

FRAMING

Innovation focus

Prof. Guillermo Palau Salvador (INGENIO-CSIC)
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				

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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				
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Implications
of answering

↑

Stakeholders
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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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Implications
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Stakeholders
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From Empathy Map,
Pentagonal Problem

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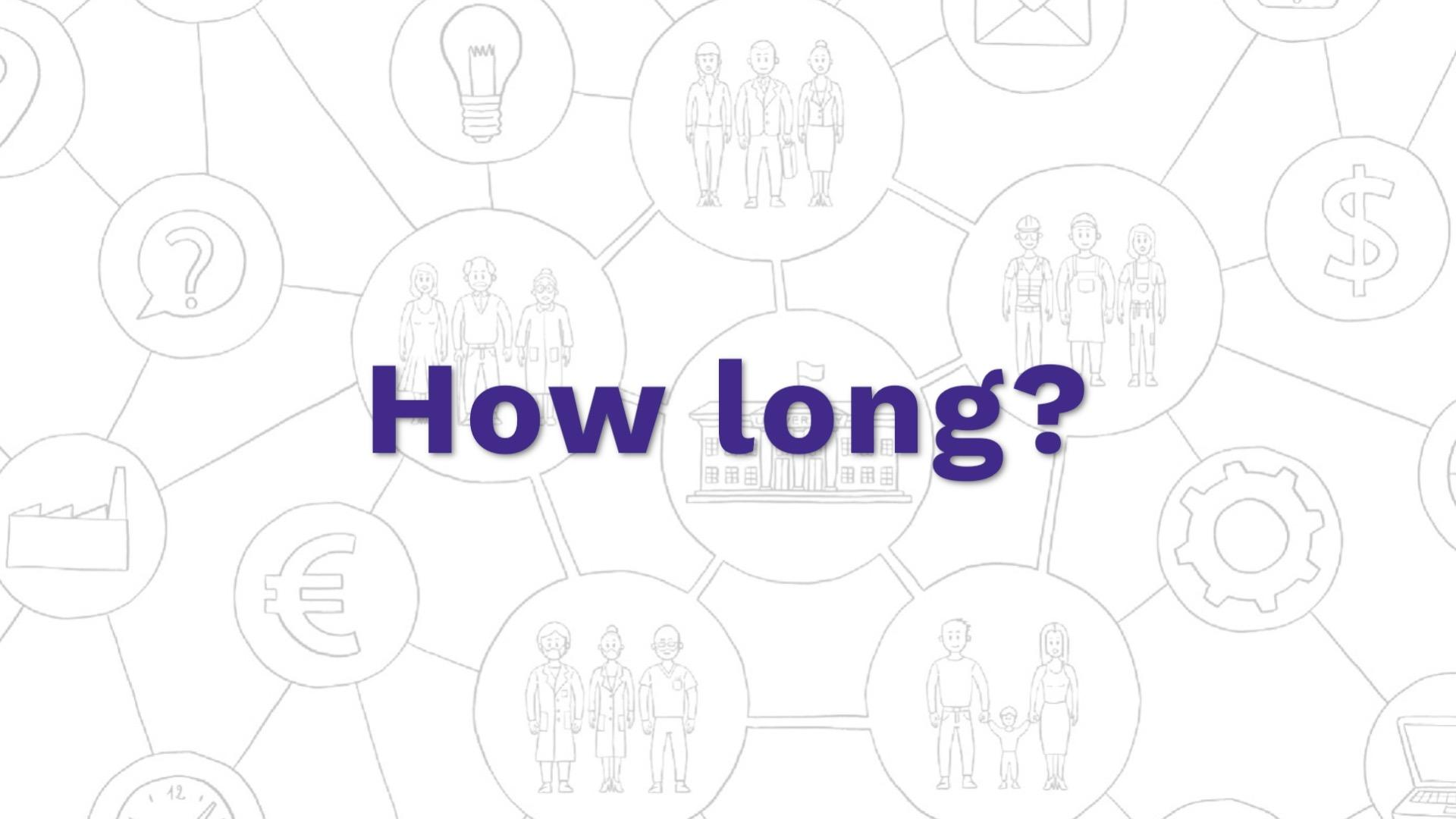
How came ...
we ... ?



Virtual Hackathon



How long?



Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
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How came ...
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Virtual Hackathon



THE PROCESS



Virtual
Hackathon



Cofinanciado por
la Unión Europea



STEP 1

The transformation



STEP 2

The stakeholders



STEP 3

The needs



STEP 4

The redefinition of the challenge

Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1				
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Stakeholders
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From Empathy Map,
Pentagonal Problem

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How came ...
we ... ?




Virtual Hackathon




Redefine challenge

Virtual Hackathon


	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<div data-bbox="484 164 537 227">The knowledge won't be shared with society</div> <div data-bbox="571 164 624 227">Increased consumption of sustainable and healthy products</div>	<div data-bbox="683 179 736 219">University management</div> <div data-bbox="751 194 803 219">Students</div> <div data-bbox="819 194 871 219">Professors</div>	<div data-bbox="938 179 991 227">Education</div>	<div data-bbox="1122 179 1213 227">How could we make a change in mentality?</div>
2	<div data-bbox="484 255 537 303">More inclusive food</div> <div data-bbox="571 255 624 303">More consumers on campus</div>	<div data-bbox="683 255 736 303">University management</div> <div data-bbox="751 255 803 303">Students</div>	<div data-bbox="877 255 929 303">Participative events</div> <div data-bbox="938 255 991 303">Education</div> <div data-bbox="1002 255 1054 303">ask students/ teachers/ researchers</div>	<div data-bbox="1122 255 1213 303">How can we get students more involved in menu planning?</div>
3				
4				
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6				
7				
8				




Implications of answering



Stakeholders involved



From Empathy Map, Pentagonal Problem




How came ... we ... ?




Redefine challenge

Virtual Hackathon


	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">The knowledge would be shared with society</div> <div style="border: 1px solid black; padding: 2px;">Increased consumption of sustainable and healthy products</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">University management</div> <div style="border: 1px solid black; padding: 2px;">Students</div> <div style="border: 1px solid black; padding: 2px;">Professors</div> </div>	<div style="border: 1px solid black; padding: 2px; text-align: center;">Education</div>	<div style="border: 1px solid black; padding: 2px;">How could we make a change in mentality?</div>
2	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">More inclusive food</div> <div style="border: 1px solid black; padding: 2px;">More consumers on campus</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">University management</div> <div style="border: 1px solid black; padding: 2px;">Students</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Participative events</div> <div style="border: 1px solid black; padding: 2px;">Education</div> <div style="border: 1px solid black; padding: 2px;">ask students/ teachers/ researchers</div> </div>	<div style="border: 1px solid black; padding: 2px;">How can we get students more involved in menu planning?</div>
3	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Less environmental impact</div> <div style="border: 1px solid black; padding: 2px;">Increased supply of fast products in a healthy way</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Suppliers</div> <div style="border: 1px solid black; padding: 2px;">University</div> <div style="border: 1px solid black; padding: 2px;">New suppliers</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Vegan options between hours</div> <div style="border: 1px solid black; padding: 2px;">Food regulations</div> </div>	<div style="border: 1px solid black; padding: 2px;">How could we offer healthy snacks?</div>
4	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Reduced food waste</div> <div style="border: 1px solid black; padding: 2px;">Use of leftover food</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">Students</div> <div style="border: 1px solid black; padding: 2px;">University restaurants</div> <div style="border: 1px solid black; padding: 2px;">Suppliers</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">knowing the traceability of the products</div> <div style="border: 1px solid black; padding: 2px;">Use of waste generated</div> <div style="border: 1px solid black; padding: 2px;">know the food donation points</div> </div>	<div style="border: 1px solid black; padding: 2px;">How can we reduce food waste?</div>
5				
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Implications of answering



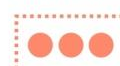
Stakeholders involved



From Empathy Map, Pentagonal Problem



How came ... we ... ?



Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">This knowledge would be shared with society</div> <div style="border: 1px solid blue; padding: 2px;">Increased consumption of sustainable and healthy products</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid purple; padding: 2px;">University management</div> <div style="border: 1px solid purple; padding: 2px;">Students</div> <div style="border: 1px solid purple; padding: 2px;">Professors</div> </div>	<div style="border: 1px solid teal; padding: 2px; text-align: center;">Education</div>	<div style="border: 1px solid blue; padding: 2px;">How could we make a change in mentality?</div>
2	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">More inclusive food</div> <div style="border: 1px solid blue; padding: 2px;">More consumers on campus</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid purple; padding: 2px;">University management</div> <div style="border: 1px solid purple; padding: 2px;">Students</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid teal; padding: 2px;">Participative events</div> <div style="border: 1px solid teal; padding: 2px;">Education</div> <div style="border: 1px solid teal; padding: 2px;">ask students/ teachers/researchers</div> </div>	<div style="border: 1px solid blue; padding: 2px;">How can we get students more involved in menu planning?</div>
3	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">Less environmental impact</div> <div style="border: 1px solid blue; padding: 2px;">Increased supply of fast products in a healthy way</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid purple; padding: 2px;">Suppliers</div> <div style="border: 1px solid purple; padding: 2px;">University</div> <div style="border: 1px solid purple; padding: 2px;">New suppliers</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid teal; padding: 2px;">Vegan options between hours</div> <div style="border: 1px solid teal; padding: 2px;">Food regulations</div> </div>	<div style="border: 1px solid blue; padding: 2px;">How could we offer healthy snacks?</div>
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5	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">Less impact on the planet</div> <div style="border: 1px solid blue; padding: 2px;">Campuses with more recycling points</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid purple; padding: 2px;">Students</div> <div style="border: 1px solid purple; padding: 2px;">University management</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid teal; padding: 2px;">Less use of plastic packages</div> <div style="border: 1px solid teal; padding: 2px;">more recycling points</div> </div>	<div style="border: 1px solid blue; padding: 2px;">How could we reduce the amount of packaging waste?</div>
6	<div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid blue; padding: 2px;">more green spaces on campus with organic gardens</div> <div style="border: 1px solid blue; padding: 2px;">Increased intake of nutrients from the food ecosystem</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid purple; padding: 2px;">University management</div> <div style="border: 1px solid purple; padding: 2px;">Students</div> <div style="border: 1px solid purple; padding: 2px;">Professors</div> <div style="border: 1px solid purple; padding: 2px;">Suppliers</div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid teal; padding: 2px;">Food regulators</div> <div style="border: 1px solid teal; padding: 2px;">university vegetables gardens</div> </div>	<div style="border: 1px solid blue; padding: 2px;">How could we do to increase the amount of fresh produce on campus?</div>
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8				



Virtual Hackathon

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 Implications of answering

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 Stakeholders involved

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 From Empathy Map, Pentagonal Problem

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 How came ... we ... ?



Redefine challenge

	TRANSFORMATION	STAKEHOLDERS	NEEDS	FOCUS
1	<ul style="list-style-type: none"> The knowledge would be shared with society Increased generation 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 student/ 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 sturdability of the products Use of waste generated know 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 income 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 educational opportunity to improve the problem Increased awareness on sustainable and healthy eating 	<ul style="list-style-type: none"> Professors Universities 	<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"> Increase 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



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