



INTERNATIONAL CALL FOR SOLUTIONS

On the occasion of EXPO 2015 in Milan with the title "Feeding the planet, energy for life", **Fondazione Giacomo Brodolini, in the framework of the Social Roots project**, with the support of the Italian Ministry for Agricultural, Food, and Forestry-related Policies, launches an **international call for solutions** with the objective to use EXPO as an opportunity for re-thinking the future of the agrifood sector through:

- the creation of an international **ecosystem** for social innovation;
- the promotion of social innovations in the agrifood sector;
- the start up of new initiatives and the creation of synergies between existing ones.

Fondazione Giacomo Brodolini is looking for ideas and projects on social innovation in the agrifood sector able to foster sustainable entrepreneurship with a focus on one or more of the 7 sub-themes of EXPO 2015:

- Science for Food Safety, Security and Quality
- Innovation in the Agro Food Supply Chain
- Technology for Agriculture and Biodiversity
- Dietary Education
- Solidarity and Cooperation on Food
- Food for Better Lifestyles
- Food in the World's Cultures and Ethnic Groups

More specifically, we are looking for ideas or projects that promote social innovation in the agrifood sector in one or more of the following ways:

- business models with a social mission and impact;
- technologies, products or services that lower the environmental impact;
- processes and value chains for sustainable food production and distribution;
- platforms for rural communities regeneration and local economic development.

We will select up to **20 ideas or projects** that will be invited to attend the "EXPO Camp" taking place in Milan in the first half of September 2015. Fondazione Giacomo Brodolini will cover travel and accommodation costs for the participation to the event up to 10 participants. All other selected proponents will be invited to join the EXPO Camp at their own expenses.

The EXPO Camp will be a full week event with workshops, seminars and activities that will help participants:

- a) focus on the national and international context of social innovation in the agrifood sector, gaining key insights into potential target markets;
- b) develop and refine the idea or project with the support of experts and other stakeholders;
- c) get knowledge on funding opportunities;
- d) meet with potential business and technology partners;
- e) get ready to present their initiatives to potential investors and established businesses.

From all the participants to the EXPO Camp, the Scientific Committee of the project will select up to 3 ideas that will have access to an acceleration or incubation process for the duration of 3 months in Milan at FabriQ, the incubator for social innovation of the City of Milan, and Alimenta, the accelerator dedicated to hi-tech companies in the agrifood sector hosted by Parco Tecnologico Padano.

Eligibility

The call is open to individuals, Universities, SMEs, R&D Labs, NGOs, Cooperatives, Social Enterprises and other public or private institutions and organisations.

Procedure for submission

To submit your idea or project, please download the following two documents from the website www.socialroots.eu:

1. Proposal cover sheet
2. Proposal narrative - Project information

Ideas must be submitted in English or Italian.

Proposals (cover sheet + proposal narrative) must be submitted with an email to info@socialroots.eu no later than the 15th of June 2015 at 9.00 p.m. GMT.

For more information please write an email to: info@socialroots.eu .

A FaQ section will be published on the project webpage.

Ideas assessment and selection process

The assessment and selection of the ideas will be carried out by a Scientific Committee made up of representatives from Fondazione Giacomo Brodolini, The Italian Ministry of Agriculture alongside with a panel of representatives from each project partner.

The assessment will be carried out according to the following criteria:

- *Relevance* - relevance to the themes of the call.
- *Vision*-potential to create real positive change.
- *Innovation* - the degree of innovativeness in relation to existing initiatives..
- *Social impact* - the capacity to promote community development and empowerment..
- *Embeddedness* –the degree of relationship with stakeholders in the local ecosystem.
- *Feasibility*–the presence of obstacles to the implementation and of a strategy on how to overcome them.
- *Scalability and replicability* –the possibility to scale up the idea internationally and/or export it to other local communities.

A strong preference will be given to ideas or projects that integrate and promote gender balance.

The ideas or projects selected will be published on the project website and contacted officially by Mid July 2015. Please note that the ideas or projects not selected might not be informed or contacted due to the large numbers of proposals received.