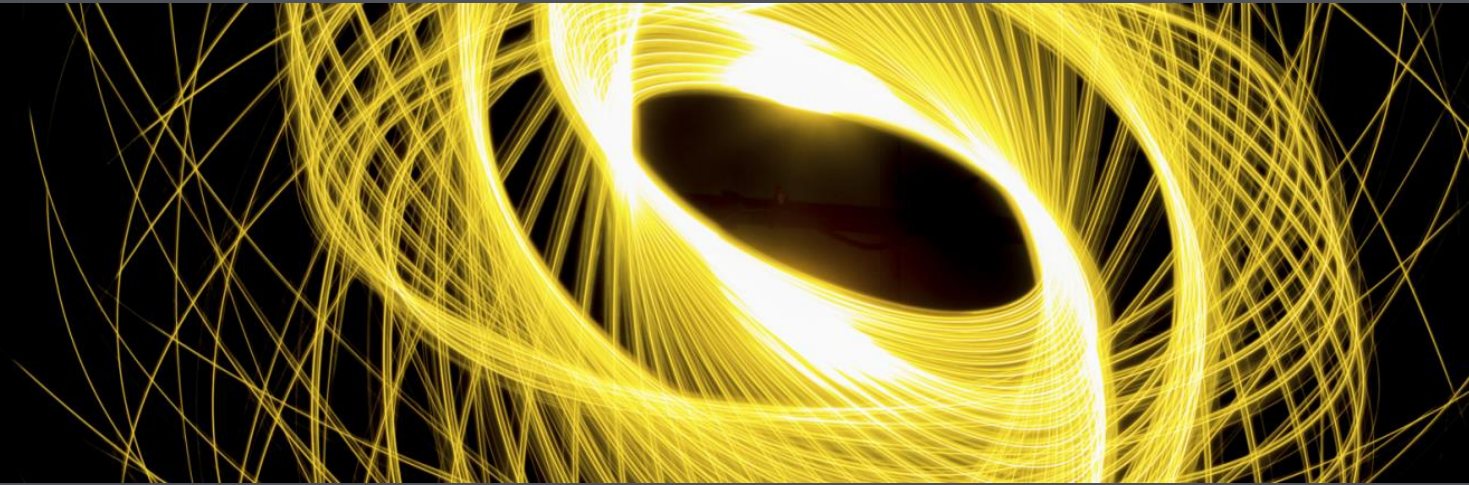


Engaging, farmers and agri-food industry partners in the design of a challenge-based student assessment



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Sustainable Entrepreneurship in the Agri-Food sector

Developing	regenerative and nature-positive food systems that restore and enhance natural resources and biodiversity.
Implementing	circular economy principles that reduce food loss and waste, increase resource efficiency, and create value from by-products.
Leveraging	digital technologies and data analytics that improve crop productivity, market access, traceability, and transparency.
Promoting	urban and sustainable farming practices that increase food security, resilience, and diversity.
Investing	in ESG (environmental, social, and governance) criteria that align with the goals of the European Green Deal and other global initiatives

The Agri-Food sector is changing!



Identify and analyse the opportunities and challenges for SE in the Agri-Food sector



Apply the tools and methods for developing and evaluating sustainable business models and strategies in the agri-food sector



Demonstrate the skills and competencies for initiating and managing sustainable entrepreneurship ventures in the agri-food sector

Challenged based assessment learning



A pedagogical approach that **engages learners** in solving real-world problems that are relevant to their context and interests



Fosters creativity, critical thinking, collaboration, communication, and digital skills among learners, as well as enhancing their motivation and self-efficacy

Examples and best practices of challenge-based assessment learning

- **Develop** capacity building, **provide** mentoring, networking, access to finance, and policy advocacy for young agri-entrepreneurs who are working on innovative solutions for sustainable development



Six focus areas

EIT FOOD BUSINESS CREATION PROGRAMMES



ALTERNATIVE PROTEINS



TARGETED NUTRITION



SUSTAINABLE AGRICULTURE



SUSTAINABLE AQUACULTURE



DIGITALIZED TRACEABILITY



CIRCULAR FOOD SYSTEMS



These focus areas are aligned to the United Nations Sustainable Development Goals (SDGs) as well as the European Union's 'Farm to Fork Strategy' of the 'Green Deal'

Developing an authentic learning experience for students

- By involving farmers and agri-food industry partners, you can **ensure that the challenges are relevant, realistic and meaningful** for both students and stakeholders



Strategies to enforce collaboration with Agri-Food stakeholder



Organise workshops and webinars on topics such as circular economy, green innovation etc



Create a network of mentors and coaches from the agri-food sector



Develop Case studies and simulations based on real world scenarios



Encourage collaboration and co-creation among farmers, agri-food industry partners, educators, researchers, and students.

How does this work in practice? The case of the Barclays exercise



This is a simulation-based learning activity that takes place at the University of Reading School of Agriculture, Policy and Development



It is designed to help students develop their skills in negotiation, communication, teamwork and decision-making.

Business Management and Entrepreneurship – Case Studies



The extent to which the proposed solution addresses a real-world problem in the agri-food sector and aligns with the principles of sustainability



The feasibility and scalability of the business model and the value proposition for the target market and stakeholders



The innovation and creativity of the solution and the differentiation from existing or potential competitors



The evidence of market research and customer validation and the identification of key assumptions and risks

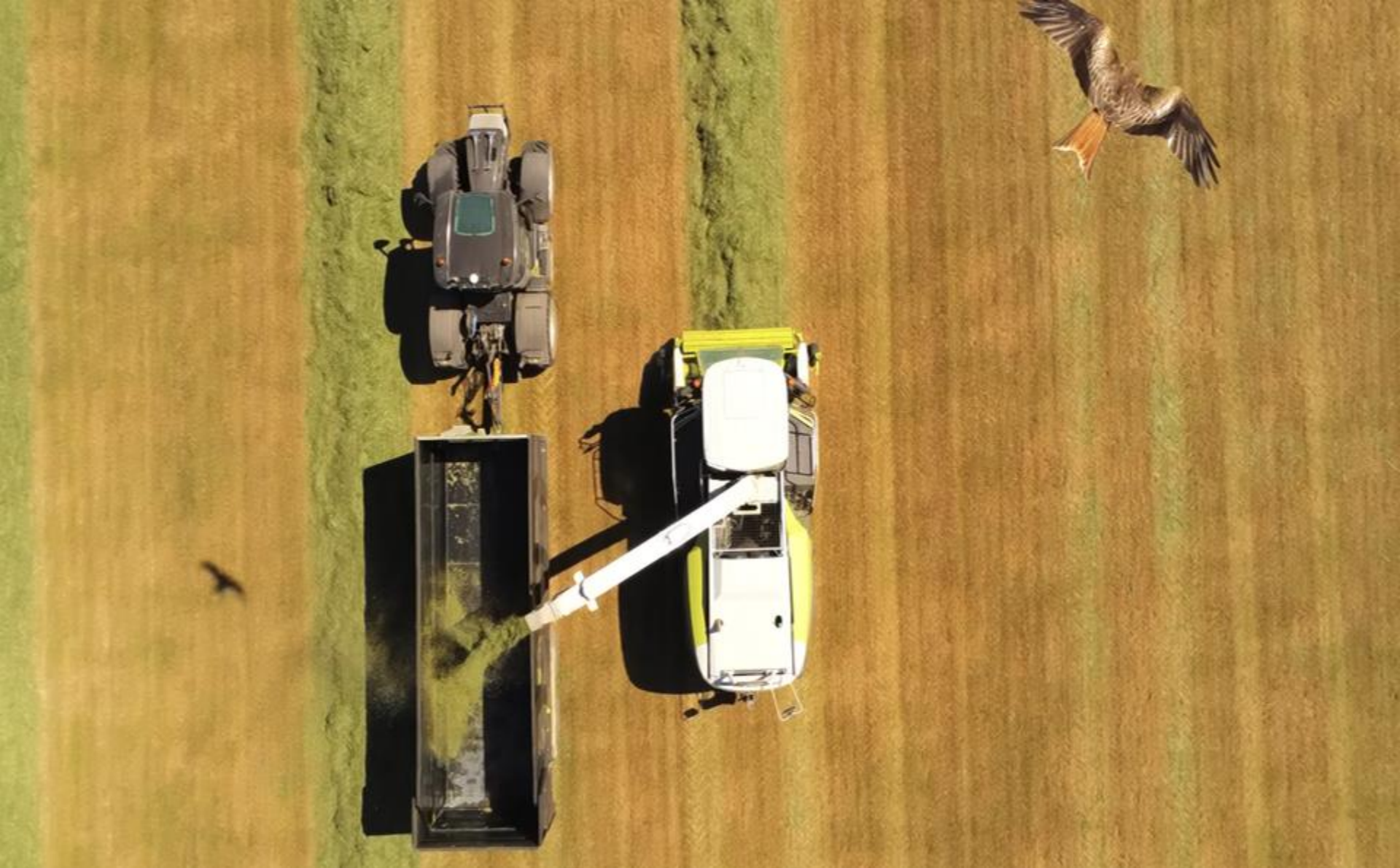


The clarity and effectiveness of the presentation and the communication of the main benefits and impacts of the solution



Working in groups:

- A 10-minute activity that will help you tailor the steps of designing a challenge-based assessment for your own course or program:
1. Who should be involved in the discussions for defining the topics and challenge areas to address?
 2. Who should be involved as mentor and be part of the network?
 3. How would you keep the stakeholders engaged and interested?



Thank you for your attention!!