

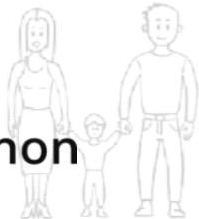
SOLUTION

Value proposition

Prof. Guillermo Palau Salvador (INGENIO-CSIC)
Co-autor: Yanus HUB



**Virtual
Hackathon**



**Cofinanciado por
la Unión Europea**



What is it?

Value Proposition

NEEDS 

DEFINITION 

VALUE PROPOSITION 

TRANSFORMATION 

Virtual Hackathon





When to use?

Value Proposition

NEEDS 

DEFINITION 

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Virtual Hackathon



The background features a network of interconnected circular nodes. Each node contains a different icon: a lightbulb, three business professionals, an envelope, a dollar sign, a question mark, three construction workers, a factory, a university building, a gear, a Euro sign, three medical professionals, a family, a clock, and a laptop.

Why is it useful?

Value Proposition

NEEDS 

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How long?

Value Proposition

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THE PROCESS



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Define the proposal

- 1.
- 2.
- 3.
- 4.
- 5.



EXAMPLE

- 1. Collective vegetable garden**
- 2. Supplying the university**
- 3. Organic vegetables**
- 4. Local vegetables**
- 5. Managed by students**

STEP 1

Need



Value Proposition

NEEDS 

Improving the nutrition of the university community

Raise students' awareness of the importance of sustainable and healthy food.

Reducing the environmental impact of consumed products and food wastage

Using the university community as a megaphone to the outside world

DEFINITION 

VALUE PROPOSITION 

TRANSFORMATION 





STEP 2

Place de ideas

Value Proposition

NEEDS 

Improving the nutrition of the university community

Reducing the environmental impact of consumed products and food wastage

Raise students' awareness of the importance of sustainable and healthy food.
Using the university community as a megaphone to the outside world

DEFINITION 

Creation and management of collective vegetable gardens on the university campus managed by students with the support of the teaching staff for self-consumption. Donation of surpluses to social causes.

VALUE PROPOSITION 

TRANSFORMATION 





STEP 3

Decision

Value Proposition

NEEDS 

Improving the nutrition of the university community

Reducing the environmental impact of consumed products and food wastage

Raise students' awareness of the importance of sustainable and healthy food.

Using the university community as a megaphone to the outside world

DEFINITION 

Creation and management of collective vegetable gardens on the university campus managed by students with the support of the teaching staff for self-consumption. Donation of surpluses to social causes.

VALUE PROPOSITION 

Involve the education community in the whole value chain.

A fresh, quality product, which will also serve as a real learning experience for students and have a social impact.

TRANSFORMATION 





STEP 4

Transformation

Value Proposition

NEEDS

Improving the nutrition of the university community

Reducing the environmental impact of consumed products and food waste

Raise students' awareness of the importance of sustainable and healthy food.

Using the university community as a megaphone to the outside world

DEFINITION

Creation and management of collective vegetable gardens on the university campus managed by students with the support of the teaching staff for self-consumption. Donation of surpluses to social causes.

VALUE PROPOSITION

Involve the education community in the whole value chain.

A fresh, quality product, which will also serve as a real learning experience for students and have a social impact.

TRANSFORMATION

SDG 3: Good Health and Well-Being - By providing healthy and balanced nutrition, we contribute to improving the health and well-being of students and preventing diseases related to poor nutrition.

SDG 12: Responsible Consumption and Production - Promoting sustainable agriculture and local food production reduces the carbon footprint and promotes responsible and sustainable consumption.

SDG 17: Partnerships to achieve the goals - By involving students in the management of the collective garden, citizen participation is encouraged and partnerships are established to achieve the sustainable goals.



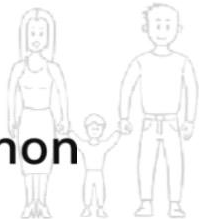
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