

FRAMING

Triple I

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Co-autor: Yanus HUB



**Virtual
Hackathon**



**Cofinanciado por
la Unión Europea**



What is it?

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
2				
3				
4				
5				
6				
7				
8				

↑

Implications
of answering

↑

Stakeholders
involved

↑

From Empathy Map,
Pentagonal Problem

↑

How came ...
we ... ?



Virtual Hackathon





When to use?

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
2				
3				
4				
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6				
7				
8				

↑

Implications
of answering

↑

Stakeholders
involved

↑

From Empathy Map,
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↑

How came ...
we ... ?



Virtual Hackathon





Why is it useful?

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
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7				
8				

↑

Implications
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From Empathy Map,
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How came ...
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Virtual Hackathon





How long?

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
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↑
Implications
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Virtual Hackathon



THE PROCESS



Virtual
Hackathon



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STEP 1

Diverging



The background features a network of interconnected circles, each containing a different icon. These icons include a lightbulb, three business professionals, a question mark, a factory, a Euro symbol, a clock, a university building, three construction workers, a family, a gear, a dollar sign, and a laptop.

STEP 2

Influence



STEP 3
Innovation



STEP 4

Decision

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
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From Empathy Map,
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How came ...
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Virtual Hackathon



Redefine challenge

Virtual Hackathon

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<p>The knowledge would be shared with society</p> <p>Increased generation of sustainable and healthy products</p>	<p>University management</p> <p>Students</p> <p>Professors</p>	<p>Education</p>	<p>How could we make a change in mentality?</p>
2	<p>More inclusive food</p> <p>More consumers on campus</p>	<p>University management</p> <p>Students</p>	<p>Participative events</p> <p>Education</p> <p>ask student teachers/ researchers</p>	<p>How can we get students more involved in menu planning?</p>
3	<p>Less environmental impact</p> <p>Increased supply of fast product in a healthy way</p>	<p>Suppliers</p> <p>University</p> <p>New suppliers</p>	<p>Vegan options, between hours</p> <p>Food regulations</p>	<p>How could we offer healthy snacks?</p>
4	<p>Reduced food waste</p> <p>Use of leftover food</p>	<p>Students</p> <p>University restaurants</p> <p>Suppliers</p>	<p>Knowing the sturdability of the products</p> <p>Use of waste generated</p> <p>know the food donation points</p>	<p>How can we reduce food waste?</p>
5	<p>Less impact on the planet</p> <p>campuses with more recycling points</p>	<p>Students</p> <p>University management</p>	<p>Less use of plastic packages</p> <p>more recycling points</p>	<p>How could we reduce the amount of packaging waste?</p>
6	<p>more green spaces on campus with organic gardens</p> <p>Increased intake of nutrients from the food ecosystem</p>	<p>University management</p> <p>Students</p> <p>Professors</p> <p>Suppliers</p>	<p>Food regulations</p> <p>university vegetables gardens</p>	<p>How could we do to increase the amount of fresh produce on campus?</p>
7	<p>Greater awareness of the educational community to improve the program</p> <p>Increased awareness on sustainable and healthy eating</p>	<p>Professors</p> <p>Humanities</p>	<p>Involve students and teachers in the process</p>	<p>How could we increase training and awareness of the consequences of poor nutrition?</p>
8	<p>Increase the options in the menu</p> <p>Including vegetables and vegans in the system</p>	<p>University management</p> <p>Students</p> <p>University restaurants</p>	<p>Increase meat-free options</p> <p>Increase the amount of sustainable and attractive options</p>	<p>How can we offer more plant-based options?</p>



Implications of answering



Stakeholders involved



From Empathy Map, Pentagonal Problem



How came ... we ... ?



Redefine challenge

Virtual Hackathon

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<ul style="list-style-type: none"> This knowledge would be shared with society Increased consumption of sustainable and healthy products. 	<ul style="list-style-type: none"> University management Students Professors 	<ul style="list-style-type: none"> Education 	<ul style="list-style-type: none"> How could we make a change in mentality?
2	<ul style="list-style-type: none"> More inclusive food More consumers on campus 	<ul style="list-style-type: none"> University management Students 	<ul style="list-style-type: none"> Periscope events Education ask students, teachers, researchers 	<ul style="list-style-type: none"> How can we get students more involved in menu planning?
3	<ul style="list-style-type: none"> Less environmental impact Increased supply of fast product in a healthy way 	<ul style="list-style-type: none"> Suppliers University New Suppliers 	<ul style="list-style-type: none"> Vegan options, between hours Food regulations 	<ul style="list-style-type: none"> How could we offer healthy snacks?
4	<ul style="list-style-type: none"> Reduced food waste Use of leftover food 	<ul style="list-style-type: none"> Students University restaurants Suppliers 	<ul style="list-style-type: none"> Knowing the traceability of the products Use of waste generated Allow the food donation points 	<ul style="list-style-type: none"> How can we reduce food waste?
5	<ul style="list-style-type: none"> Less impact on the planet campuses with more recycling points 	<ul style="list-style-type: none"> Students University management 	<ul style="list-style-type: none"> Less use of plastic packages more recycling points 	<ul style="list-style-type: none"> How could we reduce the amount of packaging waste?
6	<ul style="list-style-type: none"> More green spaces on campus with organic gardens Increased intake of nutrients from the food ecosystem 	<ul style="list-style-type: none"> University management Students Professors Suppliers 	<ul style="list-style-type: none"> Food regulations university vegetables gardens 	<ul style="list-style-type: none"> How could we do to increase the amount of fresh produce on campus?
7	<ul style="list-style-type: none"> Greater awareness of the individual university is trying to improve the problem. Increased awareness on sustainable and healthy eating 	<ul style="list-style-type: none"> Professors nutritionists 	<ul style="list-style-type: none"> involve students and teachers in the process 	<ul style="list-style-type: none"> How could we increase training and awareness of the consequences of poor nutrition?
8	<ul style="list-style-type: none"> Increase the options in the menu Including vegetarians and vegans in the system 	<ul style="list-style-type: none"> University management Students University restaurants 	<ul style="list-style-type: none"> Increased meat-free options Increase the amount of sustainable and attractive options 	<ul style="list-style-type: none"> How can we offer more plant-based options?



Implications of answering



Stakeholders involved



From Empathy Map, Pentagonal Problem



How came ... we ... ?



Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<ul style="list-style-type: none"> The knowledge would be shared with vicinity Increased consumption of sustainable and healthy products 	<ul style="list-style-type: none"> University management Students Professors 	<ul style="list-style-type: none"> Education 	<ul style="list-style-type: none"> How could we make a change in mentality?
2	<ul style="list-style-type: none"> More inclusive food More consumers on campus 	<ul style="list-style-type: none"> University management Students 	<ul style="list-style-type: none"> Participative events Education ask students/ teachers/ researchers 	<ul style="list-style-type: none"> How can we get students more involved in menu planning?
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6	<ul style="list-style-type: none"> More green spaces on campus with organic gardens Increased intake of nutrients from the food ecosystem 	<ul style="list-style-type: none"> University management Students Professors Suppliers 	<ul style="list-style-type: none"> Food regulations university vegetables gardens 	<ul style="list-style-type: none"> How could we do to increase the amount of fresh produce on campus?
7	<ul style="list-style-type: none"> Higher priority of the educational community in regard to the problem Increased awareness on sustainable and healthy eating 	<ul style="list-style-type: none"> Professors Nutritionists 	<ul style="list-style-type: none"> Involve students and teachers in the process 	<ul style="list-style-type: none"> How could we increase training and awareness of the consequences of poor nutrition?
8	<ul style="list-style-type: none"> Increase the options in the menu Including vegetarians and vegans in the system 	<ul style="list-style-type: none"> University management Students University restaurants 	<ul style="list-style-type: none"> Increased meat-free options Increase the amount of sustainable and attractive options 	<ul style="list-style-type: none"> How can we offer more plant-based options?

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Virtual Hackathon



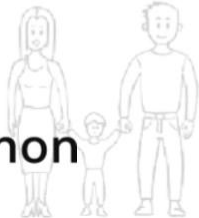
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