



Training & Hackathon Curriculum

Empowering better food, by design

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ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS



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Aim of the training

Equip food industry professionals with the tools and skills to develop healthier food products using **Nutritious by Design New Product Development (NPD) framework**, and nutrition-driven product development.



Learning Objectives

- Apply the Nutritious by Design framework
- Use food composition data in product development
- Integrate nutrition metrics into R&D
- Comply with EU nutrition & health regulations
- Evaluate products using NutriScore & NOVA
- Communicate health benefits effectively



Target audience

- Food industry professionals (R&D, Quality, Nutrition, Marketing)
- Employees and/or owners of SMEs and start-ups in the agri-food sector
- Professionals involved in product development and nutrition

Skills Development



- Use food composition databases
- Apply EU labelling regulations
- Understand NutriScore & NOVA
 - Conduct nutrition-based market analysis



- Benchmark products & markets
 - Identify nutrition gaps
- Translate insights into product specifications



- Use open-access food databases (e.g. Open Food Facts)
 - Interpret food data for evidence-based decisions



- Design healthier, market-ready products
- Integrate nutrition in early product ideation



- Communicate food innovation clearly
 - Present complex data simply
 - Build strong value propositions



- Work in multidisciplinary teams
- Solve problems under pressure
 - Apply agile thinking in NPD

Training Outline

Module	Aim	Key Topics / Activities	Learning Outcomes
 Designing Healthier Food Products	Introduce nutrition-focused product development practices.	• NPD processes & innovation cycles • Nutritional quality concepts • Industry case studies • Nutritious by Design framework	• Understand NPD processes • Identify gaps in current practices • Apply the Nutritious by Design framework
 Data-Driven Healthy Product Innovation	Apply food data and regulations to healthier product design.	• Food composition databases • Food data in NPD • EU nutrition & health claims • NutriScore & NOVA systems • Data-driven product decisions	• Use food composition databases • Apply data to product formulation • Interpret EU nutrition regulations • Evaluate nutritional quality • Integrate data into innovation processes
 Pitching & Communication Session	Develop effective product communication and pitching skills.	• Pitching principles • Pitch deck structure • Audience adaptation • Storytelling for innovation	• Create effective pitch decks • Present to diverse audiences • Deliver impactful presentations

Hackathon Outline

Module	Aim	Key Topics / Activities	Learning Outcomes
 Introduction & Exploration	Introduce the challenge, teams, tools, and datasets.	• Challenge briefing • Team formation • Icebreaker activities • Open Food Facts introduction	• Understand challenge objectives • Gain hands-on data experience • Build teamwork & collaboration
 Develop, Create & Pitch	Develop and present a nutrition-focused product concept.	• Data-driven market analysis & benchmarking • Database-guided product formulation & optimization • Packaging & marketing strategy • Pitch deck creation • Final presentation	• Apply the framework in practice • Develop products using nutrition data • Collaborate effectively in teams • Deliver compelling pitches • Integrate expert feedback



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