

INTERNATIONAL TRAINING CAMP

# FEED YOUR FUTURE

Engaging youth for creative climate action

INNOVATIVE SUSTAINABLE FOOD RELATED PRODUCTS AND SERVICES

A CALL FOR DESIGNERS AND CRAFTSMEN/WOMEN

**A call for Designers and Artisans  
for the development of Innovative Sustainable  
Food related Products and Services**

2025  
2026

Project  
co-funded by  
the European  
Commission

Promoted by:

Coordinated by:



CO-FUNDED BY THE EUROPEAN UNION



## 1. Introduction

The present call is promoted by **IED Barcelona Istituto Europeo di Design S.L.** - in collaboration with the **Municipality of Milan** in the framework of “**Feed Your Future**” a project co-funded by the European Commission under the Development Education and Awareness Raising Programme <sup>1</sup>(Reference number: EuropeAid/160048/DH/ACT/Multi) and led by the Municipality of Milan.

## 2. Challenge’s Objectives

**Feed Your Future** - “Engaging youth for creative climate action” will advance the role of public performing arts in raising awareness on societal challenges such as climate change and food sustainability, while feeding public policies and open debates, thanks to the adoption of the Artivism concept. The project arises from the results of Food Wave, a 4 year DEAR project led by the Municipality of Milan, which gave the floor to young activists and artists, who had the chance to discuss with citizens, institutions and stakeholders in order to shape their cities’ future. Feed Your Future will upgrade Food Wave’s huge community outreach power through socially engaged art and design. The project will strengthen alliances between young artists, activists, local authorities, universities and training institutions, cultural organisations, artists networks and CSOs in 8 target countries. The action will empower young people (under 35 years old) and facilitate systemic change within the creative sector, through the creative engagement of young artists, designers, artisans and curators.

*“Young people have a key role to play in the fight against climate change. Food system is a major factor in climate change, as worldwide food production is responsible for a third of global greenhouse gas (GHC) emissions. In addition, more than a third of the global food production per year (40% at European level) goes wasted, producing a significant impact on climate, as well as on the environment. Changing the food system (production and consumption patterns) is a key aspect to face climate change because of its cross-cutting and capillary nature, both in the economic system and in daily life”.*

**This project is centered around capacity-building activities for the creative sectors, in particular to artistic crafts and product designers willing to work for the food & beverage industries. The project aims to promote the interaction between design and craftsmanship, acknowledging the growing interest among younger generations in both fields. It seeks to incorporate traditional artisanal techniques into contemporary product design and foster meaningful collaborations between designers and skilled craftspeople, while remaining open to all forms of artistic and creative expression.**

## 3. Challenge’s main stages

### Stage 01 (Proposals presentation)

- Concept/Idea submission by ~~21<sup>st</sup> April 2025~~ extended to **21<sup>st</sup> May 2025**
- Concept/Idea skimming by **28<sup>th</sup> May 2025**

### Stage 02 (Final selection and concept development)

- Online Training Camp **from June 2025** for concept development. The dates of the on-line sessions will be communicated to the selected participants of the Training Camp via email

### Stage 03 (Prototyping)

- In-presence workshop at IED Barcelona **October 2025**
- Product prototyping

### Stage 04 (Execution, test and implementation plan)

- Project Development Implementation (business plan and final project test) **by the half of January 2026**

### Stage 05 (Delivery and exhibition)

- Projects Final presentation and selection of the 3 winning teams **by October 2026** during the Barcelona Design Week

## 4. How to participate

- A. The official competition language is English.
- B. The call is open to young creatives aged 21 to 35 who are either residing in or citizens of one of the following countries: **Italy, Cyprus, Portugal, the Netherlands, Romania, Spain, Belgium, and Greece** — regardless of gender, religion, or social and political background.
- C. If you have interest, passion and/or training and working experience in handcraft and product design, this call is right for you!
- D. Participation is allowed for both individuals or groups (max. 3 People). In the case of group participation, the members must appoint a group leader who will liaise with the Organizers.
- E. Submissions can only be sent via Microsoft Form: before the 21<sup>st</sup> of May 2025 (midnight Spanish time): [Link](#)

### Other information to be notified:

Forms received after the deadline will not be considered for the Call.

The Organizers reserve the right to extend the deadline; any changes will be posted on the Call's official website.

The applicants selected and not selected will be notified on 28<sup>th</sup> April 2025 (unless extended) by email at the address provided in the submission and the Organizers' communication channels. A dedicated communication will also be published on the Feed Your Future official website.

## 5. Submission and its requirements

**Applicants must send the following documents through open-access folder** (i.e.: Google Drive, Dropbox, OneDrive, iCloud, etc.); team leaders who apply as a group, will include team mate's personal documents. The shared folder must include:

1. Digital copy of ID document (A), or a Copy of Passport and EU Residence ID (B):
  - A. if your Nationality is one of the 8 Countries mentioned above
  - B. if you are resident in one of the 8 Countries mentioned above
2. Profile Picture
3. Motivational letter proving specific interest in the program
4. Curriculum Vitae
5. Portfolio including a focus on food and sustainability projects already developed\*
6. A proposal Idea/concept:
  - Idea:** an abstract of 400 words max (including Title)
  - Concept:** visual, multimedia, picture or sketches of an artifact shared through open-access shared folder\*\*

**All documentation has to be submitted as PDF format and can include hyperlinks to web pages, Behance's profile, or any other digital platform**

- \* **All documents must be uploaded into a single shared folder (make sure the folder has public access), you must include the link to access the shared folder into the application form**

### Naming:

**Pdf(s) names:** Surname\_Name\_role.pdf (i.e. : Jorge\_Suarez\_Student.pdf; Joana\_Puig\_Graphic Designer.pdf).

**Any application not complying with the requirements will be automatically rejected. Applicants assume all responsibility for the originality of the concept/idea submitted. It is not possible to participate nominally with more than one project.**

## 6. Deadline

### Below are the deadlines that must be respected:

- Applications must be sent no later than: 21<sup>st</sup> of May 2025 (Midnight Spanish time through Microsoft Form: [Link](#))
- **Other information to be notified:**
- Applications received after the deadline will not be considered for the Call
- The Organizers reserve the right to extend the deadline; any changes will be posted on the Call's official website and dedicated communication channels.
- The applicants selected and not selected will be notified on 28<sup>th</sup> of April 2025 (unless extended) by email at the address provided in the submission and the Organizers' communication channels.

## 7. Selection Modalities

The proposals received will be evaluated by a panel of experts formed by industry professionals and designers selected by IED Barcelona.

At its incontestable discretion, the jury will evaluate and select entrees.

Proposals with a focus on enhancing social relations, participatory attitude able to engage local communities and generate profitable exchange to all people in a human rights-based framework will be positively evaluated. As well as those which can minimize waste and conserve biodiversity while adapting to and mitigating impacts of climate change.

Ideas/concepts must have a great level of consistency with the call and with the overall objectives of **Feed Your Future - Engaging youth for creative climate action** project; in addition quality, innovation, sustainability and scalable business models will be considered main drivers for the selection process.

## 8. Methods, processes and outputs

The training camp is configured as a training and educational pathway divided into five stages: submitted ideas by individuals or groups will turn into real projects ready to be prototype and implemented by winning teams.

The 'stage-gate' process will be held and supported by institutional stakeholders: tutors, mentors, interpreters and facilitators, professionally involved into similar or adjacent working industries at a global and local scale. Multidisciplinary teams will be formed considering different levels of expertise and cultural background, in a way to reach a balanced and heterogeneous set of competences; knowledge gaps will be filled throughout the process and team-working.

Only 20 finalists will conclude the whole challenge by executing and delivering final outputs as a team, including high-fidelity products prototypes.

### **Training Camp May 2025 - October 2025**

#### **Stage 01** (*Proposals presentation*)

##### **Timeframe:**

From 14<sup>th</sup> April 2025 to 21<sup>st</sup> May 2025 - **Open Call Application Submission**

From 22<sup>nd</sup> May 2025 to 28<sup>th</sup> May 2025 - **Ideas/concept skimming and selection**

(All applicants will be reached out by email, both selected and not selected.

Selected ones will proceed to stage 2).

**Candidates:** individual or group (max. of 3 people) applicants

**Organizers:** Jury composed by IED Barcelona and Municipality of Milano

**Output:** Idea/concept proposals (abstract+visual)

#### **Stage 02** (*Final selection and concept development*)

**Timeframe:** From June 2025 to 30<sup>th</sup> September 2025

**WEEKEND 1**\_Remote Bootcamp activities - **Team building**

**WEEKEND 2**\_Remote Hackathon - **Concept Development**

**ONLINE SESSIONS**\_Team project reviews - **Concept Refinement**

**Players:** Selected candidates grouped as multidisciplinary, skill-balanced design teams

**Organizers:** Faculty from IED Barcelona and Municipality of Milano

**Activities\_Remote Bootcamp:** participants collectively share their entries 'idea/concept' and create macro-themes which become drivers for the formation of design teams. All activities will be led by a board of facilitators (from Organizers)

**Output\_Bootcamp:** formation of multidisciplinary design teams and self-assessment of first idea/concepts submission. List of expected outcomes and knowledge/skills needed.

**Activities\_Remote Hackathon:** team formed will compete to create the best concept in 48h. Reviews and short-lectures will break the team work by providing valuable insight and tools aimed at reaching better quality results for their final presentations. Each team will be guided by facilitators (from Organizers)

**Output\_Hackathon:** digital presentation including a well defined concept ready to be explored and mocked-up in order to be prototyped and allow the team to collect the maximum amount of validated learning about targets with the least effort.

**Activities\_Remote Sessions:** a series of speeches and lectures will take place during the stage to enrich the repository of data and knowledge provided to all teams. Once a week each team will present their own project advancements to their facilitator throughout an on-line meeting call.

### Stage 03 (Prototyping)

**Timeframe:** By the third week of October 2025 - **In-presence Workshop**

**Players:** Selected teams from Hackathon

**Organizers:** Faculty from IED Barcelona

**Activities\_In-presence Workshop:** selected teams will meet at the Istituto Europeo di Design (IED) Barcelona to engage in hands-on workshop activities aimed at the development of their prototypes.

**Output\_In-presence Workshop:** functional models or scaled artifacts of products related to the food and beverage industry

### Stage 04 (Execution, test and implementation plan)

**Timeframe:** By the half of January 2026

**Players:** Finalist teams

**Organizers:** Faculty from IED Barcelona

**Activities\_Online Sessions:** a series of speeches and lectures will take place during the stage to enrich the repository of data and knowledge provided to all teams. Once a week each team will present their own project advancements to their facilitator throughout an on-line meeting call.

**Output\_Online Session:** scouting of business development opportunities and a map that identifies food & beverages companies or institutions and international crafts fairs.

### Stage 05 (Delivery and exhibition)

**Timeframe:** By October 2026

**Players:** Finalist Teams

**Organizers:** Faculty from IED Barcelona and Municipality of Milan

**Activities\_In-presence Exhibition:** All the final assignments developed by participants during the training will be presented during international renowned events (e.g. Milan Design Week or Foodture in Barcelona or the Barcelona Design Week, Días europeos de la Artesanía). During an ad-hoc event, students will have the chance to present their prototypes.

**Output\_In-presence Exhibition:** Digital presentation, multimedia documents and physical working-prototypes.

## 9. Originality of the idea/concept submitted

Below the rights and duties related to the idea/concept proposal and to the applicants to the Call will be listed.

#### The idea/concept proposal:

- Must be original
- Must be inspired by the theme outlined by the Challenge's Objectives (art. 2)
- It must not infringe any rights of any third party or applicable law.

#### The author (or the authors, in case of groups)

- Declare to hold all moral and patrimonial copyrights related to their submitted idea/concept proposal.
- In the event of disputes, will hold the Organizers harmless from any liability, costs, and charges of any nature that may be incurred due to the content of the submitted artwork.
- Proposals can be submitted only by their authors (or group leader), who, by doing so, declares and warrants ownership of their work, and that their submission does not violate any rights of third parties or applicable law.
- The author declares the originality of the submitted proposal and to be able to show its authorship, thus relieving the Organizers from any liability arising from possible claims by third parties in the field of copyright and related.

## 10. Prize and Awards

Each team will present a prototype at the end of the program. An international committee will select 3 projects that will have access to financial support, through an award of merit (one for an amount 3.000 EUR and two prizes of 1500 EUR each), so to further develop product or service prototypes (or physical models) and promote their visibility and participation in international events, exhibitions, fairs and/or introduction visits to specific companies.

## 11. Privacy Policy - Applicable law and Jurisdiction

In accordance with Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR), applicants are hereby informed that the personal data provided throughout the “Feed Your Future” application process will be processed by:

- ISTITUTO EUROPEO DI DESIGN, S.L., with registered office at Calle Flor Alta, 8, 28004 Madrid, and tax ID B80813959, acting through its Barcelona campus (IED Barcelona), as Data Controller.

The Municipality of Milan, as project leader, will act as Data Processor on behalf of IED Barcelona for the purpose of supporting the coordination and execution of the project, under Article 28 of the GDPR.

Personal data will be processed solely for the purpose of managing the applicant’s participation in the selection and training activities of the “Feed Your Future” initiative, including application assessment, communication, selection, publication of results, participation in training camps and events, and compliance with legal, academic, and administrative obligations.

The legal basis for the processing is the performance of the selection and participation process, as well as the legitimate interest of the organisers in ensuring transparency and proper coordination of the project.

In particular, the names and/or identifying details of selected applicants may be published on the official website of the “Feed Your Future” project, as well as other institutional channels of the organisers, to guarantee transparency in the selection process.

Data will be retained for the duration of the programme and for the applicable legal periods thereafter.

Data may be shared with:

- Project partners and institutions directly involved in the training activities;
- Service providers supporting the organisation of the initiative;
- Public authorities, where legally required.

Applicants may exercise their data protection rights (access, rectification, erasure, objection, restriction of processing, and data portability) by sending a written request to [baja.barcelona@ied.es](mailto:baja.barcelona@ied.es). Please indicate “Data Protection – Feed Your Future” in the subject line and include proof of identity.

Additionally, applicants may contact the Data Protection Officer of IED at: [dpo@ied.es](mailto:dpo@ied.es).

If you believe your rights under data protection law have been infringed, you may file a complaint with the Agencia Española de Protección de Datos ([www.aepd.es](http://www.aepd.es)), the competent authority in Spain.

IED has implemented the necessary technical and organisational measures to ensure the confidentiality, integrity and availability of your personal data in accordance with applicable data protection regulations.

By submitting your application, you confirm that you have read and understood this Privacy Notice.

## 12. Questions and Information request

For more information on the Feed Your Future project, you can visit the official website

IED Barcelona – Istituto Europeo di Design - Calle Biada 11, 08012 Barcelona  
[www.ied.es](http://www.ied.es)

For more info please write to: [internationaloffice.barcelona@ied.es](mailto:internationaloffice.barcelona@ied.es)  
or call the following number: +34 025796952 from Monday to Thursday from 10 am to 6 pm Spanish Time.

## 13. Promoters of the Call

### **The Feed Your Future project**

Feed Your Future is co-funded by the EU and promoted by the Municipality of Milan together with 7 partners across 8 countries. The Feed Your Future Consortium is built on the synergy between technical and thematic expertise, needed for the implementation of the capacity-building activities for creators, and the participation of Local Authorities that will act as public stages for the performances and key facilitators for audience engagement.

The aim of the project is to create awareness of sustainable approaches to consuming and producing food in our cities in support of climate change mitigation and adaptation efforts, and to have an influential voice in institutional decisions, so we can achieve a fair and sustainable global food system by 2030.

The key messages of the Feed Your Future project could be resumed as follows:

Choose a healthy and sustainable diet to reduce your impact on the planet

Support local food systems and territorial markets

Fight against food waste

Improve your healthy and sustainable food education and share your knowledge

Take action to ensure everyone access to healthy, fair and sustainable food.

### **IED – Istituto Europeo di Design**

Since 1966, IED has been a leader in education and research in the disciplines of Design, Fashion, Visual Arts and Communication. Today, more than ever, IED is configured as a real permanent laboratory on contemporaneity in close relationship with the territory, a pioneer of new methodologies and experimentation.

[www.ied.es](http://www.ied.es)