Fighting Malnutrition and Enhancing Food Security Prize by [MassChallenge Switzerland](#)

Overview

Addressing malnutrition and enhancing food security are crucial for the sustainable development of societies globally, particularly in low- and middle-income countries. While food insecurity is often linked to poverty and inadequate access to food, malnutrition encompasses both undernutrition and overnutrition, leading to long-term health problems. Improving food security involves not just increasing food availability but also ensuring access to a diverse range of nutritious foods, particularly in rural and marginalized communities. Interventions that enhance agrifood systems, including fortification, improved agricultural techniques and better distribution networks, can significantly improve nutrition. Studies show that improving food security and nutrition positively impacts public health, reduces healthcare costs and boosts economic productivity ([FAO, 2023](#)). Thus, efforts to fight malnutrition and enhance food security directly contribute to achieving Sustainable Development Goals (SDGs) specifically, SDG 2 (Zero Hunger), SDG 3 (Good Health and Wellbeing) and SDG 10 (Reduced Inequalities).

Targeted solutions

The Fighting Malnutrition and Enhancing Food Security Prize by [MassChallenge Switzerland](#), recognizes innovative startup solutions dedicated to reducing malnutrition, improving food security and strengthening agrifood systems globally, particularly in the Global South. Targeted startups can be working in the following sectors:

- Nutritional education: Programmes that promote awareness about healthy eating and nutrition and address specific nutritional deficiencies;
- Food accessibility: Initiatives that enhance access to affordable, safe and nutritious food;
- Sustainable agriculture: Solutions that improve farming practices to boost crop yields and nutrition;
- Nutrient-rich local crops: initiatives to strengthen local supply chains, nutritional quality and resilience to climate change;
- Food loss and waste reduction: Innovations that minimize losses and waste and promote food recovery;
- Digital agrifood chain: Apps or platforms that connect farmers to markets for optimize crop yields and reduce wastage more consistent supply chain; and
- Policy advocacy: Efforts to influence policies that support food security and nutrition.

Eligibility Criteria

- Must be a semi-finalist of the 2025 WFF Startup Innovation Awards;
- The solution must be innovative, impactful and scalable;
- The solution must focus on nutritional education, food accessibility, sustainable agriculture, food loss and waste reduction, digital agrifood chains or policy advocacy; and
- The startup must be based in or significantly benefit the Global South.

Important Dates & Timeline

- Application deadline: 22 May 2025
- Semi-finalist announcement (35 startups): 2 July 2025
- Finalist announcement (8 startups): 24 July 2025
- MassChallenge accelerator (Lausanne): 1-5 September 2025
- Demo day & Pitch event (Online): Online, 11 September 2025
- Pre-final judging (Specialist Jury): 29 September - 2 October 2025
- Final pitch and Award ceremony (Rome): 14-18 October 2025
- MassChallenge Switzerland award ceremony (Lausanne): 30 October 2025

Prize and Benefits

- EUR 10 000 cash prize awarded to the winner;
- Inclusion in MassChallenge Switzerland's early-stage accelerator programme;
- Attendance at MassChallenge's Early-Stage Accelerator Half-time event in Lausanne, with CHF 1 000 travel contribution per attending startup (8 startups will be invited to attend);
- Mentorship, networking and one-on-one coaching session;
- Opportunity to pitch at the MassChallenge Demo day event with corporate partners and investors – Online, 11 September 2025;
- Potential collaborative follow-up opportunities with corporate partners after Demo Day;and
- Extensive global exposure through FAO and MassChallenge communication platforms and networks.
- Visibility during the MassChallenge Switzerland's Awards 2025, on 30 October in Lausanne.
- The winning startup must be present in-person in Lausanne on 30 October to be eligible for the overall prize.