

Challenge Innovation Makers Agrifood

**What will we eat in the future and how will it be produced?
How can technical and social innovations contribute to a sustainable
agricultural and food system?**

These questions are central to the Challenge Innovation Makers Agrifood for students.

The Challenge Innovation Makers Agrifood is a competition for students to contribute to a sustainable agricultural and food system. The province of Noord-Brabant is organizing this challenge because it contributes to the ambitions of the province for the food chain of tomorrow.

The challenge

In this challenge, students contribute to a sustainable agricultural and food system in the province of Noord-Brabant, using knowledge about data/trends and/or high-tech. We want to invite students from as many different study programs and educational institutions as possible to get started with this. Entries can be about the agricultural and food system as a whole or about practical issues of, for example, an entrepreneur in the field of agriculture or food. Students often already tackle these issues as existing assignments for school (minors, internships, graduation courses, projects, etc.). We ask you to share your ideas and plans with us. Entries of all levels (MBO, HBO and WO) are welcome!

What does participation mean?

- An invitation to the closing event at a special location where the winners will be announced. The closing event will take place on Wednesday, January 25, 2023 from 3:00 PM to 5:30 PM.
- You have a chance to win one of three cash prizes (first prize €1.000, second prize €500 and third prize €250) that will be awarded by an expert jury at the closing event.
- In addition to the regular guidance that you receive from your own education, we offer you a coaching conversation in order to preparation for the closing event.
- You will receive a certificate of participation.
- The opportunity to attend the 'Supermarket of the future' symposium during the
- Dutch Design Week from 22 to 30 October 2022.

Requirements

- The entry contributes to strengthening a sustainable agricultural and food system in Noord-Brabant, where you make use of knowledge about data/trends and/or high-tech. Entries can focus on the system level as well as on practical issues related to agriculture and food.
- Entries from students from all over the Netherlands (and beyond) are welcome.
- You can register as a team or alone.
- The submission must be innovative (in content and/or approach) and attention must be paid to feasibility (estimation of financial, technical and social opportunities).
- The submission must be clearly presented in word and image (graduation thesis, internship report, etc.).
- The student project must have started in the 2021-2022 or 2022-2023 school year.
- You can register for the challenge until November 18, 2022.
- Entries must be submitted no later than January 11, 2023.

Time investment

You can decide how much time you want to spend on your submission. Your submission may be an existing project or assignment that you are already carrying out for your studies (internship, research, etc.). As a result, this challenge fits in well with your training.

Join!

Are you interested or do you have any questions? Please contact Marcel Webster of the province of Noord-Brabant (mwebster@brabant.nl, tel +31 6 55 68 69 67) or fill in the form below to register.

*I'm participating in the
Challenge Innovation Makers Agrifood!*