



**PRESS RELEASE - FOR IMMEDIATE RELEASE**

## **FINALISTS ANNOUNCED FOR THE GLOBAL OPEN DATA FOR AGRICULTURE AND NUTRITION (GODAN) CHALLENGE REVEALING SOLUTIONS TO END WORLD HUNGER**

- Open data is data that anyone can access, use and share; it is a powerful tool to help overcome the challenges of agriculture and nutrition that we face in the 21st century.
- GODAN is convinced that the solution to Zero Hunger lies within existing, but often unavailable, agriculture and nutrition data. The 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.
- GODAN Open Data Challenge finalists will attend the GODAN Summit 2016 on 15<sup>th</sup> & 16<sup>th</sup> September in New York, the largest-ever event of its kind dedicated to open data in agriculture and nutrition.

**Wednesday, 24<sup>th</sup> 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. One of the greatest challenges of our generation is achieving universal food and nutrition security. Whilst this appears to be an achievable goal owing to the knowledge we have today about how to grow more food and eat more nutritious meals, ironically a preponderance of the nearly 800 million most hungry and malnourished people on earth are themselves farmers. Alarming, a growing majority of those with easy access to food are for the first time in history both overweight and undernourished at the same time.

The **Global Open Data For Agriculture and Nutrition (GODAN)** initiative, which works with over 330 partner organisations worldwide to support global efforts to make agricultural and nutritionally relevant data globally available and unrestricted, launched the **GODAN Open Data Challenge**. Powered by **Thought for Food** and **Presidents United to Solve Hunger (PUSH)**, the GODAN Open Data Challenge aims 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.

Nearly 100 next generation innovators such as coders, students, designers, marketers, young entrepreneurs, open data enthusiasts, forward-thinkers, and curious minds, entered the challenge with their innovative product, service, program and policy change ideas. The challenge comprised of two tracks, both centered around availability and use of data, focusing on GODAN's ambition to achieve world food security:

- **Track A: Policy Challenge\***, was aimed at researchers, academics, entrepreneurs, students, development practitioners or government officials interested in, and knowledgeable about, open data in agriculture and nutrition. In order to take part, all entrants had to design a policy or program for their country or organisation that would incentivize government and non-governmental agencies to better utilize, collect, and/or make more accessible

Con't/...



.../2

open data and will positively impact one of the following two challenge themes:

1. **Agriculture:** The lack of crowdsourced data from rural areas, especially as it relates to helping farmers make better decisions about inputs, pricing, and other factors related to agricultural production.
2. **Nutrition:** The cost and difficulty of capturing and utilizing consumer open data about daily nutritional intake, with the goal of understanding nutritional risks, opportunities, and constraints.

The three selected finalists for the Policy Challenge are:

- **Agriculture Sector Data Coordination Policy**
- **VARI**
- **Agri-Commodity Bulletin**
- **Track B: Open Data Maker's Challenge\*\*** is aimed at young entrepreneurs and students who are invited to create a prototype product or service that responds to one of five specific innovation areas, with the view to developing practical solutions that may allow us to better utilize, collect, and/or make more accessible open data to ultimately improve our food system. The three finalists for the Open Data Maker's Challenge are:

- **AfriWeather**
- **Vicity**
- **Sow2Eat**

The GODAN Open Data Challenge finalists will be awarded cash prizes, a ticket to GODAN Summit 2016 and access to the GODAN Mentoring Program, powered by Thought For Food.\*\*\*\* One lucky finalist will be selected to win a final cash prize of \$5,000 in early 2017.

Whilst the GODAN Open Data Challenge is now closed for 2016 submissions, innovators can still register to attend the **Open Data Maker's Hackathon\*\*\*** until **29<sup>th</sup> August 2016**. Taking place from 15<sup>th</sup> September at **GODAN Summit 2016**, the 32-hour event will provide an opportunity for young innovators to take a shot at forming a team, creating a solution and pitching it. Winning teams within this demonstration hackathon will receive cash prizes, mentorship, and the opportunity to participate in the grand finale of the GODAN Global Open Data Challenge.

All participants of the **GODAN Open Data Hackathon** will be granted free access to 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 Governments of the United States, Kenya, and the United Kingdom, ONE campaign, and Presidents United to Solve Hunger (PUSH).

Con't/...



.../3

All partners will unite to collaborate on agriculture and nutrition data openness. An excellent networking opportunity, some of the other exciting features of GODAN Summit 2016, include **game-changing speeches** by world leaders and innovators, the celebration of the results from an **open-data online revolution** that was launched calling on international governments, the private sector and civil society to provide open data on agriculture and nutrition and end world hunger, and **exhibits** to showcase agriculture and nutritional data.

**Andre Laperriere, spokesperson for GODAN**, said: *"Through the GODAN Open Data Challenge and Hackathon we strive to support a community of entrepreneurs and coders who are committed to solving long-standing problems and benefit farmers and the health of consumers."*

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, 15<sup>th</sup> 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 15<sup>th</sup> and 16<sup>th</sup> September at Hilton Midtown Hotel, New York, 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](http://www.godan.info/becomeagodanpartner)**

**Hashtag us!: #GODANChallenge2016**

**- ENDS -**

**For further information, please contact:**

**Natasha Mudhar**  
**Sterling Media**  
**Tel: +44 207 801 0077**  
**Email: [godanmedia@sterlingmedia.co.uk](mailto:godanmedia@sterlingmedia.co.uk)**

**Notes to Editors:**

**Media Kit: [goo.gl/2Bousl](http://goo.gl/2Bousl)**

**\*The Policy Challenge**

- The full list of rules, eligibility, judging rubric, prizes, and submission requirements, can be found in the Track A Challenge Guide.
- Applications for the GODAN Open Data Challenge Track A have now closed.
- **Overall winner announced:** at a Spring Event 2017 (date and venue to be confirmed)

Con't/...



.../4

### The Prizes:

A panel of volunteer judges reviewed the submissions virtually (using the criteria below) and selected three finalists. These teams will:

- Be invited to attend the GODAN Summit 2016. One team member (team leader) will receive financial support to cover travel and accommodation.
- Present their paper during a short presentation at the GODAN Summit 2016
- Benefit from mentorship opportunities and follow up support in the 3 months post-Summit:
  - GODAN will select a relevant mentor and suggest a schedule of discussions that you will need to arrange between yourselves and your mentor
  - Finalists are encouraged to use the GODAN Summit as an opportunity to network and develop their proposal by drawing on the attendees expertise. GODAN will support finalists to connect with relevant specialists at this event.

### The Finalists:

#### 1<sup>st</sup> Place:

**Project Name:** Agriculture Sector Data Coordination Policy  
**Team Member(s):** Muchiri Nyaggah  
**Brief Description:** Providing a framework and tech platform to enable multiple ministries to release data and encourage/enable use in agriculture and nutrition.  
**Location:** Kenya

#### 2<sup>nd</sup> Place:

**Project Name:** VARI  
**Team Member(s):** Sai Krishna Dandamudi  
**Brief Description:** Creating online market place for farmers to secure better prices for crops, in coordination with government data.  
**Location:** India

#### 3<sup>rd</sup> Place:

**Project Name:** Agri-Commodity Bulletin  
**Team Member(s):** Al-Van Basco  
**Brief Description:** Developing SMS tool to enable access to market info for farmers whilst supporting government to improve access to open data.  
**Location:** Philippines

**\*\* The Open Data Maker's Challenge** 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.

Con't/...



.../5

### The Open Data Maker's Challenge Schedule:

- The full list of rules, eligibility, judging rubric, prizes, and submission requirements, can be found in the Track B Challenge Guide.
- Applications for the GODAN Open Data Challenge Track B have now closed.
- **Overall winner announced:** at a Spring Event 2017 (date and venue to be confirmed)

### The Prizes:

Three overall finalists have been selected. They will each receive:

- **Airfare & lodging:** Free flight and lodging for the team leader from each category to New York City, 15-16 September for the GODAN Summit 2016.
- **Mentorship:** Mentorship and guidance to help support further development for their endeavor for 3-6 months after the GODAN Summit 2016.
  - GODAN will select a relevant mentor and suggest a schedule of discussions that you will need to arrange between yourselves and your mentor.
  - Finalists are encouraged to use the GODAN Summit as an opportunity to network and further develop their endeavors by drawing on the attendees expertise. GODAN will support finalists to connect with relevant specialists at this event.
- **Exposure:** The opportunity to present their solution at one and/or both follow-up events connected to PUSH and/or Thought For Food.
- **Cash prizes:** The opportunity to win the grand prize of \$5k at a follow-up event, pending the judge's final evaluation of progress.

### The Finalists:

#### 1<sup>st</sup> Place:

**Project Name:** AfriWeather  
**Team Member(s):** Charu Jaiswal  
**Brief Description:** Deploying a network of low-cost weather sensors across farms that will use open data in the form of satellite images, historical weather data, national weather models, etc.  
**Location:** Toronto, Canada

#### 2<sup>nd</sup> Place:

**Project Name:** Sow2Eat  
**Team Member(s):** Ruthie Wofford & Molly Rhodes  
**Brief Description:** Sow2Eat compiling valuable gardening information and sending step-by-step instructions to users, teaching them about gardening, health, and nutrition.  
**Location:** Auburn, Alabama, USA

#### 3<sup>rd</sup> Place:

**Project Name:** Vicity  
**Brief Description:** Creating a platform using open census data with crowdsourced data on a variety of factors, hoping to reveal gaps and create less 'food deserts'.

### \*\*\*The Open Data Maker's Hackathon

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

Con't/...



.../6

#### **Open Data Maker's Hackathon Winning Prizes:**

- Three finalists will be selected.
- Access to international GODAN Summit, T-shirt and certificate for everyone participating.
- 1st Place: \$3000, 2nd Place: \$2000, 3rd Place: \$1000
- 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

#### **GODAN Open Data Challenge - Final Winner Reward:**

One overall winning team will be selected and announced in Spring 2017. This team will receive:

- Cash prize \$5,000 (USD) (and public announcement at Spring agriculture/nutrition event).
- Opportunity to pitch their endeavour for additional funding, in collaboration with GODAN and partner organisations.

#### **Social Media:**

**Twitter:** [@godanSec](https://twitter.com/godanSec)  
**Hashtag:** [#GODANSummit2016](https://twitter.com/GODANSummit2016) / [#GODANPetition](https://twitter.com/GODANPetition) / [#GODANChallenge2016](https://twitter.com/GODANChallenge2016)  
**Facebook:** [www.facebook.com/godansec](http://www.facebook.com/godansec)  
**LinkedIn:** [GODAN Secretariat](https://www.linkedin.com/company/godan-secretariat)  
**Instagram:** [godansec](https://www.instagram.com/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](http://www.godan.info)

#### **GODAN Summit 2016**

The GODAN Summit will be held on 15<sup>th</sup> and 16<sup>th</sup> 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.