

# 2011 International Algae Competition

## *A Global Challenge to Design Visionary Algae Food and Energy Systems Algae Landscape Designs, Algae Production Systems, New Algae Foods*

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### **Sponsor Invitation to the 2011 International Algae Competition**

You've seen images, photos and videos showing visions of advanced technologies, landscapes and futuristic cities. What will our future look like? How will it work? What will we be eating?

A recent exhibition in London, called '*Postcards from our Future*', showed dramatic futuristic landscapes in London after global warming caused floodwaters to rise. These images were displayed across the internet through Huffington Post and other media. Many imaginary scenarios portray a dark and scary future of scarcity and fear.

The 2011 International Algae Competition is dedicated to a positive future, showing how algae production will benefit all our societies. It creates an open source collaboratory that expands and shares a vision for algae in our future with design ideas for algae production landscapes, sustainable and affordable algae production systems (APS) for food, feed, energy, nutrients, water remediation, carbon capture and fine medicines, and superb new algae foods. This initiative includes three tracks.

**1. Algae Landscape Design:** *How will algae production be integrated into future landscapes, farms, microfarms and eco-communities? What will growing systems look like and how will they work?* This track engages architects, designers, artists, technologists and visionaries to design future landscapes with algae farms and describe how they will be sustainable and contribute to an abundant future.

The best award winning designs will comprise a collection of images for exhibitions, slide shows, online and print media and publications. Sponsoring organizations for this track may share their positive and imaginative future for all of us.

**2. Algae Production Systems:** *What are the best designs and systems for algae production to work effectively and economically on a community scale or distributed model?* This is an open source, available to everyone, competition to design algae production systems for food and energy. Over the past 30 years, many individuals and organizations around the world have expressed desire, even passion, to grow algae. Yet, much of the billion dollar investment in algae R&D has been directed to a few large companies to develop proprietary knowledge, secret technology and patented life forms that lead to acquisition and control. Proprietary information in the hands of a few stifles innovation and enables a few large companies to dominate markets and set prices.

The Algae Competition is designed to share and promote new technology and system designs that will be available to individuals as well as enterprises of all sizes. It provides a way for people over the world to contribute and share information to diversify and spread algae production knowledge and capability.

The best algae production systems will be featured in exhibitions, slide shows, online and print media. Social media will help promote the Algae Competition and recognize our sponsors globally. Sponsoring organizations may align with open source information on algae technology and systems. The web site will have referral links for sale and promotion of our sponsor's proprietary technologies and services.

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**3. Algae Food Development: *What will be the next algae foods and recipes and the future uses of algae as a food and feed ingredient that will transform our health?*** Many fabulous new algae products are under development for human food, animal feed and plant food. Algae producers will need big markets and consumer acceptance for algae products. Currently the industry lacks consumer acceptance and demand. Uninformed journalists commonly write about pond scum, weed algae, rather than attractive, nutritious and delicious algae food crops. We can overcome the algae yuck response and replace it with an understanding of the superior taste, texture, color and nutritional benefits in algae foods.

The best new algae foods and menus will be featured in exhibitions, slide shows, online and print media. Social media will help promote algae foods and recognize our sponsors globally. Sponsoring organizations can align with fun, exciting and tasty new foods that are great for people and our planet. The web site also has referral links for restaurants, foodie discussion groups and web sites as well as food services.



The Algae Competition engages people in a global game, a contest, to build consumer awareness linking algae to our path forward for sustainable and affordable food and energy. It builds a tangible and attractive vision and value proposition for our future. Companies that align with this initiative as sponsors or partners will embed coolness, sustainability, social change and positive future into their products, services and brands.

Sponsors may engage in one or more roles such as event sponsors, media partners, video channel sponsors or academic sponsors. An organization can sponsor a competition track, registration scholarship, prize award, award ceremony, or exhibition.

Sponsors will receive a logo banner featured on the website on relevant pages - with a link to the sponsor website, logos on newsletters, postcards, posters, press releases, announcements and affiliated websites. Sponsors stories will be featured on [AlgaeCompetition.com](http://AlgaeCompetition.com). Sponsors may also receive recognition in newsletters featuring semi-finalists illustrating imaginative examples for contestants.

[AlgaeCompetition.com](http://AlgaeCompetition.com) will become a busy portal for open source information on algae design, production and food for our future. We expect active traffic on the site from journalists, students, teachers, researchers, political and policy leaders, NGOs and scientists as well as consumers. Please contact us to discuss sponsorship opportunities.