



Map Your Meal

Competition for the Development of Short Animations

Terms of Reference

I. Context

This competition is taking place in the framework of the EU-funded project entitled “Map Your Meal”, which aims to increase young people’s awareness about global interdependencies and injustices, as well as about the need for more sustainable food systems. We live in an increasingly interconnected world, where people’s lives are linked across continents and countries. Much of our food and its ingredients travel far distances before we put it on our plates. But what do we know about its impact on people and our planet? Food production in our globalized world has a significant impact on our environment; it is one of the main drivers of the climate change, causes depletion of natural resources, deforestation and soil erosion. It also has a massive impact on the lives of people involved in the different stages of food production. Global challenges such as social inequalities, poverty and human rights violations are closely tied to the global food system. Knowing where our food comes from is the first step to change that situation. Our project aims to engage young people, youth workers, trainers, community educators, and the general public to use your consumer power to take action towards a fair and sustainable food system that would respect people and the planet. In order to make this happen we developed a series of awareness raising activities. One of them is production of five (5) short animations. Their aim is to raise awareness about the interdependencies and the socio-economic and environmental impact of the current global food system. The winning animation of this competition will be considered the first of the five project animations; while the three winners of this competition will be contracted to produce the remaining four animations (**see article VII**).

For more information about the project and for additional background information, please visit our website (www.mapyourmeal.org).

II. Purpose of the Animation

The purpose of this animation is to raise awareness about the complexities, the interconnectedness as well as the socio-economic and environmental dimensions of our current global food system. The animation is expected to encourage especially young people to learn about and reflect on our food system, to become curious about discovering where our food comes from and who else is part of this process.

The animation will be used by the Map Your Meal project team to raise awareness about the current food system and to encourage a discussion around possible solutions to it.

III. Content

The animation is expected to portray the global dimension of the food system. Our food often times has travelled more than we ever have before it reaches our plate. Ingredients may come from around the world and may be shipped from country of origin to country of production to country of purchase. All these increasingly industrialised processes come with





an impact on the people involved in the different stages of production, as well as our planet – the soil and environment affected by agriculture. But do we, the consumers, actually know where our food comes from? How and by whom it has been produced? How much it has travelled and where from? The animation is expected to give a glimpse into this globalized system and encourage consumers to find out more about their food. The [background document](#) contains a list of issues related to our food system – the animation can focus on one or more of these issues.

We expect all animations to comply with the [Code of Conduct on Images and Messages](#) endorsed by CONCORD. More information about the global food system, as well as the Code of Conduct on Images and Messages along with other useful links can be found in the background document on our website.

IV. Language

The animation shall be produced without voice-over spoken language. If written language is required, it will need to be English, and will have to be able to be adapted to Greek, Bulgarian and German if selected as the winning entry. In this case, translations will be made available by the project team.

V. Length

The length shall be 1:30 minutes

VI. Procedure and Timeline

- The animation shall not have been published anywhere else prior to this competition;
- The animation shall be submitted in HD format;
- Deadline for submission of entries is 19 February 2017;
- Animations need to be submitted by filling in the electronic submission form, the video file needs to be submitted using *wetransfer* or similar services to animations@mapyourmeal.org;
- Entries need to be submitted along with the Online Submission Form (available on the project website <http://www.mapyourmeal.org/index.php/activities/animations>)
- Winners shall be announced by 28 February 2017. All applicants will be informed in writing and the winners will also be announced on the project website.

VII. Selection and Prizes

- The top three winners will be established by a jury, set up by the Project Management Group of the Map Your Meal project.
- The First Prize is a cash award of 500 EUR, which shall be awarded to the winner within 30 days of the publication of results.
- Only the winning animation will be utilized as a Map Your Meal project product, with full credits given to the creator.





- The creator of the winning animation will be contracted to produce two (2) additional animations for Map Your Meal for the fee of 1.000,00 EUR each;
- The creator of the 2nd winning animation will be contracted to produce one (1) animation for Map Your Meal for the fee of 1.000,00 EUR;
- The creator of the 3rd winning animation will be contracted to produce one (1) animation for Map Your Meal for the fee of 1.000,00 EUR

VIII. Selection Criteria

	Poor 1 Point	2 Points	3 Points	4 Points	Excellent 5 Points
Originality					
Creativity					
Content (How well is the Global Food System portrayed?) [points count double]					
Are consumers encouraged to find out their food?					
Code of Conduct respected					
Overall Flow					

IX. Conflict of Interest

Any staff of the partner organisations of Map Your Meal are excluded from the competition.

X. Copyrights

Map Your Meal will own all copyrights of the winning animation. The [Creative Commons license](#) (Attribution-NonCommercial-NoDerivatives 4.0 International) shall apply to the final product.

