

**Brasilia  
Brazil**

**Youth  
Ag  
Summit  
2019**

**Questions  
and Answers**

**4-6  
November**

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# ABOUT THE YOUTH AGVOCATE SUMMIT

## What is the Youth Ag Summit?

The Youth AgVocate Summit (YAS), part of the Bayer Crop Science Agricultural Education Program, is a community of global young leaders championing sustainable agriculture and food security, and working to bridge the gap between those who produce our food and those who consume it.

The biennial global forum brings together young changemakers aged 18-25 to tackle the challenges of how to feed a growing population by 2050. Young leaders work together to develop sustainable solutions for food security, and in the process, become global instruments of change and the leaders of tomorrow.

## What are the YAS objectives?

- To build awareness and understanding of the challenges facing modern agriculture and its role in sustainably feeding the world.
- To empower young leaders to advocate on behalf of agriculture and its role in our society.
- To inspire young leaders to build networks and take action on the UN Sustainable Development Goals (in the context of modern agriculture).

## Is the Summit happening under a specific theme?

The overall Youth Ag Summit theme is “**Feeding a Hungry Planet**”. Each day of the Summit will take focus on one of the three following sub-themes: Sustainability, Innovation and Leadership.

## Why is this theme so relevant?

The United Nations has predicted that by 2050, the planet’s population will reach a staggering 10 billion people. To feed everyone, we will need to produce 50 percent more food – with less land and fewer resources than ever before. Finding sustainable solutions to this challenge demands visionary thinking, courage and creativity.

## How many editions of the Youth Ag Summit have already been organized?

The Summit takes place every two years, with three editions having taken place so far.

The first-ever Summit was held in 2013 in Calgary, Canada, in partnership with the youth development and empowerment organization 4-H Canada. The second edition took place in 2015, in Canberra, Australia, in partnership with the Future Farmer Network of Australia (FFN). The third Youth Ag Summit took place in Brussels, Belgium in 2017, in cooperation with local young farming organizations Fédération des Jeunes Agriculteurs and Groene Kring.

The fourth Summit will take place in Brasília, Brazil from 4 to 6 November 2019.

## When and where will the next Youth Ag Summit take place?

Details of where the 2021 Youth Ag Summit will take place will be announced in winter 2019.

## Why was Brasilia chosen as the Summit location?

It’s no understatement to say that innovation is in Brasilia’s DNA. Announced as Brazil’s new capital by President Juscelino Kubitschek in 1960, the city was built from the ground up in just three short years. Half a century on, lead architect Oscar Niemeyer’s vision has transformed the city into a powerhouse for business, creativity and innovation. Despite being less than 60 years old, this purpose-built capital city

has already been recognized as a UNESCO World Heritage Site and is home to Brazil's federal government, as well as over 120 foreign embassies.

As the world's fourth largest food producer, Brazil is home to a thriving agri-tech sector and an economy rooted in agriculture. Bayer has 120 years of history in Brazil. With 4,500 employees, Bayer Brazil is the fourth largest Bayer Group in the world, operating in three business areas: Health, Innovative Materials, and of course, Agribusiness. Brasilia's lively history and global agricultural presence makes it an ideal location to welcome the next crop of global advocates who will shape the future of food.

### Who are the partnering organizations?

The Youth Ag Summit is part of Bayer's Agricultural Education program: a holistic, long-term approach that aims to encourage young people to learn about sustainable agriculture. In 2019, the Summit will be co-hosted by two organizations: Nuffield Brazil and the Inter-American Institute for Cooperation on Agriculture (IICA).

### What are the expected outcomes of the Youth Ag Summit?

There are three areas of action to emerge from the Summit:

- **“Plant It Forward” Promise:** During the Summit, delegates will pledge to advocate for modern agriculture and develop local solutions to tackle global challenges.
- **“3 Little Things”:** Each delegate will develop a set of small, concrete steps they can make within their home communities to address food insecurity.
- **“Thrive for Change Projects”:** Delegates will work together to develop their individual project ideas that address the most pressing food security issues.

### What's different from earlier Summits?

For this year's application process, each prospective participant pitched an idea to tackle food insecurity in the context of the UN Sustainable Development Goals (SDGs). The 2019 Summit will therefore function as an idea incubator: helping the delegates turn their ideas into reality and equipping them with the skills needed to realize their projects.

Throughout the Summit, all delegates will work in small breakout groups (10 groups of 10 delegates), grouped around common project themes (e.g. food waste, digital transformation, climate mitigation strategies). Within their groups, they will evaluate their own idea's potential, identify the next steps to make the project a reality, and shape their story in preparation for launch. On the final day of the Summit, they will present their idea to their group, with the best presentations from each group moving ahead to present to all Summit participants.

### Will one or more winning projects be chosen?

Following the presentation process, the most promising ideas will be awarded funding and support from the Bayer Foundation. Meanwhile, three delegates, recognized by their peers for their innovation, sustainability and leadership skills, will have the opportunity to participate in an international stakeholder engagement event in the months following the Summit.

## PARTICIPANTS

### Who are the attendees of the Youth Ag Summit?

The Summit delegates are 100 young leaders aged 18-25, who are interested in agriculture, international development, environmental stewardship, food security, biotechnology or farming. They are expected to come to the table with an appetite to advocate for agriculture (“AgVocate”), a concrete project idea which they want to turn into a reality, and a desire to make a lasting impact on food security. The delegates will be supported throughout the Summit by external mentors, including Youth Ag Summit alumni.

### Who are the mentors?

Mentors are local Bayer employees from participating countries, members of local youth ag-organizations or alumni from previous editions of the Youth Ag Summit.

### What are the participation conditions for delegates?

Delegates must:

- Be no younger than 18 and no older than 25 years of age on the first day of the Summit (day of the welcome dinner.)
- Be legally able to travel internationally.
- Hold a valid passport, with at least six months validity after entry date (one day before the Summit starts.). The participant is solely responsible for obtaining any and all necessary travel documents to travel to and from his or her home country. Should the applicant not hold a passport at the time of application, they will need to acquire a passport once selected.
- Have a proficient level of both oral and written English to communicate comfortably.
- Be comfortable with cultural diversity.
- Have a demonstrable passion for agriculture, environmental stewardship, sustainability, food, world hunger, biotechnology, farming and/or animal husbandry.
- Have strong leadership abilities (local leaders/influencers) and communication skills, so they can implement what they learn in their local communities.
- Be able to demonstrate participation in a network of like-minded peers, whether online (e.g. social media) or offline (e.g. youth groups, student societies, business networks).
- Be able to present a concrete, unique project idea to help combat food insecurity.
- NOT be an employee of a Bayer entity or direct family member (e.g. spouse, son or daughter) or live in the same household as a Bayer employee, consultant or jury member.
- NOT have participated as a delegate in any previous edition of the Youth Ag Summit.

### What is the conference language?

The conference will be held in English. Delegates must have a fluent level of written and oral English.

## SELECTION

### How did the delegates apply for the Youth Ag Summit?

For this year’s application process, each prospective participant pitched an idea to tackle food insecurity in the context of the UN Sustainable Development Goals (SDGs). Applicants submitted a 3-minute video pitch explaining their specific project idea for “how to feed a hungry planet,” as well as answering several questions about their experience and motivation as young agricultural leaders. In total, Bayer received over 2,800 applications from more than 140 countries.

## How are Youth Ag Summit participants chosen?

We establish a selection committee in every country. This includes up to five jury members from Bayer, a local youth ag-organization, university or other partners and organizations. The selection is based on specific criteria and a scoring system, with each country selecting its own final delegates.

## Which costs are covered?

The costs for attending the Summit are covered by the Youth Ag Summit organizers. These include flight tickets, transportation, accommodation and catering. Any other travel costs unrelated to Youth Ag Summit activities are not covered.

## ABOUT BAYER

### Why is Bayer committed to educating young people about agriculture and science?

As a research-driven company, Bayer is committed to driving societal acceptance of technology, as well as fostering a future talent pipeline of scientists. Agricultural education and youth empowerment are key to achieving these ambitions.

### What are Bayer's objectives in hosting this event?

- To connect and support young leaders who will champion sustainable agriculture and food security.
- To bridge the understanding gap between those who produce our food and those who consume it.
- To inspire the next generation to develop their interest – and perhaps pursue careers – in science and agriculture.
- To promote special education programs locally and to collaborate with global youth groups and research institutes.

### How is Bayer working to make the Youth Ag Summit more sustainable?

Bayer is committed to reducing the environmental impact of the Summit. We have planned several actions to this effect:

- All delegates have been supplied with a reusable water bottle in their welcome kits and they are encouraged to use this in place of single-use plastic packaging wherever possible.
- We have sourced recycled materials for our staging, including wood to form the plenary stands.
- Some waste will be destined for specific recycling companies with existing social work projects. This will allow the material to be used in other ways, such as turning the canvas used for event backdrops into reusable bags.
- We are encouraging the use of the event app and emails in place of printed materials.

In addition, Bayer has commissioned Brazilian organization Neutralize Carbono to offset Summit-related carbon emissions. Neutralize Carbono promotes the offsetting of carbon emissions through the allocation of Certified Emissions Reductions (CERs) issued by United Nations Framework Convention on Climate Change (UNFCCC), and by operating certified emission reduction projects through a greenhouse gas emission neutralization inventory. Their methodology and designs are based on processes validated and verified by independent entities.

To calculate the total carbon footprint of the Youth Ag Summit, Neutralize Carbono took into account the travel of all Summit participants – before, during and after – as well as the energy footprint of the spaces used for the Summit. The total amount of emissions neutralized for the Summit was 27,890 tons of CO<sub>2</sub>.

Bayer’s resources will be allocated to Cristalino Small Hydroelectric Power Plant, in Manoel Ribas in Paraná, Brazil. This project aims to implant a Small Hydroelectric Power Plant (SHP), which generates electricity without needing to use fossil fuels.

### Does Bayer always partner with different youth ag-organizations for this event?

For each edition of the Youth Ag Summit, Bayer collaborates with local and global youth or agricultural organizations. This offers delegates a wider set of perspectives, as well as ensuring the Summit remains locally relevant.

### Is the YAS a continuous event?

The Summit is part of the Bayer Agricultural Education program: a holistic, long-term approach that encourages young people aged 18 to 28 to learn about sustainable agriculture. The program aims to inspire the next generation to learn more about modern agriculture and find solutions to global food security.

### What are the key messages of the YAS?

<p><b>1. CONNECTING THE DOTS</b></p> <p><b>Building deeper understanding and awareness</b> of modern agriculture – its challenges and how it can feed our growing population.</p>	<ul style="list-style-type: none"> <li>• The world’s population is expected to reach almost 10 billion by 2050. To feed everyone, we need to reduce waste and produce 50% more food with less land and fewer resources.</li> <li>• Cutting-edge farming practices can help – but most people are <b>wary and misinformed</b> when it comes to modern agriculture.</li> <li>• We need to <b>bridge the gap of understanding</b> and restore the connection between those who produce our food and those who consume it.</li> </ul>
<p><b>2. SPREADING THE WORD</b></p> <p><b>Giving young leaders a voice</b> to advocate for modern agriculture.</p>	<ul style="list-style-type: none"> <li>• By creating a network of <b>advocates</b> we give them power and a platform. They’ll discuss opportunities, collaborate and act on solutions for sustainable agriculture.</li> <li>• We inspire delegates not just to think, but to DO. This time, the Summit is stepping up a gear to become an ideas incubator: inspired by keynotes and field trips and equipped with new entrepreneurial skills, each delegate will develop or further develop their own individual <b>YAS Thrive for Change Project</b> in response to agriculture’s most pressing issues. Bayer will support selected projects post-Summit.</li> <li>• Each delegate will also pledge to do their own <b>‘3 little things’</b> when they return to their local communities, committing to small, concrete steps to address food insecurity.</li> <li>• During the Summit, young leaders will make a <b>‘Plant It Forward’ Promise</b> to advocate for modern agriculture and develop local solutions to global challenges.</li> </ul>

<p><b>3. INSPIRING CHANGE</b></p> <p><b>Inspiring a global community of youth</b> to take action on the UN Sustainable Development Goals (SDGs)</p>	<ul style="list-style-type: none"><li>• For the UN Sustainable Development Goals to be achieved, everyone needs to do their part.</li><li>• Only by inspiring our youth to advocate for, and pursue careers in, science and modern agriculture can we continue to advance the cutting-edge sustainable practices needed to feed a growing population and improve lives.</li><li>• Through the Summit, Bayer helps connect delegates and alumni via social media so they can share their progress, inspire and inform one another, as well as developing new avenues for change.</li></ul>
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### How can I find out more?

Check out our website or follow us on social media, using the hashtag #youthagsummit or #agvocate.

- Website: [youthagsummit.com](http://youthagsummit.com)
- Facebook: [facebook.com/youthagsummit](https://facebook.com/youthagsummit)
- Twitter: [twitter.com/youthagsummit](https://twitter.com/youthagsummit)
- Instagram: [instagram.com/youthagsummit](https://instagram.com/youthagsummit)
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