



# “Meat the Future”

Join the 48h MAKEathon to rethink  
a world with less meat

23-25 October 2020  
The Valley, Kempththal Zurich

Find out  
more



You are cordially invited to **Swiss Food Research and ETH Zürich MAKEit MEAT** MAKEathon. Join us to help reduce meat consumption and make tomorrow's diets more sustainable!

**Swiss Food Research and ETH Zürich MAKEit MEAT** is a MAKEathon in Zurich following the design-thinking approach combined with expert inputs to foster innovation in one of the most pressing challenges the world food system is facing: our meat consumerism. The participants will work in preformed teams to create new business ideas that would help reduce meat consumption and will present them to expert judges at the end of the event.

We would like to offer you the opportunity of taking part in this specially designed MAKEathon by Swiss Food Research and ETH Zürich supported and co-organised with EIT Food.

### **Time & Place**

23<sup>rd</sup>-25<sup>th</sup> October 2020

The Valley, Kemptthal Zurich

### **Who**

We are looking for innovative and motivated individuals with creative minds who are either currently enrolled in a Swiss (applied) university or have recently graduated.

You DO NOT need any knowledge of food science. Bring your expertise, passion and team spirit to work intensively in a team, and most importantly, be ready to take on the challenge.

### **What you will get**

We will provide you with expert inputs, expert feedbacks, mentoring, coaching, prototyping materials, and fun!

### **Apply now**

This is a fantastic opportunity to share your ideas and expertise, help solve real problems AND try out your skills in a unique environment. The application is open! The final deadline for applications is the 14<sup>th</sup> October. Places are limited, so apply early to avoid disappointment.



For the full details, please scan the QR code on the front page.

For questions, please write to [aline.candrian@swissfoodresearch.ch](mailto:aline.candrian@swissfoodresearch.ch)

We will look forward to welcoming you to make a difference together!

Sincerely,

Aline, Peter, Erich

The Swiss Food Research and ETH Zürich MAKEit team