

**YOUNG EARTH SOLUTIONS!**  
**~ BCFN YES! 4th EDITION ~**  
**COMPETITION FOR THE SELECTION OF PROJECT IDEAS BY UNIVERSITY**  
**STUDENTS**  
**TO SUPPORT SUSTAINABILITY IN THE AGRI-FOOD SECTOR**

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

The Barilla Center for Food & Nutrition (hereinafter “Foundation **BCFN**” or “**BCFN**”) is a center for analysis, study and proposals. Its objective is the in-depth study of significant topics linked to food and nutrition on a global scale. It works by gathering experiences and qualified skills worldwide and fostering an ongoing, open dialogue using a rigorously multidisciplinary approach.

Learn more at: <http://www.barillacfn.com>

**2. Overview**

The ‘Milan Protocol’ – an initiative launched during the 2013 edition of the Barilla Center for Food & Nutrition’s International Forum - tackles the issue of sustainability in the food supply system, and is marked by three major objectives:

1. **Reduce food waste**% by 2020;
2. **Promote sustainable agriculture** by enacting agrarian reforms, opposing financial speculation on foodstuffs and limiting the use of food-based biofuels;
3. **Promote healthy lifestyles and combat obesity**, emphasizing food education from early childhood.

On these issues, which are now urgent for individuals and society as a whole, **BCFN YES!** wants to encourage young people to develop ideas and propose innovative and sustainable solutions.

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

The objective of **BCFN YES!** is to give university students and their ideas a place within the Seventh International Forum on Food and Nutrition, which will offer an occasion for debates and exchanging ideas with the leading experts on the international scene.

#### 3.1 Subject matter of the Competition

Students interested in participating in BCFN YES! must submit a project idea for a solution to the topics of sustainability in the food supply system. By mere way of example: how to stop obesity and other illnesses linked with poor malnutrition from becoming widespread, by promoting the adoption of healthy lifestyles and eating habits, including physical exercise as a crucial component; how to produce foodstuffs for the growing global population, while protecting the environment, natural resources and local cultures; how to reduce food wastage throughout the entire food supply chain, taking steps with regard to human behavior and the production and distribution processes.

The project idea must represent a solution to a real problem, in context; it must be presented by compiling the specially prepared **templates**, available on [www.bcfnyes.com](http://www.bcfnyes.com) (hereinafter, the “Site”), with details of how the amount of ten thousand euros could be used to implement the project idea proposed.

All sections of the templates on the Site must be duly compiled. Partial or incomplete applications will not be taken into consideration. The Paper must clearly highlight the **specific issue** that you intend to deal with; the **essential (economic, environmental and social) data** relative to the situation being addressed; **the idea proposed** as a solution to the issue and any **technical elements** that allow the judges’ panel to make an initial assessment of the proposal’s feasibility.

The following templates are present on the Site:

- a) a word document (research abstract and/or publications) to be compiled in all parts;
- b) a PowerPoint presentation of **10 slides**, which must contain the main aspects of the project idea and how the amount of ten thousand euros is envisaged to be used to implement the idea. (hereinafter jointly referred to as the “Paper(s)”)

### 3.2. Acceptance Criteria

**Individual students or teams consisting of up to 3 persons** may participate in BCFN YES! (hereinafter “Participant(s)”). All Participants must be **university students**, from any department and year (including doctoral candidates), and from any country, **who are under the age of 35 as of September 30, 2015**. In order to be eligible to participate in this competition, doctoral candidates must still have to complete their Ph.D. program as of said date.

### 3.3. How to Participate

Participation in BCFN YES! is free of charge.

Participants may register on the Site and **download the competition** documents starting **December 9, 2014**, and may consequently send the Papers for their proposed project idea **starting January 7, 2015 and no later than May 31, 2015**, using the specially provided forms in the reserved section of the Site.

After registering on the Site and after having read and accepted these regulations and all their terms and conditions, the registration procedure will be completed upon the **activation of the Participant’s account**, which will allow them access to specially reserved area. In the case of groups made up of several Participants, the **group leader** should register with the Site and sent a single Paper.

The Participants can upload their proposal to the reserved area, and also may download information and research materials made available by BCFN to enhance their knowledge of food and sustainability topics.

Please enter the following in the application for participation:

- a) the **name of the group leader** and those of any **other team members** (max. 2 in addition to the group leader);
- b) valid e-mail addresses and the mobile phone number of all Participants;
- c) **brief biography** (max. 200 words) of the individual Participants;
- d) **reason for participation**(max. 200 words) of the individual Participants, also indicating the way in which they came to know about the initiative
- e) **Home University** and **country of residence** of the individual students;
- f) the **title of the project idea** (max. 40 characters);
- g) **abstract of the idea** of the project (max. 200 words);
- h) The Paper **must be compiled** within the limits indicated on the Site; Name of the file, thus composed: **brief name of the project idea name and surname of the group leader**, e.g., Bimbimenograssi-LucaRossi.

**N.B.: All materials must be drawn up in the English language.**

Registration on the BCFN YES! site and transmission of the proposal may occur at different times, as with your password, you can access the **reserved area**- at any time- to complete or change data and materials until **May 31, 2015**.

### 3.4 Selection Process

**Stage one.** All project ideas received by **May 31, 2015** will be evaluated by a judges' panel consisting of experts appointed the **Advisory Board** of the Foundation **BCFN**.

The evaluation of ideas shall take place based on the Papers sent by the Participants and will involve the assignment of specific points which will allow a ranking to be made according to the following criteria:

- **Impact of the project idea** (max. 50/100 points). Or, how the solution, as presented and if actually implemented, could contribute to the achievement of the objectives set by the Milan Protocol.
- **Originality and innovation** (max. 30/100 points): to what extent the idea can be considered as truly innovative of its kind, in the sense that it does not require similar solutions that have already been implemented, that uses new and unusual technologies and approaches for the issue under examination.
- **Practicality and feasibility** (max. 20/100 points): based on the information and data presented, an attempt will be made to evaluate the feasibility of the project idea both from an economic point of view (how the ten thousand euros will be used to implement the idea) and in terms of organization.

As teams made up of members from different scientific disciplines and different geographic areas are likely to add value to the project idea, the Foundation BCFN encourages the formation of mixed groups with Participants from different countries around the world and different disciplines.

The judges' panel will compile the ranking of all project ideas submitted and will select, by **June 30, 2015**, the best **“finalist” papers (up to a maximum of ten)**. The **finalist Participants** will be contacted by e-mail starting **July 1, 2015**, and asked to **confirm their attendance** to the Seventh International Forum on Food and Nutrition. The Foundation BCFN will reimburse the travel expenses incurred by said Participants, provided they have been duly approved in writing beforehand by the Foundation BCFN, and subject to the submission of proper supporting travel documents.

Between **September 1 and 15, 2015**, in the reserved area, the finalists must upload a **video showing a presentation of their idea** for the project, enabling the coach to assess the expressive skills in order to arrange for the best possible speech at the Forum.

Starting on **September 1, 2015** the abstracts **of the 30 best project ideas** (including the finalists) will be posted on the [www.BCFNYES.com](http://www.BCFNYES.com) site so that everyone has the chance to vote for the most interesting idea and draw up the "Best of the WEB" ranking.

The conference organizers will print some posters which will be displayed on the premises where the BCFN Forum will be held, from among the **30 best project ideas** (including the finalists) after formats made available to each Participant/team leader in the reserved area have been filled out by **September 15, 2015**. The authors of the project ideas may attend, at their own expense - with the exception of the finalists to whom the Foundation BCFN will reimburse the travel expenses (provided these have been duly approved in writing beforehand by the Foundation BCFN and subject to the submission of proper supporting travel documents) - to illustrate their project idea during the poster session.

**Stage Two.** At the time of the final evaluation scheduled to take place during the Seventh BCFN Forum the **finalist Participants** will give a presentation lasting no longer than **7 minutes** before the judges' panel and the Forum's audience, using the method they deem most appropriate (PowerPoint or other support).

**Stage Three.** The best ideas amongst those of the finalists will be proclaimed the "winner" of the BCFN YES! at the sole discretion of the Judges' Panel (made up of the members of the Advisory Board of the Foundation BCFN and by other experts in topics related to food and nutrition, appointed by the Advisory Board). 2015.

At the same time, the "**best on the web**" will also be proclaimed, in other words the project idea (among the 30 best project ideas) that has obtained the greatest number of "votes" on the BCFN YES! site.

The Participant that is the winner of the 2015 edition will automatically serve on the **judges' panel for the following edition**.

All Participants – after the submission of the idea – will receive more information regarding the dates and location of the Seventh International Forum on Food and Nutrition.

#### **4. Awards**

The best 30 best project ideas may be cited on the BCFN YES! Site (names of Participants and/or project idea abstracts).

The Foundation BCFN will reimburse the travel and accommodation expenses incurred by the **finalist Participants** for the entire duration of the Seventh International BCFN Forum, providing they have been duly approved in writing beforehand by the Foundation BCFN and subject to the submission of proper supporting travel documents.

The winner(s) of the 2015 edition, in addition to presenting their project idea during the Seventh Forum, will receive an award of **€10.000.00** (ten thousand euros) which must be used to implement their own project idea.

#### **5. Legal statements**

Each Participant must issue the Foundation BCFN a signed statement, in compliance with the forms provided for this purpose by the Foundation BCFN, guaranteeing that the Paperwork 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, by participating in the initiative in the subject guarantees that the Paperwork 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 disclosure or publication in any media by the Foundation BCFN or persons appointed by the latter.



All the personal data collected by compiling the application to participate in this Competition will be processed by Foundation BCFN, in the capacity of Data controller, in compliance with the requirements and the limits established by the Code relating to the protection of personal data ("Code"), with the aim of defining the application to participate in the competition and carry out any related administrative and contractual procedures. The data will be processed, also by means of electronic instruments, using in line with logic strictly related to the above purposes.

The provision of personal data is obligatory, as this is a requirement for participating in this competition. Those interested may exercise the rights referred to in Art. 7 of the Code by contacting the Data controller in writing.

### **Authorization to use and disclose the Paperwork**

By submitting the Paperwork, Participants declare that all the information contained therein is true and that they accept the decisions of the Judges' Panel.

1. At the time of registration, Participants must examine the information regarding the processing of the personal data they have provided, consent to the use of such data and at the same time authorize the Foundation BCFN to use and disclose the Paperwork for the purposes related to the initiative in the subject.

2. At the time of registration, all the Participants must sign a written disclaimer, which concerns the following:

- Express authorization for the disclosure and publication of the Paperwork, by the Foundation BCFN Foundation and third parties assigned by the latter, in compliance with the terms referred to in this competition (or, by way of example, but not limited to: publication on the Site and on digital and paper posters, displayed on the Forum's premises);
- The possibility to associate the Paperwork with the name, surname and the image of the Participant;
- The declaration of the Participants regarding the originality of the Paperwork and the collection of information/data (of an economic, social and environmental nature) used for the purpose of creating the Paperwork itself, in compliance with third-party rights and legal provisions.

For more information: **[bcfnyes@barillacfn.com](mailto:bcfnyes@barillacfn.com)**

