



Good4 Start Up The Future: tomorrow's food culture is nurtured today

Following the "Good for You, Good for the Planet" business model, Barilla Group in collaboration with SDA Bocconi School of Management in Milan and the start up incubator Speed MI Up, presents the "Good4" initiative to select business projects in the food sector conceived to foster a sustainable development for present and future generations.

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In the context of its "Good for You, Good for the Planet" business model, Barilla Group launches "Good4 Start Up The Future", a new initiative created to support business projects and development plans conceived by young talents for the food sector. These projects must all be conceived to guarantee a sustainable development, from an economic, environmental and social point of view, for the wellbeing of People.

The announcement is addressed to young people up to 30 years old, with the aim of offering a financial contribution for the initial stage of development of new business activities and a training process related to the project itself.

Participants are required to present a development plan for an innovative solution in the food industry chain of production, related to the following fields:

- **Good4 our Wellbeing**, to promote wellbeing through food as related to nutritional, quality and food safety aspects.
- **Good4 our Planet**, to promote sustainable agricultural practices and supply chains.
- **Good4 our Communities**, to increase social inclusion of all individuals who are part of a specific community by promoting food as a vehicle of wellbeing and socio-economic development.
- **Good4 our Knowledge**, to promote food's "hidden value".

Participation is free and can be for a single individual as well as work groups including up to a maximum of three persons.

Participants can access the online page on the www.barillagood4.com website, available in six languages, sign up and download the call for applications **starting today, April 16th, until October 15th 2014**. To participate means developing a sound, grounded project, supported by a feasibility study and a business plan, and effectively illustrated by an emotional video.

Good4 Start Up The Future is Barilla Group's **first international contest on the topic "Good for You, Good for the Planet"**; it is the fruit of a collaboration of excellence with one of Europe's most important business schools, **SDA Bocconi**, and the young start up incubator **Speed MI Up**.

There will be six winners, who will not only receive a financial contribution, but will also be able to access educational courses lasting from 6 months to one year: for some, it will be possible to attend for free the Master of Management in Food and Beverage at the SDA Bocconi School of Management, while others will be followed by Speed MI up in the development of their business project. Final projects will be rewarded in February 2015.

Thanks to this initiative, Barilla promotes an **entrepreneurial culture** based on sustainable development for the new generations, contributes to the training of tomorrow's future leaders and supports the wellbeing of People, Planet, and Communities in which operates.

Find out more on: www.barillagood4.com



