



Recipe for change:
*An agenda for a climate-smart and
sustainable food system
for a healthy Europe*

Krijn Poppe,
on behalf of the
Food 2030 Expert Group

Plovdiv, 14 June 2018





EC FOOD 2030 Independent Expert Group

- Twelve independent experts: Krijn Poppe (chair), Roberta Sonnino (vice-chair and rapporteur), Lilia Ahrné, Loraine Brennan, Nick Jacobs, Carlo Mango, Klaus Menrad, Katerina Moutou, Otto Schmid, Sébastien Treyer, Consuelo Varela Ortega, Henk Westhoek
- Expertise in: food, agriculture, fisheries, nutrition, sustainability, bioeconomy, innovation, circularity, cities, economics, evaluation, impact assessment, etc.
- Mandate of EG: assess R&I achievements, reinforce FOOD 2030 narrative, explore possible future orientations for FOOD 2030
- Duration: Sept 2017-May 2018



R&I needs to consider **whole** system

1. Many small actors in farming, food processing and retail underinvest as they are too small to reap all the benefits of their risky innovations.
2. The transformative capacity of the food system for systemic change is too low, the system is not resilient
Retailers, food processors and input providers compete strongly with each other but do not yet take enough responsibility to internalise the sustainability aspects
3. High societal return on investment: it pays.

Mission-type approaches

inspired by Mazzucato (2018)



Five key criteria for European research and innovation missions:

1. Bold, inspirational with wide societal relevance
2. A clear direction: targeted, measurable and time bound.
3. Ambitious but realistic research and innovation actions
4. Cross-disciplinary, cross-sectoral and cross-actor innovation
5. Multiple bottom-up solutions.

Missions are derived from a societal agenda and do not prescribe a specific solution or technology!

Grand challenge:
*A climate-smart, sustainable food system for a
healthy Europe*

3 mission-type approaches
(with 17 focus areas):

A. Improve dietary patterns and lifestyles for a 50% reduction in the incidence of Non-Communicable Diseases in 2030, while reducing the environmental impact of food consumption



B. Create a resource-smart food system with 50% lower GHG-emissions by 2030



C. Realise trust and inclusive governance for a resilient and safe food system





Climate-smart, sustainable food system for a healthy Europe



MISSION A: Improve dietary patterns and lifestyles for a 50% reduction in incidence of NCD in 2030, reducing environmental impact

MISSION B

MISSION C

Retail, Out-of-home, ICT, Food industry, Cities, Health sector, Consumers, Scientists

1. Halt Obesity

2. Healthy Aging

3. Healthy and Sustainable Food

4. Improve Food Processing

5. Personalised Nutrition

Grand Challenge: political agenda setting and civic engagement

Clear targeted missions

Areas of interest & cross sector

Portfolio of programmes, projects, and bottom-up experimentation



Climate-smart, sustainable food system for a healthy Europe



- 50% NCD

MISSION B: Create a resource-smart food system with 50% less GHG-

MISSION C

ICT, Farming, Fishing, Input Industry, Food Processors, Regional authorities, NGOs, Scientists

6. Territorial Systems

7. Diversified Systems

8. Low Impact Animal Systems

9. Smart Soil Use

10. Reduce Impact Packaging

12. Double Aquatic Production

11. Half Food Waste & Losses

Grand Challenge: political agenda setting and civic engagement

Clear targeted missions

Areas of interest & cross sector

Portfolio of programmes, projects, and bottom-up experimentation



Climate-smart, sustainable food system for a healthy Europe



- 50% NCD

- 50% GHG

MISSION C: Realise trust and inclusive governance for a resilient and safe food system

Citizens, NGOs, ICT, SME-retail
Farmers, SME Food Processing,
Scientists

13
Increase
Consumer
Trust

14.
Upgrade
Innovation
Capability

15.
Strengthen
Citizens'
Roles

16. Link
Cities and
Remote
Areas

17.
Improve
Int.
Cooperation

Grand Challenge:
political agenda setting
and civic engagement

Clear targeted missions

Areas of
interest &
cross sector

Portfolio of
programmes, projects,
and bottom-up
experimentation

Recommendations - 1



- **European Union (Commission, Parliament, Council)** Develop a unified, health-centric, climate-smart, sustainable and resilient food system for Europe; make a substantial investment way above the current allocation from the EU budget.
- **Directorate General RTD** Lead by example, organise the necessary critical mass within the European Commission. Work closely with DG Agri and other EC services on a food system that improves the social contract between agriculture and society.
- **Member States (and regions)** Make your own R&I programmes mission-driven, with our grand challenge and three missions. Choose from the 17 focus areas for smart specialisation.

Recommendations - 2



- **Companies (in food processing, retail, input industries, ICT, health, and finance)** Reconsider your business strategy, scale up your innovation activities and link them to the EU R&I programmes.
- **Farmers, SMEs and start-ups in the food system** Realise that there are chances to improve your position by innovation, stronger collaboration with different food chain actors and participation in multi-party innovation programmes.
- **Citizens / consumers:** eat in a healthy and sustainable way; contribute ideas to innovative projects with citizen science
- **Cities and other local (water) authorities** Introduce a proactive food policy. Multi-party innovation as a part of urban food policies.
- **Civil society and NGOs** Take part in innovation programmes

Thank you for
your attention

take the summary
with you

and see the full report
on the web



Executive Summary

Recipe for change:
An agenda for a climate-
smart and sustainable
food system for a healthy
Europe

*Report of the EC FOOD 2030
Independent Expert Group*

