

# (B)EAT THE SYSTEM

Contest of ideas



OUR FOOD  
OUR FUTURE

## SUBMISSION FORM

How can young European raise their voices for a fair and sustainable food system? By fighting together – and by having the best ideas! „(B)eat the system“, our contest of ideas, let's you get creative: How to raise awareness for the injustices in global supply chains? How to pressure businesses to stop workers exploitation? And on how to demand change from European politicians? Bring in your ideas!

## HOW TO SUBMIT YOUR IDEA:

- 1 FILL OUT THIS FORM**  
Send the submission form to: [ourfood@ci-romero.org](mailto:ourfood@ci-romero.org)
- 2 SHOOT A SHORT VIDEO (optional)**  
Bring your idea to life by showing us a dry run, or by giving us a quick explanation! Please use a similar file name as for the submission form.
- 3 SEND YOUR VIDEO (optional)**  
Use a file transfer service (for example [wetransfer.com](https://www.wetransfer.com)) and send the link to the e-mail address as stated above. Please use a similar name as for the submission form.
- 4 WE WILL INFORM YOU**  
about the ongoing contest and the voting process via e-mail.



**THE BEST IDEAS WIN PRIZES LIKE SUSTAINABLE SHORT TRIPS THROUGH EUROPE OR LOCAL FOOD BOXES.**

**SUBMISSION DEADLINE: August 31th 2021**




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the European Union

## WHO ARE YOU?

Please give us the names of everybody in your group and at least one e-mail address we can use to contact you.

## WHO CAN PARTICIPATE?

## WHAT CATEGORY DO WANT TO SUBMIT IN?

-  ☐ Best online idea
- ☐ Best offline idea
- ☐ Best on/offline idea

## WHAT IS YOUR IDEA CALLED?

Do you already have a name?  
*Don't worry: It is entirely optional*



## WHAT'S YOUR ACTION IDEA?

A massive flash mob on social media, a colourful protest in front of the parliament or an online-game that lets you experience the life of a migrant farmer: What is happening in your action?

## WHAT DO YOU NEED TO REALISE YOUR IDEA?

Does your action idea require the programming of a new app, a Twitter account or just a pencil and some cardboard?

## HOW DOES YOUR IDEA HELP OUR FIGHT FOR A FAIR AND SUSTAINABLE FOOD SYSTEM?



There's many ways in which your idea can help!



## WHY IS YOUR IDEA A WINNER?

Is it the most fun? Does it pack an emotional punch?  
Or is it something never seen before?

## HAVE YOU ALREADY TRIED THE ACTION IDEA? IF SO, TELL US WHAT YOU EXPERIENCED!?

## DONE? SEND US A VIDEO!



To make it easier for people across Europe to imagine your action idea, please send us a short video in which you present your idea. You can be as creative as you want: Use photos, drawings or animations, act or dance out your idea, show video from past actions or simply talk to the camera. Please ensure to use a landscape format and not to show copyrighted materials. The video should not be longer than 3 minutes.

## CONTEST RULES



- ➡ Up to ten people can submit an idea together.
- ➡ Participants must be between 15 and 35 years old to participate.
- ➡ Winners will be picked via online voting in the summer of 2021.
- ➡ If you win, you might be asked to participate in an award ceremony at one of our international Youth Labs.
- ➡ The “Our Food – Our Future” campaign retains the rights to implement and carry out the ideas for the purposes of the campaign. Ideally this execution will be organised together with you, the creators, and with the full support of the campaign team and a pr-agency.
- ➡ For the online voting process, the ideas will be displayed on a public website. Contestants can opt out of having their name displayed on the website.
- ➡ You can submit as many ideas as you like.
- ➡ You can view all submission in our cloud:  
<https://owncloud.suedwind.at/index.php/s/a4PM42oYeaTdeH2>