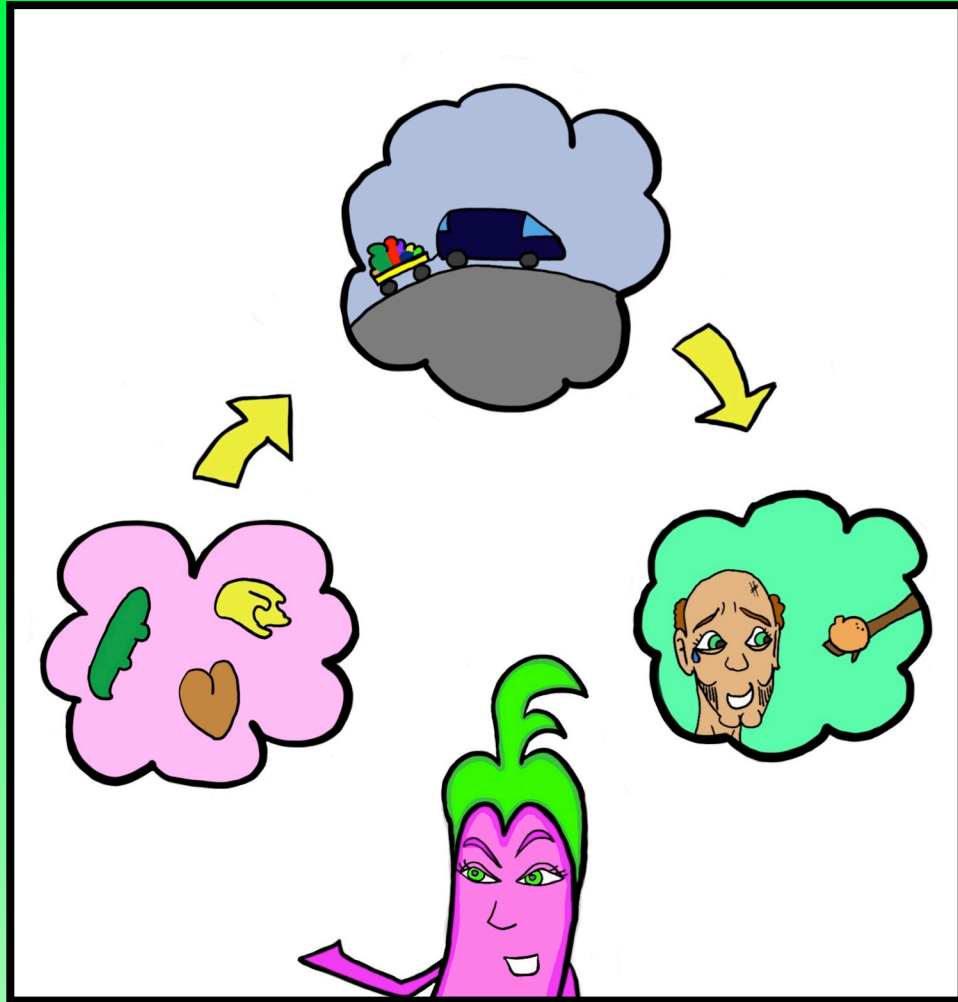


THE GSCA PRESENTS

THE GREEN STAR CHAMPIONSHIP

You could earn up to \$500 by reducing food waste!



HOW TO WIN



STEP 1: Take Action to Reduce Food Waste

STEP 2: Submit your results to lunch4everyone.ca/gsc

STEP 3: Collect your cash, if you're one of the winners!

For more information, full rules and criteria visit:

www.lunch4everyone.ca/GSC

THE GREEN STAR CHAMPIONSHIP

RULES & PRIZES

The GCSA is proud to present the Green Star Championship, a food rescue competition! The goal of the competition is to reduce local food waste while engaging youth in the lower mainland, and rewarding them for their community contributions.

The competition is open to people aged 18 or younger living in British Columbia.

First, second and third place prizes will be awarded to winners from 2 age groups, Primary (Age 5-12) and Secondary (Age 13-18)

First place finishers from each group will win \$500 cash with second place finishers getting \$250 and third place earning \$100.

The Green Star Championship calls for entries from the following food waste reduction techniques:

Direct Food Rescue
Art piece creation
Presentation
Lobbying
Fundraising
Volunteering
New Idea

Please refer to the Contest Rules & Criteria for details on how to submit contest entries. Throughout the guide, you will find examples of Food waste reduction techniques

HOW TO ENTER

Please Provide:

- A completed entry form which details the tasks done in the project and the results. PDF or Word document submissions are mandatory. Audio or visual supplementary submissions are also accepted.

- Submit your results to www.lunch4everyone.ca/gsc

Feel free to ask for help or clarifications by emailing Powys from The Green Star Championship Association at Lunch4everyone@gmail.com

Submission deadline:
December 31st 2021

CONTEST RULES & GUIDELINES

WINNING PROJECT SELECTION

The GSCA panel will select the winning project based on how much they impact food waste, as measured by the rubric found on page 11.

1st, 2nd, and 3rd place finishers will be recognized from both groups, Primary and Secondary.

PRIZES

For each group the prizes are the same. 1st place gets \$500 cash and their name gets put in *The Quest to Include Food* comic found at www.lunch4everyone.ca/TheQuest 2nd place wins \$250 cash, and 3rd wins \$100 dollars cash. Projects that finish outside of the top 3 will get honourable mentions and may get recognized with prizes as well. Exceptional projects may receive additional support from The Green Star Championship Association.

ELIGIBILITY & COPYRIGHT

People over the age of 18 are not eligible for this contest. The entrants retain sole copyright and control of their projects. The GSCA will publicize the winning efforts of the Green Star Championship across several channels.

GENERAL SUBMISSION GUIDELINES

- Submissions will be accepted starting September 21st, 2021.
- Working in teams and groups is allowed
- Projects must aim to reduce food waste issues
- Guidelines for each category must be followed
- Your submission may receive a prize and additional support from The Launch Box.
- Project contents should be summarized in word document form with accompanying audio or video files accepted to show evidence of work and some kind of measurement of impact: Note: while 'pounds of food rescued' is a good unit of measurement, there are other metrics of impact such as video views, number of community leaders who took action, funds raised, number of markets that now donate their food, number of people who audited their food waste footprint, number of people educated, and many others.

Here is a list of acceptable types of projects for entry:

Direct Food Rescue
Art piece creation
Presentation
Lobbying
Fundraising
Volunteering
New idea

- Digital file submissions must include the full name and age of the entrant and the type of project. For example
Sam_Lang_16_Volunteering.jpg

The submission guidelines for the different types of projects are outlined below.

CONTEST RULES & GUIDELINES

FOOD RESCUE

Food Waste is rampant in BC. Many supermarkets, farms, film/TV sets, produce handlers, and homes waste food. A **food rescue** is any operation that takes surplus food from these channels, and delivers it to people in need.

A food rescue project would see the entrant trying to rescue as much food as possible while honouring the principles of an effective sustainability project as shown in the rubric on **page 12**

Note: volunteering at an existing food rescue can make a significant impact on food waste in B.C. without having to set up networks of donors and recipients. Consider volunteering before starting your own Food Rescue.

EXAMPLES

Food Stash foundation collects surplus food from several sources in Vancouver like Save-on foods, IGA, Whole Foods and also Sole Food Street Farms and Stong's Market. They then deliver it to a network of organizations that feed people like community houses, resource centres and shelters.

Using elements of previously successful food rescues in your own project is wise.

Other food rescue groups with practices worth imitating are: Vancouver Food Runners, Table Matters in North Vancouver, Second Harvest. FoodMesh & The Leftovers Foundation

SUBMISSION REQUIREMENTS

- Your food rescue project must take edible food from an area with a food surplus, like a farm, store or event and deliver it to people in need of food.
- Rescuing food and giving it to your friends is not allowed unless your friends are in need of food.
- The applicant themselves does not have to deliver the food, but they must organize the operation.
- Transportation of food must satisfy food safe regulations
- Consider volunteering at an existing local food rescue before creating your own
- Consult the rubric on **page 12** for evaluation notes.
- Be creative.



The photo above shows people collecting surplus food using the Food Rescue US app. They are collecting from a farm and have large boxes to hold produce and parents to assist with transportation.

CONTEST RULES & GUIDELINES

ART PIECE

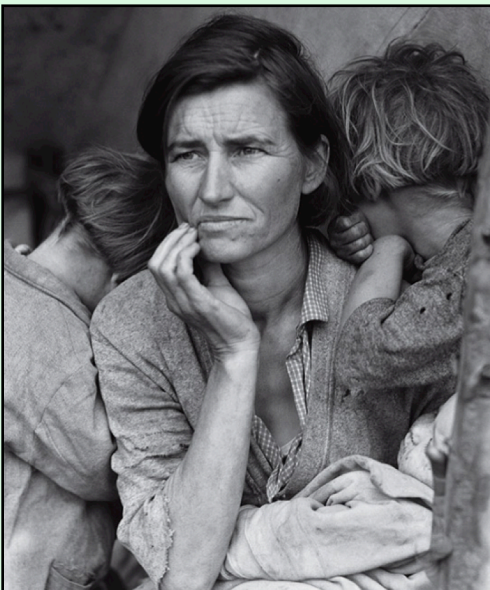
You can submit a piece of art that helps raise awareness about food waste. It can be any form of art; a doodle, an animation, a short film, a painting, a song, a poem, a performance, a play, a sculpture, a photograph, a dance, anything! The art piece should inspire action to reduce food waste from those that interact with it. It should be presented in a way where people who are likely to be interested in seeing it will get a chance to see it. If you make a song, present it to people who like music, if you take a bunch of photos, show people who are interested in photography. Getting lots of people to see it is important, but showing the *right* people, the ones who will be interested and motivated by your work, is most important.

SUBMISSION REQUIREMENTS

- The art must be family friendly.
- The art should be free of profanity.
- The art should be an original piece free of plagiarism. No previously published art will be accepted. Note: plagiarism is taking someone's work and passing it off as your own. Feel free to take inspiration from previous works, but don't copy entire pieces. If you do end up copying a large portion of art, please make that clear with your submission, or you will be disqualified.
- Please submit art online at lunch4everyone.ca/gsc or make an appointment for an in-person drop off by contacting lunch4everyone@gmail.com
- Digital files should be submitted in high quality formats.
- Physical art will be held for evaluation then returned to the artist.

EXAMPLES

Effective art, in the context of activism, ignites feeling and inspires action from the viewer. Here are several examples:



This **photograph**, called Migrant Mother, taken by Dorothea Lange at a homeless camp, captures the pain and worry of the great depression that took place in the 1930s. This was the starring photo from a gallery that was sent to authorities in order to rally support for the 'pea-pickers camp'. In response, they sent 20000 pounds of food to the people in need!

Note: Dorothea took a great photograph and then *showed it to the authorities*. Taking the photo is important, but showing it to people who will take action is the critical action.

CONTEST RULES & GUIDELINES

ART PIECE EXAMPLES CONTINUED



The *Sleep Now in the Fire*, a music video by *Rage Against the Machine* is an epic example of an impactful **song, music video and performance!** The **song** is impactful because of its thought-provoking lyrics delivered with fiery energy. The **music video** shows a story of a gameshow with real, shocking statistics about wealth inequality in the USA. This exposes people to truth in a visually pleasing, funny and memorable way. They also include footage of the World Trade Organization protests in Seattle where authorities sprayed protesters.

The **performance** was done outside of the New York Stock exchange, which caused a ruckus that made the centre of American commerce to shut down in the middle of the day, a perfect piece of activism.



This **sculpture** of a beached whale was done by the Captain Boomer Collective, an activist art group from Belgium. They have installed the structure at several different sites around Europe to raise awareness about disrupted ecosystems. They even had representatives close-by the sculpture to explain why whales beach themselves.

Note: Sculptures do not need to be this large in order to be effective. A small, well-placed sculpture can spark conversation and ignite action!



Green Star Championship Association makes **comic strips** which combine **drawing** and **poetry**. There are images which show readers how food waste occurs. The accompanying rhymes enhance the story and readability of the comic. Drawings and information can be combined in the form of a poster or infographic, either digital or in real life. Presenting the art piece in a public way is essential to the effectiveness of the food waste prevention.

Other effective art pieces include short films, poems and public displays, like a flash mob or tableau.

CONTEST RULES & GUIDELINES

LOBBYING

Lobbying consists of contacting community leaders and convincing them to take action regarding the prevention of food waste. The leaders who would be most accessible to students would be managers of local food operations like supermarkets, produce markets, restaurants, and event coordinators, local government leaders, community groups, school principals, PACs, film and TV productions, parents, and local sports organizations. Typically, wherever there is a large amount of food, there is waste that can be rescued!

EXAMPLES

- Asking food companies if they have a way to deal with surplus food, if so, share their methods with others.
- Asking local food vendors, like bakeries or restaurants of any size if they can improve their food waste footprint.
- Ask local governments to be more serious about composting efforts.
- Rally support for a cause and try to get as many people as you can to ask local leaders to support food waste reduction activities.
- Ask consumers to do personal food waste audits at home and ask local governments to enhance their food composting efforts and awareness campaigns.
- Lead an awareness campaign with the aim of having people learn about food waste and hopefully take action.

SUBMISSION REQUIREMENTS

- Spam is not allowed if someone asks you to stop contacting them you must agree.
- All requests must be polite and professional. Please and thank you must be used when asking people to take action.
- Requests should be specific and realistic. For example, when visiting a supermarket, talking to the manager and seeing if they have a mechanism to collect unsold food that gets discarded at the end of the night, asking them to contact their closest food rescue to make arrangements for wasted food would be an example of a specific request for a realistic goal.
- When asking a manager to reduce their food waste, the person making the request should understand the local food rescue resources available to that manager, because they will have questions.
- Be understanding and expect rejection. If people say they cannot reduce their food waste, accept it and move along until you find someone willing. Many people resist change and will not want to help. For food waste in Vancouver, it is easier to find someone that will help than it is to change the minds of the people that won't. Be patient. Even if many people reject you there is always one who will help.
- Be professional and creative. Feel free to ask for their support in an imaginative way.
- Contributions will be assessed based on the rubric on **page 12**

CONTEST RULES & GUIDELINES

PRESENTATION

A presentation consists of a speech or a talk where a new idea, product or piece of work is exposed to an audience. Exposing people to information about local food waste problems and solutions is an excellent way to help the fight against food waste. People will learn of the true waste levels present locally and abroad, and they'll also see that the issue is so important that someone is interested in discussing it passionately. Giving multiple talks or presentations is likely going to be more impactful than doing just one. But again, it depends *who* sees the presentation. Giving a talk to students who may go home to their parents and ask them to be mindful of food waste can be impactful!

EXAMPLES

- Giving a presentation to a class (or multiple classes) or at an assembly
- Holding a talk at a student government meeting like Student Council
- Holding a talk with a recreational group like a dance class or sports team
- Giving a presentation to friends and family who may be interested (in person or over a video call)
- Setting up a booth in a public space and chatting with the public about food waste issues
- Holding a talk or giving a presentation to work colleagues
- Making a video presentation and sending it to teachers and asking them to show their classes

SUBMISSION REQUIREMENTS

- Presentations can be done individually or in groups
- At least one presentation or talk must be given to qualify for entry
- Generally, giving more presentations or holding more talks will lead to a higher score on the rubric in the **Reach** category, but the exception to this rule is if only one presentation is given at a place where lots of people will see it and be interested, a 'We Day' for example. Still, if you do a big presentation and several other ones, in that case quantity will favour your score.
- The talk or presentation doesn't have a minimum or maximum limit, though there should be the following points explained: Canadian food waste statistics, global food waste statistics, reasons for food waste including high cosmetic standards, existing local solutions to food waste issues and actions the viewer can take to fight food waste.
- The speaker's clothes should be consistent with the message they are conveying. If they are giving a professional presentation, they should look well put together in clean clothes. However, if the talk or presentation is a little more theatrical, if they are wearing a costume of sorts, for example dressing up like a misshapen vegetable, that also works.
- Presentations should be well thought out and practiced beforehand
- Contributions will be assessed based on the rubric on **page 12**

CONTEST RULES & GUIDELINES

VOLUNTEERING

A volunteering contribution to the community is worthy of Green Star Championship consideration. Contact your local food rescues and see if they could use your help.

Volunteering is noble and gives the volunteer great experience and a deeper understanding of the community and the problem as a whole. It also gives the entrant exposure to valuable contacts within the food waste and sustainability sphere.

EXAMPLES

- The entrant can help a food waste organization take care of routine tasks like cleaning, counting or transporting food.
- The entrant can help the food waste organizations carry out a special project that requires a special skill like video production or logo design.
- The entrant can assist in the marketing efforts of a food rescue organization.
- The entrant can propose to be added in to a community event as a food rescuer. This person would find a home for surplus food generated from the event.

SUBMISSION REQUIREMENTS

- Volunteering must be done with an organizations or groups that focus on reducing food waste, such as Food Stash, FoodMesh or Vancouver Food Runners. Volunteering counts if its in a food waste reduction role. Helping food rescues counts, as does doing food waste specific tasks somewhere else, like collecting unused vegetables from farms and getting them ready for pick up.
- Entrants can volunteer with multiple groups.
- The impact made as a volunteer will be assessed according to the rubric on page 11
- Volunteering on a large project will get you some credit for the end result.
- Efficiency of time used does come into play, but generally, more volunteering is better than less.
- That said the efficiency of your volunteer contributions are more important than time spent. For example, someone who spent 10 hours volunteering watching a door will get less credit than someone who spent 4 hours delivering food via bicycle from a market to a shelter.
- Consistent volunteering can greatly help the food waste problem in several ways: directly rescuing the food, showing people in the community that this is a cause worth working towards, helping food rescues accomplish their goals to feed those in need consistently.
- Volunteering lets the entrant join the war on waste right away instead of spending lots of time setting up a food rescue organization.

CONTEST RULES & GUIDELINES

FUNDRAISING

Fundraising and donating the proceeds to local food waste operations is another way to help the sustainability movement of your community.

EXAMPLES

- Contact local businesses to see if they're willing to donate goods or services that you can use to either sell in a silent auction, or sell raffle tickets and use the donations as prizes.
- Selling crafts is a good way to make money. You can make inexpensive bead jewelry or T-Shirts, you could have a bake sale and you can even sell art!
- Entrants could sell an *unbelievable experience*, where donors get to participate in something crazy once the goal is met, like shaving the principals head!
- There are many types of fundraising, the more creative and sustainable, the better!

SUBMISSION REQUIREMENTS

- 100% of proceeds must benefit a food rescue mission.
- Fundraising efforts should be sustainable in nature and should be supportive of local companies as much as possible.
- The entrant can raise money by selling goods like a hot cocoa stand or a bake sale or selling eco friendly goods that replace single use goods, like canvas bags.
- The entrant can raise money by asking for donations
- Entrants are allowed to ask for donations outright, but giving people something in return for their money, like food or a bracelet, makes them remember the contest and tell their friends about it!
- Do not pressure people into donating or buying your good or service.
- Be knowledgeable about food waste when asking for donations
- If you're asking for donations prepare to hear no
- Entrant must present documents showing the exchange of money from them to their organization/group of choice.

CONTEST RULES & GUIDELINES

NEW IDEA

Entrants can attempt to decrease food waste in B.C. using an idea outside the previously mentioned categories. As long as the idea or project aims to reduce food waste in B.C., it qualifies for entry into the Green Star Championship.

EXAMPLES

- Forming an agreement among several agencies to commit to fighting food waste. The Paris Agreement is a legally binding treaty for countries to commit to fighting climate change, perhaps a local agreement of sorts could be done?
- Getting help from a university or college class who's focus is social impact. SFU and UBC entrepreneurship classes may be looking for causes to tackle, you could bring this one to their attention! Maybe even several classes!
- Creating a bank of ideas and sending them to all the food rescues. If the entrant asks many people about their food waste ideas, perhaps they would find a new solution that the Food Rescues, or another agency, had yet to hear. Bringing a solution to their attention could lead to an impactful change!
- Proving to supermarkets that there is a demand for produce that doesn't meet strict cosmetic standards. Get irregular, natural looking produce and offer it for free outside of a big store, perhaps!
- Create safe community produce pick up and drop off areas for surplus food.

SUBMISSION REQUIREMENTS

- The idea will be evaluated based the rubric found on **page 12**.
- The idea or project should result in a reduction of food waste in B.C.
- The presentation of the project should be neat and consistent.
- The idea or project can be invented by an individual or by a group.
- Plagiarism is strictly prohibited. However, taking inspiration from other ideas or projects from the past and creating something new is allowed, so long as the inspirations are listed in the word document of the final submission.
- This category is largely freestyle, yet the event or project should still consistently aim at reducing food waste. Entrants should keep their focus or risk spreading themselves thin across categories and thus, leaving no real impact.

THE LAUNCH BOX PRESENTS

THE GREEN STAR CHAMPIONSHIP

EVALUATION RUBRIC

	Excellent	Good	Satisfactory	Unsuccessful
Waste Diversion	Applicant's efforts deleted a waste channel completely.	Applicant's efforts deleted most waste from a single source.	Applicant's efforts deleted some waste from a single source.	No waste diverted.
Style & Professionalism	Consistent design for all items linked to the project. Final submissions are concise and clean.	Mostly consistent design for all items linked to the project. Items are understandable and legible.	Key items are clean and legible. Some items are unclear and untidy. There was an attempt at a theme, but the theme is unclear.	Illegible documents with no thought or theme.
Creativity	Innovative and customized food waste reduction solutions based on the needs of the targeted area.	Some original ideas interwoven with use of previous solutions.	Creative use of previously implemented ideas; mostly unoriginal plans executed successfully.	Exclusively copying previous ideas with no modifications.
Longevity	The effects of the project are hard to undo.	The effects of the project will persist even after the withdrawal of the applicant from the project.	The effects will persist as long as the applicant is active with the project.	The project doesn't always have an effect.
Implementation	The idea can be easily implemented in several different areas, at little or no monetary or environmental cost.	The idea can be implemented in several areas with a realistic amount of support.	The project can be done again with the help of the applicant. The applicant is necessary for successful implementation.	One time event with no chance of repeating.
Reach	Over 50 people took action thanks to the applicant's efforts.	Over 10 people took action thanks to the applicant's efforts.	One person took action thanks to the applicant's efforts.	Nobody interacted with the applicant's efforts.

HOW TO ENTER

VISIT www.lunch4everyone.ca/gsc

DOWNLOAD the submission form

SEND your completed submission form to lunch4everyone@gmail.com before the deadline of December 21st 2021

THANK YOU!

By combining the support of organizations with the efforts of people like you, we can reduce food waste and feed those in need! By competing in the Green Star Championship, you are contributing your energy towards making the world a better place! Thank you so much and all the best for your fight on food waste!