

## **InnovateFood Challenge 2017**

InnovateFood Challenge is a case competition for students and graduates being held for the first time this August and September 2017. With over 2000 applications only 30 top-qualified and motivated students made it through to the final competition.

Mads Kinch Clemmensen, head of the recruitment process and director of Foodjob Nordic tells: *"It has been overwhelming to see so much talent joined for this event. All students have been extremely motivated and have applied for this competition as an actual job position. We asked them to write a motivated cover letter, and tell us why food innovation is their passion."*

### **Team Chr. Hansen**

Six companies participated, among others Arla, KMC and Chr. Hansen. The Chr. Hansen Challenge **"How can awareness and acceptance of bacteria to fight food waste be enhanced?"** put the five students on Team Chr. Hansen to the test. The students were also given valuable insights and inputs from creative consultants from DesignIt, big data experts from IBM, as well as an in-depth introduction from Chr. Hansen themselves.

The team was composed of five students who were given five different roles: Food Scientist, Business Developer, Nutritionist, Food Engineer and Sales/Commercial. Lea Nymand was the team's nutritionist:

*"For me it was a little intimidating to participate in this challenge, because I didn't know if I had enough knowledge and know-how to contribute on this team. Clearly, I couldn't solve all problems revolving around nutrition in the case, but that was the main point about being in a team with different focus areas. And as a team, we worked surprisingly well together. We were all eager to tell each other our ideas, thoughts and opinions, alongside being polite and listening to each other. In that way, we had some good valuable discussions without creating a bad atmosphere in the group."*

Although Lea was doubtful of her skills, she is really happy about the outcome of the challenge and what she gained from her participation: *"Most of all I have learned a lot about how I work in a group, how to say your opinion together with listening to the other group members' arguments. I also learned to exploit and use the resources that are available e.g. contacts and network and how easy it actually is to get help if you just ask."*

### **"1 day matters"**

The concept the team came up with was to extend shelf life for dairy products by creating a concept called "1 day matters". The team built a business plan and a campaign around the concept, which focused on creating a new approach in the consumers' daily grocery shopping as well as a new approach towards food waste in the consumers' mind.

Director of sustainability and the company representative from Chr. Hansen, Annemarie Meisling, explains what they gained from participating in InnovateFood Challenge: *"We appreciated being part of the Innovate Food case competition with our challenge on food waste reduction with biological solutions. We got some fresh ideas on our challenge, worked with some highly engaged students and appreciated the professional facilitation."*

Annemarie Meisling and Chr. Hansen have been truly satisfied with the students' work and their effort, so much that they have been invited to the company's headquarter: *"We have invited the student group to our headquarter in Hørsholm, where they will get a chance to present their solution to the people working with the challenge internally. I am sure that it will benefit both students and employees", says Annemarie.*