



World Food Summit - Roadmap to 2030

The purpose of the annual World Food Summit – Better Food for More People is to unleash the full potential of gastronomy in order to create worldwide solid solutions that ensure better food for the growing urban population.

The World Food Summit- Better Food for More People is a forum for key actors to discuss challenges, set targets, share best practices, and take action. The purpose of this *World Food Summit - Roadmap to 2030* is to highlight the actions and change that is necessary towards achieving better food for more people – an area of critical importance for humanity and the planet.

The stakeholders are committed to promote the thrust of the World Food Summit - Roadmap to 2030. All stakeholders at the World Food Summit, acting individually and in collaboration, will strive to honor the goal of the World Food Summit – Roadmap to 2030.

To ensure an impact of the efforts the Summit is going to deliver clear outcomes and action points. The World Food Summit - Roadmap to 2030 is revised and updated annually with the current status on achieving the targets and creating better food for more people.

The Summit speakers will annually deliver analyses on new patterns of consumption, state of the art technologies, and distinctive business models across urban and rural markets. By focusing on the timeliest challenges the stakeholders will submit recommendations, deliver insight across all relevant sectors and suggest solutions that will provide new input to the World Food Summit - Roadmap to 2030.

GLOBAL FOOD CHALLENGES

The challenges of urbanization

The urban population of the world has grown rapidly from 746 million in 1950 to 3.9 billion in 2014 and is expected to surpass 6 billion by 2045. The distance between the urban population and food production accounts for significant shifts in dietary patterns, and as children increasingly grow up in urban environments many have never obtained a basic awareness and understanding of where their food and meals come from.

Childhood obesity is one of the most severe public health challenges of the 21st century and the problem is particularly linked to urban settings. Urbanization also means a reduction of self-sufficiency and hence more mass production as well as prolonged food chains, thereby enhancing the importance of food safety. To improve the urban consumers' food choices there is a need to provide better, relevant and trustworthy information on food - through both official and commercial sources.

Gastronomy – a powerful key

Gastronomy is a powerful key to connecting consumers with the complex systems behind what they eat. In an era of urbanization, gastronomy can be used as a tool to help us care more about our food: where it comes from, how it is produced, how to prepare it, and in turn, the resources and people that sustain the systems that feed us. A successful society is one where citizens care about the environment they live in and depend upon, near and far. If caring about our food increases our involvement and engagement, then gastronomy may be able to help us build a more sustainable world and ensuring healthier people.

Gastronomy is being the art of choosing, cooking, and eating good food – the universal tool that transforms natural ingredients into meals for consumption.



Ensuring healthier people

Gastronomy plays a significant role in ensuring a better, healthier future for people all over the world. Today, 1 in 10 people in the world fall ill after eating contaminated food and 420 000 die every year. The knowledge on how to prepare, preserve and contain food is eminent in improving the statistics, as an example the fugu pufferfish has taken many lives, however prepared correctly it causes no harm. This illustrates the important link between food safety and gastronomy. Gastronomy and health is also closely connected with regards to the current development with obesity worldwide which has more than doubled since 1980. In 2014, more than 1.9 billion adults, 18 years and older, were overweight. Of these over 600 million were obese. Besides the downsides of the malnutrition itself overweight implies a major risk factor for non-communicable diseases such cardiovascular diseases, diabetes, musculoskeletal disorders, and some cancers.

Connecting with culture

With gastronomy food grows from nutrition to art. With gastronomy food speaks to our senses and pleases us beyond our basic hunger. With gastronomy food is an experience of taste, smell, and looks. It gives us appetite and triggers our curiosity. Gastronomy is creativity, a way to create new solutions driven by an innovative approach to the part of the world's resources, we can taste. It gives food meaning beyond its nutritional value; it links us to our culture, to other cultures, and different places in the world.

Building a more sustainable world

Gastronomy is also a key to resource efficiency. The ability to cook seasonally or with local ingredients can limit resources used in connection with production and transportation. A broad knowledge of food can also ensure that no food goes to waste. The world is not only facing limited natural resources; the production of food is becoming more and more uniform. The global diet is becoming more and more homogenous relying on fewer crops and ingredients. The consequence is the loss of food diversity leading to loss of cultural identity and the ability to adapt to future climate change. A high level of food skills is a prerequisite for the consumers to demand more diverse produce and the retailers to change the supply.



TARGETS AND RECOMMENDATIONS TO ACTIONS

Better Information

Better Information - 2030 target: 50 % of individuals, workplaces, institutions and businesses understand the power of choice architecture and next generation solutions and apply this in creating healthy eating behaviors

Recommendations to actions				
Stakeholders				
Short term	Initiative	Politics/government	Business	Gastronomy frontrunners
	Public-private focus on children's learning and promotion of healthy behavior	<p>Commitment to adopt a "Master list of healthy behavior in schools and childcare".</p> <p>Cooking and knowledge of food to be broadly incorporated in daycare and elementary school, both directly via home economics, consumer skills training, cooking lessons, school gardens and "sticky</p>	Make healthy food and cooking fun through responsible advertising directed towards children.	<p>Show the way by taking advantage of the interest shown by the public, and create a "food pride" movement among children.</p> <p>This can be implemented by teaching kids the importance of produce and how to cook using "sticky experiences" and storytelling.</p>

		experiences” involving heart, hands and mind – but also indirectly in classes such as math, biology, geography, or language courses.		
	Campaigns	Publicly funded campaigns on better eating habits must trigger an emotional response in consumers in alignment with their healthy eating aspirations.	Industry must be included in the solution and commit to finding the business opportunities in providing better food that support long-term habitual change.	Support public campaigns and capitalize on being icons for better food.
	Digital tools	Provide digital tools and information to consumers, and influencers, e.g bloggers and writers, which are embraced by the target groups.	Use business platform solutions to scale and increase effectiveness of the message of better food.	Social media gives influencers a unique opportunity to interact and participate in the public debate on better food and have a high degree of social “shareability”.
	Partnerships	Create guiding principles for multi-stakeholder partnerships.	Businesses must also take lead in partnerships in order to fast-track and scale effective solutions. Make good health a corporate goal involving a broad range of representatives from organizations, academia, and civil society.	Commit resources to being part of partnerships on better food.
	Easy to grasp information	Create framework conditions and content that ensures consumers easy and quick evidence-based	Provide transparent and easy to apply information based on public, evidence-based data with no misleading marketing.	Use and support official evidence-based guidelines in order to ensure a common undisputed message on better

		knowledge on food		food.
	Food ambassadors	Utilize role models in partnership campaigns to increase effectiveness. Actively support chefs and organizations in redefining the role of the restaurant world in providing better food.	Co-creation with target groups to ensure involvement and engagement and support healthy eating aspirations.	Educate food ambassadors and create butterfly effects for knowledge on good taste and sustainable consumption.
	Workplace	Provide incentives and encouragements to workplaces to provide default food that is healthy and sustainable.	Create healthy eating environments by providing defaults that promote healthy eating.	Participate in partnerships making workplace lunches better, thereby raising the status of cooking for workplaces.
	Code of conduct	Support every day mastering and cultural norms that can create long-term habitual change	Create a protocol for fast tracking effective solutions through partnerships	Dogma for food manufacturers and restaurants to provide more than just a plate of food but also a story about the produce.
Long term	Implementation of choice architecture	Incorporate less choice and more choice architecture towards an overall better food culture.	Industry, e.g. food manufacturers, retailers, restaurants, takes responsibility in applying insights of choice architecture into strategic business models.	
	Reformulation	Create partnerships and marketing incentives aimed at creating motivation for widespread reformulation towards better food.	Industry must work with science to continuously improve their products towards greater quality	Gastronomy has a substantial role to play in utilizing their knowledge on cooking towards inspiring new better choices of products and meals in general.

Safer Food

***Safer Food** - 2030 target: 50 % reduction of illness caused by food due to knowledge of hygiene in the food chain.*

Recommendations to actions				
Stakeholders				
	Initiative	Politics/government	Business	Gastronomy frontrunners
Short term	Create a global sense of urgency	Reliable risk communication – consumers need to understand the risk they are facing.	Transparency on food safety problems throughout the value chain, national and global	
	Regain respect for food	<ul style="list-style-type: none"> - Focus on giving young generation a basic understanding about food and food safety. - Focus on fraud / food crime 	Take responsibility for creating awareness and bring information about food and food safety to consumers	Promote awareness and engage consumers in making safer food
	Increase knowledge	<ul style="list-style-type: none"> - Inform about consumers rights – consumer’s voice is important. - Maximizing use of social media in targeted 	Increased transparency and development of food safety parameters that can be used in gastronomy.	Education of hygiene in gastronomy

		information about safer food to vulnerable groups		
	Research in emerging hazards (climate change, technology, resource scarcity etc.)	<ul style="list-style-type: none"> - Commit research and funds to filling the knowledge gaps incl. screening for the unknown. - Assessing new technologies 	Commit research and funds to screening for the unknown	Keep on being frontrunners and explore new solutions
	Analysis and prioritization of interventions	Government to provide guidelines to develop hazard analysis in the food chain plans – where are the major risks. Building on international findings and best practice.	Help to identify and rectify major safety problems	
	Establish partnerships between authorities, researchers and business	Provide a platform for business collaboration and for cross sectoral collaboration.	Share experience and best practice between countries – global networks important	
	Low hanging fruits	Exchange knowledge of best practice about surveillance, control, risk management and information	Exchange knowledge of best practice about risk elimination, data collection etc. in production	
	Use of existing data	<ul style="list-style-type: none"> - Support development of global platform for presenting existing data. - Provide guidelines for what to share and how. - Use existing data to provide foresight 	Share data in supply chain	Share data
Long term	Commitment	Work towards a global codex for food safety in partnership with authorities, researchers and	Ethical commitment to reduce contamination, responsibility in all steps of the food chain.	Ethical commitment to reduce contamination, responsibility in all steps of the food chain.

		business		
	Global forum for food safety	Create a global forum for continuous exchange of food safety standards and knowledge - and development of international standards based on already available knowledge.	The existing standard setting bodies should continue their activities, and try to be as conclusive as possible	
	Global and integrated surveillance system	Global governance and standardization of data management + data sharing.	Implement digital tools for traceability purposes out of compliance reporting etc.	
	Increased focus on cross country data sharing	<ul style="list-style-type: none"> - Cross country development of tools that gathers and creates accessibility to data across borders. - Secure global data-access and data-based approach to development of food safety standards. 		

Food Diversity

Food diversity - 2030 target: 50 % of all people actively use knowledge of food diversity to guide their meal choices and food culture

Recommendations to actions				
Stakeholders				
Short term	Initiative	Politics/government	Business	Gastronomy frontrunners
	Enhance knowledge about food diversity	<p>Establish an understanding of food diversity and why it is important.</p> <p>Promote an integrated approach to food in education of children – enhancing knowledge about how food is essential to our health, environment and culture.</p>	<p>Communicate actively about seasonality and food cultures via social media, in-store campaigns etc. For example by featuring different food cultures each week/month (supermarkets especially).</p>	<p>Make connection and invite and interact with other chefs specialized in diverse styles and types of food.</p> <p>Be innovative - create dishes with edible wild plants, re-invent dishes with old varieties, create a dish from another culture etc.</p> <p>Exploring food diversity in its broader context, finding about rituals, celebrations and traditional practices</p>

				related to food
	Support local producers	<p>Create policies on food diversity that improve conditions for local producers, traditionally grown ingredients and community gardens.</p> <p>Create awareness with campaigns and events where local growers can showcase their products.</p>	<p>Favor a diverse selection of locally produced food (either in employee cafeterias, in products, etc.),</p> <p>Organize events with local growers (e.g. farm day visit), offer cooking classes or have a chef come once a month featuring local dishes, supermarkets feature local products (and indicate where they were grown)</p>	<p>Feature local farms in dishes and on menus, tell a story with local dishes (e.g. give a history lesson),</p> <p>Organize cooking classes for the community to learn to use diverse local products</p>
	Break down barriers between different cultures – focus on food as an exchange of culture	<p>Promote school programs to teach students about different food cultures,</p> <p>Organize food diversity fairs where residents and students can try new dishes,</p> <p>Integrate ethnic minorities into the discussion – bringing new food concepts,</p> <p>Promote research into what new foods can be</p>	<p>Supermarkets can feature new ingredients every month – provide samples, businesses can incorporate diverse foods into cafeteria, promote new dishes on social media,</p> <p>Travel and learn about new food cultures, host food exchanges in the office.</p>	<p>Host tasting events where community members can try new foods and flavors, organize food foraging events.</p>

		grown in the region. Host a series of culinary workshops in diverse yet divided communities in an effort to foster cross-cultural dialogue		
	Use digital tools to raise awareness about food diversity	Feature a dish representing food diversity on government website and provide recipe.	Supermarkets can promote new and diverse ingredients in advertisements and on social media.	Host online cooking courses, use social media to promote new ingredients, post videos of new cooking techniques using diverse ingredients.
Long term	Create space for growing food locally	Integrate gardening into community – planning for urban gardening in mind.		
	Sustainable diversity	Create policies to promote transparency in production.	Focus on the “Triple bottom line” – profit, people, and environment. The whole food chain must take responsibility for supporting the diversity of produce.	

Prevention of Food Waste

Prevention of Food Waste – 2030 target: 50% reduction of food waste at consumer level.

Recommendations to actions				
Stakeholders				
Short term	Initiative	Politics/government	Business	Gastronomy frontrunners
	Create a platform for collaboration and partnerships	- Provide a platform for business collaboration and for cross sectoral collaboration in order to share best practices including best practices on utilization of by-products and new market solutions for "food waste" products made of by-products.	<ul style="list-style-type: none"> - Create partnerships with new actors: <ul style="list-style-type: none"> - Restaurants and gastronomy frontrunners to upscale, - storage and packaging to increase predictability, - data magnets to find out where is the data magnets in the home and what can turn the chain around. - Create partnerships to try new solutions including how to use by-products. - Create partnerships with the 	<ul style="list-style-type: none"> - Create open Innovation /partnerships: <ul style="list-style-type: none"> - On how to use all resources, "Nose to tail" principles, - on how to use by-products, - on how to introduce new technologies. - Interact on all levels – including social media to involve people in creating new recipes.

			gastronomy sector and restaurants to help them up scale their “nose to tail” principles.	
	Promote innovation and focus on utilization	<ul style="list-style-type: none"> - Support system-wide innovation and circular economy by providing one point of entry to circular economy and food waste. - Invest in system-wide innovation and circular economy. - Create a national strategy to enhance system-wide innovation and circular economy. 	<ul style="list-style-type: none"> - Create open innovation about utilization and use of by-products/recycling. - Collaborate to take out the “think” in the value chain (promote an aligned food value chain). - Rethink the “in between silos”. - The Food Industry becomes more single-friendly. - Introduce more “food waste”/surplus food products on the market. - Change cosmetic specifications. - Move away from focus on consequences to focus on cause. - Change the mindset and focus on utilization. 	<ul style="list-style-type: none"> - Create research kitchens that explore utilization and technology. - Inspire other sectors: <ul style="list-style-type: none"> - Work with businesses to scale up projects. - Create “tool kits” for other to copy best practice. - Involve in school programs. - Create new portion sizes: <ul style="list-style-type: none"> - Restaurants start working on introducing Small, Medium and Large portion servings. - Restaurants become more single-friendly. - Use the “ugly” and “wonky” farmers' produce which supermarkets reject. - Buffets: <ul style="list-style-type: none"> - Rethink buffets to minimize food waste (i.e. smaller size of plates,

				<p>“Take all you can eat - but eat all that you take”.</p> <ul style="list-style-type: none"> - Offer doggy bags in all restaurants. <p>- Convert to organic (studies show that conversion to organic result in less food waste because of more focus on utilization and budget).</p>
	<p>Increase predictability in the food value chain</p>	<ul style="list-style-type: none"> - Create cross sectoral partnerships - involve new actors, including storage, packaging and data magnets such as google and Microsoft and Amazon. - Find out where are the data magnets in the home and in the food value chain. - Support research on how to reverse the food chain and have the perfect data (“If we were able to reverse the food chain and have the perfect data, so we can eat what we cook, cook what we store, store what we buy, buy what we 	<ul style="list-style-type: none"> - Increase predictability: <ul style="list-style-type: none"> - Share data in supply chain, - Shorten supply chain, - Break down silos – collaborate. - Explore block chain. - Invest in data on what the consumers need to buy. 	<ul style="list-style-type: none"> - Restaurants introduce a new system for the customers to inform the restaurant about what they are going to eat. - Restaurants build in an incentive for the customers to use a new system that minimize food waste in the restaurants.

		produce and produce what we harvest.”)		
	Reform the date labelling system	<ul style="list-style-type: none"> - Introduce a universal and simple date labelling (for example “traffic light”). - Facilitate meetings between authorities, producers, and retailers etc. to enhance determination of case by case date labelling. 	- Involve in improvement of the date labelling system.	- Involve in improvement of the date labelling system.
	Transparency and leadership	<ul style="list-style-type: none"> - Implement the three-step approach “target, measure, act”. - Harmonize definitions, clarify the SDG target 12.3 and create a reporting framework. - Demand for transparency on data on the level of food waste 	<ul style="list-style-type: none"> - Implement the three-step approach “target, measure, act”. - Show leadership - commit to SDG target 12.3. Set overall targets and specific targets in the value chain. - Share data on how much is wasted and what goes to waste. Work together with other companies on the same SDG 	<ul style="list-style-type: none"> - Implement the three-step approach “target, measure, act”. - Set overall targets and measure. - Demand for targets in the supply chain. - Share data on how much is wasted and what goes to waste.

		<p>from public and private sector.</p> <ul style="list-style-type: none"> - Set targets on national level and city level. - Set target on how many companies that publicly commit to SDG target 12.3. - Set targets for food waste reduction in the public sector (public meals). - Invest in data generation and work with data magnets like Google and Microsoft. - Put a target on how many businesses set targets equal to SDG target 12.3. 	<p>target.</p> <ul style="list-style-type: none"> - Analyze where you can have the biggest impact. - Invest in data generation and work with data magnets like Google and Microsoft. 	
	Raise awareness and education	<ul style="list-style-type: none"> - Provide information about <ul style="list-style-type: none"> - what is food waste, why change behavior, - what happens to 	<ul style="list-style-type: none"> - Share information about consumer behavior to make campaigns more specific (next generation campaigns). - Raise awareness – bring the 	<ul style="list-style-type: none"> - The “Food Elite”/Gastronomy Frontrunners can help the masses to gain more Food Intelligence, for example inspire ordinary consumers to use what they already have (because that’s

		<p>food waste and - date labelling.</p> <p>- A case collection about economic benefits and best practice on reducing food waste.</p> <p>- Everybody should be doing something – get involved with countries that have not even started yet.</p> <p>- Put food waste issues on the school program.</p> <p>- Use the “ugly” and “wonky” farmers’ produce in school education programs, so children start to learn that “ugly” and “wonky” taste the same.</p> <p>- Extend lunch period times in public schools so kids have time to eat their lunch.</p>	<p>agenda to the masses.</p> <p>- Create partnerships with the gastronomy sector and restaurants to help them up scale their innovations.</p> <p>- Focus on changing consumer behavior – so that consumers do not expect that all products are available all the time.</p>	<p>what all major restaurants do every day in their restaurants).</p> <p>- Culinary schools need to teach on a practical level – not just theoretical.</p> <p>- Make connection:</p> <ul style="list-style-type: none"> - Connect more urban people to farmers - Involve the professionals with kids - Interact about utilization (on how to create recipes with by-products). <p>- Involve in school programs to teach children how to cook</p> <p>- Restaurant boot camps for kids, so children will learn what cooking really is - and how they learn to value the food.</p> <p>- Inspire to “Nose to tail” principles, for example telling their guests that a broccoli stem can be used in a pesto.</p> <p>- Change attitudes about cosmetics – use 2nd grade vegetables and fruits.</p>
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				<ul style="list-style-type: none"> - Get more recipes that convert otherwise wasted food into delicious food into the public domain: <ul style="list-style-type: none"> - every major cookbook and in every major cooking TV show start from scratch, for example "shopping your fridge" first. - Every cookbook have a section which guides the consumers on what to do with the leftovers. - Make cookbooks for singles. - Cookbooks on how to cook with leftovers. - Create online, open-souce hub of these recipes. - Cook together in large scale <ul style="list-style-type: none"> - involve more people in cooking events - involve more people in trying to eat food that would otherwise have been thrown away. - Improve manager skills.
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	<p>Remove regulatory barriers</p>	<ul style="list-style-type: none"> - Promote an integrated policy approach to food: the solutions for the future of food should simultaneously ensure people’s health and well-being, environmental sustainability, and equity of access to food for all, while enhancing economic development prospects via added value and job creation. - Analyze food safety issues and make it easier to reuse by-products, leftovers from buffets and other former food in to the value chain. - Remove legal barriers for new businesses that provide B2C solutions for surplus food. - Change cosmetics guidelines. - Clarity on Good Samaritan rules/guidelines. 		
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		<ul style="list-style-type: none"> - Make it easier to offer doggy bags. Clear understanding of food safety aspects to doggy bags from buffet-food. Clear aspects of responsibility between the restaurant and the customer. 		
Long term	Integrated policy approach	<ul style="list-style-type: none"> - Promote an integrated policy approach to food: the solutions for the future of food should simultaneously ensure people’s health and well-being, environmental sustainability, and equity of access to food for all, while enhancing economic development prospects via added value and job creation. - Increase predictability. Support structural changes to increase predictability in the value chain. 	<ul style="list-style-type: none"> - Increase predictability. Collaborate to take out the “think” in the value chain (promote an aligned food value chain). Rethink the “in between silos”. 	<ul style="list-style-type: none"> - Increase predictability. Collaborate to take out the “think” in the value chain (promote an aligned food value chain).