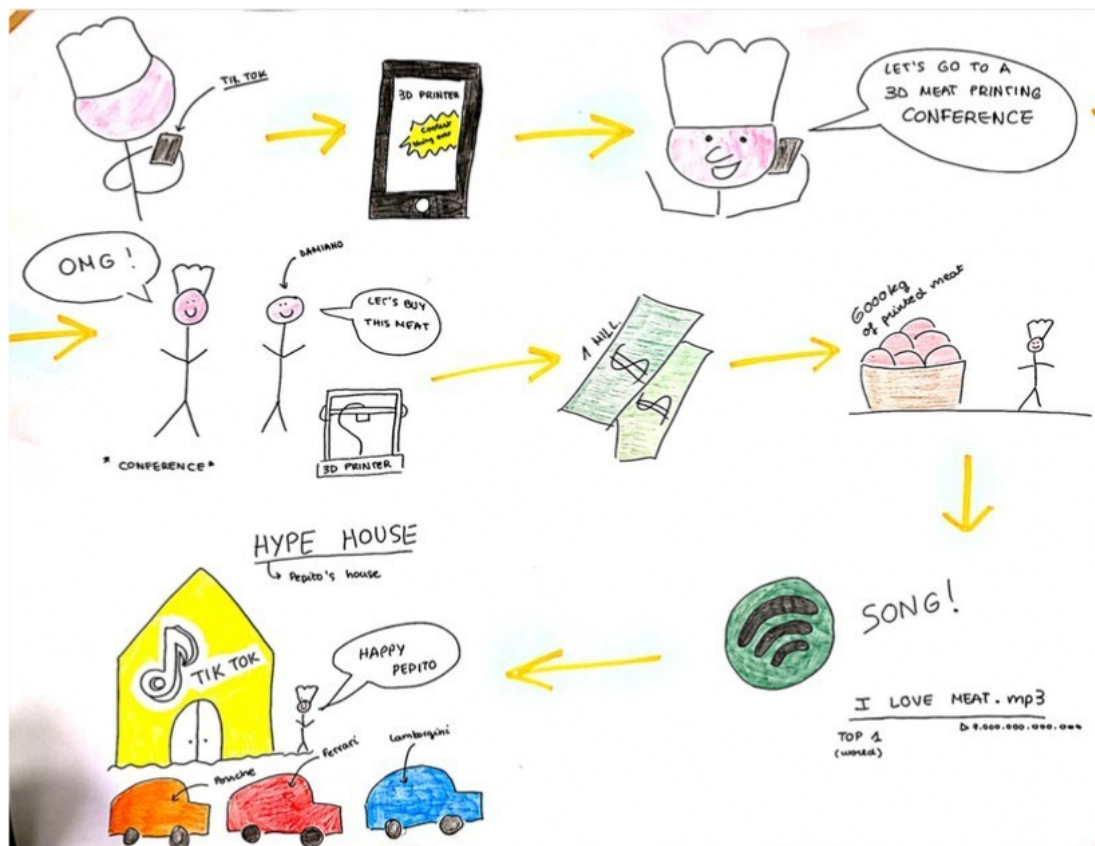
USER PERSONA:

NAME: Pepito		REASONS TO USE THE PRODUCT: He wants to be vegan but (without) eating meat.	REASONS TO BUY THE PRODUCT: Pepito is the best ❤️. He is professional, He is also making songs in the Spotify about 3D printing.
WORK: He's a ^{modern} chef			
ACTIVITIES: He loves print things in 3D, he has a printing machine in his house.			
PERSONALITY: He worries by the environment, he's very sweet, He is 56 years old	INTEREST: He has a family, and he wants have printing machines, he's interested to print a house for him.	SKILLS: He's a professional of barbecue, he loves tik tok and other social media.	COMMUNICATION MEDIA TO INTERACT: Tik Tok, Instagram, Facebook, VK, messenger, WhatsApp, ↑ russian facebook

**30 MINS**

30 MINS

STORYTELLING



TEAM 3:

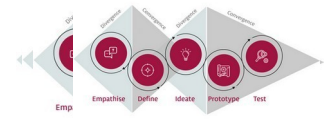
Lean Canvas

Version:

A5/A2/202A

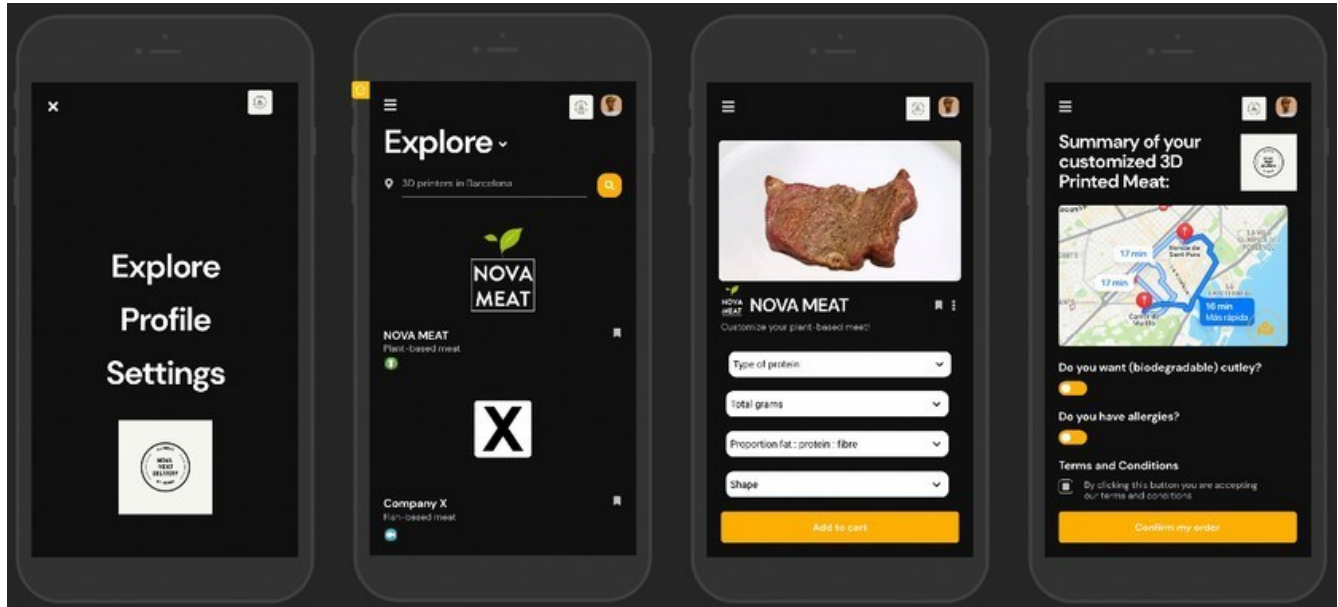
Problem <ul style="list-style-type: none"> 1. Price (expensive) 2. Origin of the meat 3. Healthy food without many hormones/chemicals 	Solution <p>3D printer (meat)</p>	Unique Value Proposition <ul style="list-style-type: none"> - You can create whatever you want from your home - Is a modern product - Cheaper food in a different way - Has the same protein as natural meat 	Unfair Advantage <ul style="list-style-type: none"> - Our meat hasn't got that much fat. - We have a fair claw (3D printing farm) 	Customer Segments <ul style="list-style-type: none"> - Eat meat in a sustainable way. - Eat something different - Having a good health - Experience new things - People that love technology and innovation
	Key Metrics <ul style="list-style-type: none"> - 100g x Printer - It produces 5 different chemicals - Amount of CO₂ reduced 		Channels <ul style="list-style-type: none"> - Social media - TV (news) ads - Newspaper, Pepito - Restaurants - Supermarkets - Another industries 	<p>Promotion</p> <p>Distribution</p>
Cost Structure <ul style="list-style-type: none"> - Workers - The machinery - The place where everything takes place. - Promoting 	Revenue Streams <ul style="list-style-type: none"> - When they sell the meat - When restaurants sell the meat 			

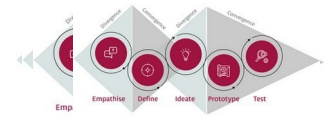
PROTOTYPE THE RESULT



TEAM 3:

FINAL RESULT:





PROTOTYPE THE RESULT

TEAM 4:

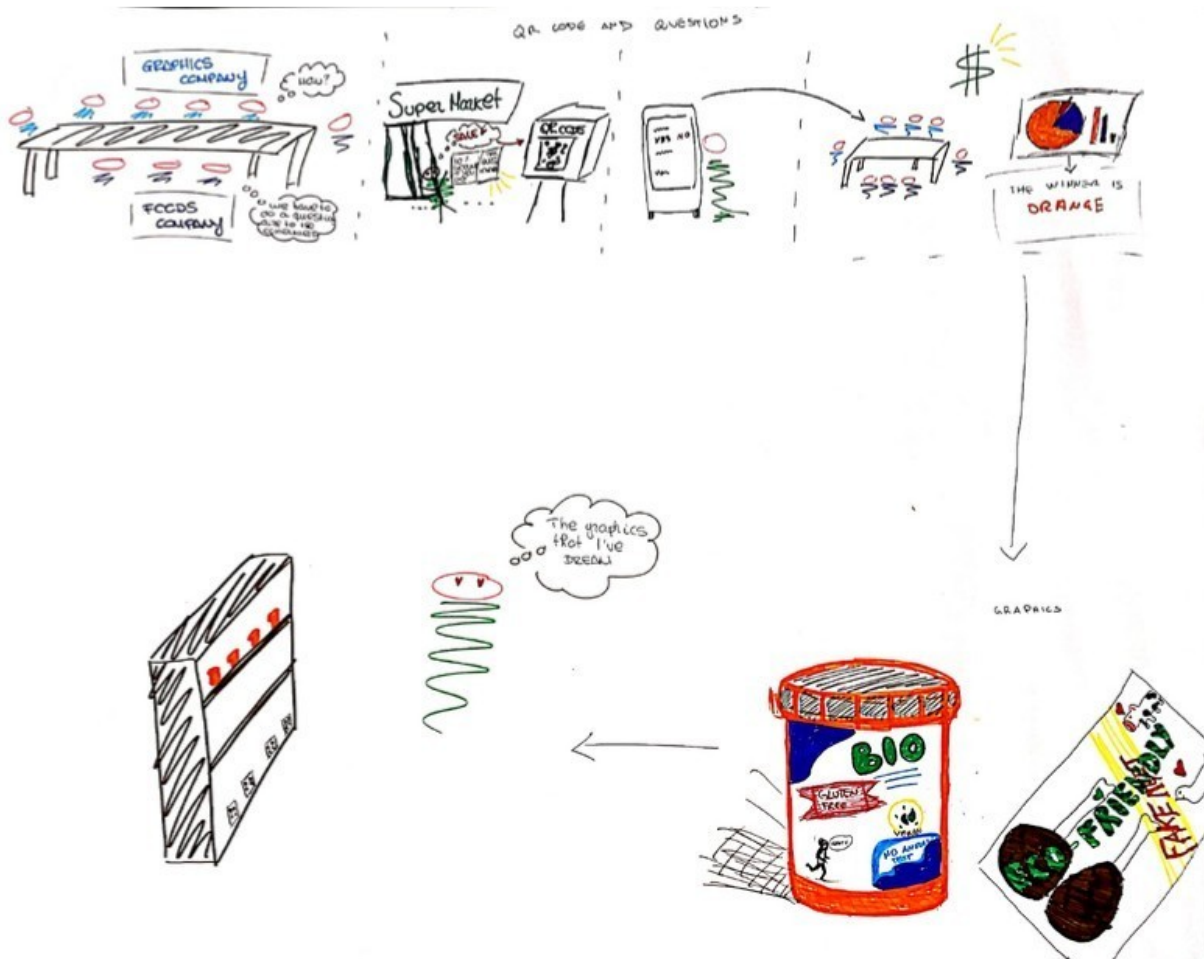
USER PERSON

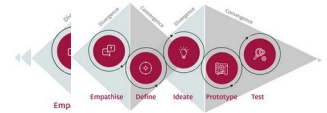
USER PERSONA: TEENAGER

NAME: GIUSEPPINA WORK: WORKS STUDY IN UNIVERSITY AND WORKS AS A WAITRES ACTIVITIES: - LATINO DANCER - INTEREST ABOUT TLO DA AND TRENDS - READS BOOKS - LIKES TO EAT HEAVY		REASONS TO USE THE PRODUCT: - REDUCE THE IMPACT TO THE PLANET (ECO FRIENDLY) - THERE ARE NO CONTRADICTIONS - LOW 'BAD' (SUGARS) FATS AND LOW SUGAR - RECEIVE FRESH	REASONS TO BUY THE PRODUCT:
PERSONALITY: - OUTGOING - KIND - FRIENDLY - AWARE WITH PLANET AND SOCIALS - PROFECTIONIST AND PRECISE	INTEREST: - HEALTHY FIT - BIO - VEGAN AND GLUTEN FREE - TASTY	SKILLS: - QUALITY AND PRICE - FREE APP -	COMMUNICATION MEDIA TO INTERACT: - ADVERTISING ADVERTISING

30 MINS

STORYTELLING

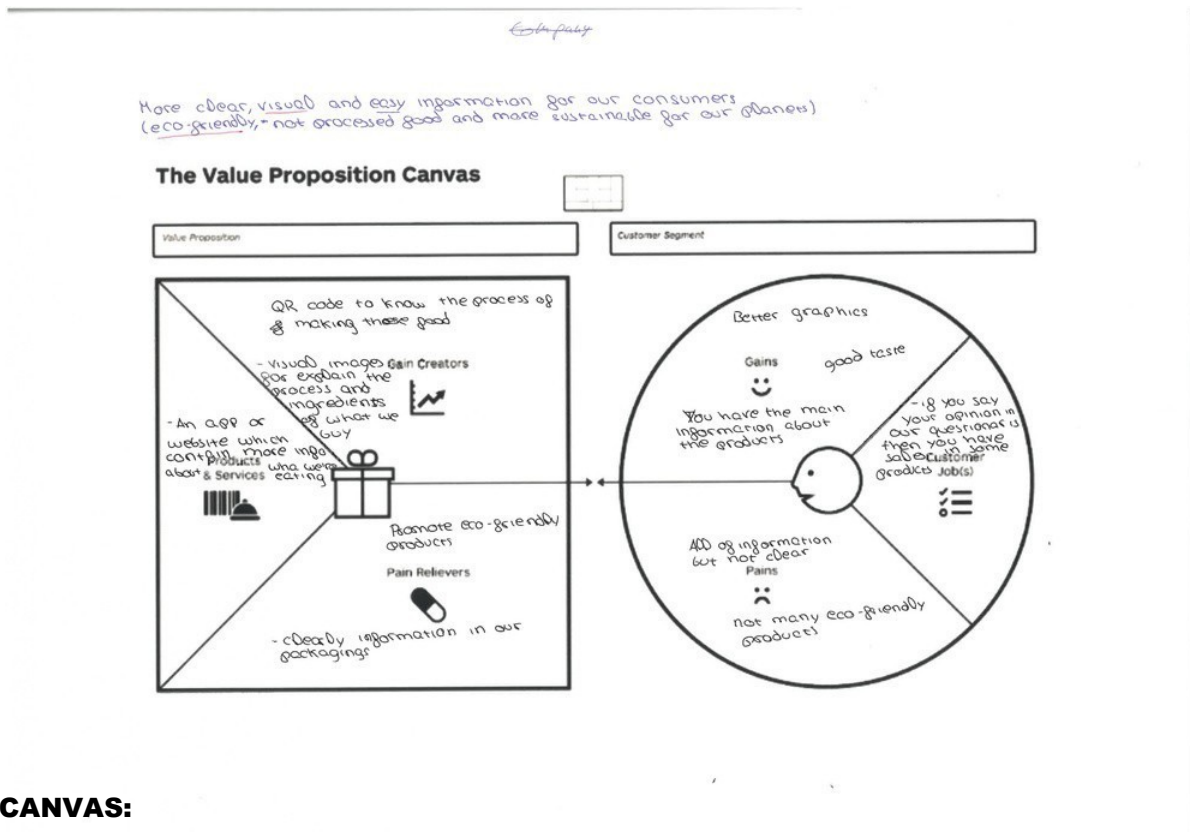




PROTOTYPE THE RESULT

TEAM 4:

VALUE PROPOSITION TOOL:



LEAN CANVAS:

Lean Canvas

Designed for:

Designed by:

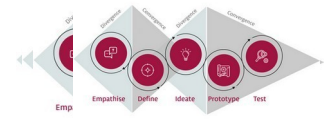
Version:

<p>Problem</p> <p>Not clear information about the process and ingredients of the packagings</p>	<p>Solution</p> <ul style="list-style-type: none"> - Change the graphics of the packagings - add a QR code that on the packagings which explain more information about the process or ingredients of the products <p>Key Metrics</p> <ul style="list-style-type: none"> - 67% use our QR code outside the supermarket (entire) - 85% of people who will buy our products - 85% people who will use the QR code on the packaging 	<p>Unique Value Proposition</p> <p>More clear, visual and easy information for our consumers, (eco-friendly, not processed food and more sustainable for our planet)</p>	<p>Channels</p> <ul style="list-style-type: none"> - easier way to eat healthy for young people - if people understand what they buy, if the consumer see a product he too has helped to create and which is also simple to understand in terms of inputs and outputs, they will be more likely to buy it - advertising in the TV and in the street, in social media - by an email for the supermarket associate 	<p>Customer Segments</p> <ul style="list-style-type: none"> - Teenagers, their family and young people who don't have time to make a deep research about the things that we consume and they want to eat healthy as eco goods and they need a fast way to research
<p>Cost Structure</p> <p>We have to buy the screen for the first QR code, a person who is able to give a percentage of the profit to the startup company (for the web site, for the graphics of the packaging and for our app)</p> <p>- a percentage to the supermarket</p>		<p>Revenue Streams</p> <p>some eco-friendly / bio companies or organizations that would like to promote our products</p> <ul style="list-style-type: none"> - Slow Food - WWF (FUTURE) - SUPERMARKET - WOODS <p style="text-align: right;">- LANZADEM</p>		

PROTOTYPE THE RESULT

TEAM 4:

FINAL RESULT:



- Change the graphics
- QR code in the packaging



RESULTS & LEARNING



From December 13 to 17, various activities, methodologies, processes, talks and inspirational excursions were carried out under the Erasmus + project, with the aim of promoting, raising awareness, learning and contributing to the food ecosystem.

Students from Spain, Italy and Estonia were able to work in teams, where cultural diversity and the different skills of the students were the main focus.

The Design Thinking methodology has marked the development and formative course of the teams during all the sessions. Four teams of 4 to 5 students worked on four challenges that are currently a major problem in the sector:

TEAM 1: PACKING & ZERO WASTE

How might we reduce and revalue food waste along the food chain?

TEAM 2: SMART CITIES

How might we efficiently bring food closer to the urban consumer?

TEAM 3: NEW PROTEIN

How might we continue to enjoy meat/ protein in a more sustainable way?

TEAM 4: HEALTH & WELLBEING

How might we improve the transparency of new products for end consumers?

After the teams learned and understood the challenges and various problems, they were able to propose feasible solutions to implement. These have been reinforced with a target user, business model and differential value proposition compared to the solutions already proposed in the market.

The world is constantly changing, the need to keep updated, knowing what are the main problems of the sector and various solutions that are being proposed to go to market in the short, medium and long term, are of great importance.

The food sector is one of the main sectors for the survival of human beings. Caring, knowing and knowing how to act in the face of the new situations that await us are key actions to take into account in order to continue advancing as a species.

In the face of so much change, many initiatives, changes and calls to action are emerging so that we can all become participants. Thanks to ERASMUS +, students from Spain, Estonia, Italy and in remote Finland and Germany, in collaboration with IES Burjassot and KM ZERO Food Innovation Hub, have been able to experience, train and become more aware of the need for change, sustainability, new practices and reality in which we live.

SCHEDULE

MONDAY

OBJECTIVE: TEAM BUILDING & EMPATHISING WITH PROBLEMS

MONDAY 13	
SCHEDULE	ACTIVITY
09:00 - 09:30	Presentations
09:30-10:45	Videos
10:45-11:00	Challenges
11:00 - 11:30	Break
11:30-12:00	Teams
12:00-12:30	Ice breaking activities
12:30 - 13:00	Ayuntamiento
13:00-14:00	Break
14:00 - 14:45	Break
15:00 - 17:00	Empathy with the challenge: Moodboard y storytelling. What AINIA is

SCHEDULE

TUESDAY

OBJECTIVE: EMPATHISING WITH PROBLEMS & INSPIRATION FROM STARTUPS

CONSTRUCTORA ASCENSIÓN

TUESDAY 14	
SCHEDULE	ACTIVITY
09:00 - 09:10	Wake up acitivity
09:10-10:00	Empathize with the problem: Problem tree
10:00- 10:45	Value proposition tool
10:45-11:00	Key words
11:00-11:30	Break
11:30-11:45	KM ZERO BUSINESS LINE
11:45-12:00	koroko
12:00-12:15	trillions
12:15-12:30	Aldous
12:30- 12:45	Karobia
12:45-13:30	Workshop startups
13:30-15:00	Lunch
15:00-15:30	Creativity
15:30-16:15	Brainstorming
16:15-17:00	Userpersona & storytelling

SCHEDULE

WEDNESDAY

OBJECTIVE: BUSINESS MODEL, PROTOTYPING & PREPARING PITCH

WEDNESDAY 15	
SCHEDULE	ACTIVITY
09:00-09:10	Wake up acitivity
09:10-09:30	Explanation value proposition and Business Canvas
09:30-10:30	Value proposition and CANVAS
10:30-11:00	How to prototype and pitching
11:00-11:30	Break
11:30-13:30	Prototype and create presentation + pitching
13:30-14:00	Break
14:00-15:00	Almácera
15:00-17:00	Ortxata huerta visit

SCHEDULE

THURSDAY & FRIDAY

OBJECTIVE: IMMERSION IN THE FOOD AND INNOVATION ECOSYSTEM, COMMUNICATION & FINAL PRESENTATION

THURSDAY 16	
SCHEDULE	ACTIVITY
09:00-11:00	IES COMARCAL
11:00-11:30	break
11:30-13:30	CEMAS
13:30-15:00	Break
15:00-16:00	Digital Summit
16:30-17:00	Future food conference

FRIDAY 17	
SCHEDULE	ACTIVITY
10:00-11:00	General pitch rehearsal
11:00-12:00	Demo day - pitching day
12:00-12:30	Thanks & conclusiones

TEAMS

TEAM 1

Name	Country
Elena Sospedra	ES
Gerlis Kalberg	EE
Karoliina Purik	EE
Francesco Becatteli	IT

TEAM 2

Name	Country
Izan March	ES
Julia Cuñat	ES
Gregor Paas	EE
Bigazzi Marta	IT

TEAM 3

Name	Country
Irene Pérez	ES
Adrià Hernández	ES
Anne-Liis Tuskii	EE
Johanna-Maria Maasi	EE
Marta Cetti	IT

TEAM 4

Name	Country
Laia Ivars	ES
Félix García	ES
Brigitta Voimre	EE
Alessia Reali	IT
Cinzia Zeni	IT

ERASMUS + 2019-2022
“YOUNG PEOPLE AND URBAN
CITIZENSHIP”

13-17 DECEMBER 2021- ES COMARCAL



IES COMARCAL

Co-funded by the
Erasmus+ Programme
of the European Union

