

PIEp krAft (MINT Food and Design)

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Background

In the autumn of 2008 it was decided to start two krAftrelated projects in the frame of PIEp. One was an extension on a design project carried on within. The other was Food project that to some extent is an extension of a food related programme called Creative Food Business. Both these project had the intention to apply the MINT method in respective branch.

The plans were to carry on the projects in parallel in order to among other things compare and benchmark the innovation method and innovations procedure

When the projects started there were two design companies and 10 food companies and therefore the decision was to sew together the two projects

The krAft concept

KrAft is the Swedish word for power or force. The acronym *krAft* should be decoded as

- “K” for competence/knowledge
- “R” for reflection
- “Af” for business development and
- “T” for growth.

The acronym mirrors the belief that business development in SMEs is not primarily about simple knowledge transfer.

The krAft programme was designed to

- help SMEs develop their businesses
- Initiate long-term relationships between SMEs and universities.

The krAft programme also targeted the academic system and its interaction with society, and was designed to

- initiate and improve networking in the academic system
- Initiate and improve networking between universities and private/public actors aiming for business development in SMEs (Industrial development centres, independent consultants, industry research institutions, etc.)
- The krAft model is a unique bottom-up concept that is easy to understand. The participating companies themselves define their needs and get useful knowledge, which is different from traditional competence development, where experts have defined the needs and offer training/education.

Goals and aim of the MINT project

The aim/Objectives of the MINTfood/design is to

- Apply the MINT-model in a networks of food- and design companies
- Develop the MINT tool to be used in food branch and the design branch
- Test Kraft too with the MINT method

The goal is

- To have a tool to measure innovation in the food – and design branches
- To have measured the innovation in all the participating companies

Method

The project is based on eight workshops with coaching of each participant in between.

The following subjects are planned for each workshop

Workshop 1 Innovation in food and design companies, generation of ideas/choice of projects

Workshop 2 MINT measurements – to choose measurements on innovation

Workshop 3 MINT compass – long-term goals, state of the art, design process.

Workshop 4 Data collection

Workshop 5 Implementation

Workshop 6 Communicate actions

Workshop 7 MINT Evaluation

Workshop 8 MINT Condition- report and continuing work- reunion

Participant Companies

The following companies participate in the project

- Trappmäster
- Lagan Emballator
- Marianne´s Farm/Sydgrönt
- MicVac
- Pipers Glace
- Team Ugglarp
- Oatly
- Source Food
- Formidabel
- ASM Foods
- Campbell Soup

Results and discussions

We have as of November 2009 carried out four workshops one in June, one in the end of August, one in the end of September and one in October.

The first workshop was an introduction to the MINT method and discussions on expectations
In August we covered each companies innovation method of today and translated this to MINT.
The result was a transformed MINT tool (See below)

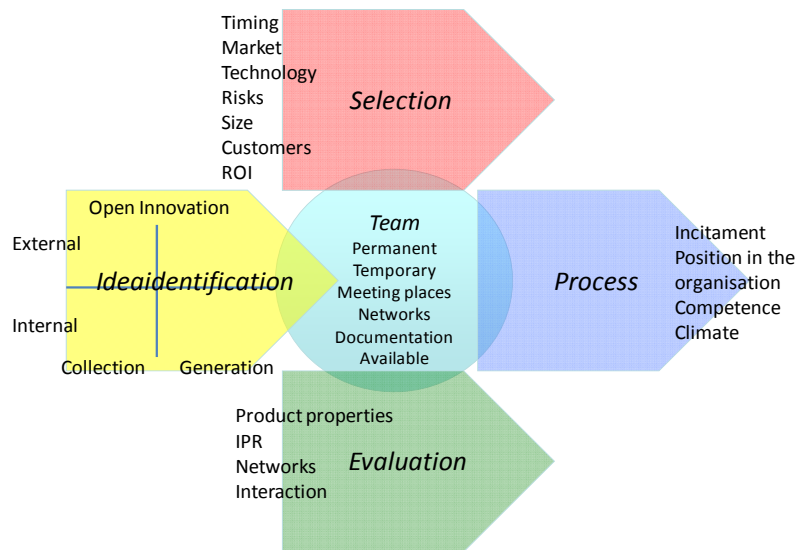


Figure 1 the modified MINT model for food and design companies

We are now working on the MINT compass with long-term and short-term goals as on measurements of innovations like patents, new products etc. We have also made mood boards for each company which was shown in one of the workshops.

We will now have midterm and status reporting on where the companies are and start the implementation of the innovation process in each company