

Workshop 1: Ethical Food Entrepreneurships



20.2.2024 at 9.45 – 10.45 am

Savonia UAS, Kuopio

Anna-Maria Saarela, PhD, MSc, MSc, Savonia UAS



Co-funded by the
Erasmus+ Programme
of the European Union

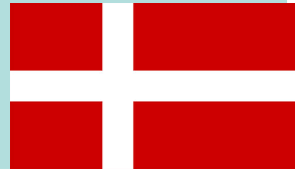
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ethical food
entrepreneurship

PARTNERS

1. Savonia University of Applied Sciences, Kuopio, Finland
2. Antalya Bilim Üniversitesi, Antalya, Türkiye
3. Instituto Politécnico de Bragança, Bragança, Portugal
4. Momentum, Orchard Court, Leitrim Village, Co. Leitrim, Ireland
5. European E-learning Institute, Copenhagen, Denmark
6. BIA Innovator Campus, Galway, Ireland



Project organisations

Coordination

Savonia University of Applied Sciences (FI)

Partners

Antalya Bilim University (TR)

IPB-Braganca (PT)

European E-Learning Institute (DK)

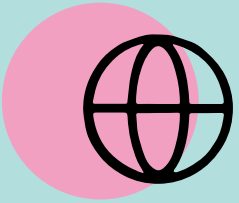
BIA Innovator Campus (IE)

Momentum Marketing (IE)





PEOPLE



PLANET



PROFIT

Ethical food entrepreneurship



The project was created to help establish and develop ethical food businesses.

The Ethical Food Entrepreneurship (EFE) program has been developed specifically for **educators and SMEs**.

It has a comprehensive and inspiring curriculum, defined learning objectives, assessment techniques and level-based content.

OBJECTIVES

This Erasmus+ project is Europe's **first** Higher Education Institution HEI-led ethical food entrepreneurship programme.

Its aim is to contribute to the professional development of food (HEI) and Vocational Education and Training (VET) educators by enhancing their pedagogical skills to develop and teach ethical food entrepreneurship to support **people, planet and profit**.



Running time: 1.1.2022 – 31.12.2023

Budget: about 300.000 €

OBJECTIVES

We empower **the next generation** of food entrepreneurs to start, grow and adopt new ethical food businesses, ultimately accelerating progress across key elements of the Sustainable Development Goals - SDGs.

We strengthen SMEs and start-ups, so then we directly help develop **innovative food concepts** and **emerging businesses** that the EU needs.

Running time: 1.1.2022 – 31.12.2023

Budget: about 300.000 €



EFE project's activities

Project results and events		Responsibility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
PR1	Educators Guide to Drivers and Enablers for Innovation of Ethical Foods	IPB+ABU																								
PR1/A1	Research methodology and guide structure	IPB+ABU																								
PR1/A2	Research and content development	IPB+ABU																								
PR1/A3	User testing and feedback	BIA																								
PR1/A4	Design and production	MMS																								
PR1/A5	Share and promote phase	MMS + all																								
M1	Transnational meeting (virtual)																									
M2	Transnational meeting in Turkey																									
PR2	Innovating Ethical Foods, Entrepreneurship Manual	BIA																								
PR2/A1	EntreComp meets SDG methodology	SUAS+BIA																								
PR2/A2	Research/content development	SUAS+BIA																								
PR2/A3	Design and production	SUAS+BIA+MMS																								
PR2/A4	Share and promote phase	MMS + all																								
PR3	OERs to teach 90-day Ethical Food Entrepreneurship programme	MMS																								
PR3/A1	Curriculum Development	MMS																								
PR3/A2	User testing and feedback	BIA + all																								
PR3/A3	Final production	MMS																								
PR3/A4	Publication	EUEI																								
M3	Transnational meeting in Ireland																									
M4	Transnational meeting in Finland																									
PR4	Ethical Food Entrepreneurship Sharing and Mentoring Platform	EUEI																								
PR4/A1	Platform design	EUEI																								
PR4/A2	Programming and content	EUEI																								
PR4/A3	User testing and improvement	EUEI+BIA+all																								
PR4/A4	Publication	EUEI																								
LTT	LLT event (+ transnational meeting) in Portugal	IPB+all																								
E1-4	Multiplier events	all																								

Project results: PR1 – PR2 – PR3 – PR4

RESULT 01

Educators Guide to Drivers and Enablers for Innovation of Ethical Foods

It is an investigation, analysis and forward focused knowledge publication on the business opportunities arising from ethical/clean foods, presents both policy and market/consumer trends, drawing conclusions about the opportunities, benefits and challenges of food SMEs developing innovative ethical foods.



RESULT 02

Innovating Ethical Foods, Entrepreneurship Manual

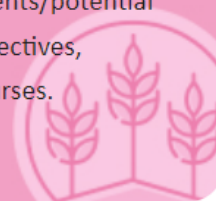
It is an investigation, analysis and forward focused knowledge publication on the business opportunities arising from ethical/clean foods, presents both policy and market/consumer trends, drawing conclusions about the opportunities, benefits and challenges of food SMEs developing innovative ethical foods.



RESULT 03

OERs to teach 90-day Ethical Food Entrepreneurship programme"

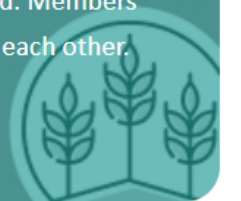
A comprehensive set of OERs to enable HEI providers to deliver a 90-day Ethical Food Entrepreneurship course to their students/potential entrepreneurs of SMEs including curricula, learning objectives, evaluation techniques & recommended content for courses.



RESULT 04

Ethical Food Entrepreneurship Sharing and Mentoring Platform"

Is both a circular classroom and a peer-learning and knowledge sharing platform during and after the course has finished. Members can share new ideas, practices, and business ideas with each other.



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Project results PR1

RESULT 01

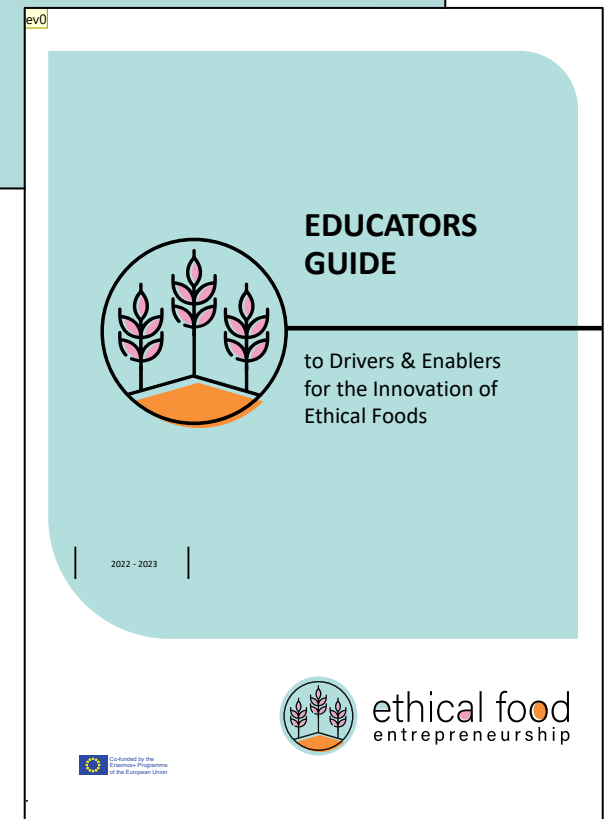
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ethical food
entrepreneurship
**Good Practice
Compendium**

22 company
cases from
Finland,
Ireland,
Portugal,
Turkiye

70 pages
holistic intro
to EFE



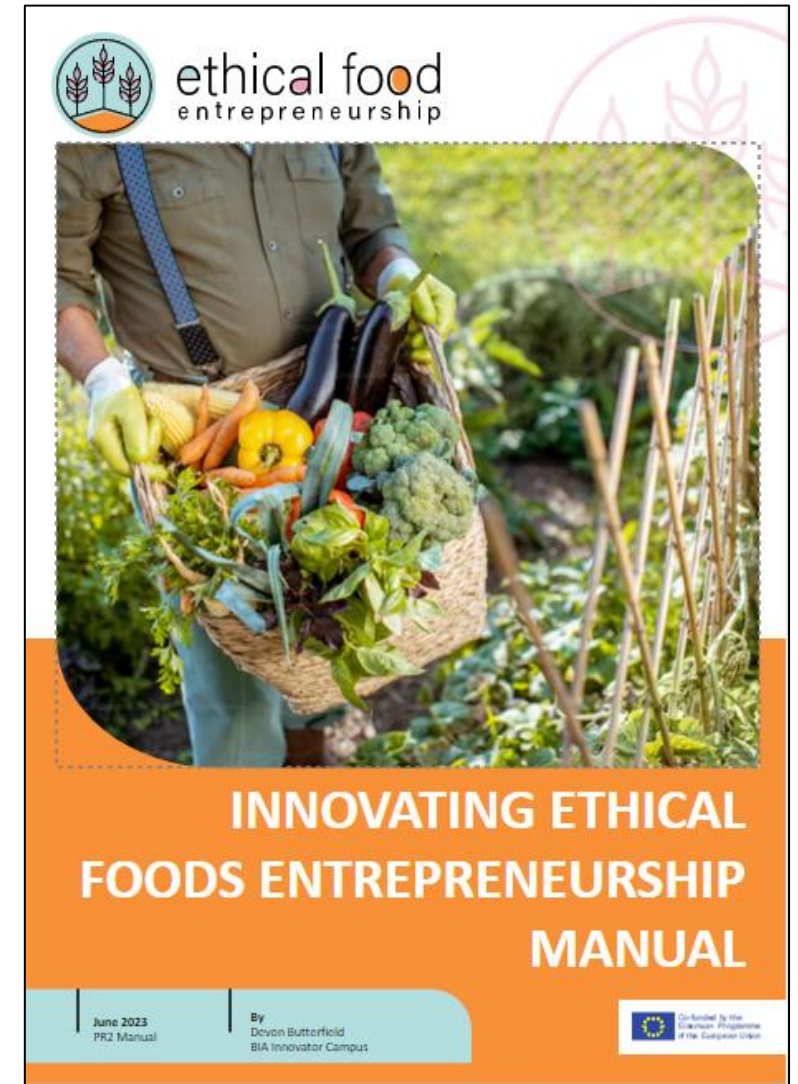
Project results PR2

70 pages holistic
EFE manual

RESULT 02

Innovating Ethical Foods, Entrepreneurship Manual

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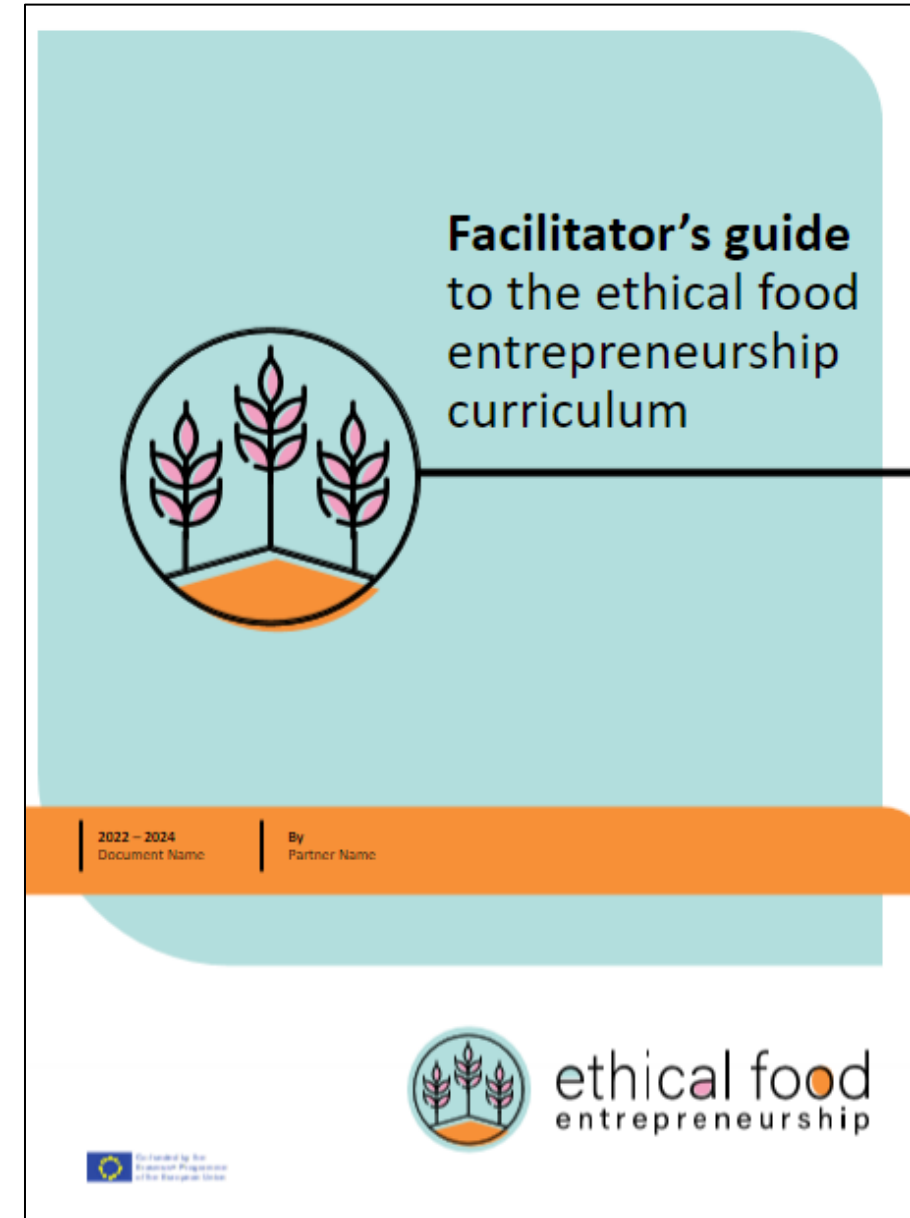


Project results PR3

RESULT 03

OERs to teach 90-day Ethical Food Entrepreneurship programme"

A comprehensive set of OERs to enable HEI providers to deliver a 90-day Ethical Food Entrepreneurship course to their students/potential entrepreneurs of SMEs including curricula, learning objectives, evaluation techniques & recommended content for courses.

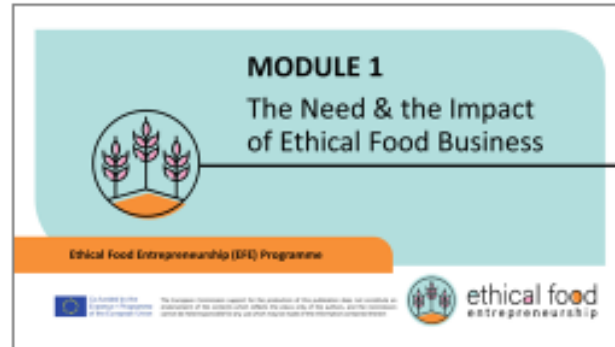


Project results PR3

The Online Course...


Illustrative material for teaching and learning:

- Module 1. 94 slides
- Module 2. 103 slides
- Module 3. 91 slides
- Module 4. 104 slides
- Module 5. 74 slides
- Module 6. 49 slides

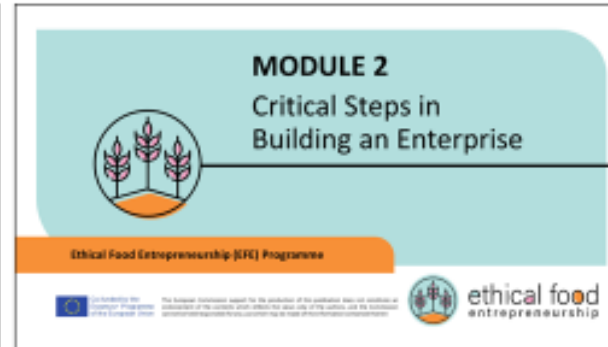


MODULE 1
The Need & the Impact of Ethical Food Business

Ethical Food Entrepreneurship (EFE) Programme


 ethical food entrepreneurship

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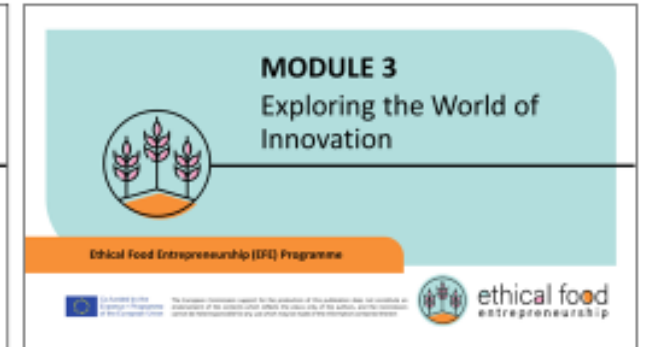


MODULE 2
Critical Steps in Building an Enterprise

Ethical Food Entrepreneurship (EFE) Programme


 ethical food entrepreneurship

Co-funded by the European Union

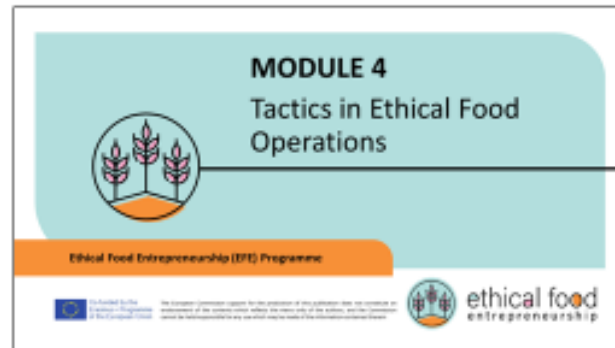


MODULE 3
Exploring the World of Innovation

Ethical Food Entrepreneurship (EFE) Programme


 ethical food entrepreneurship

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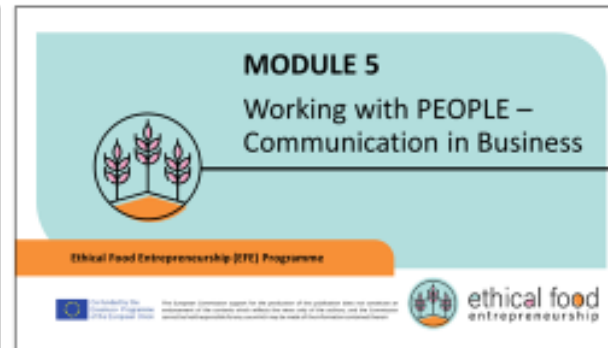


MODULE 4
Tactics in Ethical Food Operations

Ethical Food Entrepreneurship (EFE) Programme


 ethical food entrepreneurship

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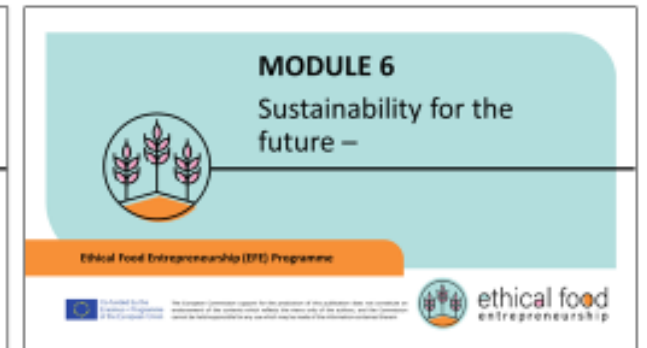


MODULE 5
Working with PEOPLE – Communication in Business

Ethical Food Entrepreneurship (EFE) Programme


 ethical food entrepreneurship

Co-funded by the European Union



MODULE 6
Sustainability for the future –

Ethical Food Entrepreneurship (EFE) Programme

 ethical food entrepreneurship

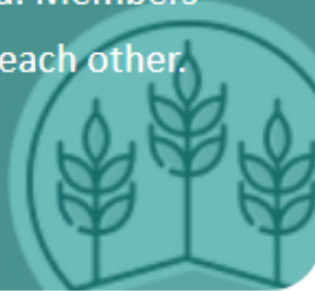
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Project results PR4

RESULT 04

"Ethical Food Entrepreneurship Sharing and Mentoring Platform"

Is both a circular classroom and a peer-learning and knowledge sharing platform during and after the course has finished. Members can share new ideas, practices, and business ideas with each other.



Welcome to the circular classroom and peer learning and knowledge sharing platform! The resources can be utilised during and after the course has finished. Members can feel free to share new ideas, practices, and business ideas with each other.



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ethical food
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19-21 September 2022
Antalya Türkiye
Transnational meeting

23 – 26 January 2023
Kuopio Finland
Transnational meeting





13 – 14 June 2023
Galway Ireland
Transnational meeting

OUR DREAMS



- Understanding better ethical food aspects in food businesses
- Entrepreneurs more conscious about ethical food production
- Increasing ethical food awareness
- Offering to educators training tools



Dissemination targets



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WELCOME TO

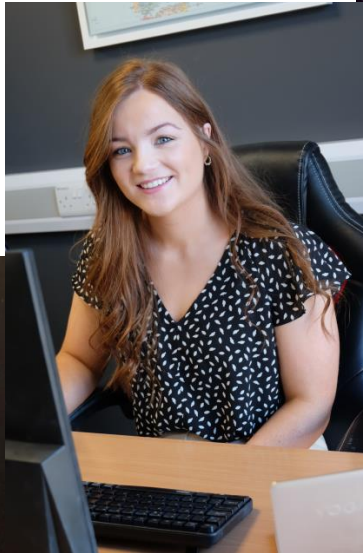
Ethical Food Entrepreneurship

EFE will contribute to the professional development of food HEI Educators by increasing their pedagogic skills to develop and teach new food entrepreneurship supports based on triple-bottom-line businesses (planet, people, profit). We will empower a new generation of food entrepreneurs to start, grow & adapt new ethical food enterprises.



[WEBSITE: ethical-food.eu/](https://ethical-food.eu/)

EFE's team – Multinational & Multidisciplinary expertise



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European
E-Learning
Institute



BIA
INNOVATOR CAMPUS



ANTALYA BİLİM
UNIVERSITY

momentum
[educate + innovate]

Thank you
Go raibh maith agat
Obrigado
Teşekkürler
Tak skal du have
Kiitos



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