

FOOD 2030 NETWORKS CONFERENCE

Transformative Food System Innovation



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AREA 42, BRUSSELS

5 -7 March 2024

**FOOD
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The FOOD 2030 Networks Conference is organised by the CLEVERFOOD project which is funded by the European Union under grant agreement n 101086320

FOOD 2030 NETWORKS CONFERENCE

Transformative Food System Innovation

WHY DO WE NEED THIS CONFERENCE?

Our current agriculture and food system **is not sustainable** – it threatens our health, destroys our ecosystems and contributes to climate breakdown.

If we do not **act now**, we will not be able to provide prosperity, wellbeing and food security for farmers, food producers and citizens in the future.

We **cannot rely on incremental innovation**, where technologies and efficiencies are slightly improved to solve the multitude of critical challenges and wicked problems that we are facing.

We need transformative innovation based on an **inclusive systemic approach** to ensure a just transition that is fair for everyone and enables a good life for all within planetary boundaries.

Living labs, communities of practice, and other co-creation initiatives bringing together innovators and other relevant stakeholders from rural and urban communities will be **essential** for supporting such transformative food system innovation.

FOOD 2030 NETWORKS CONFERENCE

Transformative Food System Innovation

Setting the scene for **more collaborative** approaches towards **innovating the future** agriculture and food system, **we are inviting all farmers, entrepreneurs, policymakers, researchers, living lab representatives** and other food system innovators to join the FOOD 2030 Networks Conference **under the auspices of the Belgian EU Presidency and in partnership with [visit.brussels](https://www.visit.brussels)**.

KEY-OBJECTIVES:

WORKSHOP FOR PROJECTS:

5TH MARCH 12:00-17:00 CET

Cross-project collaboration on common objectives to transform the food system

PLATFORM FOR INNOVATORS:

6TH MARCH 09:30-17:00 CET

Bringing together living labs and innovators to explore synergies and share experiences

DIALOGUE WITH POLICYMAKERS:

7TH MARCH 09:00-16:00 CET

Fostering dialogue with policy-makers and civil servants

**AREA 42,
RUE DES PALAIS 46,
BRUSSELS**

5 -7 March 2024



TUESDAY 5TH MARCH WORKSHOP FOR PROJECTS

Conference day devoted to a **hybrid workshop** for projects, partnerships and networks in the FOOD 2030 Project Collaboration Network

Objective: Coordinate cross-project collaboration on common objectives for transforming the agriculture and food system through policy, innovation, business development, education, public engagement, dissemination and communication

Target group: Coordinators, work package leaders and other **representatives from projects, partnerships and networks in the FOOD 2030 Project Collaboration Network** (information about how to join this network is available at www.food2030.eu/projects)

**REGISTRATION AND
LUNCH**

12 H

**WELCOME AND
UPDATES**

13 H

By Christian Bugge Henriksen and Marin Lysak,
Coordinator and co-coordinator of
CLEVERFOOD, University of Copenhagen
Plenary room ([online](#))

NB Participation is foreseen online through **Zoom**, but in-person participation is highly encouraged

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5 -7 March 2024



TUESDAY 5TH MARCH

WORKSHOP FOR PROJECTS

BREAKOUT SESSIONS Zoom password for breakouts: **food2030**

on selected vertical themes and common objectives:

13:30 H

Vertical themes

- Policy and governance for food system transformation - **Plenary room** ([online](#))
- Public engagement, multi-stakeholder collaboration and empowerment - **Black room** ([online](#))
- Innovation, data, digital tools, and sustainability assessment - **Green room** ([online](#))
- Education and citizen science - **Yellow room** (In-person only!)

COFFEE BREAK 14:45 - 15:15 H

Common objectives

- Shifting to healthier & more plant-based food production and consumption - **Plenary room** ([online](#))
- Developing localized food systems and short food supply chains - **Black room** ([online](#))
- Ensuring a just transition that is fair for both farmers and consumers - **Green room** ([online](#))
- Reducing food loss and waste across the food value chain - **Yellow room** ([online](#))

TUESDAY 5TH MARCH WORKSHOP FOR PROJECTS

WRAP-UP AND
CLOSING OF
WORKSHOP FOR
PROJECTS

PLenary ROOM (ONLINE)

16:45 H

NETWORKING
AND DRINKS

17:00 H



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WEDNESDAY 6TH MARCH PLATFORM FOR INNOVATORS

Open conference day focusing on **technological, social and governance innovation** for transforming the agriculture and food system

Objectives: Bring together living labs and innovators working on **technological, social, governance and market-driven solutions** for transforming the agriculture and food system in rural and urban areas to **explore synergies and share experiences on how to overcome barriers**, accelerate innovation, secure financing and increase market uptake

Target group: **Farmers, food producers and other innovators, entrepreneurs, business developers, investors, researchers, citizens and representatives from private, public and civil society organizations and associated living labs** working on transforming the agriculture and food system in rural and urban areas, including members of the FOOD 2030 Connected Lab Network (information about how to join this network is available at www.food2030.eu/labs)

REGISTRATION
AND COFFEE

08:30 H

NB Online participation is not possible

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WEDNESDAY 6TH MARCH

PLATFORM FOR INNOVATORS

WELCOME AND
INTRODUCTION OF
FOOD 2030 CONNECTED
LAB NETWORK

09:30 H

Christian Bugge Henriksen, Coordinator of
CLEVERFOOD, University of Copenhagen
Chiara Roticiiani, FOOD 2030 Networks Manager,
EUROCITIES

KEYNOTE

By Rosalinda Scalia,
Deputy Head of Unit
Bioeconomy & Food Systems, DG Research
and Innovation

09:45 H

UNLEASHING THE POWER OF INNOVATION TO TRANSFORM THE FOOD SYSTEM

BREAKOUT SESSION

Overcoming barriers and
accelerating innovation

THREE SESSIONS
CHAired BY DIRK WASCHER

10:30 H

Session IA: How can we measure the impact of
innovation and the progress of food
system transition? - **Green room**, facilitated by **Dirk
Wascher**

Session IB: What are the barriers and lock-ins for
transformative innovation – and how
to overcome them? - **Black room**, facilitated by
Christian Bugge Henriksen

Session IC: How to engage citizens and youth in
transformative innovation? - **Yellow room**,
facilitated by **Marin Lysak**

WEDNESDAY 6TH MARCH

PLATFORM FOR INNOVATORS

**CONCLUDING
DISCUSSION WITH**
PANELISTS FROM THE
BREAKOUT SESSIONS
ON OVERCOMING BARRIERS AND
ACCELERATING INNOVATION

11:45 H

**LUNCH BREAK AND
NETWORKING**

12:30 H

KEYNOTE

By Thom Achterbosch,
Senior Researcher,
Wageningen University & Research
and Elisabeth Obeng, Researcher, Wageningen
University & Research

14:00 H

**MAKING A BUSINESS OUT OF FOOD SYSTEM
TRANSFORMATION**

BREAKOUT SESSIONS

Securing financing and
increasing market
uptake

14:45 H

THREE SESSIONS
CHAIRER BY THOM ACHTERBOSCH

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WEDNESDAY 6TH MARCH PLATFORM FOR INNOVATORS

BREAKOUT SESSIONS

14:45 H

Session IIA: Quo Vadis? Business models that drive a shift towards a sustainable food economy - **Green room**, facilitated by **Yulia Bodnar**

Session IIB: What next? Giving continuity to living labs in food system innovation - **Black room**, facilitated by **Luke Schafer**

Session IIC: The road ahead - Impact investment as a partnership between innovators, investors and food policy actors - **Yellow room**, facilitated by **Thom Achterbosch**

COFFEE BREAK

15:45 H

**CONCLUDING
DISCUSSION WITH
PANELISTS FROM
THE THREE BREAKOUT SESSIONS
ON SECURING FINANCING AND
INCREASING MARKET UPTAKE**

16:15 H

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THURSDAY 7TH MARCH

DIALOGUE WITH POLICYMAKERS

Open conference day focusing on **technological, social and governance innovation** for transforming the agriculture and food system

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REGISTRATION

08:30 H

WELCOME BY
CONFERENCE HOSTS

By Madeleine Coste, Head of
Food policy and Projects,
EUROCITIES
and

09 H

NB Online participation is not possible

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THURSDAY 7TH MARCH

DIALOGUE WITH POLICYMAKERS

and

By Barbara Dewulf, Director general ad interim, Brussels Environment

THE GOOD FOOD STRATEGY FOR THE BRUSSELS CAPITAL REGION

By Coline Questiaux,
Consultant at Mobius Business
Redesign

GO4FOOD - A FLAMISH FOOD STRATEGY FOR TOMORROW

By Simon Storms,
Policy Advisor at Agency for Agriculture and
Fisheries, Government of Flanders

KEYNOTE

By Florian Kern,
Head of Research Group
Ecological Economics and Environmental Policy,
Institute for Ecological Economy Research

09:45 H

TRANSFORMATIVE INNOVATION AND SOCIO-TECHNICAL TRANSITIONS OF AGRICULTURE AND FOOD SYSTEM

REPORT FROM THE 'PLATFORM FOR INNOVATORS' BREAKOUT SESSIONS ON 6TH MARCH

By Dirk Wascher, Director at SUSMETRO and
Thom Achterbosch, Senior Researcher,
Wageningen University & Research

10:15 H

THURSDAY 7TH MARCH

DIALOGUE WITH POLICYMAKERS

COFFEE BREAK 10:30 H

ROTATING PANEL 11:00 H
SESSION I:

What are the local, national and EU policies that we need for supporting transformative food system innovation?

In the first session, the invited panelists and conference participants will share their **experiences and views on what are the opportunities, challenges and barriers for transformative food system innovation that should be addressed by local, national and EU governments** - and discuss how these governments can support living labs working on technological, social and governance innovations for transforming the food system in rural and urban areas

Panelists:

- **Silke Beirens**, Vice Mayor for Food, Agriculture, Environment & Climate, Ostend
- **Filippo Gavazzeni**, Head of the Milan Urban Food Policy Pact
- **Minna Huttunen**, Ministerial Advisor, Ministry of Agriculture and Forestry, Finland and Co-chair of SCAR SWG Food Systems
- **Elke Saggau**, Head of Unit European Research Affairs at the Federal Office for Agriculture and Food, Germany and Chair of SCAR Foresight
- **Anastasia Alvizou**, Deputy Head of Unit Farm to Fork Strategy, DG SANTE, European Commission
- **Orsolya Frizon Somogyi**, Deputy Head of Unit Research and Innovation, DG AGRI, European Commission
- **Rebeca Fernandez**, Director of Food Safety, Research & Innovation, FoodDrinkEurope

THURSDAY 7TH MARCH

DIALOGUE WITH POLICYMAKERS

ROTATING PANEL SESSION I:

11:00 H

Panelists:

- **Leslie Kapin**, Partner and Director of Impact, Astanor Ventures
- **Drees Peter van den Bosch**, independent consultant of the Food Transition Coalition
- **Kerstin Pasch**, Head of Department Networks, German Institute of Food Technology and Coordinator of FOSTER
- **Florian Kern**, Head of Research Group Ecological Economics and Environmental Policy, Institute for Ecological Economy Research
- **Jens Brandt**, farmer and founder of Foods Bornholm
- **Bram Moeskops**, Managing Director, FiBL Europe
- **Rune-Christoffer Dragsdahl**, Secretary General, Danish Vegetarian Association

LUNCH BREAK

12:30 H

ROTATING PANEL SESSION II:

14 H

How can the development of EU policies on food eco-labelling support transformative food system innovation?

In the second session, the invited panelists and conference participants will zoom in on the **current status for food eco-labelling in the EU and discuss the associated opportunities and challenges**, including what kind of eco-labelling would support transformative food system innovation and which policies are needed for advancing the development and implementation of eco-food labelling

THURSDAY 7TH MARCH

DIALOGUE WITH POLICYMAKERS

ROTATING PANEL SESSION II:

14 H

Panelists:

- **Koen Boone**, Coordinator of Sustainable Value Chains, Wageningen University Research
- **Natalia Nicholls**, Food Data Transparency Programme Policy Lead at Department for Environment, Food and Rural Affairs, United Kingdom
- **Vincent Colomb**, Coordinator of Environmental labelling, ADEME, France
- **Veerle Poppe**, Sustainability Strategist, Colruyt Group, Belgium
- **Anne Bordier**, Director of Food Initiative, World Resource Institute
- **Eva Funcken**, Policy Officer, DG ENV, European Commission
- **Laurence Bonafos**, Policy Officer, DG-AGRI, European Commission
- **Dries Peter van den Bosch**, independent consultant of the Food Transition Coalition

CLOSING

15:30 H

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MORE INFORMATION:

For additional information about **FOOD 2030 Networks and the CLEVERFOOD project**, please visit the **FOOD 2030 Online Platform at www.food2030.eu** and watch the video: **[Introduction to FOOD 2030 Networks](#)**

CONTACT:

For inquiries about the FOOD 2030 Networks Conference please contact the **CLEVERFOOD Coordinator, Christian Bugge Henriksen** via email: cbh@plen.ku.dk



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