

WUR Student Challenges

WUR Student Challenges

STUDENT COMPETITIONS



Trendsetting & PR

Stimulating
entrepreneurship

Real-life learning

Talent development

Stimulating innovation

Extra-curricular
skills and competencies

WUR Student Challenges



Student-driven and self-organized,
supported by WUR

WUR Student Challenges

Two pillars



Organizing competitions



Supporting the teams

Urban Greenhouse Challenge

Design a new, iconic and circular urban greenhouse for the city in China that:

- Produces safe and healthy food for the local neighbourhood and commercial markets
- Stimulates a healthy lifestyle and interactions with city dwellers.



ReThink Protein Challenge

Develop the breakthrough
business idea to feed 9 billion
people with sustainable protein!



WUR student competitions

	Urban Greenhouse	ReThink Protein
Duration	One academic year	3 months
Teams	Interdisciplinary teams	No requirements
Call	Integration of food production with social impact in circular architecture and convincing business plan.	Sustainability, social impact, technical feasibility, economic viability
Result	Integrative greenhouse concept	Well-underpinned business plan

Team support- 'The WUR model'

Min. 6 months long, life-sciences domain:

- Process coach (experienced in project management)
- Team-building and pitching training
- Workspace
- Seed money & knowledge vouchers
- Workshops on demand
- 12 ECTS

Discussion

- How to stimulate student participation in the competitions ('competition culture')? Share the best practices
- How to best support the students who participate in the student competitions? Share your observations
- What kind of student competitions are the most relevant contribution to the development of the students? Share your perspective
- In what way could 4 TUs cooperate regarding student competitions? Exchange the ideas

Thank you!



E-mail us: StudentChallenges@wur.nl

Social media: WUR Student Challenges



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918 — 2018

Extra:

ReThink Protein: How does it work?



What is the UGC about?



Greenhouse
and plant
production
systems



Embedding in
the
neighbourhood



Value creation
& economic
feasibility

What did teams have to submit?

- A dossier describing the concept
- A demo of important element of the design
- A 2-minute video
- A pitch-presentation for a jury of experts from industry, cities and science



The winners: GreenWURks, overall winner



The winners: 2nd, 3rd and 4th place



Urban Greenhouse Challenge 2nd edition

October
2019

Kick-off

selection moment

February
2020

Immersion
Trip

selection moment

June
2020

Grand Finale



WAGENINGEN
UNIVERSITY & RESEARCH



Exploration

Creation

Exploration phase:
from unknown to well travelled

Teams research available information about the site and its context (provided by the organization and beyond) to identify central issues the Urban Greenhouse concept should address.

Time to collect first-hand data and verify the assumptions!

Creation phase:
from loose ideas to a well-thought concept

Teams intensively interact with experts from academia as well as profit and non-profit organizations to develop fully fetched solutions that address earlier identified issues and integrate them into a coherent, well thought Urban Greenhouse concept.

Kick-off

On-line:

- Introduction to the Challenge

On-line:

- Introduction to the Chinese Urban Greenhouse Context
- Q&A session with an expert on Chinese context

Exploration

selection moment

Immersion
Trip



WAGENINGEN
UNIVERSITY & RESEARCH



Immersion Trip

2-4 days in China:

- Visit to the site
- Possibility to further explore local context (guided or self-organized)
- Presentations by Premium and Strategic partners
- Time to share and network

Immersion
Trip

Creation

selection moment

Grand Finale



WAGENINGEN
UNIVERSITY & RESEARCH

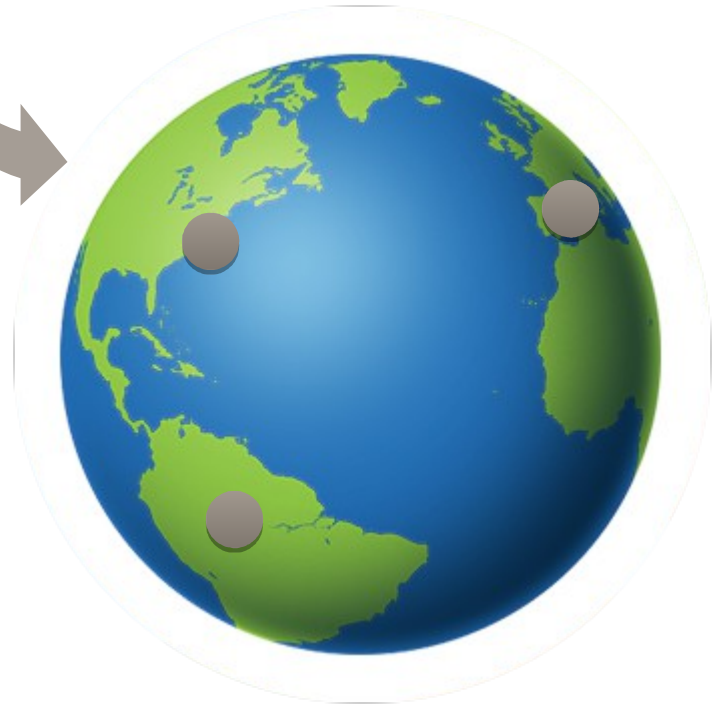


Local meet-ups:

- Speed-dates with experts (partners and academia)

On-line:

- Knowledge deepening sessions
- Teams-experts interactions
- Webinars (optionally)



Before the Finale:

- Bootcamp weekend for the Finalists

Discussion

How to stimulate student participation in the competitions ('competition culture')?

Share the best practices

Discussion

How to best support the students who participate in the student competitions? What is the minimum, what is optimal and what is too much?

Share your observations

Discussion

What kind of student competitions are the most relevant contribution to the development of the students? Long vs. short formats, open vs. closely defined topics, multidisciplinary vs. individual?

Share your perspective

Discussion

In what way could 4 TUs cooperate regarding student competitions? Exchange the ideas

Exchange your ideas