

Barilla Center for Food & Nutrition



Barilla
Center

FOR FOOD
& NUTRITION

YOUNG EARTH SOLUTIONS

FOLLOW BARILLA CFN ON:      YouTube

DEADLINE
1st July, 2013



**YOUNG BRIGHT IDEAS WANTED
TO FEED OUR PLANET**



BCFN YES! YOUNG EARTH SOLUTIONS

BCFN YES! MILESTONES



The poster features a group of young professionals standing in a hallway. A banner at the top right says "DEADLINE July 1, 2013". The main headline reads "YOUNG BRIGHT IDEAS WANTED TO FEED OUR PLANET". Below this, a text block describes the challenge: "If you're a student and/or researcher, under 30 years and you think out of the box, sign up to YES! Young Earth Solutions of the Barilla Center for Food & Nutrition (BCFN). THE CHALLENGE? Reduce our environmental impact, guaranteeing health and access to food for all. REGISTER NOW TO PARTICIPATE WWW.BCFNYES.COM". It also includes social media icons for Facebook, Twitter, LinkedIn, YouTube, and a QR code. At the bottom, there is a logo for the Barilla Center for Food & Nutrition and a graphic of a hand holding a wheat stalk.

YES!
Barilla
Center
FOR FOOD
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YOUNG EARTH SOLUTIONS

DEADLINE
July 1, 2013

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TO FEED OUR PLANET**

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THE CHALLENGE?
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- BCFN YES! was created in order to give a podium to young and brilliant ideas on the topic “Food and Sustainability: how to reduce our environmental impact, guaranteeing health and access to food for all”.
- The 10 best ideas were presented in two dedicated **breakout sessions** at the **4th International Forum on Food and Nutrition** last year.
- The winning idea is having the opportunity to be part of the **working team of the BCFN**.

BCFN YES! ENDORSERS & HIGHLIGHTS BCFN YES! 2012

- **100** universities reached directly. Among them, **60 international ones** (US, France , Belgium, Australia, UK, Ethiopia, Cameroon, Niger, Burkina Faso, Egypt, Côte d'Ivoire, Togo, Senegal, etc.)



- **More than 3,000** competition rules downloaded and many ideas received from more than **15 countries**



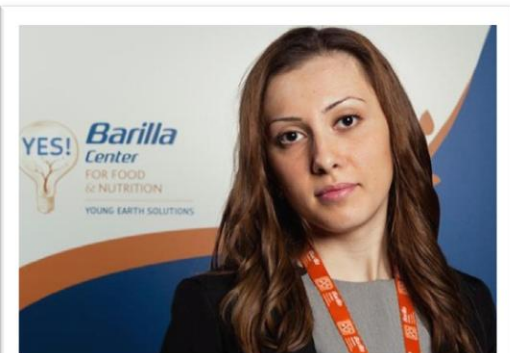
BCFN YES! FINALIST 2012

RANKING	NAME	NATIONALITY	UNIVERSITY	IDEA	RESEARCH AREA
1	Federica MARRA	ITALY 	Leiden University The Netherland	From Our Roof	Education and cross-cultural studie
2	Elena CADEL	ITALY 	Università degli Studi di Milano Bicocca, Italy	Assessment and stimulation of healthy and sustainable eating behaviours: A serious game project to support appropriate food choices	Education and cross-cultural studie
3	Behtash BAHADOR	USA 	Bridgewater State University, USA	HourFood: It's Time to Eat Well!	Nutrizione, health and life sciences
4	Marina BASSANI	ITALY 	ISIA Firenze, Italy	Make eat!	Nutrizione, health and life sciences
5	Katarzyana DEMBSKA	POLAND 	Università degli Studi di Firenze, Italy	Sustainability in the School Foodservice	Nutrizione, health and life sciences
6	Wahyu WIJAYA	INDONESIA 	Università della Calabria, Italy	Fresh microalgae paste stabilization as food substitute	New technologies
7	Zoe WATTEAUX	FRANCE 	Isege School of Management Paris	Sensorial marketing as an innovative tool to promote healthier food consumption for children	Marketing e distribuzione
8	Marta ANTONELLI	ITALY 	King's College London, UK	How much water do you need to be a Barilla's chef?	Marketing e distribuzione
9	Francesca ALLIEVI	ITALY 	University of Turku, Finland	Double Pyramid - from theory to food label	Marketing e distribuzione
10	Natia BEJANIDZE	GEORGIA 	Università di Bologna	Waste-Free, Regent-Free and Environmentally friendly combined technology for processing of fruit and vegetables	New technologies



Barilla Center for Food & Nutrition

BCFN YES! FINALIST 2012





BCFN YES! AL QUARTO FORUM INTERNAZIONALE

**DO YOU HAVE
A SUSTAINABLE IDEA
FOR THE FUTURE
OF OUR PLANET?**



Barilla
Center
FOR FOOD
& NUTRITION



In case you are having issues watching this video, please follow http://www.youtube.com/watch?v=kCdTM9T4_ow

BCFN YES! 2013

Students interested in participating 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):

FOOD FOR ALL



FOOD FOR HEALTH



FOOD FOR CULTURE



FOOD FOR SUSTAINABLE GROWTH



OVERVIEW



YES! YOUNG EARTH SOLUTIONS



WHO CAN PARTICIPATE?

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.



REGISTRATION

To participate at BCFN YES! its mandatory to register at www.bcfnyes.com on "SEND YOUR IDEA". A "Welcome Kit" is at your disposal containing all BCFN materials from publications to our book "Eating Planet".



DEADLINE

Deadline for submission is July 1st, 2013



SENDING YOUR IDEA

Everything you need will be located at your personal platform.



OVERVIEW



AWARDS

BCFN YES! offers the opportunity to 10 students or teams to present their ideas on food and sustainability in front of the leading international experts at 5th International Forum and promote discussion and networking for future developments.



OVERVIEW



AWARDS

In addition to this:

Ideas will be selected by a **jury consisting of experts appointed by BCFN and its Advisory Board.**



Barbara Buchner

Director of Climate Policy
Initiative on Venice



Camillo Ricordi

Surgeon and Scientific Director and
Chief Academic Officer of the Diabetes
Research Institute at the University of
Miami



Gabriele Riccardi

Professor of Endocrinology and
Metabolic Pathologies at the
Università degli Studi of Naples
"Federico II"



Ellen Gustafson

Founder and Executive Director of the
30 Project; Co-Founder of FEED
Projects and the FEED Foundation

OVERVIEW



AWARDS

The winner idea will have the opportunity to participate in a BCFN research project in 2014. Furthermore, the winner's **name will be included in the relative publication.**

Also a prize of **€1,000.00** (one thousand Euros) and the individual student or team will

Mentoring from **BCFN YES! coaching team.**

BCFN will **cover the travel and hotel expenses for the entire duration of the 5th International Forum for each of the 10 finalists** (individual students or teams)



OVERVIEW

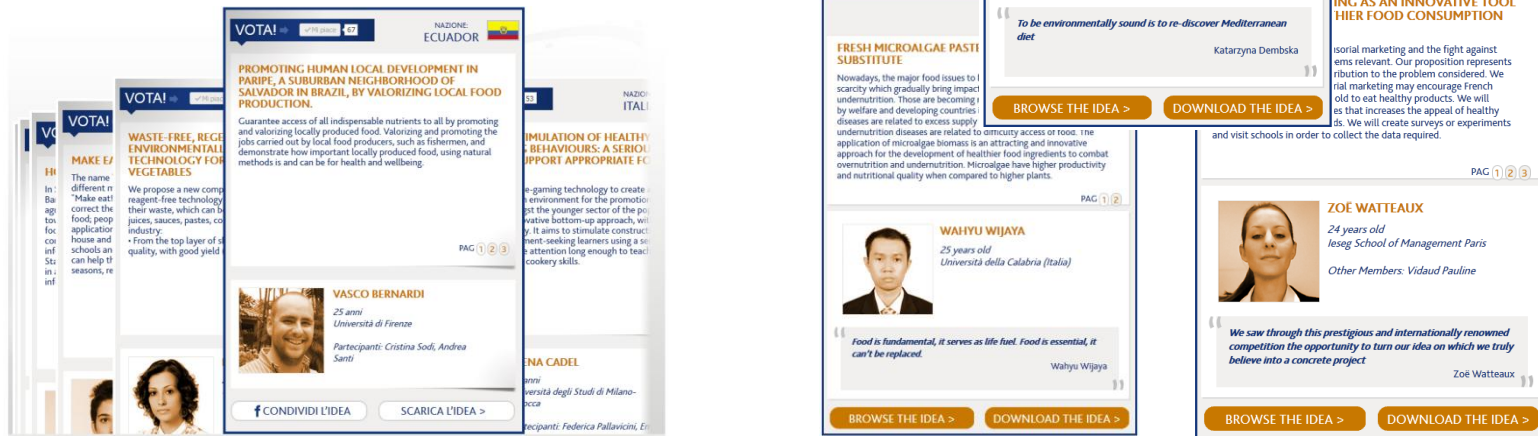
AWARDS

The opportunity to all the finalists to have their name and the abstract of their project idea on the BCFN YES! website and compete for BCFN YES! BEST ON THE WEB.



CHOOSE THE BEST IDEA AND VOTE FOR YOUR FAVORITE!

Sharing and discussion are the best investment of energy to promote change and to plan a better future for humanity and our planet. That is why we provided an opportunity for **30 brilliant and sustainable ideas**. Make your contribution, **vote and share** the idea that you think is the best!



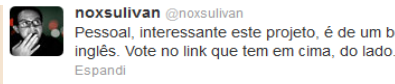
Barilla Center for Food & Nutrition

MEDIA COVERAGE



CONCORSO
Alimentazione: Barilla premia idee sostenibili
Il Barilla Center for food and nutrition lancia il bando internazionale «BCFN Young Earth Solutions» che mette in gara giovani di tutto il mondo sui temi legati all'alimentazione sostenibile. Al concorso potranno iscriversi singoli o team fino a 3 studenti. Requisiti: essere studenti universitari e non aver compiuto 30 anni entro il 30 ottobre. Selezione in base all'effettivo impatto sociale dell'idea, originalità e innovatività, concretezza, fattibilità e approccio multidisciplinare. Dieci finalisti saranno presentati al 4° International Forum on food and nutrition, che si terrà a Milano (28 e 29 novembre). Il vincitore riceverà mille euro e parteciperà a un progetto del Barilla Center for food and nutrition. Per informazioni: www.barillaafn.com

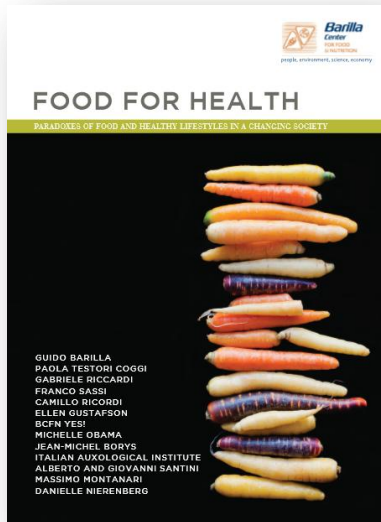
Un bando internazionale dal Bfn
Dai giovani le idee per il mangiar sano
Giovani, l'occasione di farvi sentire protagonisti del cambiamento alimentare. Il Barilla Center for Food and Nutrition lancia il bando internazionale «BCFN Young Earth Solutions» che mette in gara giovani di tutto il mondo sui temi legati all'alimentazione sostenibile. Al concorso potranno iscriversi singoli o team fino a 3 studenti. Requisiti: essere studenti universitari e non aver compiuto 30 anni entro il 30 ottobre. Selezione in base all'effettivo impatto sociale dell'idea, originalità e innovatività, concretezza, fattibilità e approccio multidisciplinare. Dieci finalisti saranno presentati al 4° International Forum on food and nutrition, che si terrà a Milano (28 e 29 novembre). Il vincitore riceverà mille euro e parteciperà a un progetto del Barilla Center for food and nutrition. Per informazioni: www.barillaafn.com



25 Youth Making Agriculture Cool



CONTINUOUS INVOLVEMENT



BCFN YES! involve on each BCFN Magazine



The water we eat
What virtual water is and how we consume it
Edited by
MARTA ANTONELLI and FRANCESCA GRECO

BCFN supported the launch of the book of one of the **BCFN YES! 2012 FINALIST**

PATRONAGE

European Commission and UNESCO already granted its patronage to the contest



Organizzazione
delle Nazioni Unite
per l'Educazione,
la Scienza e la Cultura



Commissione Nazionale
Italiana per l'UNESCO



PROGETTO YES! BANDO 2013 PARTECIPA EDIZIONE 2012 ENDORSERS [It](#) [En](#)

[ACCEDI](#) | [ISCRIVITI](#)

BCFN Young Earth Solutions YES! 2013

BCFN dà voce a giovani studenti e ricercatori impegnati a sviluppare idee originali sul tema "cibo e sostenibilità". **Iscrivere la tua idea è semplice:** visita la sezione "Partecipa" e scopri tutte le informazioni.

[PARTECIPA >](#) [SCARICA IL BANDO 2013 >](#)

60
DAYS LEFT

Con il patrocinio di:





THE FUTURE OF FOOD

IS GROWING WITH US

APPLY NOW!



BCFN 5th INTERNATIONAL FORUM

