



CAPSELLA

COLLECTIVE AWARENESS PLATFORMS FOR ENVIRONMENTALLY-SOUND LAND
MANAGEMENT BASED ON DATA TECHNOLOGIES AND AGROBIODIVERSITY

Deliverable 6.3 Capacity of Execution Contest

Date:	01.12.2017
Authors:	Panagiota Megagianni (ATHENA RC/Corallia)
Contributors	Jorge Sanchez (ATHENA RC/Corallia), Eleni Toli (ATHENA RC), Giovanna Calabrò (ZPH)
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Quality Assurors and Contributors

Quality assurator(s):	Giovanna Calabrò
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1. Introduction

A fundamental shift in the perception of innovation principles and tools has occurred during the last decade. In this new Open Innovation era, pre-existing boundaries in the innovation funnel - from ideation to commercialisation- are removed. The innovation cycle has been opened to the wider public and broader societal groups have the opportunity to contribute to this process (*i.e.* through living labs and fabrication labs).

To facilitate this new massive and open innovation perception, new tools have to be deployed. Innovation platforms, like the CAPSELLA platform, have to be constructed in a way to serve innovation aggregators. Innovation contests have to be organised as optimal tools to leverage the platform's innovation capabilities. The involvement of a great variety of actors with diverse backgrounds is fundamental to the success of such an open innovation process.

Deliverable 6.3 describes the preparation, implementation and outcomes of the CAPSELLA Capacity of Execution Contest.

2. Preparation of the CAPSELLA Capacity of Execution Contest

To ensure that the CAPSELLA Capacity of Execution/Innovation Contest complies with the specifications set by the CAPSELLA project and the CAPSELLA partners and serves the commonly agreed scope, the CAPSELLA Acceleration Programme manual (described in deliverable 6.2 “Talent and Innovative Ideas Contest” and the detailed planning of deliverable 6.1 “Incubation Design and Implementation Plan” were used as a guideline and a basis for quality assurance.



1. The CAPSELLA Acceleration Programme Manual

The main milestones that were to be achieved during the preparation period of the CAPSELLA Capacity of Execution/Innovation Contest where the creation of the contest’s challenges, the creation of the extra material that would be needed for the implementation of the contest and the briefing of the involved stakeholders and more importantly of the mentors and judges.

2.1 The CAPSELLA Capacity of Execution Contest Challenges

2.1.1 Challenge Creation

An integral part to the organisation of a successful innovation contest is the careful selection and the good description of the challenges that will be addressed to the contest's participants. These challenges should be closely related to the CAPSELLA communities, the CAPSELLA platform and the results that CAPSELLA had already achieved until that point. Thus the input of all CAPSELLA partners was collected via an online partner input collection form. The guidelines that were given to the partners for the creation of "strong" challenges highlighted that targeted participants had to see themselves in the challenge description, that the challenges should be related to some state of the art technological or agrobiodiversity related issues and that definitions of the key terms used should be included in the challenge description, to help potential applicants familiarize themselves with the topics tackled.

2. The CAPSELLA Partner Input Collection Form

A detailed description was created for each challenge including the current status, the problems faced and some tools/resources that could facilitate the way to a potential solution. Through this process seven cutting edge challenges were created, namely:

[CAP01] “Half the methane emissions from bio-waste in landfills” to contribute to climate protection and resource conservation

3. CAP01 Challenge Description

[CAP02] “Build an easy to use service for farmers to safeguard soil health” and integrate farmers’ observations with data from remote sensing

4. CAP02 Challenge Description

[CAP03] “Design a tool to predict climate change impact on grapevine growth stages” to ensure a sustainable and resilient viticulture and wine sector in Europe

5. CAP03 Challenge Description

[CAP04] “Connecting local Organic Producers with Consumers & Food Businesses” and help localise the Food System

6. CAP04 Challenge Description

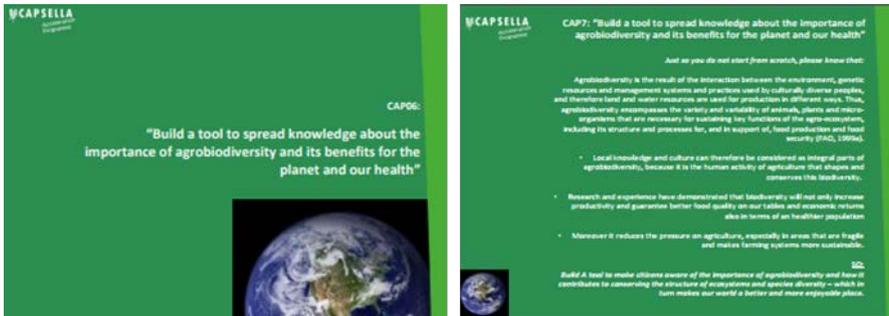
[CAP05] “Design an App for handling data on locally adapted plant varieties” to make the right choice about what varieties to grow and local needs

8. CAP05 Challenge Description

[CAP06] “Extending the CAPSELLA platform services” and make it valuable to the broader agriculture community

9. CAP06 Challenge Description

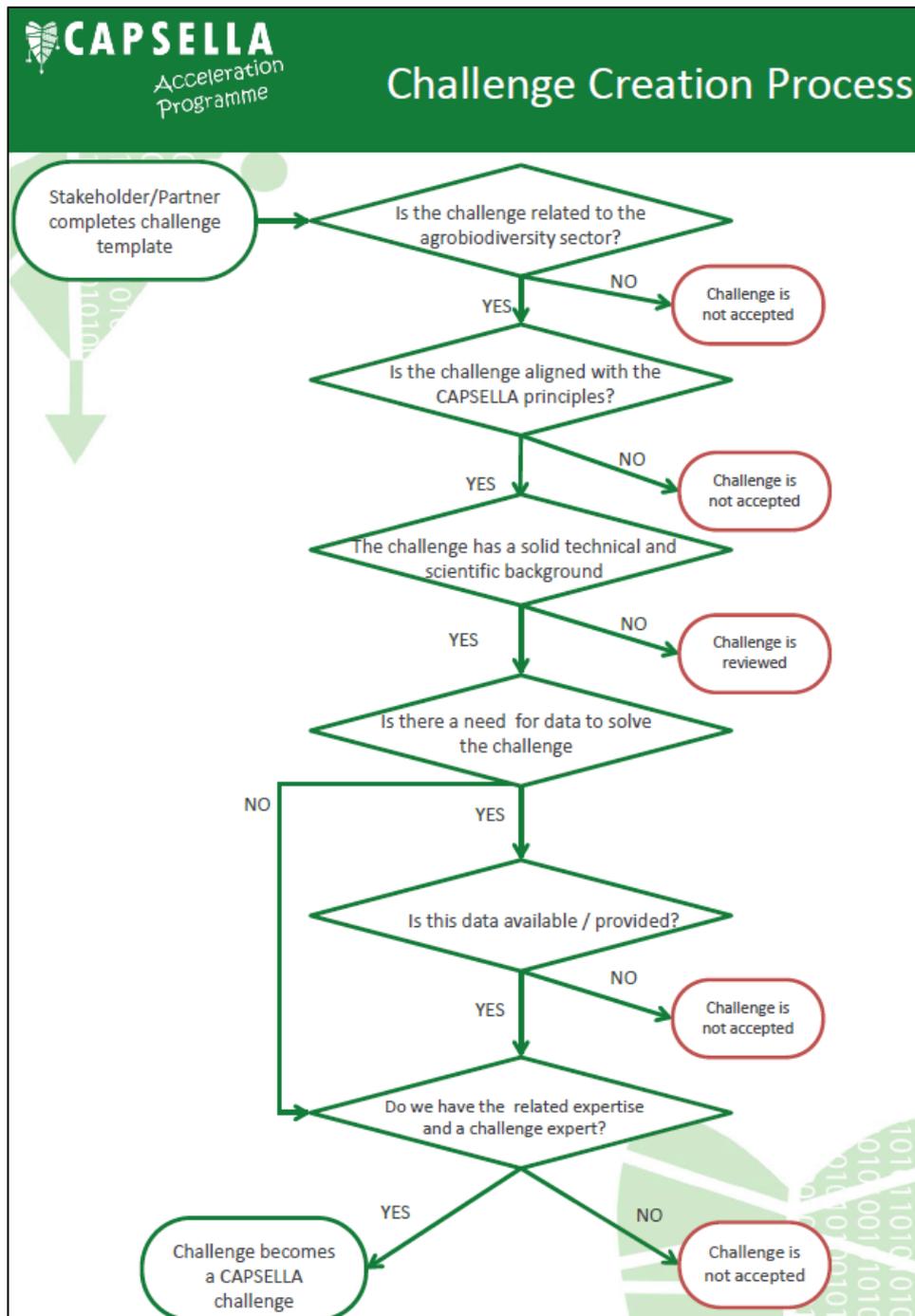
[CAP07] "Build a tool to spread knowledge about the importance of agrobiodiversity and its benefits for the planet and our health"



10. CAP07 Challenge Description

2.1.2 Challenge Approval

For the approval of the aforementioned challenges an approval process was designed and agreed among the CAPSELLA partners. A first challenge approval round took place in July 2017 and the second one in the first week of September 2017.

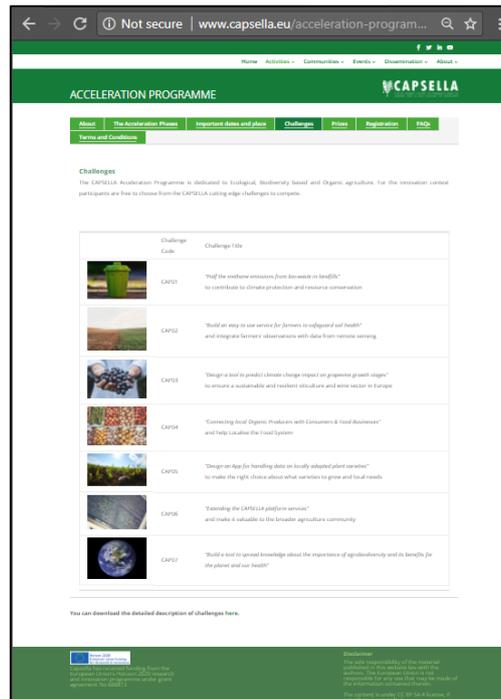


11. The CAPSELLA Challenge Approval Process

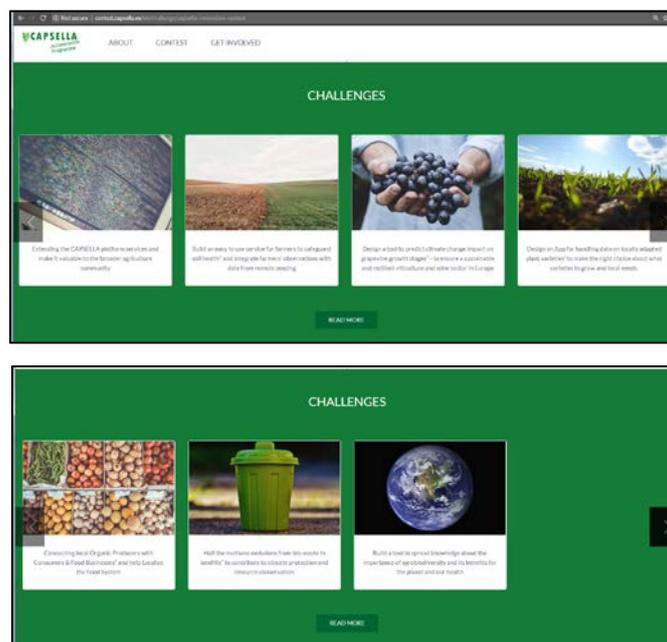
2.1.3 Communication of the challenges

The challenges were presented in detail by each challenge creator to the contest's participants and potential participants during the CAPSELLA Warm-Up event. They were also presented by the CAPSELLA team on the info sessions held in the American College of Greece and the Agricultural University of Athens.

The related descriptions were also uploaded in the CAPSELLA project's website and the CAPSELLA Open Innovation Platform.



12. The Challenges Section in the CAPSELLA website



13. The Challenges Section in the CAPSELLA Open Innovation Platform

2.2 Promo Material/Stationery Production

For the smooth execution of the CAPSELLA Capacity of Execution/Innovation Contest some extra CAPSELLA branded material for the participants of the contest had to be produced. This material included:

2.1.4 Nametags

Different nametags were created for participants, organisers and mentors in order to ease the networking process and ensure the security of the contest as only registered or authorized people should be present in the venue.

2.1.5 Branded Stationary

Notepads, folders with writing material, post-it notes and pencils, all created from eco-friendly and recycled materials, were produced to be used from the participants during the creative process.

2.1.6 CAPSELLA bags - Lanyards - T-Shirts - Balloons - Yo-yos

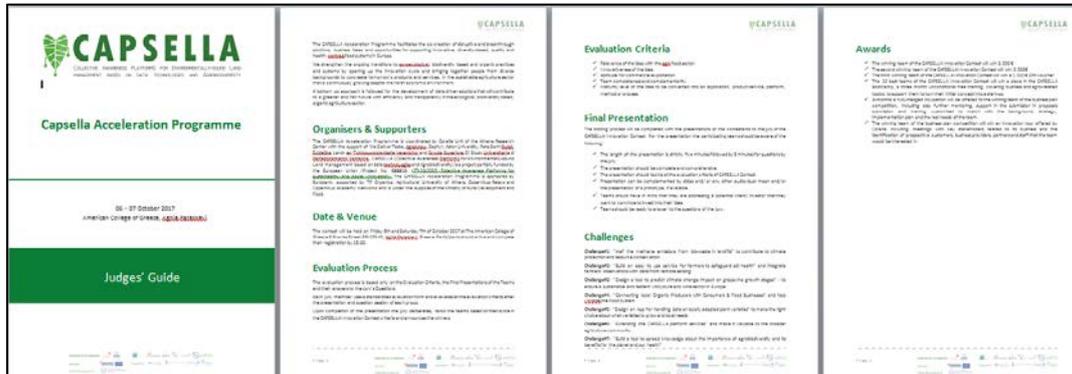
CAPSELLA branded bags were created for all participants as well as branded lanyards and T-Shirts, CAPSELLA balloons to add a fun branded aspect to the contest's venue and CAPSELLA yo-yos with an anti-stress role.

2.1.7 Extra material

Furthermore a printed version of the participants guide was created to be handed out to each team as well as a template to help them build their initial business plan, acting as a tool to assist them to take into account all important aspects in such a process.

2.3 Guides for Judges and Participants and Mentors' briefing

Two different types of guides were created, one for the judges and one for participants, providing them all the needed information on the contest and their role.



14. Judges Guide



15. Participants Guide

Also, the mentors were briefed on the requirements, limits and specifics of their role during the project meeting which preceded the contest.

3. The CAPSELLA Capacity of Execution Contest

The contest was held on the 6th and 7th of October 2017 at The American College of Greece 6 Gravias Street GR-153 42, Aghia Paraskevi, Greece. During these two days teams with complementary skills and backgrounds, competed to prove their capacity and execution capability by providing the most innovative solutions to the challenges of the CAPSELLA Innovation Contest.

3.1 Contest Schedule

The CAPSELLA Capacity of Execution/Innovation Contest lasted two days, from Friday the 6th October 2017 at 14:30 to Saturday the 7th of October 2017 at 22:00.

Friday 6 October 2017	Saturday 7 October 2017
14:30 - 15:30 Participants arrival and registration- Team Formation Completion - Teams submit the challenges they are going to compete on	00:00 - 08:00 Work continues long into the night
15:30 - 16:30 Welcome speech by organizers - Keynote Speeches - Presentation of the Contest and its schedule	08:00 - 09:00 Breakfast
16:30 Work starts	09:00 - 11:00 Work continues
16:30 - 18:00 Teams organize their ideas	11:00 - 13:00 Meetings with Mentors
18:00 - 20:00 Meetings with Mentors	13:00 - 14:00 Lunch
20:00 - 21:00 Dinner	14:00 - 15:30 Meetings with Mentors
21:00 - 24:00 Work continues	15:30 - 16:30 Finalization of presentations and oral preparation
	16:30 Participants submit their presentations
	16:30 - 18:30 Pitching of the ideas and questions from the jury
	18:30 - 19:30 Deliberation by the jury
	19:30 - 20:30 Announcement of Winners and Awards Ceremony
	20:30 Party

16. The CAPSELLA Capacity of Execution/Innovation Contest Schedule

The contest started with the registration of participants and the networking of participants that did not yet have a team, which was facilitated by the organisers.



17. The CAPSELLA Capacity of Execution/Innovation Contest Registration

An opening ceremony followed, with short speeches from the organisers.



18. The CAPSELLA Capacity of Execution/Innovation Contest Opening Ceremony

The start of the contest was announced exactly at 16:30. Contestants would have exactly 24 hours to work on their solutions.





19. The CAPSELLA Capacity of Execution/Innovation Contest Working Process

And at 16:30 on Saturday the 7th of October, the teams' pitching process started.



20. The CAPSELLA Capacity of Execution/Innovation Contest Final Presentations

The presentations were followed by the deliberation of the jury, the announcement of the winners and a team photo to get the party started.



21. The CAPSELLA Capacity of Execution/Innovation Contest Final Presentations

3.2 Contest Participants

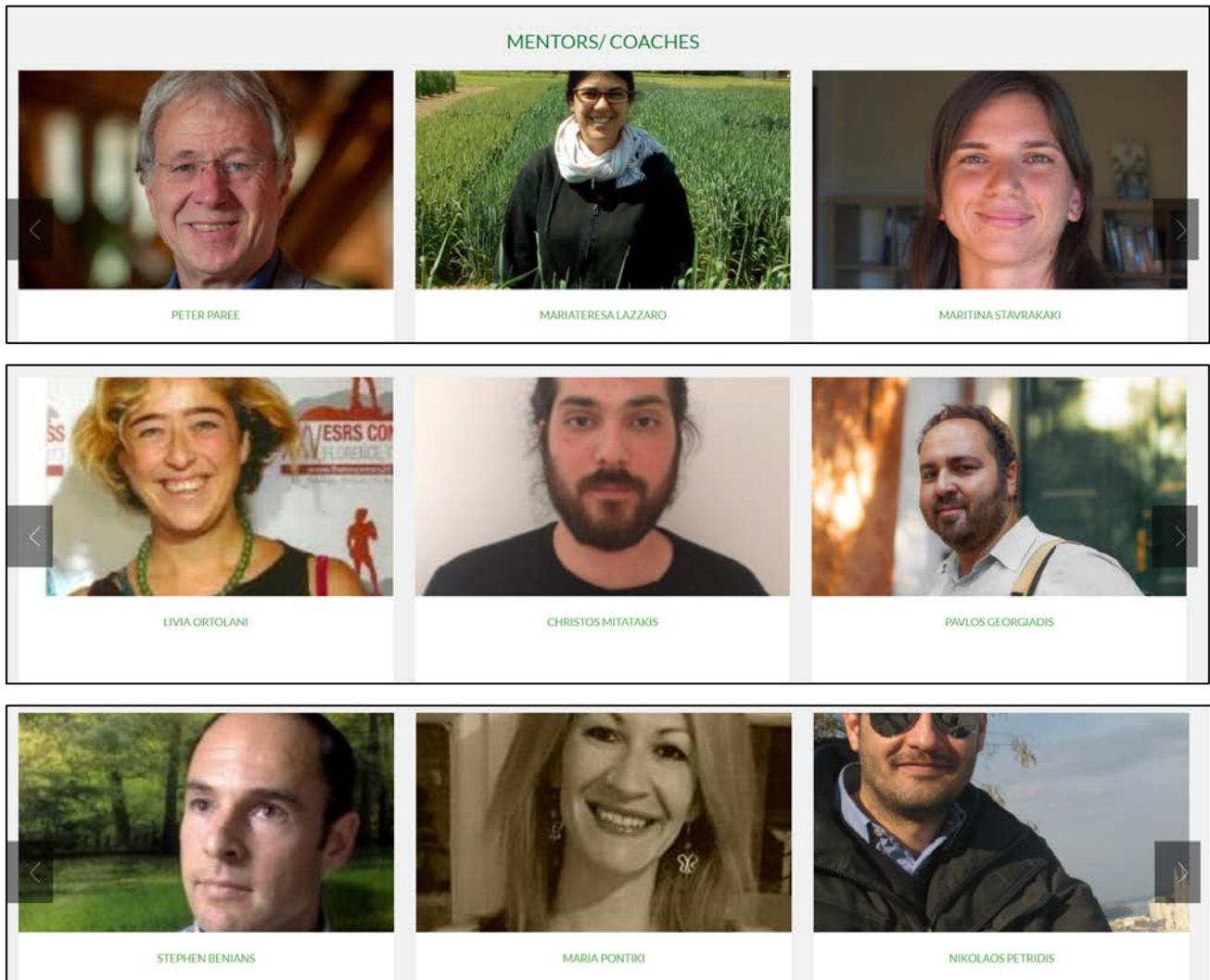
41 contestants finally participated in the CAPSELLA Innovation contest, out of which 40 were physically present at the contest venue and 1 participated online.

With regards to the profile of these applicants, 68% were male and 32% were female (applicant gender), 32% were holding a High School Diploma, 27% a Bachelor Degree, 34% a Master Degree and 2% a PhD Degree and 5% another type of degree (applicant educational level), 27% have a business background, 51% have a technical background, 17% a scientific/sector specific background and 5% had a different background (area of expertise).

3.3 Contest Mentors

All participating teams - AgrITes, Agrologies, Agronauts, Build4field, Encompost, Going Organics, Iotizer, Organicons, Proragros, SoilWatcher, and Vineguard - received guidance from distinguished mentors on technological, business and agro-food issues.

The CAPSELLA Innovation Contest mentors included Peter Paree, Maria-Teresa Lazzaro, Maritina Stavrakaki, Livia Ortolani, Christos Mitatakis, Pavlos Georgiadis, Stephen Benians, Maria Pontiki and Nikolaos Petridis. All mentoring profiles were publicly available via the CAPSELLA Open Innovation Platform.



22. The CAPSELLA Capacity of Execution/Innovation Contest Mentors

Three different mentoring slots were foreseen, each one serving a different scope. The first one, on Friday the 6th of October 2017 from 18:00 to 20:00 was aimed at helping participants deeply understand the challenge themes. At this slot the available mentors included challenge experts as well as a mentor with a legal background, who helped to kick-start their idea generation process.

To facilitate the mentor allocation process a scheduling board was created, including fifteen minutes slots for each mentor. Next to each mentor there was an indication on their field of expertise (“a” for agri-food, “t” for a technical background and “b” for the ones having a business background). A number next to the mentor’s name, wherever applicable, also indicated the challenge they were an expert on. Teams wrote their team name next to the mentor they would like to meet on their preferred time. The mentors consulted the scheduling board and visited the team they were booked for in each timeslot. Through this process all mentors were horizontally available to all teams.



23. CAPSELLA Capacity of Execution/Innovation Contest Participants filling in the Mentor's Scheduling Board

3.4 Contest Judges

The judging committee of the CAPSELLA Capacity of Execution/Innovation contest consisted of four experts with a diverse background: Harris Papageorgiou, Prodromos Kalaitzis, Gorgias Garofalakis and Christos Raftogiannis.

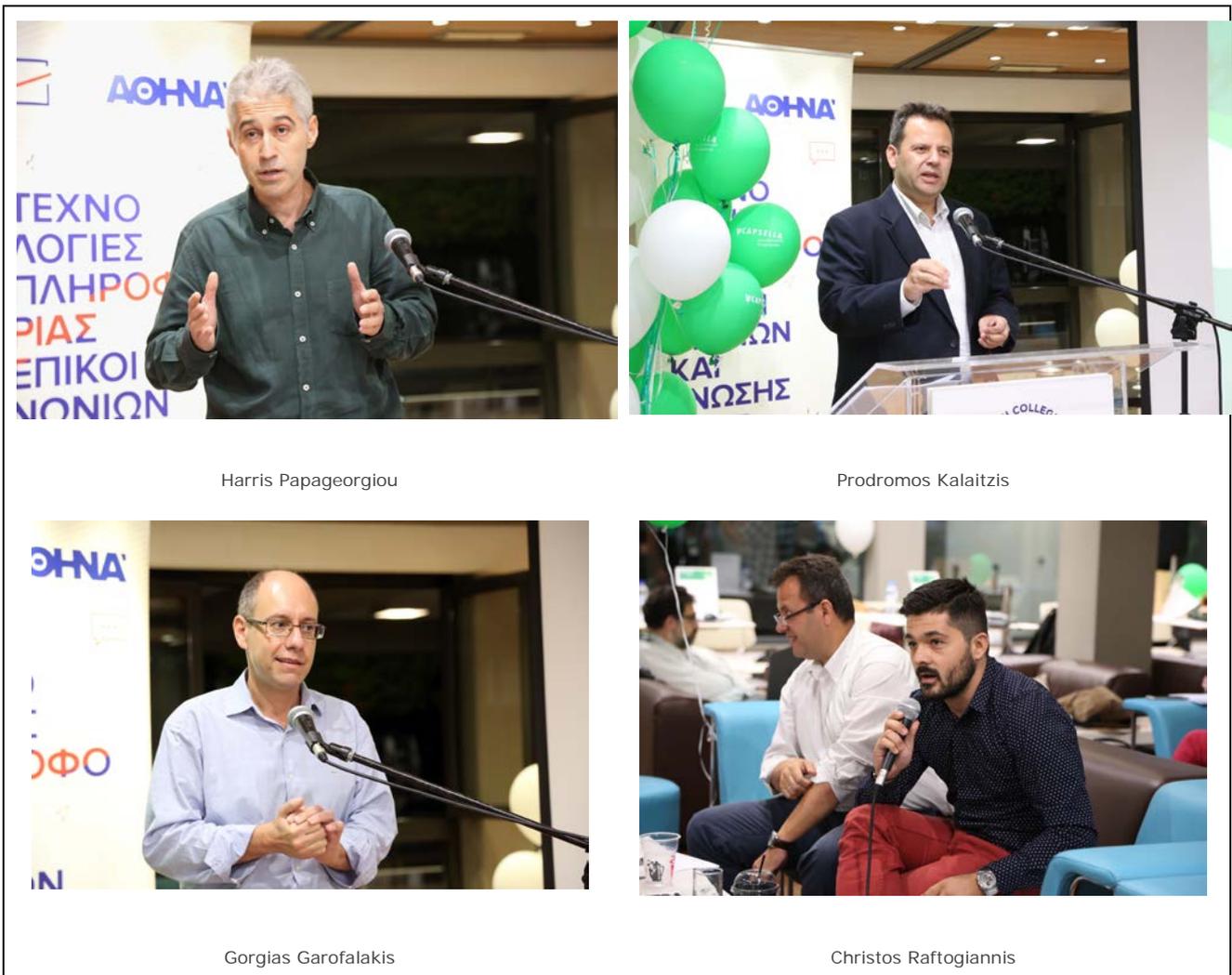
Harris Papageorgiou is the Deputy Head of the Natural Language and Knowledge Extraction Department and a senior researcher at the Institute for Language and Speech Processing. He holds a Diploma in Electrical Engineering and a PhD in Information Technology from the National Technical University of Athens. Since 1992, he has been working for ILSP, involved in European projects in the area of multilingual multimodal multimedia processing. He is teaching at the Postgraduate Programme of Studies "Technoglossia". He has published more than 50 publications in international scientific books, journals and international conferences. He holds a patent in Machine Translation technology. He has been involved in the creation of various spin-outs.

Prodromos Kalaitzis is a business economist with post graduate studies on agricultural economics. He has worked for more than a decade as a researcher on agricultural cooperatives at the Netherlands Institute for Cooperative Entrepreneurship and at Wageningen University in The Netherlands on agri-food marketing and supply chains. In the last decade, he has been lobbying in Brussels for Copa-Cogeca, the European Farmers and European Agri-Cooperatives organisation, as a cooperative expert and

Senior Policy Advisor also on EU single market and EU budget issues, as well as on related policies of European Institutions. He is currently a consultant on issues related to agri-food business and in particular on agri- cooperatives.

Gorgias Garofalakis holds a Degree in Chemical Engineering from Dept. of Chemical Engineering, National Technical University, Athens and a PhD degree in Food Science Dept. of Food Science, University of Leeds, UK. He is at General Secretariat of Research and Technology leading the Agrifood Platform.

Christos Raftogiannis, CEO and cofounder of CityCrop Automated Indoor Farming. He holds a degree of the School of Agriculture, Food & Nutrition, Department of Agriculture from Technological Educational Institute of Crete. CityCrop is an intelligent indoor garden that lets you grow pesticide-free food all year round. Citycrop was one of the startups which participated to one of the most prominent accelerators currently operating in Greece, the "egg - enter•grow•go", a corporate social responsibility initiative by Eurobank, designed and implemented in cooperation with Corallia.



Harris Papageorgiou

Prodromos Kalaitzis

Gorgias Garofalakis

Christos Raftogiannis

24. CAPSELLA Capacity of Execution/Innovation Contest Judges

3.5 Contest Winners

The groups that excelled for their innovative ideas, commercial exploitation, completeness, complementarity and degree of maturity of the idea were: **Agrologies**, **Going Organic** and **Progragros**. Agrologies, which won the first prize, presented an application that allows farmers to manage their crops with precision and economy. The Going Organic team received the second prize, introducing an application to link organics growers directly to consumers. Finally, the third prize was received by the Progragros team, which designed an application to manage data on plant varieties thriving in each place.



25. CAPSELLA Capacity of Execution/Innovation Contest Winners

4. Outcomes of the CAPSELLA Capacity of Execution Contest

After two days of creation and cooperation the eleven teams that participated in the CAPSELLA Innovation Competition presented in Athens their imaginative solutions, products and applications for the sustainable agro-food industry.

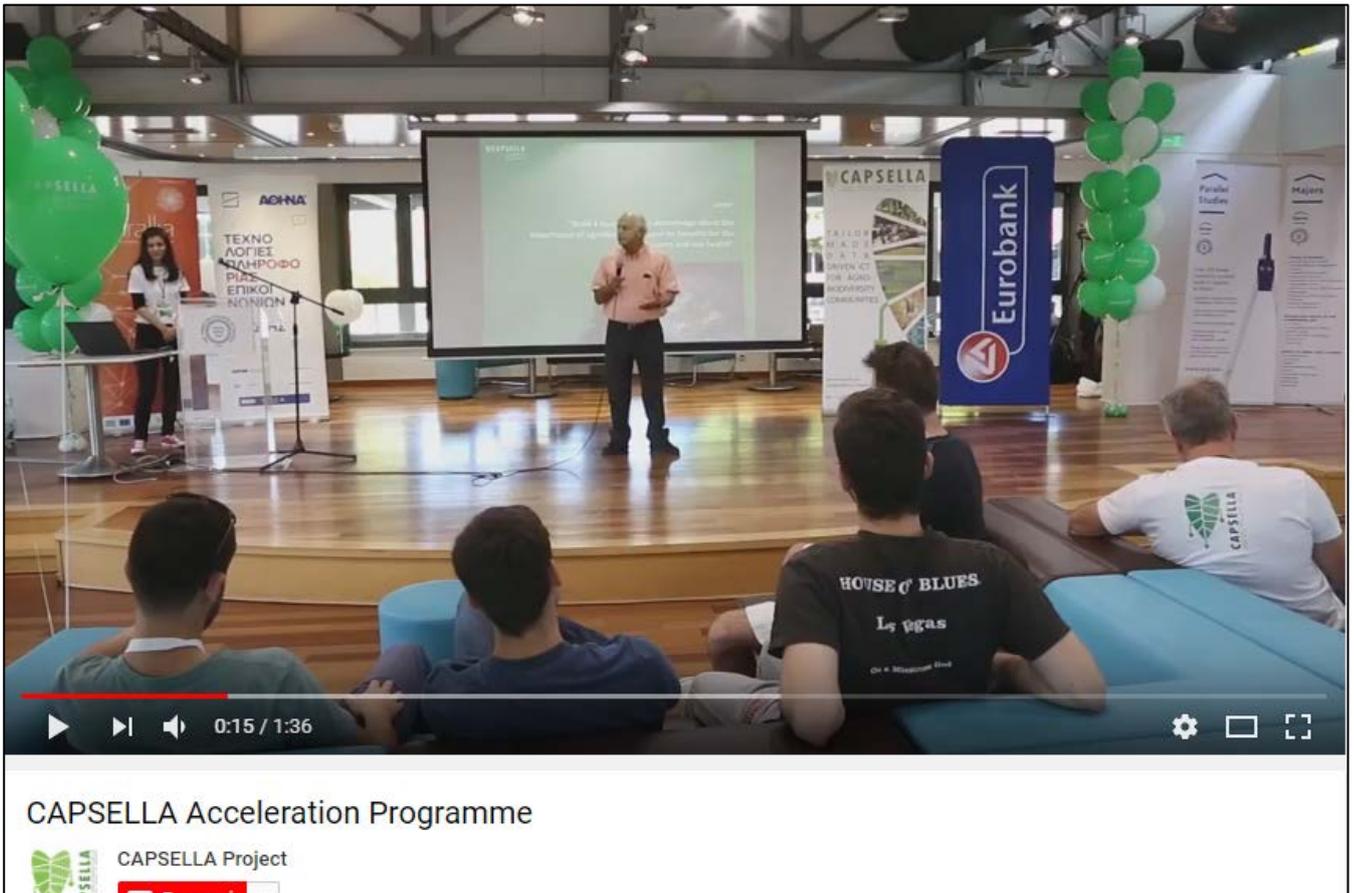
At the end of the competition a feedback questionnaire was handed out to all participating teams. The overall contest was rated from participants with 3.1/4, where 4 stood for excellent. 10 out of the 11 participating teams indicated that they would be also interested in a future agro-contest, while 9 teams indicated that they would recommend to others to participate in an Innovation Contest.

Furthermore, very positive comments were written on the impression board circulated among the participants.



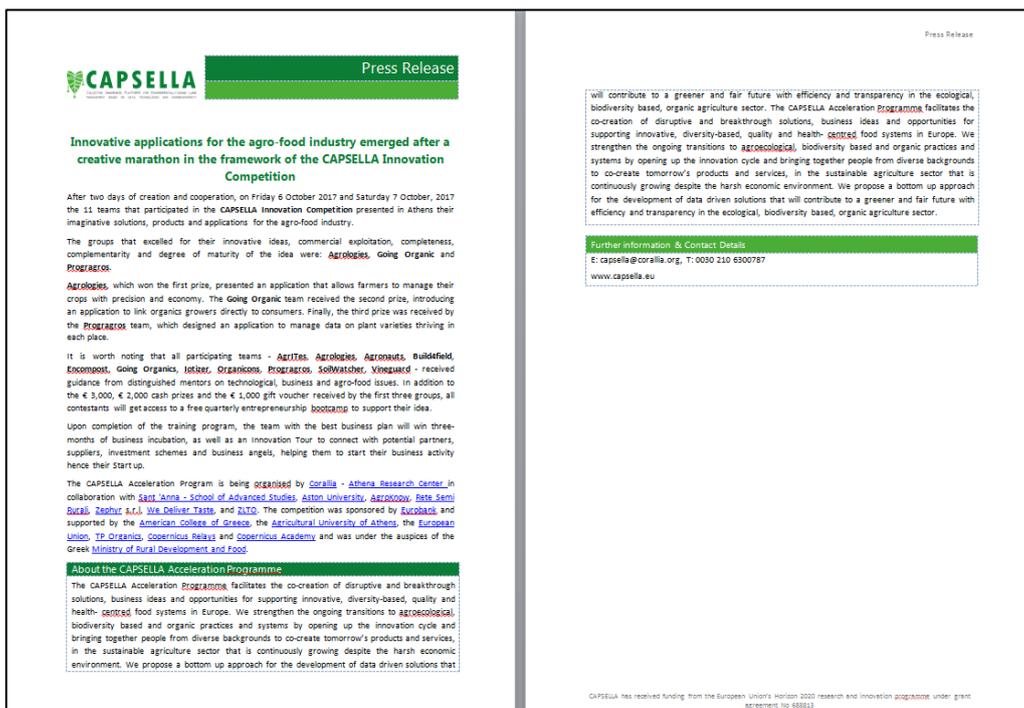
26. CAPSELLA Capacity of Execution/Innovation Contest Impressions Board

To capture the spirit and all the highlights of the CAPSELLA Capacity of Execution Contest a video was created after the completion. This video has been uploaded in the CAPSELLA YouTube channel.



27. CAPSELLA Capacity of Execution/Innovation Contest YouTube Video

To inform all interested stakeholders a press release was also issued.



28. CAPSELLA Capacity of Execution/Innovation Contest Press Release

5. Next Steps

Due to the high-level and potential of all participating teams in the CAPSELLA innovation Contest it was decided to provide them all the chance to proceed to the next phase, the CAPSELLA Bootcamp. This three-month entrepreneurship bootcamp will be specially designed to support their transition from their initial concept to a sustainable Start Up. Upon completion of the training program, the team with the best business plan will win three-months of business incubation, as well as an Innovation Tour to connect with potential partners, suppliers, investment schemes and business angels, helping them to start their business activity hence their Start up.