

WHAT IS 5 BY 25?

5by25 is a campaign aimed at motivating and equipping the nation's youth to be able to prepare at least five scratch meals, from memory, by the age of 25. Basic cooking skills are an important life skill. Unfortunately, many young people are leaving home today in their early 20s without these skills and the choice to cook.

The campaign was launched on 17th October, at an event co-hosted by ResPublica in London attended by the Skills Minister John Hayes, James Martin, celebrity chef and host of BBC1's 'Saturday Kitchen', and a range of youth and NGO organisations from around the country.

For more information about the campaign check out the 5 by 25 website: <http://www.5by25.com>

See James Martin talking about the campaign on ITV's Lorraine Kelly Show : <http://www.itv.com/food/articles/james-martins-5-25-campaign>



The idea for the campaign came from EBLEX, a division of the Agriculture and Horticulture Development Board which promotes farm-assured, quality beef and lamb, but the needs of this campaign are beyond the reach of any one organisation or food industry sector.

5by25 is a rallying cry to all NGOs, Government, charities, youth groups and interested parties to help increase basic cooking skills.

THE RESEARCH BIT...

New research, released today, shows that the majority of 18-25 year olds (57%) are leaving home without the ability to cook even a simple recipe such as Spaghetti Bolognese. The national study marks the launch of the 5by25 campaign, which aims to support young people to master at least five simple recipe dishes by the age of 25.

Researchers discovered that whilst the majority of young people claimed they could cook, when tested on popular recipes such as Spaghetti Bolognese, curry and even the humble Yorkshire Pudding, the majority simply couldn't. Only 6% of this age group could make all three of these recipes.

Accessible information has been found to be a key barrier to many young people when it comes to cooking. The research commissioned by the 5by25 campaign found that many young people were confused by the way information around cooking was presented – there were too many recipes and they were often overly complicated.

To address this 5by25 are delighted that Goldsmiths, University of London, have agreed to partner with us to run a design competition to create the most intuitive and accessible recipe format. The winning design will be featured on the 5 by 25 website.

HOW CAN YOU GET INVOLVED?

The Reciprize is a Recipe Design Competition with a difference. We are asking you to come up with a Revolutionary Recipe Template and potentially a recipe exchange system aimed at getting non-cooks cooking, focussing on ease of use and adaptability.

Your design should aim to Encourage more of a 'make it at home / from scratch / with your friends' attitude amongst the 'Flown The Nest' 18 – 25 age group, namely students. In order to examine how best to achieve this we have created a 'recipe' detailing the 'ingredients' necessary for the creation of a cook:

Friends + Location + Occasion + Inspiration + Imagination + Skill + Ingredients + Tools + Time + Money = Cook

You may like to add to this equation or, through your own research, even come up with your own to help you to create a successful answer to the competition brief.

Look at different styles and approaches to recipes - where do you find them? Magazines, books, the web, apps, family, friends? Look at how they are set out. Is the information displayed as a list of instructions - are there pictures - how easy is it to follow - what works and what doesn't?

Think about the best way to approach the '18-25 non-cook' users of your recipe template design. Where will they get access to it? How will they use it? Why should they use it and how will you encourage them to?

A Viral / Memetic Approach to recipe creation and dissemination may help to spread the word through the 18 - 25 age group and student community. Therefore users of your design could perhaps gain access to recipes, and even be encouraged to submit their own recipes and share ideas through a web portal. They could perhaps even arrange communal cooking events through social networks such as Facebook and Twitter.

This may be a way to encourage more 'communal cooking' and creative competition amongst reluctant cooks. Consider how your template design could encourage this exchange and how it would work in this context. (Remember...you don't have to go down the social networking route...it's just one way to go!)

You may also want to show examples of the context in which your recipe template design / exchange system could be used.

For instance, you may want to examine typical 'student' food and foods students are exposed to. Could the recipe user be asked to take such a dish and attempt to cook it from scratch? How will your recipe template guide them through the process? For example; Spaghetti Bolognese - with a freshly prepared sauce. This would not only Encourage people away from the 'Heat it and Eat it' approach but also aid in Education about ingredients and cooking methods by approaching familiar foods in unfamiliar ways. You may also like to test your solution amongst the target group, and show how this has informed your thinking.

Your design may address fast food issues, turning negative aspects into positives. For example, the recipe may call for the creation of a Kebab. This type of convenience food will be familiar to the target audience and by creating it from scratch they would learn transferable cooking skills whilst dispelling the myth that cooking from scratch is more expensive than buying ready meals or fast food.

Requirements of competition entries & judging criteria

Your proposal should aim to enable the reluctant cook by connecting them with alternative and appropriate methods of production and ideas of self-sufficiency.

Your proposal should aim to encourage exploration and exchange of new ideas and look to initiate a more open dialogue between cooks and non-cooks alike, allowing for a new approach to food, making for a more effective and enjoyable learning experience. Remember the 5 Es: **Encourage, Enable, Educate, Explore, Exchange.**

As part of the competition process there will be a judging day where you will be asked to present your proposal to a panel of judges (made up of Goldsmiths personnel, Eblex and potentially journalists), along with a student test / focus group, who will feed in their thoughts on what they feel is the most motivating solution (and why).

Entries may be submitted by individuals or in a group of up to five people

Judging criteria will be split into three sections with equal weighting:

- o Format and design of idea and proposal
- o Recommendations for sharing and amplification of solution
- o Presentation on the judging day and evidence of research

Timings

The competition will be launched to Goldsmith's students on **10th January**.

Closing date will be set by Goldsmiths and agreed with students, but likely to give a 6 week period for entry submission.

A judging day will be agreed with students in advance, but likely to be **Wednesday 22nd February**.

The prize

The winning design will be **featured on the 5 by 25 website**.

The winning team or individual will receive a cash prize of **£500**

Rules & rights

This competition is open to students of Goldsmiths University only.

It is a condition of entry that the winner agrees to take part in any publicity that may arise as a result of this competition.

The judging panel's decision will be final. Entry to the competition is deemed acceptance of these Rules.

THIS BRIEF AND FULL COMPETITION TERMS AND CONDITIONS WILL BE MADE AVAILABLE ON THE DESIGN DEPARTMENT V L E. PLEASE READ THESE CAREFULLY BEFORE BEGINNING THIS PROJECT ...GOOD LUCK!