



Norwegian
Business School



KEARNEY

Global Case Competition

STAGE 1 ANNOUNCEMENT SESSION

8 MARCH 2021

A solid orange horizontal bar at the bottom of the slide.

The important things first

- ❖ WOW!
- ❖ We are astonished! We could not have asked for more!
- ❖ You are AMAZING!

FOOD



DOOF



- It just depends how you look :-)

In terms of numbers

- ❖ 84 teams
- ❖ 81 submitted!
- ❖ 320 presented!
- ❖ 50 referees!
- ❖ 20 support team members!

In terms of pictures



Agenda

Introduction, finalizing stage 1

- A path forward for ALL teams.
- Stage 2 and your role
- Short-listed team announcement
- Post-investment pulse check
- The way forward, for all
 - Christine Founder and CEO of Thought For Food – introducing the Game Changers Lab
 - Food and Agricultural Organization (FAO), World Food Forum
 - Kazuki Kitaoka, Head of Outreach, Marketing and Reporting Unit FAO
 - Carolina Pulido Ariza, Marketing and Outreach Specialist at FAO
 - Edward Bogart, Marketing consultant FAO
 - Dr. Lujain Alqodmani, Director of Global Action, Advisor to the Executive Chair, EAT

Stage 2:

- Schedule & plan
 - Your role (irrespective of you being short-listed or not)!
- Announcement: Referee decisions

Pulse check

Before this, we would like to check your food system pulse.

So, let's use 3-4 minutes on checking your food system pulse.

- * Please go to www.menti.com

- * Insert the code on the top of the screen that will open up in a second (also in the chat).

Please answer the 4 questions asked (one by one).



Thought for Food

CHRISTINE GOULD, FOUNDER AND CEO OF THOUGHT FOR FOOD –
INTRODUCING THE GAME CHANGERS LAB

A close-up photograph of green leaves, likely from a plant like chard, covered in water droplets. A large, semi-transparent circular graphic with a color gradient from green to orange to red is overlaid on the image. The text 'Game Changers Lab' is written in white, bold, sans-serif font across the middle of the circle.

Game Changers Lab

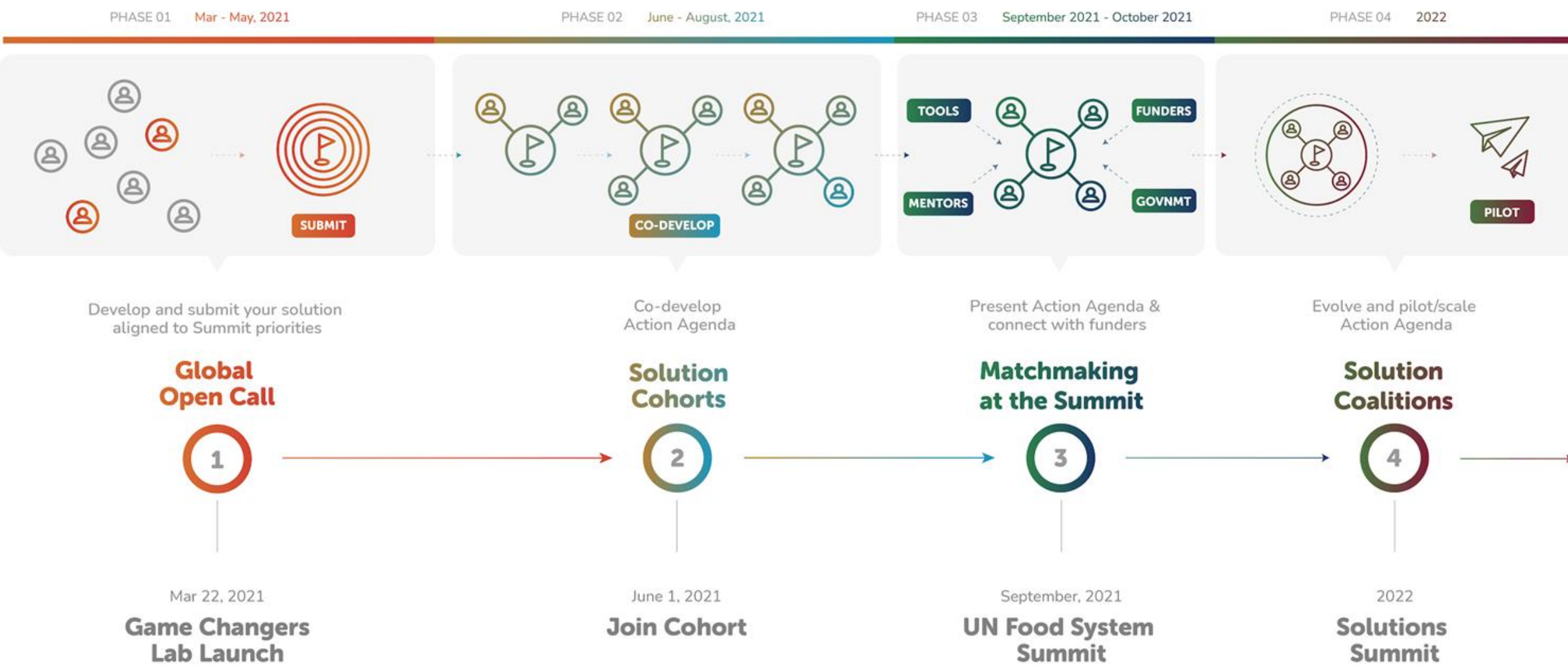
*Building a better food
future
for everyone, everywhere*

Objectives

- Engage thousands of people worldwide as part of the UN Food Systems Summit - “the people’s summit”
- Identify bold innovations and implementable game-changing solutions, building on the Summit’s five Action Tracks’ evolving solution sets
- Support the development of co-created Action Agendas that respond to food system challenges
- Match teams who have solutions with decision makers (countries, investors, cities, etc.) committed to accelerating them for action
- Facilitate the formation of coalitions poised to remove systems barriers post-Summit



Program Design



And there's more...



TFF CHALLENGE 2021

RISING STAR AGRI-FOOD INNOVATION CHALLENGE

TFF Challenge 2021

TFF Challenge®

Incentivises breakthrough innovation



- World's largest science and tech-driven food and land use innovation challenge targets Millennial and GenZs globally: *2019 TFF Challenge had 5200 participants from 175 countries.*
- Focuses on deep science and tech-based solutions: *biotech, digital, robotics; AI/machine learning, etc.*
- Fosters strategic innovation through targeted challenges and bespoke learning and mentorship program.

Cargill™

Google



ELLEN
MACARTHUR
FOUNDATION



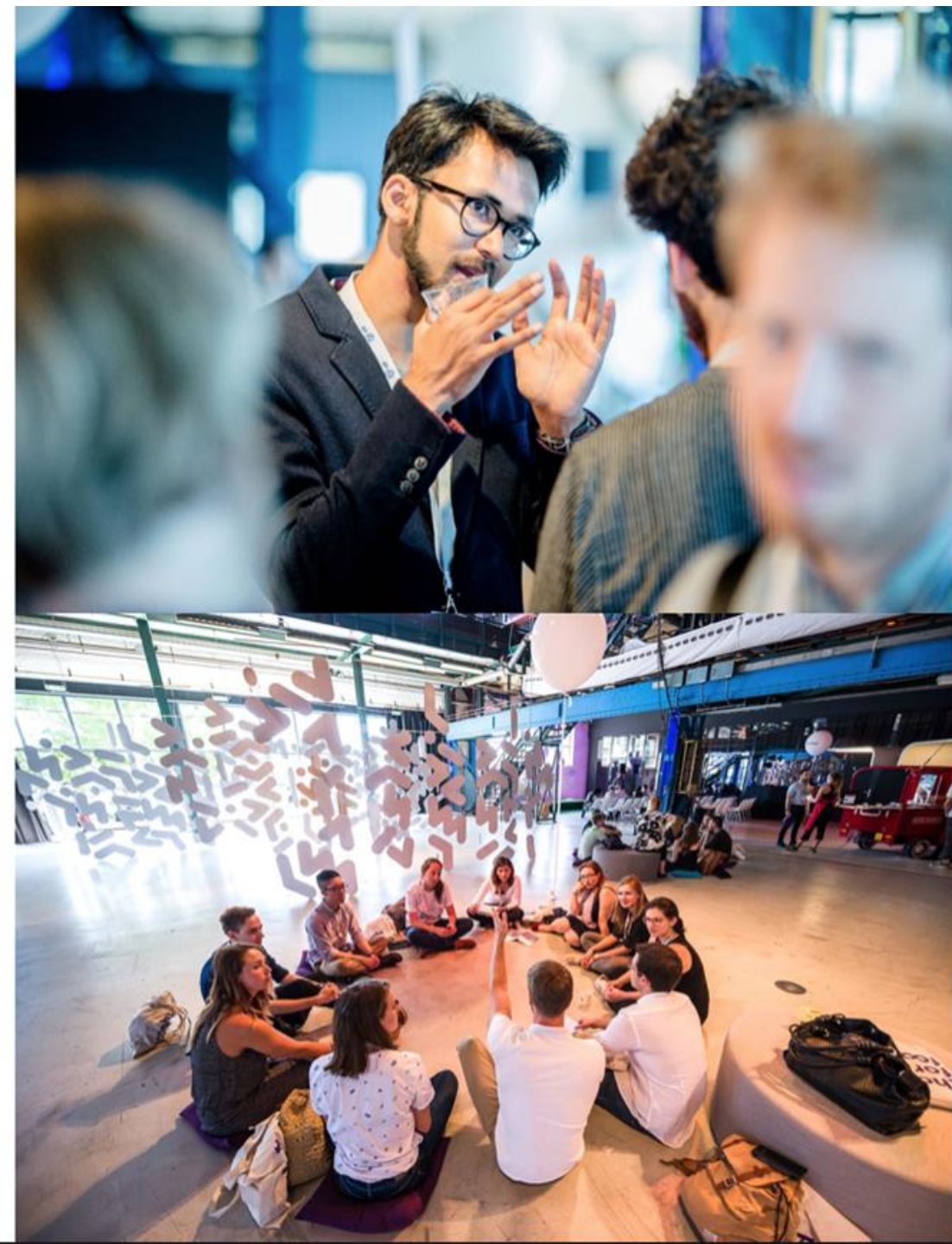
reNature.

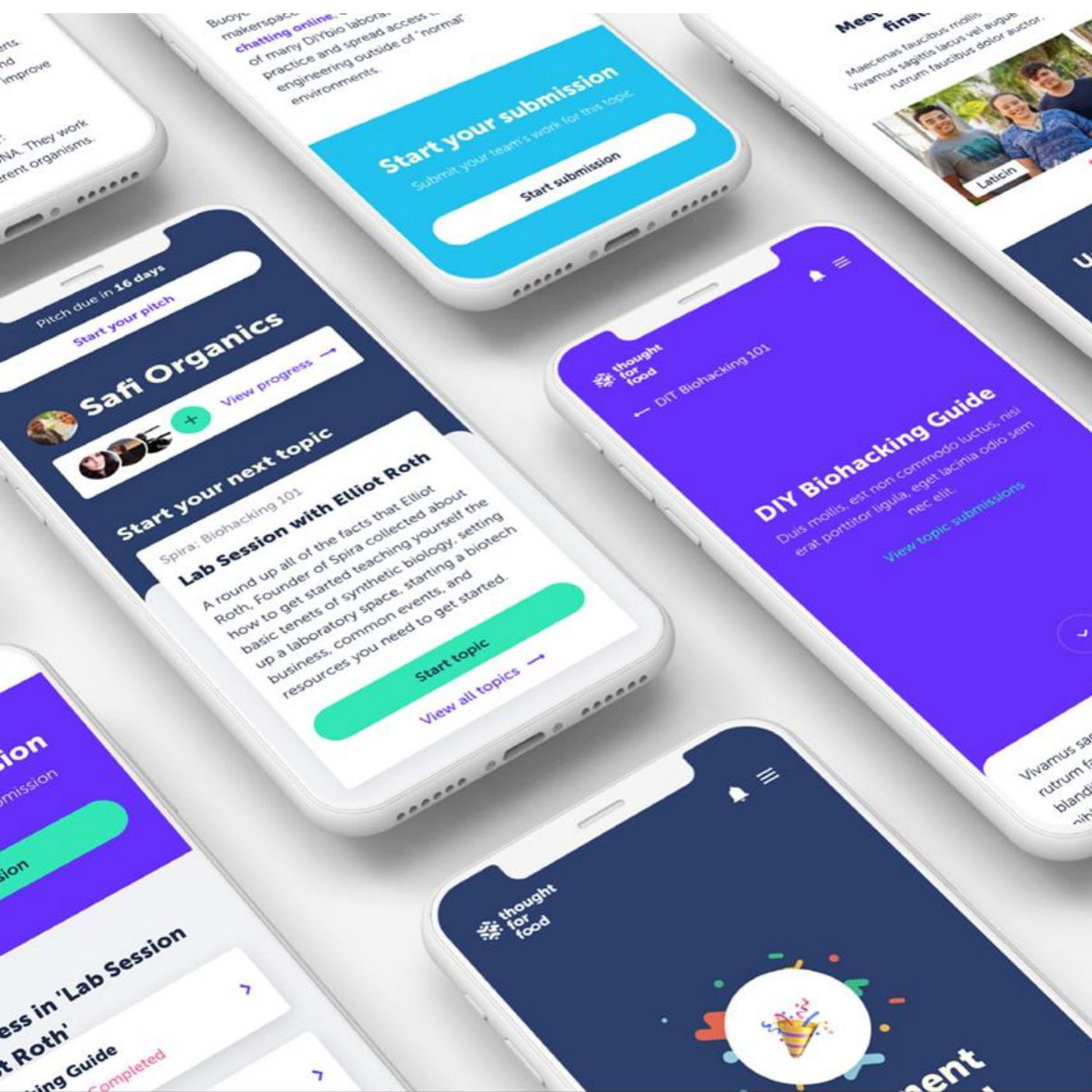


DSM
BRIGHT SCIENCE. BRIGHTER LIVING™



DANONE
ONE PLANET. ONE HEALTH





TFF Digital Labs

21st-Century Accelerator for Game-Changing Innovators and Startups

- Interactive learning resources
- Open source datasets and hardware
- Weekly live sessions
- Masterclasses
- Mentor Matchmaking
- Workshops and Social Events
- Skill-building in entrepreneurship, leadership, design thinking, systems thinking, future-casting, and much more.



startup guts



WIKIFACTORY



Partners

Ultimate Stakeholders



UN Member State Governments & People

Program Core Team



Program design partner



Solutions sourcing partner



Game Changers Lab accelerator

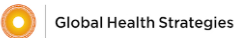


Project manager



Funder

Strategic Partners



Others we engaged so far



Can you be a food systems Game Changer?



www.thoughtforfood.org/gamechangerslab



Solving our complex food systems challenges requires collaboration across regions, borders, and stakeholders.

The Game Changers Lab aims to build powerful coalitions that can transform our food systems to meet the Sustainable Development Goals by 2030.

Food and Agricultural Organization

Kazuki Kitaoka, Head of Outreach, Marketing and Reporting Unit FAO

Carolina Pulido Ariza, Marketing and Outreach Specialist at FAO

Edward Bogart, Marketing consultant FAO





WORLD
FOOD
FORUM

POWERED BY GLOBAL YOUTH

SUSTAINABLE
DEVELOPMENT
GOALS



Introducing the World Food Forum

The FAO Youth World Food Forum (WFF), is an initiative of the FAO Youth Committee that is set to launch in 2021. Coinciding with the UN Food Systems Summit, it will serve as a platform for harnessing the passion of youth and sparking a global movement to transform food systems – and a better future for us all.

The WFF aims to be the global event for the future of our food systems, gathering major youth groups, top influencers, companies, academic institutions, non-profits, governments, media and the public (especially youth leaders, farmers, entrepreneurs and influencers) to drive awareness, engagement, advocacy and mobilize resources around these issues.

منتدى
الغذاء
العالمي
بدعم من شباب الفاو

ВСЕМИРНЫЙ
ПРОДОВОЛЬСТВЕННЫЙ
ФОРУМ
при поддержке Комитета по делам молодежи ФАО

世界
粮食
论坛
由粮农组织青年委员会助力

FORUM
MONDIAL DE
L'ALIMENTATION
IMPULSADO POR LA JUVENTUD DE LA FAO

FORO
MUNDIAL DE
LA ALIMENTACIÓN
Fièrement porté par les jeunes de la FAO

We aim to create a moment of global hope; start a youth movement to support the issues of hunger, health, and poverty; and spur global action to solve these challenges

World Food Forum Events and Activities



The WFF will come to life as a week-long celebration, including virtual events, at the global, regional and national levels.

The WFF will feature a range of interactive online events that will be livestreamed around the world to engage youth, food systems stakeholders and partners, and the general public. A small in-person component in Rome is also under consideration (depending on the state of the pandemic).

WFF Tracks:

(leveraging lessons learned from successful events)



Music

(Large concert with global stars; WFF Got Talent open call for music submissions)



Film

(film competition; featuring of food films / documentaries on streaming platforms)



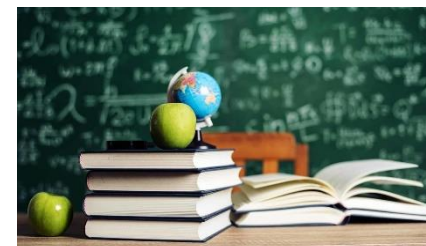
Cultural and culinary activities

(Food talks and cooking show; crowd-sourced video recipe cookbook)



Innovation Lab

(startup and business plan competitions, hackathons, research challenge, TED talks)



Education

(facilitate food systems education for primary school children)



Youth Assembly

(Youth food systems charter to bring to the UN Food Systems Summit)

Supported by Locally Led Satellite Events

Support Innovation to Drive Food Systems Transformation via:

Engage

the leaders of tomorrow



WFF Hackathons

for
Youth Leaders

WFF Research Challenge

for
Academia

Elevate

Innovators who are
making a difference



WFF Startup Award

for
Private Sector

WFF Business Plan Competition

for
Entrepreneurs / Intrapreneurs

Inspire

global youth



WFF Innovation Masterclasses

for
Global Youth

UN's Action Tracks

DR. LUJAIN ALQODMANI, DIRECT OF GLOBAL ACTION, ADVISOR TO
THE EXECUTIVE CHAIR, EAT

Schedule

- From now to Saturday 20th: Matched with a mentor, work further.
- Submit your final version by Saturday at 13:00!!!
- Sunday 21st March at 13:00 CET (tentative). Semi Finals.
- Sunday 21st March at 17:30 CET (tentative) Finals: Top 3.
- Announcement (Prizes).

Sunday 21, 17:30 Finals!

3 teams and you will decide who wins!

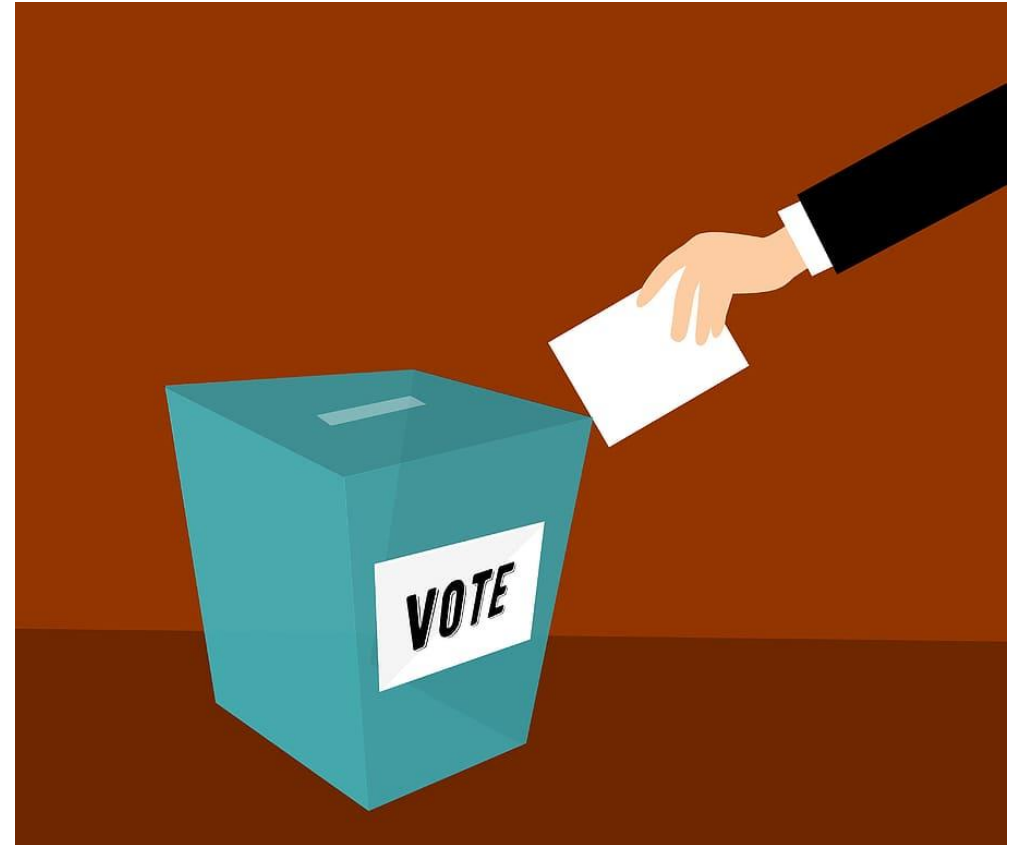
Hence, we need your vote!

Democratic decision making:

All of you + all of the referees

Each one has 1 vote, and 1 vote only.

Zoom link will be provided





Short-listed teams: 1 per session + 3 lucky (winners)

- 1) Top score per session.
- 2) Top 3 across all streams

Stream A1 08:00-12:00

- ❑ 3rd place: Greenovation
- ❑ 2nd place: 45 South
- ❑ 1st place: Clear Consulting

Stream B1 08:00-12:00

❑ 3rd place: The Game Changers

❑ 2nd place: LGLF Consulting

❑ 1st place: Nova Consulting

Stream C1 08:00-12:00

- ❑ 3rd place: Bread Guardian
- ❑ 2nd place: Pistachio foodies
- ❑ 1st place: EVA Consulting

Stream D1 08:00-12:00

- ❑ 3rd place: Unifarmers
- ❑ 2nd place: Thyme is ripe
- ❑ 1st place: Fairer Future Foodies

Stream A2 13:00-17:00

- ❑ 3rd place: Team Nourish
- ❑ 2nd place: Mavs
- ❑ 1st place: The Food Changer

Stream B2 13:00-17:00

❑ 3rd place: The Hunger Games

❑ 2nd place: ACE Consultants

❑ 1st place: Suxbass Solution

Stream C2 13:00-17:00

- ❑ 3rd place: WWW squad
- ❑ 2nd place: Team Invictus
- ❑ 1st place: Case-Solving-Dolphins

Stream D2 13:00-17:00

- 3rd place: Foodtopia
- 2nd place: United for Food & Health
- 1st place: Livline Consulting

Stream A3 18:00-22:00

☐ 3rd place: Seedproject

☐ 2nd place: Greenbelt

☐ 1st place: Global Bread

Stream B3 18:00-22:00

❑ 3rd place: Bowtie Consulting

❑ 2nd place: Food Force

❑ 1st place: CNC Consulting

Stream C3 18:00-22:00

❑ 3rd place: Catalyst Health Consultants

❑ 2nd place: Ubuntu

❑ 1st place: Team Inbbictus

Stream D3 18:00-22:00

- 3rd place: Filament
- 2nd place: Prandium
- 1st place: Team CEED

First round winners

Clear Consulting	A1: Food Waste & Loss
The Food Changer	A2: Global Synthetic Food Production
Global Bread	A3: Protein Power
Nova consulting	B1: Feedy App
Suxbass Solution	B2: Consumer behavior and education
CNC Consulting	B3: F2P: Farm-to-Plate
EVA Consulting	C1: Food waste/community empowerment
Case-Solving-Dolphins	C2: UN institute of Insect Consumption
Inbbictus	C3: De-bugging Food Systems
Fairer Future Foodies	D1: Food Data democratization
Livline Consulting	D2: <i>Incentivizing Local Food System</i>
Team CEED	D3: App for aquaculture farmers

3 more, lucky ones.

Greenbelt

Empowering Women

Ubuntu

Freeze Drying

Pistachio foodies

Grain for Granary

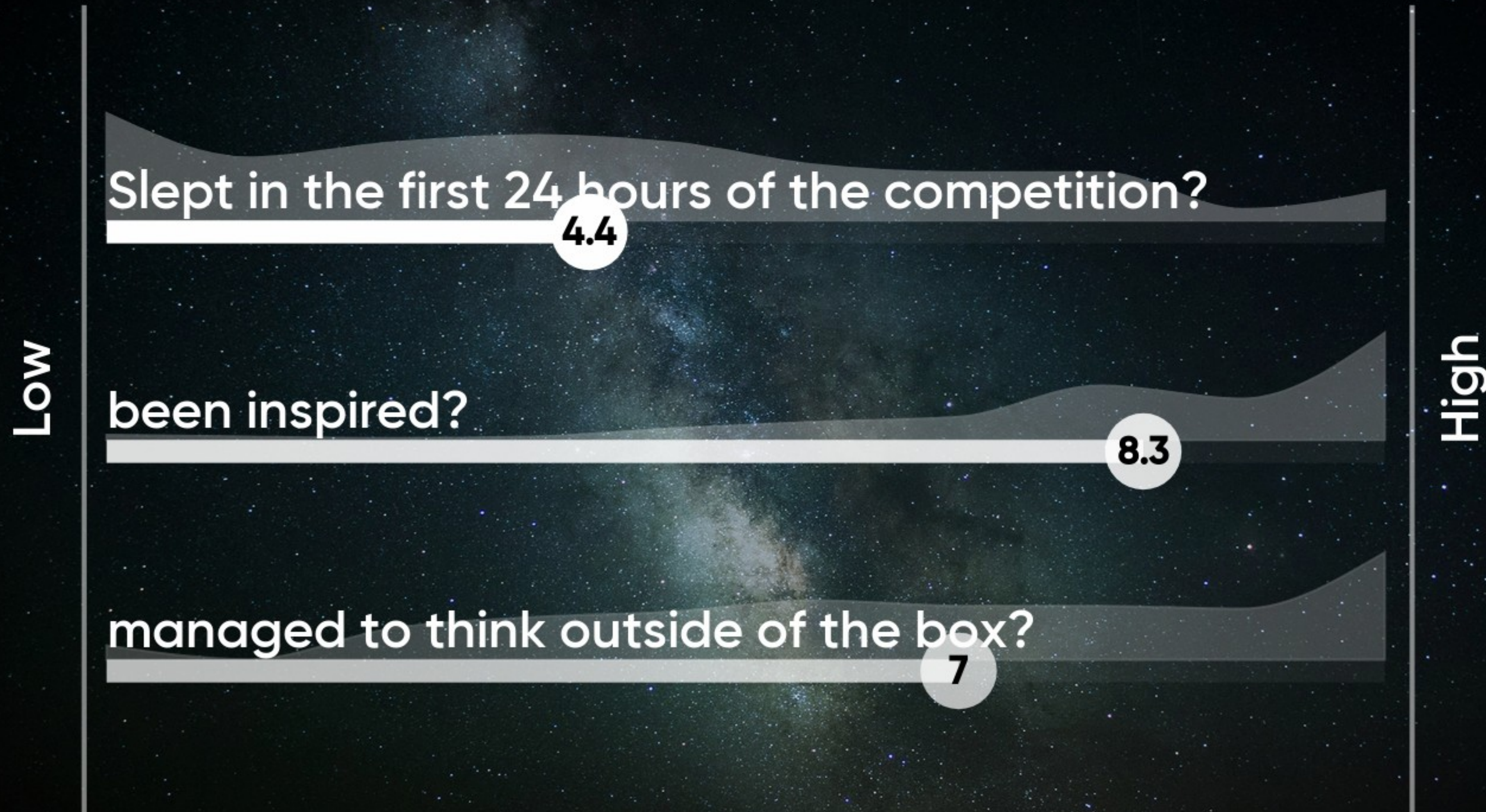


Now, it is, still, merely hitting the target.





To what extent have you...



Finally, how was the team work?



Would you do it again?

