

STUDENTS CHALLENGE BETTER FARMING

FOR ENVIRONMENT, FARMER & ANIMAL

Information
& instructions for
participants

Are you in?
Please read this document
very carefully!

Prizes!!

1st prize: €1.000,-

2nd prize: €750,-

3rd prize: €500,-



For animal welfare in animal husbandry

INFORMATION & INSTRUCTIONS FOR PARTICIPANTS

THE KEY QUESTION

Over the next few years, the Dutch dairy sector will see a strong focus on the reduction of nitrogen and greenhouse gas emissions. This requires innovation! Concepts that reduce emissions, however, can have adverse effects on animal welfare and vice versa. The Barth-Misset Foundation therefore challenges students to come up with creative and groundbreaking innovations that contribute to the balance we need: a healthy environment, reduced emissions, improved animal welfare and feasibility for farmer and/or transporters.

The Barth-Misset Foundation aims to improve animal welfare in livestock farming and invites you – individually or within a group – to contribute:

“Will you come up with the triple-win solution that benefits environment, farmer & animal and raises the bar for future-proof farming?”

The Foundation is looking for inventive, effective and feasible solutions.

The winners will be announced during a live event.


This event is expected to take place in January 2023. More information concerning this event will follow at a later point in time.

SIGN UP NOW!

- In order to participate, you have to sign up first. This is possible until 23:59 CET on 10 October 2022. You will find the registration form [here](#) (in Dutch).
- If you do not receive an email confirming your registration within two days, please send a mail to info@barthmissetfonds.nl or call Else de Jonge on +31(0)6-221 163 02.



SUBMISSIONS

- Your submission consists of a PDF document of a maximum of three A4 or 1000 words, clearly explaining (1) Your idea and (2) Why your proposal will improve animal welfare.
- In addition, you should also send a short video (two minutes max.) pitching your idea. Watch: <https://youtu.be/FweTgBDSht0> (Dutch with English subtitles) for tips on how to make a good pitch.
- The deadline for submitting your entry is 23:59 CET on 23 December 2022!
- Send your submission using WeTransfer as follows:
 - Go to [Wetransfer.com](https://wetransfer.com)
 - Add your PDF document
 - Click on the three dots in the bottom left  and select "Get transfer link"
 - Copy the link and paste it into an email
 - State your name and phone number under the link
 - State your name and 'Participant Challenge' in the subject line
 - Send the mail to info@barthmissetfonds.nl
- If you do not receive an email confirming your submission within two days, send a mail to info@barthmissetfonds.nl or call Else de Jonge on +31(0)6-221 163 02
- You cannot replace or make changes to your submission after it has been sent.

EVALUATION CRITERIA

Entries may not be copies of projects previously funded by the Barth-Misset Fund (<http://www.barthmissetfonds.nl/projecten> (in Dutch)). Submissions will be judged on the following three criteria:

- **Inventiveness:** is the solution creative and original?
- **Impact:** what is the impact of the solution on environment, farmer and animal?
- **Feasibility:** is the solution practicable?

JUDGING, RESULTS & PRIZES

- All submissions will be judged by a professional jury. The three best entries will receive a cash prize of €1,000 (first prize), €750 (second prize), and €500 (third prize).
- The jury's decision is final
- The winners will be announced during a live event. This event is expected to take place in January 2023. More information concerning this event will follow at a later point in time.
- The prize money will be transferred to the prize winners within two weeks after the results have been announced.
- In the case of a winning team, the prize money will be transferred to one team member, who will then be responsible for distributing the prize with the other team members.



WHY PARTICIPATE?

Your ideas will be assessed by a professional jury based on inventiveness, impact and feasibility. Out of all submissions, the top three will be rewarded with a cash prize. Additionally, the winners will discover a lot of opportunities within the network of organizations and companies that are actively working on animal welfare and livestock farming, as we will proudly introduce the upcoming talent to the world. Naturally, we will take great care to protect your intellectual property, ensuring that your ideas will remain yours.

The closing date for applications is on the Dutch Day of Sustainability on October 10th. Ideas and plans can then be submitted until December 23th 2022. The winners will be announced during an energetic and inspiring event in January 2023.

PROMOTION AND COMMUNICATION

As a participant in the challenge, you accept that:

- Your name and the subject of your entry may be mentioned on the website of the Barth-Misset Fund
- Your entry, if it wins one of the three cash prizes, will also be briefly described on the website of the Barth-Misset Fund
- Your video pitch may be shared on the social media channels of the Barth-Misset Fund
- You will receive notifications and messages relevant to the challenge for the duration of the challenge
- You may be approached for an interview

INTELLECTUAL PROPERTY

Copyright remains with the creator/submitter of the concept.

QUESTIONS

If you have any questions that are not covered in this document, or in the [FAQ](#) (in Dutch) on our website, please send an email to info@barthmissetfonds.nl or call Else de Jonge on +31(0)6-221 163 02.

SUMMARY OF THE CHALLENGE TIMELINE

- Registration deadline: **23:59 CET on 10 oktober 2022**
- Submission deadline: **23:59 CET 23 december 2022**

GOOD LUCK!

