

Student Challenge Urban Greenhouse 2



Spark Architects

Management Summary



SPARK THE FUTURE,
JOIN THE CHALLENGE!

00. Management summary

The explosion in urban growth presents many opportunities and challenges to our environment and to our food systems. Many cities are looking for ways to feed themselves sustainably and to create a liveable and healthy environment for urban dwellers. To support these developments and explore the potential of urban farming, WUR initiated the Urban Greenhouse Challenge. This unique global challenge is held every two years.

The Urban Greenhouse Challenge

The Urban Greenhouse Challenge is an international competition, open to student teams from all around the world. Students from the same or from different universities may form a team and participate. We encourage students to create teams from differing educational backgrounds, cultures and countries; this includes students from universities of applied sciences. In this second Urban Greenhouse Challenge, the teams will design an iconic and circular urban greenhouse for a metropole in China that (1) produces safe and healthy food for the local neighbourhood and commercial markets, and (2) stimulates a healthy lifestyle and interactions with city dwellers. The entries have to be supported with a convincing business plan.

Objectives

The two main ambitions of the Challenge are talent development and stimulating innovation on the overall concept as well as on domain-specific level. Interactions between students and partners and co-creation play an important role in achieving these ambitions. During the competition, students work intensively with coaches from the private, public and social sectors, and the academic world to develop their ideas to form a realistic, well-substantiated concept.

The Challenge brings together academic institutions, private companies and non-profit organizations active in urban food production, and is excellent PR for all partners.

Opportunities for the partners

This competition offers our partners a unique opportunity to meet the most ambitious, creative and

entrepreneurial students. It is also a chance to scout innovative technologies and solutions. The Challenge is supported by an online, interactive, and user-friendly platform providing direct contact and collaboration with participating students and partners.

The Challenge is an attractive way to generate visibility, through the website, promotional materials, social media, and the events that takes place throughout the Challenge. The Kick-off, Site-visit and Grand Finale attract students and professional audiences, as well as media attention. Partners can use the Challenge in their internal as well as external communication, for instance to show their commitment to their corporate social responsibility ambitions.

The timeline

The competition starts and finishes in a single academic year; October 2019-June 2020. It consists of three phases: Exploration (October 2019-February 2020), Immersion (February 2020) and Innovation (March-June 2020). During the process, students and partners are provided with online and offline tools to interact and collaborate. The highlights of the Challenge are: the site visit, where the best 20 teams travel to China to collect first-hand data; and the spectacular Grand Finale, where 10 finalists present their ground-breaking concepts to the international jury and audiences.

Who organizes the Urban Greenhouse Challenge?

The Urban Greenhouse Challenge is organized by Wageningen University and Research in collaboration with a number of renowned Universities, and supported by Soapbox.

Contact

If you are interested in becoming a partner or if you have any questions after reading this document, please contact Joost de Bruijn to schedule a appointment at your location.



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"You can really push yourself to establish a concept that is going to be your business card for future employers and also you can learn a lot about yourself and how you work in a team."

- Loes Mellink, winner Urban Greenhouse Challenge 2018

