



# ENHANCING HUMANS' CONNECTION TO FOOD SYSTEMS

## ABOUT THE INNOVATION SPRINT

If the SDGs are not to be just 'another set of goals' we need to apply a new set of approaches to achieving them. The Innovation Sprint is experimenting with these approaches.

The Innovation Sprint is a multistakeholder, innovation process that is meant to create new forms of collaboration and develop pilot-level solutions to SDG challenges. A cohort of 25 individuals has been assembled from a variety of institutions, disciplines and backgrounds. The cohort has identified four priority action areas - financial system reform, participatory infrastructure, food systems and digital for social.

The sustainable food systems team has begun mapping the production and consumption dimensions of the food system and are now testing crucial assumptions identified during the workshop and gathering further background research to inform the next stage of the process which is ideation - creating actionable idea that could be taken forward into projects.



## WHY SUSTAINABLE FOOD SYSTEMS?

Food is about much more than sustenance and survival; it is a direct determinant of health, a cultural dimension and expression of individuals and communities, and a mega industry with massive impacts on our planet. Generally, people have lost their direct connection to where their food comes from and how it impacts their lives and health as well as the environment. Food systems must be sustainable from both a production and consumption perspective if we are going to achieve the SDGs and enable healthy people, vibrant communities and diverse ecosystems.

## DESIGN QUESTIONS

### How can we ensure positive incentives for sustainable food production?

- Producing enough food to feed the world means alteration of natural landscapes, stress on the soil and water ecosystems, climate change and packaging waste. There are promising practices for reducing or eliminating these environmental impacts but how do we create a policy framework that incentivizes sustainable practices in the complex agriculture business?
- Agriculture is a big business that has impacts not only on the planet but also on rural communities. How can we feed the planet and build strong communities in the process?

### How can we encourage consumers, especially children, to make healthier and more sustainable consumption choices?

- What we eat is a direct determinant of our health. Globally we see the polarized problems of obesity and malnutrition each leading to their unique and individual health impacts and diseases. How do we jointly address the problem of access to food for some and healthier food options and choices for others?

## MEET THE TEAM

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*Sustainability Tribe*

**Isabelle Grosmaître**  
*Danone*

**Flavia Jurje**  
*foodcrafters.org*  
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**Maximilian Mueller**  
*International Union for Conservation of Nature*

**Harri Toivonen**  
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- People's relationship to food is complex and dynamic. There is a need to raise awareness around food choices and reconnect individuals with food. In addition, we must look at food for its cultural value and social dimensions. Food can be a driving force of community building when approached in a systemic, holistic, local way. How can we utilize people's relationship to food to change behaviour?
- Food choices begin at a young age. Children are the earliest adopters when it comes to nutrition. Diet and food habits play an important role in family dynamics and parents greatly affect how their children will eat well into adulthood. Education on healthy, sustainable choices is important at an early age. How can we encourage healthier and more sustainable food choices for children?

### **What is the relationship between production and consumption in the food system?**

- Diets not only affect health they also have impacts on the food production system and the environment. Increased meat consumption vs. vegetarian and vegan diets, local food movements vs. international food trade, organic production vs. fertilizer and pesticide use. These are all areas where the way we consume affects the way we produce food and has implications for the environment and communities. How can we utilize the interplay between production and consumption to build a more sustainable food system?
- Food waste is a problem for both production and consumption dimensions of the food system. This is a massive issue not only for the environment but also for the economy. It also raises equity questions when millions of people go hungry every day. How can the structure of food systems reduce waste?