# GREEN HACKATHON

Root to Fork: Cutting the Middleman for Greener Future

## ABOUT HEKATON

The event is dedicated to finding innovative and sustainable solutions for directly connecting local fresh produce growers with end consumers while reducing intermediaries, costs, and environmental impact. This is extremely important, as short supply chains lower the carbon footprint, improve food quality, and support the local economy. However, they often face inefficiencies due to logistical and market challenges. The challenge is defined by two key factors: locality and fresh products (fruits and vegetables).

The project begins with students searching for innovative solutions, which they will present in a three-day competition, competing for the winner's title. The goal is to develop solutions for eliminating intermediaries in the entire production and processing chain of local fruits and vegetables, ultimately reducing costs, harmful substances, and unnecessary waste. The business concept is based on the sustainable development of innovative and cost-effective solutions to improve existing systems.

## CHALLENGE

- Connect at least 10 local producers of fruits, vegetables, or other fresh products directly with end consumers, eliminating intermediaries (e.g., retailers). The business idea must be green, sustainable, innovative, and financially viable in the long run.
- Minimize food waste caused by logistics, expiriation date, or lack of demand.
- Encourage consumers to buy local products through innovative approaches.
- Monetization of solutions – ensuring the model generates financial benefits and can sustain itself long-term without relying heavily on subsidies.
- Model adaptability – the solution should be transferable to other environments and markets (a "copy-paste" model).

## WHAT DO WE EXPECT?

To participate in the competition, each team must prepare a Word (PDF) document outlining their idea.

Detailed requirements include:
- The document must contain an introduction, main body and conclusion, with at least 8 pages (font size 11 pt).
- The team name and names of all participants must be clearly stated.
- A well-structured problem and solution description.
- An explanation of how the solution adapts to different environments (ensuring the model is replicable).
- A brief business model including cost estimation and monetization potential.
- The use of images is allowed (provided sources are properly cited).
- The text must be written in grammatically correct English, clear and easy to understand.
- A visual (PPT) and verbal presentation of the solution.
- The presentation must be persuasive and engaging.

## PRESENTATION GUIDELINES

- Format: PowerPoint (PPT) in English.
- Duration: 15-minute presentation + 5-minute Q&A
- Presenters: 1-3 team members.
- Structure:
  - Introduction: Team and problem statement.
  - Main Part: Innovative and sustainable solution.
  - Conclusion: Key takeaways and practical benefits.
- Technical Requirements: Bring the presentation on a USB drive or store it in the cloud.

## EVALUATION CRITERIA

- **Environmental, social, and business impact** – How does your idea contribute to sustainability and positively impact the environment? (30%)
- **Originality and practicality** – Is your idea possible to put into practice and has it not been practiced yet? (20%)
- **Economic justification** – Is your idea realistically achievable without massive investments, and can it lead to cost savings over time? (20%)
- **Scalability potential** – Can your idea be applied both locally and globally? (20%)
- **Presentation** – Presentation of your solutions (10%)
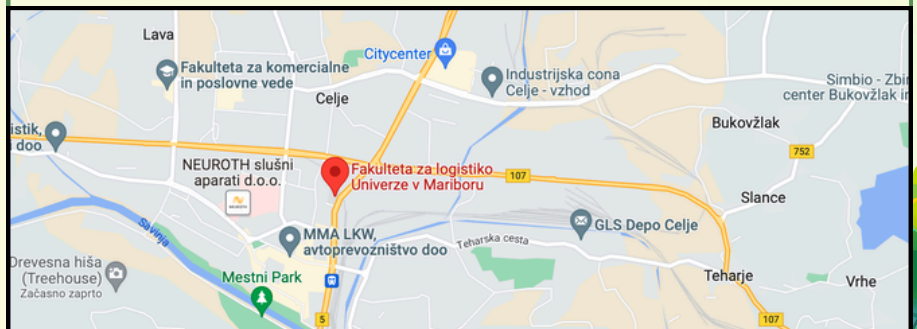
## TIMELINE

- **Submission of the required PDF document:** May 20, 2025
- **Ideas presentation and competition:** from June 3 – June 6, 2025

## WHY PARTICIPATE

- Gain new experiences.
- Teamwork and networking.
- A lot of creativity and fun.
- Innovating solutions for a better future.
- Prize pool for the best idea.
- Opportunity to develop a business idea – the chance to turn your idea into a real business model.
- Personal and professional growth.

## LOCATION

**Faculty of Logistics (UM), Mariborska cesta 7, 3000 Celje**
Google Plus Code: 67M9+H5 Celje



## IMPORTANT INFORMATIONS

- The PDF document must be sent to:
  **tasa.fl@um.si**
- A team of young organizers is available to assist you with any questions. Feel free to contact us via our Instagram profile:
  **GreenHackathon2025**
- Don't hesitate and write to us!