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Transformation of **European Food Systems** Towards Sustainability by Transnational, Innovative Teaching



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# **MAESTRO A REAL-LIFE PROFESSIONAL SITUATION FOR STUDENTS**

**JOËL ROBIN -**

**2<sup>nd</sup> CAPACITY BUILDING COURSE OF TEFSI PROJECT, University of Zagreb, Faculty of Agriculture, Svetošimunska cesta 25, Zagreb, Croatia, 2<sup>nd</sup>-4<sup>th</sup> October 2019**

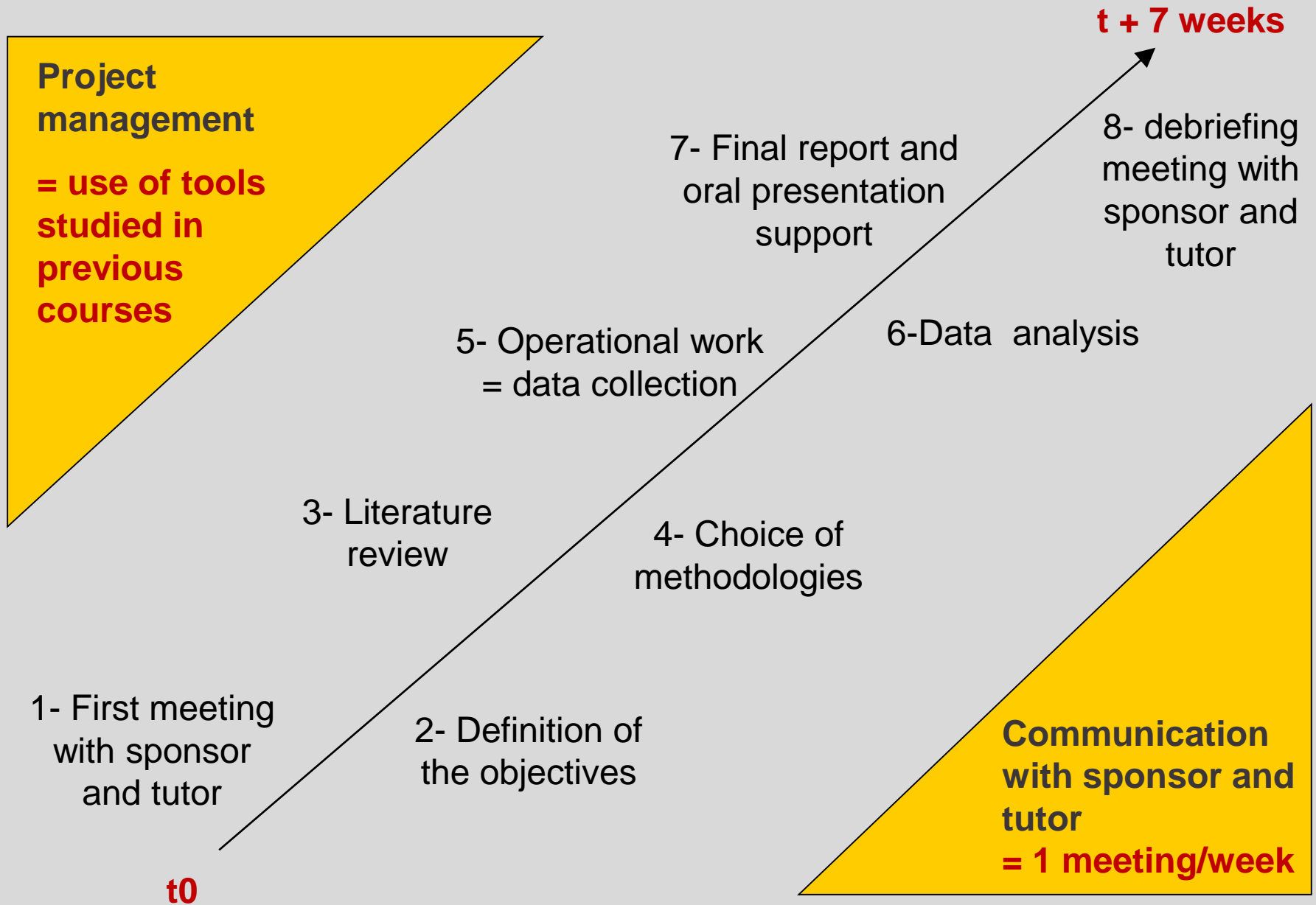
## Objectives of MAESTRO

- Manage a project with a demand from an external client (company, association,...)
- Collect and process data (survey, experimental work)
- Present main results and discuss them (oral presentation)
- Propose recommendations to the client (report)

## Operational aspects

- Group work : 3 or 4 students / group
- A teacher « tutoring » each group
- 7 weeks without courses = time only dedicated to the management of the project

# Planning



# Communication with the tutor / the sponsor

## **THE GROUP HAS THE FULL RESPONSIBILITY FOR THE PROJECT MANAGEMENT**

- **Achievement of the different tasks**
- **Communication**
- **Confidentiality**
- **Image of the school**

- Schedule weekly meetings with sponsor and tutor
- Focus the requests and questions to have precise answers

# Assessment modalities

Report (25%) : written synthesis (30 pages max.) respecting the structure :  
Introduction - State of the art – Material and methods – Results – Discussion -  
Conclusion

Oral presentation (25%) : presentation of 20mn + 10mn questions by the jury (4 teachers)

Assessment by the tutor and the sponsor (50%) : quality of the work, of the communication, operational value of the results, skills developed by students

## **IN PARALLEL**

Final meeting for the assessment of individual skills: know-how, delegating, soft skills : each student makes a self-evaluation and evaluates the other students of the group

# Administration of MAESTRO

- **SCHOOL :**

- Find a large variety of topics adapted to our students (rural development, agri-food sector, agriculture, ecology, socio-economics)
- Partnership agreement between the company of the sponsor and the school for the payment of direct costs
- Quantify the global workload and define a precise objective for each project
- 15 days before the beginning : presentation of each project and choice of 3 projects by each student (ranked choices : 1, 2 and 3)

- **GROUP :**

- Financial management of the project by the students, with the same tools and in the same way as employees of the school. Presentation of an expense sheet with:
  - Travel costs
  - Accommodation costs
  - Purchases of consumables
  - Subcontracting

# Examples of applications in the food sector



# Bodysvelt : a new “detox” product, mix of organic and caffeine-free ingredients

- Define the priority consumer target
- Validate the sensory attractiveness
- Finalize the marketing mix (product, price, packaging, distribution and communication)





# Waste in bakeries and butcher shops

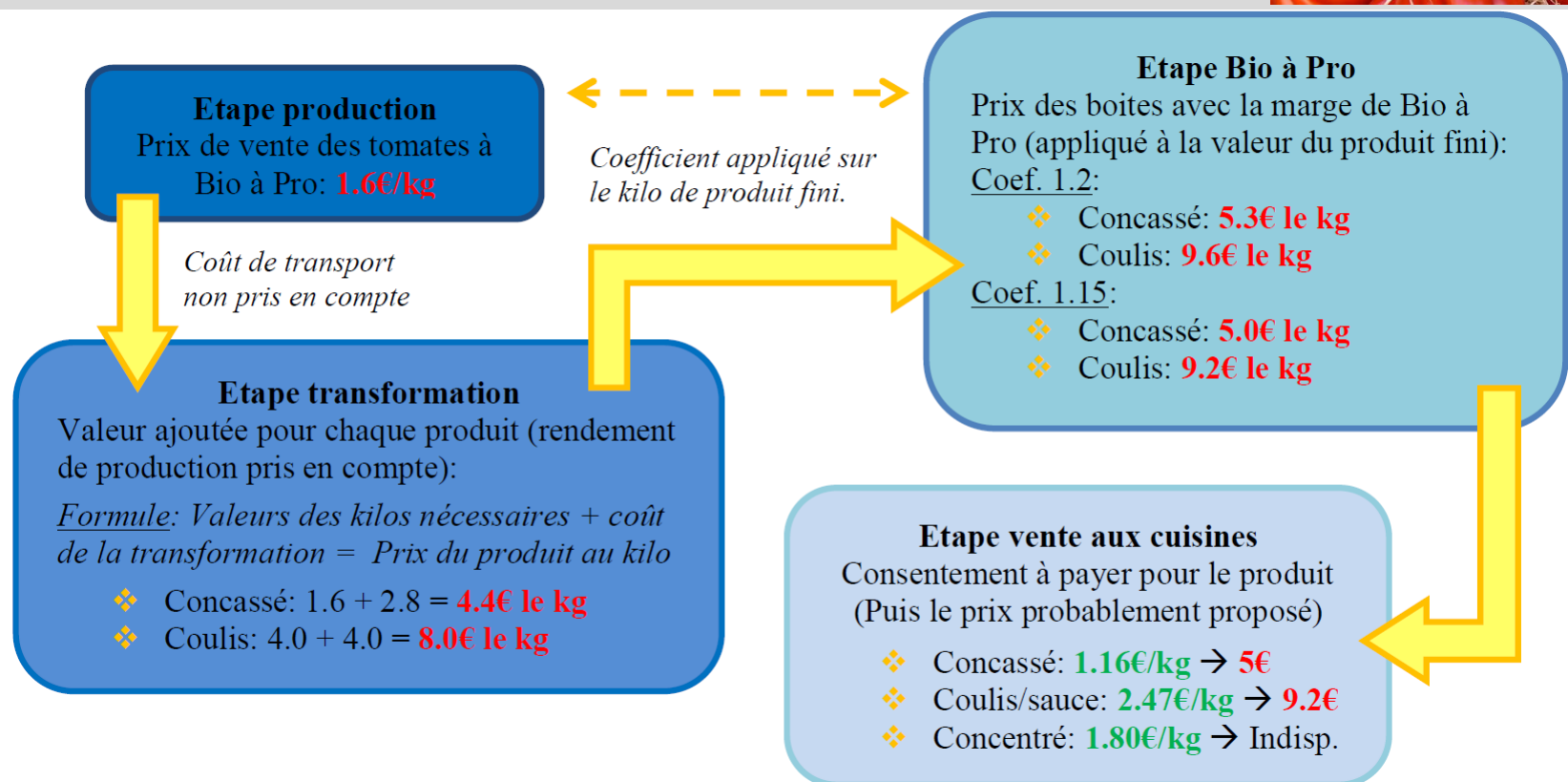
Quantify, as far as possible, the economic losses due to  
1/ production work  
2/ the unsold products



# Opportunity study of a sector of organic and local processed tomatoes in the region of Lyon



- Interest of the actors (from producers to retailers)
- Outlet (crushed, concentrate, sauce,...)
- Available volumes and demand at the local scale



# Conclusion : MAESTRO strengths and weaknesses



- Appreciated by students who generally like « active pedagogy »
- Quality of the results and client satisfaction
- Development of student skills adaptability, creativity, autonomy
- Mutual benefits for students linked to their group life
- Freedom feeling for the students, encouraging their creativity and their productivity
- Development of the school network with new companies



- Obligation for the coordinator to « keep the decision » on group constitution (linked to three different choices for each student : 1, 2, 3)
- demotivation of students for a second or third choice
- Problem of group life, relationship and personalities... like in the real-life !!

# Conclusion : MAESTRO learning outcomes

New outcomes for:

- Developing his own ability to create
- knowing his profile in collective project management: organizer, manager, leader, creative,...
- Developing the ability to manage a project in all its dimensions: administrative aspects, communication, decision-making, capacity to analyze complex situations
- Developing his know-how: respect for alternative ideas, quality of communication, diplomacy, autonomy management
- Deploying technical skills developed (separately) during previous courses: GIS, statistics, communication, IT, ...

Thank you  
for your attention

