



Vital Systems

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2010 Our Daily Bread Prize Frequently Asked Questions—FAQ

What is the Goal of the Our Daily Bread Prizes?

We seek to aggregate Collective Knowledge in forms that are actionable by a broad, diverse public. In addressing the challenges of systemic collapse, one important path to success is to ensure that information on which we can act is produced in clear, current, and accessible ways that can be communicated to a broad and diverse public. As our Co-evolve logo connotes, we gather collective knowledge and then communicate what we have aggregated to enable each of us to act effectively in implementing sustainability in our own lives. Since 2003, Sustainable Ventures, now a project of Vital Systems, investigated how we can work together collaboratively in person and on line to build on each other's knowledge—in reports, growing a body of Sustainability Market Leaders convened in Working Groups on on-line Bulletin Boards and in person at Working Groups we called Implementation Fora. Now, in the 2010 Our Daily Bread Prize, Jurors call on us all to support food security in our own and other communities. We must select the most effective ways to secure our food sources, change our eating habits (for both personal and planetary health), halt the extinction of many of the world's species, and grow economic justice through the visions, strategies, life goals, tools, and rewards we craft to be compatible with our new world story. We invite YOU to produce the most effective ways the human family can ensure these outcomes.

What is our Strategy?

Our strategy is to attract quality publication-ready reports with videos of their findings from Candidates from around the world. Selected publication-ready reports will form an anthology to be distributed to libraries and institutes of higher learning worldwide. The videos of the 2010 Our Daily Bread Prize Candidates' findings that communicate to a broad, diverse public will serve as the basis of a promotion and distribution campaign in which Vital Systems will negotiate web links with food security organizations to distribute Prize-winning findings to their members and constituencies and other outreach activities.

Who should consider submitting to the international 2010 Our Daily Bread Prize?

Candidate submissions can be made by anyone passionate about improving food security and committed to forwarding reports, white papers, and video summaries to enable a broad, diverse public to address challenges related to our global food crisis. Candidates for the 2006 Our Daily Bread Prize were from four continents and five countries. Writers, librarians, members of working groups and associations, NGO and consultancy organizations, students and faculty from Universities worldwide participated.

What do Jurors want to see in a formal submission?

The emphasis is on integrated sustainable food and farming practices written as proposed or proven case studies that provide effective solutions that overcome systemic social, environmental, governance, policy, financial, business and economic systemic challenges. Example report topics are noted below. Formal submissions must be written for a planned publication with a video component that communicates key messages to a wide, diverse audience. Candidates for the 2010 Our Daily Bread Prize must include a video component. Submissions without a video component are very welcome, but will be considered only for the anthology. ***Interdisciplinary teams are encouraged.***

The \$10,000 Our Daily Bread Prizes and Submission Timeline:

The \$10,000 2010 Our Daily Bread Prize will be awarded as one \$5,000 grand prize and two \$2,500 finalist prizes. Prospective candidates are requested to send an Abstract through May 4, 2010 for review by Prize Jurors and a Notice of Intent thereafter to 2010ODBPrize@VitalSystemsCA.com. Final candidate submissions are due by August 11, 2010 also sent to 2010ODBPrize@VitalSystemsCA.com. The winners will be notified before the end of October, 2010.

Submissions on all topics related to food security will be considered. **Example Report topics could include:**

1. **A regional "food shed" analysis** – Showcase a full-scale life cycle analysis of a local food shed—profile producers, distribution systems, seasonal investing and eating patterns, and changes in regional trends that substantiate how people eat over a discrete time period;



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2. **A financial policy with extensive social implications** – Develop a financial policy that ensures high risk youth has easy access to healthy, locally-grown food. Substantiate how your proposed policy offsets the following outcomes: teen obesity, Type 2 diabetes, and heart disease (see [True Cost Pricing](#));
3. **A government regulation white paper** – Design a food security implementation strategy for government and policy oversight that includes regulations with clear and effective checks and balances developed in consultation with community representatives;
4. **A community ownership model** – Define business structures and funding strategies based on employee and community investment and ownership opportunities;
5. **An anthology of community practices** – Illustrate how communities successfully cultivate farm knowledge and healthy living practices through events, music, art, story telling, and rituals;
6. **A collection of anecdotes and stories** – Collect personal stories from successful and satisfied farmers, food professionals, and eaters that illustrate a sense of place in their communities;
7. **A metrics system or an anthology of existing metrics systems** – Develop a system of “living costs” that includes individual, community, and ecosystem investment strategies such as Life Cycle Assessments, True Cost Accounting (e.g. [BL₃](#)), or Impact Management to substantiate success based on sustainability principles;
8. **A marketing strategy** – Identify, analyze, and develop a template implementation strategy of market practices that have been successful in enticing consumers to eat healthy food that is grown locally (e.g. Italy’s Emilia-Romagna Region).
9. **An evaluation of certifications, standards, and labeling** – evaluate the role of certifications (organic, Fair Trade, Food Alliance, Rainforest Alliance, etc.), standards (e.g. ISO standard for life cycle assessment –LCA), or food labeling (ecolabelling.org). Include for whom are they intended, are they used by their intended audiences, and how effective are they in achieving a sustainable food system.

Candidate Submission Process:

One paragraph Abstracts have been accepted on a rolling basis to date from November 4, 2008 through August 7, 2009. For Candidates for the 2010 Our Daily Bread Prize, one paragraph Abstracts will be accepted on November 3, 2009, February 10, 2010, and May 4, 2010. Formal submissions are due by August 11, 2010. The sooner Abstracts are submitted, the sooner they will be reviewed, and the more time YOU and your associates have to make your formal submission. Members of the 2010 Our Daily Bread Prize Jury review Abstracts within one week of the Abstract acceptance dates, communicate observations to Vital Systems, who then invite selected candidates to make formal submissions.

Format of Full Submissions:

Submit papers as digital documents (MS Word), double spaced and paginated. Text should not exceed 20 pages in length. High quality tables and graphics associated with submission may be submitted separately as appendices. Cite sources in footnotes, with a bibliography provided at the end of the paper. Note author’s name(s), contact information, and affiliations in a cover email. Please delete all author and affiliation references from the body of the paper. All materials are blinded so that your work is rated solely on its merit and no bias on the jury can be implied.

Juror’s Responsibilities:

Final candidate submissions are due August 11, 2010. Jurors will have access to submissions on the Jurors’ On-Line Bulletin Board as of August 17, 2010. The Jurors will have from August 17th through September 22nd to review formal submissions. One Juror among the Jury will be invited to serve as Foreperson in facilitating Jury deliberations. Jurors will be responsible to participate in two out of three conference calls scheduled for September 23, 24, and 27, 2009. Jurors will qualify the best 20 formal written submissions for a planned anthology. Again, candidates for the 2010 Our Daily Bread Prize must include a video component that communicates key messages to a wide, diverse audience. Submissions without a video component are also welcome, but will be considered only for the anthology. For more detail, refer to the [2010 ODB Prize Juror FAQ](#): http://VitalSystemsCA.com/download/2010_ODB_Prize_Juror_FAQ.pdf.



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This is the second Our Daily Bread Prize. The first was the [2006 Our Daily Bread Prize](#).

The \$10,000 2006 Prize was awarded for a professional paper presenting an analytic framework that measured or showed the relationships of integrated environmental, social, and financial factors in a product, a loaf of bread. This was a solid step in [True Cost Pricing](#), a set of criteria consumers can use to continue to challenge businesses as businesses evolve their sustainability practices and begin to measure success in true cost accounting—full life cycle upstream and downstream costs.

The Time is NOW! We ALL need to participate to co-evolve!



PLEASE HELP US DISTRIBUTE [THE CALL FOR SUBMISSIONS](#) FAR AND WIDE!

We encourage you to distribute this Call to every person among your communities and networks able to add to this critical conversation. Place the Call in your news or e-newsletters, academic and business working groups, consultancies, associations, or authors worldwide.

Contact Information: Send your Abstracts, Notices of Intent, and Final Submissions to:
2010ODBPrize@VitalSystemsCA.com
Questions? Contact: Theo.Ferguson@vitalsystemsca.com

[2010 Our Daily Bread Prize Flyer](#) (The Call): http://vitalsystemsca.com/download/2010_ODB_Prize_Flyer.pdf

[2010 Our Daily Bread Prize FAQ](#) (Frequently Asked Questions): http://vitalsystemsca.com/download/2010_ODB_Prize_FAQ.pdf

[2010 Our Daily Bread Prize Juror FAQ](#) (Frequently Asked Questions): http://vitalsystemsca.com/download/2010_ODB_Prize_Juror_FAQ.pdf

[TIMELINE](#): http://vitalsystemsca.com/download/2010_ODB_Prize_Timeline.pdf

[True Cost Pricing](#): http://vitalsystemsca.com/download/TCP_graphic.pdf

[True Cost Accounting](#): http://vitalsystemsca.com/download/SV_Sample_TCA_Report_2007-2008.pdf

[BL₃](#) (BottomLine₃): <http://www.isa.org.usyd.edu.au/consulting/BL3.shtml>

[2006 Our Daily Bread Prize](#): http://www.vitalsystemsca.com/prize_page/results_of_2006_odb_prize/

[Growing Good Food Language](#): <http://sustainableventures.us/download/Brochure.Round.4.pdf>

Join Vital Systems in aggregating our collective knowledge by calling for proven and proposed case studies of food and farming practices based on sustainability principles to secure our food system. Please pass this invitation onto others who might be interested in contributing to this critical activity. We encourage you to consider forming an interdisciplinary team. Vital Systems further encourages you to post this invitation on your web site and/or in your online and printed newsletters or publications.

For more information:

Visit Vital Systems online at www.VitalSystemsCA.com, refer to the [Our Daily Bread Prize Juror FAQ](#): http://vitalsystemsca.com/download/2010_ODB_Prize_Juror_FAQ.pdf, and/or the **Our Daily Bread Prize**

[Timeline](#): http://vitalsystemsca.com/download/2010_ODB_Prize_Timeline.pdf

Contact

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