



## EUROPEAN YOUTH AWARD

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[eu-youthaward.org](http://eu-youthaward.org)

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### Blockchain against Hunger: EYA Digital Champion uses the latest technology to prevent food waste

**One third of food production ends up in garbage worldwide. More than one third of all study beginners drop out. These and other social problems are solved by the winners of the European Youth Award (# EYA18) in Graz. "food+x" from Slovenia was voted the best project, the EYA Digital Champion 2018!**

For more than 360 dedicated, digital innovators from 40 countries, Graz was the pivotal point for meaningful work and professional networking this weekend. Presented were robots for three to five years olds to playfully learn programming logic, logistics solutions for refugee camps, optimal apps for blood donation campaigns or, like the **EYA Digital Champion 2018 "food+x"** - the blockchain revolution to end food waste on a grand scale!

*"The EYA18 brings together those young people who want to cooperate to use the latest technologies to implement solidarity, rather than pull in the latest videos or even spreading hate,"* explains **EYA-initiator Peter A. Bruck** the aim of the event. During three-days of the EYA18 Festival, fifteen pioneering digital applications were introduced that effectively enhance social coexistence.

These winning projects showcase impressively how digital technologies are being used intelligently to improve economies for the benefit of people. The EYA projects also demonstrate the many opportunities to be active with technological solutions in line with the EU 2020 Strategy and the UN SDGs and to achieve social participation, fair resource allocation and sustainable development.

**"food+x"**, the EYA Digital Champion and Overall Winning Project, has been selected by an international panel of judges and shows the utmost potential to use blockchain technology to penetrate the food industry's waste logistics. If that third of the world's food, which is already destroyed before it can even reach consumers, can be redistributed smartly to those people who have too little to live on, hunger and malnutrition can be effectively combated.

The founder of "food+x", **Dalibor Matijevic**, works as "Robin Food" in stores and sums up EYA18: *"The three days in Graz have given me the input and new contacts that food+x needs to roll out across Europe. That's a huge leap for a Slovenian social startup."*

SKIDATA's **Markus Leitner**, an EYA mentor, has dealt extensively with the project and explains the jury's decision: *"food+x has the potential to change the entire food industry - with many billions of euros in annual sales - while contributing significantly to the fundamental sustainability goals."*

The EYA Festival took place in Graz for the seventh time. As unique venue in Europe for the Gala Ceremony served the "Dom im Berg", a very special location inside the city hill of Graz! Hundreds of young participants from all over Europe and an outstanding moderator duo: **Aferdita Pustina** from the OSCE Mission in Kosovo together with beatboxer and **DJ Ivory Parker** led through the evening!

The **EYA Young Digital Champion 2018** Award was presented by **Marc Fähndrich**, representing the European Commission Representation in Vienna, and EYA-initiator Peter A. Bruck to "food+x" founder Dalibor Matijevic.

The high-profile laudators for the EYA Projects were: **Susanna Slivensky**, ECML of the Council of Europe; **Valdrin Lluka**, Minister for Economic Development and Innovation, Rep. Kosovo; **Nigel Hickson**, Vice President ICANN; **Ana Alibegova**, Program Director, Mladiinfo; **Pihla Rostedt**, CEO, Stellarion Oy; **Anna Hopper**, City Council for Youth and Education; **Katharina Ladewig**, Managing Director of EIT Health; Member of Austrian Parliament **Verena Nussbaum** and Member of the Styrian Parliament **Sandra Holasek**.

## European Youth Award (#EYA)

Initiated in 2012 by Prof. Dr. Peter A. Bruck, PhD, honorary chairman of the International Center for New Media, the European Youth Award (EYA) today is a Europe-wide competition for young people, social entrepreneurs and start-up founders who create digital projects to improve society. It serves to motivate young people to contribute to the achievement of the objectives of the Council of Europe, the Europe 2020 strategy and the SDGs and shows the potential of young Europeans to find innovative solutions with IT and mobile technologies for concrete problems. Eligible for participation are 33-year-old people from Europe and the MENA region.

The EYA Festival is a unique event that combines knowledge, innovation, networking, inspiration and motivation. From November 28 to December 1, 2018, around 360 participants from 27 countries gathered to support the winning projects through creativity, networking and know-how. Venues were the Murinsel, the Graz Town Hall, the FH JOANNEUM and the Dom im Berg!

European Youth Award: [eu-youthaward.org](http://eu-youthaward.org)

### Fotos:

- EYA\_21: Dalibor Matijevic, food+x © EYA | M. Rauch
- EYA\_347: Awarded Category Winner „Planet Friendly“ - Peter A. Bruck, EYA-Initiator; Dalibor Matijevic, food+x; Anna Hopper, City Council for Youth and Education © EYA | M. Rauch
- EYA\_357: Overall-Winner Food+x - Marc Fähndrich, European Commission Representation in Vienna; Dalibor Matijevic, food+x; Peter A. Bruck, EYA-Initiator © EYA | M. Rauch

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