The global food issue

Themes of WYI
1. Future-proof agriculture
2. Agro food robotics
3. Protein transition
4. Food waste
5. Food security / distribution
How do we feed the world in 2050?

• Fair
• Sustainable
• Healthy
• Safe
• Sufficient
From the global food issue to an advice
Workshop 1: From essay to advice

• Extended essay
  • Long
  • Complex
  • Investigative
  • Main and sub question

• Advice
  • Short
  • Clear
  • Advisory
  • Concrete steps
Workshop 1: From essay to advice

• Which topic did you choose and why do you think this topic is important?

• Brainstorm with key-words

• Do not write the research question

• 3 sentences
• 3 minutes
Workshop 1: From essay to advice

What needs to change to ensure sufficient, sustainable, healthy, fair and safe food for everybody in 2050?

• What has to change?
  Sustainable, fair, sufficient, healthy, safe food, etc.

• Where does something have to change?
  Production, transport, legislation, retail, culture, consumption, etc.

• How can something change?
  Knowledge, facilities, behavioural change, legislation, etc.

• Who is involved?
  Companies, governments, NGOs, consumers, etc.

• Brainstorm
• Answer to 4 questions
• 10 minutes
Workshop 1: From essay to advice

• Who needs to do what to achieve which impact?

  • Who?
    Companies, governments, NGOs, consumers

  • What?
    Production, transport, legislation, retail, culture, consumption. Which knowledge, facilities, behavioural changes, legislation or conditions are needed?

  • Which impact?
    Sustainable, safe, healthy, fair, sufficient food

• 1 paragraph
• 5 minutes
On to the pitch workshop!
With your message?

Michiel Hupkes
How to sell your idea?

- Reflection: what are the best ways to not sell a good idea?
What does theory say about pitches?

• The three P’s (or V’s) of pitches
• Who is your audience?
• What is in the news?
• What would make the other curious?
You and pitches

- What fits you?
- Modest or over the top
- Smile!
The structure of your pitch

• Starter (something in the news related to your topic)
• The message (WIIFM, an image)
• The follow-up (question, summary, next step)
How to?

- Don’t write
- Do have keywords
- Skip most of them
- П П П
Summary, what and how?

- A quick and effective overview about yourself/idea/project that captures the interest of others
- This pitch originates from meeting people by chance. It presents potential opportunities for exchange, networking and business

<table>
<thead>
<tr>
<th>Be concise</th>
<th>Be yourself</th>
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<tbody>
<tr>
<td>Be clear</td>
<td>Pay attention to non-verbal communication</td>
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<td>Be realistic</td>
<td>Be original (can use metaphors, story)</td>
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<tr>
<td>Be conversational</td>
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Assignment

• Prepare a short pitch with your team (10)
• Each team get’s 1 minute to give the pitch

Give Feedback to each other (divide tasks for each pitch):
  ▪ Verbal communication: clarity, structure, conciseness;
  ▪ Non-verbal communication: eye contact, body posture, gestures and facial expression, voice tone and volume;
  ▪ Capability to catch attention, etc.
Thanks and .......

Good Luck