

THE CELLAG CHALLENGE

CONCEPT NOTE 2023



PREPARED BY



Cellular
Agriculture
Australia

Introduction

The 2023 National Science Week theme of "Innovation: Powering Future Industries" presents an opportunity to address a pressing challenge of our time – transforming the food system into one that is sustainable, ethical and accessible to our growing population. Our CellAg Challenge will bring together undergraduate students from diverse academic backgrounds and introduce them to the field of cellular agriculture.

Cellular agriculture is one of many solutions that is required to ensure a viable food system into the future. The CellAg Challenge seeks to harness the creativity and energy of undergraduates to explore a broad yet pressing question – **how can we leverage cellular agriculture technology to revolutionise the food system and ensure it's accessible, sustainable and ethical?**

By engaging undergraduates in this challenge, we aim to foster interdisciplinary collaboration, nurture the development of innovative ideas, and cultivate a deeper understanding of the potential of cellular agriculture. We aim to inspire the next generation of leaders to drive sustainable and ethical change in our food system.

Cellular Agriculture Australia (CAA) is the only organisation dedicated to ensuring that Australia's cellular agriculture sector will be able to provide ethical, accessible and sustainable food for all, and as such we are uniquely placed to deliver this event.

The CellAg Challenge is being supported by by the University of Melbourne's [Future Food Hallmark Research Initiative](#), who are hosting the event and providing catering.

Objectives

- Increase awareness of the cellular agriculture industry among undergraduate students in an engaging and interactive way.
- Foster interdisciplinary collaboration and encourage innovative thinking by engaging students from diverse backgrounds.
- Facilitate interaction between industry professionals and students to share knowledge and insights, and foster connections.
- Cultivate students' self-awareness and build confidence by encouraging them to leverage their unique personality traits as strengths within a professional setting.

Key Dates

- **Event dates:** 18th August – 19th August (Friday evening and Saturday day)
- **Registration opening:** 12th June
- **Registration closing:** 11th August

Approach

- **What:** The event will include a range of activities to develop ideas that address the challenge question, including team building exercises, guided design thinking and creative problem-solving, industry professional talks, and student pitch presentations.
- **Where:** The event will be held simultaneously in Melbourne and Online to encourage a broad audience from a range of universities .
- **How:** The challenge will take place on a single, immersive in-person and online day (Saturday) to ensure maximum interaction and engagement. On the Friday evening prior, students will be invited to a kick off event (online and in-person) to introduce the Challenge and foster connections among the group. Throughout the process, mentors will offer guidance and insights for participants to showcase their ideas through pitch presentations.
- **Facilitation and support:** Students will be guided through a facilitated process, led by CAA team members. Industry talks will allow students to gain a deeper understanding of the real-world challenges and where opportunities may lie.

Target audience

The event caters to motivated undergraduates from diverse disciplines and any age range, irrespective of their prior cellular agriculture industry knowledge. It specifically focuses on individuals who are interested in utilising cellular agriculture techniques to promote a food system that is both sustainable and ethical.

- **Motivation for attending:** A prize will be awarded to the team with the most creative and convincing idea that utilises cellular agriculture technology.
- **Size:** We are targeting 30 students in Melbourne and online, broken into 6 teams of 5 with at least two facilitators per location.
- **Registration steps and prerequisites:**
 1. Fill out the registration form (open 12th July).

2. Get access to [CAA's online](#) course prior to the start of the Challenge which introduces cellular agriculture and provides a baseline understanding of the industry.
3. You will receive a confirmation email.

Expected Outputs

- Expose and build understanding of cellular agriculture among 90 undergraduates.
- Develop hypotheses and/or ideas in response to the challenge question, aimed at catalysing transformative changes within the food system.
- Create a network of interdisciplinary students and industry professionals who can continue to collaborate and share knowledge beyond the event.

Conclusion

The CellAg Challenge is a mechanism to raise awareness of the cellular agriculture industry's potential, inspire students to become agents of change in the food system, and equip them with the knowledge, skills, and connections needed to pursue careers in this emerging field.