

DESIGN in ACTION - CALL FOR PARTICIPATION – FOOD CHIASMA

Design in Action (DiA) is an Arts and Humanities Research Council (AHRC) funded Knowledge Exchange Hub. DiA is based at the University of Dundee, Duncan of Jordanstone College of Art and Design (DJCAD) and is a collaboration with five partner institutions (University of Abertay Dundee, The Glasgow School of Art, Edinburgh College of Art-University of Edinburgh, Grays School of Art -The Robert Gordon University, and The University of St Andrews).

Design in Action will develop and evaluate new opportunities for commercialisation in the sectors of Food, Rural Economies, Sport, ICT and Wellbeing using design as a strategy. Our remit is to support and grow companies in Scotland by using design whilst also being business focused. We aim to extend Scotland's competitive advantage at home and internationally.

Design in Action has created interactive innovation events, called **Chiasma**, to engage with business opportunities identified through the university research base. Industry, designers and academics will work together to build new thinking around complex problems (pre-identified by both industry and researchers). The generated **Chiasma** ideas will therefore be embedded into this context providing transformative solutions.

FOOD CHIASMA – THE CANNY CONSUMER

- Date:** 5pm, Wed 30th April 2014 – 4pm, Fri 2nd May 2014
- Location/Accommodation:** DoubleTree by Hilton, Kingsway West, Dundee, DD2 5JT
- Cost:** 2.5 days committed engagement (food / accommodation provided)
- Closing date for applications:** **16.00, Monday 17th March 2014**

The aim of this Chiasma is to generate new ideas for the Food sector. Successful applicants will form teams within the Chiasma and will make iterative pitches of their solutions to an expert panel. Teams will constantly evolve their ideas and a final pitch will enable the resultant IP to be captured and considered for funding and development.

Design in Action has allocated up to £20,000 (per idea) and a range of support services to prototype ideas arising from the Chiasma process. These prototypes will offer transformative approaches to helping the Scottish Food sector and those wishing to participate in it.

The Chiasma is an invaluable introduction to innovative design working methodologies that participants can apply to their own work or practice. It is a unique and exciting mode of continuous professional development. The Chiasma also offers a valuable networking opportunity that allows for deep relationship building with fellow attendees.



THE BUSINESS OPPORTUNITY: FOOD CHIASMA – THE CANNY CONSUMER

The food sector is undergoing significant change in the face of great challenges. Consumers are increasingly aware of the impacts their food choices are having on their health, social life and budget. Recent rises in the cost of food are leading to behavioural change. Families want their incomes to stretch further, so they are looking at how they can achieve this whilst still providing their families and friends with a diet rich in choice and taste. The impact on this change in food consumption provides a real business opportunity, giving considerable value to secure food chains, reduction in food waste and ensuring that every element in the food process is considered by this pressing need.

This residential event of two and a half days will focus on the changing environment of food production, retail and consumption, exploring how best to reconcile consumer needs with a viable business option. Chiasma will provide an opportunity for food producers, businesses and retailers to converge with designers and academics to identify and create potential solutions in this new food era.

Given the breadth of the changes, this Chiasma will unpack a range of issues, exploring areas that offer opportunities such as:

- **THE CONTINUING CULTURE OF AUSTERITY** - people are re-learning lost skills in food preparation and seeking new recipes. For instance, a range of popular food blogs offer advice on how to cook wholesome food on a limited budget. This shift in thinking offers scope for new approaches.
- **THE DRIVE TO UNDERSTAND WHERE AND HOW FOOD IS PRODUCED** - is coupled with an increasing interest in cutting food waste and ensuring sustainability in food production. These concerns must be addressed through innovative new practices.
- **POLARISATION IN THE FOOD MARKET** – the market is increasingly segmented, with different groups demanding specific offerings. For example, consumers concerned with ‘healthy aging’ may be particularly interested in the health benefits of food and may ‘buy less but buy better’. New solutions must be explored to meet these changing demands.

These trends present opportunities for change and this Chiasma will enable food producers, businesses, retailers, designers and academics to engage in disruptive thinking to create innovative new solutions.

Key speakers at the Chiasma will include Christopher Trotter and Erik Smyth. Christopher Trotter, is a well known food writer and consultant, whose latest books ‘The Whole Hog’ and the ‘The Whole Cow’ encourage readers to use the whole animal in their cooking. Christopher will discuss how changes in food culture, the public perception of food and increasing concerns about food waste impact in Scotland.

Erik Smyth founder of Insignia Technologies, the Scottish technology firm, will also share his expertise at the Chiasma. Erik and his team have developed a smart pigment technology for food packaging that helps to tackle the ongoing problem of food waste. This patented technology has received significant investment funding and Erik will discuss how he designed and developed this exciting new product and its progress to market.

Following the Chiasma, the new teams will be encouraged to continue to work together and can apply for funding of up to £20,000 to develop the idea to market. After the 2013 Food Chiasma, new start-up company Beer52 received funding from Design in Action and through the innovative use of design, their product has become amongst the fastest selling to be listed on Groupon.



Chiasma: Ideas at the Point of Creation

The **Chiasma** will run over **two and a half days** starting at 5pm on day 1 until 4pm on day 3. Participants will be expected to break down barriers and build up thoughts on how the identified challenges can be addressed. You will be encouraged to experiment and explore genuinely innovative ideas.

This is an intensive, immersive process, which has been purposefully constructed to allow open, radical thinking through group interaction using a process that facilitates first principle idea generation. **Chiasma** events are held in environments away from everyday concerns to bring into being innovative ideas with the potential and perspectives.

The Chiasma will be introduced by the Design in Action team, who will establish the ethos of the event. Facilitators will support participants throughout and experts in relevant fields will assist and challenge positions and perspectives.

The process can be broken down into several stages:

- Defining the scope of the business challenge
- Shared understanding of the issues
- Consideration of alternative practices
- Interactive sessions focused on solutions

Chiasma Participants

The right mix of participants is an essential ingredient for innovation. Applications are encouraged from the following individuals / collectives: businesses, academia, designers, users, organisations, charities, and professionals in the field. You must be willing to share ideas, speculate on future developments and collaborate to address the issues and challenges facing businesses in this field.

How to Apply

The deadline for applications is **16.00, Monday 17th March 2014**. If selected as a participant some of your details in the Application Form, will be made available to other participants to facilitate networking prior to and during the event.

Assessing Applications

Applications will be peer-reviewed by a selection committee in order to ensure a mix of disciplines and experience. It is likely that those selected will meet the following criteria: -

- Proven team-working skills
- Basic understanding of the Scottish Food Sector
- Being able to demonstrate they are actively looking for new project opportunities and collaborations

N.B. Please note that due to the number of applications expected, it is unlikely we would be able to give individual feedback to unsuccessful applicants.

After Chiasma

All of the ideas that DiA provide grant funding to will be assigned a doctoral student who will observe the commercialisation process and outcomes. Case studies may evolve from this process and be used by the research team to educate and explain the design process in a business context. All participants will be expected to read and agree to the below Terms of Engagement in order to attend the Chiasma.



Design in Action: Terms of Engagement

1. Workshop Support

1.1 Subsistence

There will be no fee to attend Chiasma. Upon acceptance of the offer of a place, Design in Action will provide participants with all meals and accommodation at the workshop venue. Design in Action will not be liable for any further incidental expenses.

1.2 Travel Expenses

Expense claim forms will be available at the workshop. Design in Action will reimburse reasonable receipted travel expenses submitted no more than 2 weeks after the Chiasma event. We would prefer participants to travel by public transport however, if it is more convenient to travel in your own car, mileage will be reimbursed. If you choose to travel in your own car, you must have appropriate insurance in place and Design in Action will not be liable for any additional costs other than mileage. Travel expenses should be posted/mailed to the Design in Action team (contact details below).

1.3 Design Support Grants

Participants from Scottish Micro-Enterprises in the Creative Industries i.e. businesses with fewer than 10 employees and whose annual turnover does not exceed the equivalent of two million Euros, may be eligible for a Support Grant to a maximum of £250 per full day to attend the Design in Action Chiasma. Grant application forms will be included in all participant Welcome Packs and, if you believe you are eligible, you should return completed forms with your signed Terms of Engagement. Please note you will only be funded after having fully partaken over the entirety of the Chiasma. Partial attendance will not be reimbursed.

PLEASE NOTE - Design in Action will only be able to provide a support grant to businesses operating in the Creative Industries who haven't engaged in the Chiasma process previously and can support only one person per business for this initial Chiasma attendance.

1.4 Attendance

Hosting the innovation workshops is a resource-intensive undertaking. To prevent the waste of resources, we would be grateful if upon accepting a place participants will attend. If extenuating circumstances arise, please inform our team (enquiries@designinaction.com) at the earliest possible opportunity to allow the place to be offered to another applicant. Participants who do not attend the workshop or inform Design in Action within 7 days may become liable for the expense of their place.

1.5 Conduct

Design in Action is bringing together a diverse range of professionals from a number of different fields. We want every participant to be able to express themselves fully during the event however if at any point during the event a participant is deemed to be problematic within the Chiasma process



the Design in Action team reserve the right to exclude the participant from the remainder of the event.

2. Research

Design in Action has a strong research focus and is committed to developing understanding of the knowledge exchange process in the design field. As such, data will be collected during Chiasma and the collection and use of this data will adhere to the highest ethical standards.

Grant-supported partnerships will be assigned a doctoral student who will observe the prototyping process and outcomes. Case studies may evolve from this process and be used by the research team to educate and explain the design process in a business context.

2.1 Data Collection

Researchers will document their observations during the workshop. Video-recordings may be used to support these observations. Participants who do not wish to be filmed will have the opportunity to indicate this at registration. Participants may be asked to participate in interviews. Participation in an interview is entirely voluntary and at the participant's discretion. Interviews will be tape recorded and transcribed by the respective researcher. Participants have the option to pass on any questions they do not want to answer. A copy of their interview transcript will be provided, free of charge, on request.

2.2 Research Ethics Policy

By accepting these 'Terms of Engagement' participants give permission that the data collected can be used for research-specific purposes. Signing this form, however, does not commit the participants to anything they do not wish to do and they are free to withdraw from Chiasma up to 7 days prior to the event. Material gathered during Chiasma will be treated with the participants' rights to privacy, anonymity and confidentiality in mind and handled only by staff involved in the project. In order to ensure confidentiality in the writing up and publication of the empirical work, anonymity will be preserved. If it is essential to give a sense of context to the script, participants will be given a pseudonym and any details will be obscured for use in verbal and written records and reports.

Data will be kept safe from unauthorised access, accidental loss or destruction, and kept no longer than necessary for the specified research purpose. The empirical work forms part of the Design in Action research programme and the intended outputs may include conferences and conference papers, journal articles, press releases, case studies, exposition, symposia, seminars, websites and workshops.

2.3 Confidential Information

Confidential Information within Chiasma is without limitation, information, data, drawings, plans, schemes and concepts not previously known to participants or available to participants from any other legitimate source. Participants agree that confidential information within Chiasma must not be disclosed to a third party to copy or make use of in any way without the prior and written consent of Design in Action and/or the individual presenter/owner of the said confidential information.



3. Intellectual Property

Intellectual Property (IP) can be divided into background IP and foreground IP. Background IP is the intellectual property belonging to a participant that has been generated prior to the workshop, whilst foreground IP is the intellectual property generated during the workshop. Any IP that you wish to retain should not be disclosed at a Chiasma event. Design in Action is a Knowledge Exchange Hub and is committed to the advancement of the Scottish economy through innovation. Chiasma participants will be encouraged to commercialise ideas and Design in Action reserves the right to share these with other participants to ensure realisation for the benefit of the Scottish economy.

3.1 In order for the protection of all Chiasma participants and to allow for legally binding licences and other commercial agreements to be enacted and to meet the stated aims and purposes of Design in Action, ownership of all intellectual property (IP) generated during a Chiasma workshop shall be assigned to the University of Dundee.

3.2. The University of Dundee through its Research and Innovation Services (RIS) shall be responsible for the management of all IP and to the licensing/assignment thereof on behalf of Design in Action.

3.3 The intention by a participant to introduce background IP into a workshop must be declared to Design in Action at least 14 days prior to a workshop. The decision to include background IP into a workshop shall be at the discretion of Design in Action, but background IP that is not freely available for licensing and/or assigning to the University of Dundee if required for a Grant Funding Proposal and subsequent commercialisation thereof shall not be included.

3.4 Material benefits from the commercialisation of IP (including background IP) shall be restricted to those participants who are part of the team whose Grant Funding Proposal is accepted for a prototyping phase and subsequently granted/assigned a licence to commercialise the IP. No other participants shall receive material benefits from the commercialisation of IP even where the IP includes their ideas and concepts and background IP.

4. Grant Funding

Post-Chiasma teams will be eligible to apply for Grand Funding of up to £20,000 for prototyping purposes. Grant Funding will support teams and facilitate the development of ideas generated during Chiasma. Grant Funding Proposal documents will be provided to participants at the Chiasma.

5. Post Grant-Funding/Commercialisation

5.1. Participants with a successful Grant Funding Proposal shall agree on a lead entity for prototyping purposes. Once the prototyping (with DiA research embedded) phase has been completed and if the project is in a position to be commercialised the lead entity shall then be formally licensed/assigned by the University of Dundee to exploit the relevant IP. The University of Dundee shall provide a standard IP licence/assignment agreement for this purpose. The licence agreement/assignment agreement provided by the University of Dundee will impose certain obligations on the successful participants and be predicated on the creditable Grant Funding Proposal. Other requirements such as performance criteria, reporting provisions and fair and reasonable benefit terms to successful participants shall also figure. The benefits will take the form of either an equity stake in the company or a profit sharing agreement between the lead party and the successful participants but may also



take the form of benefit in kind, further collaboration, employment opportunity or service provision. In any event the University, on behalf of Design in Action, acting reasonably, shall be required to be satisfied on the terms and conditions of any form of benefit provision between the successful participants.

5.2 All IP licences/assignment agreements between the University of Dundee and the successful participants shall contain a royalty provision or equity stake. The equity or royalty (which is hereby agreed at a rate of 10 percent) shall be applied by the University of Dundee solely for the purpose of sustaining the Design in Action project.

5.3 Sub-licensing shall not be permitted without the further agreement of the University of Dundee acting reasonably. Where permitted the University of Dundee shall have the right to introduce further terms and conditions into the licence including but not restricted to a revised royalty rate.

5.4 All income received by the University of Dundee shall be placed at the disposal of Design in Action in order to provide for its long term sustainability Therefore, the University of Dundee Court Guidelines on Revenue Sharing will not apply to any revenue received by the University of Dundee from commercialisation activities arising from a Chiasma-generated idea.

5.5 Non-funded Grant Funded Proposals and IP not progressed to a Grant Funding Proposal shall be retained in the Design in Action IP Bank. Proposals for taking such IP forward shall be considered on a preferential basis. The first opportunity will go to the other participants in the workshop where the IP originated, then the other members of the Design in Action network. If no proposals are received and approved from the foregoing participants the IP will be made available to Design in Action for dissemination to a wider audience under commercial or non-commercial terms. Design in Action funding will not be available to any proposals made under this clause 5.5 but commercial terms may apply.

6. Further Information

Any queries regarding application to / participation in Chiasma should be addressed to:

Knowledge Exchange Hub Design in Action
Queen Mother Building, University of Dundee, DD1 4HN
Email: enquiries@designinaction.com
Tel: 01382 385361

I hereby accept the terms of engagement within this document.

Signed..... Dated.....

Full name and title.....

Address.....

