


In partnership with Glasgow City of Science
and Innovation and Young Scot



Report 2019



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Introduction to VentureJam

VentureJam is a pioneering talent development programme, designed and delivered by Glasgow City of Science and Innovation and Young Scot. It is also the official youth strand of VentureFest, Scotland's year-long festival of discovery and innovation.

VentureJam is a free and unique opportunity for up to 40 young people in Scotland. Young Scot and Glasgow City of Science and Innovation run a weekend 'Jam' that involves teams of young people developing innovative and creative ideas to solve real world challenges. Throughout the Jam weekend, the participants have the opportunity to work directly with a team of inspirational mentors, as well as receiving guidance from Young Scot, who support them through the creative process.

VentureJam involves teams of 14-20-year-olds from all over Scotland. Together, they use the Young Scot Co-design methodology within a high-energy hackathon weekend and co-create new and innovative ideas to tackle a major environmental challenge in Scotland.

To support equality and inclusion, positive action is taken to engage young people from all backgrounds in the programme. This ensures that those who often experience barriers to accessing multi-faceted, informal learning opportunities like VentureJam, can take part.

In order to fuel creativity and inspire the participants, VentureJam weekends are supported by inspirational mentors, or 'Makers'. They come from a range of sectors including music and the arts, enterprise, design and environmental conservation as well as public sector, including policy and entrepreneurship support.

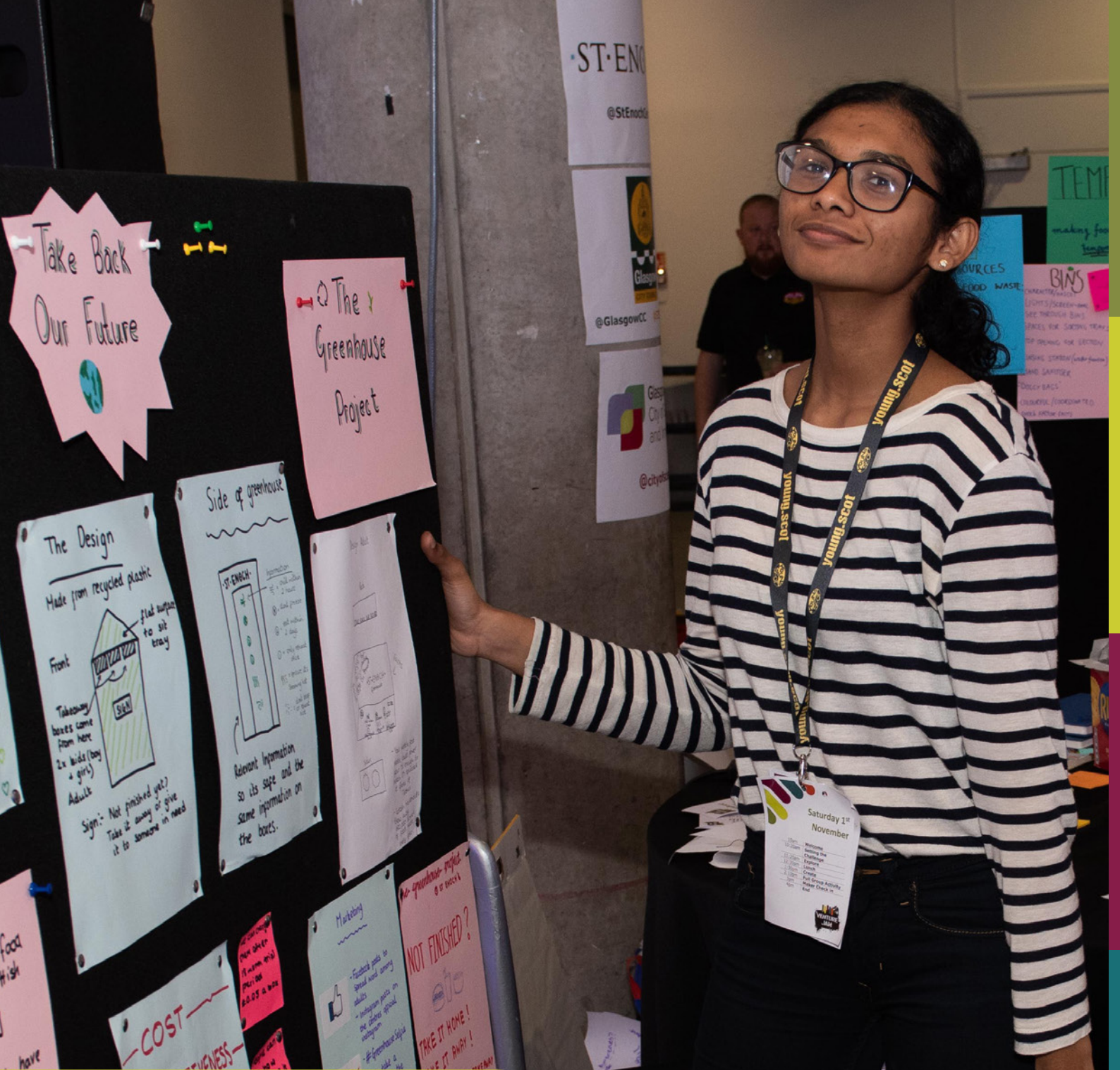
The young people work in teams and use their diverse skillsets (from STEAM - science, technology, engineering, art, and mathematics), critical thinking and teamwork skills. During the process, innovative ideas emerge and develop to a stage where they can be taken forward as viable options for products, services, marketing or organisational innovations that support behaviour change for lasting impact.

In 2019, VentureJam participants got the unique opportunity to pitch their ideas to public and private sector innovation stakeholders at the CAN DO Innovation Summit at Glasgow Science Centre. This is one of VentureFest Scotland's headline events. It encourages businesses to embrace the right cultures and technologies to come up with new creative solutions that will impact on people, prosperity and the planet.

VentureJam provides an exemplar model in promoting applied 'STEAM', research and business skills in a real-world context. This reinforces the fact that every tier of society has a major part to play in developing and delivering solutions that will change behaviours and promote greener and more resilient communities.

The challenge theme for 2019, food waste, linked directly to Scotland's food waste reduction target, the first of its kind in Europe, and the 'Food Waste Reduction Action Plan'.

VentureJam in 2019 was core-funded by Scottish Government, Zero Waste Scotland and Glasgow City Council with support from St. Enoch Centre and a host of inspirational volunteer mentors from a range of sectors.



VentureJam is a free and unique opportunity for up to 40 young people in Scotland. Young Scot and Glasgow City of Science and Innovation run a weekend 'Jam' that involves teams of young people developing innovative and creative ideas to solve real world challenges.

We are all food waste are RECYCLING plastic Groceries

current 2095 5c per month total Savings = (5919) \$2249

Budgeting
The boxes:
Ningbo Gold Star International
Global Source - Com
- Customizable
\$0.01 per box x 14
= \$0.14 x 5000 = \$700

Background

VentureJam 2019

Building on the environmental themes of previous years, the young participants were challenged to develop ideas to help St. Enoch Centre tackle the issue of food waste. They were to focus on a variety of problems relating to this major challenge area including:

- contamination and a lack of segregation compromising the recyclability of food waste as well as other types of recycling – which results in whole batches ending up in landfill
- challenging people's behaviours in the first instance to ensure less food waste is created by customers
- back of house food waste from the vendors themselves

The theme was set within a real-world business challenge. This allowed the participants to affect change and make a tangible impact on the relationship between industry, the public and the environment. In keeping with previous years, there was a strong focus on positive behaviour change and how to achieve this with lasting legacy and impact.

The challenge was set in the context of Scotland's food waste reduction target, the first of its kind in Europe. The Scottish Government has set out an ambitious target of reducing Scotland's food waste by 33% by 2025 in the Climate Change Plan, alongside the 'Food Waste Reduction Action Plan'.

In the lead up to VentureJam, a communications strategy supported VentureJam's targeted recruitment and engagement. This helped to raise awareness of the challenges of Scotland's relationship with food waste and ambitions around reducing waste. It also helped to promote VentureJam as a unique skills opportunity for Scotland's young people.

VentureJam 2019 was delivered during November. It took advantage of tried-and-tested youth engagement techniques, the Young Scot Co-design methodology and the learnings gained over the past four years of VentureJam. The project team aimed to enhance the opportunity to create an even more immersive, engaging and exciting learning experience for the young people.

The core activity was a two-and-a-half-day interactive workshop at Glasgow Science Centre on 1-3 November 2019. During the weekend, 28 young people worked alongside inspirational Makers including scientists, policy experts, creatives, environmentalists and top entrepreneurs.

Three shortlisted teams pitched their ideas at the CAN DO Innovation Summit on 20 November 2019. They showcased their ideas to experts, creatives, and the St. Enoch Centre's who considered the feasibility of implementing the ideas.

Stripe PR Agency were brought on board to shot footage of the 'Jam' event. This included the final pitches and vox pops from young people about their VentureJam experience. This footage was edited to create an inspirational film of the weekend which was used to showcase the project at the VentureJam pitch final.



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Delivery Partners

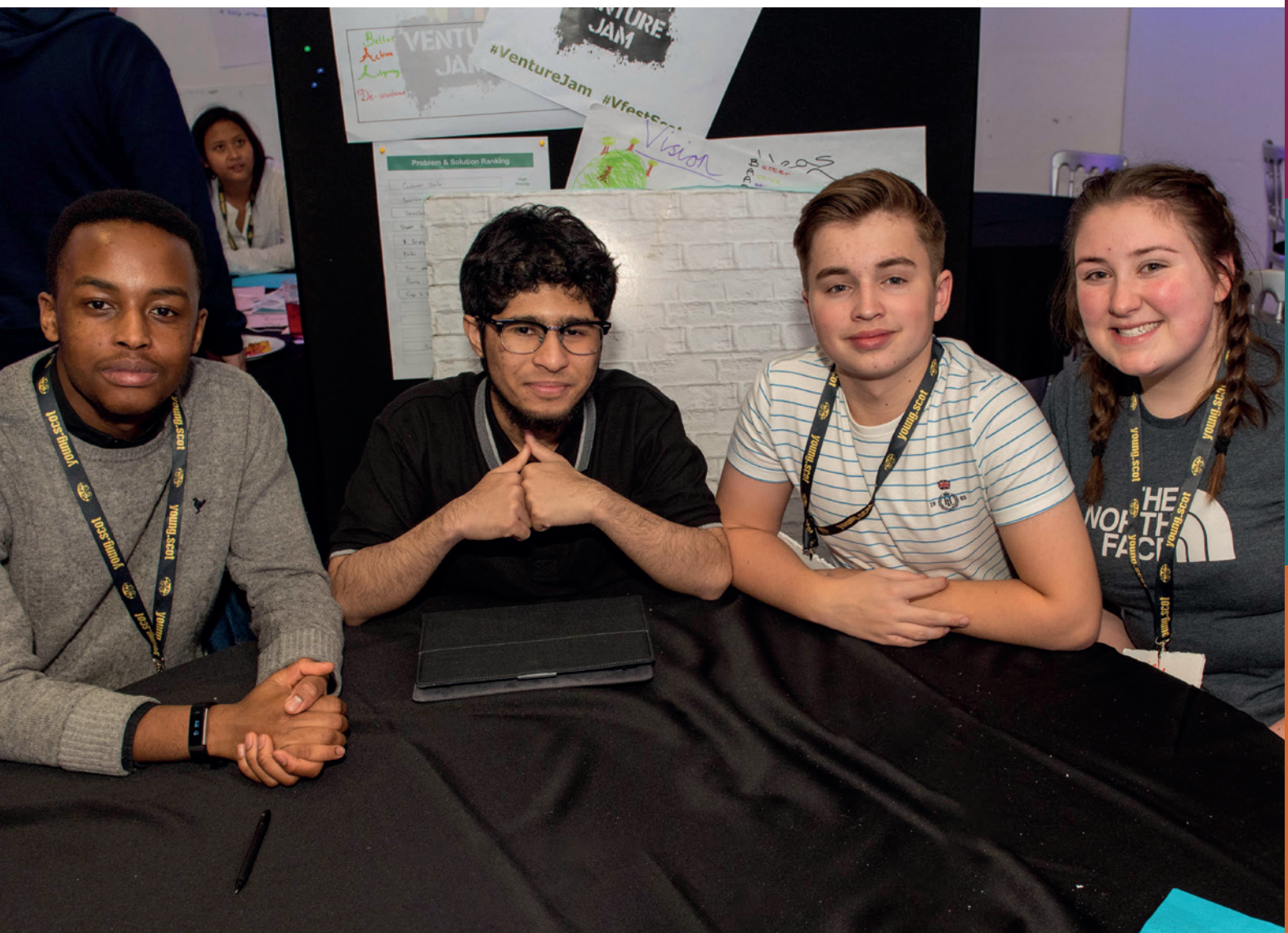


Glasgow City of Science and Innovation is a pioneering partnership engaging 90 multi-sector organisations (including academia, government, arts and culture, and business). The initiative acts as a science and innovation interface facilitating creative collaborations to drive innovation with impact through job creation, skills development and business growth; whilst building on, and profiling, Glasgow and the West of Scotland's offer as a world-class region of science, innovation, culture and place through a range of inspirational partnership programmes.

www.glasgowcityofscienceandinnovation.com

Young Scot is a national youth information and citizenship charity for Scotland, and currently has a membership of over 700,000 young people across Scotland. We provide all young people in Scotland aged 11-26 with information, ideas and incentives to enable them to make informed decisions and choices, turn their ideas into action and take advantage of opportunities available throughout Scotland and Europe.

young.scot



Expected project outcomes

Project Outcomes

The proposed outcomes for VentureJam 2019 and post-Jam events were to:

- Promote knowledge and understanding of the Scottish Government's environmental policy agenda, with a focus on developing a more circular economy.
- Support the 'up-skilling' of the next generation with 'green' knowledge and combine STE(A)M (science, technology, engineering, art and design, and mathematics) skills with entrepreneurial skills to innovate for people and the planet.
- Promote environmental and STE(A)M careers and broaden the talent pipeline to young people from a range of backgrounds especially those traditionally less engaged.
- Develop long-term sustainable skills development initiatives through supporting, and linking to, strategic partners and existing initiatives.
- Further develop an existing exemplar youth engagement model whilst linking to and supporting the joint ambitions of the Scottish Food Waste reduction target, the Food Waste Reduction Action plan and VentureFest Scotland.

The expected outcomes for those participating in VentureJam 2019 were:

- Increased confidence, a sense of empowerment and raised aspirations for the young people participating.
- Development of new skills and experience, including concept development and codesign methodology.
- Increased access and signposting to information, resources and activities through a range of inspirational mentors, keynote speakers and partner organisations.

- Greater awareness and understanding of major societal challenges affecting Scotland, coupled with new skills and knowledge to address those challenges.
- Increased understanding of and access to career opportunities for young people from a range of backgrounds.

Project Funding

The lead co-ordination agency for securing VentureJam 2019 sponsorship and mentor support was Glasgow City of Science and Innovation.

Funding was provided through direct funding (from Scottish Government, Zero Waste Scotland and Glasgow City Council) and contributions provided in kind by:

- Scottish Government
- Zero Waste Scotland
- Glasgow City Council
- Glasgow Science Centre
- St. Enoch Centre
- Social Mobility Foundation
- Volunteer Makers included:
 - **Susie Mitchell**, Programme Director, Glasgow City of Science and Innovation
 - **Barry Niven**, Soft Service Manager, St. Enoch Centre
 - **Paula Leca**, Stem Futures Co-Ordinator, Glasgow Science Centre
 - **Ifeyinwa Kanu**, Founder and Managing Director, Intellidigest
 - **Ylva Haglund**, Food Waste Campaigns Manager, Zero Waste Scotland
 - **Eleanor Rourke**, Food Waste Research Analyst, Zero Waste Scotland
 - **Anna Devitt**, CEO, Comedy and Confidence

Setting the Challenge

To align with the Scottish Government's ambitions within the Climate Change Plan of reducing Scotland's food waste by 33% by 2025, it was agreed that the VentureJam challenge for 2019 would be themed around tackling the issue of food waste. This theme was brought to life through the real-world business challenge co-designed with colleagues at St. Enoch Centre. The following summary was given to the participants at the event.

Background

An estimated 1.3 billion tonnes of food is wasted around the world every year. This is around one third of all that is produced for human consumption, and it is generating about 8% of the world's greenhouse gas emissions.

In 2019, an estimated 987,890 tonnes of food and drink will be wasted in Scotland. Over 60% of this food waste comes from households, with the rest arising from industry and commercial sectors. Food waste is a huge contributor to carbon emissions, contributing to climate change, and everyone can play a significant role in reducing this impact.



Previous research from Zero Waste Scotland warns that food waste is worse than plastic for climate change. Food waste is a greater cause of global warming because of all the resources and energy that goes into growing and making the food in the first place. Wasted food is sent to landfill and the impacts this produces and emits methane - one of the most damaging greenhouse gases. In the short-term, methane is many times worse than carbon dioxide. Scotland is leading by example in tackling climate change. The current Climate Change (Scotland) Act 2009 sets a target of an 80% reduction in harmful greenhouse gas emissions across our entire economy and society between 1990 and 2050. Making the transition towards a 'circular economy', where waste is minimised, and all resources are valued and used to their full potential will be central to achieving Scotland's ambitious climate change targets.

Scotland's food waste reduction target and the Food Waste Reduction Action Plan aim to cut food waste by a third by 2025. This will put Scotland at the forefront of global action to tackle food waste. Concerted actions, both voluntary and binding, will help both businesses and households achieve these savings as well as cumulative positive impacts for people and the planet.

Policy Context – Scotland

The Scottish Government's ambition for waste prevention and using resources more efficiently is fundamental to achieving a more circular economy.

Scottish Government want:

- More products to be designed for longer lifetimes, ready to be disassembled, repaired and eventually recycled; with more companies keeping hold of valuable products and components through leasing, servicing, repair and re-sale.
- Second-hand goods to become a good value, mainstream, option - helping reuse-businesses and community organisations to thrive. They want repair to be the first choice when items develop a fault, with an expectation of quality, reliability and value.
- Recycling to be routine in every business and household; with more consistent local services; more packaging designed for recyclability, and every household having access to a food waste service. They also want to see higher quality recycled materials and will examine how best to minimise contamination in household and commercial recycling to maximise both quality and value.
- The behaviours that support a circular economy to be seen as commonplace in Scotland – ending our “throwaway culture” and communicating with people in a way that helps them see the true value in the products and materials they use and
- To embed the development of new skills and thinking in the next generation of designers, business leaders and innovators and want to make sure Scotland's workforce has the right skills to take advantage of opportunities from a more circular economy.

Scottish Government action to deliver a more circular economy will benefit:

- The environment: cutting waste and carbon emissions and reducing reliance on scarce resources.
- The economy: improving productivity, opening up new markets and improving resilience.
- Communities: more lower cost options to access the goods we need with opportunities for social enterprise.

Four sectors where Scottish Government can make the biggest environmental and economic impact:

- Food and drink: food waste is a significant source of carbon emissions, and a more “circular” approach to the beer, whisky and fish sectors could lead to potential savings of £0.5bn per year.
- Energy infrastructure: opportunities from reuse of equipment from wind turbines and decommissioned oil and gas platforms.
- Construction and buildings: construction accounts for about 50% of all waste in Scotland and is a major influence on efficient use of resources.
- Remanufacturing: already worth £1.1 billion to the economy, and potential to create an additional £620 million turnover and 5,700 new jobs by 2020.

In order to achieve the Scottish Government's commitment to reducing food waste by 33% by 2025 in line with delivering a more circular economy, the Food Waste Reduction Action plan is designed to engage with every part of the food supply chain and waste hierarchy.

This includes a variety of strategies and key priority areas:

- Engaging with the producers, suppliers and consumers of food,
- Reducing unnecessary demand and avoidable waste and optimise how we use organic resources.
- Supporting technical and business innovation.
- Ultimately helping to make food waste unacceptable in Scotland.





St. Enoch Centre and Food Waste: The Scale of the Food Waste Challenge

The following information is the challenge text that was given to the young people at the event.

St. Enoch Centre is located in Glasgow's busy city centre, one of the UK's top shopping destinations outside London. The first of its kind in Scotland, St. Enoch Centre was officially opened in 1989 and has since become one of the city's favourite shopping destinations.

With a catchment area of 2 million people within a 45-minute drive, St. Enoch Centre is a leading Scottish retail destination. The Centre, which was the first of its kind in Scotland when it opened in 1989, is 850,000 sq. ft and currently welcomes more than 16 million visitors each year.

St. Enoch Centre is currently home to The Atrium, Scotland's largest food court, which has seating for 900 people. In addition to the food court, there's also a range of coffee shops and eateries including Nando's, Costa Coffee, Kimble's, Aulds and Starbucks.

In 2020, a new 9-screen cinema and nine new restaurants will open, adding an extra 30,000 sq. ft to Glasgow's largest shopping centre and attracting a further 2 million shoppers per year.

St. Enoch Centre is determined to balance the Centre's growth with reducing its carbon footprint and boosting its green credentials. To achieve this, the Centre has a focussed CSR Strategy with three key strands of Community, Education and Environmental.

As part of the Centre's environmental commitments, St. Enoch Centre became Scotland's first shopping centre to become 100% waste to landfill free in 2011.

All waste including food, cardboard, wood and metal, is separated on site using waste compactors. The food court waste is sent to an anaerobic digestion plant which converts it into gas, electricity, compost and fuel blocks.

In addition to the significant environmental gains of being 100% waste to landfill free, the Centre also saves money every year on landfill tax and waste disposal charges.

The Opportunity

By reducing its food waste by 33% (290,000 tonnes) in line with Scotland's food waste reduction target, Scotland can also reduce its emissions of harmful greenhouse gases. Meeting the target would have the same benefit as taking one in five of our cars off Scotland's roads.

Reducing food waste in the first place is essential in order to stop the contribution of food waste to climate change.

Recycling what food waste can't be prevented is also important, as when food waste is thrown in the general household bin and isn't recycled and ends up in landfill, it decomposes and produces methane – a greenhouse gas that is more harmful than carbon dioxide. When food waste is recycled properly and taken to an Anaerobic Digestion or In-vessel composting facility, it is converted into useful fuel and fertiliser, or compost. Anaerobic Digestion facilities use microorganisms to break down food waste. As it breaks down it gives off methane gas, this is collected and converted into biogas and used to generate electricity, heat or transport fuels. In-vessel composting involves mixing well recycled food waste with garden waste by shredding it up and composting it. The material is left outside to mature before going on to be used as soil conditioner.



Shaping the Challenge

Alongside Glasgow City of Science and Innovation, we received support from the Scottish Government, Zero Waste Scotland and St. Enoch Centre to shape the 2019 challenge. Working under the theme of the 'Food Waste Innovation Challenge' the VentureJam participants were tasked with co-designing and co-developing innovative responses to the challenge to help St. Enoch Centre to:

- Reduce food waste
- Reduce contamination of recycling batches to protect recyclable materials and
- Affect behaviour change in those handling food within the venue (Staff, the public, food vendors etc.)

In formulating their ideas, participants were also asked to consider:

- How can food waste produced during food preparation by the food businesses at St. Enoch Centre be reduced?
- How can 'plate waste' (what's left on customers' plate at the end of the meal) be reduced within St. Enoch Centre's food court?
- How can we make sure that people take care to use the food waste recycling bin properly, keeping it free of other wastes and not putting food waste in the normal bin?
- How do we make people aware but also care about the problem? And help them to change their behaviours to reduce their food waste?
- What priority factors (ease, safety, catering for large numbers, range of products available, recycling etc.) will your idea focus on in relation to food waste at St. Enoch Centre?
- How can your ideas change the behaviours of the clients in St. Enoch Centre without relying on the retailers to enforce behaviour change such as smaller portion sizes?
- What's your audience? Who are you trying to support/challenge? Young people, communities, businesses?

Prejam planning

Planning for VentureJam 2019 began in April 2019, with follow-up face-to-face meetings held in July, September and October, as well as regular planning and catch up meetings conducted remotely. Planning meetings involved Susie Mitchell (Programme Director, Glasgow City of Science and Innovation) and members of our Young Scot Co-design team.

These meetings allowed us to identify themes, explore the policy context of the project, identify potential sponsors/partners and plan all elements of the 'Jam' programme. Following this, Glasgow City of Science and Innovation and Young Scot met with project delivery partners and the challenge sponsor (Scottish Government, Zero Waste Scotland and St. Enoch Centre) to flesh out the challenge details. This approach allowed detailed discussions to take place and the delegation of tasks whilst ensuring all delivery partners were involved and shaping the project planning. Regular communication took place between delivery partners (face-to-face meetings, via telephone and email).

Recruitment of **young people and makers**

Recruitment approaches:

1. Open recruitment on www.young.scot, social media and Young Scot's and Glasgow City of Science and Innovation's networks.
2. Targeted recruitment through established youth groups and partner organisations.

Recruitment for the VentureJam weekend was application-based. Individuals and groups provided information on their interests, passions and why they wanted to be involved. The strongest applicants were then selected to attend the weekend.

The tone of voice used in all outreach was deliberately accessible. This ensured we appealed to a wide range of young people with different interests, skills and social backgrounds. We were able to showcase the activity as one that did not require an interest in 'tech'. We made sure that our imagery was visually diverse and showcased imagery shot during VentureJam 2017 and 2018. Having such a well-known and high profile partner such as St. Enoch Centre provided a strong hook for young people.

Over 100 young people (and groups) applied to take part. We invited seven to take part (either as teams or as individuals formed into teams by the project staff).

The participants ranged from 14-20 years old and came from thirteen local authority areas across Scotland (an increase from previous years). We also received an increased gender balance (53.6% identifying as female and 46.4% identifying as male), socio-economic and ethnic mix.

In addition to this, Glasgow City of Science and Innovation sourced a diverse group of public sector and industry mentors (including scientists, policy experts, entertainers, environmentalists and top entrepreneurs) to work with the young participants in creating and shaping their ideas into viable innovations and solutions.



Communications and media plan

A range of marketing and PR activities took place to increase awareness of the event, policy messaging and the environmental issues that form the basis of the VentureJam challenge in 2019.

This included:

- Direct marketing to groups across Scotland.
- High profile public endorsement via partner organisations such as St. Enoch Centre, alongside promotion of the CAN DO Innovation Summit in Glasgow.
- Marketing collateral designed and disseminated, online invitation drafted, approved and live at young.scot/venturejam and online Young Scot Rewards activity at young.scot/rewards.

Stripe PR led on the communications activity for the event and the follow up activity. They are continuing to connect with local media in each of the local authorities of the winning team members. Once discussions to explore the implementation of ideas have been taken forward, Stripe PR will look to engage with the media further to showcase the impact and lasting sustainability of the ideas. VentureJam 2019 was also included across the wider communications around the CAN DO Innovation Summit.



Our Young Scot communications channels were used to engage with a wide range of partner organisations, stakeholders and young people. This helped to promote the opportunity and increase the awareness of the policy context and environmental issues. This outreach achieved more than 110,000 impressions and 500 engagements on our channels between August and November 2019. This was achieved through:

- Two Instagram posts generating over 1,290 impressions.
- Six Facebook posts generating over 4,580 impressions.
- 36 Twitter posts generating over 104,000 impressions, with the potential reach of over 1,530,000.



VentureJam 2019: **Young People Co-designing, Co-creating and Innovating**

Following four successful years of VentureJam, Young Scot's Co-design approach was once again used. This methodology has been refined each year and forms the basis for VentureJam activity. An innovative and structured ideation process using co-design principals, the method involves young people systematically co-creating, co-producing, co-designing and co-delivering ideas and solutions. Young people engage through a highly participative approach, developing informed insights, ideas, recommendations and solutions for policy and practice.

The process also enables young people and partner organisations to explore insights and experiences and develop ideas together.



Day 1

Friday 1 November, 17:00-20:30, St. Enoch Centre - Kick Off Event

Setting the Scene

VentureJam 2019 was officially launched at St. Enoch Centre on the evening of Friday 1 November. Twenty eight young people from across Scotland, representatives from supporter organisations and a selection of the volunteer VentureJam Makers took part in the launch.

The weekend launched by introducing the participants to the aims, structure and expected outcomes of the programme. This involved an overview of the global 'challenge' of food waste from Zero Waste Scotland and the specific challenges faced by St. Enoch Centre. The evening also included a keynote inspirational speech from Ifeyinwa Kanu, the founder and managing director of IntelliDigest, who developed the world's first autonomous, resilient and ultra-small scale organic waste digester for onsite waste recycling to generate renewable energy and produce a highly valued bio-resource.

The young people had the opportunity to take part in a behind the scenes tour of St. Enoch Centre's food court. This helped them to understand the challenge in the context of where and who they would be designing their ideas for, experiencing the issues first-hand and understanding the process that underpin the system. Seven teams were then selected.

Following a welcome dinner provided by the vendors within the centre, and the introduction of team members, each team was challenged to take part in an interactive quiz as part of the behind the scenes tour. This allowed them to delve deeper into the issue. Each team had to devise a team name. The teams were confirmed as: team BAAD, Lettuce Thrive, Waste Invaders, Wasted Potential, Temporary, Extra Taste to You and Take Back Our Future.

Day 2

Saturday 2 November, 10:00-16:00, Clyde Suite, Glasgow Science Centre

Session 1: Explore

With the foundations set at the celebratory launch event, the challenge was officially launched by Ifeyinwa Kanu, who spoke about the impact food waste is having on our planet, in particular the massive potential impact we could have in meeting the Scottish food waste ambition. This impactful introduction provided a strong starting point from which the teams could begin their research.

Our Co-design team then explained how behaviour change is key to creating real and lasting impact through solutions that work towards the ambition of reducing food waste, specifically in St. Enoch Centre, but considering the broader applications too. The participants were encouraged to be bold, creative and fearless in finding their solutions. The young people were also encouraged not to be restricted by existing approaches. There were told that these could in fact be utilised, in a 'rip-and-mix' fashion to be incorporated into new solutions.

Following this, the teams were released to their zones to create mascots and to begin their own exploration of the challenge theme using a range of resources (including online and through peer-to-peer conversation). Each group had internet access and tablets/laptops to support their research along with the option of tapping into the Makers' collective knowledge and expertise. Many used their own devices.



This critical stage allowed the young people to work creatively and independently, establishing their own views and ideas without undue influence from the Makers and staff. Before delving into solutions, each team was asked to consider what their vision for a future where food waste is not an issue would look like, in order for them to focus on key goals and achievements with their ideas. These included a vision for a circular economy, individuals taking responsibility for their own food waste, reducing hunger, and sustainable energy and resources.

In their teams, the young people were asked to explore the theme of food waste, their perceptions and experiences of this and the insights they gathered from the behind the scenes tour at St. Enoch Centre. Supporting information and resource packs were provided by us; however, the teams were encouraged to explore the subject, and specific elements of the data available on their own.

Giving young people the autonomy and freedom to investigate, question and delve deeper is central to the co-design approach. As such, a key aspect of VentureJam is to allow the teams to direct their own research and learning without excessive influence from staff or the volunteer Makers.

Supporting this process, and providing invaluable insight and experience were the Makers. They were on hand to offer insight, ask probing questions and encourage further exploration. The young people were given the opportunity to arrange 15-minute consultation sessions throughout the weekend with the Makers. This bespoke insight underpins the exploration phase. During this, the teams were asked to self-examine and begin to channel their thinking on the particular element of the issue that they wanted to focus on.

The teams were required to adhere to specific challenge rules as the basis for their idea.

These are described below:

Competition Rules

Your idea will seek to improve St. Enoch Centre's food waste and processes.

- Your idea must be disruptive, seek to enhance positive behaviours of key groups (e.g. staff, vendor, the public) and have an environmental and behavioural benefit (e.g. reducing food waste, encouraging behaviour change, increasing awareness of issues and solutions etc.).
- How can your ideas change the behaviours of the clients in St. Enoch Centre without relying on the retailers to enforce behaviour change such as smaller portion sizes?
- Rip and mix – remember not all innovation has to be completely new – some of the best ideas take things that already existed and have adapted them or combined them with other ideas to make something effective and successful. For example: Netflix, Uber, Just Eat etc.
- What should your idea be? It can be anything at all!
 - A new service or a new way of delivering a service or activity that is already in place.
 - A product innovation (a new technical solution to an existing non-recyclable product, an app that reduces energy consumption) or even...
 - A new way of marketing to people to change the way they consume and dispose of food waste, or even influence the products they choose to buy (e.g. using a creative art installation, a marketing campaign, use of media etc. that seeks to emotionally connect people with the issue and change their behaviours).
 - Or...any other idea...the world is your oyster! Be creative, be bold, ask difficult questions, try, try and try again! It's over to you!

These rules, whilst non-restrictive, helped to focus the teams' approach to the subject and their narrowing down of thoughts to their chosen idea.

In the afternoon of day two, the groups transitioned into the 'Create' stage of the process by creating and developing their ideas. Using the learning gained from the first stage, they began to identify solutions to tackle the issue. Whilst research could continue, the teams were required to focus in on one idea, refine it and test it.

Teams were encouraged to allocate team roles, with some refining their ideas and building prototypes whilst others engaged with the experts. Teams were also encouraged to begin thinking about how they wanted to communicate their ideas during their pitches.

Midway through the afternoon, all teams were required to down tools and take part in a full-Jam exercise – 'The Anti-Problem'. This is a tried and tested activity used within the Young Scot Co-design Process.

The teams gathered around a large roll of paper. Over a timed 10-minute period, team members were asked to imagine they were trying to tackle the opposite issue. Namely how can we create as much food waste as possible? They were asked to collectively create a picture, through images or words of what the world would look like, including any concepts or ideas, if we were increasing food waste.

We know from previous VentureJam events that an energetic task which breaks the young people away from the teams allows them to relax their minds and to 'blue sky think'. The purpose is to see extreme, creative and wild ideas that could be generated and flipped on their head to become innovative and viable solutions. These ideas can then be reviewed and considered by the teams in their zones and potentially incorporated into their existing solutions. The main purpose of this exercise is about experimenting, trying something different and thinking more laterally, to counteract any mental fatigue they may be experiencing. This also provides a rare opportunity in the programme for the teams to support each other, feed off of each other's ideas and from this, begin to form a more unique finalised solution.



Session 3: Innovate and Test

A summary of the innovations emerging from the challenge-based co-design workshop are described below:

- **Team BAAD:** developed a novel colour coded food tray and bin system, with a playful element for children, to help people segregate their food. This was complemented by a tray stack system to support St. Enoch staff to segregate, as well as a compostable 'doggy bag' box scheme.
- **Team Lettuce Thrive:** designed a compostable 'Biobox' to enable people to take away their uneaten food. It was compostable with safety instructions incorporated for reheating food. Alongside this they developed a theme song to be used for marketing and awareness raising.
- **Team Waste Invaders:** created a disruptive food sharing scheme which uses a smart app with a number of features as well as an instore interactive smart screen (for those without a smart phone) to share food in order to reduce portion sizes/waste. Piloting of the scheme was developed with the aim of testing with student freshers at organised events.
- **Team Wasted Potential:** looked to tackle two key issues: unused, unprepared food and unused prepared food. For unprepared food that is going to be wasted the group developed a scheme for vendors to partner with local foodbanks and homeless shelters, supporting local communities and causes. In order to use food already prepared but going to waste, they proposed that after hours staff within the vendors at the centre would be replaced by volunteers and the centre would be opened to the homeless community of Glasgow as a 'soup kitchen'.

- **Team Temporary:** prioritised plate waste (edible food) and targeted the consumers directly, trying to improve public responsibility through a creative bin station. A colour co-ordinated tray and bin combination would allow for easier segregated and reduced contamination, with hand sanitiser and take away containers improving customer experience, and clear information and marketing to promote behaviour change.
- **Team Extra Taste to You:** designed a website and online community where food from the food court which has been prepared but not served can be made of use. This included an online subscription where you can become part of a community, educating consumers, share ideas for reducing food waste through the hashtag #turnwasteintotaste, as well as a city centre delivery service to your place of work.
- **Team Take Back Our Future:** An interactive recycling bin, using gamification to encourage event-goers to throw their plastic waste into the correct holes – think fair-ground game approach. Bright and bold this is aimed at encouraging young people to recycle their plastic cups.

Session 4: Refine and Reflect

During previous VentureJam, we allocated slots to the teams to deliver a practice pitch to the Makers. This has been refined over time to ensure the teams could focus on finalising their solutions as well as their 'Dragon's Den' style pitches for the final session on the Sunday. This year the Makers were asked to instead mingle with the groups, support the development, and be available as needed for the young people to tap into their expertise.

A specific 'Perfect Your Pitch' session was scheduled for the Sunday morning, and teams were encouraged to engage with the Makers on a one-to-one basis, if required, on the Saturday afternoon. This allowed the young people to use their time more effectively, and for the Makers to meet directly with teams to provide specific feedback on their ideas and tailored pitching advice to take forward into the final day. This approach has proved successful over the past couple of years, giving the young people as much time as required, with initial feedback when it worked for them.



Session 1: Perfect Your Pitch Session

We launched the final day of the Jam weekend with a 'Perfect Your Pitch' session which offered to all of the participants the opportunity to develop their skills and confidence in public speaking and presenting their ideas in an engaging and coherent way.

To deliver this, stand-up comedian and CEO of Comedy and Confidence, Anna Devitt, joined us. Over a 30-minute session on the final day of the Jam, Anna delivered an inspiring, fun and energising session to help the teams be themselves, be confident, sell their ideas and sell themselves. This session was extremely well-received and helped the teams to develop their thinking as well as their final pitches.

Session 2: Create and test

Following the energising session and as the opening to the last day, the teams continued throughout the morning to further develop and prototype their ideas, refining their solutions with support from the Makers and testing out their ideas with each other. This was an opportunity to collaborate and build their team working skills.

Session 3: Reflect and Refine

Each team developed a three-minute pitch presentation to 'sell their idea' ahead of the shortlisting process to pitch at the CAN DO Innovation Summit for the final.

As per previous years, we encouraged each of the teams to consider five key elements. These were: identify the problem, tell us the idea, identify the target audience, what makes the idea unique and how it will benefit people (the emotional connection).

Alongside this, we also asked them to consider: how their solutions might affect consumers behaviours as well as how these might be changed and how they can sell their ideas as an implementable real-life solution that St. Enoch Centre can take forward.

This, along with the insight on how to pitch with impact by Anna Devitt, provided a basic structure for each pitch and helped each team to communicate their idea effectively. Each team had the opportunity and was encouraged to interpret this differently to stand out and win votes.



Session 4: Final Pitch

The teams' hard work across the full Jam weekend, culminated in the final pitches which were delivered on the Sunday afternoon. Prior to the event, it was agreed that two teams would be selected to pitch at CAN DO Innovation Summit, although this later became three teams due to the implementation merit of each.

The teams would be judged by the Makers, Jam facilitators and the young people. Due to strict time conditions, and to replicate a real-world business pitch scenario, each team delivered a three-minute pitch and answered a few questions from the floor. Once all seven teams had presented, votes were cast through a secret ballot. Voting criteria comprised the strength of the idea, the plausibility of the idea, the environmental/behavioural impact it would make and also the team's collective ability to sell the idea effectively. Teams could not vote for themselves.



Session 5: Result & Next Steps

The votes were tallied and verified by Young Scot and head-judge, Susie Mitchell. The three teams selected as finalists and set to progress to the final pitches at the CAN DO Innovation Summit at Glasgow Science Centre on Wednesday 20th November 2019 were team BAAD, Lettuce Thrive and Waste Invaders.

Session 6: Reward & Recognition

Whilst three teams were selected as finalists, VentureJam aims to be a rewarding and enriching experience for all participants. In addition to the far-reaching benefits of being involved in this unique learning experience, additional rewards were offered to all who took part:

- All participants received 1000 Young Scot Reward points and a goodie-bag of freebies.
- Every young person involved was also given access to take part in a range of other Young Scot activities and co-design projects, many of which were taken up.
- All participants (finalists and all runners-up) were also invited to attend and take part in the CAN DO Innovation Summit, where VentureJam would have a stall to promote the programme and the ideas emerging from it.
- There would also be the opportunity for the three winning teams' ideas to be considered by St. Enoch Centre for future implementation. St. Enoch Centre are keen to build on the ideas with the support from the project partners as well as ensuring that the young people are continuously involved and engaged in future activity.

VentureJam 2019 Final at The CAN DO Innovation Summit

**Wednesday 20th November
10:10 – 10:55am, Glasgow Science Centre**

The CAN DO Innovation Summit is one of VentureFest Scotland's headline events. It provides a platform to connect academics with innovators, entrepreneurs and investors to explore new partnership opportunities and help businesses to grow, scale and succeed through creative innovation. The VentureJam finalist pitches took place at the CAN DO Innovation Summit, at the Glasgow Science Centre on the 20th November 2019.

The three finalists pitched their ideas to a packed room of cross-sector professionals and a selected panel of judges.

Judges at the VentureJam Final were:

- **Dr Duncan Booker**, Chief Resilience Officer, Glasgow City Council
- **Simon McKeating**, Sector Manager, Zero Waste Scotland
- **Shirley Aitkin**, Operations Manager, St. Enoch Centre
- **Morgan Walker**, LEGO, Creative Play Lab

Alongside the judges, Iain Gulland, the Chief Executive Officer of Zero Waste Scotland, delivered a keynote speech.

Again, we set voting criteria by which the judges would score the pitches. Each team was marked on:

- the strength of their idea
- the plausibility of their idea
- the environmental/behavioural impact it would make
- their ability to sell their idea effectively

An added consideration for this year included the implementable practicalities of the solutions for St. Enoch Centre.

Team BAAD was selected as the overall winner.



Future Implementation

Glasgow City of Science and Innovation and Young Scot are working with St. Enoch Centre and Zero Waste Scotland to consider how the solutions may be explored and developed for implementation within the food court in the centre. This may include some or all parts of the final solutions, in continued collaboration with the young people involved in the project, as well as key staff in the Centre and support from Zero Waste Scotland.



Review and evaluation

To allow us to evaluate the impact of VentureJam 2019, and also plan for future activity, we reconnected with the participants to reflect on the programme and evaluate its success against the project outcomes.

Delivery of outcomes

“Promote knowledge and understanding of the Scottish Government’s environmental policy agenda, with a focus on developing a more circular economy.”

Throughout the development process for VentureJam 2019, Glasgow City of Science and Innovation and Young Scot liaised with Zero Waste Scotland and the Scottish Government to ensure that the programme clearly communicated the key messages relating to the Scottish Government’s ambitions around the food waste.

The Food Waste Reduction Action Plan formed the basis of all VentureJam 2019 content including the challenge theme (alongside the real-world business challenge set in partnership with St. Enoch Centre), rules and criteria - which were co-developed with Scottish Government colleagues, Zero Waste Scotland and St. Enoch Centre, ensuring key policy messages were woven into each aspect of the Jam.

Food waste and environmental experts from business, the charity sector as well as local and national government were recruited as volunteers to support and upskill the participants in the food waste reduction challenge.

“Support the ‘up-skilling’ of the next generation with ‘green’ knowledge and combine STEAM skills with entrepreneurial skills to innovate for people and the planet”

Throughout the VentureJam programme (‘Jam’ weekend, and final pitches at the CAN DO Innovation Summit) the participants were given a number of opportunities to acquire new skills and knowledge. These ranged from soft skills such as communication, confidence, negotiation, analytical thinking, presenting skills, creativity and innovation, design, networking skills and entrepreneurial skills to professional development skills such as leadership. The young people also had opportunities to gain valuable knowledge through sharing sessions with the expert Makers who represented a diverse range of sectors.

A key focus area of VentureJam was to help the young people deliver ideas that would result in behaviour change in relation to food waste and also impact the infrastructure and logistics at St. Enoch Centre’s Food Court.

As such, central to the VentureJam challenge is helping the young people to emotionally connect with the policy issue under investigation, in this instance food waste, whilst allowing them to combine their skill sets (from design to science to tech and marketing skills) to develop radical ideas that will address the issue and positively impact on themselves, their community, and wider society. The solutions to this challenge have potential reach outside of St. Enoch Centre and could therefore have a wider impact than originally set out in the project brief.

Delivery of outcomes

“Promote environmental and STEAM careers and broaden the talent pipeline to young people from a range of backgrounds especially those traditionally less engaged”

As an essential element of the programme, throughout the recruitment for VentureJam 2019, a conscious effort was made to engage young people from groups who historically might be less likely to access projects such as this. A total of 28 young people took part in the weekend Jam.

Young people applied from: Aberdeen (1), Aberdeenshire (1), Angus (1), Argyll and Bute (1), Dumfries and Galloway (1), East Ayrshire (1), East Lothian (1), East Renfrewshire (2), Fife (2), Glasgow (13), North Lanarkshire (2), Perth and Kinross (1), and South Lanarkshire (1). This makes the 2019 event the most geographically diverse VentureJam to date.

Data shows that 53.6% of participants identified as female, 46.4% identified as male. Most participants were 14-20 (93%). Over 50% of participants were from black and ethnic minority communities and 28% identified as LGBT+. Over 55% lived in areas listed in the bottom two quintiles on the Scottish Index of Multiple Deprivation (SIMD), with 32% being from areas in the lowest ranked quintile.

As per the previous four years, VentureJam 2019 had a strong STEAM focus. We encouraged participants to integrate science, technology, engineering, art and design, maths and creative solutions to address the set energy challenge.

As such, once again, ideas that emerged from the event incorporating technologies featured heavily this year.

With broad access once again being a focus, the 2019 event was consciously developed to appeal to young people who would not be interested in a traditional ‘hackathon’ event. The multi-disciplinary approach modelled by the co-design methodology worked well and proved more fruitful than ever before in terms of creative ideas, with a degree of feasibility emerging from the Jam sessions. The real-world business challenge may have been a contributing factor to the real-world practical solutions being offered.

“Develop long-term sustainable skills development initiatives through supporting, and linking to, strategic partners and existing initiatives”

Running the programme over several consecutive years means we have honed our approach to design and delivery. We are also able to refine each year and ensure the programme offers unique and exciting opportunities to young people.

The enhanced package of post-VentureJam opportunities helped to attract a broad range of young people. Incentivising young people through Young Scot Rewards and the opportunity to receive mentoring from some of Scotland’s leading industry and policy experts as well as top entrepreneurs also resulted in a high number of applications. Many applicants have since gone on to apply for other Young Scot opportunities.

VentureJam as a first point of contact for many, has provided a strong link for partner organisations to widen their reach across Scotland and within more diverse groups. This is something that can continue to be built upon in future years.

Building strong links with partner organisations continues to be a key outcome of VentureJam. Glasgow City of Science and Innovation’s vital role in fostering these relationships has led to interest in future work and early conversations about potential themes for VentureJam 2020.



Delivery of outcomes

“Further develop an existing exemplar youth engagement model whilst linking to and supporting the joint ambitions of the Scottish Food Waste reduction target, the Food Waste Reduction Action plan and Venturefest Scotland.”

The response to VentureJam 2019, from partners, participants, sponsors and those engaging via social media, has been positive and is a continued reminder of the important role that Young Scot’s co-design model plays in letting young people take the lead on key areas of policy and societal challenge.

VentureJam 2019 has again connected young people to Scotland’s vibrant innovation community through the links created with mentors and also by proudly partnering with Venturefest Scotland and the CAN DO Innovation Summit. This report will be shared with our partners to support best practice in youth engagement throughout the sector and beyond.



Young People's Evaluation from **VentureJam**

Feedback across the whole event was positive. Initial evaluation of the young people's experiences (around 5 key themes) showed that on a scale of 1-5 (1 being terrible and 5 being excellent) that:

Fun:

your enjoyment throughout the course of the session

93% gave a score of 4 or 5

Relevant:

tackled issues and considered how to make changes on social issues that are important to you

87% gave a score of 4 or 5

Social:

opportunities to share your opinions, knowledge and learn from others

87% gave a score of 4 or 5

Engaging:

new experiences for joining in and taking the lead

87% gave a score of 4 or 5

Helpful:

access to relevant skills and training to help you succeed and learn from

71% gave a score of 4 or 5

Individuals noted that they most enjoyed the following:

“Meeting new people from different back grounds and cultures.”

“I liked the fact that we had meetings with people in the industry as it helped in solidifying our ideas.”

“I love being able to meet some amazing people and make something that potentially could make a difference in our society. The food was great too!”

“I enjoyed being able to meet new people that feel the same on topics that I am interested in. I really enjoyed pitching our ideas at the innovation summit as it gave me a good bit of confidence knowing my ideas are being listened to.”

“Really enjoyed the theme of venture jam this year as I did not know the issues with St. Enoch Centre.”

“I really enjoyed meeting new likeminded people from different areas of Scotland.”

“I really enjoyed the social aspect & how there was people from the whole of Scotland. Also liked how it was very well organized but laid back at the same time.”

Case Study

VentureJam had a positive impact on many of the young people involved. To highlight the ways in which it has met its outcomes, here is a case study with one of finalist teams.

Case Study: Abdullah Tamin, 20, Glasgow - Team BAAD

I read about VentureJam from the Young Scot website when I was claiming rewards. I read about it and submitted an emotional writing piece on climate change and dared to send 'my application'. At the time of writing, Greta Thunberg, was on the news, so I was inspired by her to learn and do something that I cared about - the environment and few other things. VentureJam is for young people to participate and to be able to meet and learn from other young people: that just screamed to me "at least send in your application!". I knew a few things about climate change but unfortunately, I was uninformed about how massively food waste contributed to impacting the climate negatively. So, I wanted to learn more about it and hopefully tackle the problem.

I met fantastic young people from different backgrounds and parts of Scotland and got to work together with other people in my team. I learnt about how significantly food waste affects our planet and got to listen and take advice from experts whom had helped my team greatly throughout the weekend and at the final.

Food is a necessity not everyone in the world is able to have. Unfortunately, we as individuals and businesses waste a lot of it and fill up the landfills which produce harmful gases that are affecting the climate. We can however make small changes to this to reduce and hopefully eradicate this waste problem.

There are many favourite things from VentureJam - the ability to be creative, working in teams and sharing your ideas but the most fun I had was 'pitching' with all the teams. 'Pitching' was nerve racking but in truth as we prepared well for it, I think we smashed it.

Young people are smart, creative, energetic, ambitious, imaginative and are willing to make a difference, if provided with a safe place to learn and grow. This passion and belief will make big steps in changing the world positively. Being aware of the problems will allow young people to find the right solutions that will make a real difference. "Education is the most powerful weapon which you can use to change the world"- Nelson Mandela. Therefore, any awareness, especially about food waste, will hopefully contribute to tackling the problem of climate change.

The Makers and staff that helped over the weekend were fantastic and helpful. They improved our ideas, gave us suggestions and also motivated us. At the CAN DO Summit they were also amazing, extremely kind and reassured us before the nerve racking final pitch to the public who attended.

I was absolutely delighted to have been part of a finalist team; our team were all truly passionate about the issue, so it was a privilege to have been able to present at the Summit. It was a great opportunity to be part of especially as these opportunities are quite rare. I have had the chance to work with great people in my team, talk about almost anything, laugh out loud and when we had to do the work, we were all passionate about sharing our ideas.

If you are passionate about something, keep striving for it. VentureJam is truly unique and if you have the opportunity to apply or attend then definitely do so. When you meet others, it may be nerve racking, like it was for me, and exciting but as you get to know them, I hope you will be able to have as much fun as I had. Be yourself and share your great ideas, you never know when an idea becomes an innovation. Everyone has a talent and yours might make this world a better place.

Testimonials

Here's what some of the other participants had to say about VentureJam 2019.

“There’s many things I enjoyed, but to pick one out of many it would be during the pitches of all the teams that took part in the programme. It was lovely to hear all the different creative and wonderful ideas everyone had for a common cause.”

VentureJam 2019 Participant

“I really enjoyed working with my group throughout the work, this was primary due to the different perspective that we all had on the same issue, allowing us to put together our plans for one big solution.”

VentureJam 2019 Participant



“I really enjoyed being able to speak to the mentors about our different ideas as they were leading in their fields and were really kind and helpful with giving us back advice on our ideas. We were then able to take our plans and make them even better, with the support from the adults.”

VentureJam 2019 Participant



“It was great to learn how things work, with the tour at St. Enoch Centre’s waste facilities, as well as the input from critical staff really enlightened me to the issues surrounding food waste.”

VentureJam 2019 Participant

“Making new friends and working well in a team was great. It was a good experience in developing team working skills as well as public speaking skills.”

VentureJam 2019 Participant

Evaluation:

Key learning points

What worked well?

VentureJam 2019 achieved over 100 application enquiries, 43 young people registered for the event and 28 took part. Their ages ranged from 14-20 years old. Compared to previous years, the young people came from a greater range of geographical regions and we achieved a representative gender, socio-economic and ethnic mix.

In addition to this, Glasgow City of Science and Innovation sourced a diverse group of public sector and industry mentors (including policy experts, industry retailers, entertainers and top entrepreneurs) to work with the young participants in creating and shaping their ideas into viable innovations.

- Young people applied from the following regions: Aberdeen (1), Aberdeenshire (1), Angus (1), Argyll and Bute (1), Dumfries and Galloway (1), East Ayrshire (1), East Lothian (1), East Renfrewshire (2), Fife (2), Glasgow (13), North Lanarkshire (2), Perth and Kinross (1), and South Lanarkshire (1). This makes the 2019 event the most geographically diverse VentureJam to date.
- Our targeted and open recruitment, and utilisation of Young Scot's online platforms, alongside Glasgow City of Science and Innovation's extensive networks, ensured the opportunity was promoted to a wide and diverse mix of young people.
- This targeted approach to VentureJam recruitment helped to reduce the multiple barriers that can prevent some young people from accessing such opportunities including access to travel costs and accommodation for those who needed it.
- Widening the geographical reach of the project helped to engage more young people.
- The diversity of the participants was reflected in the equality monitoring data.
- Partnering with St. Enoch Centre to once again deliver 'real-world business' challenge added to this year's programme and helped to shape implementable solutions.
- St. Enoch Centre's offer to look at all ideas generated through VentureJam provided more incentive for the participants to contribute well to the programme.
- The Friday evening celebration again allowed us to deliver an effective launch event that set the foundations for the weekend without encroaching on the valuable exploration, creation and reflection time.
- The opportunity to take part in a behind the scenes tour at St. Enoch Centre allowed the young people to understand the processes and constraints, as well as helping to root the issues in real life situations.
- The co-design programme worked well. It gave the young people the opportunity to gain a range of new skills, tap into experts from a range of sectors, and be involved in a unique opportunity.
- Glasgow City of Science and Innovation again delivered a strong partnership/sponsorship programme, engaging with a diverse and influential number of partners, sponsors and Mentors/Makers who were vital to the success of the programme.
- The learning from VentureJam 2019 will be used to shape future activity, as well as other Young Scot work and partnerships going forward. Young Scot and Glasgow City of Science and Innovation will share project learnings identified in this report with key partners and wider organisations to promote VentureJam and associated activities.

Opportunities for future activity



- The nature of VentureJam, an immersive weekend-long activity, means that time is of the essence. Some participants noted that the programme was very full, and they would have liked more time to focus on their pitches.
- The theme for this year was quite specific. The young people highlighted the fact that developing ideas in the first instance was a challenge. This is something to consider in future, both in the theme choice, but also in allowing space earlier in the programme to generate solutions. It was suggested that inspiring innovations could be shared through video or images to generate ideas.
- The real-world challenge set by St. Enoch Centre really helped to focus the outputs, taking it from a programme which encourages innovation, to one which delivers tangible solutions which can be implemented. This has been a major success for VentureJam 2019 and paves the way for future challenges to follow suit.

Conclusion

VentureJam 2019 was a great success. We attracted our largest percentage of young people from minority ethnic backgrounds, those who identify as LGBT+, and in gender representation. We also continued to engage with young people who do not easily access STEAM opportunities. This all helped to engage more young people in environmental issues and empower them to learn about and lead the way in co-designing solutions to tackle global ecological and societal challenges.

The incorporation of a real-world business challenge and the notable buy-in from St. Enoch Centre to support the implementation of the ideas generated was incredibly important. This helps to showcase young people's innovation in Scotland. St. Enoch Centre showed commitment in working directly with young people to get involved in the development of their products, processes and services, leading as a positive exemplar for other businesses and organisations to involve young people in this way.

The support from Scottish Government, Zero Waste Scotland and St. Enoch Centre in crafting the challenge has ensured the programme supports the Food Waste Reduction Action Plan and provides a key channel for young people to feed into it.

In terms of added value, VentureJam has enabled us to engage the participants in other Young Scot activities and projects. This is helping to increase the positive personal development opportunities we offer young people in Scotland. We hope this follow-on signposting will further enhance the young people's skill sets and inspires them to continue to make a difference in Scotland – locally and nationally.

The success of VentureJam 2019 provides a platform on which to build future activity and sets the benchmark for what can be achieved going forward. Young Scot and Glasgow City of Science and Innovation would like to take this opportunity to thank all partner organisations and funders who supported VentureJam 2019.



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