

# One Day as an Innovator

After this day you will:

- Better understand your beneficiaries
- Have great human-centered ideas
- 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

- Introduction to nutrition innovation
- Selection of nutrition-related challenges and building teams of beneficiaries & employees

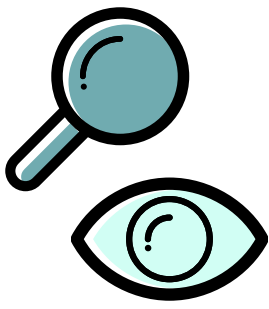
STEP  
01



## Challenges

- Understanding of the chosen challenges by using the problem tree
- Reframing and reversion of the problem tree
- Understanding the target group by using a storytelling approach and creating a persona

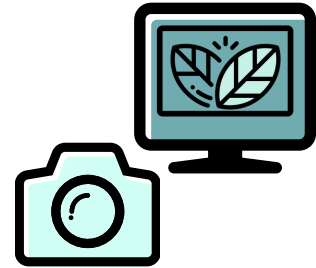
STEP  
02



## Nutrition Innovation

- Definition of the team's vision and mission
- Introduction of innovative projects in the nutrition sector (e. g. by video message or live call)
- Introduction to intrapreneurship

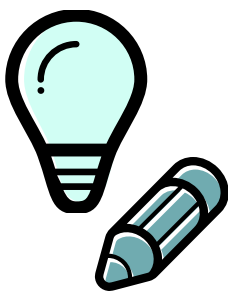
STEP  
03



## Ideation

- 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

STEP  
04



## Pitch & Snack

- Sharing all ideas as a pitch presentation with the group and interested colleagues
- Feedback round & enjoying nutritious snacks together

STEP  
05

