PRESS RELEASE - FOR IMMEDIATE RELEASE

CALLING ALL NEXT GENERATION CODERS:
JOIN THE OPEN DATA REVOLUTION AND GET HACKING TO END WORLD HUNGER!

- Global Open Data for Agriculture and Nutrition (GODAN) hosts Open Data Maker's Hackathon at GODAN Summit 2016, 15th – 16th September, New York

Wednesday, 24th August 2016, London & New York: Worldwide, nearly 800 million people suffer from hunger and malnutrition – that's one in every nine people – with the majority being women and children. A radical 32-hour hackathon will bring together young, next generation innovators to contribute to finding an end to world hunger. Taking place on the margins of the UN General Assembly on **Thursday, 15th and Friday, 16th September** at the **Hilton Midtown Hotel, New York**, the **Open Data Maker's Hackathon** is part of the **GODAN Summit 2016**, the largest-ever event dedicated to open data in agriculture and nutrition. It is sponsored by the **Global Open Data For Agriculture and Nutrition (GODAN)** initiative and powered by **Thought for Food** and **Presidents United to Solve Hunger (PUSH).**

The **Open Data Maker's Hackathon** is part of **GODAN's Open Data Challenge**, which brings together coders, students, designers, marketers, young entrepreneurs, open data enthusiasts, forward-thinkers, and curious minds, to uncover new, innovative ways to unleash the power of open data and solve specific challenges in agriculture and nutrition, to enable policy makers, farmers and the open data community to make significant steps forward in the release, management and use of open data.

Hackers, in the form of current university students and/or entrepreneurs aged 18 - 26 years old, will come together in an endurance challenge of creating products and services for a beneficial purpose. They will build teams and develop concepts and prototypes for products or services that respond to the challenge question: *how we can achieve better utilization, collection, and accessibility of open data on agriculture and nutrition to improve our food system, ensure food security and ultimately end world hunger.*

The Open Data Maker's Hackathon seeks solutions that must fit into one of the following categories:

1. Improve Growing Plant Innovations: Use open data to improve how and where we grow our food.

2. Empower the Crowd: Use open data to improve how we leverage the crowd's actions and knowledge to create a better food system.

3. Improve Nutrition and Health: Use open data to improve how we track, make available, and improve nutrition in our daily diets.

4. Deliver Climate Smart Agriculture: Use open data to improve agriculture's resilience in the face of a changing climate.

5. Meet the Protein Frontier: Use open data to improve how we address the growing demand for protein, and the opportunity for more sustainable and alternative proteins.

The teams with the most pioneering and disruptive ideas will be presented with incredible prizes at an award ceremony on Friday, 16th September.* Winning teams will receive the chance to gain access to the GODAN Mentoring Programme, powered by Thought For Food, where they will receive business mentorship and guidance on building their concept. In addition and as a result of successful completion of the GODAN Mentoring Program, teams will join the GODAN Challenge finalists in competing for the grand finale prize of the GODAN Global Open Data Challenge of $5000 and a trip to an international food security summit in 2017.**

All participants of the **Open Data Maker's Hackathon** will be granted free access to the GODAN Summit 2016 which brings together high level world leaders, researchers, farmers, students and others – public, private and non-profit – including over 330 GODAN partners. These include the Governments of the United States, Kenya, and the United Kingdom, ONE campaign, and Presidents United to Solve Hunger (PUSH). All will unite to collaborate on agriculture and nutrition data openness.

Andre Laperriere, spokesperson for GODAN, said: *"Open data is key to innovation in agriculture and nutrition, and what better way to find a solution than to call on our next generation of innovators? We have no doubt that this pioneering event will result in advancement towards ending hunger, whilst also creating new partnerships and bringing awareness to the GODAN initiative."*

A rapidly growing initiative, GODAN is convinced that the solution to Zero Hunger lies within existing, but often unavailable, agriculture and nutrition data. GODAN's goal is to make all agriculture and nutrition data open - available, accessible and usable - for better policy and decision making to ensure no one goes to bed hungry.

The Open Data Maker's Hackathon begins on Thursday, 15th September 2016 at GODAN Summit 2016 at Hilton Midtown Hotel, New York. Innovators interested in participating can register here http://summit.godan.info/hackathon to receive a code allowing them free access. Spaces are limited so register soon!

To attend GODAN Summit 2016 on 15th and 16th September at Hilton Midtown Hotel, New York without participating in the Hackathon, click here to register: http://summit.godan.info/

To sign the petition to help end world hunger now, visit: http://summit.godan.info/petition/

To become a GODAN partner, click here: www.godan.info/becomeagodanpartner

- ENDS -

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About the Open Data Maker's Hackathon
The 32-hour Open Data Maker's Hackathon starts at 09:00am on 15th September, ends on 16th September at 12:30pm, with the Award Ceremony scheduled for 12:00pm. This will take place in the Morgan Suite at the Hilton Midtown.

* Open Data Maker's Hackathon Winning Prizes:

- 1st Place: $3000, 2nd Place: $2000, 3rd Place: $1000
- Access to international GODAN Summit, T-shirt and certificate for everyone participating.
- Winning teams will also receive the opportunity to enter the GODAN Mentoring Program, powered by Thought For Food, where they will receive business mentorship and guidance on building their concept.
- In addition, as a result of successful completion of the GODAN Mentoring Program, teams will join the GODAN Challenge finalists in competing for the grand finale prize of the GODAN Global Open Data Challenge of $5000

**Summit and date of competition to be confirmed.

For further information, please send any questions, comments, concerns to godan@tffchallenge.com.

Social Media:

Twitter: @godanSec
Hashtag: #GODANSummit2016 / #GODANPetition / #GODANHackathon2016
Facebook: www.facebook.com/godansec
LinkedIn: GODAN Secretariat
Instagram: godansec

About Global Open Data for Agriculture & Nutrition
GODAN supports the proactive sharing of open data to make information about agriculture and nutrition available, accessible and usable, to deal with the urgent challenge of ensuring world food security. Any organisation, which supports open access to agriculture and nutrition data, can join GODAN. The group currently contains over 330 partners from national governments, non-governmental, international and private sector organisations. **For more information: www.godan.info**

GODAN Summit 2016
The GODAN Summit will be held on 15th and 16th September in New York City, New York. The Summit will bring together world leaders, researchers, farmers, students and others public, private and non-profit united around a collaboration on agriculture and nutrition data openness. Join the largest event ever planned for open data in agriculture and nutrition. The goals of the Summit are to illustrate the opening, the use, and the importance of agriculture and nutrition data. **For more information: http://summit.godan.info GODAN Summit 2016 Location:** New York Hilton Midtown - 1335 Avenue of the Americas, New York, NY 10019.

Open Data Maker's Hackathon FAQs:

I don't know anything about computers, I just care about nutrition, food, and/or agriculture. Should I join?
Yes, we need you just like we need coders. The development of real solutions will not happen in a vacuum, it will not happen in a Silicon Valley Boardroom, and it will not happen without the direct input of knowledgeable practitioners. We need diverse insight for open data to truly be unleashed. You will not be expected to write code. We need you to be able explain the how, what, why, when and what-ifs of agricultural production, nutrition, and/or food security as you know it. This is your chance to have software developed, on the spot, for your very own needs!

What happens to my project after the event?
This is a pro bono endeavor. This means our purpose is to simply create the space open data for nutrition/agriculture and software developers can collaborate. We do not take ownership of any concepts or intellectual property (IP). We also state very clearly that our hosts and sponsors do not have any claim to the IP developed during our event. The IP belongs to the team's participants. Our hope is that the event sparks some collaborations which lead to start-ups or custom development, outside of us. Select projects will be outlined on our website after the event.

What open data will be available for use at the hackathon?
Check out this OPEN DATA!

Can I participate even if I'm not a coder or if I am new to coding?
Of course! We are looking for designers, marketers, entrepreneurs, open data enthusiasts, forward-thinkers, curious minds, and more to be part of our hackathon teams. We will pair you with coders and developers to complement your skills.

Can I participate if I am under 18?
Unfortunately, you must be 18 or older to participate in our event, and 26 years old or younger.

Are you looking for volunteers or partners?
Yes! If you are interested in being a mentor for our teams, volunteer to help out during the event, please reach out to godan@tffchallenge.com.

How will teams be organized?
Each team will be made up of 4 attendees. If you have a group of 4 ready, you can register together as team (by listing the same team name).

You can also register as an individual, a team of 2, or a team of 3. We will match you with other attendees based on your set of skills (see the registration page) to complete the full group of 4. We will notify you ahead of time about which group you are in so you can introduce yourselves and start brainstorming (if you want!) before the event. If no group is assigned beforehand, you will have the opportunity to create a team onsite.

Will food be provided?
We will be providing snacks, meals, water, and coffee. Meals include breakfast and lunch, and will be provided by GODAN Summit 2016.

Is this a continuous 24-hour event?
Yes, this hackathon will be held over a continuous 24 hours, from 12pm to 12pm. If you wish, you will be able to rest at the hackathon space, or you are welcome to go home to rest and return later (we highly encourage the latter, just so you are fresh for the next day and ready to present your idea). Participants will not be required to stop coding.

What will you provide?
We will provide space to work, food and drinks, large data sets from different food and agricultural organizations (more info below), and basic office supplies (notebooks and pens, power strips, whiteboards, and more.)

What should I bring?
You will be required to provide your own laptop, mobile device, and any necessary chargers. As this will be a 32-hour event, you may also bring basic toiletries or a change of clothes.

Can I sign up a friend using my information or send a friend to attend in my place?
In order to help us organize the event in the best way possible, all attendees must register using their own information. Teams will be organized according to the information you provide during registration; any changes will affect the other hackathon attendees.

What is the cancellation policy?
No policy, but we do ask for you to inform us. This is nearly a sold-out event, and want to make sure everyone who wants to attend is given the opportunity.