



General Ideation Campaign | GUIDELINES & CONDITIONS

The Suisse Agro Food Leadinghouse (SAFL) organizes the ideation campaigns for the Innovation Booster Swiss Food Ecosystems, powered by Innosuisse.

The Innovation Booster program aims to foster a culture of open innovation, co-creation and building multidisciplinary teams to develop ideas that lead to far reaching and transformative innovations.

Therefore, in a first step, the problems to be solved will be identified in an open and collaborative manner. This forms the basis to develop solutions in a second step. To submit ideas for solutions, at least one member of the idea submitting team must have participated in the problem exploration step.

Ideas can be submitted through the online innovation platform HYPE (https://bit.ly/IB_SFE_Hype)

When submitting your idea through the online innovation platform you can choose between:

- *Open Mode*, the submitted proposal on Hype is openly accessible to the HYPE community on the platform.
- *Confidential Mode*, only the picture, title and your name will be accessible, all other information will be non-visible and thus kept confidential.

To support the culture of open innovation we encourage you to submit in the *Open Mode*. Doing so allows to interact with the community and to find new partners.

In the *Open Mode* all information submitted is disclosed to the public and in the public domain. In respect to future filing of IP please select carefully what level of information you want to disclose.

The submitted ideas will be assessed and evaluated by the organizers (SAFL) and the jury. The organizers and members of the evaluation jury are bound to confidentiality. Unless agreed differently, they will not disclose any information.

PROCESS

1. To submit an idea at least one member of the idea submitting team must have previously participated in one of the two open exploration workshops on August 23rd or September 29th, 2022. (<https://www.swissfoodecosystems.ch/workshops>)
2. Submission of ideas is possible during the Ideation Campaign submission phase as stated on <http://www.swissfoodecosystems.ch/> and the online innovation platform HYPE (https://bit.ly/IB_SFE_Hype)
3. If all requirements (see below) are met, submitted ideas will be evaluated by members of the SAFL. Only ideas submitted in *Open Mode* can benefit from community discussions on HYPE.
4. Following a preassessment (meeting of general requirements) selected ideas get invited to one of the up-coming pitching sessions with a jury of experts.
5. Dates for pitching sessions are announced in the campaign, we ask submitting teams/idea owners to save the dates.
6. The pitching session is nonpublic and will be held individually between idea owners/teams and members of the SAFL and the jurors. All information provided is treated confidential by the SAFL and the jurors, and all rights remain with the disclosing party or the respective holder of the right.



Innovation Booster – Swiss Food Ecosystems

7. Winners will be selected and awarded with financial and experts' support.
8. Awards are bound to join the *continuation phase*. (See: Requirements, below)
9. During the *continuation phase* and limited to this phase and limited to the award related topic all information will be shared on a confidential basis. All rights remain with the disclosing party or the respective holder of the right.

REQUIREMENTS

Submitted ideas need to adhere to the following requirements:

- Ideas are based on the topics discussed in one of the two open exploration workshops (first step of the process, view link: https://bit.ly/IB_SFE_Process)
- To be in line with the IB Swiss Food Ecosystems scope.
- To be linked to the workshop's thematic on "Resource Efficiency".
- To have a diverse team in place to ensure follow-up of the idea. (At least 1 research partner + 1 implementation partner. Exceptionally and depending on the idea state the implementation partner could also be a research institution. In general, the implementation partner must be able to commercialize the idea).
- In case an award is granted, commitment to cash co-funding of CHF 4'000 per team, is required. Members of Cluster Food & Nutrition or Swiss Food Research will receive a voucher of up to CHF 2'000 to cover part of the co-funding.
- Continuation phase: In case an award is granted, commitment to undergo an "individual Review Session" with experts, "Follow-Up" and "Final Report Sessions" is required.
- Willingness to provide feedback at the end of the process.

FEE

The participation to an Ideation Campaign of the Innovation Booster Swiss Food Ecosystems on HYPE is free of charge.

AWARDS

An award of CHF 20'000 will be granted to the winning teams, this must be topped-up with the cash co-funding of the participating team (CHF 4'000 in maximum). Members of Cluster Food & Nutrition or Swiss Food Research will receive a voucher (financial support) of up to CHF 2'000 to cover part of the required co-funding.

The award and the co-funding are to be used for the further development of the idea leading to an innovation project.

Selection criteria are:

- Degree of innovation from incremental to disruptive
- Potential for continuation as a collaborative development project
- Competences and commitment of the team
- Potential to generate an impact onto the current Food system and trigger change towards a more healthy and sustainable system

Teams have the right of refusal within 1 week after being notified on the decision. The awards are then valid to be retrieved within 1 month from the decision's day on.

Awards are legally bound to activities that support the further development of the idea leading to an innovation project or towards project implementation. Award money must be



Innovation Booster – Swiss Food Ecosystems

used within 12 months from approval. Award money that is not being used must be returned. (Details will be described in the grant contract.)

PRIVACY POLICY

The personal details provided at registration will be used strictly only for campaigns' administration purposes.

1.1 The organizers will use the information on your application form to administer and promote the Innovation Booster and further events of a similar nature.

1.2 All participants agree that the organizers may promote this event by photographs taken at the event. If you are not willing to be photographed, tell the organizer.

1.3 The organizer also has the right to use for advertisement in the publicity statements or events, including all types of media, both print and online:

- photos, videos taken during the workshop but not disclosing innovative content
- short descriptions & presentations (provided by the teams in digital form, including documents, videos, photographs).
- all participating teams' names and likenesses

This type of information can be used for publication unless the team demands non-disclosure to an audience outside the workshop.

SAFEGUARDING CLAUSE

Should one of the provisions of this Agreement be or become ineffective or should a gap occur, this shall in no way affect the effectiveness of the remaining provisions. The ineffective provision shall be replaced by a provision that is nearest to the economic purpose of the ineffective provision.

In case of any dispute, the governing laws of Switzerland apply.
The Court of jurisdiction is Fribourg.

This agreement comes into force by the date of signature. It applies to the content of the ideation campaign and for further individual meetings in relation to the idea generation process. The agreement terminates by Dec. 31st 2024.

On behalf of the organizing partners: Suisse Agro Food Leading House, Cluster Food & Nutrition, Swiss Food Research (covering all individuals working in one of these organizations)

Fribourg, 20.07.2022

Nadine Oggier-Lacroix
Co-Manager

Peter Braun
Co-Manager