Facilitating processes in the Food Innovation Network

How to overcome challenges and support activities at the start of an innovation network?

**WHAT IS THE FOOD INNOVATION NETWORK?**

The world will become more and more people and we need a food sector that is able to produce food sustainably and efficiently. The Food Innovation Network (TNF) is an initiative of the municipality of The Hague to setup a platform for entrepreneurial and sustainable food innovation. Funding was provided to re purpose an old PE factory for this idea and to construct a greenhouse on the roof of the building. The goal was to attract entrepreneurs to join and to create an environment which assists in overcoming early challenges that had to be conquered. The community in TNF struggled with the initial lack of ownership and no follow-up activities were initiated. The group lacked vision and struggled to get out of the adopted meeting culture.

**WHAT IS “THE NEW FARM”?**

The New Farm (TNF) is an initiative of the municipality of The Hague to setup a platform for entrepreneurial and sustainable food innovation. Funding was provided to re purpose an old PE factory for this idea and to construct a greenhouse on the roof of the building. The goal was to attract entrepreneurs to join and to create an environment which assists in overcoming early challenges that had to be conquered. The community in TNF struggled with the initial lack of ownership and no follow-up activities were initiated. The group lacked vision and struggled to get out of the adopted meeting culture.

**GRAVITY AND OPPORTUNITIES...**

Gradually new initiatives settled in TNF and the first events, activities and developments took off. However, the network faced several challenges and setbacks. These were mainly due to the lack of a clear vision and direction. The network lacked a clear strategy and struggled to attract new entrepreneurs. The community in TNF struggled with the initial lack of ownership and no follow-up activities were initiated. The group lacked vision and struggled to get out of the adopted meeting culture.

**TIME FOR A NEW APPROACH**

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**SOLUTIONS**

- **COMMUNITY MURAL**
  - The Community Mural visualises the members of the network in a fun and interactive way. The community can share their ideas, knowledge and general information on the blackboard wall.

- **COLLABORATION SET-UP CANVAS**
  - The Collaboration Set-up Canvas helps members of the network to visualise their joint activities. The canvas can serve as a tool to make agreements, set goals and plan activities without constraining the partners. It is designed to be an easy to use, visual tool that can help to keep an overview of the network.

- **NETWORK MURAL**
  - The Network Mural visualises the members of the network in a fun and interactive way. The community can share their ideas, knowledge and general information on the blackboard wall.

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**Committee**

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**Company**

- The New Farm