



Viikki FOOD DESIGN FACTORY

**Engagement of industry in
the curriculum at VFDF:
experiences, benefits and
challenges**

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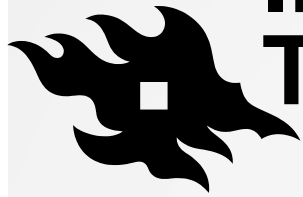


DRIVER #1

Pressure and feedback from students

Help for practical business. Advice on how to unleash your creative madness. Not just theory, but working keys for the budding entrepreneur.

Practical and participatory teaching, not forgetting opportunities for cooperation with businesses!



INTERDISCIPLINARITY AND CONNECTIONS TO WORKING LIFE



In working life, problems are solved by multidisciplinary teams of experts - students need skills to communicate with people from different disciplines.

- Interdisciplinary activities and stakeholder cooperation
- Diversity of teaching methods

Ability to speak across disciplines!

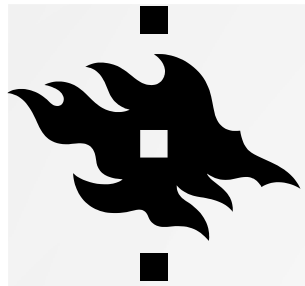
More teaching to prepare for working life!

Cooperation and projects with companies; our faculty has great potential and expertise

I could see the benefits of bringing working life and studying closer together. Could internships play a bigger role during your studies?

Learning with others (how to apply theory)



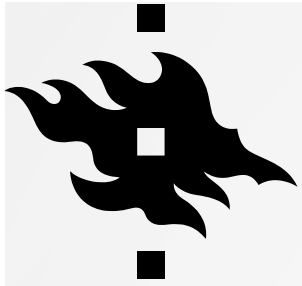


ADDITIONAL INTERNAL DRIVERS

Curriculum development planning with teachers: need for strengthening connection to industry

flexible co-operation with companies and research institutes

Designing larger modules not by disciplines but by cross-cutting challenges



EXTERNAL DRIVERS

Competition between universities

Student employability as a national university funding criteria

Increasing projects, cooperation and accordingly external funding from industry

Where did we start?

Education module for all students

Entrepreneurship and Innovations in BSc level, 15 ECTS starting 2023 - >

Food innovation courses already in production:

Pre-germinator 2022-2023:

Me as a change maker 2 ECTS

From idea to innovation 5 ECTS

EXTRA Innovation Education Courses for students

Via EIT-HEI 4InnoPipe project 2022-2024, empowering universities at each stage of their innovation pipelines (UH, Reutlinger, Kyiv, Vertical, Zagreb)

EIT-FOOD Innovation Education Courses for students

EIT- Food solutions Programmes

Entrepreneurship and Innovations study module in Bachelor programmes 2023-2026

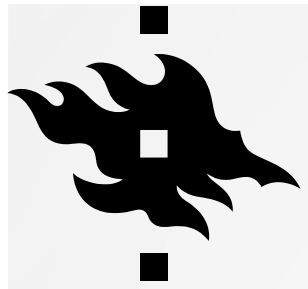
Entrepreneurship and innovations 15 credits Mandatory courses	Scope (ECTS cr.)
Leading innovations in practice	3
Me as a change maker	2
Select 10 credits from the following	
Industrial engineering and commercialization	5
Consumers, services and innovations	5
Customer-oriented new product development in the food industry	5
Entrepreneurship and society	5
Business logics and economic indicators	5
Strategic management and foresight	5

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**For student innovators with
food system transforming
ideas!**

**Viikki Food Design Factory Pre-Germinator
Programme Season 2022-2023**





VISION

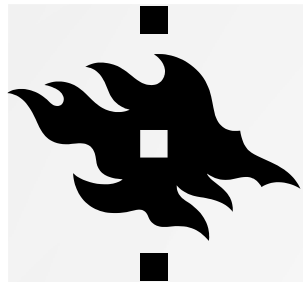
To yearly grow 3-7 student groups and their ideas towards innovations supporting them to act as dynamic makers in VFDF community and food innovation ecosystem.



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PRE - GERMINATOR



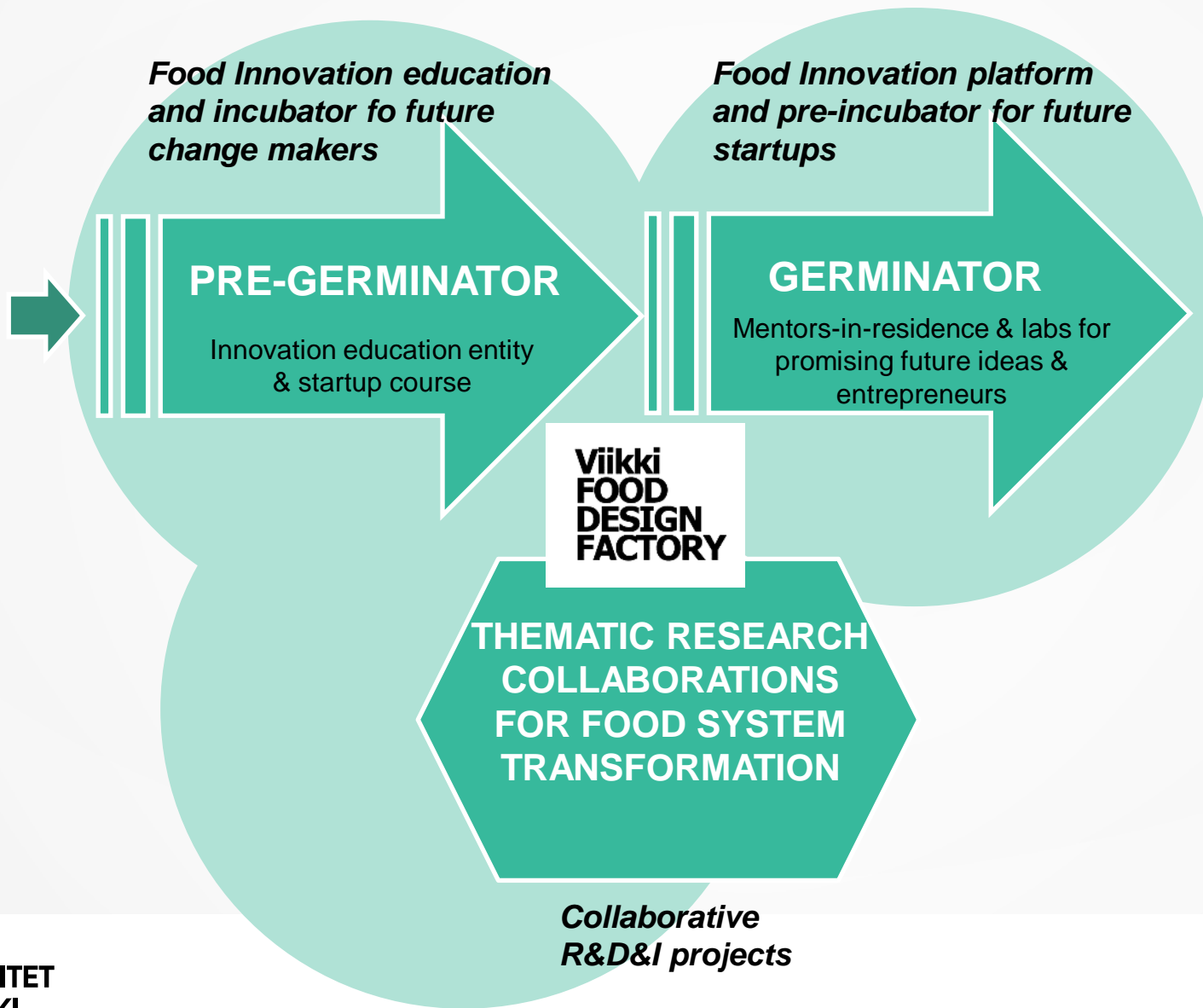


Viikki Food Design Factory

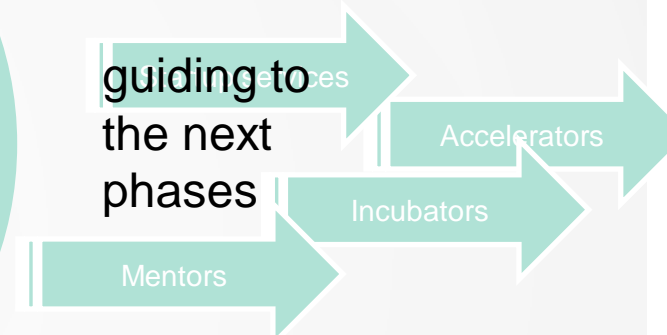
Right to changes reserved 😊

Entrepreneurship and Innovations study module in Bachelor programmes 2023-2026

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INCUBATOR SERVICES



RESEARCH & DEVELOPMENT PROJECTS





VFDF Pre-Germinator

A programme for educating and coaching to enable, develop and crystallise students' ideas to food system solutions

FOR WHOM: Students with an idea of a change-making solution

WHAT: a bottom-up innovation programme including laboratories for experimentation and testing, support for focusing, roadmapping, productisation, sector understanding and networking

CORE ACTIVITIES:



Team
strengthening



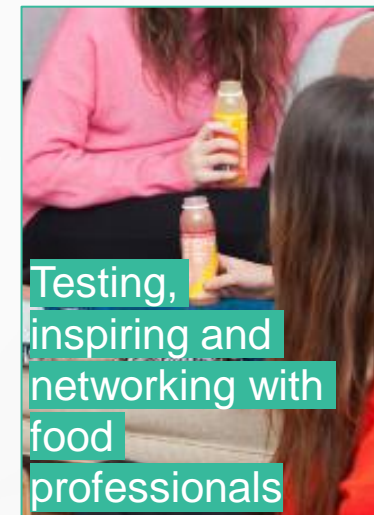
Inspiring,
ideating,
creating, iterating
with other teams



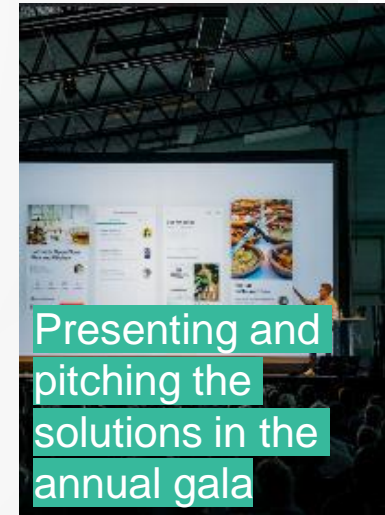
Experimenting
& prototyping in
the facilities
freely in use



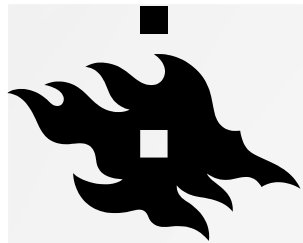
Getting coaching &
education in the
workshops with the
mentors



Testing,
inspiring and
networking with
food
professionals



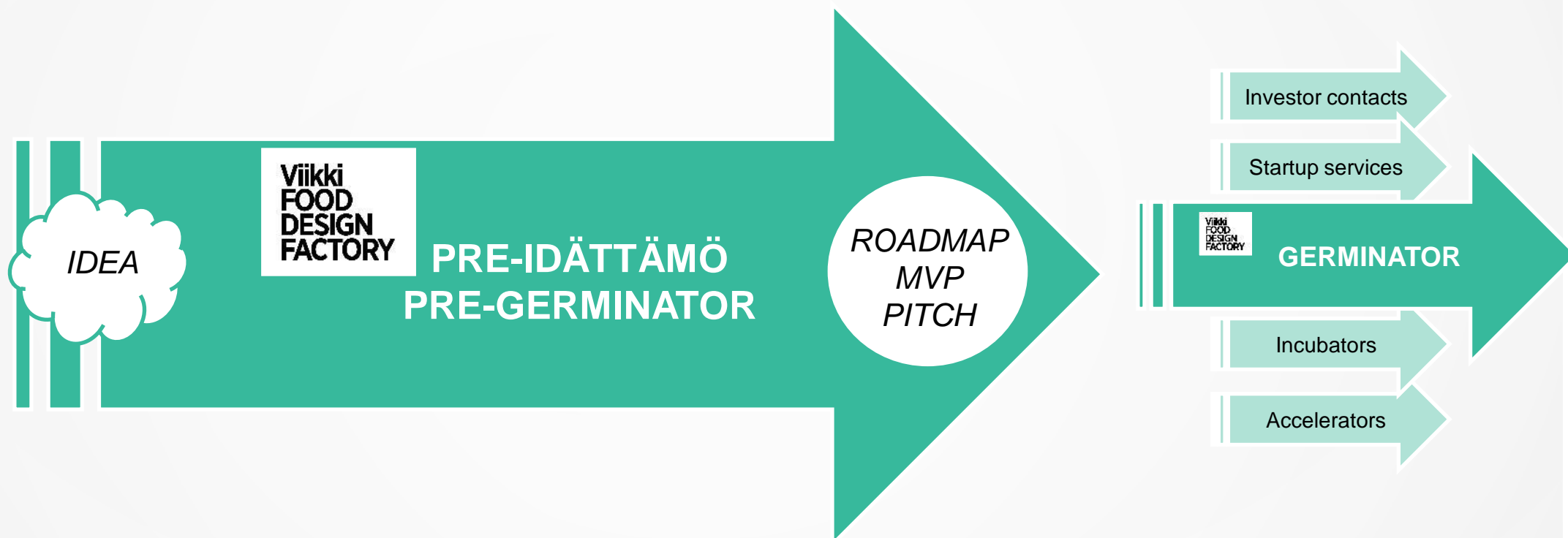
Presenting and
pitching the
solutions in the
annual gala

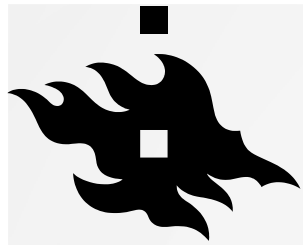


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PRE-GERMINATOR PROGRAMME 2022–2023

- A programme for educating and coaching to enable, develop and crystallise **students' ideas** to food system solutions.





LECTURE COURSE

ME AS A CHANGE MAKER

WHAT:

TWO CREDITS INNOVATION COURSE CONSISTING OF SEVEN LECTURES AND A GROUP WORK OF IDEATING.

WHEN:

1ST PERIOD 2022

FOR WHO:

FOR MASTER STUDENTS, FROM ALL THE FACULTIES FROM THE UNIVERSITY OF HELSINKI

WHY:

TO LEARN INNOVATIVENESS AND GET GASOLIN FOR CREATE VALUABLE IDEAS. FOOD SYSTEM IS KEPT AS THE CONTEXT FOR A SYSTEM CHANGE INNOVATIONS.

GOAL:

TO LEARN TO FIND NEEDS AND OPPORTUNITIES FOR VALUABLE IDEAS

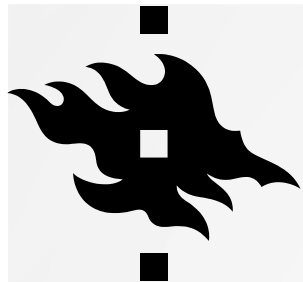
UNDERSTAND CONCEPTS AND CONTEXTS RELATED TO INNOVATION

UNDERSTAND THE FOOD SYSTEM IN THE CONTEXT OF INNOVATION

UNDERSTAND THE BASIC CONCEPTS OF INNOVATIVE THINKING, USE BASIC METHODS RELATED TO INNOVATION FOCUSED IDEATION

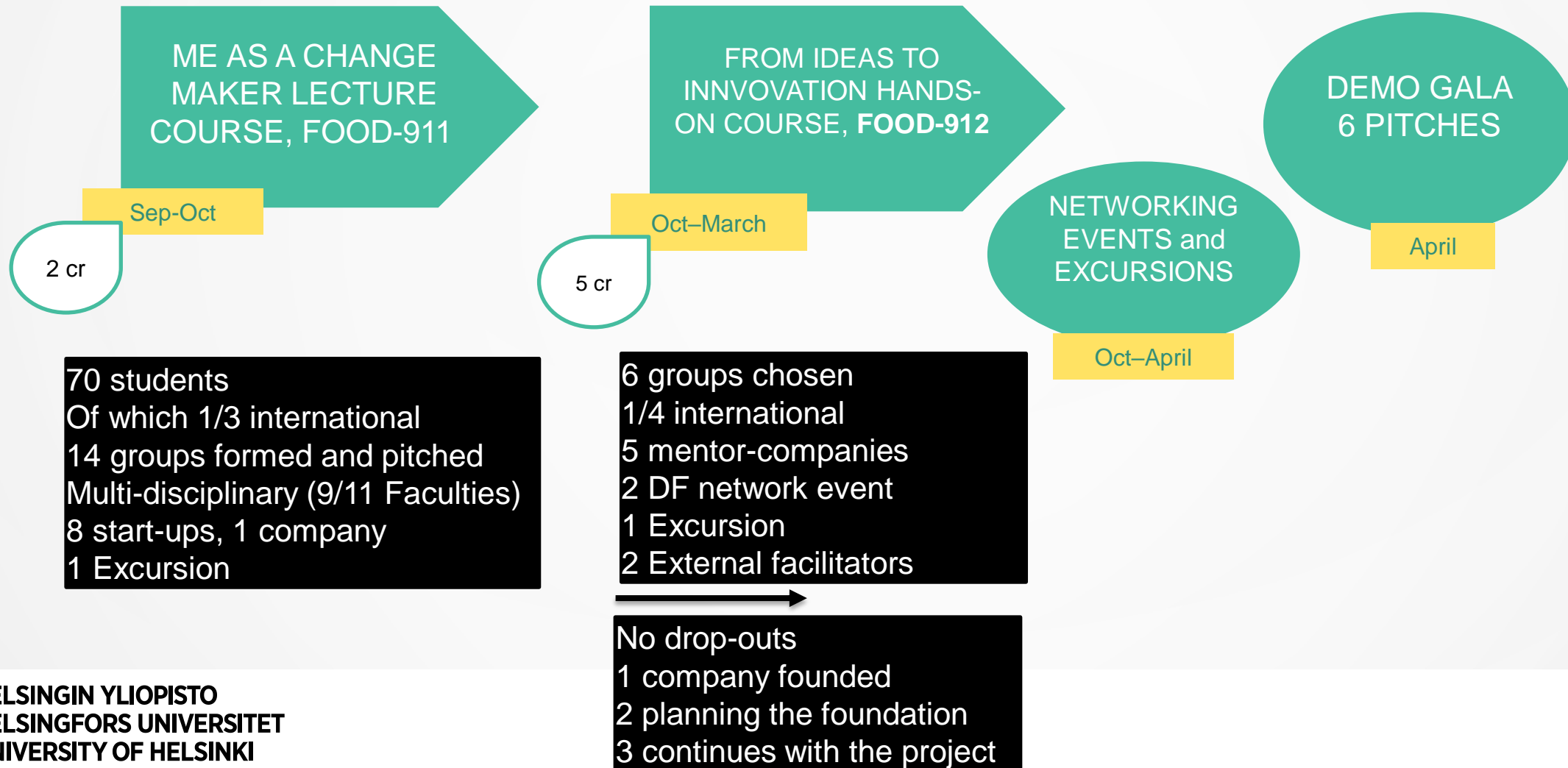
TO GET REAL WORLD EXAMPLES OF PRACTICAL INNOVATION WORK

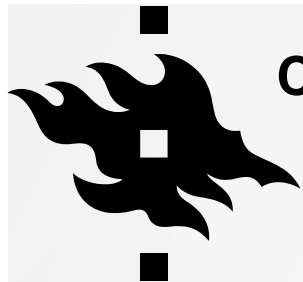
TO INSPIRATE OF ROLE MODELS



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PRE-GERMINATOR PROGRAMME 2022–2023 - STATISTICS





CORNER STONES

Empowerment

Inspirational talks, examples, role models, constructing each own idea together, nurse creativeness, creating safe space, pushing them to decide, teaching dialogue and team work

Showing

Presenting tools, environments, processes, facilities, existing ideas, existing innovation structures and ecosystems

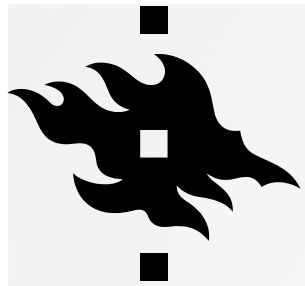
Walking aside

Coaches in residence, teaching, guiding and sharing the experience. Finding match-mentors for each groups



→ Big ideas

→ Eureka effect



ENABLERS

Introduction of the position of fixed-term professor of practice at the university

Development of Viikki area as a whole
(industry, university, residential area, traffic connections)
by the City of Helsinki

Funding from the City of Helsinki and others

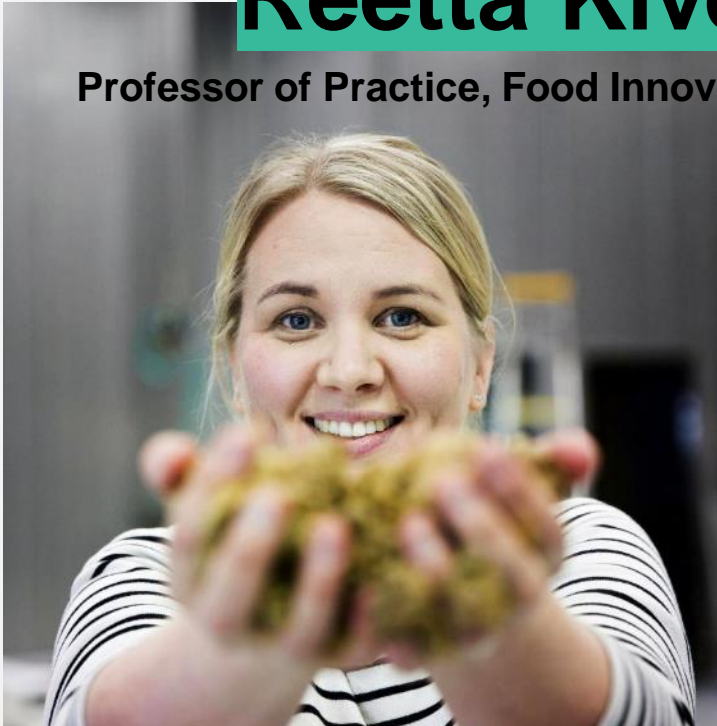
Support from university leadership



Viikki Food Design Factory **coach-in-residence**

Reetta Kivelä

Professor of Practice, Food Innovations



Food Startup
entrepreneurship

Innovativeness

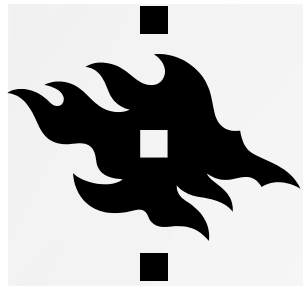
Productisation
of an idea

Statistics

- Doctor in Food Technology (Oat processing)
- 10 years in Food Corporations at the interface of research and product development
- 5 years as a founder in startups

Core competences

- To carry the idea to a commercial product
- Building the pilot production, organisation and company
- Innovation, IPR and product strategies



Viikki Food Design Factory **coach-in-residence**



Laura Forsman

Viikki Food Design Factory Manager

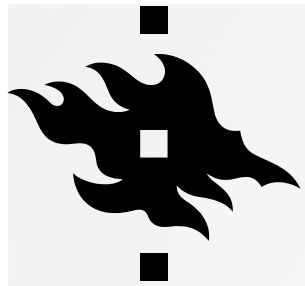


Statistics

- 15 years in alcohol beverage and functional food businesses
- 5 years in consumer centric and science based innovation development
- P&L responsibilities of business with value of over 50 Mio. €
- Team lead responsibilities
- Product launches x >100
- Category responsibilities x 5
- Brand ownership and responsibilities x 12
- Member in international category development team x 3

Core competences

- Innovation and business development through leading multidisciplinary teams
- Brand building
- Consumer marketing
- Co-creation methodologies for concept creation and business development
- Consumer research & insight generation
- Product concepting and management
- Project management



CHALLENGES/ HINDRANCES

Key persons employed with fixed-term contracts

Pressure to grow fast and show impact in order to guarantee future funding, but education does not provide quick and changes in eg. employability or graduate satisfaction

Friction between the teaching and lab staff and VFDF operations

Connecting and coordinating activities with university-level innovation development program



BENEFITS

Student engagement and enthusiasm
Updated curricula
Interest by applicants
Systematic industry collaboration





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HELSINGIN YLIOPISTO
HELSINGFORS UNIVERSITET
UNIVERSITY OF HELSINKI

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