DIGIFABS

Digital Change Agents for Food + Beverage SMEs



RDDCA Bootcamp

Concept

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01

INTRODUCTION

Digital Change

RDDCA Bootcamp

The RDDCA Bootcamp will prepare educators and SMEs to successfully fulfil their roles as part of the ‘SME Goes Digital Challenge’, by providing them with a small international training, delivered online, to help them become familiar with the RDDCA concept, the latest trends in the F&B sector, as well as the basics of university-SME collaboration in order to ensure successful interaction during the challenge.

The bootcamps will prioritise flexibility and ease-to-engage and involve participants in a mix of discussions, seminars and interaction-based sessions to build capacity, both on the content and the personal sides, before the Challenge takes place.

RDDCA Bootcamp: Objectives

The objectives of the RDDCA Bootcamp are:

- Equip educators with the content and context needed for their role as facilitators of the Challenge, ensuring they can help their students navigate the complexities of challenge-based learning
- Help SMEs understand the context of the Challenge, acquiring insights on university-business engagement, effective communication and the potential that RDDCA could have for them
- Align the content and approach with the activities taking place as part of the Summer School work package
- Raise awareness among SMEs of the benefits of digitalisation and build a desire to participate in the Challenge
- Provide participants with opportunities to network and develop / explore potential collaborations, making everyone aware of how they could help each other out

RDDCA Bootcamp Structure

The Bootcamp runs over 4 weeks. The duration of a standard training day will range from 1.5h to 2h, with some sessions not being mandatory for the participants.

Participants will engage in a mix of seminar-based sessions and workshops aimed at providing context on the F&B sector, the concept of RDDCA, emerging trends to be aware of, and at enabling collaboration through interactive sessions focused on networking and exchange of best practices. At the end of the Bootcamp, participants will engage in a workshop focused on university-SME cooperation and will work on preparing for their responsibilities as part of the Challenge (i.e., understanding the Facilitator Handbook and developing the Expectation canvas.

RDDCA Bootcamp Learning Framework

The DIGIFABS RDDCA Bootcamp follows a self-directed, challenge-based learning approach. Participants engage with short learning resources, practical examples, reflection prompts, and preparation tools that help them understand the RDDCA concept, identify relevant F&B digitalisation challenges, and prepare for effective university-SME collaboration.

Orient → **Explore** → **Apply** → **Collaborate** → **Prepare**

Stage	Participant action
Orient	Understand the bootcamp, the RDDCA concept, and the SME Goes Digital Challenge
Explore	Review trends, best practices and thematic deep dives
Apply	Connect the content to their own (SME or educational) context
Collaborate	Clarify roles, expectations and collaboration principles
Prepare	Produce a challenge brief, expectation canvas or facilitation plan

02

Target Group

Digital Change

The **DIGIFABS RDDCA Bootcamp** is designed for educators and SMEs from the food and beverage sector, ensuring a wide range of perspectives and expertise, as well as challenges that will create the right environment for students to address SME's issues with the help of educators.



Target Group

The RDDCA Bootcamp is aimed at preparing SMEs to effectively communicate their challenges and assess the progress made towards a solution, as well as at preparing educators to facilitate the challenge-based learning exercise and help students navigate it.

Eligibility

- SMEs and Educators brought in by the partners
- Participants to be invited from among interviewees and other profiles involves in the research phase
- English Proficiency (Modules will be delivered in English, although simultaneous subtitles will be an option for those who might need them)

Educational Disciplines

- Business (Strategic Management, Marketing, Business Analytics, BA, Internal Business)
- Technology-related/ Engineering (Computer Science, Data Science, IT)
- Food /Nutrition (Nutrition Science, Food Science, Agricultural Science, Agri Business)

Sources: FH Münster, 2024b; Melvin et al., 2024

Sample SME profile



GOALS

- Understand the current state of the food and beverage sector
- Decide whether digitalization is something that could work for them or not
- Gain insights into how technology can be leveraged for innovative marketing strategies
- Connect with talent and potential collaborators

PAIN POINTS

- No previous exposure to the technical aspects of the food & beverage sector
- Digitalisation of the company perceived as a cumbersome process for which the company lacks resources

KEY MOTIVATORS

- Learning how digitalization affects consumer behavior in the food and beverage sector.
- Finding partners that can help it improve its competitiveness
- Getting access to talent who can support their digitalisation efforts
- Networking with other companies and learning from best practices

INTERESTS

- Data-driven Marketing
- Supply chain digitalisation
- Learning via Case Studies

Sources: FH Münster, 2024b; Melvin et al., 2024

Sample educator profile



Fields:

- Business administration
- Engineering / IT
- Nutrition

GOALS

- Help their students acquire skills relevant to real-world needs
- Work on challenge-based initiatives with their students
- Network with peers and make industry connections
- Become engaged educators

PAIN POINTS

- Not enough external engagement or lack of partners
- Lack of experience in challenge-based learning
- Lack of practical elements in the curricula

KEY MOTIVATORS

- Bridging theory and practice to help their students
- Making connections and exploring collaboration
- Improving their facilitation skills
- Learning more about challenge-based learning in practice

INTERESTS

- Innovative pedagogies
- Learning about best practices
- Cooperation with industry

Sources: FH Münster, 2024b; Melvin et al., 2024

SME Recruitment Strategy



1. Build a longlist of relevant SMEs in the F&B sector
2. Prioritise those SMEs with clear digitalization pain points
3. Send a short invitation and a one-page value proposition
4. Schedule a 20-minute call with them
5. Collect a preliminary SME challenge brief
6. Confirm participation through a light agreement

SME Selection Criteria

- ☑ Operates in the food and beverage sector
- ☑ Has concrete operational, marketing, sustainability, supply-chain, resilience, or nutrition-related digitalisation challenge
- ☑ Can assign one contact person tha remains involved
- ☑ Can attend essential touchpoints or complete self-directed tasks
- ☑ Is willing to share enough information for students and educators to work meaningfully
- ☑ Understands that engaging in the SME Challenge after the bootcamp produces learning-based recommendations, not guaranteed consultancy outputs

SME Challenge Framework Agreement

Section	Details to be included
SME / Organisation	SME name, country, main contact person, email
Partner responsible	Partner name, contact person, email
Challenge title	Short title of the digitalisation challenge to be explored
Challenge focus	a) Green trends, b) Resilience, c) Nutrition, d) Marketing, e) Operations, f) Supply chain, g) Other (Specify)
SME contribution	The SME agrees to provide a short challenge brief, relevant non-confidential context / data, and feedback during the agreed touchpoints
Minimum participation	a) Onboarding session, b) Expectation canvas, c) Challenge briefing, d) Mid-point feedback, e) Final feedback / reflection
Partner support	Partners will coordinate onboarding, provide templates, support matching with educators and students, and facilitate communication during the Challenge
Use of outputs	Outputs may include student recommendations, concept ideas, reflections and learning materials. These are educational and exploratory, not guaranteed consultancy deliverables
Confidentiality & data	Only agreed information will be shared. Confidential data should be clearly marked. GDPR rules apply
Confirmation	SME Representative: Name / Signature / Date; Partner representative: Name / Signature / Date

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RDDCA Bootcamp Learning Journey

Digital Change

RDDCA Bootcamp Learning Journey

Module	Focus	Resources	Self-directed task	Output
Module 0	Orientation; Introduction to bootcamp and RDDCA	Intro video, bootcamp guide, RDDCA explainer	Review the bootcamp structure and identify your role	Personal learning plan
Module 1	F&B digitalisation trends	Recorded input, case examples, reading pack	Reflect on relevant trends for your organisation	Trend identification and reflection worksheet
Module 2	Green, resilience, or nutrition deep-dive sessions	Slides, case examples	Translate what others are doing into your own context	Opportunity/challenge notes
Module 3	University-SME collaboration	Collaboration guide, examples, expectation canvas	Clarify expectations and collaboration roles	Draft expectation canvas
Module 4	SME Challenge preparation	Challenge brief template, facilitator handbook	Prepare for participation in the SME Goes Digital Challenge	SME challenge brief or educator facilitation plan

RDDCA Bootcamp Learning Journey

Timing	Optional or targeted support touchpoints
Module 0-1	Optional orientation clinic
Module 1-2	Optional Q&A for participants
Prior to SME Challenge	Mandatory joint preparation session
Modules 1 and 3	Peer exchange or networking sessions

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Learning Objectives and Outcomes

Digital Change

Module 0: Introduction to the bootcamp and emerging trends in F&B

Purpose:

This session will provide:

- An overview of the bootcamp structure an objectives
- An introduction to the current F&B sector trends and market drivers

Learning objectives

- Understanding the purpose and scope of the bootcamp
- Raising awareness and enable recognition of critical trends shaping the F&B sector
- Establishing a foundation of knowledge to build upon in the next sessions

Learning outcomes

- Participants have clarity on the objectives of the bootcamp and the ways in which they can participate, as well as an overview of the main topics to be discussed as part of the bootcamp
- Participants have increased awareness of relevant market shifts and emerging trends in the food and beverage sector
- Participants understand these trends and are ready to think reflexively about them from their institutional contexts

Module 0: Best practices in the F&B sector

Description

This session will showcase best practices (focusing on strategies, operational models or innovative approaches) on digitalisation of F&B

Learning objectives

- Identifying key factors that contribute to the success of F&B digitalisation and what are the benefits associated to it
- Exploring real-world examples that can inspire participants to take action in their individual contexts

Learning outcomes

- Participants can outline several methodologies and techniques, as well as the outcome of them, used by successfully digitalized F&B businesses
- Participants expand their horizon of ideas and get inspiration to apply them in their own organizational and/or teaching contexts

Module 0: Introduction to the concept of Responsible Dynamic Digital Change Agent

Description

This session will present the RDDCA concept, its relevance to the current F&B landscape and the potential that RDDCAs hold, specifically for SMEs who, due to their structural traits, might struggle to engage in digitalisation

Learning objectives

- Defining what a RDDCA is, its characteristics and how the role can fit within the organisational organigram
- Understanding the importance of digital change leadership in today's market

Learning outcomes

- Participants can describe the core traits of a RDDCA and their potential impact in the F&B sector
- Participants can connect RDDCA principles to their own context, keeping in mind aspects such as sustainability and their own innovation goals
- Participants feel excited about and prepared to dive deeper into digital transformation aspects

Module 1: Deep dive: Green trends + Interactive session

Description

This session will examine environmental sustainability trends that are impacting the F&B sector (e.g., waste reduction, sustainable supply chain, resource management, etc.). Furthermore, there will be an interactive session on 'Green trends' that will engage participants in discussion around best practices and real-life implementation of green initiatives.

Learning objectives

- Understanding how green trends influence consumer behaviour and impact operational processes
- Exploring success stories and potential challenges associated to implementing green initiatives in the sector

Learning outcomes

- Participants are able to identify drivers and barriers to sustainable practices
- Participants gain insights into the business and environmental benefits of going green
- Participants are equipped to start working on / refining their own sustainability plans and actions
- Participants acquire hands-on experience in brainstorming green solutions or evaluating current practices

Module 1: Deep dive: Green trends Challenges associated to digitalisation in the F&B sector

Description

This session will conduct one workshop with each of the targe groups, in parallel, to identify the main barriers hindering digitalisation of processes in the F&B sector. To achieve this, participants will be split into target-group specific breakout rooms for more targeted discussion.

Learning objectives

- Identifying common and emerging digital transformation challenges
- Sharing individual experiences and brainstorming collaborative solutions
- Facilitating a discussion environment that fits each target group's unique context

Learning outcomes

- Participants can list specific challenges and opportunities associated to digitalisation in F&B
- Educators walk out of the session with some ideas on integrating real-world challenges into curricula
- SMEs walk out of the session aware of practical approaches to overcoming digitalisation barriers

Module 2: Deep dive: Resilience + Interactive session

Description

This session will define ‘resilience’ in the participants’ context and will investigate strategies for building it within F&B operations and educational approaches. The session will cover, among other aspects of resilience, agility, the ability to manage risk properly and the importance of long-term adaptability. This session is followed by a practical discussion or set of activities (workshop / interactive format) on enhancing resilience and developing a forward-thinking mindset among the participants.

Learning objectives

- Understanding the concept of organizational resilience and its importance in uncertain market environments
- Discovering tools, frameworks and best practices that can help increasing resilience

Learning outcomes

- Participants fully understand the concept of resilience and grasp what it means in their particular contexts
- Participants have starting points to integrate resilience measures into their business models or curricula
- Participants walk out of the session with a forward-thinking mindset for continuous improvement
- Participants walk out of the session with a better idea of how to adapt to disruptions in their operations

Module 2: Challenges associated to digitalisation in the F&B sector

Description

This session will conduct one workshop with each of the targe groups, in parallel, to introduce the basics of university-business collaboration, and approaches to establishing and facilitating those interactions. Additionally, participants will work on preparing for the SME Goes Digital Challenge (i.e., educators will work with the facilitator handbook and SMEs will focus on developing their expectation canvas).

Learning objectives

- Highlighting the mutual benefits of university-business collaboration
- Providing frameworks and guidelines for effective collaboration
- Showcasing good examples of university-SME collaboration
- Understanding each target group's role in the SME Goes Digital Challenge and initiating the preparation work

Learning outcomes

- Participants understand the core principles for successful university-business collaboration
- Participants learn strategies and approaches to establish and maintain strong, mutually beneficial relationships
- Participants walk out of the session being ready to make the most out of their interactions as part of the SME Goes Digital Challenge and beyond
- Participants advance their preparatory work before the SME Goes Digital Challenge

Module 3: Deep dive: Nutrition + Interactive session

Description

This session will present current trends on nutritional science and aspects of the F&B sector, as well as the impact of consumer expectations on those. The session will also cover the role of health, wellness and regulatory considerations. This session is followed by a practical discussion or set of activities (workshop / interactive format) on implementing nutrition insights into their operations.

Learning objectives

- Understanding key nutritional concepts impacting product development, marketing and other aspects of the F&B sector operations
- Exploring innovative approaches through best practices

Learning outcomes

- Participants are able to link nutritional insights to their operations or to their curriculum planning
- Participants understand the reasoning behind nutritional customer trends and the market response to them
- Participants gain ideas for integrating nutritional best practices into their own projects

Module 3: Challenges associated to digitalisation in the F&B sector

Description

This session will conduct one workshop with each of the targe groups, in parallel, to introduce the basics of university-business collaboration, and approaches to establishing and facilitating those interactions. Additionally, participants will work on preparing for the SME Goes Digital Challenge (i.e., educators will work with the facilitator handbook and SMEs will focus on developing their expectation canvas).

Learning objectives

- Highlighting the mutual benefits of university-business collaboration
- Providing frameworks and guidelines for effective collaboration
- Showcasing good examples of university-SME collaboration
- Understanding each target group's role in the SME Goes Digital Challenge and initiating the preparation work

Learning outcomes

- Participants understand the core principles for successful university-business collaboration
- Participants learn strategies and approaches to establish and maintain strong, mutually beneficial relationships
- Participants walk out of the session being ready to make the most out of their interactions as part of the SME Goes Digital Challenge and beyond
- Participants advance their preparatory work before the SME Goes Digital Challenge