

MANAGE

CREATE

CHANGE

Wageningen Youth Institute



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918 — 2018

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

FOOD BY THE NUMBERS

FEEDING OUR 
HUNGRY PLANET



How do we feed the world in 2050?

- Fair
- Sustainable
- Healthy
- Safe
- Sufficient



From the global food issue to an advice



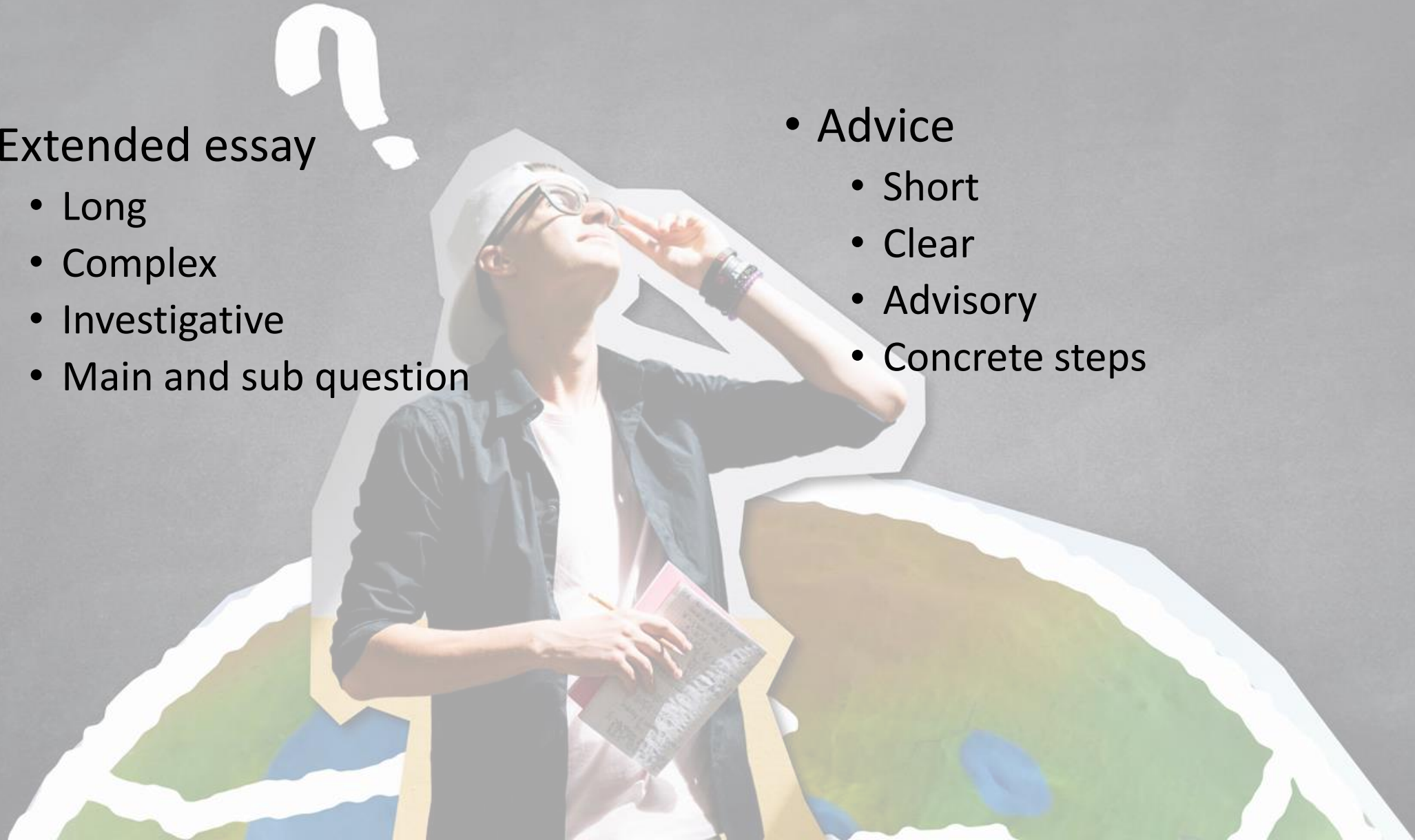
Workshop 1: From essay to advice

- 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.

10:00

Stop

- 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!



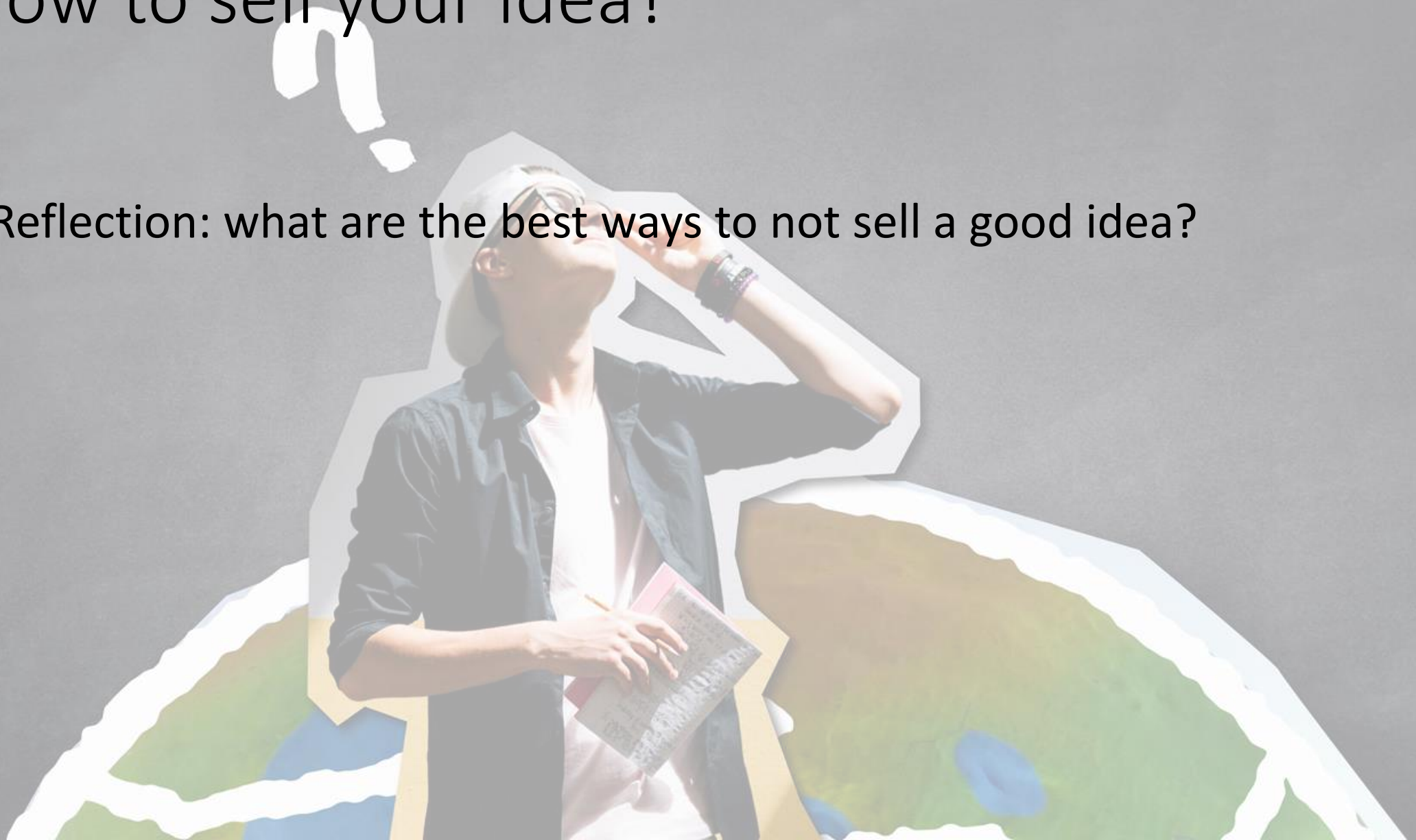


With your message?

Michiel Hupkes

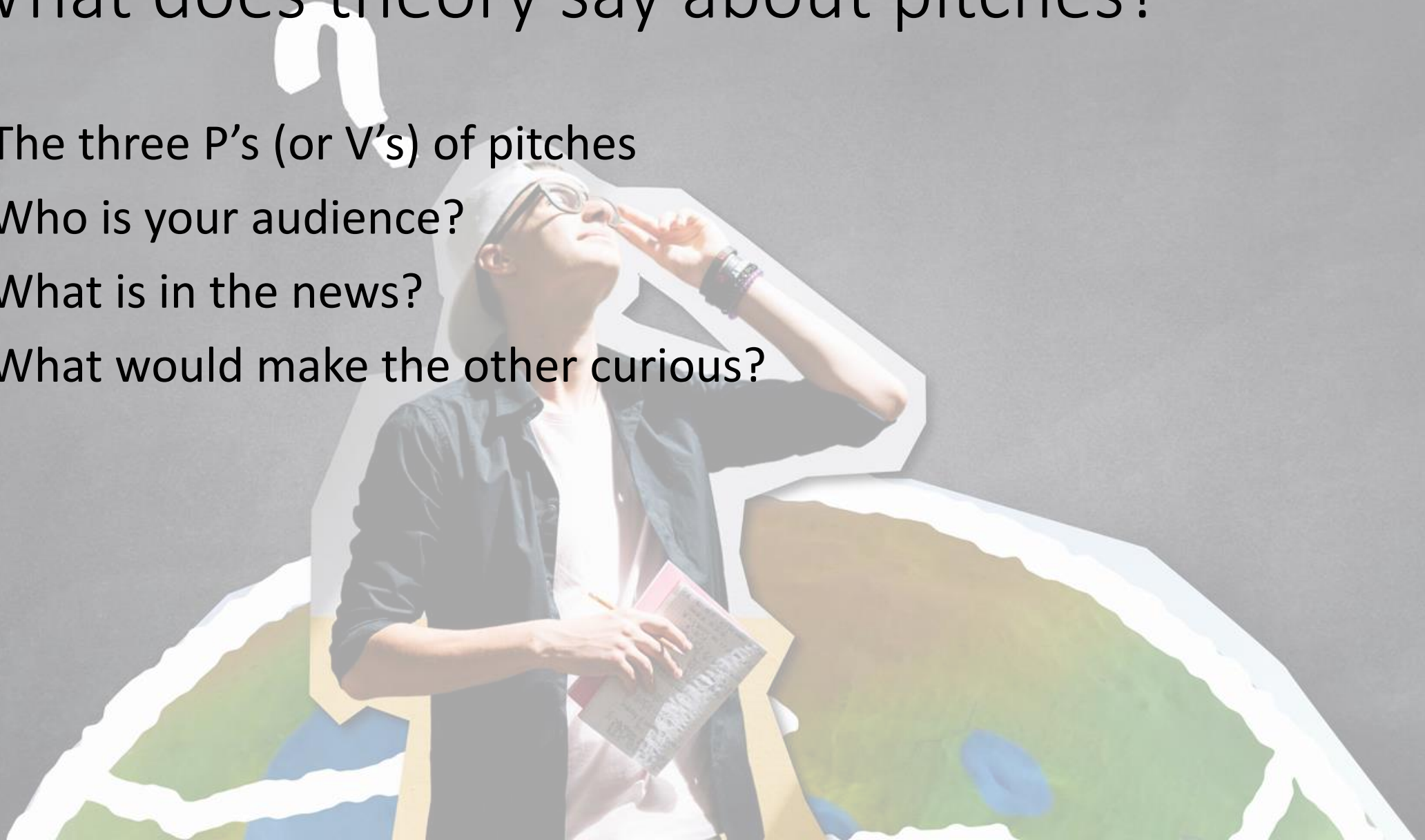
How to sell your idea?

- 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?



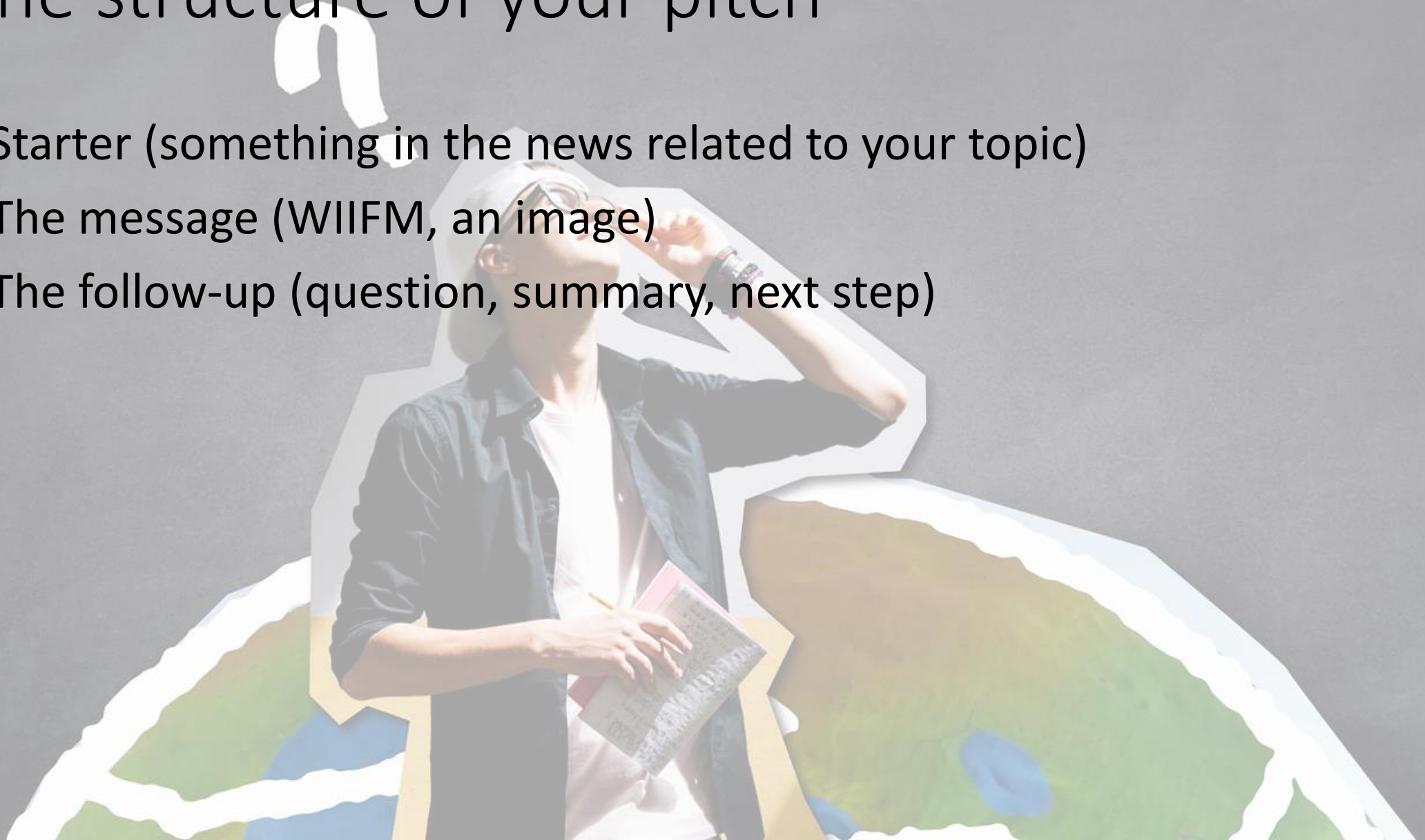
You and pitches

- 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
- P P P



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

- Be concise
- Be clear
- Be realistic
- Be conversational
- Explain why

- Be yourself
- Pay attention to non-verbal communication
- Be original (can use metaphors, story)

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

MANAGE

CREATE

CHANGE

Wageningen Youth Institute



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918 — 2018