

VIENNA DESIGN WEEK

URBAN FOOD & DESIGN CHALLENGE 2022

Together with the VIENNA DESIGN WEEK, the Vienna Business Agency announces a challenge on the topic of Urban Food & Design. The call for entries is aimed at designers and creative professionals from all sectors.

This year, the URBAN FOOD & DESIGN format activates the innovative power of the design and creative scene to initiate change processes in four different sectors of the food industry. With an open call centering on specific challenges URBAN FOOD & DESIGN enables the cooperation with selected partner companies to jointly develop innovative design solutions.

Designers can thus work directly and with realization potential on significant challenges of the urban food supply and present tangible projects in the festival program of VIENNA DESIGN WEEK. The design solutions developed are intended as a starting point for long-term cooperation between creatives and the food industry.

We are looking for targeted design solutions to one of the challenges posed by four partner companies:

1. CHALLENGE: RESPONSIBLE MASS CUSTOMISATION

The trend toward snacks is increasingly dissolving the 3-meal-a-day nutrition model common in Central Europe. The fast and uncomplicated consumption of a mass-produced product is contrasted by the growing desire of consumers for individualization (where, when, how, with whom). Increasingly, consumers also want to be able to make socially and ecologically responsible decisions with their purchases:

- What can sustainable and individualized parameters of "snackification" look like in the future?
- How can the transition from mass production to sustainable, individualized industrial production succeed?
- How can individualized products accommodate personal taste while at the same time also offering sustainable choices?

PARTNER: LORENZ SNACK-WORLD

Lorenz, named after its founder Lorenz Bahlsen, is an independent family business with around 3,000 employees and is one of the leading manufacturers in the European snack market. The product range includes potato chips, peanut flips, salt sticks, crackers and nuts. Well-known brands such as Crunchips, Raw Slices, Peanut Flakes, Saltletts and NicNac's, as well as the innovations Naturals and Lorenz Chickpea Crisps are available in more than 80 countries around the world.

<https://lorenz-snacks.at>

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2. CHALLENGE: THINK ABOUT THE BOX

One of the biggest challenges in the online trade with fresh produce is packaging, especially when producers, retailers and consumers have a heightened awareness of sustainable and socially responsible business practices. markta has already shown great effort to innovate: insulation is achieved with sheep's wool and paper, the cardboard is reusable, and the deposit return system extends to the small farmers. Now it's time for the next steps:

- How can packaging design be optimized depending on the delivery method (same-day home delivery, same-day pickup point, next-day post) to best meet the different needs (refrigeration, breakage and theft resistance, returns)?
- How can customers be better integrated into the system in terms of communication, and what incentives need to be put in place so that reusable packaging is not confused with waste disposal?
- How can packaging enable knowledge transfer on the one hand and create a sense of community linking producers to consumers on the other?

PARTNER: MARKTA

Founded in 2017, markta GmbH is Austria's first digital farmers' market that brings products from regional family and small businesses from the countryside to the city via digital and sustainable distribution channels. markta is a mediator between rural supply and urban demand. It shortens and rethinks the entire agro-food value chain, implements last-mile smart city solutions, and creates food security and biodiversity for the next generations in the face of climate change.

<https://www.markta.at/>

3. CHALLENGE: NEW WORK IN THE KITCHEN

Rising rents and the shortage of skilled workers have become more and more noticeable in recent months, putting further pressure on the food sector. At the same time, trends such as New Work, work-life balance and mindfulness are increasingly spreading to the food service sector. Work in the kitchen is physically demanding and often without regular breaks, with long shifts even on weekends and holidays. Kitchens are still mostly "back of the house." So while a lot of attention is paid to a special customer experience, production is mainly focused on efficiency. Hence the following questions:

- How can work processes and work environments in commercial kitchens be reformulated and redesigned with more attention to the well-being of employees?
- What adjustments need to be made to make work in the kitchen more efficient, more democratic and more compatible with private life?
- What role can cooperation and know-how transfer in shared infrastructures play in this?

PARTNER: HERD OPEN KITCHEN

Herd Open Kitchen makes it easier for food businesses along the entire value chain (farm to table) to navigate through a rapidly changing industry and build sustainable and profitable businesses. By pooling resources, network and expertise in one location, Herd as a provider of shared commercial kitchen infrastructure reduces barriers to entry, risk and provides answers you can't just Google to pave the way for projects to succeed.

<https://www.herd.wien>

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4. CHALLENGE: CHILDREN'S TABLE – CHILDREN'S CHOICE

School lunches have shed their dull image. It tastes good, is healthy and sets important accents in the direction of sustainability. Schools, parents and increasingly the children themselves are involved in decision-making processes. With its buffet trolley, Gourmet Kids gives children the freedom to choose their own meals. The children's cooking workshop, in turn, conveys a playful approach to cooking and eating. These approaches need to be further developed based on the following questions:

- How can children have a greater say in school meals?
- What can be done to promote dialogue between children, parents, school and caterers?
- How can school meals be part of nutrition education?
- How can school lunches be changed to better meet children's needs - even if time and space are often limited?

PARTNER: GOURMET KIDS

GOURMET Kids is a specialist in children's nutrition and uses a high proportion of organic products. Cooking is child-friendly, as natural as possible and with the aim of offering young guests enjoyment, variety and fun. The company currently supplies more than 2,700 kindergartens and schools. With initiatives such as a buffet trolley to make the food independently accessible to children and the children's cooking workshop, GOURMET Kids facilitates dialog and participation in school meals. GOURMET Kids is a division of the traditional Austrian company GOURMET, the market and quality leader in mass catering in Austria. GOURMET is a subsidiary of VIVATIS Holding AG.

www.gourmet-kids.at, www.gourmet.at

INTERESTED IN MAKING A SUBMISSION?

The partner companies are available for detailed questions at Ask Me Anything sessions. For more information, please contact the Vienna Business Agency and the VIENNA DESIGN WEEK.

Contact persons for the Urban Food & Design Challenge:

Vienna Business Agency

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VIENNA DESIGN WEEK

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CONDITIONS OF PARTICIPATION

SELECTION

A jury of independent experts and representatives of the Vienna Business Agency and the VIENNA DESIGN WEEK, as well as representatives of the respective companies, will select one project per Challenge according to the criteria listed below. The decision will be made by majority vote.

EVALUATION CRITERIA

- degree of innovation
- Relation to the respective company, relevance to the selected Challenge
- Design quality
- Feasibility of the project
- Long-term value for company and location
- Ecological and social sustainability, consideration of circular economy goals
- Quality and feasibility of integration into the VIENNA DESIGN WEEK program

IMPLEMENTATION

The projects selected by the jury will receive **3,000 euros** (incl. VAT) as honorarium and to support the implementation of the project at the VIENNA DESIGN WEEK (September 16-25, 2022).

SUBMISSION

All submissions must include the following information and documents:

- Complete contact details of the submitters (first name, last name, company name if applicable, e-mail address, telephone number, address).
- Indication of the chosen Challenge as well as a short motivation letter (max. 800 characters incl. spaces)
- Description of the project / solution (max. 5,000 characters incl. spaces), including sketches, visualizations, graphics, photos etc.
- Short description (max. 2,000 characters incl. spaces) of how the project could be presented at the VIENNA DESIGN WEEK.
- CVs of the submitters with presentation of previous activities relevant to the theme
- cost overview

All documents are to be sent by e-mail to Alice Jacobasch, jacobasch@wirtschaftsagentur.at by May 10th.

PROPERTY RIGHTS AND RIGHTS OF USE

The copyright of the selected concept remains with the submitter. In a cooperation agreement to be concluded after the judging, the framework conditions of the cooperation for the project presentation at the VIENNA DESIGN WEEK will be regulated.

Any further cooperation between the project partners requires a separate agreement.

PERIOD

- Duration of the call for proposals: March 15th to May 10th, 2022
- Development of the concrete concepts in cooperation with the companies: May 23rd to September 15th, 2022
- Presentation during the VIENNA DESIGN WEEK: September 16th to 25th, 2022