



How this brief will be judged

- 1 Social and environmental benefit
- 2 Research and insights
- 3 Design thinking
- 4 Commercial awareness
- 5 Execution
- 6 Magic

Please see the next page for further details

Harvesting Health



Awards

There are two awards available for this brief.

RSA Food, Farming and Countryside Commission Award of £2,000

NCR Placement Award

Remuneration: £4,600 (£3,600 as wage and £1,000 living away from home allowance)

Duration: 12 weeks

Location: Scotland

The judging panel may decide on more than one winner and will allocate the award accordingly. In addition, the judging panel may award commendations.

Brief

Design a product, system or service which uses sustainable food and farming to help improve people's health or wellbeing.

Background

- Food and farming are inextricably linked with our health and wellbeing. This goes beyond simply the nutritional value of the food we consume, it extends from the ways in which we farm and process food right through to the ways we prepare and consume it.
- The relationship between our health and the food we eat is complex. Despite people in wealthy countries having access to a wide choice of food products, diet-related ill health has risen in recent years. In the UK diabetes is estimated to have doubled since 2000, and the healthcare bill from an overweight and obese population is estimated as £16bn, more than 10 percent of NHS spending.
- Food and farming rely on the natural environment, however practices in food and farming are negatively impacting on the long-term sustainability of this environment. Farming accounts for 30 percent of total greenhouse gas emissions and 70 percent of fresh water use. Almost a third of the world's arable soils have been lost to erosion and pollution over the last 40 years. Examples like these not only threaten our planetary support systems but also affect food security for people across the world.
- Food and farming are embedded within cultures and communities. They are signifiers of identity and an important part of social relationships. These cultural notions of food and farming are also important influences on our health and wellbeing.
- Access to food is not equally distributed in society. As a proportion of UK household income, the poorest spend twice as much on food at home as the richest, and an estimated 8.4 million British people are food insecure. Food bank usage has risen, with 591,000 people accessing food banks in 2016.
- What about the health and wellbeing of the people involved in food and farming? Many farmers around the world suffer from isolation, stress and the effects of low incomes.

- Sustainable food and farming means a system of food production and consumption which is both good for the environment and good for people. To achieve this, we need to look at the food and farming systems holistically.

How should you approach this brief?

- There are lots of examples of initiatives to help people eat better, we would like you to look beyond simple links. Show us how your solution takes a more systemic approach to the connection between food and farming and health and wellbeing.
- What initiatives already exist to try to use food and farming to support health and wellbeing among your target audience? Do some market analysis and highlight the unique points in your proposal against other existing solutions – clearly show us what makes yours different and compelling.
- You can focus on using sustainable food and farming to improve the health and wellbeing of people in any urban or rural community, anywhere in the developed or developing world - but whoever you focus on, you should explore the real user need/s of your target audience through primary research. Observe, engage with and listen to them. What are their physical and emotional needs? What barriers to health and wellbeing are they facing?

For the purposes of illustration only, viable responses could include:

- A business model for an initiative which enables people to make healthier food choices in their day to day lives.
- A product which gives farmers more control over their environmental impact.
- A spatial design for connecting communities more closely with the production of their food.
- A retail solution that moves sustainably produced food into the mainstream, making it accessible to wider audiences.
- A system for social prescribing within a food or farming environment – this is where non-medical support in the community is facilitated as a way of addressing a person's health needs.

... and many more are possible.

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With additional support from



Aug 2018
Briefs launch + register your interest online

14 Jan 2019
Competition opens

13 Feb 2019
'Early bird' submission deadline (£25)

13 Mar 2019
Final submission deadline (£35)

20 Mar 2019
Judging begins: shortlisting and interviews

May 2019
Winners announced

Judging criteria

There are 6 criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 Research and insights** – how did you investigate this issue? What were your key insights?
- 3 Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result.
- 4 Commercial awareness** – does it make sense from a financial point of view? What is unique about your solution compared to other interventions? Who would need to pay for, deliver or support your proposal in order for it to succeed?
- 5 Execution** – we are looking for a design solution that feels pleasing and well resolved.
- 6 Magic** – we want to see a bit of 'magic' – a surprising or lateral design solution that delights.

Key dates

Aug 2018 – Briefs launch
+ register your interest online

Mon 14 Jan 2019 – Competition opens for submissions via www.thersa.org/sda

Wed 13 Feb 2019, 4 pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 13 Mar 2019, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 20 Mar 2019
– Judging begins (2 stages: shortlisting + interviews with finalists)

May 2019 – Winners announced

Jun 2019 – Awards Ceremony

Submission requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk As you prepare your submission, please ensure that:

- You do NOT include your name, university/ college or other identifying marks anywhere on your submission.
- None of your PDF submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online.

The submission requirements are:

- **1 x A3 PDF Hero Image, with project title and 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes your project title plus a 1 sentence description. For example: *'Bare Technology: a product and service design solution to convert old computers (e-waste) into simpler, more straightforward, accessible computers for older people'*. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging.
- **1 x A3 Written Summary**
A single A3 PDF page that summarises your big idea using the following format:
 - **Problem (50 words max)**
What is the specific problem you identified within the brief topic? Who experiences this problem, and how does it impact them?
 - **Process (75 words max)**
How did you investigate this issue – what were your key insights? What journey did you go through to get to your final solution?
 - **Solution (50 words max)**
What is your proposed solution? How will it solve the problem?
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. It is important that you number each board in the top right hand corner, in the order you want them viewed by the judges.
- **5 x A3 PDF Pages of Supporting Material**
Up to 5 A3 pages of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling (if applicable).
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards.

Partner information

RSA Food, Farming and Countryside Commission

Launched in November 2017, the RSA Food, Farming and Countryside Commission is a two-year UK-focused independent inquiry, funded by Esmée Fairbairn Foundation, which is thinking afresh about where our food comes from, how we support farming and rural communities, and how we invest in the many benefits the countryside provides.

The Commission's objectives are to establish a compelling mandate for change across the UK's food system, farming sector and rural communities; shape a long term vision for the future that's fairer, stands the test of time and aligns more closely with changing public values and expectations; and propose solutions to achieve the vision, identifying where communities and businesses can take a lead and where a national policy framework is required.

For more details visit www.thersa.org/ffcc

NCR

NCR Corporation is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across financial, retail, hospitality, travel, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Atlanta, USA, with about 30,000 employees globally and does business in 180 countries.

For over 11 years NCR has provided support for the RSA Student Design Awards and again we are providing a paid placement with the User Centred Design (UCD) team located in the R&D centre in Dundee, Scotland. The multi-disciplinary UCD team provides industrial and interaction design, usability and accessibility leadership for all of NCR's industry areas. The winning student will be working alongside the award-winning design team on a future orientated and commercially relevant project brief.

For more details visit www.ncr.com

Brief developed and devised in collaboration with Josie Warden, Senior Researcher in the RSA Economy team, and Sue Pritchard, Director of the RSA Food, Farming and the Countryside Commission.