

City as a resource Urban Food & Design Challenge 2023

Together with the VIENNA DESIGN WEEK, the Vienna Business Agency is organising a challenge on the topic of *City as a Resource* as part of the Urban Food & Design format. The call for entries is aimed at designers and creative professionals of all disciplines.

The city is an endless source of resources and possibilities. Knowledge (traditional as well as newest research), space (built as well as farmed) and technology (old and new) play key roles that can be used to make metropolitan regions fit for the future.

Following on from last year's edition, the Urban Food & Design format is again activating the innovative power of the design and creative community to initiate change processes in three different sectors of the food industry. With this call for concrete challenges on the topic of *City as a Resource*, Urban Food & Design enables cooperation with selected partner companies to jointly develop innovative design solutions. Designers can thus work directly on decisive challenges of the urban food supply with potential for realisation and present tangible projects as part of the festival programme of the VIENNA DESIGN WEEK. The design solutions developed are intended as a starting point for long-term cooperation between the creative and food industries

We are looking for submissions for one of the following challenges:

1st Challenge: Aminolove by Arkeon

2nd Challenge: Vienna Soybean by Wiener Gusto

3rd Challenge: Growing together by City Farm Augarten

1st Challenge: Arkeon – Aminolove

When choosing our food, we tend to rely on what we know. This familiarity with what we eat gives us a sense of security. The naturalness of food (organic, local, unprocessed, ...) is a characteristic that many consumers look for. If naturalness, authenticity, origin and cultural roots are not conveyed in the product, reservations about the food can arise.

At the same time, social and ecological circumstances are driving the development of innovative, sustainably produced food. Above all, the climate crisis, but also the increased awareness of health and well-being, are among the motivations for the all-important search for unused or novel protein sources.

Whether this involves reactor fermentation, stem cell cultivation, insect farming or other production methods: *Without a form and story that is attractive to consumers, innovation will be ineffective.*

Design has the power to mediate between the innovations of the food industry and the needs of consumers.

For the Arkeon Challenge, the following questions may therefore serve as a guideline:

- What is crucial for the acceptance of a new food source?
- How can new food sources be used and experienced to initiate a process of habituation for unfamiliar foods?
- Do novel ingredients also require a cultural location? And how can they fit into existing structures?
- What would traditional meals such as Christmas, breaking of the fast, Sabbath, family celebrations, etc. look like in the future with consideration of a developing climate-friendly food culture?

Partner: Arkeon

Arkeon is a biotech startup, based in Vienna, Austria, leveraging the power of ancient microbes to convert CO₂ directly into protein ingredients. The company's proprietary technology is a new, innovative approach to produce amino acids and functional peptides for food and lifestyle products, enabling a regenerative way to nourish people on a global scale. The company's technological foundations have been built up over a decade of research by Co-Founders Dr. Simon Rittmann, Dr. Guenther Bochmann, and Dr. Gregor Tegl. More information at www.arkeon.bio

2nd Challenge: Wiener Gusto – Vienna Soybean

A city as a farmer, a city with its own municipal brand: the City of Vienna's forestry and agricultural magistrat is one of the largest organic farms in Austria. Under the name "Wiener Gusto", Vienna has also been marketing its own organic products from its own production since 2022, the only major city in the world to do so.

Urban food production means resilient and sustainable supply for the inhabitants. By concentrating on regional cycles and short distribution channels, high quality and accessibility at a reasonable prices can be guaranteed.

The constant expansion of the product range and the stringently communication of the Wiener Gusto brand should further deepen awareness of this potential in the city. In a next step, the addition of Viennese soy is on the agenda for autumn 2023.

Traditionally, soy products for human consumption are still more associated with Asia, but the plant has a 140-year history of cultivation in Austria and was proudly presented at the Vienna World Fair in 1873. Wiener Gusto plans to offer products made from its own soy from 2023. Central to this is to design the product and distribution as a point of identification for ecological and communal agriculture.

The following questions can therefore serve as a guideline for the Wiener Gusto Challenge:

- How can a soy product reach the widest possible target group – especially consumers who do not otherwise buy soy products?
- How can the strong identification of the employees of the City of Vienna's forestry and agricultural magistrat with their products become part of the marketing?
- What narratives can frame the product to convey the historical component of the soybean in Vienna, the unique position of Viennese urban agriculture and its environmental as well as social sustainability claims?
- What additional distribution channels, communication measures and other activations should Wiener Gusto consider to accompany the market launch of the new soy products?
- How can the new product be used to present the rarely perceived image of Vienna as an agricultural production location both internally and externally?
- Which product innovations are possible with the Viennese soybean and are sensibly compatible with the Wiener Gusto brand world?
- How can a soy product emphasise the unique selling point of Wiener Gusto without serving stereotypes?

Partner: Wiener Gusto

The City of Vienna owns around 2,000 hectares of arable land and vineyards, which are managed by the City's Forestry and Agriculture Department (MA 49), making it one of the largest organic farms in Austria. Since 2022, products from these areas are no longer sold exclusively in the wholesale trade, but are increasingly marketed under the "Wiener Gusto" brand. The aim is to whet the appetite of the Viennese for organic products from communal production and to create awareness for food and its cultivation.

The first Wiener Gusto products are available at farm-gate sales in Laxenburg, at the "Wiener Gusto" sales stand in the Lainzer Tiergarten, in supermarkets in Vienna and the surrounding area and in the online shop. Currently, in addition to various organic wheat and organic rye flours, organic mountain lentils, organic linseed oil, organic potatoes and game specialities from the City of Vienna's own forestry and agricultural operations are sold. In the coming years, the product range will be steadily expanded.

3rd Challenge: City Farm Augarten – Growing together

Growing fruit and vegetables in urban areas is often seen as a relaxing hobby, which it undoubtedly is. In Vienna in particular, however, cultivated land is a workplace and a system-relevant resource.

With its range of applied research, further education in gardening and events for children and adults, the City Farm Augarten builds a bridge from decelerated leisure time to crisis-proof food supply, thus turning the garden into a place in the middle of the city where knowledge is experienced as a growing resource.

Building on the existing, knowledge-conveying formats of the City Farm Augarten, this claim shall now be incorporated more intensively into adult education, especially for groups. Beyond the romantic clichés surrounding gardening, participatory and team-building processes are to be encouraged. The topics circular economy and resource management as well as the necessary know-how transfer are in the focus of this development. At the same time, the other strengths of the garden, which can significantly influence mental and physical health, must also be taken into account.

We are looking for concepts that combine the competencies of City Farm Augarten and the unique qualities of urban agriculture into a knowledge and learning package for discerning customers. From experience design and social design, to nature-based cuisine and growing infrastructures for collaborative learning, to garden-based design thinking: anything is allowed that turns the garden into a tool for knowledge transfer.

The following questions can therefore serve as a guideline for the City Farm Augarten Challenge:

- What can we learn from growing food in the city? How can such a process be demonstrated and communicated?
- How can the existing expertise be increasingly communicated to the residents of Vienna as a shared knowledge resource and applied in everyday life or on the job?
- How can the shared experience process in the field be used for questions of resource management and circular economy in organizational development? How can physical and mental health be considered in the process?
- In any case, what activities are needed to make resilient care a concrete experience in the city? What tools are needed and how can relevant clichés be avoided?

Partner: City Farm Augarten

The City Farm Augarten places vegetable and fruit cultivation in sustainable management in the focus of its work and puts the garden as an aesthetic and decelerating living space at the centre of social attention. It aims to consciously set impulses on both levels.

Adults and children can experience garden culture with all their senses, learn about the ecological interplay of soil – plants – people, acquire know-how for the home with pleasure and thus develop a sustainable lifestyle. The garden is understood as a small site of agriculture: The overriding goal of the educational gardening programme at City Farm Augarten is sustainable, resource-conserving and, last but not least, crisis-proof agriculture with a supply of fresh vegetables in every season.

<https://www.cityfarm.wien/>

Are you interested in submitting?

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

Contact persons for the Urban Food & Design Challenge:

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Conditions of Participation

Selection

A jury of independent experts and representatives of the VIENNA DESIGN WEEK and the Vienna Business Agency, 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 programme of the VIENNA DESIGN WEEK

Implementation

The projects selected by the jury are awarded 5,000 euros (incl. VAT) as a remuneration and to support the implementation of the project at the VIENNA DESIGN WEEK (22.9.-1.10.2023) 5,000 euros (incl. VAT).

Submission

All submissions must be made via [the online form](#) by 11:59 pm on 7 May , 2023 and must include the following information:

- Full contact details of the submitters (first name, last name, company name if applicable, email address, telephone number, address).
- Indication of the chosen Challenge as well as a short letter of motivation (max. 800 characters incl. spaces)
- Description of the project / solution approach (max. 5,000 characters incl. spaces),.
- Short description (max. 2,000 characters incl. spaces) of how the project could be presented at the VIENNA DESIGN WEEK.
- Cost estimate for the implementation at the Vienna Design Week

The following additional documents should be [uploaded via this link](#):

- Project presentation with sketches, visualisations, graphics, photos, etc.
- CVs of the submitters with a description of previous activities relevant to the theme
- Cost overview

Please use the password **UrbanFood2023!** for the file upload and mark the files with your name or project title in the file title.

Property Rights and Rights of Use

The copyright to the selected concept remains with the submitters. The framework conditions of the cooperation for the project presentation at the VIENNA DESIGN WEEK will be regulated in a cooperation agreement to be concluded after the judging. Any further cooperation between the project partners requires a separate agreement.

Timeframe

- Duration of the call for proposals: 10 March to 7 May 2023
- Development of the concrete concepts in cooperation with the companies: 15 May to 21 September 2023
- Presentation during the VIENNA DESIGN WEEK: 22 September to 1 October 2023