
Erasmus+

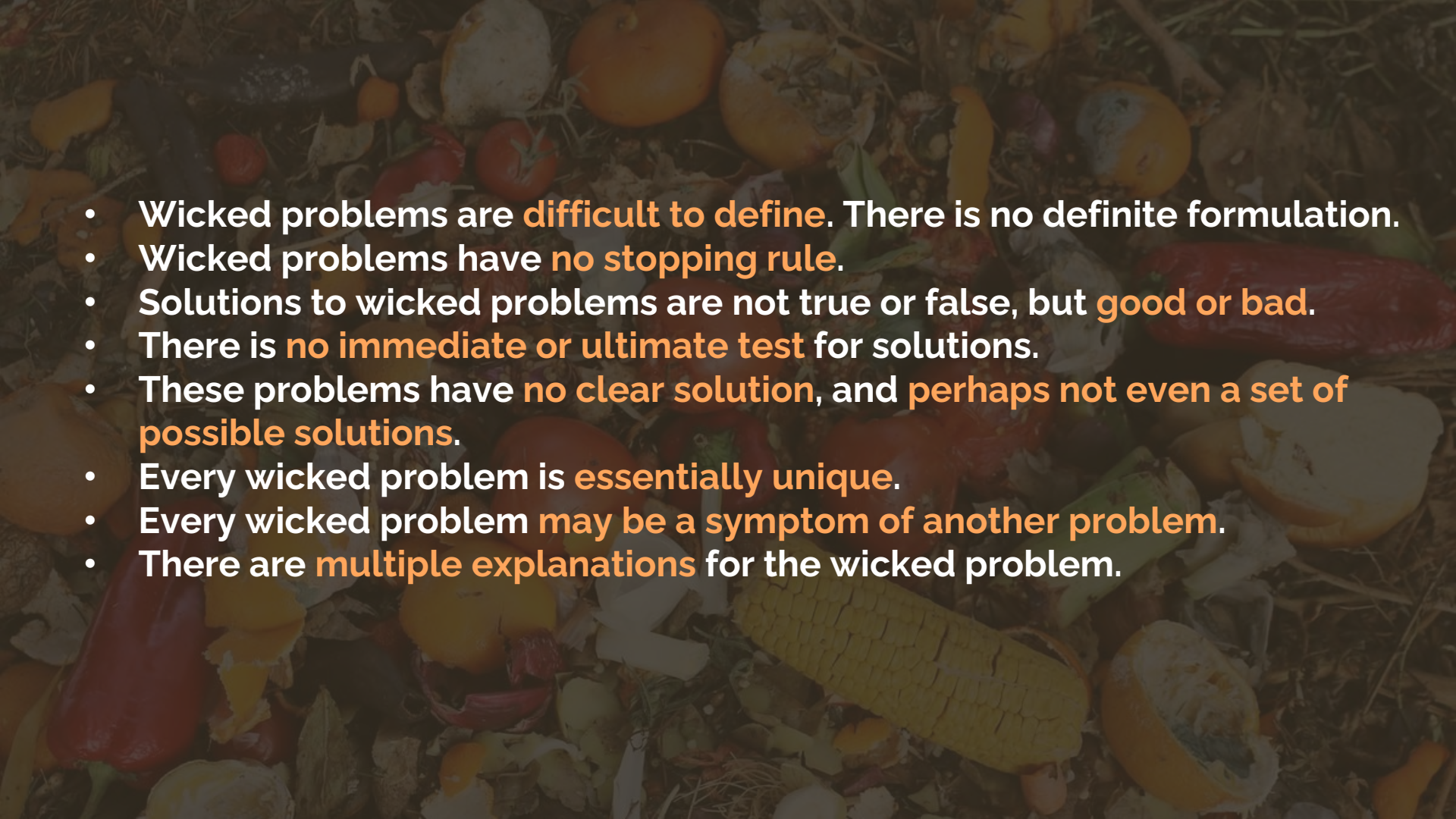
Capacity Building for Higher Education


Session 1: Design Thinking intro

WP3 Student Competition

A collage of various food waste items, including oranges, tomatoes, peppers, and corn, arranged in a grid-like pattern. The items are shown in different states of decay and are set against a dark, textured background. The central text is overlaid on a semi-transparent dark band.

‘Wicked Problems’

- 
- Wicked problems are **difficult to define**. There is no definite formulation.
 - Wicked problems have **no stopping rule**.
 - Solutions to wicked problems are not true or false, but **good or bad**.
 - There is **no immediate or ultimate test** for solutions.
 - These problems have **no clear solution**, and **perhaps not even a set of possible solutions**.
 - Every wicked problem is **essentially unique**.
 - Every wicked problem **may be a symptom of another problem**.
 - There are **multiple explanations** for the wicked problem.

- 
- A close-up photograph of a large pile of food waste, including whole and sliced tomatoes, a whole ear of yellow corn, a slice of bread, and various vegetable scraps, all resting on a bed of dry straw or mulch. The image is overlaid with a semi-transparent dark grey rectangle containing a list of global issues.
- **Climate change** and environmental degradation
 - **Poverty and income inequality**
 - **Global health crises**, such as pandemics and access to healthcare
 - **Political polarization** and social division
 - **Education inequality** and access to quality education
 - **Urbanization and overpopulation**
 - ...

A large pile of food waste, including various vegetables like tomatoes, peppers, and corn, along with fruits like oranges and mushrooms, some of which are spoiled or moldy. The waste is scattered on a dark, textured surface.

Foodwaste as a ‘Wicked Problem’

What is the solution for wicked problems?

Too complex for one solution to be the answer

Complex problems require complex solutions

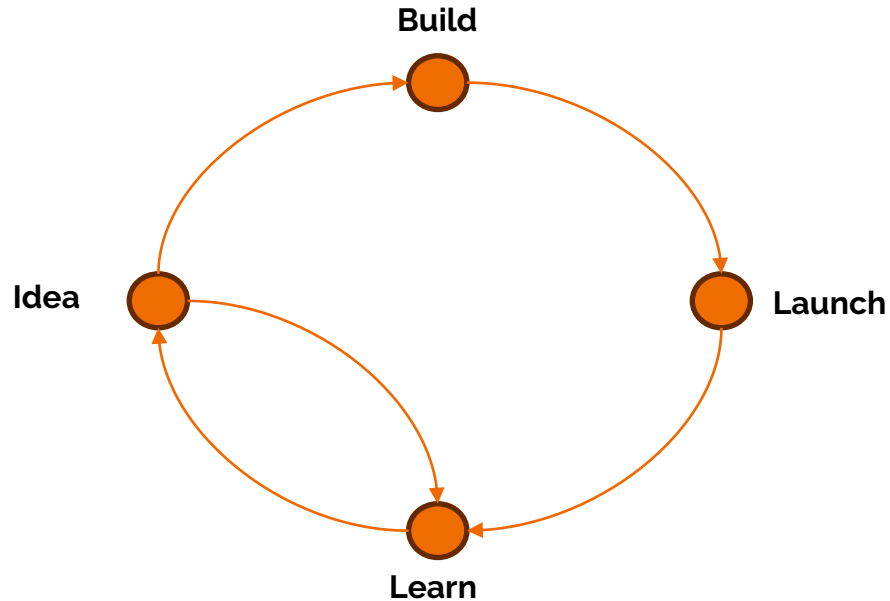
- Multiple perspectives
- Cultural
- Social
- Political
- Economical
- Different disciplines

...

The image is a collage of various food waste items. At the top, there are whole and partially eaten oranges, red tomatoes, dark eggplants, and some green peas. In the middle, a semi-transparent dark grey banner contains the text 'Design Thinking as a solution for foodwaste'. At the bottom, there is a whole yellow corn cob, a red bell pepper, and more orange peels and vegetable scraps. The background is a mix of brown, tan, and green tones, suggesting a natural or composting environment.

Design Thinking as a solution for foodwaste

Shortcut in “New Product Development”



Design Thinking... not so clear...

Design thinking is a **process for solving problems** by prioritizing the **consumer's needs** above all else. It relies on **observing, with empathy, how people interact** with their environments, and employs an iterative, hands-on approach to **creating innovative solutions**.

Process for solving problems



Collaborative endeavor



Design thinking is an **extension of innovation** that allows you to design solutions for end users with a single problem statement in mind. It not only imparts valuable skills but can help advance your career. It's also a **collaborative endeavor that can only be mastered through practice with stakeholders**.

Design thinking **is a non-linear, iterative process** that teams use to **understand users, challenge assumptions, redefine problems and create innovative solutions** to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown.

Non-linear, iterative process



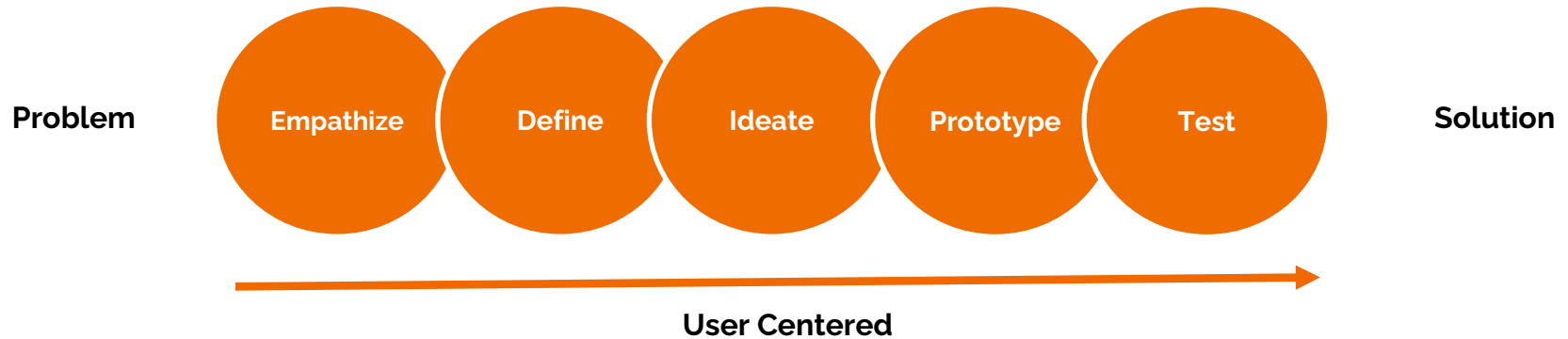
Design Thinking as a...

Method

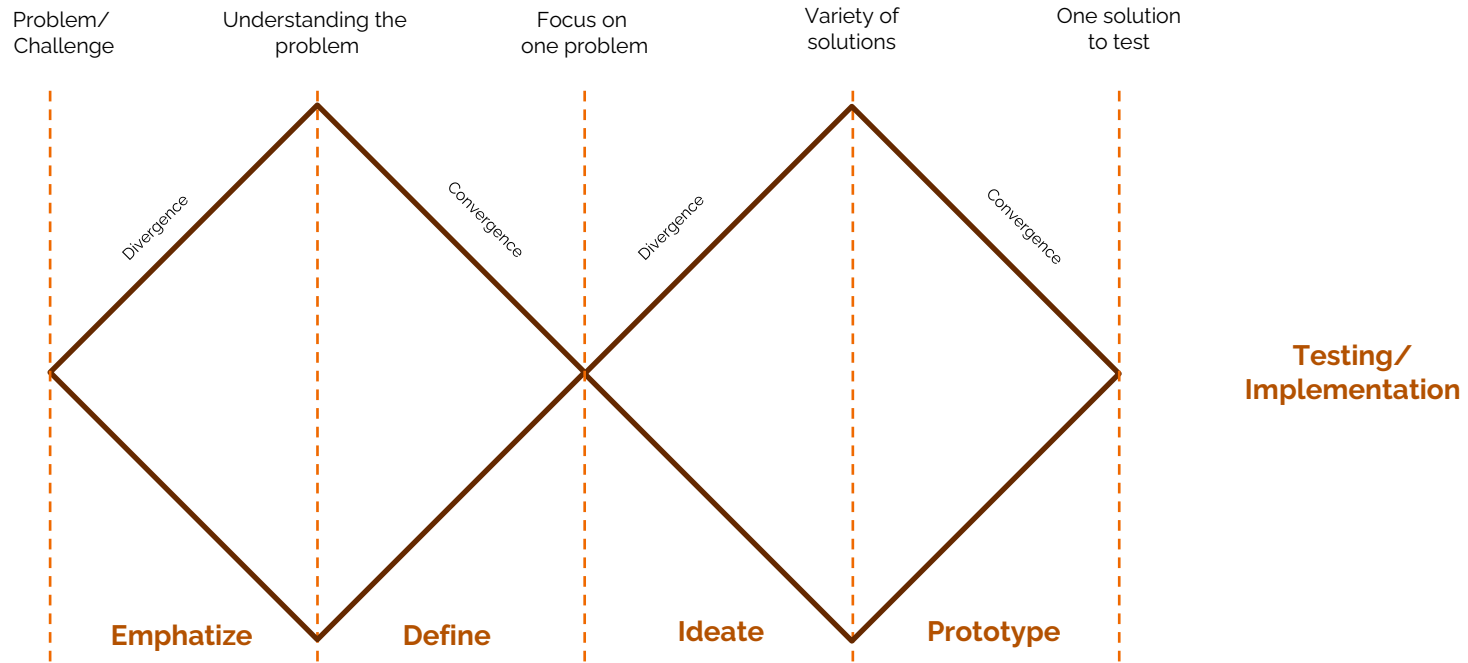
Process

Mindset

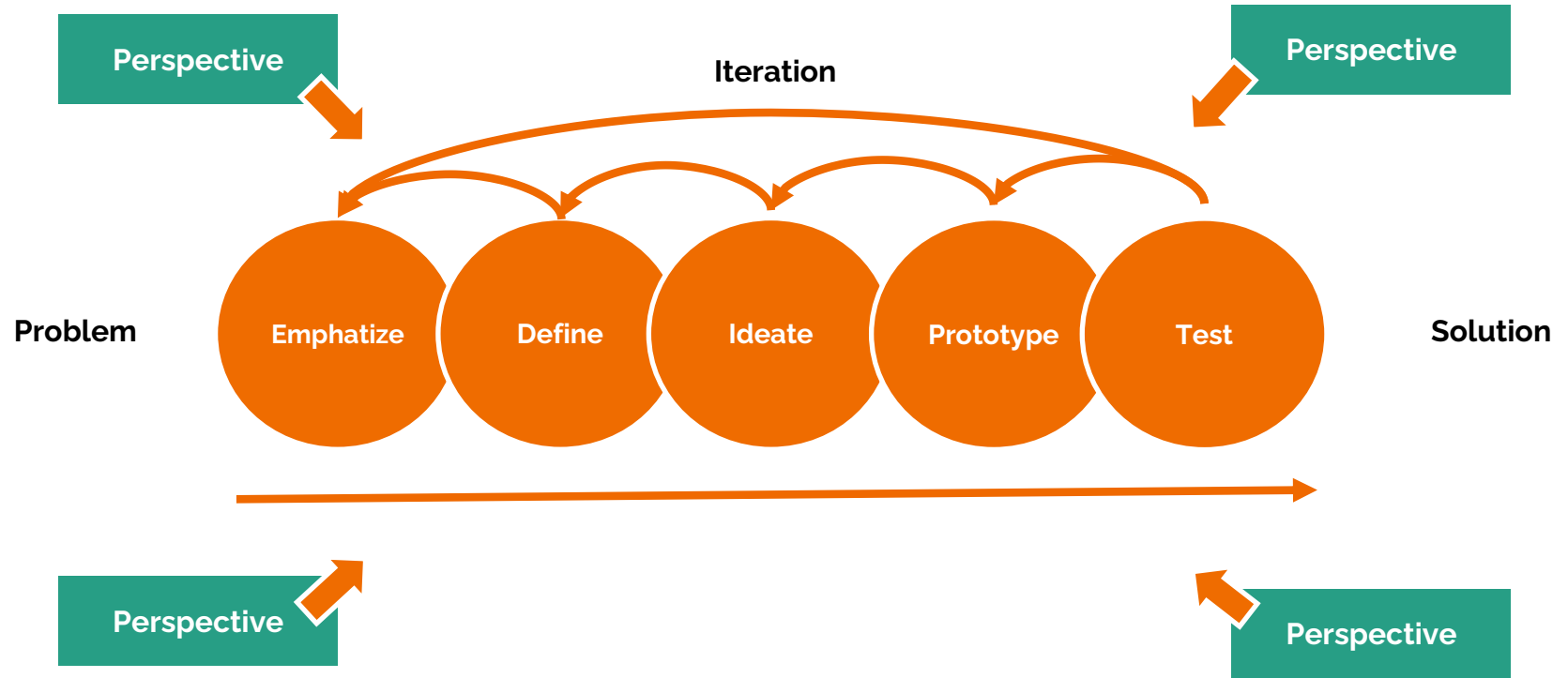
Design Thinking as a method



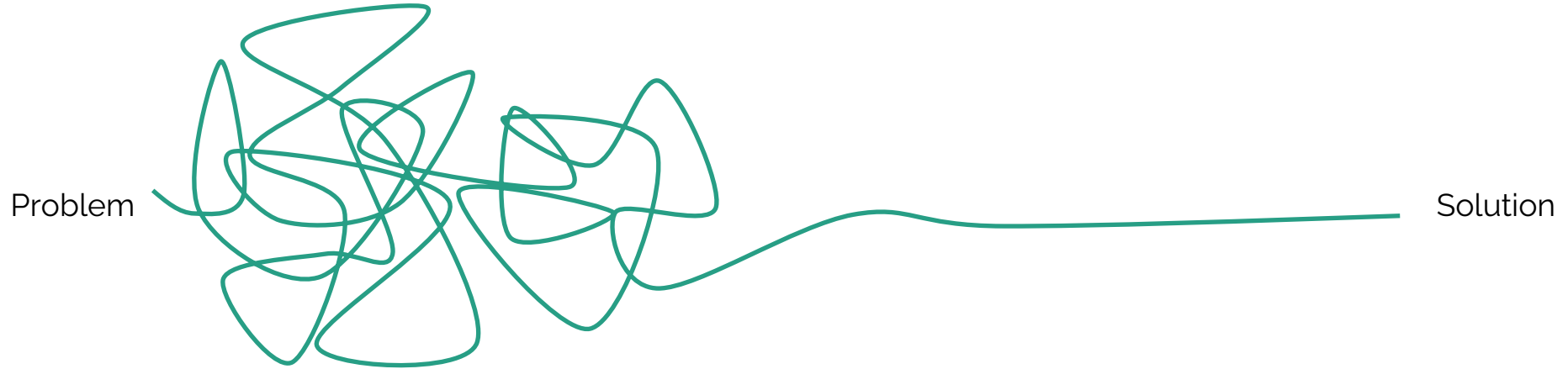
Design thinking as a method: Double diamond model



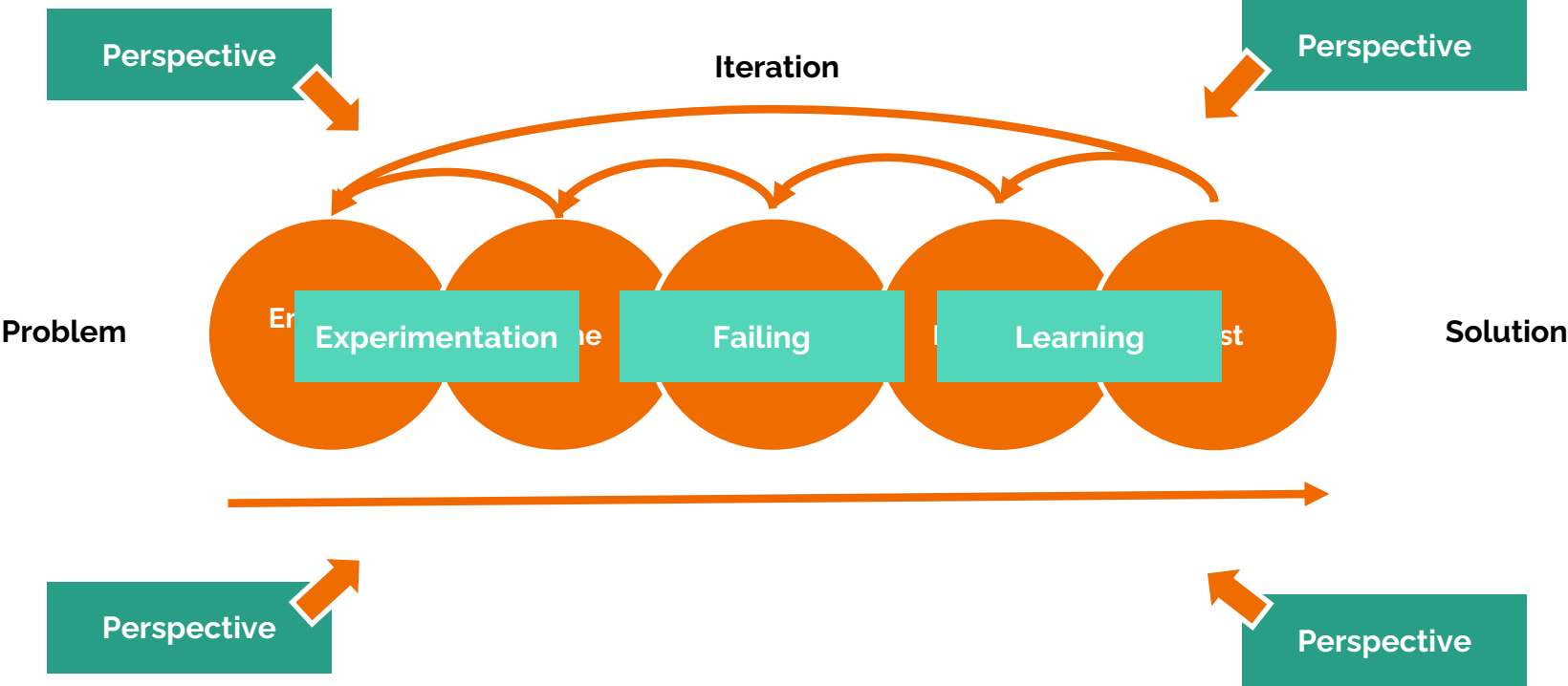
Design Thinking as a process



What iteration looks like...



Design Thinking as a mindset



Most important elements of Design Thinking

Human centered

Multi disciplinary

Diverging and
converging

Making things
tangible

Rules of Design Thinking

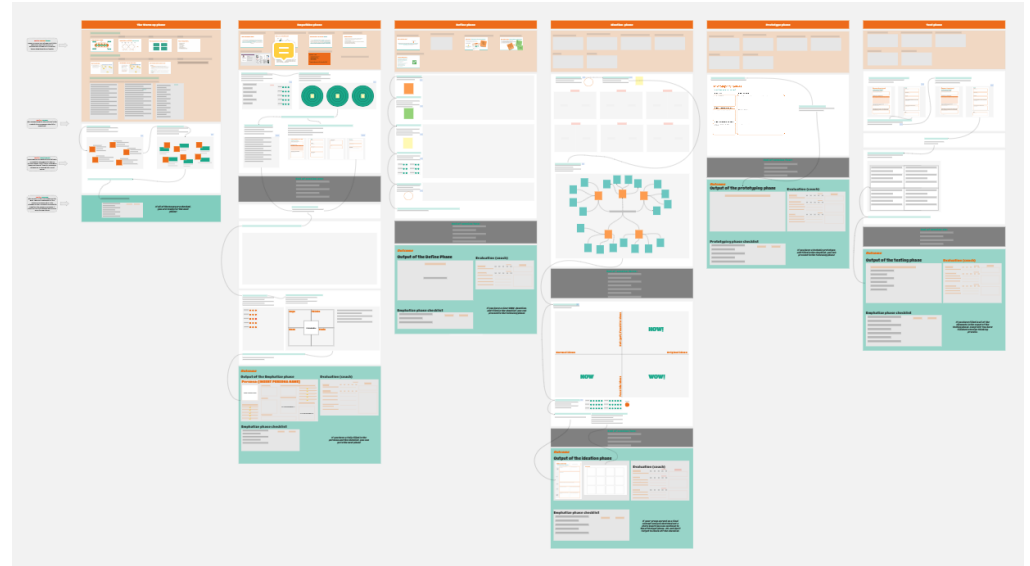
- Unleash your empathy!
- Be optimistic!
- Embrace ambiguity
- **TRUST THE PROCESS!!**
- Make it tangible!
- Learn from failure
- Iterate, iterate and iterate...
- Be confident about your creativity!



Let's start 'Design
Thinking'

User innovation tool

- A tool that guides your through the whole process of Design Thinking for this Summer Competition



User innovation tool

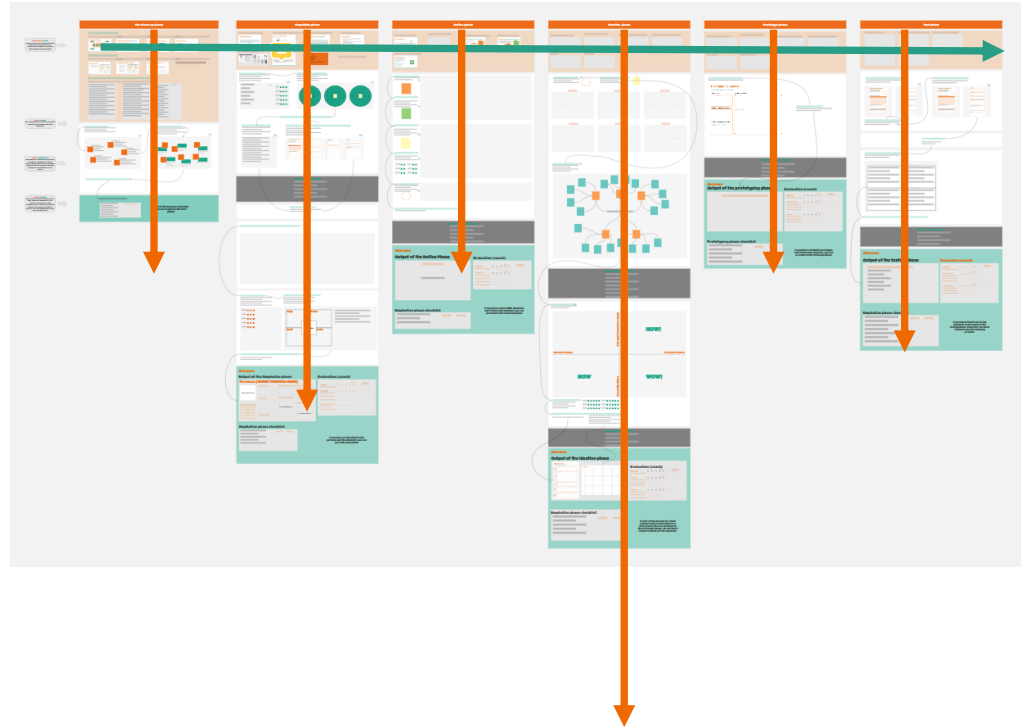
- Every group gets a MIRO-board through e-mail (yes, you fill it it in!)
- Every group gets a coach that keeps track of your progress and aids you in the process
- Track 2 students also get a MIRO-link send through e-mail

Overview of coaches

- Group **one**: Arif/ Diana
 - Group **two**: Reni/ Zita
 - Group **three**: Tarra
 - Group **four**: Reni/ Zita
 - Group **five**: Tarra
 - Group **six**: Stanley/ Permata
 - Group **seven**: Stanley/ Permata
 - Group **eight**: Vrames/ Theresia
 - Group **nine**: Arif/ Diana
 - Group **ten**: Vrames/ Theresia
- Track 2 students get guidance from Conny and Ben or Tim.
 - Overview of the coaches expertise can be found here:
<https://www.foodwastetofinish.com/team>

User innovation tool: how does it work?

- The tool guides your group through all of the phases from **left to right**
- To complete every phase successfully, the desired methods and outcomes are filled in from **top to down**



User innovation tool: how does it work?

Elements:

- **Orange boxes** are informational fields where you can find substantial information (e.g. about the design thinking process) and practical information on the Summer Competition (E.g. deadlines)
- **White boxes** provide your group with methods and templates in the form of assignments that help you reach the outcome of the design thinking phase
- **Green** are fields where you fill in the desired and asked outcome of the phases
- **Arrows:** These show the flow of the assignments that need to be fulfilled.

Orange boxes

- Overview of most important substantive information per design thinking phase
- Overview of deadlines or other practical information

The Warm up phase

Design Thinking

What is Design Thinking?

Double Diamond Model

Design thinking as a METHOD: Double Diamond

Elements of Design Thinking

Most important elements of Design Thinking

Elements of Design Thinking

Rules of design thinking

- Empathize with the user
- Collaborate
- Iterate
- Prototype
- Test
- User the team
- Share ideas of ideas
- Share ideas of ideas

Tool introduction

What is this tool?

User Innovation tool

How does it work?

User Innovation tool: how does it work?

How does it work?

User innovation tool: how does it work?

Define:

- The purpose is to understand the user's needs and to define the problem to be solved.
- The goal is to understand the user's needs and to define the problem to be solved.
- The goal is to understand the user's needs and to define the problem to be solved.

Coaches and expertise

<https://www.foodwastetofinish.com/team>

Project deadlines & deliverables: IN2FOOD Summer competition

Epic Goals (Deliverables)

This is what you need to deliver by the end of the IN2FOOD summer competition. This board provides a summary. The full description of the Use Case can be found on the IN2FOOD website: <https://www.foodwastetofinish.com/>

Food Waste solution

- Pitch deck presentation:
 - 20 mins in front of a jury (including questions)
 - Professional looking
 - 5 slides product description
 - Team and specific problem
 - Key users
 - Solution description
 - Prototype
 - 3 slides implementation process:
 - Who is involved?
 - What is needed from other staff members?
 - How many people are involved?
 - What is the timeline of your process?
 - 6 slides scaling process:
 - Communication campaign
 - Growth ambitions
 - Goals in three years?
 - What do you need to get there?
- Prototype/ video of solution that shows how your solution works in practice
- Communication materials on how you are going to

Innovation process goals

These are the inbetween goals during the summer competition. If you follow and respect the deadlines underneath, then you will have most of the building blocks for the Epic Goals. Assignments and outputs have to be fully filled in.

Day	Phase	Assignment	Output	Checklist
Day three (08/08)	Warm-up phase	Assignment 1		
		Assignment 2		
		Assignment 3		
Day three (08/08)	Empathize phase	Assignment 4		
		Assignment 5		
		Assignment 6		
Day four (09/08)	Define phase	Assignment 7		
		Assignment 8		
		Assignment 9		
Day four (09/08)	Output of the empathize phase	Assignment 10		
		Assignment 11		
		Assignment 12		
Day five (10/08)	Define phase	Assignment 13		
		Assignment 14		
		Assignment 15		
Day five (10/08)	Output of the define phase	Assignment 16		
		Assignment 17		
		Assignment 18		
Day six (11/08)	Output of the ideation phase	Assignment 19		
		Assignment 20		
		Assignment 21		
Day six (11/08)	Prototyping phase	Assignment 22		
		Assignment 23		
		Assignment 24		
Day seven (16/08)	Testing and validation phase	Assignment 25		
		Assignment 26		
		Assignment 27		
Day seven (16/08)	Output of the testing and validation phase	Assignment 28		
		Assignment 29		
		Assignment 30		

Green boxes

- Desired outcome of the respective design thinking phase
- These are the building blocks for your solution
- The outcome of a phase is the input for the next phase (Really important!!!)
- Three elements:
 - Outcome template
 - Checklist of "What to achieve achieve in the phase?"
 - Evaluation of the outcome by the coach

Green boxes

Outcome

Output of the empathize phase

Persona: [INSERT PERSONA NAME]

Insert a persona picture

Demographic details

Goals, tasks, action

Motivations

Personality

Points of pain

Context of product use

Main HMW-question

Fill in after assignment 12

Fill in after assignment 15

Evaluation (coach)

	1	2	3	4	5	Feedback
Practical The assignments in the empathize phase have been fulfilled sufficiently						
Persona The persona is based upon the combined user research The persona is relevant within the area of Investigation/ Service based use case The persona accurately represents the characteristics, demographics, and behavior of the intended users? The persona sufficiently provides in-depth and detailed information about the users' background, goals, motivations, behaviors, and pain points? The persona provides a basic list of design requirements that can be used to develop a subsequent solution?						

Emphasize phase checklist

Key take-aways: We...

	CHECKLIST GROUP	CHECKLIST COACH
• Have a basic understanding of the empathize	<input type="checkbox"/>	<input type="checkbox"/>
• Executed exploratory user research	<input type="checkbox"/>	<input type="checkbox"/>
• Have a proper filled in Persona template	<input type="checkbox"/>	<input type="checkbox"/>
• The Persona template is validated by the coach	<input type="checkbox"/>	<input type="checkbox"/>

If you have a fully filled in the persona and the checklist, you can go to the next phase!

Rules

- TRUST THE PROCESS!
- DON'T THINK ABOUT SOLUTIONS TOO FAST!
- The MIRO-boards are filled in respecting all of the deadlines!!
- You can use **analogue methods** (e.g. paper, post-it's,...). But be sure to put pictures of your work on the MIRO-board.

The image is a collage of various food scraps, including oranges, tomatoes, peppers, and corn, arranged in a circular pattern. The central text is overlaid on a dark, semi-transparent background. The text reads "One more 'small detail'", where "One more" is in white, "'small" is in orange, and "detail'" is in white.

One more 'small
detail'

Generative AI



Question!

Is it allowed to use **generative AI** in an innovation/ Design Thinking process?

"It's not AI that is going to take your job, but someone who knows how to use AI might"

- Prof. Richard Baldwin at the World Economic Forum

Problem Space

Solution Space

Double Diamond



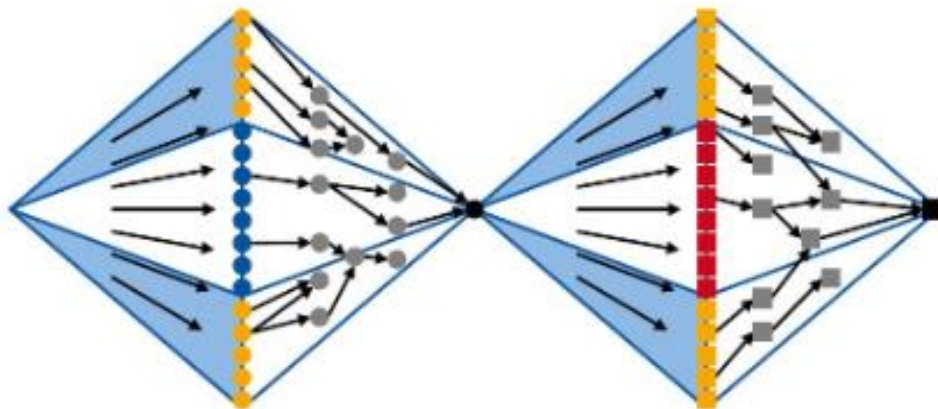
Problem
Articulation

Problem
Selection

Concept
Generation

Concept Selection
& Development

AI-Augmented
Double Diamond



Expansion of the double diamond enabled by AI

Innovative packaging through AI (Midjourney)

Water-soluble films

Mailers, envelopes and garment bags that dissolve in water, leaving behind no residue or waste.



Mushroom packaging

Use mycelium, the root structure of mushrooms, to create eco-friendly and compostable packaging materials such as boxes.

3D-printed custom fit

3D printed custom-fit packaging that reduces the need for excess materials and space while ensuring optimal protection during transit.

https://www.boardofinnovation.com/blog/20-sustainable-packaging-solutions-developed-with-ai/?utm_campaign=Bi-Weekly%20Newsletter&utm_medium=email&utm_source=hs_email



For example...

- Charley.ai → Transform 3 words into 10.000
- Shortlyai.com → Enhance writing capabilities
- Trdrthis.com → Summarize written content
- Quillbot.com → Rephrasing, grammar, spelling
- Analogenie.com → Clarify topics using analogies
- ...

However...!

Be aware that...

- Generative AI still does have **limitations** (E.g. up-to-date until 2021)
- You lead the generative AI, **it does not lead you**
- **Your prompt = your result**
- Results always need an **interpretation and assessment**
- Always **be sceptical and critical**
- Even if the result seems valid, **still do your own research**
- AI can make **hallucinations**
- We will provide some tricks and applications during the sessions

Chat GPT prompt:

Introduction:

Google Scholar

Sitorus, R., Kwasnicka, D., & Ittersum, K. V. (2019). Consumers' food waste t



Artikelen

Elke periode

Sinds 2023

Sinds 2022

Sinds 2019

Aangepast bereik...

Sorteren op relevantie

Sorteren op datum

Elke taal

Zoeken in pagina's in
het Nederlands

Elk type

Reviewartikelen

inclusief patenten

inclusief citaten

Melding maken

Je zoekopdracht - **Sitorus, R., Kwasnicka, D., & Ittersum, K. V. (2019). Consumers' food waste behavior in Indonesia: A focus on household interdependencies. Journal of Cleaner Production, 229, 484-494.** - heeft geen artikelen opgeleverd.

Suggesties:

Zorg ervoor dat alle woorden goed gespeld zijn.

Probeer andere zoektermen.

Maak de zoektermen algemener.

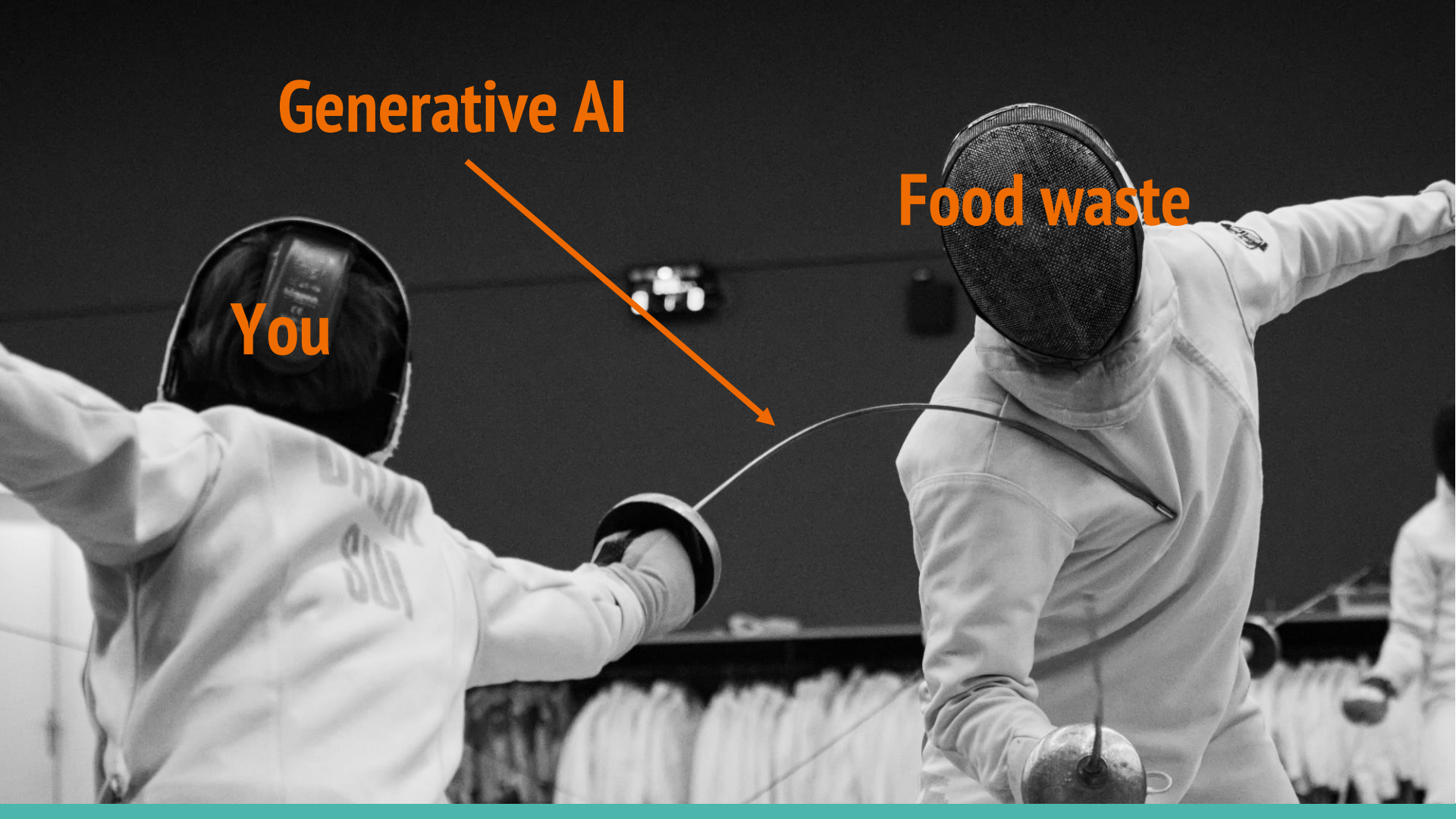
Gebruik minder zoekwoorden.

[Probeer je vraag op het hele web](#)

Generative AI

Food waste

You





Now really start
‘Design Thinking’

Start preparing!

To Do:

- Go to your MIRO-boards
- Assignment 1: Who am I? 10'
- Assignment 2: Devide the roles! 15'
- Assignment 3: Fill in the outcome of the warm-up phase 5'
- **Outcome of the Warm-up phase**



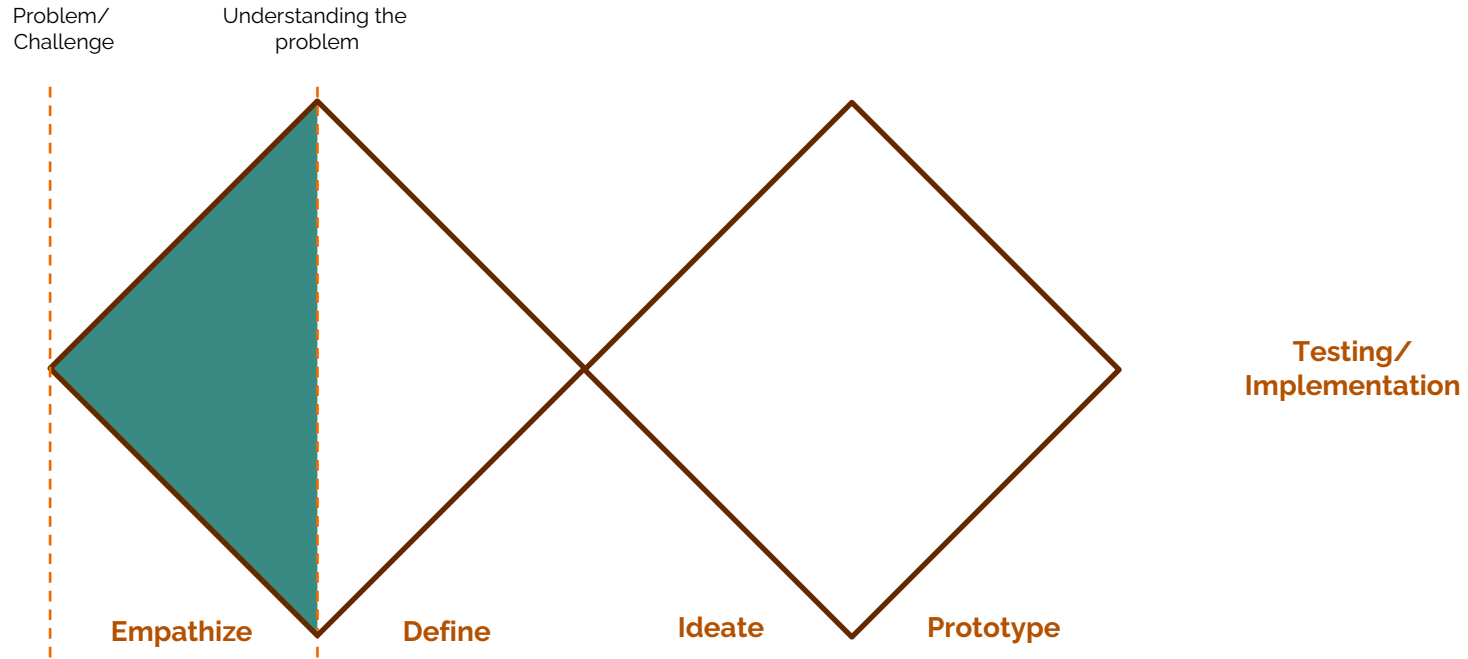
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Capacity Building for Higher Education

Empathize Phase

WP3 Student Competition

Where are we in the DD-model?



The image is a collage of various food scraps and vegetable peels, arranged in a grid pattern. The top-left quadrant shows a mix of orange peels, red tomatoes, and dark purple eggplants. The top-right quadrant features more orange peels, some with mold, and green beans. The bottom-left quadrant contains a whole red bell pepper, orange peels, and other vegetable scraps. The bottom-right quadrant prominently displays a whole yellow corn cob, a moldy orange peel, and other vegetable waste. A dark, semi-transparent horizontal band runs across the center of the image, containing the text 'Empathize' Phase.

'Empathize' Phase

What is the Empathize Phase?

The empathize phase in design thinking is the initial stage of the design process where designers **seek to understand the needs, perspectives, and experiences of the people they are designing for**. It involves developing **empathy and gaining deep insights** into the users' motivations, desires, and challenges.

Empathy is the ability to understand and share the feelings and perspectives of others.

EMPHATY!

Creating more meaningful, supported solutions and effective solutions.

How do we empathize with end users?

- **User research:** Conducting interviews, surveys to gather data directly from the users. This helps in uncovering their behaviors, preferences, and needs.
- **Immersion:** Immerse yourself in the users' environment, whether it's their workplace, home, or any context relevant to the design challenge. This firsthand experience provides valuable insights into their daily lives and allows for a more empathetic understanding.

Structure the POV of the end user: 'persona'

A persona is a **fictional representation** or **archetype** of a specific user group or target audience. Personas are created **based on research and data** to embody the **characteristics, goals, needs, behaviors, and preferences** of real users.

"I don't want to feel like just another customer."



Morgan

71 years old and living with her husband in their home in White Rock, British Columbia. She has learned to enjoy her retirement by filling her time with crafts and reading.

Goals

- Keeping her home clean and vibrant.
- Taking time to enjoy the beautiful things in life.

Needs

- She wants to buy flowers for her home on a weekly basis.
- She wants to send flowers to her doctor as a Thank You gift after her knee surgery.

Influences

- Shops online sometimes, but hesitant about the process
- Trusts certain websites only
- Wants to be involved in the shopping process
- Appreciates relationship with the supplier
- Prioritizes smells, colours
- Likes local culture, public markets (Pike Place, Granville Island)
- Her husband's preferences
- Has bad eyesight

Feelings

- Prefers buying from a trustworthy place (Somewhere local)
- Enjoys learning about flowers (cultural uses, variations, origin)
- Prefers interaction in the store to smell and touch the flowers
- Heard about bad experiences with online florists like Bloomex

Pain Points

- Her family lives far away.
- Feels disconnected from her daughter and grandchildren.
- Travelling far is inconvenient so she cannot always visit flower shops.
- She doesn't drive, so she would need to arrange for a ride or carry the flowers on transit.

Benefits of a 'persona'

- Personas help **structuring data** in specific and **tangible individuals**
- Reference point for **decision making in the design process**
- Used to **evaluate the end product**
- They provide a focus for **marketing**
- Used for **storytelling**
- Provide a **common focus** and alignment among **various stakeholders**
- They keep the **focus on the end-user**

Persona as output of the 'Empathize Phase'

Persona in 5 steps:

1. Identify the most relevant user groups
2. Data gathering and analysis
3. Develop the persona “Skeleton”
4. Flesh out the persona
5. Add extra information

Through assignments in the ‘Innovation Tool’

Step one: Identify the most relevant user groups

Assignment 3: Stakeholder list

Start with a stakeholder mapping:

1. Think about all of the stakeholders that are active in your USE CASE Context who may be responsible for for wasting food, and write these down
2. Vote on the stakeholders your group wants to focus on using the following conditions:
 - a. The stakeholders that have the biggest impact on food waste
 - b. The stakeholders that can be observed or interviewed
3. In order to choose these stakeholders, place three dot-votes per member on the most interesting stakeholders

15'

Stakeholderlist:

NOTE HERE

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Votes member 1: ● ● ●

Votes member 2: ● ● ●

Votes member 3: ● ● ●

Votes member 4: ● ● ●

Votes member 5: ● ● ●

Stakeholder list (E.g.

Foodwaste on the freshmarket)

1. Family customers
2. **Restaurent owners**
3. Merchants
4. **Fish merchants**
5. Meat merchants
6. **Vegetable merchants**
7. Suppliers
8. ...

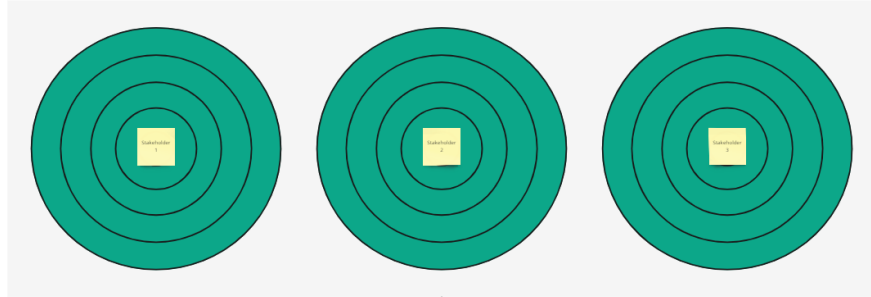
Step one: Identify the relevant user groups

Assignment 4: Spheres of influence

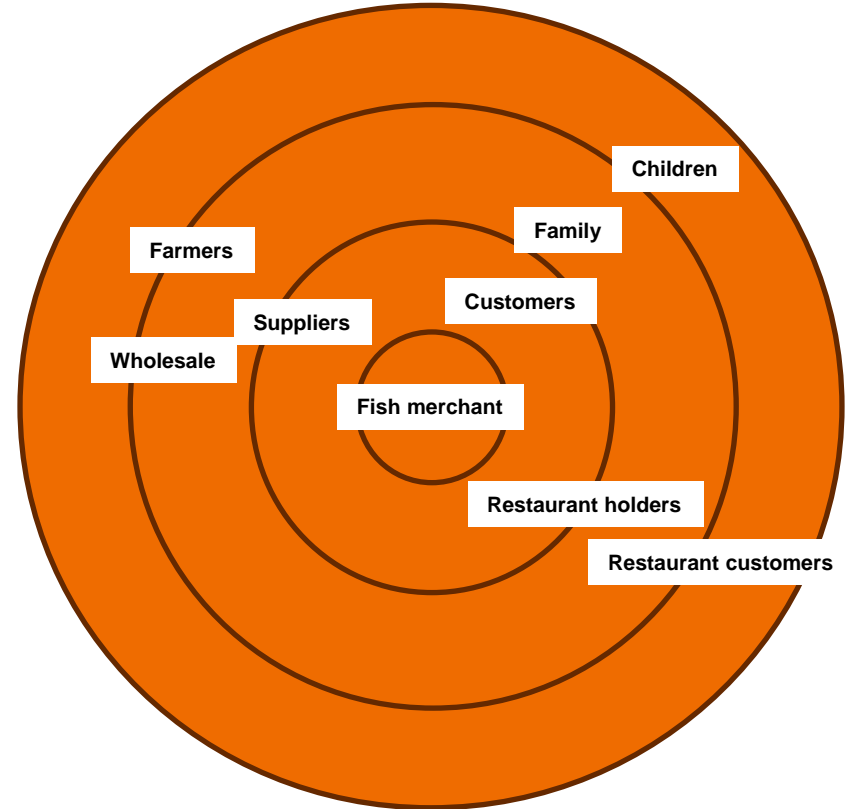
Start to understand the context of the stakeholders:

1. Place the top-3 stakeholders which were chosen in assignment 3 in the centre of a sphere
2. Think about all of the intersecting stakeholders surrounding the main stakeholder
3. Write the down in the spheres of influence
4. Ask in group, for each stakeholder, with whom they interact with in the use case context

20'



Understand influencing factors
and stakeholders



Step two: Data gathering and analysis

Deskresearch

Assignment 5a: Deskresearch

Do a quick scan online on the topic of foodwaste in the context of hotels

1. Search online for relevant literature and examples of food waste issues for your three selected target groups
2. Use your own knowledge, google, google scholar,...
3. Put your key-findings in the box underneath (try to summarize them in 1 sentence)

100'

Key Findings

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.

Stakeholder interviews

Assignment 5b: Topiclist for stakeholder interviews & observations

Create a topiclist that you will conduct during the Hotel visits:

1. Use the template to create a topiclist
2. Carefully consider what information your team has gathered in the former assignments
3. Think about what questions you want to ask to specific respondents (vary your questions accordingly)
4. Tip: be sure to check what information is needed in the persona template
5. Fill in the template and place pictures of your topiclists on this miro board

100'

The image displays four templates for stakeholder interviews and observations, arranged in a row. Each template is a white card with orange borders and text.

- Topic list Hotel case visits:** Includes a title, a goal statement, a list of questions, and a table with columns for 'Question', 'Answer', and 'Notes'. Below the table is a section for 'Key findings'.
- Topiclist:** A simple template with a title and several empty boxes for notes.
- Observation topic list:** A template with a title and several empty boxes for notes.
- Observation:** A template with a title and several empty boxes for notes.

Step two: Data gathering 'Desk Research'

- 1. Set research objective:** E.g. 'what are foodwaste problems on fresh markets?' Or 'what are innovative solutions to solve foodwaste on fresh markets?'
2. Decide upon relevant and trustworthy **data sources** (E.g. Google Scholar, international reports, web of science, google, Generative AI,...) ALWAYS be critical!
- 3. Gather** the relevant information
4. Synthesize the data in '**one line findings**'.

Step two: Data gathering ‘Stakeholder interviews’

- Use a **interview guide** consisting of:
 - Research goals
 - Overview of respondents
 - Research questions
 - Topiclist:
 - **Introduction** (what to say to the respondents)
 - **Framing questions** (general questions regarding the topic and how the respondents considers these questions)
 - **Main questions** (specific questions regarding the research questions)
 - **Wrap-up** (formulate an overview of the identified insights in the interview)

Topic list Hotel case visits

Gain insights to form a persona

1. Research goals: What is the general goal of this interview?

Write down the general goals of the interview here...

2. Respondents: Who are you interviewing?

pseudonym	respondent type	interview date	interview location

3. Research questions: What are the main research questions?

Fill in your research questions here...

Topiclist

Introduction:

Fill in the introduction...

Framing questions:

Fill in the framing questions...

Main questions target group one:

Fill in the main questions...

Main questions target group two:

Fill in the main questions...

Main questions target group three:

Fill in the main questions...

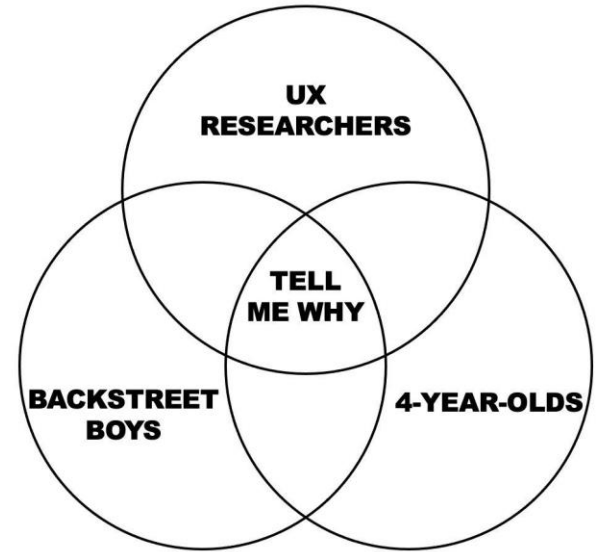
Wrap-up:

Fill in the wrap up...

Step two: Data gathering 'Stakeholder interviews'

- **Tips & Tricks for interviews**

- Use open questions
- Listen actively
- The five why's (find root causes)
- Stay neutral and objective, don't judge the participant



Step two: Data gathering ‘observation’

Observations in research refer to the systematic **gathering** and recording of data by **observing and documenting** phenomena **or behaviors in their natural context**.

‘Lense’ to conduct observations:

- The **person**: who is experiencing a problem?
- The **context**: where is the problem experienced?
- The **thing**: what are the objects used, and what problems are experienced?

Observation

Obsevation (the person):

Who is having a problem?

Obsevation (the context):

Where is the problem observed?

Obsevation (the thing):

What are the objects used, and what problems do these problems have?

Step two: Data gathering 'Hotel case visits'



Step two: Data analysis 'important insights'

—Assignment 8: Paste your most important notes in the box underneath—

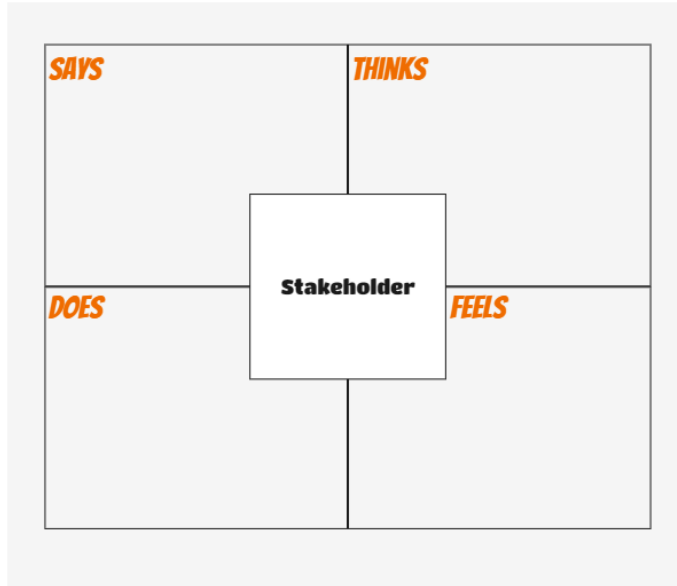


Step two: Data analysis 'empathy map'

Assignment 8: Empathy map/ points of pain

Try to get as much insight in the stakeholders based on your gathered data in the field interviews

1. Fill in the empathy map from the perspective of the chosen stakeholder
2. Start from the empirical data of what the says (interview content) and does (observations) during the hotel case visits.
3. Emphasize with the interviewed stakeholders and try to understand what they think and what they feel.
4. When done, fill in the overview of biggest points of pain per stakeholder.



- Quotes and descriptions for credibility



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

It's not about the demographics, it's about the needs, desires and points of pain

Step three: Start making the 'persona'

Persona: [INSERT PERSONA NAME]

Insert a persona picture

Demographic details

4

Goals, needs and desires

1

Motivations

Time efficiency

Money

Health

Comfort

Ecology

6

Points of pain

Fill in after assignment 12

2

Main HMW-question

Fill in after assignment 15

7

Personality

Introvert

Extravert

Analytic

Creative

Conservative

Liberal

Passive

Active

Individualist

Group oriented

5

Context of product use

3

- Start with the most **fundamental information!** (1,2 and 3)
- **Flesh out** the persona with details (4,5 & 6)
- **Fill in the HMW-question**, this is done after the define phase.

Questions?

Now start preparing!

To Do:

- Assignment 3: Stakeholder list
- Assignment 4: Spheres of influence
- Assignment 5: Prepare for Hotel Case visits
 - Assignment 5a: Desk Research
 - Assignment 5a: Topiclist for stakeholder interviews and observations
- Assignment 6: Hotel Case visits

To Do (after visits):

- Assignment 7: Find focus
- Assignment 8: Empathy map
- **Fill in the outcome of the Empathize phase**



Feedback from experts!!

Elina Närvänen

Professor of Services and
Retailing, Tampere University

Elina Närvänen is Professor of Services and Retailing at Tampere University, Finland. She leads the Wastebusters research group, which focuses on the circular economy from a social scientific perspective. Conducting research to help solve wicked sustainability problems is her driving force. Elina is a consumer researcher with a passion for qualitative research methods. Her work has been published in leading academic journals in the field of marketing, and she has led several national and international research projects.

Photo: Jonne Renvall, Tampere University

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Feedback from experts!!

Nina Mesiranta

Senior Research Fellow,
Tampere University

Nina Mesiranta is Senior Research Fellow at the Faculty of Management and Business, Tampere University, Finland. She is one of the founding members of the Wastebusters research group. Over the past few years, she has worked in several national and international research projects related to how change agents such as frontrunner households, social media influencers or circular startups engage in the transformation towards more sustainable practices in food waste reduction and sustainable fashion. Her scientific background is in marketing, especially in consumer research, and her research has been published in journals such as Journal of Public Policy and Marketing, International Journal of Consumer Studies, Industrial Marketing Management, and Journal of Cleaner Production. She is also co-editor for the book Food Waste Management: Solving the Wicked Problem (Palgrave Macmillan).



Photo: Jonne Renvall, Tampere University

nina.mesiranta@tuni.fi

Teams: 4,5,7,9,10	
15.00-15.30	Team meeting with coach
15.30-16.00	Q&A Nina&Elina
16.00-16.30 *	Q&A Titus
16.30-17.00 *	Q&A Nina&Elina
Teams: 1,2,3,6,8	
15.00-15.30	Q&A Nina&Elina
15.30-16.00	Team meeting with coach
16.00-16.30 *	Q&A Titus
16.30-17.00 *	Q&A Nina&Elina
*From 16.00-17.00 you can choose which teammates go to Q&A Titus or to Q&A Nina&Elina	
in auditorium	
in Zoom channel (link in whatsapp group)	
in auditorium on screen	

Feedback from experts!!

Now start preparing!

To Do:

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