



THINK TANK

FOOD & PLANET

#THEFOODPRINTCHALLENGE

by  **CONNECTING
LEADERS CLUB**



FOOD AS PART OF THE SOLUTION

- How can we feed a growing population with more diverse, sustainable, healthier food and flavors guided by the principle of respect of biodiversity ?
- How can the food ecosystem restore trust with consumers?
- How to transform brands investments in sustainability, in business and consumer recognition ?
- How can we provide new sources of revenue for the agrisector ?



INNOVATION CENTRIC ORIENTED

- The agribusiness digitization's through IA, Datas, blockchain but also innovation and applications will play a key role for tracability, food security.
- Innovation in waste managment, methanization and agriculture will help to reach the objective of 100% Green energy.

The Think Tank will work closely with the best experts, the international agritech cluster, the most innovative start up to present the latest technologies to our members.

WHY A THINK TANK



To provide concrete answers and take action in conformity with the **Global Sustainable Development Goals** to:

GATHER all stakeholders of the food chain from agriculture to recycling, leading experts, NGOs and policy makers

ELABORATE a global vision and strategy for the next decade

ENGAGE with new generations to protect the planet

ENHANCE credibility and trust between consumers, food and agriculture ecosystems

WITH WHOM



BUSINESSES

- Agriculture
- Food industry
- Distribution
- Recycling
- Start-ups
- Financial Services



INSTITUTIONS

- European Union
- OECD
- FAO
- NGOs
- Professional Federations



EXPERTS

- Lawyers
- Scientists
- INPES, ANSES
- Consumers Associations



POLICY MAKERS

- Ministers of Agriculture, Health, Ecology, Education
- Regions
- Cities
- Local Communities



OUR GOALS

CREATE

a privileged and unique environment for discussion among the stakeholders of the food chain and policy makers.

MATCH

new expectations of consumers and regulators with the constraints of the sector

DELIVER

a "Green Book" with concrete recommendations and benchmark the best practices for policy makers and the food sector

SPREAD

awareness to the public on the food transformation challenges with communication in the **Le Journal du Dimanche**

RECOGNIZE

companies focusing on sustainability with International **FAO's** label



A GLOBAL INITIATIVE :

Launching : November 2020



Fall 2021 : Paris "THE FOODPRINT CHALLENGE"



2022 : Rome "THE FOODPRINT CHALLENGE"



2023 : Brussels "THE FOODPRINT CHALLENGE"



ADDING VALUE :

PARTNERSHIP WITH FAO :

- To benefit from FAO's best **analyses and DATAs** and expertise to help companies to make strategic decisions and to facilitate the needed investments.
- Participation of the most prominent **FAO's experts** to all our thematic sessions.

INNOVATION TRIP :

- To discover the most innovative **startup** of the sector in France, Italy, Israel, US..

PARTNERSHIP WITH UNESCO :

- Launching of **Education Food Programs** in favour of a more **healthy and sustainable nutrution**.



Under the guidance of Stéphane Travert

"Agriculture and food are facing growing challenges which need to be addressed collectively : climate change, food security, biodiversity and soil fertility.

It's also the challenge to offer to our consumers, irreproachable health quality products and to respond to social expectations. And least but not last the challenge, to allow farmers to get a decent living.

We must therefore imagine new, innovative and integrated approaches. Developing agricultural and food systems that are economically, environmentally and socially efficient at the same time.

The "Etats Généraux de l'Alimentation" demonstrated the need for agricultural and food systems to achieve economic, social, environmental and health multi-performance.

Food and Planet has a unique know-how and recognized expertise to foster dialogue and exchange between the key global players .

Together, we can succeed to meet the challenges to provide healthy and sustainable food for all.

Thanks to this initiative we can be actors of the change and prepare the future for next generations who will be sure will look back on what we have done.

Together let's drive the change! "

Stéphane Travert, Former French Minister of Food and Agriculture, Deputy for the 3rd circonscription

FORMAT

5 SESSIONS PER YEAR + ONE ANNUAL CONFERENCE

THE THINK TANK WILL ELABORATE WITH ALL PARTNERS A SESSION TO TACKLE ONE SPECIFIC ISSUE.

Each session will be articulated around:

- **2 panels** mixing experts, representatives of the food chain, scientists, NGOs and policy makers
- **3 or 4 workshops** : opportunities to share ideas, problematics, elaborate solutions and imagine the future of food
- **"Green Book"** : Summary of the sessions will lead to the redaction of the proposals and recommendations



SCIENTIFIC COMMITTEE

ROLE OF THE SCIENTIFIC COMMITTEE :

Review and validate the proposals and recommendations submitted during the workshops in order to publish a "Green book"

MEMBERS :

- strategic partners
- partners
- leading experts
- policy makers and federations
- NGOs' representatives
- Consumer associations





THEMES (proposals)

- **Sustainable agriculture, farming and bio:**

How can regenerative agriculture participate to protect biodiversity and sourcing? How to deploy welfare agriculture? How to find new sources of revenue for farmers? How can we make food a source of climate solutions? Food processing, Bio..

- **How can we provide sustainable sourcing ? :**

Traceability, sustainability, working conditions, the role of blockchain and datas.

- **Consumers at the center of the drive to sustainability**

Mindful consumption : how can we reinforce customer centric approach to sustainability ? How to transform brands investments in sustainability in business and consumer recognition ? How business deals with challenges of sustainability will define its success for the next decade ?

- **Changing eating habits into healthier and sustainable ones :**

The role of education and marketing
Fight against food waste



THEMES (proposals)

- **Green energy for greener planet**

Could greater reliance on renewable energy sources, methanization, offer economic, social, and environmental benefits? How can the objectives of a zero-carbon economy be achieved? How to develop bioresources to enrich soils and create green energies? How can we contribute to the development of the bio-economy?

- **Water Security**

A global challenge for the whole food chain to protect vulnerable water systems, safeguard access to water functions and services and manage water resources in an integrated and equitable manner.

- **Inventing new ways of distribution**

Short distribution channels, sustainable procurement, urban agriculture.. How can we provide food with less carbon emissions? How mass distribution can promote local producers?

- **Recycling & Packaging :**

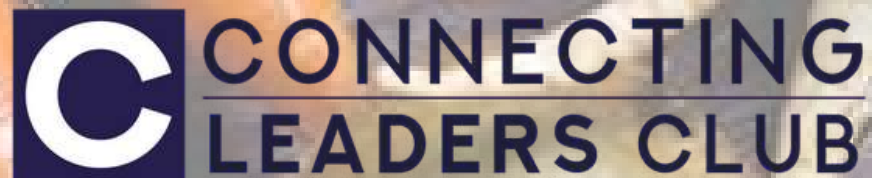
How to better manage the waste management from the collection to recycling ? How to valorize recycling thanks to composting and methanization?

ANNUAL EVENT THE FOODPRINT CHALLENGE



#FPC FALL 2021

by



FOOD&PLANET "FOODPRINT CHALLENGE"

FOR WHOM?

- **Public, Media, Policy makers**

A ONE-DAY CONFERENCE :

- **Presentation of the annual work of the Think Tank :**
 - Panel discussions (policy makers, private sectors, scientists)
 - Testimonies and studies presentation
 - Chef demonstrating new recipes

Award ceremony to the most innovative start-up of the year

Recognition and Award for companies being part of the change

- **Presentation of the "Green Food" Certification**

Recognition of companies working to be more sustainable and green.

Partnership with international media and institutions and each country

WHY PARTNER WITH US

- ACCESS TO LEADING EXPERTS AND INTERNATIONAL SPEAKERS
- EXPERTISE IN CREATION OF HIGH LEVEL EVENTS AND THINK TANK
- COMMUNICATION AND VISIBILITY WITH THE

**Le Journal
du Dimanche**

Connecting Leaders Club has launched events in partnership with the media such as :

- Les Matins de l'économie du JDD
- The European business day JDD and Europe 1
- Innovatech with Calcalist

International events such as :

- CES Unveiled Paris
- Paris Motor show
- Innovatech : "Reinvent the Wheel"



THINK TANK AGIR POUR L'EGALITÉ

Connecting Leaders Club successfully launched since 2018 the "Think Tank Agir pour l'Egalité" with Marie Claire



THANK YOU

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