

BRINGING TOGETHER NEXT GENERATIONS' SWISS FOOD ECOSYSTEMS

**PROCESS
CAMPAIGNS
2022**

Innovation Booster
Swiss Food Ecosystems

next generation

www.swissfoodecosystems.ch





IDEATION CAMPAIGN 2022

„From Problem to Impact“



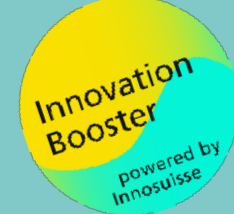
1. **Workshop** «Open Exploration» with Problem-Based-Approach (open to everyone, mandatory for idea submission and funding) will result in **Opportunity Statements** and **Stakeholder Mapping**.
2. **Idea Submission** for teams of research and implementation partners, open 3-6 weeks after workshop, at least one team member must have participated to the workshop
3. **Pitching Sessions** with expert jury
4. **Funding** decision taken the same day of pitching sessions
5. **Continuation:** all awarded teams will have intensive review sessions and **all** submitting teams get the possibility of propositions for further development & funding schemes



We aim at funding 12 ideas (20K) + 1 idea with co-funding (20k)



PROBLEM TREE APPROACH



An **AGILE METHODOLOGY** to approach **OPEN EXPLORATION** with a **MULTI-STAKEHOLDER** perspective.

Understanding the problem is key for

RADICAL SOLUTIONS!

Problems



Opportunities



Ideas

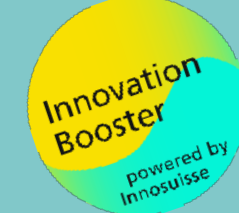


Market/Impact





DATES CAMPAIGNS 2022



Resource Efficiency

Problem Tree Workshops

WS 1 23 August 2022

WS 2 29 September 2022

WS 3 8 November 2022

Idea Submission

(after Workshop participation)

24. Aug. – 18. Sep. 2022

30. Sep. – 06. Nov. 2022

09. Nov. – 04. Dec. 2022

Pitching & Funding

04. October 2022
(Online 08:00–18:00)

18. November 2022
(Online 08:00–18:00)

16. December 2022
(Online 08:00–18:00)



Problem Understanding



Ideation Phase



Project Funding
CHF 20'000+



TEAM & EXPERTS in WORKSHOPS



- Dr. Nadine Lacroix Oggier
- Dr. Peter Braun
- Dr. Lucas Grob
- Joël Reinhard
- Marina Helm Romaneschi
- External (according to number of participants)



Dr. Nadine Lacroix Oggier
Co-Manager



Dr. Peter Braun
Co-Manager



Joël Reinhard
Project Manager



Marina Helm
Marketing



Dr. Lucas Grob
Innovation Manager



JURY POOL 2022



- Laura Nyström, ETHZ
- Christoph Denkel, BFH-HAFL
- Fabian Wahl, Agroscope
- Serge Rezzi, SN&H Foundation
- Klazine Van der Horst, BFH
- Sandra Galle, HES-SO Valais/Wallis





REGISTRATION



Let's start re-shaping
the food ecosystem!

Register