



**Agro4SDGs**

**Agro4SDGs: Reinforcing community mobilization and support of female lead entrepreneurship in the agroecology sector**

# **Sprints Manual**

**Manual for the implementation of the Agro4SDGs Sprints**



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### **Statement of Originality**

This deliverable contains original, unpublished work except where clearly indicated otherwise. Acknowledgment of previously published material and the work of others has been made through appropriate citation, quotation, or both.

## **1. Goals and structure of the manual**

The Agro4SDGs project aims at promoting sustainable development in rural areas and at the same time strengthening economic opportunities of women within the agricultural sector in five different European countries. Through the so called “Agro4SDG-Sprints” women as well as other stakeholders are invited to identify sustainability challenges and create business-oriented solutions to face these challenges.

This manual provides a useful guideline for the implementation of the sprints, gives inspiration for formats and methods, and encourages innovative, out-of-the box thinking.

The manual contains the following parts:

- Context and objectives
- Target groups and addressed participants
- Framework and basic structure
- Design of the local Sprints
- Ideas and inspiration for designing the local Sprints
- Communication and dissemination

## 2. Context and objectives

The sprints are well-embedded in the Agro4SDGs workplan. On the one hand, they stand at the end of WP2 and conclude this work package. At that point, the consortium partners have already gained a lot of experiences and knowledge, content- and process-wise, that flows into the design of the Sprints. Through stakeholder engagement and awareness raising activities, the consortium partners learned a lot about the needs of their target groups, but also made or refreshed important contacts.

On the other hand, the Sprints build the bridge to the Learning path in WP3. Topics that were roughly touched upon in the Sprints, are elaborated more in detail in that phase. Business ideas that emerged during the Sprints are developed further. Women, who got to know each other during the Sprints, can deepen their collaboration and form teams.

The Sprints aim at mobilizing participants for the agroecological transition with the following concrete objectives:

- Identify gaps and challenges in the agroecological transition
- Develop ideas for solutions supporting the agroecological transition
- Strengthen women`s entrepreneurial competences and skills in sustainability and agroecology
- Prepare the ground for the Learning path in WP3

The Sprints shall result in the following quantitative outputs:

**1 Sprint in every region**  
**7 challenges per Sprint**  
**5 solution ideas**  
**10 stakeholders and 25 women**  
**1 joined report**

### 3. Target groups and addressed participants

The envisaged participants will differ from region to region, but the following target groups are addressed:

- Women farmers and entrepreneurs in agriculture or food production
- Young women who will be farm successors in the future
- Women who are interested in developing a sustainable business in agriculture or food production
- Stakeholders: interest groups, multipliers, political decision makers,...
- Education and research institutions focussing on agriculture: schools, universities, research- and training institutions
- Interested citizens of communities

### 4. Basic structure of the Sprints

Even though the local Sprints will differ in their concrete design, all Sprints follow a common structure. It guarantees a common direction and helps to compare the designs and draw relevant conclusions as well.

#### DAY 1 – SET THE GROUND

	CONTENT
Introduction	<ul style="list-style-type: none"> <li>• Warm-up and get to know each other</li> <li>• Introduction of the project Agro4SDGs</li> </ul>
Speed-trainings	<ul style="list-style-type: none"> <li>• Input on SDGs with activating exercises</li> <li>• Interactive inputs on agroecology</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>• Collect and define challenges in agroecology</li> <li>• Define the individually most interesting, burning or most promising challenge</li> </ul>
Teambuilding	<ul style="list-style-type: none"> <li>• Create teams around the most interesting challenges</li> <li>• Presentation of teams and challenges</li> </ul>

## DAY 2 - FIND SOLUTIONS

	CONTENT
Challenges	<ul style="list-style-type: none"><li>• Refining or re-defining of the challenges</li></ul>
Solutions	<ul style="list-style-type: none"><li>• Ideation of solutions in several loops</li><li>• Validation of ideas and solutions</li></ul>
Presentation	<ul style="list-style-type: none"><li>• Presentation of the solutions</li><li>• Feedback and advice from peers</li></ul>
Outlook	<ul style="list-style-type: none"><li>• Milestones for further development of the solutions</li><li>• Outlook on the WP3 learning path</li></ul>

## 5. Design of the local Sprints

Grounded in the basic structure, each consortium partner designs the local Sprint, considering the needs of the local ecosystem, specific topics of the region, as well as capacities and specific skills of the team.

To make the planning process more coherent and to share the local designs with the consortium, a planning template is provided by PP2 Terra Institute. The templates are to be filled out by each partner at an early stage of the planning process, so that all partners get inspiration and new ideas through the exchange.

The templates contain the following information:

	DESCRIPTION
<b>OBJECTIVES</b>	What are the concrete and “local” objectives of the Sprint?
<b>TARGET GROUPS</b>	Who are the target groups? What participants are addressed?
<b>ORGANISATION</b>	Location, specific requirements
<b>AGENDA</b>	Describe the concrete activities, time, methods and trainers
<b>MATERIALS</b>	Any specific materials needed?
<b>SKILLS &amp; COMPETENCES</b>	Which skills/competences are addressed in the Sprints? Assign to green, business, and transversal skills, as far as possible.
<b>DISEMINATION STRATEGY</b>	How are the sprints communicated and announced? Awareness activities, brochure, website,...
<b>EVALUATION</b>	How is the evaluation planned to be conducted? Survey conducted by ACH, additional local evaluation activities

## 6. Ideas and inspiration for designing the local Sprints

During a preparation meeting with the consortium, ideas for designing the different parts of the local Sprints were exchanged and collected over a Mural board. This collection is of great practical relevance, as the consortium partners brought in their experiences and know-how about innovative formats and methods.

The following table shows an overview:

Overall event of the “Sprints”	
ACH	entrepreneur 24-hours event, Mix: 24hours&market place
	Training pills + selection of SDGs/challenge + sprints for validation + sprint for presentation
	Agroecological market place: area to exhibit projects as in market format
BC-Naklo	Round table with sector representatives
	In form of a lecture
	Educational stand at a school
CTRIA	competition/ bootcamp/ "accelerator"
PFA	Female forum
TERRA	Format of the "Global Goals Jam"
	Contest
Important to consider	
How can we really activate the participants?	
Trying some activities in Brixen ourselves	
Include real "sprints" with limited time periode	
Include stakeholders as expert of different fields	
A separate group to address the challenges of stakeholders could be useful for the project	



<b>Communicating objectives and outcomes of the Sprints</b>	
ACH	Videos, testimonials of agroecology entrepreneurs
	publications on partners' media networks
BC-Naklo	Article in magazines
	Educational short videos
	Posters
CTRIA	Short video - interviews
	Photo report
	Podcasts
PFA	Video interview
TERRA	Video diary
	Interviews with participants
<b>Teambuilding</b>	
ACH	involve partners to participate in activities and events
	Animation, music, to foster teambuilding
	Team dynamics/games
BC-Naklo	Group farm visit Board game
	International group mobilities
CTRIA	Tasting food
	Exchange of views on food/methods
PFA	Breakout rooms (if online) or work in small groups
	Quiz
TERRA	Icebreaker exercises to start the day
	Constellation exercise: finding similarities, like favorite food, travel,...

<b>Knowledge transfer SDGs</b>	
ACH	group dynamics to calculate participants' carbon footprint
	dissemination of the SDGs using gamification
	Workshops
BC-Naklo	Including SDGs knowledge in the curriculum
	Guidance service provider sessions
	SDGs support websites
CTRIA	Live Quiz with moderator
PFA	Creating posts on social media about SDGs
TERRA	SDG-Mingling to warm up
	SDG gallery and SDG LOOP
	Materiality matrix
<b>Important to consider</b>	
	Create a link between SDGs and participants' realities
<b>Knowledge transfer about agroecology</b>	
ACH	specialised workshops in the agroecological sector/ visits
	online pills to complement the workshops
	round tables on experiences in agricultural sector and generational change
BC-Naklo	Visiting a farm or agroecology centre
	Including non formal agroecology courses
CTRIA	short presentation involving stakeholders
	Workshop
PFA	Through the project website
	Educational video
TERRA	Key note from a "good practice"
	Introduction video
	World cafe

<b>Knowledge transfer about entrepreneurship</b>	
ACH	entrepreneurship consulting as prize to promote the best projects
	Workshops specialising in business ideas, economic analysis, etc.
	On line training/personal advising
BC-Naklo	Business incubators
	Guidance service providers
	Public institutions operating in the business field
CTRIA	real life examples from an entrepreneur
PFA	Through the project website
	Quiz
TERRA	Pitch training with Q&A session
	Sustainable business canvas

<b>Defining challenges</b>	
ACH	Design thinking/ Ecocanvas
	IA (chatGPT) as a tool to define challenges
	Farm to fork strategy
BC-Naklo	Google trends (about agroecology)
	Surveys of local stakeholders
	Conducting a "Business Plan"
CTRIA	mind map
	SWOT
PFA	Word cloud
TERRA	Design thinking
	Problem canvas
	Exchange challenges & assess them

Important to consider	
	enough time for defining the problem
	not starting with the solutions
Coming up with solutions	
ACH	Storytelling
	Prototyping
	market test
	Validation of business ideas with experiments and tests
BC-Naklo	Good practice examples
	SWOT analysis
	Presenting ideas at round tables
CTRIA	Short pitch (3 minutes)
PFA	Few slides of presentation
	Quiz/survey
TERRA	Prototyping & simulation
	Walt Disney Strategy
	Validation with surveys
Collecting feedback	
ACH	Dynamics to facilitate qualitative group feedback
	Share strengths and weaknesses of each sprint
	Questionnaires/ Solicit feedback from all stakeholders
BC-Naklo	Mentimeter form or presentation
	Method of self assessment
	Survey after the event
CTRIA	survey/ mentimeter
PFA	Mentimeter
	Limesurvey

TERRA	Feedback from another team
	Expert feedback (bring along contacts, who can be called during the session)
Important to consider	
	Create a link between SDGs and participants`realiiClarify the feedback rules before
	Important to be able to listen to feedback without commenting it

## 7. Communication and dissemination strategy

The communication of the Sprints is crucial to attract and inspire women and local stakeholders to participate in the event.

### **Communication strategy**

The communication and announcement of the Sprints are built on the prior activities of the WP.

**Stakeholder engagement:** It is crucial to involve the stakeholders at an early stage, as they will be participants on the one hand, and multipliers on the other. In a first step, stakeholders should be integrated in the awareness raising process.

**Awareness raising activities:** This is one of the main communication channels for the Sprints, as each activity shall contain an announcement of the Sprints. Every consortium partner plans awareness raising activities for their region, considering local preconditions and opportunities as well as internal resources. Even though the application foresees onsite activities, it is important to take online channels into consideration as well. To make the ideas available to the entire consortium, each partner outlines the plans in a planning template. The templates are stored in Annex A.

### **Communication materials**

- Several materials are prepared to support the dissemination process:
- AGRO4SDGs Website
- AGRO4SDGs Brochure
- AGRO4SDGs Sprints - flyer
- Roll-up
- Flyer for awareness raising activities
- Regular project newsletter
- Local videos
- Infographic booklet