

call for SMEs and startups

# FEEDING MADEIRA

REGENERATIVE AND DISTRIBUTIVE FOOD SYSTEMS  
FOR SUSTAINABLE ISLAND FUTURES

Funchal, 5-15 July 2022



DC4DM Learning Lab 1  
hosted by Universidade da Madeira

[www.dc4dm.eu](http://www.dc4dm.eu)



With the support of the  
Erasmus+ Programme  
of the European Union



Digital Creativity  
for developing  
Digital Maturity  
Future Skills



# FEEDING MADEIRA

## REGENERATIVE AND DISTRIBUTIVE FOOD SYSTEMS FOR SUSTAINABLE ISLAND FUTURES

5-15 July 2022

Colégio dos Jesuitas - Universidade da Madeira  
Funchal, Madeira island, Portugal

Are you a tech-driven startup or SME? Would you like to discover how to become digitally mature?

Are you interested in seeing how your business could evolve by exploring new future sustainable tech-driven scenarios in Madeira?

What about discovering a new methodology to co-design innovative tech solutions within an international and multidisciplinary work environment?

If it is so, there is a fantastic workshop to be involved in!



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# The context

In the context of a small island in the Atlantic Ocean such as Madeira, the delicate balance between human needs and the availability of natural resources is under constant threat. This requires preparing future generations of creatives and entrepreneurs with the right mindset and skills to collaborate and ideate opportunities for sustainable futures. Today the goal is to learn to design and implement systems that can be distributive and regenerative, to benefit individuals and communities, local economies and the environment. The role of digital technologies is considered fundamental in this process of rethinking the way we design and implement new sustainable scenarios.

The first DC4DM Learning Lab will happen in Funchal and will focus on food, intended as the whole food chain system, from production, to distribution, consumption and regulation. To design new sustainable food systems, the participants will be invited to embrace the theme from different perspectives by considering the role of producers, consumers, and policy makers. They will have to identify a design opportunity that would consider the application of one of the proposed digital technologies to shift to more distributive and regenerative systems for the island of Madeira.

## What is a Learning Lab?

A Learning Lab is a 10-days design-led workshop where students from design, engineering and management will work collaboratively to design new tech solutions for more sustainable and ethical futures. Multidisciplinary teams would explore the potentialities of some digital technologies proposed by selected tech-SMEs or startups and will be mentored by international experts from various fields and backgrounds.

**Learning Labs are an opportunity to learn about a new methodology to think and design in a digitally mature way, developing skills to identify opportunities for innovation through the application of digital technologies.**

Learning Labs are part of the DC4DM methodology, one of the outputs of the ERASMUS+ funded project titled 'Digital Creativity for developing Digital Maturity future skills'. The DC4DM project aims to implement, apply, and disseminate within a European network of HEIs, SMEs and startups, business incubators, a human-centered educational model able to develop and empower digital creative abilities to achieve digital maturity. Partners in this project are Politecnico di Milano, Mines Saint-Étienne, Télécom Saint-Étienne, Universidade da Madeira and StartUp Madeira.



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# What will you do?

At the Learning Lab 'Feeding Madeira' teams of students and experts from different disciplinary areas, such as design, engineering and management studies, will work together to respond to five different design briefs. Each of these will aim to achieve ideas of new sustainable food systems for Madeira Island by introducing five selected digital technologies. The teams will have to take into consideration the whole food chain, from production to distribution, consumption, regulation. The new food chain systems should be distributive and regenerative both for local communities, natural ecosystems and their organisms.

As a tech-driven SMEs or startup, you can apply to this call to be selected as one of the five companies which will discover how the application of their digital technology may evolve and learn about a new creative and digital mature approach to innovate.

As a selected tech-driven SME or startup you will be asked to **attend the Learning Lab, either physically or remotely, specifically on the 6th July morning for the kick-off event and on the 15th July afternoon for the "Sharing Day" closing event.** Also, the selected companies will be more than welcome to visit any other workshop days, to provide the teams with their feedback and point of view along the design process.

# Who can participate?

**Tech-driven SMEs and startups from Madeira Island, Portugal and other countries.**

Be aware that the Learning Lab 'Feeding Madeira' will be run in English; applicants are required to understand and speak English.

# Why should you participate?

You will meet students and professors from different countries and disciplinary areas and learn about other ways to think, design and innovate toward a digital mature mindset.

You will have the chance to learn about how to define future scenarios that would support your business and speculate on possible new technology applications for sustainable futures. In fact, this international summer school will provide your company with new tools to develop a creative approach to problem solving.

The participation to the workshop will provide an official **certificate of participation** released by UMA, StartUP Madeira and DC4DM consortium.

# How can you apply?

The participation in the Learning Lab as tech-driven company is free of charge, but first you must apply and get selected. **You should send your application through the following form by the 20th of June 2022:**

<https://forms.gle/vXdTWrp5mEoUzWvV7>

The collected information will allow the DC4DM team to select 5 tech-driven SMEs and startups to define 5 different design briefs for the Learning Lab "Feeding Madeira" and challenge 40 students from the areas of design, engineering, management and agriculture to co-design sustainable food systems for the island of Madeira and beyond.

## Intellectual properties

Participants will be asked to sign an NDA for the confidentiality of knowledge and tech-products made available by the SMEs and startups. At the same time, these companies will sign a document that will protect the intellectual property of the projects emerging from the Learning Lab 'Feeding Madeira'.

## More information

web: [www.dc4dm.eu](http://www.dc4dm.eu)

email: [info@dc4dm.eu](mailto:info@dc4dm.eu)

instagram: [@dc4dm](https://www.instagram.com/dc4dm)



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