We have this list of proposals (9 dec 2024):

Jägermeister	DE	through Harald	Digital Added Value Pack for Off Trade and Ecom	Developing a digital gift concept for Jägermeister, a leading global spirits brand. Replace classical carton gift boxes by a digital gift to safe resources but not loose sales, even increase sales! The goal is to identify a digital gift that adds extra value for the shopper, is attractive to our target audience, and is seamlessly connected to the Jägermeister brand. Develop a fully digital gift that is compelling for our global target group and enhances the purchase experience for those who buy a Jägermeister bottle. The digital gift should align with the brand's identity and promote responsible consumption.
Dr. Oetker	AT	through Jirina	To growing new consumers (Gen Z) by understanding and answering evolving consumer needs for products & marketing	Work out a strategy/concept how Dr. Oetker can be relevant in the consumer baking category in Gen Z with 1. products and 2. marketing communication. 1. Products: Market research, Ideation/Innovation process, market research, Prototype incl. package design 2. Marketing comm: Communication & content strategy, ideas and campaign examples (videos, photos, audio etc. for i.e. TikTok, Snapchat or other relevant Gen Z touchpoints

Imec	BE	through Karlijn	*Proposal in progress*	*Proposal in progress*
Sociedade agricola Casal da Cotovia, INIAV	PT	through Filipe	Farmers' Game for efficient use of water and zero-waste agriculture	Develop a low-cost digital assistant to farmers looking to be more sustainable and ethical. Develop an integrated system able to manage the use of water, watering, and fertigation. Providing visual maps of the farm with production, amount of water and fertilizers used. Gamify the application to promote usage.
BlendEd	EU	through consortium	BlendEd the Digital Transformation	Develop a webapp to structure the BlendEd Program and manage BlendEd course editions. Cooperate with the 17 European universities in the consortium plus 6 African universities that started the course in 2023/24. Develop an analytical dashboard to produce key performance indicators. The webapp will have an area open to public and another one with restricted access for teachers, students and admin staff.