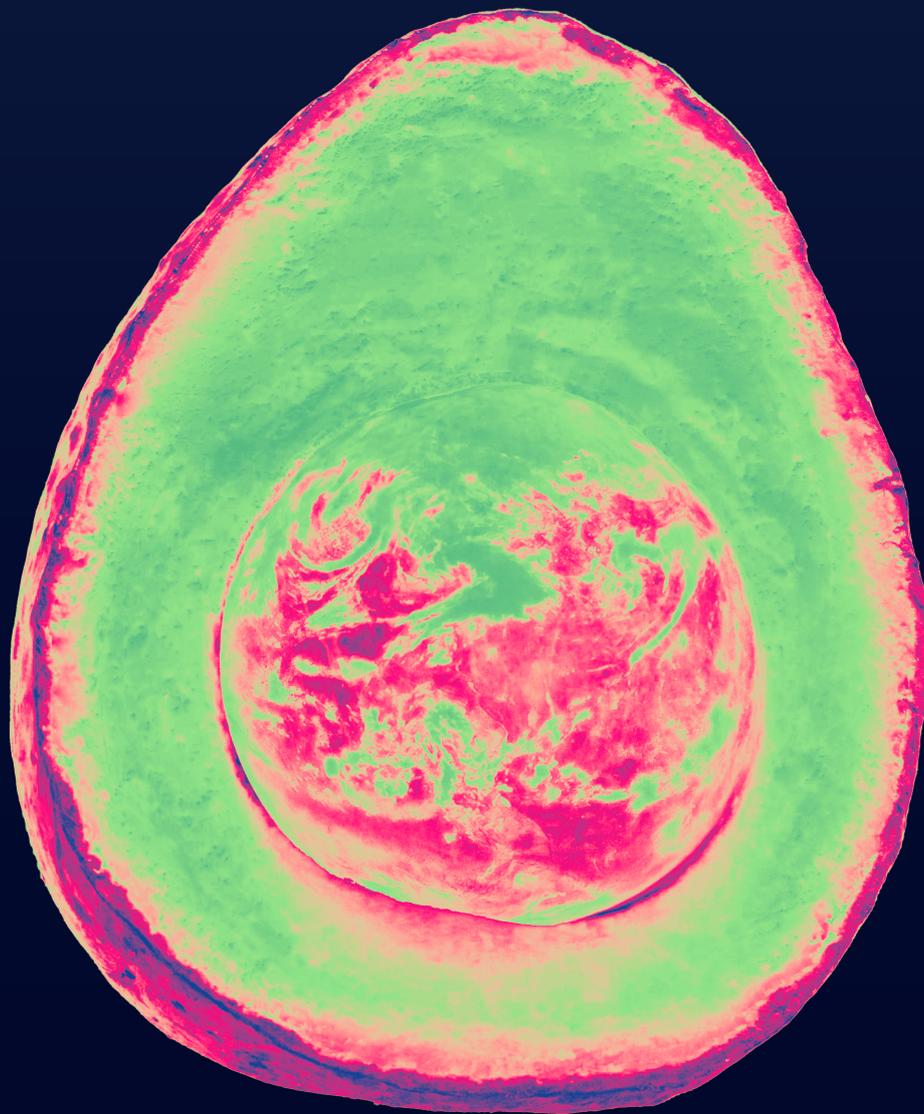


INTERNATIONAL DESIGN CHALLENGE



FOO[D]TURES

An open call for
“Youth led sustainable visions”

WWW.FOODWAVE.EU

Promoted by:

FOOD
WAVE



Comune di
Milano

Coordinated by:

act:onaïd



Supported by:



MILAN
URBAN
FOOD
POLICY
PACT

Call for ideas for young creatives

Foo[d]tures: sustainable visions

1. Introduction

The present call is promoted by **ActionAid International Italia Onlus and IED – Istituto Europeo di Design S.p.A. - Società Benefit (the “Organizers”)** in collaboration with the Municipality of Milan in the framework of “Food Wave - Empowering Urban Youth for Climate Action” a project co-funded by the European Commission under the Development Education and Awareness Raising Programme (Reference number: EuropeAid/160048/DH/ACT/Multi) and led by the Municipality of Milan

2. Challenge’s Objectives

In line with the **Food Wave** key messages¹, the call is focused on **increasing the awareness on the nexus among food production, distribution and consumption** - with all its rituals - and climate change.

The exploration of new strategies and directions are expected to **cover one or more stages of the “food value chain”** in order to disrupt local markets and to trigger virtuous practices at a global level.

The main objective is to **activate virtuous practices** which **enable the generation of networks and bridges** between **young individuals and communities**, including the more vulnerable ones, which are often left off.

In particular, it will be important to take into consideration the relationship among citizens and urban spaces, from private to public in order **to define a series of opportunities to transform cities** through *new gestures, innovative ways of sharing values and alternative programs for education and meaningful services* (both physical and digital) with the assumption of **preserving lands and territories** throughout **solidarity and circularity**.

All project interventions will have to consider **Millennials and/or GenZ as the main target**: young people take the chance to be at the centre of contemporary debates about sustainability and future cities development.

3. Challenge’s main stages

Stage 01 (qualification and semi-finals)

- **Concept/Idea submission** by 22-12-2022
- **Concept/Idea skimming** by 20-01-2023



Stage 02 (finals)

- **Bootcamp “team building, sensing and envisioning”** by the third week of January 2023
- **Hackathon** by the end of January 2023

Stage 03 (execution)

- **Concept Development** by the half of April 2023 + showcase at Milano Design Week

Stage 04 (delivery)

- **Concept prototyping + Test and Implementation** by September 2023
- **Projects Final presentation and selection of the 3 winning teams** by November 2023



4. How to participate

- A. The official competition language is **english**.
- B. The call is open to young creatives aged from **18 to 35** y.o. based in/from **Italy, Netherlands, Romania, Bulgaria, Poland, Belgium, Sweden, Spain, Slovenia, Greece, Hungary, Brazil, Croatia, UK, Portugal and France**, regardless of gender, religion, social and political behaviours.
- C. If you have interest, passion and/or training and working experience in Web Development, Product-Service System design, Design (Product, Graphic, Interior, Communication, UX-UI, Media), Marketing, Finance, Business, Philosophy, Sociology and Anthropology, this call is right for you!
- D. Participation is allowed for both individuals and groups (max. 3 people). In the case of group participation, the members must appoint a group leader who will liaise with the Organizers.
- E. Submissions can only be sent via email: before the 22nd of December 2022 (midnight Italian time) to: progetti.speciali@milano.ied.it



5. Submission and its requirements

Applicants shall send the following:

1. Motivational letter proving specific interest in the program
2. A proposal Idea/concept:
Idea: an abstract of 400 words max (including Title)
Concept: visual-multimedia-artifact*
3. Curriculum Vitae
4. Portfolio including a focus on food and sustainability projects already developed** [not mandatory]

* **Concept** (i.e. sketch, infographics, mockup, prototype, 3D model, collage, painting, digital app, website, blogs, smart objects, video, short movie, animation, game, etc.)

** URL to website or behance pages are allowed

All documents must be merged into a single pdf file and be sent as attachment by email (as max. size of 25 MB).

Naming:

Object of email: **Surname_Name_foo[d]tures: sustainable visions**

Pdf attachment: **Surname_Name_role.pdf** (i.e. : Rossi_Mario_Student.pdf; Bianchi_Maria_Graphic Designer.pdf).

Any application not complying with the requirements will be automatically rejected.

Applicants assume all responsibility for the originality of the concept/idea submitted.

It is not possible to participate nominally with more than one project.

6. Deadline

Below are the deadlines that must be respected:

Emails must be sent no later than: 22-12-2022 (Midnight Italian time to: progetti.speciali@milano.ied.it)

Other information to be notified:

- Emails received after the deadline will not be considered for the Call
- The Organizers reserve the right to extend the deadline; any changes will be posted on the Call's official website: www.foodwave.eu
- The applicants selected and not selected will be notified on 20 January 2023 (unless extended) by email at the address provided in the submission and the Organizers' communication channels. A dedicated communication will also be published on the Food Wave official website www.foodwave.eu



7. Selection Modalities

After the submission stage ends, the proposal (idea/concept) will be evaluated by a qualified panel composed of IED experts and professionals, ActionAid Italy and Comune di Milano Representatives. At its incontestable discretion, the jury will evaluate and select entrees.

Proposals with a focus on enhancing **social relations, participatory attitude** able to **engage local communities** and **generate profitable exchange to all people in a human rights-based framework** will be positively evaluated. As well as those which can **minimise waste and conserve biodiversity** while **adapting to and mitigating impacts of climate change**.

Ideas/concepts must have a great **level of consistency with the call** and **with the overall objectives of Food Wave - Empowering Urban Youth for Climate Action project**; in addition **quality, innovation, sustainability** and **scalable business models** will be considered main drivers for the selection process.

8. Methods, processes and outputs

The design challenge is configured as a **training and educational pathway** divided into four stages: submitted ideas by individuals will turn into real projects ready to be prototype by winning teams. The 'stage-gate' process will be held and supported by institutional players: tutors, mentors, interpreters and facilitators, professionally involved into similar or adjacent working industries at a global and local scale. Multidisciplinary teams will be formed considering different levels of expertise and cultural background, in a way to reach a balanced and heterogeneous set of competences; knowledge gaps will be filled throughout the process and team-working. Only 20 finalists will conclude the whole challenge by executing and delivering final outputs as a team, including high-fidelity products/services prototypes.

Stage 01 (qualification and semi-finals)

Timeframe:

From 24th November to 22nd of December 2022 - **open call Application**

Submission

From 22nd December 2022 to 20th January 2023 – **Collection and first skimming** of the Submission - (all applicants will be reached out by email, both selected and not selected. Selected ones will proceed to stage 2)

Players: individual or group applicants

Organizers: Jury composed by IED, Action Aid and Comune di Milano

Output: Idea/concept proposals (abstract+visual)

Stage 02 (finals)

Timeframe:

From 21st to 29th of January 2023

WEEKEND 1_Bootcamp activities (team building) 24h Sensing - 24h Envisioning

WEEKEND 2_Hackathon 48h Design challenge on new meanings

By the end of January 2023_ Communication of the finalist teams (a total of 20 participants)

Players: Selected applicants (participants) grouped as multidisciplinary, skill-balanced design teams

Activities_Bootcamp: participants collectively share their entries 'idea/concept' and create macro-themes which could become drivers for the formation of design teams. A series of speeches and lectures will take place during the 2 weeks to enrich the repository of data and knowledge provided to all teams. All activities will be led by a board of "Facilitators" (from Organizers)

Output_Bootcamp:

Design Scenarios: narrative and visual representations of trends and contexts. They are fundamental for the description of an environment within which a project will be place and for the identification of design



trajectories to be followed by each team.

This output helps to imagine potential solutions and is a useful artefact to align the team's intentions. The design scenario does not have to be exhaustive and precise, but it helps the team to ground potential solutions for a better future: in the textual description and visual representation, functionality and user interaction act as a guide for a more systematic overview of the concept.

Activities Hackathon: after design teams have been formed at the conclusion of the bootcamp, each team will compete to create the best concept in 48h. Reviews and short-lectures will break the team work by providing valuable insight and tools aimed at reaching better quality results for their final presentations. Each team will be assigned to one "Facilitator" (from Organizers)

Output Hackathon:

MVC Minimum viable concept: digital presentation including a well defined concept ready to be explored and mocked-up in order to be tested and allow the team to collect the maximum amount of validated learning about targets with the least effort.

Selection modalities: each team will present its own design scenario or idea as "elevator pitch" as the final stage of both, Bootcamp and Hackathon weekends. An evaluation criteria shared document will be provided to the jury which will assign grades from 0 to 5 at the end of team-project presentations. An example of these criterias are the following:

- **Sensing** (Scanning & Analysing trends/case studies), *Trends and case studies are inspiring and well explained, the research team have the ability to build a story upon forces that govern society, from technology to business and political drivers including consumer and human behaviours.*
- **Defining** (Pattern Recognition) *Research teams have collected a huge quantity of information which have been smartly shrunked and grouped intuitively. The team translates insights into a hierarchy of values and needs by combining quantitative and qualitative data aimed to enrich the knowledge and validate or confute assumptions/hypothesis*
- **Re-briefing** | *Framing the design challenge. The team gain a strong understanding of the phenomenon and it is capable to frame design challenges to be creatively tackled during the ideation phase. The team knows how to translate insights into design opportunities.*

Stage 03 (execution)

Timeframe:

February – March 2023_ **Ideas and Concept Development**

April 2023 – **(Design week) Concept Exhibition - To be confirmed**

Players: Multidisciplinary, skill-balanced design teams

Activities: Each selected team, starting from the minimum viable concept presented at the end of the previous stage, will proceed with the analysis of the context and will deepen the project opportunities through observation, data collection and field research. The opportunities will be translated into project insights and the team members will proceed to outline and further develop the concept.

Output: Digital Presentation and Mockup

The delivered document will summarise the results of this stage, from the research and analysis carried out to the development of the new design brief. The background context, the target audience, the stakeholders profiles, the design opportunities and solutions identified as well as the new phygital experience for each of the active players will then be presented.

The concept will also be translated into a design language and a preliminary physical/digital mockup of the idea will be presented.

Stage 04 (delivery)

Timeframe:

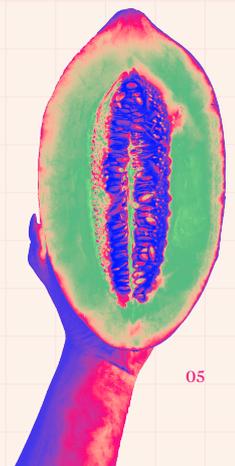
From May 2023 to September 2023 – **Concept prototyping + Test and Implementation**

October 2023 – **Projects Final presentation and selection of the 3 winning teams**

From November 2023 to January 2024 Project showcase Exhibition

Players: Multidisciplinary, skill-balanced design teams

Activities: Each team will proceed in Stage 4 to an important step of testing



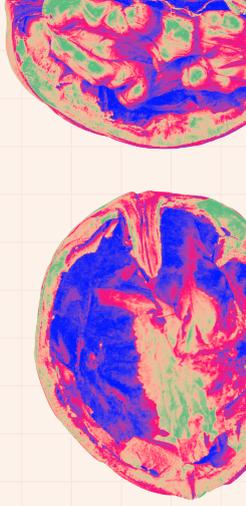
the ideas through an iterative process, in order to progressively improve the idea, design and functional and aesthetic appearance of the output, up to the final project deliverable.

The iterative process will be based on feedback and information provided and gathered through important and fundamental validation and verification steps in collaboration with project stakeholders.

Output: Proof of Concept (i.e. : SaaS, Service, Business Case, Product, Space, Product-Service System, etc.).

The outcome of this phase is intended as a kind of test that is conducted to determine whether a product, idea or service can be taken to a commercialisation stage. The Poc, in essence, allows to determine the technical and economic feasibility of an idea or product.

MODALITIES: All stages will be held both remotely and in presence (IED Network Headquarters); exhibitions might be held in Public Locations.



9. Originality of the idea/concept submitted

Below the rights and duties related to the idea/concept proposal and to the applicants to the Call will be listed.

The idea/concept proposal:

- Must be original
- Must be inspired by the theme outlined by the Challenge's Objectives(art. 2)
- It must not infringe any rights of any third party or applicable law.

The author (or the authors, in case of groups)

- Declare to hold all moral and patrimonial copyrights related to their submitted idea/concept proposal.
- In the event of disputes, will hold the Organizers harmless from any liability, costs, and charges of any nature that may be incurred due to the content of the submitted artwork.
- Proposals can be submitted only by their authors (or group leader), who, by doing so, declares and warrants ownership of their work, and that their submission does not violate any rights of third parties or applicable law.
- The author declares the originality of the submitted proposal and to be able to show its authorship, thus relieving the Organizers from any liability arising from possible claims by third parties in the field of copyright and related.

10. Prize and Awards

The 3 winning teams authors of the 3 worthiest projects are going to receive an award of merit of the value up to 1.000 euro each. The amount of the prize will be equally divided among all team members.

IED will identify at its own discretion the method of disbursement of the reward geared towards study and professional support (i.e. vouchers for the purchase of study support materials and tools/consulting packages with IED professionals with thematic focus to be defined)

11. Privacy Policy - Applicable law and Jurisdiction

Applicants personal data will be processed in compliance with applicable legislation, with particular reference to EU Regulation 2016/679 and Italian laws and regulations (hereinafter the "Applicable Privacy Regulations").

In accordance with art. 13 of the European Data Protection Regulation no. 2016/679 regarding the protection of personal data, we inform the Applicants that personal data will be processed by IED ISTITUTO EUROPEO DI DESIGN S.p.A. – Benefit Company and by ActionAid International Italia Onlus as independent Data Controllers, in compliance with current laws.



Each data controller shall process the collected personal data independently, through paper and/or electronic methods, in compliance with safety and confidentiality measures, exclusively for the following purposes: analysis and acceptance of submission requests, evaluation and awarding of works/concepts, selection of works, invitations to meetings and any other purposes deemed to carry out or connected to the Contest, as well as to comply with statutory requirements,

Data provided will be shared by the Data Controller with other Organizers, for purposes related to the Contest. Data may also be shared with third parties to comply with administrative, fiscal, and legal requirements.

Data will be stored for the length of time necessary for the execution of the Contest and for any connected activity.

Data Protection Officer for the processing carried out by Istituto Europeo di Design S.p.A. is Ecoconsult S.r.l., which can be contacted at dpo@ecoconsult.it. Data Protection Officer for the processing carried out by ActionAid International Italia Onlus is Isabella Di Ruggiero, which can be contacted at dpo.ita@actionaid.org

Pursuant to the articles 15-22 of the Regulation, Applicants will have the right to:

- Be informed of the purposes and methods of their personal data processing
- Access to their personal data
- Obtain a copy of their personal data if they are stored in countries outside the European Union, and to obtain an indication of the place where such personal data are stored or transferred
- Request the correction, updating or completion of their personal data.
- Request the deletion, anonymisation or blocking of the processing of their personal data.
- Whole or partially object to any processing carried out through automated decision-making processes, including profiling.
- Withdraw their consent to the processing, where given, free of charge and at any time, being understood that withdrawal of consent does not affect the lawfulness of processing based on consent that was given before withdrawal.
- Contact the Data Protection Officer of the Data Controller.
- Lodge a complaint with the Personal Data Protection Authority.
- Data portability, i.e. the right to receive one's personal data in a structured format that is commonly used and machine-readable, and the possibility of being able to transmit them to another controller free of charge and unhindered, where applicable.
- Request the restriction of the processing of their personal data, where applicable.

At any time Applicants can exercise such rights, including the erasure of data or objection to their use, by sending an email to privacy@ied.it towards IED and to dpo.ita@actionaid.org towards ActionAid International Italia Onlus.

Italian law will apply to any dispute concerning and/or arising from the submission to the Contest. By submitting, the Applicant explicitly and irrevocably agrees that the Court of Milan will have sole jurisdiction over any dispute arising from their participation at the Contest.

12. Questions and Information request

For more information on the Food Wave project, you can visit the official website www.foodwave.eu

For more information and specific inquiries on the call, please contact info@foodwave.eu

IED – Istituto Europeo di Design -Via Bezzacca 5 20135 Milano (Mi)
www.ied.it

For more info please write to: progetti.speciali@milano.ied.it
or call the following number: +39 025796952 from Monday to Thursday from 10 am to 6 pm Italian Time.

13. Promoters of the Call

The Food Wave project

Food Wave is co-funded by the EU and promoted by the Municipality of Milan together with 29 partners across 17 countries. The Food Wave Consortium involves 16 cities and municipal agencies plus 13 civil society organisations closely linked with the cities. C40, the international network of cities engaged in the fight against climate change, is also affiliated to the project.

The aim of the project is to create awareness of sustainable approaches to consuming and producing food in our cities in support of climate change mitigation and adaptation efforts, and to have an influential voice in institutional decisions, so we can achieve a fair and sustainable global food system by 2030.

The key messages of the Food Wave project could be resumed as follows:

- Choose a healthy and sustainable diet to reduce your impact on the planet
- Support local food systems and territorial markets
- Fight against food waste
- Improve your healthy and sustainable food education and share your knowledge
- Take action to ensure everyone access to healthy, fair and sustainable food

www.foodwave.eu

ActionAid Italia

ActionAid International Italia ONLUS is a member of the ActionAid international federation working with over 15 million people in Asia, Africa, Europe and Latin America to achieve social justice, gender equality and poverty eradication. Established in 1989, it has been active for more than 30 years in Italy and in the world.

ActionAid leads projects in Italy, Europe as well as in the Global South, through individual, high value and institutional funding, with a wide array of partners (including NGOs, CBOs, corporate partners and more).

ActionAid Italia is one of the implementing partners of the project “Food Wave Empowering Urban Youth for Climate Action”.

www.actionaid.it

IED – Istituto Europeo di Design

Since 1966, IED has been a leader in education and research in the disciplines of Design, Fashion, Visual Arts and Communication. Today, more than ever, IED is configured as a real permanent laboratory on contemporaneity in close relationship with the territory, a pioneer of new methodologies and experimentation.

www.ied.it

