



The Future of Food Conference 2021

30 November – 1 December 2021 | Online | [#FutureFood21](#)

Provisional conference programme

Day 1: Morning – “Change-makers Summit”

09:00 – 09:20	<i>Platform open – Informal ‘Make your introductions’ discovery and networking session</i>
09:20 – 09:30	Event opens with guidance on the programme and online platform (Jennifer Baker, Journalist)
09:30 – 09:40	<i>Brief welcome remarks</i> Andy Zynga , CEO, EIT Food
09:40 – 10:15	<p>UN Food Systems Summit: What’s next for the EU?</p> <p>Two months after the UN Food Systems Summit, the conference will take stock of the Summit’s outcomes, and we will look at the role of the EU in implementing the Summit’s commitments through investment in food research, innovation and education.</p> <p><i>Keynote Speakers:</i></p> <ul style="list-style-type: none"> • Janusz Wojciechowski, EU Commissioner for Agriculture • Jože Podgoršek, Minister of Agriculture, Forestry and Food of Slovenia • Agnes Kalibata, UN Secretary General's Special Envoy for 2021 Food Systems Summit • Gerda Verburg, UN Assistant Secretary-General, Coordinator of the Scaling Up Nutrition (SUN) Movement and Member of the Advisory Committee for the 2021 Food Systems Summit <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Jennifer Baker, Journalist
10:15 – 11:15	<p><i>Plenary session Panel debate</i></p> <p>From commitment to action: Innovation as a driver for societal impact</p> <p>In this session, we will discuss the role of innovation in delivering on UN Food Systems Summit commitments. Exploring the challenges and opportunities to uptake and mainstream innovative solutions in Europe, the role of governments, industries, farmers and consumers will be highlighted.</p> <p>The session will ask:</p>



	<ul style="list-style-type: none"> • What types of innovative solutions do we need to adopt, to deliver on the Summit’s commitments, and make sure we meet our climate and sustainability ambitions in time? • What are the challenges and opportunities faced by innovators and entrepreneurs when scaling up these solutions across Europe? • How can the EU promote these innovations to be adopted in the context of the EU Farm to Fork strategy through, for example, the Code of Conduct for Responsible Business and Marketing Practices and other initiatives? • Could policy and regulatory incentives support the upscaling of innovations which have the potential for positive societal impact? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Herman Betten, Senior Director Strategic Partnerships and Engagement, DSM • Gianluca Brunori, Full Professor of Food Policy, University of Pisa, Chair of the 5Th SCAR Foresight Exercise Expert Group • Mathilde Jakobsen, CEO and Co-Founder, Fresh.Land, Winner of the UN Food Systems Summit’s Best Small Business competition • Kristin Schreiber, Director Chemicals, Food, Retail, European Commission’s DG GROW <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Sara Roversi, Founder, Future Food Institute
11:15 – 11:45	<i>Networking break</i>
11:45 – 12:30	<p><i>Plenary session A conversation with Generation Z representatives</i></p> <p>Where do we need to be a generation from now?</p> <p>Young people have a vital role to play in building a future-fit food system. In this session, FutureFoodMaker representatives from Generation Z will outline the role of younger generations as change-makers and innovative thinkers in food system transformation.</p> <ul style="list-style-type: none"> • Presenting their highly anticipated Menu for Change, the FutureFoodMakers will discuss: What do young people expect from their food system, now and in the future? • How can they make their voice heard on food system transformation? • What role can an engaged youth play in promoting change and helping us innovate for a better food system? <p>Presentation and discussion with EIT Food’s FutureFoodMakers</p> <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Sara Roversi, Founder, Future Food Institute
12:30 – 13:00	<p><i>Interview Policymaker and industry perspective</i></p> <p>Reactions and responses to the <i>Generation Z Menu for Change</i></p>



13:00 – 14:00	<ul style="list-style-type: none"> • Claire Bury, Deputy Director-General in DG Health and Food Safety, European Commission • Dirk Jacobs, Deputy Director General/Director of Consumer Information, Nutrition & Health, FoodDrinkEurope <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Jennifer Baker, Journalist
13:00 – 14:00	<i>Lunch & networking break</i>

Day 1: Afternoon – Parallel breakout sessions: Innovation challenges in food systems transformation

14:00 – 14:05	Introduction to parallel breakout sessions
14:05 -15:45	<p>BREAKOUT SESSION 1: Sustainable Food labelling</p> <p>From many to one: How can we build a harmonised and robust environmental labelling system for food in the EU?</p>
	<p>As announced in the Circular Economy Action Plan (CEAP), the Commission will propose that companies substantiate their environmental claims using Product Environmental Footprint (PEF) and Organisation Environmental Footprint (OEF) methods. These Life Cycle Assessment (LCA) methods measure the environmental performance of a product or organisation throughout the value chain, from the production of raw materials to the end of life, using 16 environmental ‘impact categories’.</p> <p>Foundation Earth is an independent, non-profit organisation, which has joined forces with a group of industry partners to develop front-of-pack environmental scores on food products, enabling consumers to make more sustainable buying choices. This involves developing a methodology of collecting dynamic environmental data relating to food products which is then translated into an effective and clear scoring system for consumers across Europe. This year, the Foundation launched two pilot programmes to test consumer response to front-of-pack labelling options, as it sets about developing an optimum scoring and labelling system for full roll-out in 2022.</p> <p>In this session we will explore environmental labelling in Europe:</p> <ul style="list-style-type: none"> • How can we strike a balance between robustness and credibility, on the one hand, and viability and acceptance both by industries and consumers, on the other? • How can the industry move from the current plethora of commodity-specific, production method-specific ecolabels with wide-ranging environmental claims, to a more harmonised system based on science and widely accepted standards? • How can the EU make sustainable options easy and affordable to identify, and ensure environmental labelling can impact consumer choices as well as decision making throughout the supply chain in time to meet 2030 climate change targets?



	<p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Laura Degallaix, Director, Environmental Sustainability, FoodDrinkEurope • Cliona Howie, CEO, Foundation Earth • Johannes Weber, European Affairs Manager, Nestlé • Declan Ferguson, Research, Development & Technical Director, Finnebrogue <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Andrew Carlin, Strategy Director, EIT Food
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14:05 - 15:20	<p>BREKAOUT SESSION 2: Sustainable Agriculture</p> <p>Soil purpose: Tackling regenerative transition</p>	<p>BREAKOUT SESSION 3: HoReCa</p> <p>The future of the HoReCa sector: economic, social and environmental sustainability</p>
	<p>Regenerative agriculture will play an important role in the transformation to more sustainable food systems. Farmers need support to help them adopt regenerative practices and transition to a new model of Economic, Social and Environmental sustainability. This support includes developing innovative technologies enabling regenerative agriculture, and training farmers on their use. It also includes the provision of adequate financial rewards to farmers for the uptake of regenerative practices, ensuring they can remain competitive throughout this demanding transition. Finally, beyond the “push” of farmers, commitment from the supply chain and consumer awareness will also help generate the market “pull” that will stimulate the uptake of regenerative practices.</p> <p>This session will explore the transition to regenerative agriculture:</p> <ul style="list-style-type: none"> • What kind of innovative solutions can help farmers in the transition to regenerative practices? • What are the most appropriate financial rewards to offer farmers for regenerative practices? • What initiatives can generate a supply chain and consumer pull that can help the upscaling of regenerative agriculture? 	<p>According to an EIT Food Foresight Study on the impact of COVID-19 in the agri-food sector, the HoReCa segment proved to be one of the most negatively impacted by the pandemic. Hotels, restaurants and catering businesses faced multiple challenges due to lockdowns and travel bans. What is the future of the hospitality segment in these disruptive times? How can the HoReCa industry become more sustainable, not just environmentally but also socially and economically?</p> <p>In this breakout session you will learn more about international trends, key opportunities and challenges as well as good practices in the sector. The session will kick off with a presentation of the EIT food project "Direction: Restaurant of the Future". We will hear from representatives from the gastronomy community on their co-creative work on sustainable practices in the HoReCa business. This will be followed by a panel discussion on how sustainable practices, educational initiatives and innovation play a role in transforming the future of hotels, restaurants and catering.</p> <ul style="list-style-type: none"> • Afton Halloran, Independent Consultant in Sustainable Food Transitions • John Kristensen Dal, Project Manager, Copenhagen Hospitality College • Ewa Rzeszowska, Project Manager, EIT Food



	<p><i>Speakers</i></p> <ul style="list-style-type: none"> • Martine van Weelden, Senior Manager, Capitals Coalition • Sirkku Puumala, Farmer, Baltic Sea Action Group • Andrew Voysey, Head of Sales and Carbon Soil, Soil Capital (TBC) • Emmanuel Petel, Policy Coordinator, Greening, cross-compliance and POSEI, DG AGRI, European Commission • Roberto Conti, R&D Specialist, Caviro Sca <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Martin Scholten, Principal Advisor at Wageningen University & Research and Aarhus University 	<ul style="list-style-type: none"> • Katarzyna Młynarczyk, Founder of Handelek – gastronomy concept in Poland & Co-Founder of Rebread • Jakub Emanuel Malec, Executive Chef, Novotel Warszawa Centrum Hotel • Christer Bredgaard, Owner, Il Buco and La Banchina • Olaf van der Veen, Co-Founder & CEO, Orbisk
15:20 - 15:30	<i>Coffee Break</i>	

15:30 - 16:30	<p style="text-align: center;">BREAKOUT SESSION 4: Targeted Nutrition</p> <p style="text-align: center;">The future of personalised nutrition: An impactful solution for many?</p>	<p style="text-align: center;">BREAKOUT SESSION 5: Circular Food Systems</p> <p style="text-align: center;">Innovative solutions to build a circular food system</p>
	<p><i>Introduction</i></p> <ul style="list-style-type: none"> • Moderator: Lorena Savani, Innovation Programme Manager, EIT Food <p><i>Presentation of EIT Food projects</i></p> <ul style="list-style-type: none"> • Health Snap: Emilia Nordlund, Research Manager, Industrial Biotechnology and Food, VTT • Healthtricious: Ignace De Nollin, Chief Executive Officer, SmartWithFood • PERSFO: Paul M Finglas, Head, Food Databanks National Capability and Research Leader in Food & Health, Quadram Institute <p><i>Panel debate</i></p>	<p><i>Introduction</i></p> <ul style="list-style-type: none"> • Ilario Ingravallo, Innovation Programme Manager, EIT Food (TBC) <p><i>Presentation of EIT Food projects</i></p> <ul style="list-style-type: none"> • Metamorphosis: Miha Pipan, Founder & CSO, Better Origin • Phenoliva: Claudio Reinhard, Project Lead, ETH Zurich, Laboratory of Food Biochemistry <p><i>Panel debate</i></p>



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Day 2: Morning – Building an inclusive food system

09:00 - 09:30	<i>Platform open – Informal ‘Make your introductions’ discovery and networking session</i>
09:30 - 09:40	Opening of day 2, and guidance on using the platform (Jennifer Baker, Journalist)
09:40 – 09:45	<p>Fighting food dis- and misinformation to increase trust and increase citizen engagement in food systems: Video</p> <p>Food Unfolded® video highlighting the impact science-based food information has on consumers</p>
09:45 – 10:30	<p><i>Plenary session Panel debate</i></p> <p>Consumer information: The fine line between accuracy and engagement</p> <p><u>FoodUnfolded</u> is the public-facing platform of EIT Food, raising awareness of the origins and future of our food, as well as of the problems our food system is currently facing and the solutions that are being explored to solve them. FoodUnfolded commits to being an accurate, accountable, and non-partisan source of information on food and the food system, providing tools to discern valuable information from false and superficial sources in the contradictory landscape of traditional and online media. The popular Netflix documentary <i>Seaspiracy</i>, which came out in March 2021, presented FoodUnfolded with a challenge – which is often present in science communication: defining the fine line between accuracy and engagement. On the one hand, documentaries such as <i>Seaspiracy</i> can craft powerful narratives, that represent a wake-up call for many consumers and an impressive introduction to sustainability issues within the food system – yet at the risk of being accused of simplism and sensationalism, somehow distorting the image of the industry. On the other hand, attempts to give consumers more accurate, science-based information without telling them what to think, can make the content appear more inconclusive and less impactful on consumers’ awareness and attitudes towards food system challenges. In an ever-more polarised world, how can we build strong, engaging narratives and tackle issues whilst still being as factual as possible? How can narratives be powerful without creating antagonisms?</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • David Barreiro, Editor in Chief at Eurocarne, Winner of the 2019 EIT Food Journalism Award • Eva Hoogstins OR Durk Bosma, Future of Food Institute • Saskia Nuijten, Communication Director, EIT Food • EFSA representative (TBC) <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Jennifer Baker, Journalist



<p>10:30 – 11:00</p>	<p><i>Plenary session Presentations + debate</i></p> <p>Implementing a skills agenda to achieve food system transformation: the future of vocational and professional training in agrifood</p> <p><i>Speakers</i></p> <ul style="list-style-type: none"> • João Santos, Senior Expert, Directorate General for Employment, Social Affairs, and Inclusion, European Commission • Ondina Afonso, Chair of Continente Producers Club, Director of Quality & Research, SONAE • John Edwards, Secretary General, European Association of Institutions in Higher Education, EURASHE <p><i>Moderator</i></p> <ul style="list-style-type: none"> • Maarten van der Kamp, Education Director, EIT Food: Presentation of EIT Food’s Professional Education Framework for the food system 	
<p>11:00 – 11:30</p>	<p><i>Networking break</i></p>	
<p>Parallel break-out sessions</p>		
<p>11:30 – 12:15</p>	<p>Bridging the gender gap: Innovating innovation in the agrifood sector</p> <p>Diversity, including gender diversity, and inclusion are key to the success of food systems innovation. What is more, they are estimated to positively impact per-capita GDP and employment. However, in the agrifood sector, women face barriers at every step: from a lack of opportunities to enter the sector and reach leadership positions, to limited access to finance for enterprising women, and a lack of gender mainstreaming in the design of new products, services and business models catering for the needs and preferences of female citizens. To remove these barriers and positively change the system, action must come from every stakeholder. In this session, we will discuss bridging the gender gap:</p> <ul style="list-style-type: none"> • Are agrifood stakeholders aware of why it is important to make people of all genders involved in shaping the future of our food systems? • How can we build greater awareness and convert it into concrete initiatives? • Where are the biggest gender gaps in agrifood innovation? 	<p>How skills drive the transformation of the food system</p> <p>The strategic importance of investing in education and skills is recognised by all the recent EU sustainability strategies to transform the agrifood sector. The updated European Skills Agenda prominently positions reskilling and upskilling of labour as a key objective to create a sustainable, digital and competitive economy. There is a clear drive to build underpinning capabilities which strengthen innovation and that can deliver on the objectives of the EU Green Deal. Over the past two decades there has been an increase in the use of innovative teaching methods to encourage more entrepreneurial students and professionals, who in turn create real innovations. However, the long-term societal impacts of such programmes, beyond programme outputs and their quality assurance, are difficult to quantify. Therefore, we need a more robust framework which connects the attainment of skills with changing practices, which in turn can lead to societal impact. This session will explore how we can use skills to drive transformation:</p> <ul style="list-style-type: none"> • How can we anticipate skills needs to create a sustainable food system, especially when society and economy are in rapid transformation?



	<ul style="list-style-type: none"> • How can we eliminate these gender gaps, making sure that the transition to more sustainable food systems leaves no one behind and generates benefits for society as a whole? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Simonetta Manfredi, Professor in Equality and Diversity Management and Director of the Centre for Diversity Policy Research and Practice, Oxford Brookes University • Anna Ogar, CEO, Insignes Lab • Dara Nikolova, Finance Advisor, European Investment Bank (EIB) • Giovanni Colombo, Senior Public Affairs Manager, EIT Food <p><i>Moderator:</i></p> <ul style="list-style-type: none"> • Lara Rodriguez, RIS Project Manager, EIT Food 	<ul style="list-style-type: none"> • How can we connect attainment (programme output level) with changed workplace practices (outcomes) and the emergence of innovations (impact)? • How can we evaluate this impact in terms of impact in the food system? <p><i>Speakers</i></p> <ul style="list-style-type: none"> • Ingrid Rigler, Deputy Head of Unit, Innovation and EIT, DG EAC, European Commission • Paola Pittia, Professor, University of Teramo, Leader of the Askfood Erasmus+ project • Barbara Mason, Partnership Manager, AgriFood Training Partnership, University of Reading • Maarten van der Kamp, Education Director EIT Food
12:15-13:15	<i>Networking break</i>	



Day 2: Afternoon – Investing in impactful solutions

13.15 – 13:45	<p>Opening keynote address: Investing in the future of food to generate impact</p> <ul style="list-style-type: none"> • Kyle Welborn, Managing Director, The Yield Lab • Caroline Chandler, Senior Consultant, IPSOS
13:45– 14:30	<p>EIT Food’s Entrepreneurship and investment programme</p> <p>Presentation of EIT Food’s entrepreneurship activities and showcase of selected RisingFoodStars (mature scale-ups) developing solutions that will help transform European and global food systems.</p> <ul style="list-style-type: none"> • Benoit Buntinx, Entrepreneurship Director, EIT Food - EIT Food portfolio • Erich Sieber, Founding General Partner, PeakBridge Ventures (Speaker name TBC) • Adelaide Cracco, Head of Climate and Environmental Impact, European Investment Fund (EIF)
14:30– 15:15	<p>Protein diversification: Challenges and opportunities to scale-up impactful solutions in Europe</p> <p>Innovative entrepreneurs are developing new promising solutions to diversify our protein consumption. These new products span plant-based, insect-based, cultivated and fermentation-made alternatives to meat, eggs, dairy and seafood. Some of them are already generating new business opportunities, others might lead to the creation of successful businesses in the future, while also delivering societal impact in line with the goals of the EU Green Deal and Farm to Fork Strategy. However, despite the potential market appetite for these products, and their potential positive impact on people and planet, often their acceleration and upscaling face significant challenges. In this session, we will explore those challenges and barriers to scale:</p> <ul style="list-style-type: none"> • What are the key challenges innovative entrepreneurs are facing in the alternative protein sector? • What are the key conditions which these new businesses must meet in order to contribute meaningfully to the EU climate change and sustainability targets? • What can the EU do to support this sector and keep up with the speed of innovation happening in other world’s markets? <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Didier Toubia, CEO, Aleph Pharm • Christian Bartsch, Co-Founder, Essento (TBC) • Jim Laird, CEO, Enough
15:15	<p><i>End of day 2 & End of Conference</i></p>



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