Parallel Session #1: Better Information
Ensuring healthy lives for the next generations

The challenge

As urban populations continue to grow, consumers are growing increasingly disconnected from their food systems, resulting in large numbers of people being unaware of what healthy food is. Evidently, urban populations tend to consume highly caloric and processed foods predominantly due to extended availability, and affordability aligning with the demands of urban lifestyles.

The nutrition transition that has evolved since the industrial age is among the risk factors for rapid increase in non-communicable diseases, not only for adults but children, too. Childhood obesity is, according to the WHO, one of the most serious public health challenges of the 21st century.

Underscoring this challenging development, food and health are topics of both growing interest and concern among city dwellers. Today’s consumers are constantly overloaded with food information, making it even harder for children to navigate on the healthy and nutritious paths of the “food jungle”.

The “Better Information” session

The complexity of the challenge, and its sustainable solution, requires a holistic approach, joint effort and leadership from all levels of global society – policy makers, industry, stakeholders, education and, healthcare providers, media and civil society need to play an active role in addressing the challenge of ensuring healthier lives.

The “Better Information” session will focus on how we raise children and young people with a healthy understanding of food and empower them to make healthy food choices throughout their life course – but also how the surrounding layers of society can promote environments and behavior that support an individual’s healthy lifestyle.

By taking a holistic approach towards the overall challenge, the session will encourage rethinking of the food system with co-creation and co-responsibility for long-term solutions. Together we need bold exchanges of challenges and successes and establish scalable and solution-oriented partnerships that promote and support healthier and more informed food choices among children and young people.
### PROGRAM / BØRSEN

**Friday 30 August 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>08.30-09.00</td>
<td>Registration</td>
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<tr>
<td>09.00-09.10</td>
<td><strong>Introduction</strong>&lt;br&gt;By moderator Lars Kolind, Chairman of the Danish Government’s Advisory Board for Food, Meals and Health</td>
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<td>09.10-09.30</td>
<td><strong>Status on “Roadmap to 2030” and highlights since last year</strong>&lt;br&gt;By Charlotte Ersbøll, Senior Advisor at United Nations Global Compact&lt;br&gt;Mella Frewen, Director General of FoodDrinkEurope&lt;br&gt;Hildreth England, Assistant Director of Open Agriculture Initiative at MIT&lt;br&gt;Stephen Ritz, Founder of Green Bronx Machine</td>
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<td>09.30-09.45</td>
<td><strong>Challenge: “Reduce by one third premature mortality from non-communicable diseases by 2030: Engaging young people”</strong>&lt;br&gt;Mark Hanson, British Heart Foundation, Professor of Cardiovascular Science at University of Southampton</td>
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<td>09.45-10.15</td>
<td><strong>Empowerment through gastronomy</strong>&lt;br&gt;Gastronomy can provide critical leverage for better, healthier and more informed food choices among children and young people. This session discussion will assess how we can promote solutions that help the next generation of consumers care more about their food: where it comes from, how it is produced and how to enthusiastically prepare and consume it.</td>
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<td><strong>“Rethinking school health and nutrition – the World Food Programme’s new approach to promote the wellbeing and nutrition of children in schools”</strong>&lt;br&gt;By Carmen Burbano, Director of School Feeding Division at World Food Programme</td>
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<td><strong>“Meeting halfway”</strong>&lt;br&gt;By Daniel Giusti, Founder of Brigaid Inc.</td>
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<td>Open discussion moderated by Lars Kolind</td>
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10.15-10.45 Building healthy environments

The setting of our everyday life is a significant determinant of our behavior. This session will assess how to build environments that both empower and support health-promoting daily choices and actions.

“Understanding the social and cultural determinants of health”
By Niels Lund, Vice President of Health Advocacy at Novo Nordisk

“Taking leadership in ensuring healthy diets and lifestyles for Googlers”
By Michiel Bakker, Director of Global Food Services at Google

Open discussion moderated by Lars Kolind

10.45-11.30 Engagement of policy makers and industry

Access and availability are key elements when supporting consumers in making healthier choices. This session will assess how the healthy choice can become the easy choice.

“Collaborative partnerships to accelerate the growth of today’s breakthrough nutrition trends”
By Karen Scott, Head of Innovation, PepsiCo Western Europe and South Africa

“A multi-point rating to make societal performance the lever of differentiation and development of food products”
By Maximilien Rouer, Director of Ferme France

“Access to safe, nutritious foods in poor communities in the global South”
By Saul Morris, Director of Programme Services at Global Alliance for Improved Nutrition (GAIN)

Open discussion moderated by Lars Kolind
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.

1. Engagement
A workshop guided by Charlotte Ersbøll, Senior Advisor at United Nations Global Compact

2. Environments
A workshop guided by Hildreth England, Assistant Director of MIT, Open Agriculture Initiative

3. Empowerment
A workshop guided by Stephen Ritz, Founder of Green Bronx Machine

11.30-12.30
Next steps and wrap up
By moderator Lars Kolind, Chairman of the Danish Government’s Advisory Board for Food, Meals and Health

12.30-13.30
Gathering, reporting and lunch