

Pack for HUBs

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1. Key links

This is the one place, where we direct potential participants:

<https://challengelabs.eu/>

This is the one place, where we direct potential mentors:

<https://challengelabs.eu/webinar/>

*Link to recruitment form: https://generator.responsesuite.com/q/application_form

*LinkedIn event:

<https://www.linkedin.com/events/challengelabscentraleasterneuro6940993030774534144/about/>

*Additionally

2. Brief description of the project

Challenge Labs is a two-week innovation design marathon, organized by [EIT Food](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry. With the help of facilitators and experts, interdisciplinary teams go through the steps of #DesignThinking. Throughout the workshop, participants work together on a concept, which they then transform into a prototype and present as part of a presentation to a jury of the most prominent industry experts.

3. Suggested newsletter content

PARTICIPANTS

SHORT TEXT ABOUT CL CEE - IF YOU JUST WANT TO MENTION THE RECRUITMENT PROCESS (**TO PARTICIPANTS** ABOUT RECRUITMENT TO CL CEE)

TITLE: Join the biggest hackathon for the food industry in CEE region!

PARAGRAPH TEXT CONTENT:

Do you have experience in the food industry? Are you a PhD, scientist, professional, ambitious student or expert with business experience and innovation ideas? Then join Challenge Labs CEE - a two-week innovation design marathon, organized by [EIT Food](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry.

Click here to know more: <https://challengelabs.eu/>

WHAT ARE THE BENEFITS FROM TAKING PART IN CHALLENGE LAB?

- ✓ You experience the innovation design process in the context of the food industry from A to Z
- ✓ You will gain expert knowledge and practical experience in Design Thinking methods and Service Design
- ✓ You will learn about trends and predictions of industry experts in the context of future product and technology development in the food and agriculture area
- ✓ You get the opportunity to consult your ideas with experts from the agri-food sector
- ✓ You will take part in a competition with prizes worth a total of 9,000€! 💰💰💰

Ready for an unforgettable adventure? **Apply by 15th July** and take part in an international workshop on designing the future of the agri-food industry!

FULL TEXT NEWSLETTER (**TO PARTICIPANTS** ABOUT RECRUITMENT TO CL CEE)

TITLE: Take part in the international Challenge Labs workshop and compete for prizes worth 9,000€!

FULL TEXT CONTENT:

Hi, future Innovator!

Do you have experience in the food industry? Are you a PhD, scientist, professional, ambitious student or expert with business experience and innovation ideas? Then join Challenge Labs CEE - a two-week innovation design marathon, organized by [EIT Food](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry.

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Go for it! 🔥

You can sign up your organization here, adding the info that you are a Challenge Labs CEE partner.

MENTORS

SHORT TEXT ABOUT CL CEE - IF YOU JUST WANT TO MENTION THE PROJECT (TO POTENTIAL **MENTORS**)

TITLE: Join the biggest hackathon for the food industry in CEE region!

PARAGRAPH TEXT CONTENT:

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Click here to know more: <https://challengelabs.eu/webinar/>

WHAT ARE THE BENEFITS FROM TAKING PART IN CHALLENGE LAB AS A MENTOR?

- ✓ You get specialized know-how on how different organizations and teams manage innovation in the food industry
- ✓ You become a part of innovators community in the food industry (mentors and participants)
- ✓ You experience open-innovation workshops designed especially for the food industry
- ✓ Expand your network of international contacts with specialists and experts in the agri-food sector
- ✓ ...and if you wish, you can also join Challenge Labs with your team to design innovations in your organization

Click here to know more: <https://challengelabs.eu/webinar/>

FULL TEXT NEWSLETTER (TO POTENTIAL MENTORS)

TITLE: Take part in the international Challenge Labs workshop as a mentor!

FULL TEXT CONTENT:

Hello,

Are you interested in the topic of innovation design? You have 10+ years working experience in food industry? Then join Challenge Labs CEE - a two-week innovation design marathon, organized by [EIT Food](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry.

Click here to know more: <https://challengelabs.eu/webinar/>

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Click here to know more: <https://challengelabs.eu/webinar/>

Ready for an unforgettable experience? **Write to us on tomek@generatorpomyslow.pl and let us know you are interested in taking part!**

Let's be in touch! 🔥

You can sign up your organization here, adding the info that you are a Challenge Labs CEE partner.

PARTICIPANTS AND MENTORS

FULL TEXT NEWSLETTER (TO PARTICIPANTS AND MENTORS ABOUT RECRUITMENT TO CL CEE)

TITLE: Join the biggest hackathon for the food industry in CEE region!

PARAGRAPH TEXT CONTENT:

Interested in the topic of innovation design? Would you like to experience a rapid product design sprint dedicated to the food industry? Then join Challenge Labs CEE - a two-week innovation design marathon, organized by [EIT Food](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry.

WHO ARE WE LOOKING FOR?

✓ If you have **more than 10 years of experience** in the food industry join Challenge Labs CEE as a mentor → link: <https://challengelabs.eu/webinar/>

✓ Interested in the food industry? You have **a few years of work experience**? Join Challenge Labs CEE as a participant and take part in a competition with prizes worth a total of 9,000€! 💰 → link: <https://challengelabs.eu/>

Want to know more about the project? Click here and get more details:

<https://challengelabs.eu/>

Apply by 15th July and take part in an international workshop on designing the future of the agri-food industry!

Go for it! 🔥

You can sign up your organization here, adding the info that you are a Challenge Labs CEE partner.

4. Participant profile

We are looking for people who are **experts, young scientists, PhD students, specialists, final-year students with knowledge and experience** in:

- biotechnology
- food technology
- marketing
- agriculture
- food science
- business studies
- computer science
- graphics
- social sciences (psychology, sociology, management)

All participants should have an English language proficiency of **min. B2**

5. Mentor profile

A mentor should have:

- min. 10 years of experience in the industry → senior positions
- work daily in the agri-food industry or have min. **10 years of experience working in this industry**

Examples of mentor positions:

- Head of Disruption
- Head of Foresight
- CEO
- Research & Innovation Portfolio Manager
- Assistant Professor
- Chief Operating Officer
- Head of Marketing
- Head of Innovation
- Head of New Product Development
- International Student Exchange Coordinator of the Faculty of Human Nutrition
- User eXperience Manager

6. Suggested post text on social media

#recruitment #hackathon #agrifood #innovation #prizes

Interested in the topic of innovation design? Would you like to experience a rapid product design sprint dedicated to the food industry? Then join Challenge Labs CEE - a two-week innovation design marathon, organized by [#EITFood](#) (European Institute of Innovation and Technology), during which participants develop concepts for products or services that address current challenges in the agri-food industry.

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Go for it! 🔥

7. Key visual

Different banners:

<https://drive.google.com/drive/folders/1xWdtBtNdfFv7Ik5EFbzEm91HYVtm-W3c?usp=sharing>

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