



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

# International student challenge:



**URBANFARM2021**



**Urban Farm Call 2021**



# CONTENTS

<b>CONTENTS</b> .....	<b>3</b>
<b>PREFACE</b> .....	<b>4</b>
<b>THE CHALLENGE</b> .....	<b>4</b>
<i>The Aim</i> .....	4
<i>Requirements for participation</i> .....	5
<i>Team registration</i> .....	5
<i>Challenge Clarification</i> .....	6
<b>INTRODUCTION OF THE THREE LOCATIONS</b> .....	<b>7</b>
<i>SALUS SPACE Garden (Bologna, Italy)</i> .....	7
<i>MASSIMO TROISI park (Naples, Italy)</i> .....	7
<i>CITÉ MARAÎCHÈRE (Romainville, France)</i> .....	8
<b>ROUNDS, SELECTIONS AND DEADLINES</b> .....	<b>9</b>
<i>Round 1</i> .....	9
<i>Towards Round 2 and the Grand Finale: the students rendezvous</i> .....	10
<i>Round 2</i> .....	11
<i>Online voting</i> .....	13
<i>Grand Finale</i> .....	13
<i>The Awards</i> .....	14
<i>Rating Criteria</i> .....	15
<i>The Jury</i> .....	15
<b>AFTER THE CHALLENGE</b> .....	<b>16</b>
<i>Intellectual Property Rights</i> .....	16
<i>Privacy</i> .....	16
<b>PARTNERS AND SPONSORS</b> .....	<b>18</b>

## **PREFACE**

This GuideBook was prepared for students who would like to be involved in the international student Challenge UrbanFarm2021 as a summary of all information, terms and conditions. The registration will be possible from **September, 1<sup>st</sup> 2020 until October, 15<sup>th</sup> 2020.**

## **THE CHALLENGE**

The competition is dedicated to the students of ALMA MATER STUDIORUM – University of Bologna and is open for participation of students from Universities from all over the World. The aim is to create international 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 which will work together on the designing of innovative urban agriculture systems that integrate the best architectural and technological innovations to produce food in urban environments.

Three locations, identified in the municipalities of **Bologna** (Bologna, Italy), **Naples** (Naples, Italy) and **Romainville** (Romainville, France), will be studied and redesigned by the students teams, in order to propose the best strategies in the three pillars of sustainability (economic, environmental and social). The teams will be ranked based on their choices and building solutions related to the use of growing systems (which may make use of artificial lighting) and climate management, as well as the strategies for water and 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.

### *The Aim*

The main aim of UrbanFarm2021 challenge is to design innovative urban agriculture

systems that integrate the best architectural and technological innovations to produce food in urban environments. It also aims at promoting 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 enrolled students (proof of enrolment of all members will be requested during registration) of the university degree courses of bachelor, master and PhD from the disciplines of Agriculture, Biology, Architecture, Design, Educational Sciences, Economics, Engineering and Social Sciences. 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 our [FB group](#) and introduce yourself, indicating your university background and email address, or contact us ([urbanfarm@unibo.it](mailto:urbanfarm@unibo.it)), we are willing to help you find workmates.

### *Team registration*

Teams registration is open from **September, 1<sup>st</sup> 2020** to **October, 15<sup>th</sup> 2020**. **Registration is mandatory for the participation to the challenge.**

Each team must select a team leader. Each member of the team (including the team leader) must register online filling the format at this [link](#). To confirm the team registration, the team leader must write an email to [urbanfarm@unibo.it](mailto: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 our [website](#).

## *Challenge Clarification*

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

1. You will design a structure or redevelop the present buildings and areas in an urban and 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. The sustainability will need to address concept of circularity; 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 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 THREE 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.

### *SALUS SPACE Garden (Bologna, Italy)*

It is an urban regeneration plan, where the former building (Villa Salus) has been demolished and replaced with a new residential building made of wood (X-Lam) and the total refurbishment of an existing building (former hyperbaric chamber). In addition, there are three small temporary buildings (made with shipping containers). There are not landscape constraints and the connection is given by public bus transportation (at about 800 mt.) and cycle ways. It is a peripheral area surrounded by agricultural fields, a nursery (garden centre) and a retirement home for elderly people. The entire area will become a new hospitality centre addressed to refugees, students and families with children, according to a collaborative housing model. The area will host also some economic activities, to actively involve some guests and disadvantaged people, creating a multidisciplinary and multicultural environment.

Detailed description of the location, floor plan, outside and inside photos, video of the place are available [here](#).

### *MASSIMO TROISI park (Naples, Italy)*

The park selected for the pilot is located in a district of the City of Napoli suffering from excessive population density and infrastructure of built environment which covers an area of 12 ha, that includes both open spaces, mainly grown with Mediterranean plant species, some greenhouses and an artificial pond collecting rainwaters. It is embedded into the urbanistic tissue of the eastern metropolitan area of Naples. It is very close to two railways stations and directly connected by main arterial roads to the city centre. Today the space is unused and the future of the area has not been yet defined. However, requests have been received from private individuals to use it for the creation of vegetable gardens.

Detailed description of the location, floor plan, outside and inside photos, video of the place are available [here](#).

## *CITÉ MARAÎCHÈRE (Romainville, France)*

The Cité Maraîchère is designed as a new living space for the inhabitants of the Marcel Cachin working-class district and Romainville in general. The Cité Maraîchère is a public service for urban agriculture and solidarity food provided by the City of Romainville in the form of a work integration project. It brings together in one place: market gardening (a 6-storey greenhouse of 1000m<sup>2</sup>, a mushroom farm of 100m<sup>2</sup> and a first roof of 350 m<sup>2</sup>), catering, sales, training, research, gardening, and composting, culinary, cultural and scientific events. The challenge: to promote access to fresh and healthy produce for modest households and to offer environmental education to all. A totem pole, the Cité Maraîchère is the starting point for a public service in the archipelago, with the eventual operation of 14 orchards, seven roofs and basements in the district under urban renewal (ANRU+) Youri Gagarine. We propose to the students to think about the development model of the Cité Maraîchère's activities for a public food service on the scale of the whole Roman territory. Detailed description of the location, floor plan, outside and inside photos, video of the place are available [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 **October, 15<sup>th</sup> 2020**.

By **October, 30<sup>th</sup> 2020**, 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](mailto: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) as an introduction of the team in order to share the reasons of the participation in the challenge. Video must be send to

[urbanfarm@unibo.it](mailto:urbanfarm@unibo.it) using a file sharing software (e.g. wetransfer). **Before sending it, rename your MP4 file by using only your team name.**

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

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

- concept;
- innovation;
- overall quality.

## *Towards Round 2 and the Grand Finale: the students rendezvous*

In order to assist the teams in the preparation of the project proposal, the ALMA MATER STUDIORUM - University of Bologna will organize different students rendezvous, during which different skills regarding the development of the project will be improved. The schedule of the students rendezvous is the following:

- First rendezvous (International student challenge URBANFARM: past, present and future);
- Second rendezvous (Find your team! and tips for a successful concept presentation);
- Third rendezvous (Overarching the three sustainability pillars).

All the rendezvous will take place at Scuderia Future Food Urban Coolab (Piazza Verdi, 2, Bologna, Italy) and streamed through videoconference in the challenge FB channel.

## Round 2

The Round 2 will be open from **November, 1<sup>st</sup> 2020** to **January, 3<sup>rd</sup> 2021**.

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, 3<sup>rd</sup> 2021**.

Only teams admitted to Rounds 2 can participate.

By **February, 1<sup>st</sup> 2021** the list of the teams (**up to maximum 15**) 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](mailto: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](mailto: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

With proof of concept we mean: evidence, typically deriving from an experiment or pilot project, which demonstrates that a design concept is feasible. You are asked to provide a demo of the key enabling technologies / innovations. A demo is a representation of the innovation and may take the form of e.g. a prototype, video, 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](mailto:urbanfarm@unibo.it) 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 it into account:

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

paying 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, 4<sup>th</sup> 2021** to **February, 14<sup>th</sup> 2021**. 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, 16<sup>th</sup> 2021** on the challenge website.

### *Grand Finale*

The Grand Finale will take place at the [NovelFarm](#) expo in Pordenone Exhibition center on **February, 17<sup>th</sup>** and **18<sup>th</sup> 2021** (the Grand Final programme may be subjected to change due to COVID-19 contingency).

The 15 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.

### 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 17<sup>th</sup>** and **February 18<sup>th</sup>**, 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 of the teams will present their 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 6 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 € 12'000, and will be divided in three prizes as described in the table below.

<b>Bologna prize</b>	<b>4'000€</b>
<b>Naples prize</b>	<b>4'000€</b>
<b>Romainville prize</b>	<b>4'000€</b>

## *Rating Criteria*

Total score may be up to maximum 100 points.

	<b>Deadline</b>	<b>Evaluated material</b>	<b>Score</b>	<b>Assessors</b>
<b>Round 1</b>	15/10/20	Abstract + Video 1	10	Scientific committee
<b>Round 2</b>	03/01/21	Full project + Video 2 + Proof of concept	60	Scientific committee + International Jury
<b>Online voting</b>	14/02/21	Summary + video	5	General audience
<b>Designers Market</b>	18/02/21	Booth at the fair	5	General public
<b>Pitch</b>	18/02/21	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.

## **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 to the communication and promotion of 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](mailto:privacy@unibo.it); [scriviunibo@pec.unibo.it](mailto:scriviunibo@pec.unibo.it)

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

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