ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

INTERNATIONAL STUDENT CHALLENGE:

URBANFARM2022

URBAN FARM CALL 2022

CONTENTS

PREFACE

This Guidebook is a useful summary of all information, terms and conditions for those students who would like to be involved in the international student Challenge UrbanFarm2022. The registration to the firth edition of the challenge will be possible from **October, 11th 2021 until November, 7th 2021.**

THE CHALLENGE

The competition is intended for Italian and international university students who are interested in making a contribution in the field of sustainable urban agriculture. Multidisciplinary teams of students from Bachelor, Master and PhD programs of the Study Degrees on Agriculture, Biology, Architecture, Design, Educational Sciences, Economics, Engineering and Social Sciences will have to draw on the latest innovations in architecture, agronomy and resource use to design urban agriculture systems capable of producing food and well-being for urban communities.

Two locations, identified in the municipalities of **Bologna** (Bologna, Italy) and **Solberga** (Stockholm, Sweden), will be carefully studied and, following the three pillars of sustainability (economic, environmental and social), they will be renewed.

The evaluation will focus on choices and solutions related to the growing systems (which can make use of artificial lighting) and climate management, as well as the strategies for water, mineral nutrition and integrated pest management. The interventions must also have a strong social and entrepreneurial connotation, promoting the generation of new forms of employment for disadvantaged users. The competition will take place in English language and will involve students from all over the world, evaluated by an interdisciplinary and international jury of experts.

_THE AIM

The main aim of UrbanFarm2022 challenge is to design innovative urban agriculture systems that integrate the best architectural and technological innovations to produce food in urban environments. It also intends to promote multidisciplinary and international cooperation between students belonging to ALMA MATER STUDIORUM – University of Bologna and other universities all over the world. Every team can decide to design one or more of the three projects. At the final event, one project per each location will be awarded.

_REQUIREMENTS FOR PARTICIPATION

Teams may be composed by university students regularly enrolled in Bachelor, Master and PhD courses in the disciplines of Agriculture, Biology, Architecture, Design, Educational Sciences, Economics, Engineering and Social Sciences. All members must provide proof of enrolment during registration to the challenge. Teams with international and multidisciplinary members are very welcome, although it is not compulsory to have different disciplines included in the team.

In case you will need some help to build up your team join the dedicated [Facebook group](#) and introduce yourself, indicating your university background and email address. Alternatively, you can contact us at urbanfarm@unibo.it, we are willing to help you find workmates.

_TEAM REGISTRATION

Teams can register from **October, 11th 2021** to **November, 7th 2021. Registration is mandatory for the participation to the challenge.**

Each member of each team must register online filling the format at this [link,](#) and taking care to designate a team leader. To confirm the team registration, the team leader must write an email to urbanfarm@unibo.it, requesting the team code (identification number) to be used when delivering the different project materials.

To find more information about challenge conditions please continue reading this handbook or go to the [website](#).

_CHALLENGE CLARIFICATION

Applicable to all locations (every team can decide to apply to only one or both the two locations):

1. You will design a structure or renovate the existing buildings and spaces in an urban or peri-urban setting.

2. You will choose crops that are essential to the connection with people in the neighborhood and city and important for your business model.

3. Your concept should be applicable and scalable on similar locations.

4. The technological innovation is one of the most important aspect of the project. You will consider the processing of the crops and may innovate in the area of urban farming.

5. You will design the plant production systems and ensure circular resource flows. The plant production systems will need to be appropriate to the typologies of users that will work on them.

6. Sustainable solutions will need to address the concept of circularity. Therefore, contribution to the circularity of the neighborhood or city, as well as integration of recycle and upcycle strategies are a plus.

7. Food production, environmental issue and social inclusion are the key functions, and are essential to the business model(s) you will develop. It is not mandatory for food production to be the main source of income for the building or to take place on a commercial scale.

INTRODUCTION OF THE TWO LOCATIONS

Despite the general objectives, it is good to remember the specificities of each location and therefore the aspects on which focus shall be made.

_SERRE OF GIARDINI MARGHERITA (BOLOGNA, ITALY)

Le Serre dei Giardini Margherita is a metropolitan HUB dedicated to innovation and the promotion of entrepreneurial culture. Located in the centre of one of Bologna's largest parks, this location is a gathering space for many citizens and tourists, thanks also to the countless services currently offered (e.g. coworking space, experimental educational service, exhibition spaces, restaurant, etc.). It also has an area dedicated to the production of vegetables with an aquaponic system.

In order to entirely requalify the area, the two greenhouses of 300 square metres each and the 1,500 square metres of outdoor space will soon undergo regeneration with the primary objective of strengthening and innovating the artistic and cultural offer of the complex and consolidating the circular production system currently in use.

Detailed description of the space and information material can be found here.

_SOLBERGA (STOCKHOLM, SWEDEN)

The green area selected for the pilot is located in Solberga, a residential area in the district of Stockholm.

It is an important place for the residents who live there because it is a meeting space with beautiful trees that create a peaceful atmosphere and a well-used children's play zone. However, the garden is not as welcoming as the residents would like it to be and is currently unusable during the colder seasons of the year. It is also difficult to reach because of the lack of direct connections to Stockholm.

The community would like to rethink the space to make it usable all year round, implementing urban gardening activities and spaces for inclusion and sharing, while maintaining the beauty of its natural elements.

Detailed description of the space and information material can be found here.

ROUNDS, SELECTIONS AND DEADLINES

The challenge is organized in three steps: Round 1, Round 2 and the Grand Finale.

_ROUND 1

At registration, each team leader will receive an **identification number** for the team.

After the registration, to participate in Round 1 each team must send:

- *University certificate* (or *booklet* or *receipt of University Enrolment*) for all members of the team
- *Abstract of the project*
- *Video presentation*

Deadline for Round 1 is **November, 7th 2021**.

By **November, 21st 2021**, the list of the teams (**up to maximum 60**) that will be admitted to the Round 2 will be published on the challenge website.

In the text below, you will find detailed conditions regarding how to send and prepare the material for the submission.

_ABSTRACT

> The abstract should be **ANONYMOUS** and only reference to the identification number of the team shall be included. This is an **ELIGIBILITY** condition.

The abstract is a short summary of your project. The abstract must be sent both in word and pdf format, following [our template](). Send the abstract to [urbanfarm@unibo.it]() by email. **Before sending it, rename your file by using only your IDENTIFICATION NUMBER.** Maximum range of the abstract is 2'000 words + 3 pages of annexes.

_VIDEO PRESENTATION

Each team has to produce a 2-minutes video (MP4) introducing the team, its ideology and the reasons behind the participation in the challenge. Video must be sent to urbanfarm@unibo.it using a file sharing software (e.g. WeTransfer). **Before sending it, rename your MP4 file by using only the NAME OF YOUR TEAM.**

_EVALUATION CRITERIA

For Round 1, a maximum of **10 points** will be awarded (7 for the abstract and 3 for the video).

The scientific committee of the competition will evaluate the abstract, taking into account:

- the elements of innovation;
- the environmental, social and economic sustainability of the project;
- the multidisciplinarity of the project.

The elements considered for the evaluation of the videos will be:

- concept;
- innovation;
- overall quality.

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_TOWARDS ROUND 2 AND THE GRAND FINALE: THE STUDENT RENDEZVOUS

In order to support teams in the preparation of the project proposal, the ALMA MATER STUDIORUM - University of Bologna will organize a series of student rendezvous to help participants improve some of the essential skills for writing an effective urban agriculture project. The one-hour student rendezvous will take place once a week from **October, 11th** to **December, 13th**, in the format of online meetings on the Microsoft Teams platform.

Dates, times, topics and links to the lessons will be communicated on the UrbanFarm International Student Challenge [Facebook](#) channel and [website](#).

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_ROUND 2

The Round 2 will be open from **November, 22nd 2021** to **January, 5th 2022**.

Each team has to send:

- *the project proposal*;
- *2-minute video*;
- *proof of the concept*;
- *photo of the team.*

Deadline for Round 2 is **January, 5th 2022**.

Only teams admitted to Rounds 2 can participate.

By **January, 31st 2022** the list of the teams (**up to maximum 12**) that will be admitted to the Grand Final will be published on the challenge website.

In the text below, you will find detailed conditions regarding how to send and prepare the material for the submission.

_PROJECT PROPOSAL

> The project proposal should be **ANONYMOUS** and only reference to the identification number of the team shall be included. This is an **ELIGIBILITY** condition.

The project proposal describes the whole concept of your project. The [proposed template](#) contains all

the instructions needed for the projects' submission. **The use of the template is mandatory.**
Send the document to urbanfarm@unibo.it by email. **Before sending it, rename your file by using only your IDENTIFICATION NUMBER. The document must be sent both in word and pdf format.**

The final project will be composed of 7 sections, organized as follow:

- *General introduction of the project* **(600 words)**

- *Agricultural section* **(2000 words)**

- *Environmental sustainability section* **(2500 words)**

- *Architectural section* **(2000 words)**

- *Economic section* **(2000 words)**

- *Social and educational section* **(2000 words)**

- *Annexes* **(15 pages)**

_VIDEO

Each team has to produce a 2-minute video (MP4) addressing the project in general (why should your project be the one that will be implemented, what is innovative and unique about your project). Send the video to urbanfarm@unibo.it using a file sharing software (e.g. wetransfer). **Before sending it, rename your MP4 file using only your TEAM NAME.**

_PROOF OF CONCEPT

Proof of concept is the demonstration, typically resulting from an experiment or pilot project, that a design concept is feasible. You are asked to provide a demo of key technologies/innovations in the form of a prototype, a video, an architectural model, etc. depending on the type of innovation. It is not required to innovate on all criteria. It is suggested to innovate at the level of the total concept, while selecting at least one (1) environmental, (2) economic, (3) social. It is possible to provide multiple proofs of the concept. The document must be send as PDF file to urbanfarm@unibo.it by email.by email.

_PHOTO OF THE TEAM

Each team must provide a team photo in TIFF format.

_EVALUATION CRITERIA

For Round 2, a maximum of **60 points** will be awarded (50 for the project proposal and proof of concept and 10 for the video).
The scientific committee and the international jury of the competition will evaluate the project

proposal and the proof of concept, taking into account:

- the elements of innovation;

- the sustainability (environmental, social and economic) of the project;

- the multidisciplinary nature of the project

They will pay specific attention to the elements defined in the template.

The elements considered for the evaluation of the videos will be:

- concept;

- innovation;

- overall quality.

_ONLINE VOTING

Online voting will be available on the challenge website from **February, 3rd 2022** to **February, 13th 2022**. General audience can vote online the preferred team video. 5 points will be attributed to the team with the most voted video. The results of the online voting procedure will be published on **February, 15th 2022** on the challenge website.

_GRAND FINALE

The Grand Finale will take place at the NovelFarm expo in Pordenone Exhibition center on **February, 16th** and **17th 2022**.

The 12 teams selected after Round 2 will present their projects to the general audience and the international jury through the designers' market and the pitch.

The travel and accommodation costs will be covered by the participants.

The organising committee **reserves the right to make changes** to the program and structure of the UrbanFarm2022 Grand Finale if it becomes necessary due to COVID-19 contingency.

_DESIGNERS MARKET

At the Grand Finale, each team will have an exhibition booth to be set up in order to present their project to the public of the fair. The exhibition booth may contain prototypes of the project, posters, and promotional material of the project.

The general public will have the opportunity to vote for their favorite project during the whole day of **February 16th** and **February 17th, until 12:00 pm**. Each person will be allowed to express only one preference. The project that will collect more preferences will be awarded with 5 points.

The costs for setting up the booth will be covered by the team members.

_PITCH

The final pitch should not be longer than 5 minutes. How to organize the pitch is given to the teams. Each team will present its project to the public and jury and then undergo a 5 minutes session of questions from the jury. The jury will evaluate pitches up to 20 points, based on the quality of the projects and the presentations and the capability of the teams to stand questions.

_FINAL BATTLE

Adding up the points gained during Round 1, Round 2, online voting, designers' market and pitches, the best 2 projects for each location will be selected. These 4 teams will access the final battle, a dueling debate during which the teams will answer another set of questions from the international jury. Finally, the jury, evaluating the answers provided will decide the finale ranking.

_THE AWARDS

The total jackpot of the challenge is **€ 8'000**, and will be divided in three prizes as described in the table below.

Bologna prize	4'000€
Stockholm prize	4'000€

_RATING CRITERIA

Total score may be up to maximum 100 points.

	Deadline	Evaluated material	Score	Assessors
Round 1	07/11/21	Abstract + Video 1	10	Scientific committee
Round 2	05/01/22	Full project + Video 2 + Proof of concept	60	Scientific committee + International Jury
Online voting	13/02/22	Summary + video	5	General audience
Designers Market	17/02/22	Booth at the fair	5	General public
Pitch	17/02/22	5' pitch + 5' questions	20	International Jury

For each step, in case of equal points between 2 teams, **the team composed by students from a greater number of different universities will be preferred.**

_THE JURY

Members of the Jury include specialists in the field of agricultural sciences, architecture, economics, environmental and social sciences. Please see the dedicated webpage for further information on the International Jury composition.

_THE JURY

AFTER THE CHALLENGE

After the challenge, each participant will receive an attendance certificate. The University of Bologna will publish the materials developed during the competition. Participants will be put in touch with the municipalities involved in the competition and the materials developed during the competition will be made free available to municipalities.

_INTELLECTUAL PROPERTY RIGHTS

Each team has intellectual and industrial property rights to data, designs, information, prototypes developed and submitted or transmitted under this Challenge.

By entering the Challenge, each participant agrees to grant the University of Bologna, as the owner of the challenge, a perpetual, **royalty-free** and irrevocable license of use of the documents, prototypes, materials and information submitted within the Challenge for research and educational purposes, including the production of scientific publications aimed at communicating and promoting the Challenge's results. In addition, each participant agrees to grant municipalities a license to view and use data, designs, prototypes and information submitted, exclusively for the purpose of urban regeneration covered by the Challenge. Furthermore, each participant authorizes the ALMA MATER STUDIORUM - University of Bologna to publish photos and videos taken during the Challenge, including the final event, as well as to publish on its website the names of the participants, the names and identifying signs of the projects for promotional and advertising purposes closely related to the challenge or in other ways considered valid for the dissemination of the results of the competition.

PRIVACY

The data provided will be processed for the purpose of carrying out the institutional activities of the University and will be stored in accordance with the provisions of the European Privacy Regulation EU 2016/679 and D.Lgs. 196/2003 ss.mm.ii.

The data will be processed by computer and not. The provision of data is required to present Ideas and Projects in the context of this challenge. Such data will be communicated and/or diffused only in execution of precise normative dispositions.

The Data Controller of the data provided is Alma Mater Studiorum - University of Bologna, with registered office in via Zamboni, 33 - 40126 Bologna, in the person of the Rector as legal representative.

Contact details: privacy@unibo.it; scriviunibo@pec.unibo.it

Contact details of the Data Protection Officer (RPD/DPO): privacy@unibo.it.

The Internal Responsible for the reply to the interested party is the Director of the Department of Agricultural and Food Sciences.

As data subjects, participants enjoy the rights set out in sections 2, 3 and 4 of Chapter III of Regulation (EU) 2016/679 (e.g. to ask the data controller for: access to and rectification or erasure of their personal data; to request the restriction of the processing of their personal data; to object to the processing of their personal data; to have the right to data portability).

PARTNERS AND SPONSORS

ORGANIZER:

ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

MAIN PARTNERS:

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OTHER PARTNERS:

AQUAPONIC DESIGN

MEDIA PARTNERS:

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PROMOTER:

ISHS