

Cumulus Green 2022

Nurturing Our Planet

A Cumulus student design competition call for participation

The Cumulus Green 2022: Nurturing Our Planet competition invites students from all Cumulus member institutions to consider submissions that advance the United Nations' Sustainable Goals (SDG).

For the 2022 edition, Cumulus is choosing to bring the talent and creativity of its global community to focus on **SDG2: Zero Hunger**. Under the umbrella of zero hunger, **SDG2 is not only about ending hunger, but also achieving food security and improved nutrition and promoting sustainable agriculture.**

Cumulus Green 2022: Nurturing Our Planet is open to all art, design and media disciplines and calls for innovative solutions that can contribute to how we transform our food systems to end food insecurity and create better conditions for an equitable and environmentally prosperous world.

Why SDG #2 and Zero Hunger? An Urgent Issue

Experts agree that after decades of steady decline, the number of people who suffer from hunger – as measured by the prevalence of undernourishment – began to slowly increase again in 2015.

Today, the world is not on track to achieve Zero Hunger by 2030. If recent trends continue, the United Nations estimates that the number of people affected by hunger would surpass 840 million by 2030. The situation is of great urgency: according to the World Food Programme, [135 million suffer from acute hunger](#) largely due to man-made conflicts, climate change and economic downturns. The COVID-19 global pandemic has only accelerated the problem for the world's poorest people.



Diagram reinterpretation courtesy of Francesca Zampollo



Submission Categories

Cumulus Green 2022 wants to encourage innovative solutions that relate to one or more of the following 3 categories:

Products

Projects that illustrate how artifacts (products, communications, interactions, etc.) can embody responsible production and consumption according to SDG2 principles.

Systems

The food chain systems include the eco-system and the food business. What determines what ends up on our table? Projects will consider the balance between the planet resources and food systems and distributions to all communities (nurturing the planet's resources and its inhabitants (beings))

Services

Projects that organize and improve the quality and interactions of human experiences. Services may focus on one or more of the following: people, communities, infrastructure, institutions and communications.

Projects that utilize design research and strategy to showcase multi-component elements that are interconnected and integrated solutions. Projects in this category may have widespread applications that rely on a wide range of formats and design disciplines.



Entry Expectations

The jury will be looking to reward submissions that represent the best work according to the following criteria:

- Desirable, viable and feasible design(s)
- Evidence of a rigorous research process informing the design solution proposed
- Innovative/novel solutions



Participation Eligibility

The competition is open to students from Cumulus member institutions in all disciplines in art, design and media who are pursuing either a Bachelor level or Master level program.

Students that are currently enrolled in Cumulus member institutions or students who have graduated in 2020–2021 and/or are graduating in 2021–2022 are eligible to participate.

There is no limitation in the number of submissions per institution, and there is no cost to submit.

Entries must be comprised of work that is original; individuals and/or teams must hold the Intellectual Property for their submissions and have the right to enter and publish the submitted work.

Deadline for submissions is **March 15, 2022**.



Awards

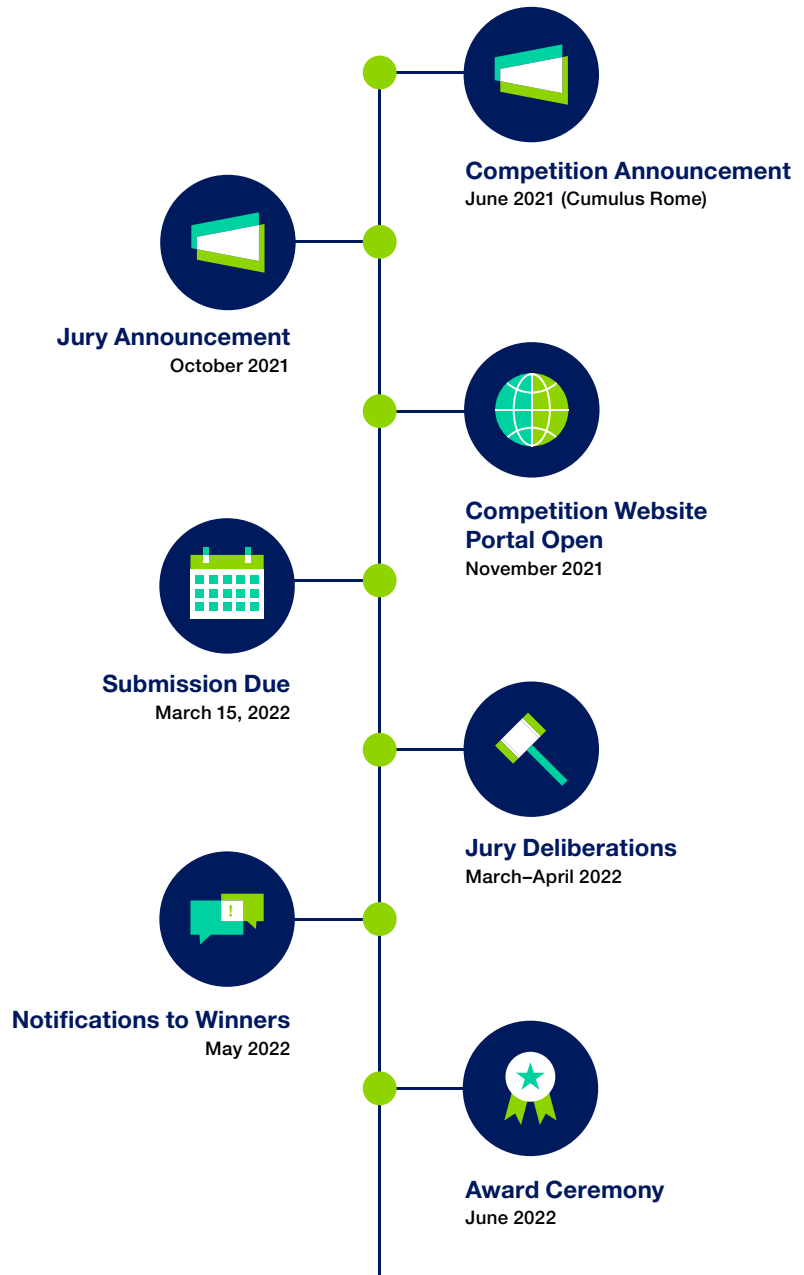
Cumulus Green 2022 is a chance for the next generation of committed designers in the Cumulus network to be recognized by all Cumulus members on an international stage. The competition will reward the best work with 3 different categories of prizes as well as with honorary mentions.

Please note that the 3 prize categories of winning submissions will not necessarily correspond to the 3 formats invited (products, services and systems). This means that the Cumulus Green 2022 jury will decide amongst the strongest submissions and evaluate entries first and foremost based on the criteria for submissions outlined (see entry expectations section).

1st Prize	2nd Prize	3rd Prize
10,000 €	6,000 €	4,000 €
+	+	+
Certificate	Certificate	Certificate



Timeline



Jury

Cumulus Green 2022: Nurturing Our Planet counts with an all volunteer international jury from academia and practice with Cumulus Advisors and Board representatives and experts in design, cultural diplomacy, sustainability and the circular economy and environmentally prosperous world.

Jury Co-Chairs



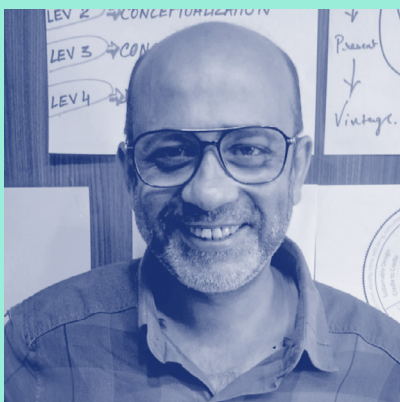
José Allard

Jury Co-Chair, Associate Professor and Researcher, Pontificia Universidad Católica de Chile, Santiago, Chile, Cumulus Executive Board Member (2016–2021)



Anne Pikkov

Jury Co-Chair, Vice-Rector, Estonian Academy of Arts, Estonia, Cumulus Executive Board Member (2016–2021)



Rahul Bhattacharya

Head of Department of MDes Integrated at Unitedworld Institute of Design



Erik Ciravegna

Adjunct Professor at the School of Design of Pontificia Universidad Católica de Chile



Dolly Daou

Founder and Director of Dolly Daou Consultancy Association



Lynda Deakin

Partner and managing director at IDEO



Daniel Grushkin

Founder and executive director of Biodesign Challenge, co-founder of Genspace



Philipp Heidkamp

Professor, Köln International School of Design (KISD), Germany, Cumulus Vice President (2016–2021)



Soojin Jun

Associate professor and Vice Dean in the Graduate School of Communication and Arts, affiliate professor at Information and Interaction Design Major, HASSD, Underwood International College, at Yonsei University, Seoul, Korea



Silvana Juri

PhD candidate for the PhD in Transition Design at Carnegie Mellon University, lecturer at the Faculty of Architecture, Design and Urbanism in Uruguay



Anna Meroni

Full Professor of Design in the Department of Design at the Politecnico di Milano



Pedro Reissig

Founder of the Latin American Food Design Network



Vishnu Swaminathan

Co-founder and president of Nourishing Schools Foundation and Indian Housing Federation



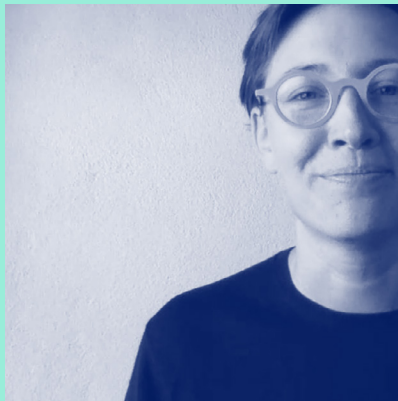
John Thackara

Senior Fellow at the Royal College of Art, Adjunct Professor at Tongji University in Shanghai, Visiting Professor at Politecnico di Milano, and curator of the Social Food Forum



Xiao Yong

Professor of Visual Communication Design, School of Design, Central Academy of Fine Arts (CAFA), Beijing, Cumulus Executive Board Member (2016–2021)



Francesca Zampollo

Founder and Chief of Inspiration of the Online School of Food Design

Cumulus has partnered with the One Club for Creativity to host the submission platform and the jury room of the Cumulus Green 2022 competition. The competition prize pool has been doubled thanks to the sponsorship of BE OPEN Foundation.



More information available soon at cumulusgreen.org