

Nutrition Innovation Week

After this week you will:

- Better understand your beneficiaries
- Have human-centered ideas and prototypes together with an action plan for implementation
- Give your beneficiaries a sense of empowerment
- Have the tools to be an intrapreneur and innovate nutrition within your organization
- Be part of our network, have access to our methods and a link to nutrition innovators around the globe

Intro & Challenges

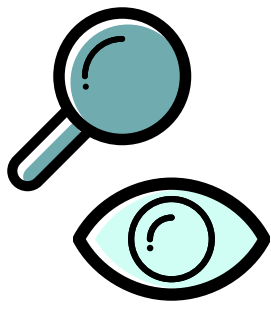
- Introduction to nutrition innovation
- Selection & understanding of nutrition-related challenges
- Building teams of beneficiaries & employees
- Mapping the system of the selected challenges, evaluating root causes and influential actors

DAY
01



Ideation

- Definition of vision and mission
- Understanding the target group by using a storytelling approach and creating a persona
- Reframing to map opportunities for innovation
- Idea generation by using a combination of three methods: letter orientation, place mat method and possibility orientation
- Growing the idea by using the business model canvas

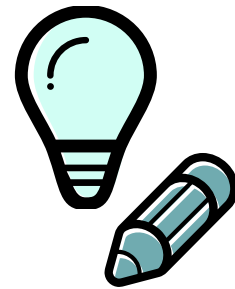


DAY
02

Nutrition Innovation

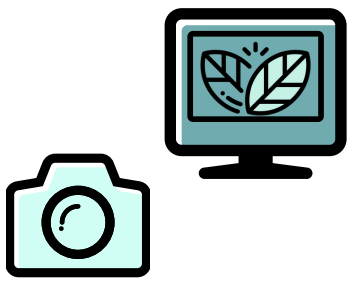
- Introduction of innovative projects in the nutrition sector (by video message or live call)
- Introduction to intrapreneurship
- Field research, including interviews, surveys, etc.
- Testing assumptions and reframing

DAY
03



Prototyping

- Introduction to digital and paper prototyping
- Prototyping of the ideas
- Nutrition session, preparing healthy food together



DAY
04

Pitch, Snack & Next Steps

- Sharing all ideas as a pitch presentation with the group and interested colleagues
- Development of action plan for implementation
- Feedback round & enjoying nutritious snacks together

DAY
05

