

BCFN YOUNG EARTH SOLUTIONS!

~ BCFN YES! ~

2013 CALL FOR YOUNG STUDENTS AND RESEARCHERS TO DEVELOP AN IDEA THAT PROMOTES SUSTAINABILITY IN THE AGRIFOOD INDUSTRY

1. The Barilla Center for Food & Nutrition (BCFN)

The Barilla Center for Food & Nutrition (**BCFN**) is a center for analysis and proposals with a multidisciplinary approach. Its objective is the in-depth study of significant topics linked to food and nutrition on a global scale.

Created in 2009, **BCFN** proposes to provide a forum for dialogue around problems—and solutions—in the food system, by gathering experiences and qualified skills worldwide.

The complexity of the research has made it necessary to adopt a methodology that goes beyond the borders of the various disciplines. As a result, the topics BCFN studies are subdivided into four macro areas: **Food for All**, **Food for Sustainable Growth**, **Food for Health** and **Food for Culture**.

For more information, visit: <http://www.barillacfn.com>

2. Overview

Access to food is one of the first and fundamental rights of an individual. Where food is scarce, there is no possibility for a dignified life and the right to health and peaceful coexistence ceases to exist.

Based on this awareness, **BCFN's** interest in food issues continues into its fifth year, through intensive research aimed at constantly being aware of these emergencies and bringing proposals and recommendations to the attention of global decision makers. We have a commitment to maintaining an open dialogue with institutions, research, companies, and leading experts and we invite these stakeholders to participate and make their own contributions. BCFN firmly believes that analysis, information-sharing, and discussion are the best investment of effort to promote change and to plan a better future for humanity and our planet. These are the premises through which **BCFN YES!** wants to actively promote the

development of fresh ideas to promote solid contributions and solutions on pressing issues for individuals and society.

3. BCFN YOUNG EARTH SOLUTIONS! (BCFN YES!)

BCFN YOUNG EARTH SOLUTIONS! (BCFN YES!) was established to provide a platform for young and brilliant ideas on food-related issues. BCFN YES! will be part of the 5th International Forum on Food and Nutrition in Milan on **November 26 and 27, 2013**, which will feature debates and discussions with the leading international experts.

International students and researchers will present their best ideas at the 2013 Forum.

3.1 Objective of the Award

Students interested in participating in BCFN YES! must present their project idea on the topic of:

**Food and Sustainability: how to reduce our environmental impact,
guaranteeing health and access to food for all.**

The topic can be addressed through one or more of the BCFN's four areas of study: **Food for All, Food for Sustainable Growth, Food for Health, and Food for Culture**. Each of these areas of research and academic study listed below and grouped, (merely by way of example into):

1. **Food for All:** human development, international relations, political science, food security, economics, etc.
2. **Food for Sustainable Growth:** agricultural sciences, ecology, logistics, natural resource engineering, distribution, architecture, design, natural sciences, economics, etc.
3. **Food for Health:** nutritional sciences, health and life sciences, pharmacology, food safety, etc.
4. **Food for Culture:** food studies, marketing and consumer studies, education and cross-cultural studies, media and communications, social sciences, sociology, and anthropology, etc.



In order to be evaluated for the BCFN YES! competition, the idea must be submitted by filling in the **form** incorporated in the KIT including: 1. **Introduction**: Objectives and Scenario; 2. **Description**; 3. **Applications and Results**; and 4. **Concluding Recommendations**.

It is important to ensure that your proposal addresses the following: the specific issue that you intend to deal should be clearly highlighted in the document; the essential (economic, environmental and social) data relative to the situation being addressed should be included; the idea proposed as a solution to the issue; and the technical elements that allow for an initial feasibility assessment of the proposal.

3.2. Acceptance Criteria

Individual students, or teams with a maximum of 3 members, **are eligible to participate in BCFN YES!** All participants must be **university students and/or researchers** from any faculty and year and from any country, who are under the age of **30** on **October 30, 2013**.

3.3. How to Participate

Participation in BCFN YES! is free of charge.

Participants can download the call for proposals starting on **February 1, 2013** and upload their idea starting on **March 1, 2013** and no later than **August 1, 2013** using the form which appears in the area reserved for each of the **individual students or teams** (www.BCFNYES.com).

Following the application for participation in BCFN YES! and after reading and accepting the regulations and all the terms and conditions, the registration procedure will be completed with **activation of the participant's account** which will allow him/her access to a reserved area. For groups consisting of several participants, only one upload will be allowed by the **group leader**.

The individual students or team can upload their proposal to this area, and also may download information and research materials made available by BCFN to enhance their knowledge on food and sustainability topics (KIT).

The following is required to be entered in the application for participation:

- a) the **name of the team leader** and the names of **other team members** (max. 3);



- b) all materials must be written in **English**;
- c) **brief biography** (max. 200 words) of the individual students;
- d) **reason for participation** (max. **160 characters**) by the individual students or team;
- e) **home university** and **country of residence** of the individual students or team;
- f) the **title** of the project idea (max. **80 characters**);
- g) an **abstract** of the idea (max. **200 words**)
- h) the **completed form** (N.B.: the addition of any attachments is not required);
 - a. max. **1000 words**
 - b. max. **10 MB**
- i) Areas of research: **Food for All, Food for Sustainable Growth, Food for Health, Food for Culture.**
- j) File name: **topic area of reference: FA** (Food for All), **FSG** (Food for Sustainable Growth), **FH** (Food for Health), **FC** (Food for Culture) - **Title - Team Leader name (ex. FA-Title-Team Leader Name).**

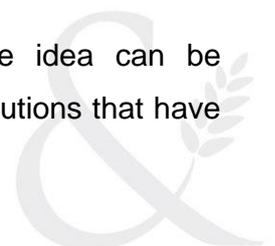
Registration on the BCFN YES! site and uploading the proposal may occur at different times because by using your password, you can access the **reserved area** at any time to complete or change data and materials until **August 1, 2013**.

3.4 Selection Process

Stage One. All proposals submitted by **August 1, 2013** will be analyzed by a jury consisting of experts appointed by BCFN and its **Advisory Board**.

The selection of ideas shall take place based on the documentation attached to the application (**form attached**) and will involve the assignment of specific scores which will allow a ranking to be prepared. The criteria used will be:

- **Social impact of the idea** (max 50/100 points). How will the solution, as presented and if actually implemented, positively affect the well-being of people and the environment. Ideas whose implementation promises to involve larger segments of the population and contribute to the solution of major environmental problems.
- **Originality and innovation** (max 30/100 points): to what extent the idea can be considered as truly innovative, in the sense that it does not require similar solutions that have



already been implemented, and uses new and unusual technologies and approaches to solve problems, and, if implemented, will not be easy for other market players to compete with.

- **Soundness and feasibility** (max 20/100 points): based on the information and data presented, an initial assessment will be made on the project's feasibility from an economic and organizational viewpoint.

Among the final assessment criteria, the jury may also take into account the diverse scientific, disciplinary, and geographical origin of the team members, favoring - all other conditions being equal - mixed international or interdisciplinary groups.

The jury will compile the ranking of all projects submitted and select the **10 best “finalist” ideas** by **September 15, 2013**. The 10 **individual students or teams** will be contacted starting on **September 16, 2013** by email and invited to **confirm their attendance** (at the expense of **BCFN YES!**) at the 5th International Forum on Food and Nutrition, which will be held in Milan, on November 26 and 27, 2013.

From **October 1 until October 15**, the 10 finalists **must** upload the digital document (**Power Point/Prezi**) for their presentation, accompanied by a **video recording** of their **oral presentation**. According to the uploaded materials, the **coaching team** will send their detailed feedbacks for the improvement of presentation and participation at the Forum.

Abstracts of the **30 best project ideas** (including the 10 finalists) will be posted on www.BCFNYES.com so that everyone has the chance to vote for the most interesting idea starting on **October 1, 2013**.

Posters of the **30 best project ideas** (including the 10 finalists) will be printed by the conference organizers, after formats made available in the reserved area have been filled in by each individual or team by **October 15, 2013**. These posters will be displayed at the BCFN Forum. Project authors may attend at their expense (except for the 10 finalists, for whom BCFN will cover travel expenses), to explain their idea within the framework of the poster session.



Stage Two. During the final evaluation on **November 26, 2013**, the 10 **individual students or teams** chosen will give a **10 minute** presentation using the methods they deem most convenient (Power Point/Prezi).

Stage Three. The best project among the finalist projects, chosen by the jury (composed of members of BCFN'S Advisory Board) will be proclaimed the BCFN YES! winner 2013.

At the same time, the **best on the web** project will also be chosen, which is the idea (among the 30 best ideas) that obtained the greatest number of “**votes**” on the **BCFN YES! site**.

4. Prizes

All the 30 finalist ideas will have the option of having their name and the abstract of their project idea on the BCFN YES! website.

BCFN will cover the travel and hotel expenses for the entire duration of the 5th International BCFN Forum for each of the **10 finalists (individual students or teams)**, which will be held **in Milan on November 26 and 27, 2013**.

The Forum is an annual global event on significant issues linked to food and nutrition. Last year over 2,000 people attended and more than 70 speakers from the fields of science, academics, and politics participated.

In addition to presenting their project idea at the 5th International Forum, the 2013 winner idea will receive a prize of **€1,000.00** (one thousand euros) and the individual student or team will have the opportunity to participate in a BCFN research project in 2014. Any expenses incurred by the winner for their collaboration with the BCFN's Advisory Board and/or with its scientific working group in relation to the project they may participate in by virtue of their BCFN YES! victory in 2013 (such as telephone, travel, and/or lodging expenses to participate in any meetings) will be covered by BCFN. The winner's name will also be included in the relative publication.



5. Legal Aspects

Each participant must ensure that the work is original and has been conceived and developed legitimately, through written text, data, images, and information collected and used in compliance with applicable laws. In particular, each participant shall guarantee that the work does not violate any intellectual property rights or other third party rights and that there are no third party rights to it that could in any way restrict or compromise its exhibition or publication in any media by BCFN or persons it appoints.

Release, Transfer of Rights, Personal data, Originality of Contributions

By submitting the project, participants declare that all the information provided is true and that they accept the decisions of the jury.

1. Upon registration, the participants must sign the information consent form for the use of their personal data (first and last name and email address) with attached release and transfer of rights pertaining to the use of contributions.

2. At the time the 30 best projects are selected (**individuals or teams**), the chosen 30 (**individuals or teams**) will be required to sign a release form (the transfer of rights to use the contributions and consent to use a personal photograph has occurred is required in writing).

These releases must contain:

- Authorization for the use of the content, as indicated in the call for proposals (i.e., publication on the website and the poster, in digital and hard copy form, exhibited in the Forum premises) and, in general, the transfer of the relative economic usage rights;
- Contributions will be used together with the participant's personal data (first and last name and photograph);
- Participants guarantee the originality of contributions and that all third party rights were respected in the collection of the (economic, social and environmental) information/data used in the preparation of papers.





Barilla
Center
FOR FOOD
& NUTRITION

people, environment, science, economy

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