



Programme

Resilient & Sustainable EU Food system – East West connected

To seize the opportunity of Bulgarian food production, food- and agribusiness needs to test and try novel solutions in a risky business environment. This programme accelerates business progress during a 9 month period, supporting your company's innovation challenge with mentorship, expertise from Wageningen University & Research, and connections to a pool of Dutch and Bulgarian peer-entrepreneurs.

Target group

The main precondition for joining the programme is that you enter with a priority project for your business. This project should:

- fall under your leadership
- seek groundbreaking change at the intersection of production and supply chain organisation in the Bulgarian fruit- and vegetable sector
- support the European Farm-to-Fork Strategy

Your project will be screened against these criteria during the application process.

Results

Success of this programme is measured by progress of your company. You can expect:

- experienced mentorship to orient and guide you on your innovation pathway
- direct input on key decisions in your project from experts and peers
- access to creative and experienced role models in sustainable food chains
- development in your leadership skills to change agriculture in Bulgaria
- a life-time membership of a bustling, East-West connected peer support community

Date	The course will start upon sufficient number of applications
Location	Activities will take place in Wageningen (NL) and Plovdiv (BG) and 'on the job'.

In cooperation with Agricultural University Plovdiv

Coordination Kees Kaffka MSc

Outline and topics

The training will start with identifying the needs and the innovation potentials of the participating companies in the food-value chain and link those to a community of experts, role models and cases.

A dedicated mentor will support you along the way and will ensure that the knowledge and network provided by the programme is relevant to your goals.

The program will provide the opportunity to exchange know-how and learn about modern practices within the food systems ranging from sustainable production to post-harvest management, collaborating models, marketing and consumer behavior.

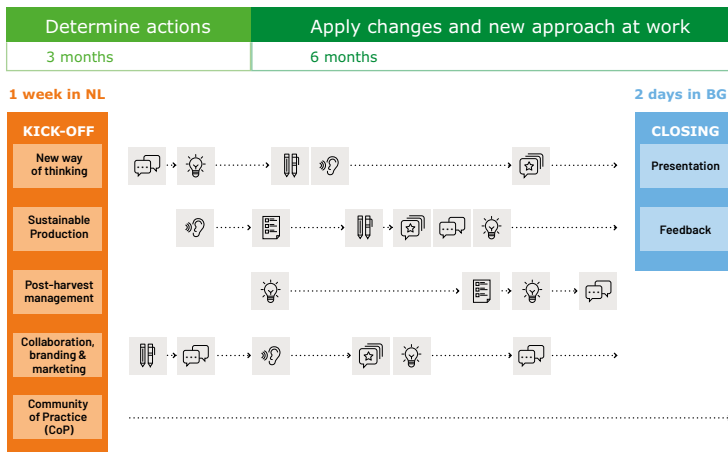


Figure 1 (timeframe, structure and modules of the programme)

Programme

Phase 1: Goal setting and building your peer network

We kick off with a week visit to The Netherlands, consisting of:

- Workshops and expert deep-dives on your project
- An unconference event with your Dutch peers and role models
- An individually scheduled site-visit programme in The Netherlands
- Goal-setting workshops and peer group formation

Phase 2: Define your challenge

Based on your personal goal(s) you identify various pathways. With our input and that of your peers you explore your options during a period of 3 months and determine what to work on the coming period.

Phase 3: Remote mentor support (on the job)

During a 6 month period your project will be supported with:

- Monthly mentorship check-ins
- Curated online workshops and hangouts with Dutch role models
- Peer reflection exercises on progress

Phase 4: Networking and creating exposure for your innovation

A closing networking event in Bulgaria where you present your project to the wide stakeholder community of Bulgarian agriculture

The programme will make use of a high level of peer circle interaction facilitated by a success coach to engage discussion, plus regular networking events for peer learning.



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Practical information



For this 9-months program the course fee for individuals will be € 6.250,- (excluded: traveling and lodging). A second participant from one organisation may get 20% discount.



A minimum requirement of 16 participants.



Based on your attendance you will receive a certificate after the programme is finished.

Registration

We invite Bulgarian professionals and companies working (or planning to work) in Bulgaria to express their interest to us. We then will reach out to them and discuss their possible participation.

A networking attitude and open mindset of the participants are encouraged when taking part in the programme, to maximise the benefits and the impact for the Bulgaria's agri-food community and market.

We encourage (corporate) businesses to sponsor 1 or more seats for Eastern European citizens, not particularly their own employees only. Note: On request it could be possible to adjust the program to a one-week Masterclass, as a tailor made 'in company' training.

Wageningen Academy

We develop and organise courses for professionals, based on Wageningen University & Research expertise.

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tomorrow's business