STARRISE Project

STARRISE provides capacity building and interregional collaboration opportunities across continental Europe and Outermost regions for SMEs and other stakeholders in the Agri-food and Logistics sectors.
STARRISE is funded under **the Interregional Innovation Investments (I3) instrument.**

Join us for the STARRISE Journey!

The STARRISE Journey consists of a **mix of training** (online and face-to-face), events with experts, personalised support for the development of innovation projects, mentorship and networking opportunities. All these activities are aimed at supporting the development of **innovation projects** in the Agri-food and Logistics sectors, especially in less developed EU and/or outermost regions.

Get to know our Masterclasses:

STARRISE_Project

www.starriseproject.eu

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Grant Agreement No.101133220

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Consortium:

LATVIAN TECHNOLOGICAL CENTER

KEARNEY   IMP³ROVE   INOVA+

iED   itc INSTITUTO TECNOLÓGICO DE CANARIAS   Gobierno de Canarias   AGENTIA DE DEZVOLTARE REGIONALA NORD-VEST   CCI MARTINIQUE

STARRISE
Masterclasses

The STARRISE journey includes **10 online masterclasses** covering topics related to strategic innovation and digital transformation.
Masterclasses will take place online between the **05th of December 2024 and 27th of February 2025** between **15:00 and 17:00 CET time**.

05 Dec —— 10 sessions * 2 hours —— **27 Feb**

1
Who can participate?
Any interested SMEs and other organisations in the **agri-food and logistics sectors** wanting to elevate their business!

2
Do I need to participate in all sessions?
You can select the sessions you want to participate in. Just register here and we will notify you when the training dates are nearby: https://l1nk.dev/STARRISEmasterclasses

3
Are there other activities in the STARRISE journey that I can join?
You can also join us for our **Global Workshop Festival Hackathon**! It will be a **36-hour on-site** and online event taking place in Latvia from **November 22 to 23,** bringing together participants to solve real-world challenges in food logistics while integrating gamification elements.
Join us at: https://shorturl.at/LkWZe

1 Introduction to Innovation Management
2 Innovation Strategy Development
3 Removing Cultural Barriers
4 SDIM Action Plan Development
5 Innovation Life Cycle Management Process
6 Design Thinking

05/12

(#1) Introduction to Innovation Management
Fundamentals of **Innovation management, innovation strategies, lifecycle management** and fostering a supportive culture.

12/12

(#2) Innovation Strategy Development
10-step approach covering **trend analysis,** customer needs, competitor analysis, and defining vision, mission, and business cases.

19/12

(#3) Removing Cultural Barriers
Identifying and addressing **cultural barriers,** stakeholder analysis, and fostering **collaboration** for innovation.
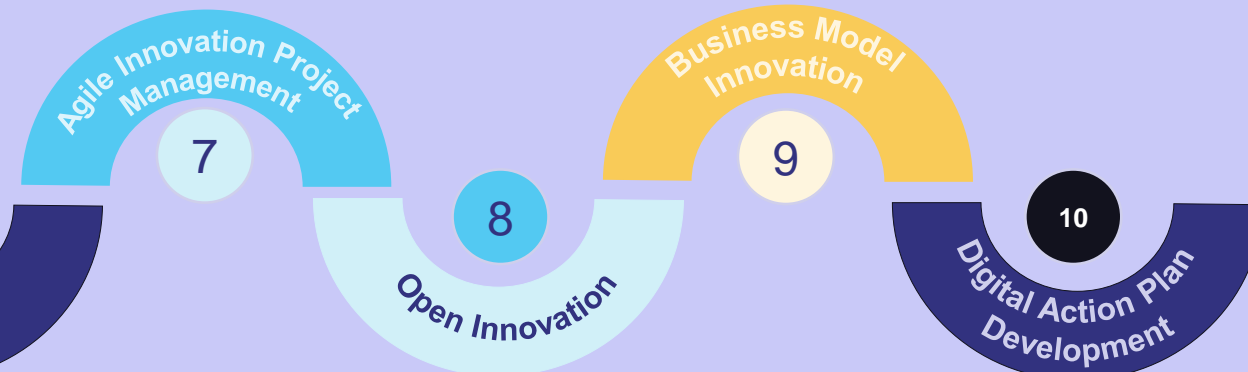
Masterclasses Training Team

Manuel Seuffert

Manuel is Director at IMP³ROVE. He has >13 years of consulting and industry experience in Innovation Management, Business Development, and Digitalization as well as in training for business modelling, digital and innovation-related approaches, skills, and tools.

Jonar G. S. A. Schwoebel

Jonar is a Senior Consultant at IMP³ROVE. Jonar has more than 4 years of consulting experience in R&D and innovation and business development. Jonar also has experience in innovation and efficiency benchmarking, as well as training development, and upskilling.

30/01

(#6) Design Thinking

Applying the **D-DIT5 framework**, with exercises in observation, brainstorming, prototyping, and testing.

06/02

((#7) Agile Innovation Project Management

Techniques like **design sprints and Scrum** for structured and agile project management.

13/02

(#8) Open Innovation

Structure of open innovation, **partner selection**, and identification of innovation opportunities.

17/02

(#9) Business Model Innovation

Developing and refining business models using **pretotyping and Six Thinking Hats**.

24/02

(#10) Digital Action Plan Development

Assessing digital capabilities using **IMP³ROVE DIQ** and **structured problem-solving** for strategy development.

Agile Innovation Project Management

7

Business Model Innovation

9

8

Open Innovation

10

Digital Action Plan Development

16/01

(#4) SDIM Action Plan Development

Creating **sustainability-driven plans** using tools like the Corporate Sustainability Navigator and setting sustainability KPIs.

23/01

(#5) Innovation Life Cycle Management Process

Managing the innovation lifecycle, **idea creation, development optimization,** and establishing enabling factors.

MASTERCLASSES
Programe

12/12

Innovation Strategy Development |15:00 CET

10-step approach covering **trend analysis,** customer needs, competitor analysis, and defining vision, mission, and business cases.

16/01

SDIM Action Plan Development | 15:00 CET

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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

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Upcoming classes...