



World Food Summit - Better Food for More People 2018

30-31 August 2018 in Copenhagen, Denmark

Venue: Danish Chamber of Commerce

#1: Better Information: Ensuring healthy lives

Preliminary Program

31 August 2018

Non-communicable diseases such as diabetes and cardiovascular diseases is the leading cause of death globally. These diseases are driven by forces including rapid, unplanned urbanization, globalization of unhealthy lifestyles, obesity, insufficient physical activity, etc.

As urban populations continue to grow, consumers are growing increasingly disconnected from their food systems, despite food and health being topics of increasing concern among urban citizens.

The overarching theme of the session is how gastronomy and information can be used as tools to support urban consumers when navigating in a complex food system, empower them in making healthy food choices and how to rethink the food system with co-creation and co-responsibility for long-term solutions.

The session aims to inspire action at global, regional, national and local level and to foster discussions on how to initiate and scale solutions and partnerships that can support healthy eating habits and reduce obesity and non-communicable diseases using informational tools and applying behavioral insights.

The outcome of the World Food Summit in 2017 was the "Roadmap to 2030" including a specific target relating to better information: *"By 2030 50 per cent of individuals, workplaces, institutions, and businesses understand the power of choice architecture and next generation solutions and apply this in creating healthy eating behaviors"*. The roadmap also includes recommendations on how to achieve the target.

United Nations' SDG 3.4 also includes a target to ensure healthy lives: *"By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being"*.

Program for Friday 31 August 2018
#Better Information: Reducing non-communicable diseases with food

8.00-9.00 **Registration**

9.00-9.10 **Introduction**

By moderator Lars Kolind, Chairman of the Danish government's Advisory Board for Food, Meals and Health

9.10-9.50 **Motivation to the target**

By Tim Lang, Professor at City University of London's Centre for Food Policy

Status on the World Food Summit – Roadmap to 2030 and highlights since last year

By Lise Kingo, CEO and Executive Director of United Nations Global Compact (TBC)

By Mella Frewen, Director General of FoodDrinkEurope

By Hildreth England, Assistant Director of Open Agriculture Initiative at MIT (TBC)

By Stephen Ritz, Founder of Green Bronx Machine

9.50-10.45 **Empowering the next generation of consumers with gastronomy**

The next generation of consumers is part of the solution and part of the problem. We need to reconnect with the complex systems behind what we eat and we must promote solutions that help the next generation of consumers care more about our food: where it comes from, how it is produced and how to prepare it.

Follow up on the recommendations from 2017 with presentations on best practice

By Daniel Giusti, Founder of Brigaid and former head chef of Restaurant noma

By Sam Kass, Founder of TROVE and Acre Venture Partners, Former Senior Policy Advisor for Nutrition

Policy to President Barack Obama, Executive Director for First Lady Michelle Obama's Let's Move! campaign

Open discussion

10.45-11.15 **Break**

11.15-12.15 **Rethinking the food system**

Follow up on the recommendation from 2017 with presentations on best practice

By Juan Ignacio Amat, Vice President of Nutrition at PepsiCo Western Europe

By Maximilien Rouer, Director of Ferme France

By Niels Lund, Vice President of Health Advocacy at Novo Nordisk

Open discussion

12.15-13.15 **Overcoming the global food challenges with partnerships and concepts**

Creating shared value for business and civil society at global, national and local levels. Partnerships can provide mutual rewards for business and civil society. This session aims to foster discussions on how to get started and overcome typical challenges.

Guided workshops with focus on:

1. Transparency on drivers and reasons for initiating a partnership or concept.
2. Governance and scoping.
3. Effect and indicators.

1. "Sticky experiences"

Guided by Sam Kass, Founder of TROVE and Acre Venture Partners, Former Senior Policy Advisor for Nutrition Policy to President Barack Obama, Executive Director for the First Lady's Let's Move! Campaign
Guided by Stephen Ritz, Founder of Green Bronx Machine

2. Behavioral design

Guided by Michiel Bakker, Director of Google Food
Guided by Hildreth England, Assistant Director of MIT, Open Agriculture Initiative (TBC)

3. Industry responsibility

Guided by Tim Smith, Special advisor to the CEO of Tesco
Guided by Mella Frewen, Director General of FoodDrinkEurope

13.15-13.30 Wrap up and closing remarks
By moderator Lars Kolind, Chairman of the Danish government's Advisory Board for Food, Meals and Health

13.30 Lunch and networking
