

DEADLINE
July 31, 2014



Barilla
Center
FOR FOOD
& NUTRITION



Milan, 3-4 December 2014

SAVE THE DATE

ALL BCFN MATERIALS ARE AVAILABLE ONLINE
WWW.BARILLACFN.COM



Discover more on WWW.BARILLACFN.COM



The Double Pyramid Model

BARILLA CENTER FOR FOOD AND NUTRITION FOUNDATION

The BCN Foundation is an independent center for multidisciplinary thinking and proposal with the aim of providing multiple outputs and contributions with high scientific contents and become over time a valuable tool for institutions, for Scientific Community, for international organizations and for People, a privileged meeting point for anyone taking care of food, the environment, the sustainable growth and the implications on people's and society's life.

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Discover the environmental and Double Pyramid Model, recommending sustainable eating habits which are good for you and good for the Planet. From publications to interactive tools an innovative approach to the most urgent issues related to food and nutrition, from field to table.



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WHAT IS THE BCFN YES! ?

BCFN YOUNG EARTH SOLUTIONS! (YES!) is a contest promoted by the **BCFN Foundation** that challenges students worldwide to develop new ideas on food-related issues. BCFN YES! will be part of the **6th International Forum on Food and Nutrition in Milan on December 3 and 4, 2014**, a privileged platform for debating the most urgent issues for People and for the Planet.

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WHAT IS THE INTERNATIONAL FORUM ON FOOD AND NUTRITION?

The Forum is an **annual global event** on significant issues linked to food and nutrition. In 2013 the forum registered an audience of more than 25,000 people, hosting 50 speakers. Among them, Nobel Prize winners, international organizations, academics, scientists, experts, companies and food industry operators from all over the world.

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WHY PARTICIPATE AT THE BCFN YES! ?

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 the **6th International Forum** and promote discussion and networking for future developments.

In addition to this:

- Ideas will be selected by a jury consisting of experts appointed by the BCFN Foundation and its Advisory Board.
- The winning idea will receive a prize of **€ 10,000.00** (ten thousand Euros).
- The 10 finalists (individual students or teams) will get mentoring from the BCFN YES! **coaching team**.
- The BCFN Foundation will cover the **travel and hotel** expenses for the entire duration of the 6th International Forum for each of the 10 finalists (individual students or teams).
- **All the finalists** will have the opportunity to have their **name and the abstract** of their idea on the **BCFN YES! website**.
- Be part of the **Call to Action** on: www.milanprotocol.com

WHAT IS THE MILAN PROTOCOL?

The Milan Protocol was presented during the 2013 edition of the International Forum on Food and Nutrition.

Its goal is to unite citizens and institutions in the pursuit of achieving a sustainable food system by tackling the world current issues along three lines:

- **Promote healthy lifestyles**
- **Create a sustainable agriculture**
- **End food waste**

These three themes are the challenge for BCFN YES! 2014 participants!

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HOW CAN A STUDENT GET INVOLVED?

Individual students, or teams with a maximum of 3 members, must register online at www.bcfnyes.com and send their ideas **from April 1 until July 31, 2014**.

University students from any faculty, year and country, under the age of 35 on November 30, 2014 are eligible to participate.



THE FUTURE OF FOOD IS GROWING WITH US



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