

REDESIGN FOOD **FOR** **VALUE**



WORKSHOP & SESSION GUIDE

Leading the future of sustainable and healthy food

redesignfoodforvalue.com



A programme funded by:



Co-funded by the
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WELCOME TO THE WORKSHOP & SESSION GUIDE

We are excited to have you join us for this unique journey. This guide provides all the essential information about the workshops and sessions within our programme, helping you navigate through the exciting opportunities ahead. Whether you're looking to deepen your expertise or discover new insights, our carefully curated sessions are designed to support your growth and success.

Please take a moment to explore the schedule, workshop details, and key instructions to make the most of your journey with us.

Session Details:*

- > **Scheduling:** Coaching sessions will be organised directly between the participant and their assigned coaching partner.
- > **2026 Sessions:** Sessions scheduled for 2026 will depend on participant requests and progress. Please allow for flexibility in scheduling.

** Subject to typographical errors and potential changes which will be communicated in due course.*

UNLOCK PREMIUM COACHING FOR YOUR BUSINESS

In addition to our core masterclasses and workshops, we're excited to offer an exclusive Premium One-to-one Coaching Track, available to a limited number of participants (10 coaching sessions available per module). This high-impact option is designed to accelerate your business growth by turning insights into actionable strategies, tailored specifically to your goals.

What's included in the premium track:

- > **Personalised Coaching:** One-to-one sessions with expert coaches focused on your unique business context.
- > **Tailored Growth Strategies:** Develop actionable plans aligned with your goals and challenges.
- > **Direct Access to Industry Experts:** Gain valuable insights and mentorship from seasoned professionals.

Investment:

Add this powerful coaching experience for just €1,000.

While the regular track includes access to our world-class workshops and group sessions, the premium track provides an unparalleled level of individualised attention and strategic support designed to fast-track your results.

We're pleased to introduce the module leads for this programme. A diverse group of experts bringing deep experience across innovation, research, entrepreneurship, and the food sector. Each of them will guide you through different parts of the programme, offering practical insights, tools, and support drawn from their own professional journeys. Below, you'll find a short introduction to each of them.

MODULE 4

DR. PETER HOLL

p.holl@dil-ev.de

I bring extensive experience in designing and guiding research, development, and innovation projects in the food sector. As the lead of work package 4: 'Interact & Learn, Redesign & Implement', I'll be sharing my insights and supporting the team throughout the process.



MODULE 1

RICCARDO SPANI

riccardo.spani@openimpact.it

I am a consultant with a PhD in Economics and Finance, with expertise in impact assessment. With my guidance, you will gain an understanding of the theoretical foundations of impact evaluation and I will support you in data collection to assess the impact of the innovative products to be launched through the program.

Open / Impact®

MODULE 4

ALEXANDER MÄRDIAN

a.maerdian@dil-tec.de

I lead the DIL Innovation Hub at the German Institute of Food Technologies (DIL) in Germany, where I focus on driving innovation in the AgriFood sector. With a background in innovation management, startup coaching, business modelling, and lecturing, I enjoy working closely with entrepreneurs and teams to turn ideas into impact. Within the "Interact & Learn, Redesign & Implement" work package, I'll be the main point of contact, supporting you with technology solutions and guidance throughout the project.



MODULE 1

DURK BOSMA

durk@futureoffood.institute

I focus on consumer trends and sustainable food. With over 25 years of experience in market research, I've worked on both the agency and client sides, including at Research International, Pepsi, and KLM. I look forward to sharing insights and practical approaches during the programme, drawing from my experience in market research and my role as a lecturer at Bieckestijn Business School.



MODULE 4

BART VAN DROOGENBROECK

bart.vandroogenbroeck@ilvo.vlaanderen.be

I am a dedicated researcher specialising in food process and product development, with a strong commitment to advancing sustainable and high-quality food systems. My expertise encompasses food processing technologies, food quality and safety, as well as the development of zero-waste, upcycling biorefineries. I contribute to Work Package 4 on reimaging food production to deliver greater value for both society and the environment.



MODULE 2

RICCARDO CRISTIANI

riccardo@innatemotion.com

I am a business strategist and psychologist with over 20+ years of experience in humanizing business across the globe. I specialise in decoding consumer behaviour and driving ethical innovation, using empathy, insight, and cultural understanding to help organizations thrive meaningfully.



MODULE 5

JASPER SCHOUTEN

jasper.schouten@12taste.com

I'm CEO and Co-Founder of 1-2-Taste, a digital marketplace for food ingredients. With nearly 20 years in the flavours and ingredients industry, including roles at IFF and Cargill, I started 1-2-Taste to make sourcing more transparent and efficient. I'm a food engineer by training and have studied digital strategy at MIT. I look forward to sharing ideas and learning together during the programme.



MODULE 3

VERA HOYNCK VAN PAPENDRECHT

vera.hoynckvanpapendrecht@foodvalley.nl

With a background in international business and a degree in Nutrition and Dietetics, I moved into the food sector to help improve public health through better food. I've launched two food concepts in retail and foodservice and now work as Programme Manager Healthier Food at Foodvalley. I bring expertise in nutrition, reformulation and innovation, supported by a strong network of food producers and developers.



MODULE 3

MINKE BURGERS

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As an educated nutritionist with a passion for sustainable diets, I have several years of experience in managing NPD projects within both a corporate as collaborative setting. In the current context, companies play a crucial role in the transition towards healthier and sustainable offerings. In my role as programme manager protein transition I am eager to supporting you with the right insights, tools and contacts to make this a long term success.



MODULE 3

CAROLINE DUIVENVOORDEN

caroline.duivenvoorden@foodvalley.nl

As Programme Manager for Circular Agrifood at Foodvalley, I collaborate with a wide range of partners to design and implement initiatives that accelerate upcycling, transforming agrifood side streams into valuable ingredients for human consumption. With 14+ years of experience in sustainability and the agrifood sector, I remain deeply committed to creating a more circular food system. I look forward to contributing and learning from your inspiring ambitions.



TIMETABLE UP TO SUMMERBREAK 2025

MAY 14 2025

KICK-OFF DAY

KICK-OFF

M1S1

1 H | Workshop

JUNE 3 2025

MASTERCLASS 1

M2S1-S3

1,5 H | Masterclass

M3M5S1

2,5 H | Session

JUNE 17 2025

MASTERCLASS 2

M1S2

1,5 H | Masterclass

M4S1

1 H | Masterclass

JULY 1 2025

MASTERCLASS 3

M1S3

2 H | Masterclass

M3M5S2

2 H | Session

JULY 7 2025

PREMIUM TRACK

Application

Premium One-to-one coaching sessions

JULY 11 2025

PREMIUM TRACK

Selection

Premium One-to-one coaching sessions

MODULE 1

MODULE 2

MODULE 3/5

MODULE 4

PREMIUM TRACK

WED MAY 14
KICK-OFF

SUMMER
BREAK

WINTER
BREAK

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

Masterclass 1
June 3

Masterclass 2
June 27

Masterclass 3
July 1

M1S1

1 H | Workshop

M1S2

1,5 H | Masterclass

M1S3

2 H | Masterclass

M1S4

1 H | Workshop

M1S5

1 H | Workshop

M1S6

1 H | Workshop

M2S1-S3

1,5 H | Masterclass

M2S4

2 H | Masterclass

M2S6

2 H | Masterclass

M2S8

2 H | Masterclass

M2S10

2 H | Masterclass

M2S12

2 H | Masterclass

M3M5S1

2,5 H | Session

M3M5S2

2 H | Session

M3M5S3

4-6 H | Workshop

M3M5S4

2 H | Session

M3M5S6

4-6 H | Workshop

M3M5S5

4-6 H | Workshop

M4S1

1 H | Demo

M4S2

4-6 H | Demo 1

M4S4

2-4 H | Demo 3

M4S3

4-6 H | Demo 2

PREMIUM ONE-TO-ONE COACHING TRACK

Coaching sessions are available for up to 10 participants per module. Enjoy the flexibility to choose and mix from the following modules:

M2

(5x1 hr coaching per participant)

M3 & M5

(3 hrs per participant)

M4

(4-6 hrs per participant)

Sessions
with frame = highly
recommended

MODULE 1

IMPACT ASSESSMENT

This module features an interactive masterclass to help participants develop and implement their impact assessment strategy. Participants will receive tools, knowledge, and a personalized dashboard with tailored impact parameters to track progress in areas like sustainability, nutrition, and socioeconomics.

📅 May 2025 - June 2026 ⌚ Total time estimation: 9 hrs
✉ Riccardo Spani riccardo.spani@openimpact.it

M1S1



LEAD: RICCARDO SPANI AND DURK BOSMA
Session 1 (Kick-off meeting).
Understanding Impact Theory & Measurement.
Learn how Impact Theory shapes the programme and links activities to measurable outcomes.

KICK-OFF DAY
MAY 14 2025 | 1 H | WORKSHOP | LIVE

M1S2



LEAD: RICCARDO SPANI AND DURK BOSMA
Session 2 (Theory).
Applying Impact Theory & Setting Up Your Framework.
Review key Impact Theory concepts and set up your impact framework for SROI analysis.

JUNE 17 2025 | 1,5 H
MASTERCLASS 2 | ONLINE

M1S3



LEAD: XXXX AND RICCARDO SPANI
Session 3 (Digital platform).
Deep Dive into Impact Manager®.
Set impact objectives for each indicator and begin collecting baseline data directly on the Impact Manager® platform.

JULY 1 2025 | 2 H | MASTERCLASS 3 | ONLINE



HIGHLY RECOMMENDED

M1S4

LEAD: RICCARDO SPANI AND DURK BOSMA
Session 4.
Group Session. A guided session to review and support the collection of key indicator data for ongoing evaluation and monitoring.

SEPTEMBER 2025 | 1 H | WORKSHOP | ONLINE

M1S5

LEAD: RICCARDO SPANI AND DURK BOSMA
Session 5.
Group Session. A guided session to review and support the collection of key indicator data for ongoing evaluation and monitoring.

DECEMBER 2025 | 1 H | WORKSHOP | ONLINE

M1S6

LEAD: RICCARDO SPANI AND DURK BOSMA
Session 6.
Group Session. A guided session to review and support the collection of key indicator data for ongoing evaluation and monitoring.

APRIL 2026 | 1 H | WORKSHOP | ONLINE

M1S7

LEAD: RICCARDO SPANI
Session 7.
Group Session. A guided session to review and support the collection of key indicator data for ongoing evaluation and monitoring.

JUNE 2026 | 1 H | WORKSHOP | ONLINE



MODULE 2

UNDERSTANDING MARKETS, DEFINING PROPOSITIONS & BUILDING NARRATIVES

This module includes two webinar and five masterclasses designed to address the challenges and opportunities of positioning healthy and sustainable products for greater relevance. It is structured in three key phases:

Explore – Participants will receive key findings from a preliminary insight-mining phase, which includes interviews with retailers and interactions with consumers. These findings shed light on current perceptions, challenges, and opportunities related to healthy and sustainable products.

Redesign – Through 6 masterclasses and individual coaching sessions, participants will be guided on how to reposition their brand and product while crafting a compelling and culturally relevant narrative.

Implement & Track – In two masterclasses and individual coaching sessions, participants will define new go-to-market strategies and establish a system to monitor progress throughout the programme.

- 📅 June 2025 - May 2026
- 🕒 Total time estimation:
regular track 10 hrs | premium track 5 hrs
- ✉ Riccardo Cristiani riccardo@innatemotion.com

M2S3



LEAD: INNATE MOTION TEAM
Session 3.
Product category 3
Exploration Insights
Key barriers and opportunities identified

JUNE 3 2025 | 1,5 H
MASTERCLASS 1 | ONLINE

M2S7



LEAD: INNATE MOTION TEAM
Session 7.
Premium One-to-one Coaching session.

SEPTEMBER/OCTOBER 2025 | 1 H
ONE-TO-ONE COACHING | ONLINE

M2S11



LEAD: INNATE MOTION TEAM
Session 11.
Premium One-to-one Coaching session.

JANUARY/FEBRUARY 2026 | 1 H
ONE-TO-ONE COACHING | ONLINE

M2S4

LEAD: INNATE MOTION TEAM
Session 4.
Module 2: Building a Narrative & Launching Products.
Master Class 1: Target Audience & Tension.
Identify your audience and the tensions your product solves.

SEPTEMBER 2025 | 2 H
MASTERCLASS | ONLINE

M2S8

LEAD: INNATE MOTION TEAM
Session 8.
Masterclass: Product Truth.
Define the core solution to communicate effectively.

NOVEMBER 2025 | 2 H
MASTERCLASS | ONLINE

M2S12

LEAD: INNATE MOTION TEAM
Session 12.
Masterclass: Launch & Activations.
Create momentum and awareness for your product launch.

MARCH 2026 | 2 H | MASTERCLASS | ONLINE

M2S1



LEAD: INNATE MOTION TEAM
Session 1.
Product category 1
Exploration Insights
Key barriers and opportunities identified

JUNE 3 2025 | 1,5 H
MASTERCLASS 1 | ONLINE

M2S5



LEAD: INNATE MOTION TEAM
Session 5.
Premium One-to-one Coaching session.

JULY/AUGUST 2025 | 1 H
ONE-TO-ONE COACHING | ONLINE

M2S9



LEAD: INNATE MOTION TEAM
Session 9.
Premium One-to-one Coaching session.

NOVEMBER/DECEMBER 2025 | 1 H
ONE-TO-ONE COACHING | ONLINE

M2S13



LEAD: INNATE MOTION TEAM
Session 13.
Premium One-to-one Coaching session.

MARCH/APRIL 2026 | 1 H
ONE-TO-ONE COACHING | ONLINE

M2S2



LEAD: INNATE MOTION TEAM
Session 2.
Product category 2
Exploration Insights
Key barriers and opportunities identified

JUNE 3 2025 | 1,5 H
MASTERCLASS 1 | ONLINE

M2S6

LEAD: INNATE MOTION TEAM
Session 6.
Master Class 2: Brand & Product Promise.
Craft a clear promise based on category insights.

OCTOBER 2025 | 2 H
MASTERCLASS | ONLINE

M2S10

LEAD: INNATE MOTION TEAM
Session 10.
Masterclass: Packaging, Channels & Comms.
Choose the right channels to reach your audience.

FEBRUARY 2026 | 2 H | MASTERCLASS | ONLINE



HIGHLY RECOMMENDED

MODULE 3/5

REDESIGN FOR HEALTHIER & SUSTAINABLE PRODUCTS

This part includes 3 masterclasses and 2 workshops focused on challenges and solutions for selected product categories. Participants will explore ways to redesign and reformulate their products, with at least one session featuring expert and peer feedback. Discussions will cover opportunities for healthier products, potential improvements (e.g., increasing fibre, reducing salt), technical challenges, and practical solutions for implementation.

📅 June 2025 - March 2026 ⌚ Total time estimation: 21,5 hrs
✉ Minke Burgers minke.burgers@foodvalley.nl
Vera Hoynck van Papendrecht vera.hoynckvanpapendrecht@foodvalley.nl
Caroline Duivenvoorden caroline.duivenvoorden@foodvalley.nl
Jasper Schouten jasper.schouten@12taste.com

M3M5S1



LEAD: FOODVALLEY
Session 1.
Introduction to Programme Redesign for Healthy and Sustainable Products.
Topic: Challenges, opportunities, and trends.
Outcome: Get inspired and equiped to refine reformulation strategy.

JUNE 3 2025 | 2,5 H
MASTERCLASS 1 | SESSION | ONLINE

M3M5S4



LEAD: FOODVALLEY
Session 4.
Peer Learning Group for Customised Approaches
Topic: Peer-tested reformulation strategies refined through group learning for individual coaching/consulting needs.
Outcome: Personalised insights to enhance reformulation, plus requests for ongoing coaching and 1-1 consulting between Sessions 4 and 5.

NOVEMBER 2025 | 2 H | SESSION | ONLINE

M3M5S2



LEAD: FOODVALLEY
Session 2.
Reformulation Ideas & Opportunities.
Topic: Macronutrients and ingredient interactions.
Outcome: Draft reformulation strategy with objectives, criteria, and key ingredients for Session 3.

JULY 1 2025 | 2 H
MASTERCLASS 3 | SESSION | ONLINE

M3M5S5



LEAD: FOODVALLEY
Session 5.
Preparing for Product Launch
Topic: Concept testing and review of reformulated products.
Outcome: Key focus areas to finalize the reformulation and deliver the end product.

MARCH 2026 | 4-6 H
WORKSHOP | ON LOCATION

M3M5S3



LEAD: FOODVALLEY
Session 3.
Creating Reformulation Strategies for Healthier, Sustainable Products.
Topic: Ingredients, raw materials, production processes, and sensory testing.
Outcome: Define next steps for product reformulation and presentations and digital tools will be provided.

OCT. 2025 | 4-6 H | WORKSHOP | ONLINE

M3M5S6



LEAD: FOODVALLEY
Session 6.
Premium One-to-one Coaching sessions.

SEPTEMBER 2025 - FEBRUARY 2026
3 H PER PARTICIPANT | WORKSHOP | ONLINE



HIGHLY RECOMMENDED



MODULE 4

TECHNOLOGIES

This module includes 4 masterclasses and a demonstration visit per product category during the ‘Together’ phase. It covers food production technologies and reformulation tools for healthy and sustainable products. Participants will receive coaching for reformulation via Premium one-to-one assistance from DIL and ILVO. Further product development will be at additional costs. The consortium will also explore additional voucher opportunities to support participants in product reformulation.

📅 June 2025 - January 2026 ⌚ Total time estimation: regular track 6-16 hrs | premium track 5 hrs
✉ Peter Holl p.holl@dil-ev.de

M4S1



LEAD: PETER HOLL
Session 1.
Introduction to the shared facilities on offer, online Platform Foodleap.

JUNE 16 2025 | 4-6 H
DEMONSTRATION | ONLINE

M4S4



LEAD: PETER HOLL
Session 4.
Product Category 3 Pilot Plant demonstrations.

OCTOBER 2025 | 2-4 H
DEMONSTRATION | ONLINE

M4S2



LEAD: PETER HOLL
Session 2.
Product Category 1 Pilot Plant demonstrations.

SEPTEMBER 2025 | 4-6 H
DEMONSTRATION | ON SITE

M4S5



LEAD: PETER HOLL
Sessions Participant 1-10.
Premium One-to-one Coaching sessions.

OCTOBER 2025 - JANUARY 2026
4-6 H PER PARTICIPANT | SESSION
ONLINE/HYBRID

M4S3



LEAD: PETER HOLL
Session 3.
Product Category 2 Pilot Plant demonstrations.

SEPTEMBER 2025 | 4-6 H
DEMONSTRATION | ON SITE



HIGHLY RECOMMENDED



**REDESIGN FOOD.
EMPOWERING
CHANGE.
LEADING THE
FUTURE OF FOOD,
TOGETHER.**

**LET THE JOURNEY BEGIN AND BEST
OF LUCK TO ALL PARTICIPANTS!**