

# Future Food 4 Climate Change

## Claudia Laricchia

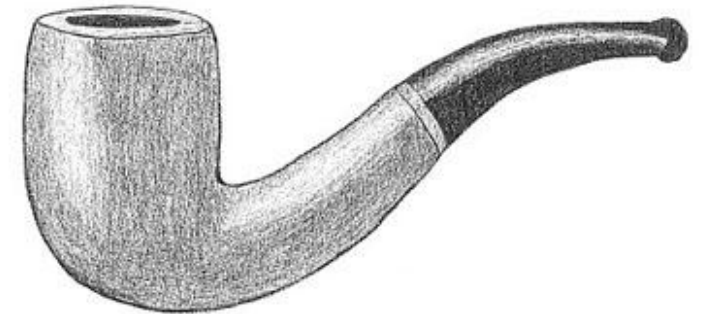
Future Food Institute, Head of Institutional Relations  
The Climate Reality Project, Climate Leader

[claudia.laricchia@futurefoodinstitute.org](mailto:claudia.laricchia@futurefoodinstitute.org)

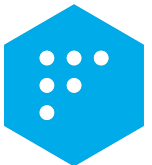
Twitter: @ClaudiaLarix



# This is not an inspirational speech.



*Ceci n'est pas une pipe.*



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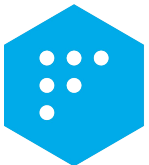




You see, idealism detached from action is just a dream. But idealism allied with pragmatism, with rolling up your sleeves and making the world bend a bit, is very exciting. It's very real. It's very strong.

— Bono —

AZ QUOTES



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# Food Innovation Program ABOUT

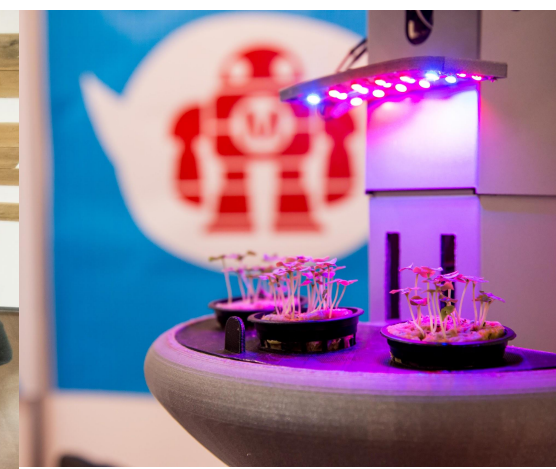
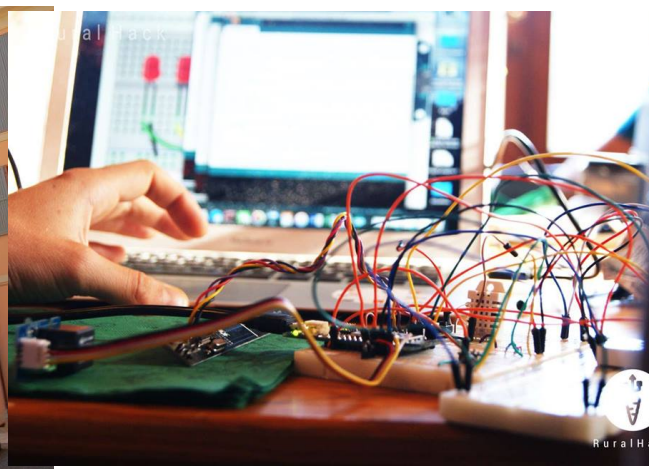
**FOOD  
INNOVATION  
PROGRAM**

**PRESENTED BY**   

The Food Innovation Program is a 12 months II level University Master Course that explores and identifies critical technologies for shaping agriculture, food distribution, retail and consumption, as well as the dissemination and development of radical innovations in the food industry, keeping in line with the IFTF Seeds of Disruption Forecast Map. The master is open to international students with different backgrounds. The diversity of provenience and backgrounds is a basic ingredient that makes the students packed and ready to face the great challenges that the market will force them to resolve.

Founded by the **Future Food Institute of Bologna (FFI)**, the **University of Modena and Reggio Emilia (UNIMORE)**, and the Institute for the **Future in Palo Alto, California (IFTF)**, It is offered to 20 international participants who aim to better the world through food.

The foundation of Food Innovation Program rests on *design thinking*, *cross-pollination*, *prototyping* & *teamwork* with innovation challenges, entrepreneurial mentoring led by top managers, entrepreneurs, policy makers, innovators and opinion leaders.



## 3 PHASES



### 1 INSPIRATION

Design Thinking  
January- March 2018



### 2 ASPIRATION

Foresight  
April-June 2018



### 3 PERSPIRATION

Intrapreneurship  
September- December 2018



# Global Mission

## THE PROJECT

The Food Innovation Global Mission is a life-changing educational experience that takes the students to where innovation happens, allowing them to explore the yin-yang of the latest technological innovation and long standing traditions and take home valuable knowledge to inspire food enterprises.

Scouting, documenting, interviewing , observing and tasting are the typical activities of the 60 days. Students get to map out the main signals and insights of these cities:

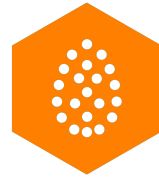
**BOLOGNA, AMSTERDAM, BERLIN, MADRID, TORONTO, NEW YORK, SAN FRANCISCO, HONG KONG, TOKYO, SHANGHAI, BANGKOK, MUMBAI**

They work on specific topics in order to perform an unique and worldwide primary market research.









### **FUTURE OF PROTEINS**

The future of proteins is wide, multi-stakeholder and presents various options. Why? Because a change is needed. With the predicted substantial increase in meat demand, we will quickly run out of production capacity. Secondly, world meat production at present is contributing between 15% and 24% of total current greenhouse gas emissions; more meat consumption means more animals raised and killed for meeting the demand; and finally, public health problems surrounding livestock production and consumption are proved.

There is the need for food leaders and cutting-edge organisations working on lead or follow innovative trends in order to be able to innovate the market.







### AGRO-INNOVATION IN SMART CITIES

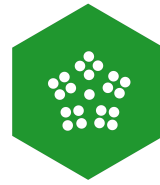
More than 50 percent of the world's population lives in urban areas; this figure is expected to reach 66 percent by 2050. The main challenge concerns how to provide healthy food for everyone in a sustainable way. In addition, ensuring the right to food is the main purpose of many decentralized cooperation projects.

Indoor farming, as well as vertical and hydroponic technologies are just some of the existing possible technologies used in different ways around the world to face those challenges.

There is the need for talents and organisation to be more aware of challenges to face and solutions to possible implement.



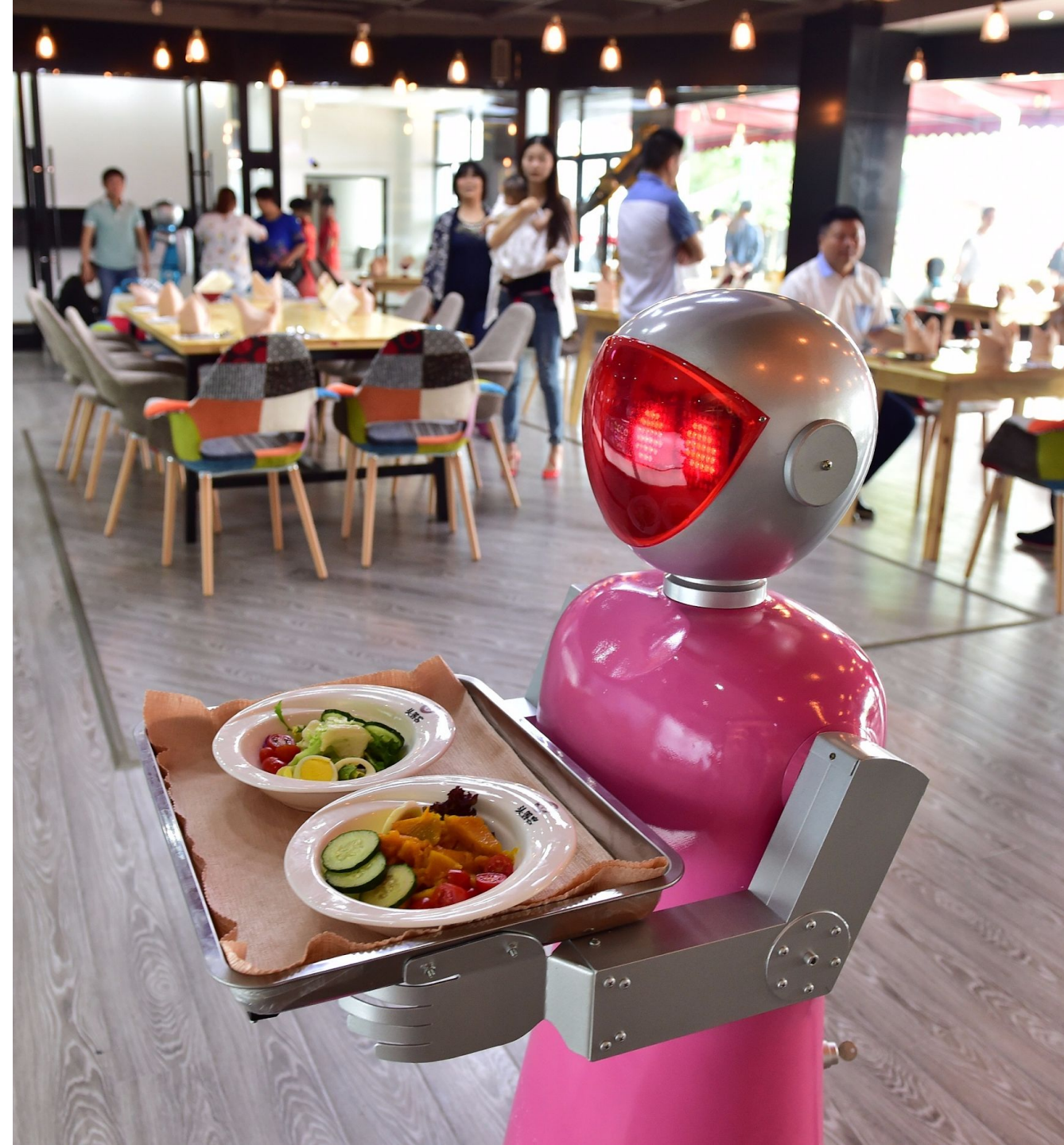




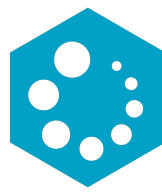
## FOOD CARE AND THE FUTURE OF FOOD SERVICE

The pace of technological and social transformation is driving dramatic changes in the way food services are facing the market. Technology is driving global, traceable sourcing, faster service, more efficient kitchens, and real-time customer relationship management. Food is increasingly becoming part of an unforgettable experience and consumers are always looking for a deeper relations between food eaten and health impact. These trends are then adjusting to different cultures and customers needs.

There is the need for global and local food services of understand more growing customers need as well as adjust their innovation strategy accordingly.







### SCALABLE SUSTAINABILITY AND CIRCULAR SYSTEMS

Since the Industrial Revolution, companies and consumers have largely adhered to a linear value creation model. Contemporary trends, however, have exposed the wastefulness of such systems, highlighting the need of more circular systems adoption. Every year one-third of the global food production is wasted. This may be due to problems in harvesting, storage, packing, transport, infrastructure or market mechanisms, as well as institutional and legal frameworks.

Organisations have the impellent need, as well as the ethical responsibility, to proactively look for solutions able to move towards more sustainable systems. International small and big players are giving their contribution bringing to life various solutions that can be implemented and integrated.



# Global Mission

## PURPOSE AND OUTCOMES

The Food Innovation Global Mission aims to expose highly talented students to worldwide food innovation, empowering them to connect the dots and help supporting organisations to innovate in their specific field. The resulting tools will allow organisations to more conscientiously approach innovation inside their food businesses.

The outcomes will be:

1. A **RESEARCH BOOK**
2. Complementary/shorter **READING MATERIAL**
3. An organised **DATASET**, representing the backbone of the research

Furthermore, supporting partners have the opportunity to organise **INSPIRATIONAL WORKSHOPS AND TALK** for Innovation teams lead by FUTURE FOOD INSTITUTE.



# Global Mission SOCIAL CAMPAIGN

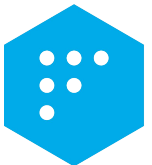
Hundred digital advocates are sharing #FF4CC on social media.

Thanks:

- Marc Buckley, Al Gore's Climate Reality Project
- The Climate Reality Project Europe
- The Climate Reality Project Canada
- The Climate Reality Project India
- We don't have time
- Youth Climate Leaders Network
- Walk for Water



**The Climate  
Reality Project®**



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# #FF4CC

FUTUREFOOD4CLIMATECHANGE.ORG



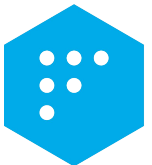
# Global Mission Digital MeetUp

12 Digital MeetUp.  
To mention few:

- **Rome** → May 25, FFI Hackathon on Food Waste.
- **Bologna** → June 7, FFI Hackathon with TIM and Olivetti.
- **Berlin** → June 27, The Climate Reality Project Al Gore's Training
- **Milano** → June 28, Dot Academy Bootcamp

YOU CAN BECOME A #FF4CC Advocate:

<http://globalmission.foodinnovationprogram.org/>



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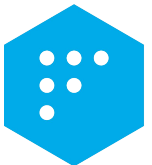
# Global Mission 5 TARGETS

- Institutions and Governments → Food Innovation is a matter of Policy.
- Companies and startups → Food Innovation is a matter of Business.
- Universities and research centers → Food Innovation is a matter of Science.
- Media, blogger, journalists, influencers, opinion leaders → Food Innovation is a matter of Dissemination.
- Climate Leaders, as Food Innovation can fix Climate Change.



# Global Mission INSTITUTIONAL AGENDA

- 13/05 - 15/05 Wageningen and Amsterdam (The Netherlands)
- 17/05 Bruxelles (Belgium)
- 23/05 Madrid (Spain)
- 24/05 Berlin (Germany)
- 29/05 New York (USA)
- 28/05 Toronto (Canada)
- 31/05 - 12/06 San Francisco (USA)
- 03/06-08/06 Tokyo (Japan)
- 08/06-12/06 Bangkok (Thailand)
- 12/06 - 21/06 Hong Kong (Hong Kong)
- 21/06 - 01/07 Shanghai (China)
- 02/07 - 07/07 Bangkok (Thailand)
- 07/07 - 09/07 Mumbai (India)

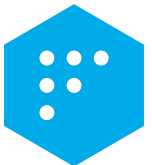


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We are Europe!



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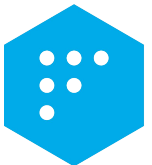
# Global Mission pragmatically: MEETINGS EXAMPLES (Happy Europe Day!!)

- **Wageningen (Netherlands)** → May 14, Diana Battaglia and Andrea Carapellese will be with us. We are launching the the 3rd Edition of “**International Award for Innovative Ideas and Technologies on Agribusiness**”, a powerful tool aimed at identifying the best global solutions with the potential of improving the socio-economic conditions of developing countries.
- **Bruxelles (Belgium)** → May 17, European Parliament with Paolo De Castro.
- **Madrid (Spain)** → May 23, Launch of the Future Food Lab at the IED Innovation Center. Future Food Award with Banca Intesa Sanpaolo, IC.
- **Berlin (Germany)** → May 24, Italian Embassy. Future Food Award with Banca Intesa Sanpaolo, IC.
- **New York (USA)** → May 29, UE Delegation with Member States delegates.
- **Bangkok (Thailand)** → June 8-12 and July 2-9, UE Delegation in Bangkok



# Global Mission MEETINGS EXAMPLES

- **Toronto (Canada)** → May 26-June 1, Climate Leaders
- **San Francisco (USA)** → June 21 - July 2, Google Food; General Consulate; Design Week; UC Davis; Climate Leaders.
- **Tokyo (Japan)** → June 5, United Nations ITPO Heads Meeting. What if next GM will be focused on Developing Countries?
- **Bangkok (Thailand)** → June 8-12 and July 2-9: 11 Institutional Partners and an agreement with FoodInnopolis and Science and Technology Park, with the National Minister for Agriculture. We'll organize the First Rice Hackathon in November!
- **Hong Kong** → June 12-21, event with Italian Chamber of Commerce HK and Macao and agreement with Invest HK. We are going to open a branch in HK and we have an agreement with HEMA, Alibaba Group + Hackathon at PolyU.
- **Shanghai (China)** → June 21 - July 2, Google Shanghai, HEMA and Institutions.
- **Mumbai (India)** → July 2-9, The Climate Reality Project, Italian Chamber of Commerce, General Consulate.



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# FUTURE FOOD

## 2017 KEY FACTS

# COMMUNITY



## EVENTS AGRO



**AGRI BERGAMO** 3 CITIES 10 DAYS » + 200 YOUNG TALENTS INVOLVED FROM HIGH SCHOOL  
**ENVIRONMENT BOLOGNA** ↑ + 400 PARTICIPANTS FROM ALL OVER THE WORLD  
**SEEDS&CHIPS MILANO** → 3 HACKATHONS  
**GENERATION** +20 INTERNATIONAL GUESTS  
 +50 MENTORS  
 +40 INTERVIEWS  
 +10 PROJECTS PROTOTYPED

## FEEDING THE PLANET

## EDUCATION

## OUR GLOBAL MISSION



# 60 DAYS

32

**FOOD CITIES**

**60.000** **FOOD**  
**KM** **2010** **INNOVATION**  
**HUBS**  
**UNIVERSITIES**

13 •

# 250 TALENTS FOOD HEROES

Like +2K POST

# SUMMER SCHOOL



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REGGIO EMILIA 2° EDITION

## 3 MAKER FAIRE

ROMA  
NEW YORK 3  
BAY AREA SEO

# 47 & CONFERENCES

# 7 >>>>>>>>>> HACKATHON.

# INNOVATION

**CHOCOTON GHANA**  
**CHOCOTON WASHINGTON DC**

## PROJECTS

**1 BIG CHALLENGE**  
**2 NGOs INVOLVED**  
**3 FOOD INDUSTRIES**  
**4 EVENTS ORGANISE**  
**+ 200 PARTICIPANTS**

+ 15 GUESTS  
7 PROJECTS PITCH  
3 PROJECTS TO FIGHT WASTE  
MORE THAN 60 HOURS OF PROTOTYPING

## 2 OPEN INNOVATION EXECUTIVE PROGRAMS

**"INNOVATION IS  
A COOPERATIVE  
EFFORT"**



STARTUP MEETUP

SIENA . MILLENNIALS FESTIVAL  
MILANO . SEEDS&CHIPS  
BERGAMO . G7 AGRI

**#ALL  
4THE  
GREEN** **G7 ENVIRONMENT  
WASTE2VALUE BOLOGNA**

## GIARDINO DELLE IMPRESE . BOLOGNA

## 4 EXECUTIVE MISSIONS SHANGHAI SILICON VALLEY

20 EXECUTIVES  
16 STARTUPS  
9 ACCELERATORS & INNOVATION CENTERS

FUTURE FOOD  
LEXICONLab 4<sup>th</sup> EDITION

REGGIO EMILIA

**REGGIO EMILIA**  
EXHIBITIONS IN  
REGGIO


**24** STORIES  
FOOD HEROES

13 TALENT





...cept products  
...ns as you throw  
... and allows you to  
...ly reorder them.



Source: YiHaoDian

Chinese online grocery retailer YiHaoDian has created one thousand virtual supermarkets in vacant lots where shoppers can "browse the aisles" and purchase foods for delivery with an augmented reality app.



Source: Matternet

### Delivering by drone

Matternet aims to leapfrog road infrastructure in developing countries by using drones to offer more convenient and precise just-in-time delivery.

### TAKING MANUFACTURING LOCAL

#### Hacking texture

A Cornell University team has created a 3D printer that can fit in a consumer kitchen that replicates the taste and texture of bananas, mushrooms, and mozzarella.



INSTITUTE FOR THE FUTURE

## REDEFINING CONVENIENCE

from on-the-go eating to mindful food experiences

### EATING



### SHOPPING



### RETHINKING CENTRALIZATION

from centralized shopping sites to just-in-time delivery

### MANUFACTURING



### REMixING STANDARDIZATION

from standardized to personalized formulation

### DISTRIBUTION



### REBALANCING EFFICIENCY

from large-scale efficiency to distributed efficiency

### CORE STRATEGIES

### FOOD EXPERIENCES

### PRODUCTION

### REORGANIZING INTENSIFICATION

from resource-intensive agriculture to low-impact alternatives

### TAPPING DISTRIBUTION NETWORKS

Aggregating B2B demand >  
Local Food Systems, Inc.,



### Swarming robot farmhands >

Prospero is a working prototype autonomous robot that uses swarm and game theory to automate complex agricultural tasks.

### TRANSFORMING

#### Reformulating eggs

Hampton Creek Food's Beyond Eggs, a cheaper, more sustainable, healthier plant-based substitute is now available for sale at Whole Foods and has been used as a replacement in industrial scale baking mayonnaise products.

#### Fooling food critics >

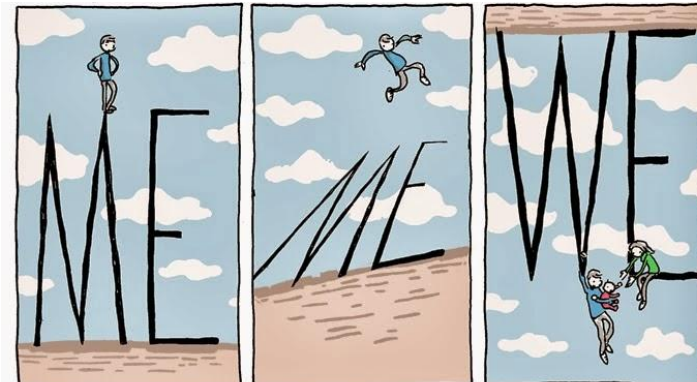
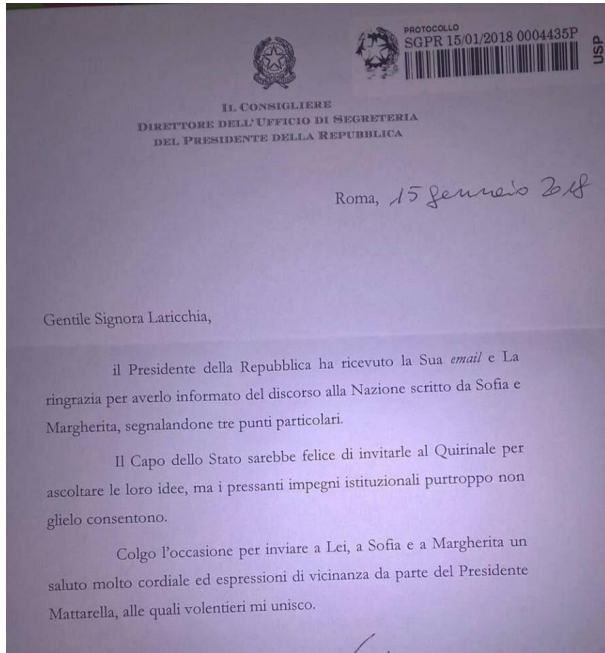
Beyond Meat's faux chicken is nearly indistinguishable from the real thing, even fooling *New York Times* critic Mark Bittman.

Source: E



# FIGM CLIMATE ACTION, lessons learnt

- You eat what you pollute. You pollute by eating.
- Climate Change is at the end of your fork.
- Innovation and Climate Change are cooperative efforts.
- We need a new mindset: from ME to WE.
- Education is the most powerful weapon to change the World.



IF NOT US

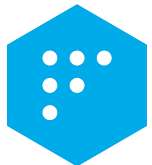
*Who?*

IF NOT NOW

*When?*



**Thank you!!**  
**[claudia.laricchia@futurefoodinstitute.org](mailto:claudia.laricchia@futurefoodinstitute.org)**  
**@ClaudiaLarix**



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