



**YOUTH
WORLD
FOOD
DAY**

Challenge: Create the Ideal

As the world population grows, it becomes harder to feed all mouths. **By 2050, the world population is expected to have grown by two billion to a total of ten billion inhabitants of the world.** In a world where the climate is changing, raw materials are becoming scarce and the amount of agricultural land cannot be expanded much further, the raw materials and food that is available must be handled more carefully.

What is the ideal burger?

- think it, create it and taste it until it's YUMMY
- just you or up to 4 mates
- a tasty vegetarian burger that is healthier and more sustainable than a hamburger
- create a test panel to be sure that (also meat eating) consumers like it
- participate by creating your promo video or commercial
- email us your contribution and follow [#youthworldfoodday](#)

The winner will be chosen by a jury and will receive an award and certificate. And your entire class will be invited to a virtual tour of a well-known meat substitute food company.

How to participate?

Every (highschool-) student can participate in the challenge, by themselves or in a group of up to four people.

Participation goes through your school. The project is led by your teacher. Do you want to join? Then let your school management know. Your school can then register below. Is your school not participating, but do you want to participate? No problem! Register below as an individual and we will contact you. After that you will receive the starter kit with ingredients and description from us.

register as a school / individual:

<https://event.wur.nl/125295/subscribe>



YOUTH WORLD FOOD DAY

Info for teachers

Online Kick-off workshop for teachers

June 2nd, 4 – 5 pm CEST online

This online kick-off workshop, organized by Wageningen Youth Institute, is for teachers of interested schools. The teachers receive an introduction and receive a digital practical manual for making a plant-based burger and the necessary ingredients list. It allows them to support students.

Kick-off workshops for students

June 10th, 4.00-5.15 pm, online
or September 16th, 4.00-5.15 pm, online

At these times, WUR students give a workshop for participating students. We also make them available digitally for students who want to follow it at another moment.

Deadline to hand in the Challenge (september 27th)

Students make a creative commercial. An (online) poster or video of max 2 minutes. Hand in at info.youthinstitute@wur.nl. Stating name, school and city of school.

Closure session at the Youth World Food Day event on October 16th
Beforehand we will select groups that will present their commercial
Award ceremony

We are looking forward to receiving your contribution, good luck!

Contact

This challenge is organised by Wageningen Youth Institute, part of Wageningen University & Research and the World Food Prize Foundation.

Email: info.youthinstitute@wur.nl
www.wur.eu/youthinstitute
Wageningen Youth Institute

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