

FUTUREFOOD.NETWORK

IMPROVING THE WORLD THROUGH FOOD

MARCH, 2021



FUTURE
FOOD
INSTITUTE



FUTURE
FOOD
NETWORK



FUTURE
FOOD
LIVING LAB

futurefood.network
@ffoodinstitute

- ❑ ABOUT ME
- ❑ ABOUT FUTURE FOOD
 - ❑ SDGs
 - ❑ DESIGN THINKING
- ❑ SOCIAL ENTREPRENEURSHIP
- ❑ WHAT I LEARNED

WHAT'S IN THIS DECK





1 ABOUT ME



CHIARA CECCHINI



1.1 ABOUT ME



CHIARA CECCHINI



1.1 ABOUT ME



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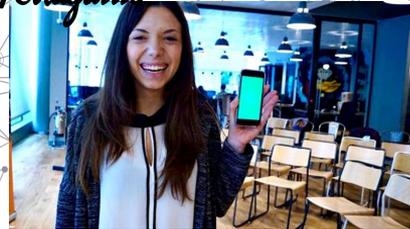
CHIARA CECCHINI



1.1 ABOUT ME



CHIARA CECCHINI



FUTURE
FOOD
INSTITUTE

FOOD
INNOVATION
PROGRAM

PRESENTED BY



Barilla
Center
FOR FOOD
& NUTRITION

YOUNG EARTH SOLUTIONS



1.1 ABOUT ME



CHIARA CECCHINI



1.1 ABOUT ME



CHIARA CECCHINI



1.1 ABOUT ME

CHIARA CECCHINI

icn
business school
ARTEM

CCI PARIS
PARIS ILE-DE-FRANCE

МГИМО
УНИВЕРСИТЕТ

Salvatore Ferragamo

STATE STREET UNIVERSITY
ALMA MATER STUDIOSUM
UNIVERSITY OF BOSTON

FUTURE FOOD NETWORK

FUTURE FOOD INSTITUTE

FOOD INNOVATION PROGRAM

Barilla Center
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YOUNG EARTH SOLUTIONS

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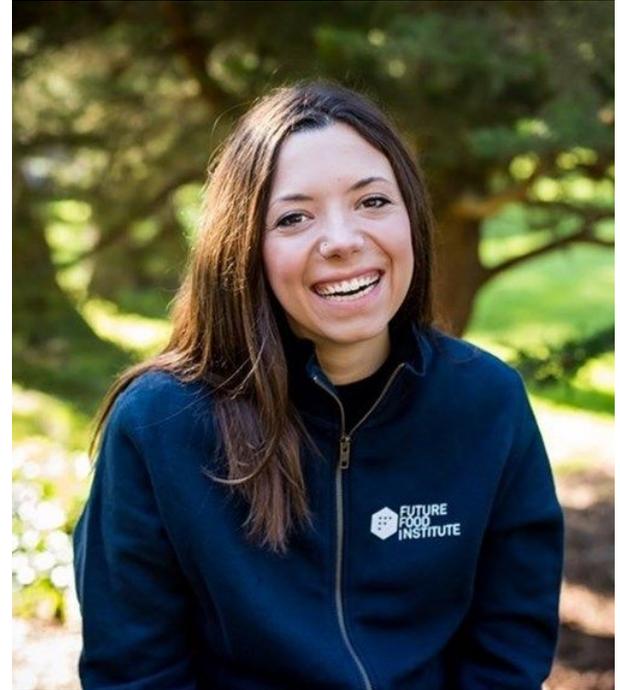
Head of Corporate Innovation, Future Food [Ecosystem]
CEO/Co-Founder, Future Food Americas [BCorp]
Head of Innovation, Food for Climate League [501c3]

I am in..

San Francisco, CA

What's keeping me busy

- Supporting F&B companies in their innovation journey •
- Beekeeping and selling local honey •
- Writing about food+climate •
- Doing a ton of different sports!! •



1.1 ABOUT ME

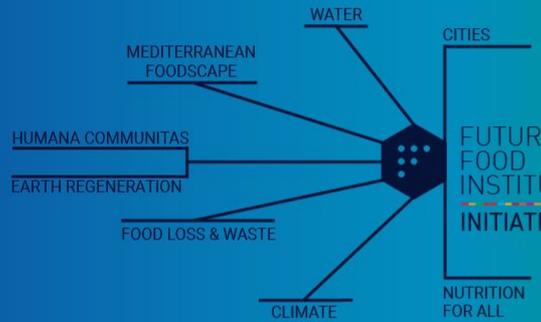




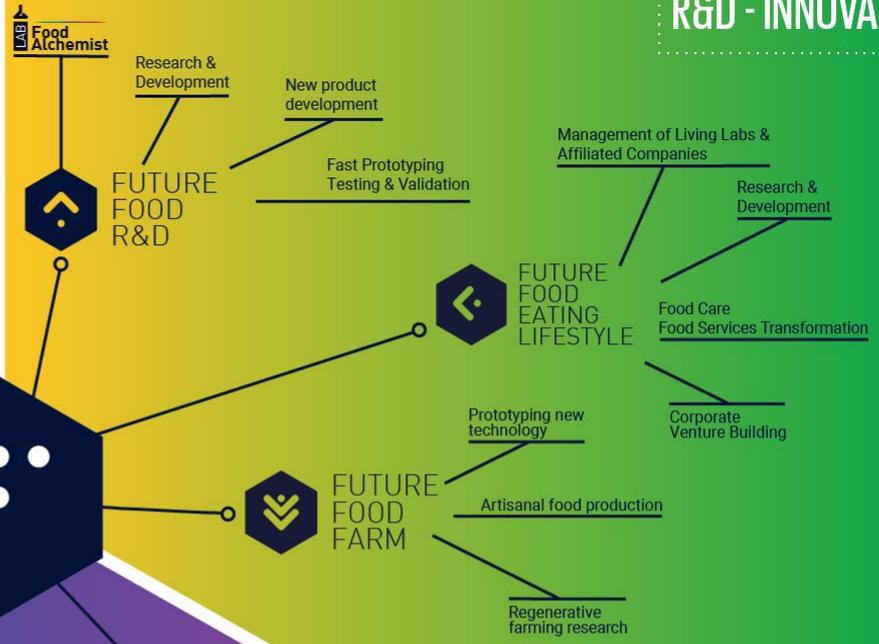
2 FUTURE FOOD



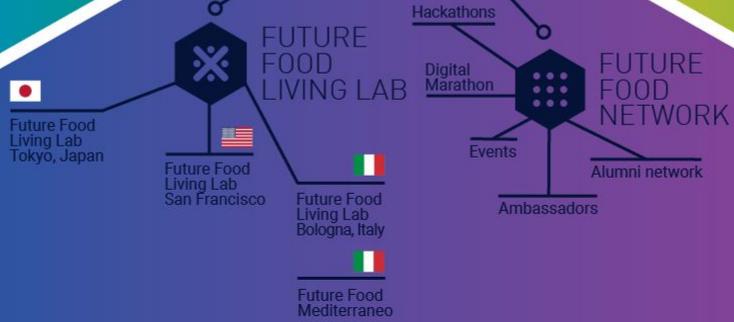
KNOWLEDGE

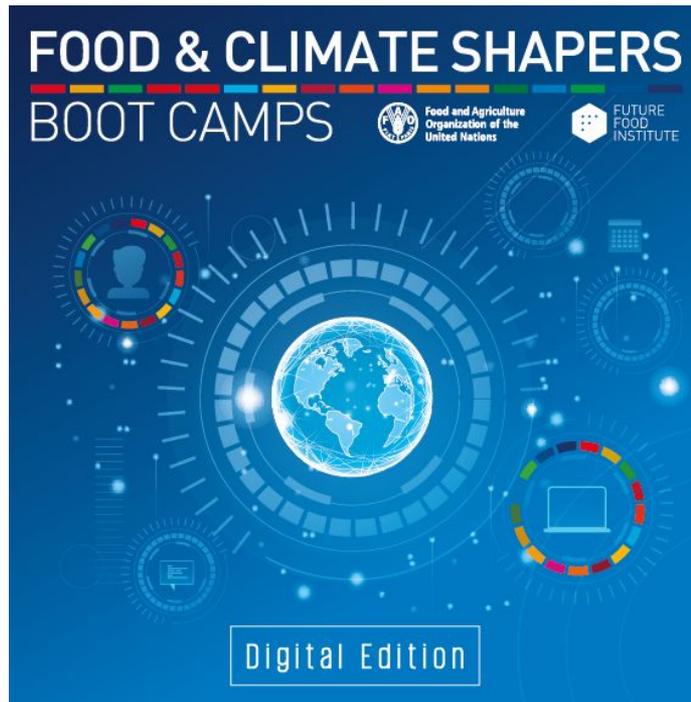
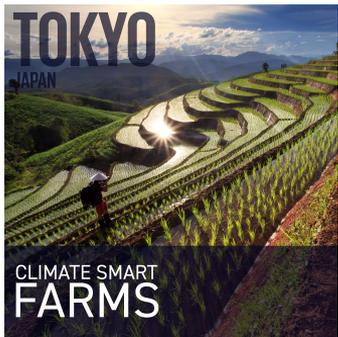
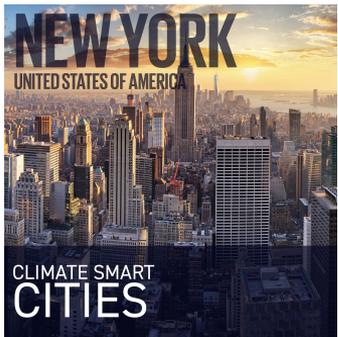
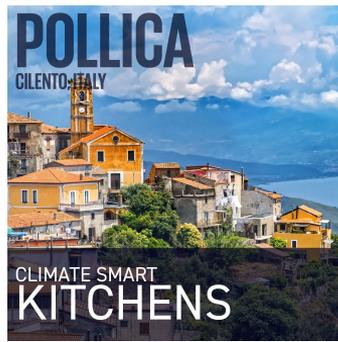
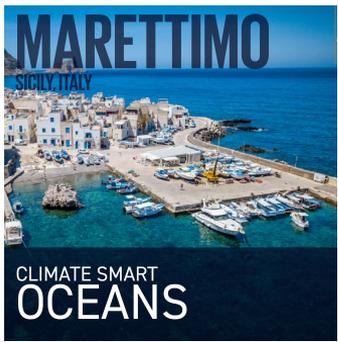


R&D - INNOVATION



COMMUNITY





5th March - 11th April
Application closes on 21.02

25th June - 25th July
Application closes on 13.06

5th November - 5th December - Application closes on 24.10

FUTURE FOOD ACADEMY



BBS
MULTIPLYING OPPORTUNITIES



MASTER & EXECUTIVE PROGRAM





22.000 STUDENTS INVOLVED

FEBRUARY 2021 - MAY 2021

SCUOLA MEDITERRANEA



SEMI DI CONOSCENZA PER IL FUTURO DELL'UMANITÀ

- **Agreement with the Italian Minister of Education**
 - Primary Schools program
 - Teacher's trainings
 - Convivium Lab

- **National Program involving the 363 High Schools of Food & Hospitality**

HIGH SCHOOLS





PROTOTYPE 2014 - 2018

CITY: **REGGIO EMILIA ITALY**

POPULATION: **171.491**

REGIONAL POP: **4,459 mio**

FIRST LIVING LAB - CITY - 2018

CITY: **BOLOGNA**

POPULATION: **388.367**

REGIONAL POP: **4,459 mio**

LIVING LAB - MEGACITY - 2019

AREA: **KYOBASHI - TOKYO**

POPULATION: **127.000**

CITY POPULATION: **9,273 mio**

MEGACITY POP: **37.4 mio**

LIVING LAB - RURAL VILLAGE - 2020

AREA: **POLLICA - CILENTO**

POPULATION: **2.268**

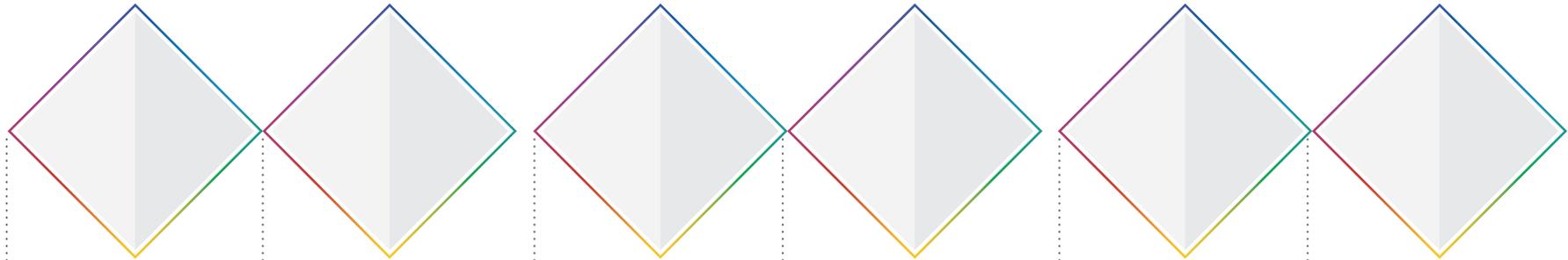
REGIONAL POP: **5,802 mio**

THE WHOLE PROCESS: 18 WEEK INNOVATION PROCESS

Research & Empathy 4w

Ideate & Prototype 8w

Test & Refine 6w



BENCHMARKING

Map existing solutions
Draw parallels between complementary industry
Gather inspiration from unrelated industries
Identify early signals to potentially major future trends

NEED-FINDING

Qualitative interviews
Quantitative surveys
Extract Insights
Stakeholder mapping
Problem opportunity identification
Problem opportunity sizing
Target Persona development

IDEATION

Brainstorming new solutions
Benchmark identified solutions
Co-designing with end users

PROTOTYPING

Product recipe development
Product & packaging
Mockups
Menu mockups
Marketing concepts
Product refinement based on testing phase

TESTING

Focus group tests
Preference tests
Acceptance tests
Hedonic testing
Preliminary sales tests

ONBOARD PARTNERS

Marketing toolkit
NPD design principles
OEM analysis
Find and activate co-manufacturers



2a SDGs





Climate



The climate crisis we are currently witnessing is so complex that no one single approach can mitigate it. Combating climate change not only requires rethinking the whole agrifood supply chain, respect biodiversity, but also passes through training programs, innovation projects and plans to build international communities that are aware of and ready to act on climate change.



Food Loss & Waste



Far beyond the economic loss, wasting and losing food represents an unnecessary cost for our Planet to bear. Developing a circular mindset not only involves recycling, reuse, remanufacturing, and refurbishment but also means minimizing the use of resource inputs and improving food inefficiencies. Before becoming waste, food is a vital element for human survival, it is a precious value. Increasing awareness is central to halt unsustainable practices, just as empowering the no-waste community and foster innovation in the food production, distribution, processing and packaging.



Nutrition for All



Closing the nutritional inequality gaps are not only a matter of understanding the differences in nutrition outcomes among different population groups, but it also puts attention onto the food ecosystems and processes that generate unequal distributions of outcomes. Achieving Nutrition for all in all these dimensions requires our food ecosystem to be completely reshaped.



Water Safety & Security



The “Blue Gold” is an essential resource for our own survival, including food production, and the entire ecosystem on Earth. However, water overconsumption, waste, unsustainable food choices and habits, and inefficient water management highlight the urgency of ensuring more conscious use of this scarce resource, both from the consumer and food producer perspectives.



Mediterranean Foodscape



Diet choices have a direct impact not only on human health but also on the food market, and thus on the food production. Diets play a central role in culture, identity, and strengthen the nexus between food and territory, landscape, environment, and health.

The Mediterranean Diet is the example of a balanced way of living, as it is widely recognised as a sustainable diet: good for people, good for the environment and good for prosperity.



Humana Communitas



Our habits, lifestyles and social paradigms have been totally overturned together with the way we conceive whole economic sectors. Social innovation is the process of developing and deploying effective solutions to challenging and often systemic social and environmental issues in support of social progress. Empowering the Humana Communitas means empowering a purpose-driven and prosperity-driven society that gathers around common values of collaboration, cohesion, commonality, in the respect of Nature.



Cities of the future



To date, cities are the major centres for production and consumption. However, given the environmental, health, and food crisis, they need to be redesigned, reshaped and rethought to increase their resilience and adaptation to disruptive external factors.



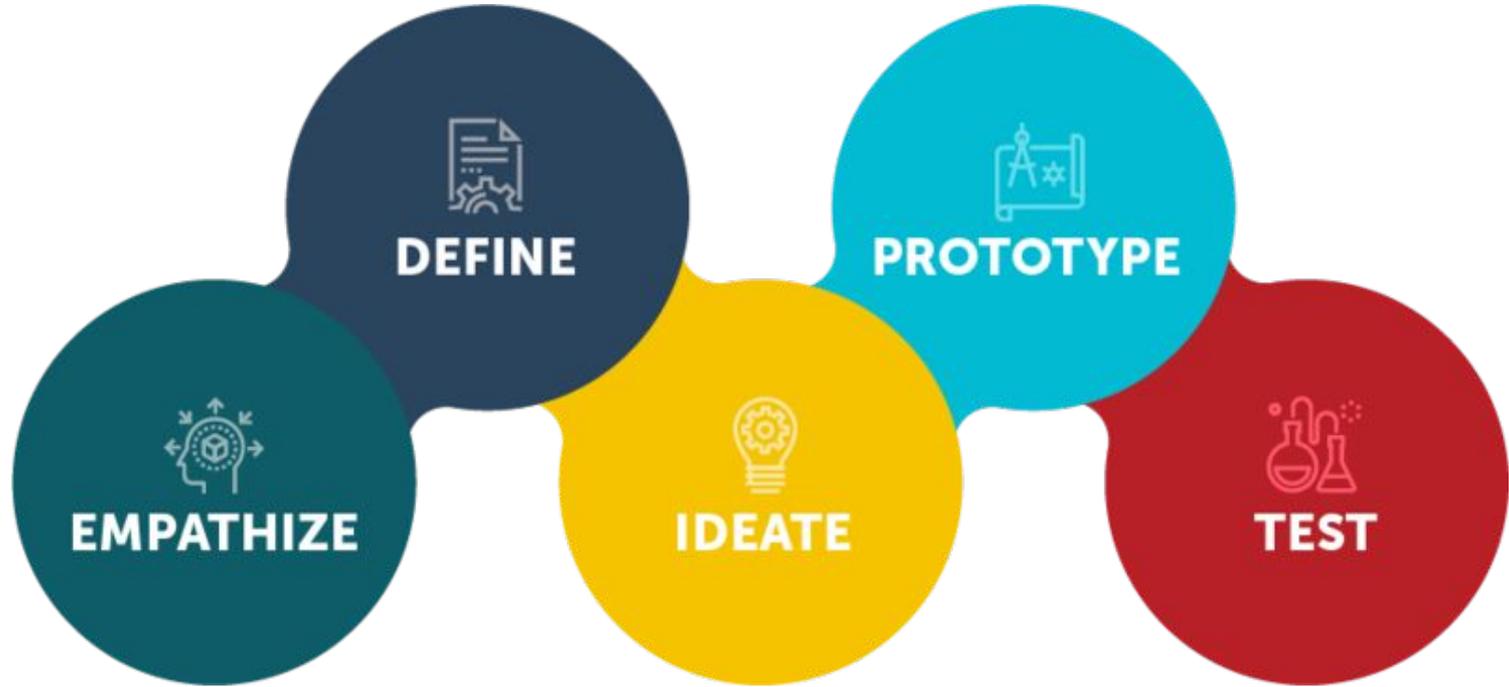
2b DESIGN THINKING



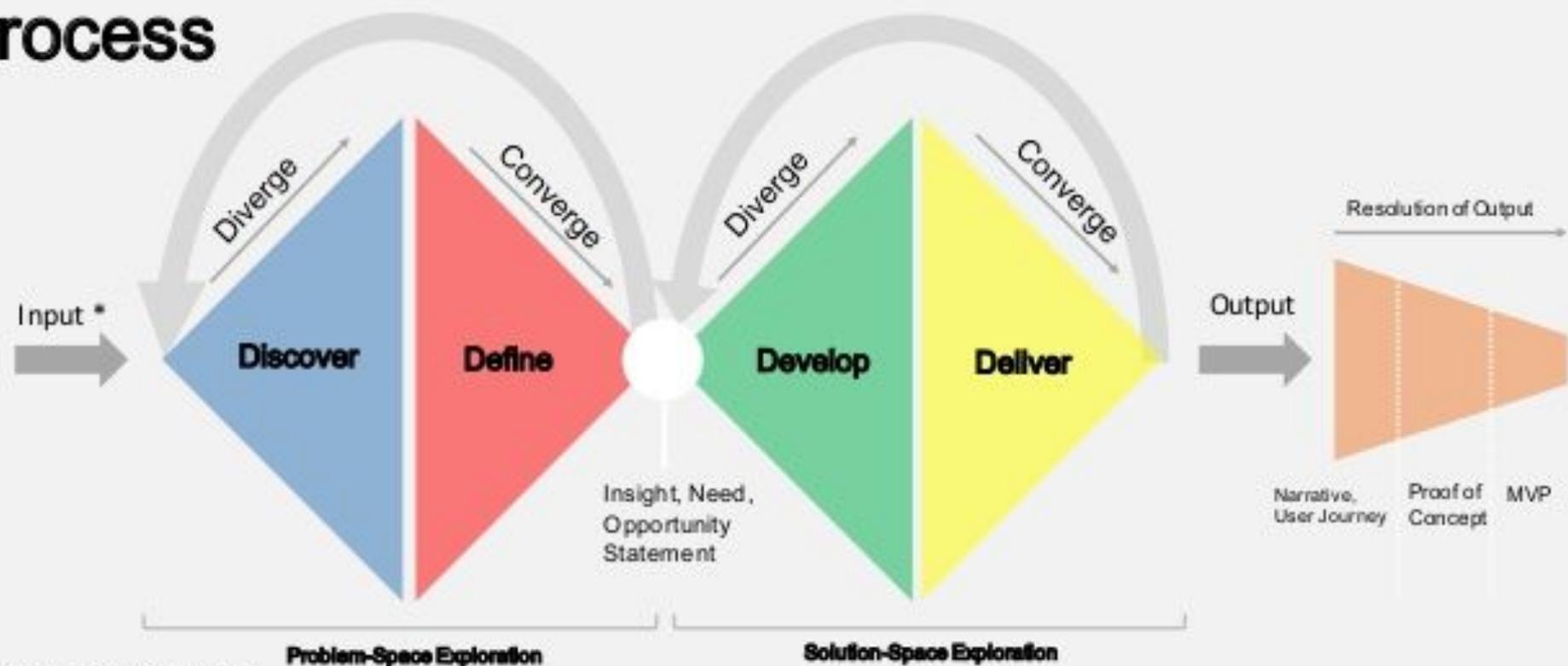
(and prosperity thinking)

DESIGN IS A PROCESS

DESIGN THINKING IS AN APPROACH TO A PROJECT



Design Thinking Process



*Ambiguous/Complex Problem
OR
Greenfields (purposefully
vague brief to find new and radical ideas)

From

To

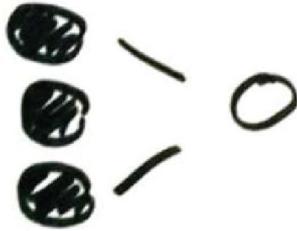
**MAKING
PEOPLE
WANT
THINGS**

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**MAKING
THINGS
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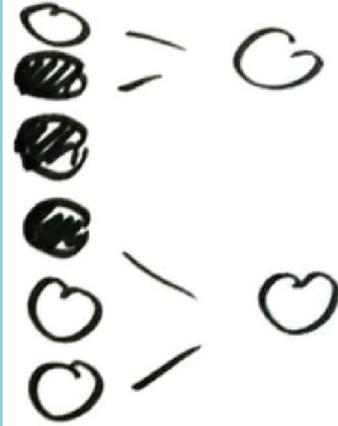
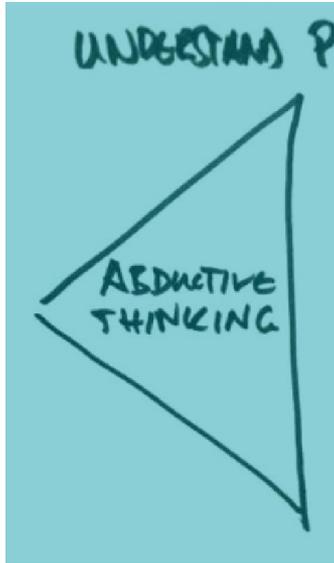
BUSINESS THINKING

PROBLEM SOLUTION



DESIGN THINKING

UNDERSTAND PROBLEM SOLUTION



Source: Tim Brown, IDEO.

Marketing thinking

**MAKING
PEOPLE
WANT
THINGS**

Design Thinking

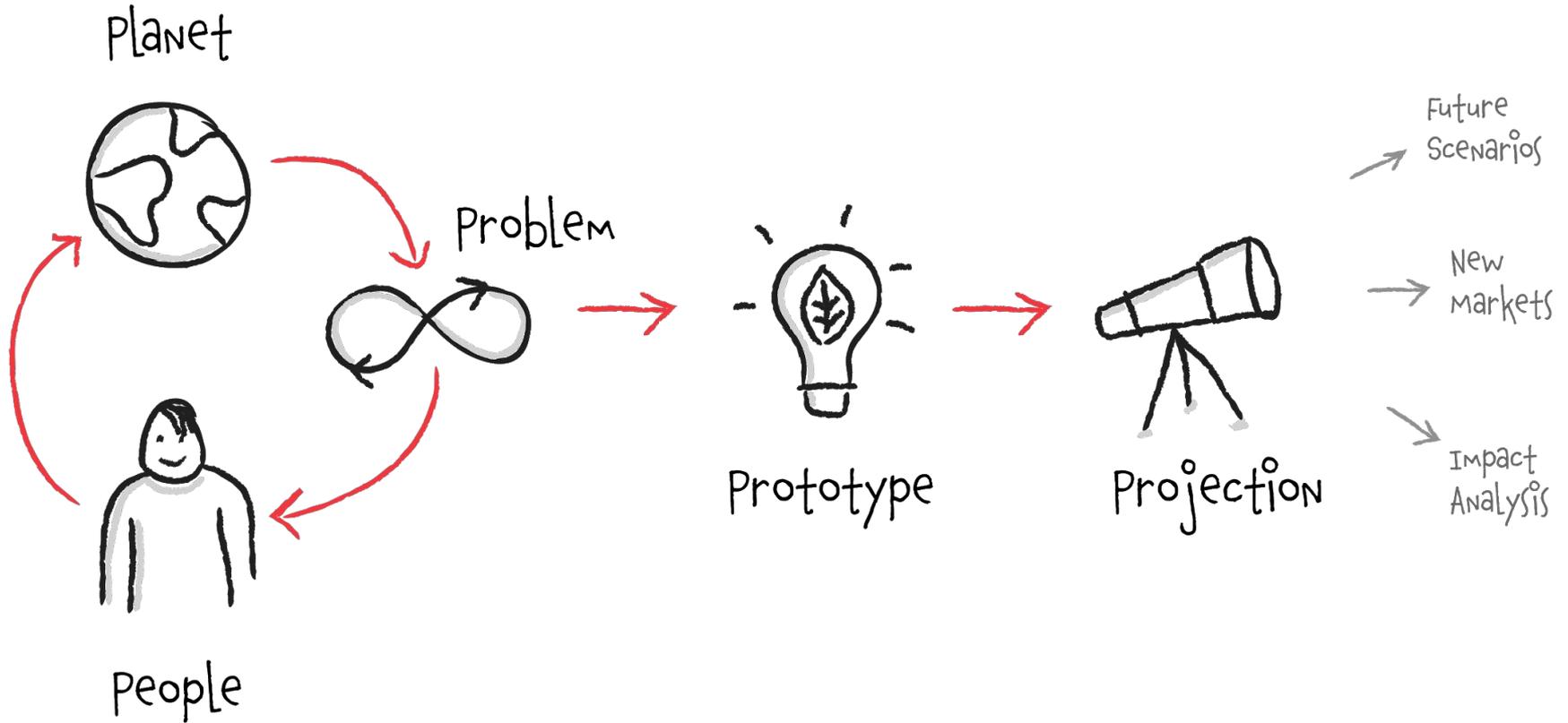
**MAKING
THINGS
PEOPLE
WANT**

Prosperity Thinking

**MAKING
THINGS
PLANET
WANTS**



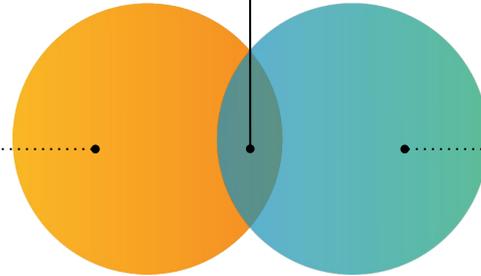
METHOD



INNOVATION SPACE

HUMAN NEED

Eg. Access to safe drinking water to all



PLANET NEED

Eg. Excess production of non-biodegradable material

How might we make safe drinking water available to all while minimizing non-biodegradable waste generation?

EXAMPLES OF OUR WORK

Exploring the Future of Protein

Animal protein industry is one of the biggest culprits of greenhouse gas emissions. Environmentalists and animal welfare activists are pushing the industry to find alternative solutions to this problem. Despite of it humans enjoy animal protein because of their flavor. At Food Alchemist lab we are researching plant-based proteins that can give the satisfaction of animal protein through **manipulation of their flavor profiles using enzymatic activities of molds**.





Re-imagining fruit compote

Transform how health & wellbeing is made accessible via fruit around the world, by bringing the joy of fruit to as many people in as many places as possible in an innovative but familiar fruit compote format.

GEOGRAPHIC CONTEXT France, UK, Germany

TARGET PERSONA Gen-Z, Millennials

FINAL OUTPUT

A playbook highlighting needs, personas and problem statements developed over 50+ interviews in target markets, market sizing and a map of potential co-packers. Up to 3 consumer validated product concepts and recipes ready for pilot plant trials, multi-tested through prototyping and consumer product-tasting, validation over 5-6 focus groups and culinary expert tasting.

DURATION 8 Weeks



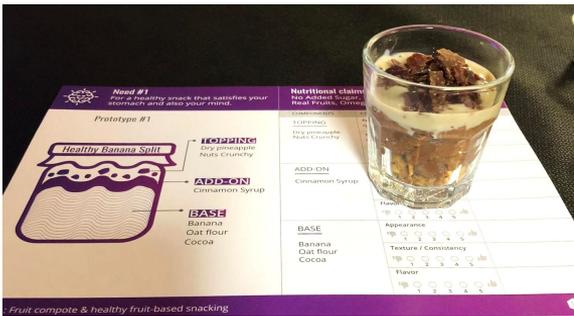
Benchmarking & Needfinding



Concept development & Prototyping



User Validation & Market sizing



CASE STUDIES



Exploring the potential of brewers spent grains

Identifying real market needs that correspond to Barley Vita Pro & Fibra powders that are developed by upcycling solid waste coming from the brewing process.

GEOGRAPHIC CONTEXT Europe

TARGET PERSONA Millennials, Baby boomers

FINAL OUTPUT

A playbook highlighting needs, personas and problem statements, market sizing and a map of potential partners. A Minimum Viable Product (Product, Storytelling, Use Cases), for R&D Managers and/or Product Developers inside Bakery/Pasta companies, multi-tested and iterated on both the B2B and B2C side, and able to tackle at least one of the highlighted problem statements.

DURATION 8 Weeks



Benchmarking & Needfinding



Solution ideation & Opportunity sizing



Prototyping & User Validation



CASE STUDIES





Testing brand and product perception

Nescafé did a pre-launch of their new product, espresso beans in Scuderia Living lab to gauge product and brand perception, and validate a new Nescafé bar concept.

GEOGRAPHIC CONTEXT Italy

TARGET PERSONA Gen Z, Millennials

FINAL OUTPUT

An exhaustive quantitative and qualitative research report that was a result of over 500 surveys conducted after visitors tasted the new Nescafé product in a branded and unbranded setting. It also contained results from 2 qualitative focus groups conducted with two separate target audiences.

DURATION 2 Weeks



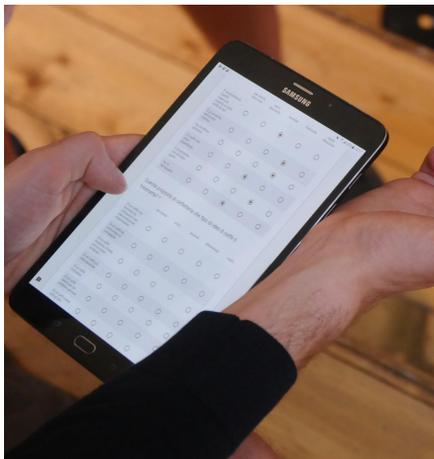
Quantitative research



Qualitative research



Data Analysis & insight reporting



CASE STUDIES : NESCAFÉ



Unbranded product test in real environment

We ran a quantitative and qualitative market validation test in New York, **introducing two products in restaurants' menu** to explore consumer preferences and chefs' opinions working with the product in a real environment.

GEOGRAPHIC CONTEXT New York

TARGET PERSONA Gen Z, Millennials

FINAL OUTPUT

An exhaustive quantitative and qualitative research report that was a result of over surveys conducted after visitors tasted the tortellini in the restaurant in an unbranded setting.

DURATION 8 Weeks



Quantitative
research



Qualitative
research



Data Analysis &
insight reporting



SAN VALENTINE PREFIX MENU: \$139
WELCOME GLASS FERRARI BRUT METODO CLASSICO OR NEGRONI REGGIANO

24K GOLDEN FETTUCCINE ALFREDO, ME & YOU
TAGLIATELLE TRIPLO BURRO E PARMIGIANO REGGIANO
TRIBUTE TO THE ORIGINAL LEGENDARY ITALIAN RECIPE FROM ROME BY ALFREDO ALLA SCROFA
PARMIGIANO REGGIANO 24 MONTHS, PINK PEPPERCORN AND HOME MADE TRIPLE BUTTER

OR

PINK CACIO PEPE RETHINK TORTELLINI, ME & YOU
TORTELLINI PLANT BASED MEAT FILLING AND PINK PEPPERCORN CACIO PEPPER



CASE STUDIES : RETHINK TORTELLINO



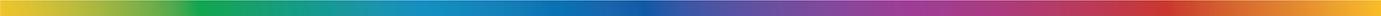
NO FOOD LEFT BEHIND : GLOBAL BENCHMARKING





3.5 CORPORATE PARTNERSHIPS





3 SOCIAL ENTREPRENEURSHIP



Similar to other types of businesses:

- Deploy innovative business skills
- Pursue unique sources of capital
- Leverage a variety of professional talents

But:

The goal is to alleviate some of society's most pressing issues

Different from other types of businesses:

- Social enterprise directly addresses social need

Different from nonprofits and government agencies:

- Social enterprise is commercial activity with revenue driver.

SOCIAL ENTERPRISES



What makes an social enterprise distinct?

Financial Success and Social Value: AND vs. BY

Most entrepreneurs create social value:

- Their enterprises make people's lives better or easier in some way.
- They want to achieve financial success AND make social impact

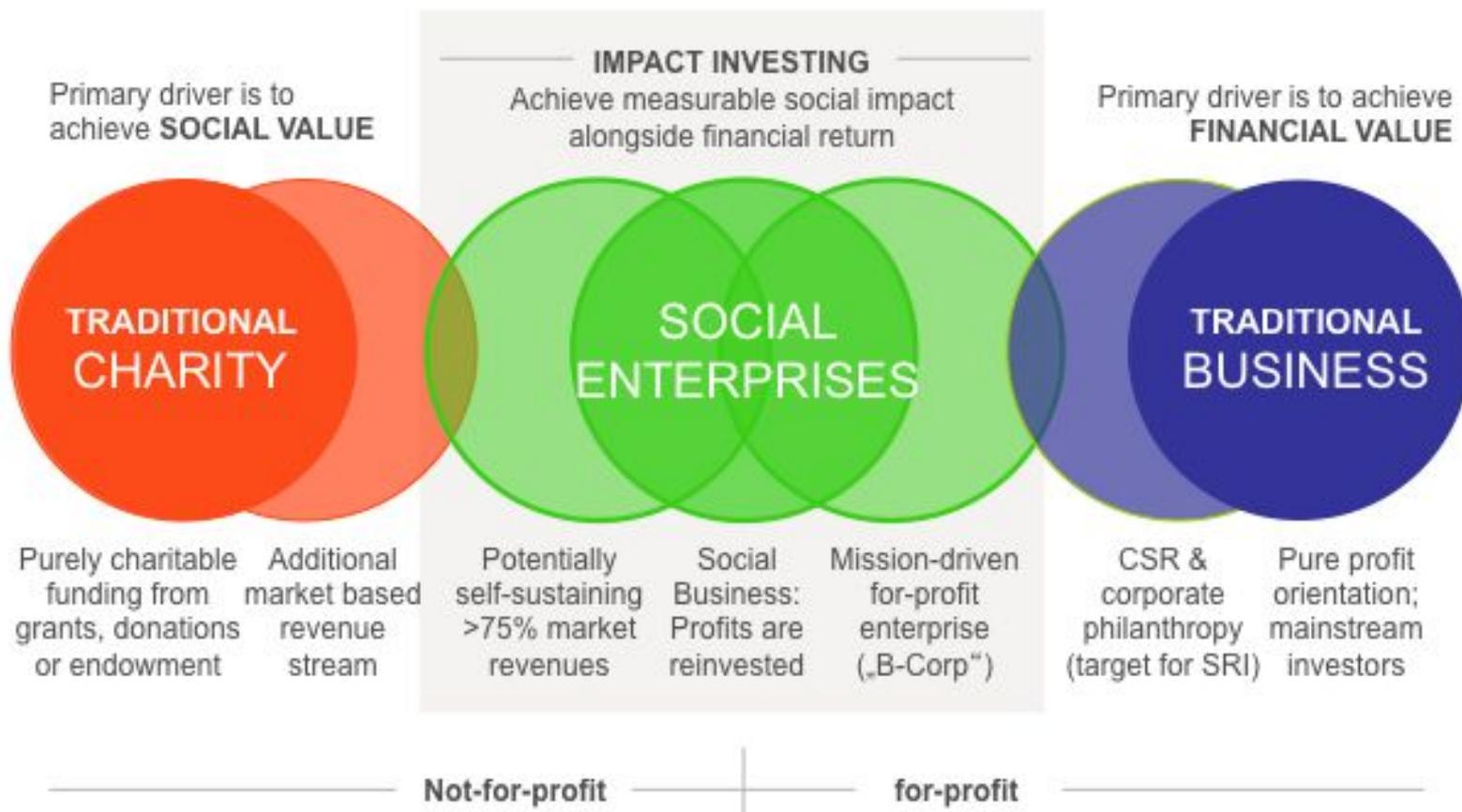
Social Entrepreneurs are different:

- They achieve financial success BY making a social impact
- The two are so interlinked that ***one is not achieved without the other***

SOCIAL ENTERPRISES



The business model spectrum revisited



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

If _____ (**target/beneficiaries**)

Who are _____ (the **challenge**/problem/need/risk faced)

Have access to _____ (the **offer**)

Then, they are more likely

To _____ (attain **individual benefits**/advantages)

And thereby _____ (create community/**social benefits**)

THEORY OF CHANGE



Multinational F&B corporations which are feeding millions of people

If _____ daily _____ (**target/beneficiaries**)

Seeing their market share shrinking because of sustainability focused (the **challenge**/problem/need/risk faced)

Who are _____ startups getting into the market

Have access to _____ Innovation support to _____ (offer) understand better young customers

Then, they are more likely

To _____ Dev new sustainable products able to speak to _____ (attain **individual benefits**/advantages) younger generations,

And to _____ gaining market shares _____ (create community/**social benefits**) and doing good for this planet and people health

THEORY OF CHANGE



Key Partners	Key Activities	Problem/Solution Value Proposition(s)	Relationships	Beneficiary/Customer Segments
	Key Resources		Channels	
Cost Structure			Revenue/Outcome Streams	

Social & Environmental Cost	Social & Environmental Benefit
-----------------------------	--------------------------------

VENTURE MODEL CANVAS





TRIPLE BOTTOM LINE



Scaling Deep

- Increase Impact in Home Community
- Goal: Greater Local Impact

Scaling Up

- Increase Impact in the Organization through Greater Coordination and Capacity
- Goal: More Beneficiaries Served

Scaling Out

- Replication of the Model including Dissemination, Increase Impact in other Geographic Communities,
- Goal: Increased Social Impact

SCALING SUSTAINABILITY



ROI for Enterprise Value

- ROI **measures** financial returns to private investors
- **Return** Ratio: “Every \$1 invested yields \$X to investors”
- **Motivation**: maximize financial return, remain competitive, satisfy customers
- **Simple**: generally-accepted calculation, regulated, and standardized

SROI: for Public and Social Value

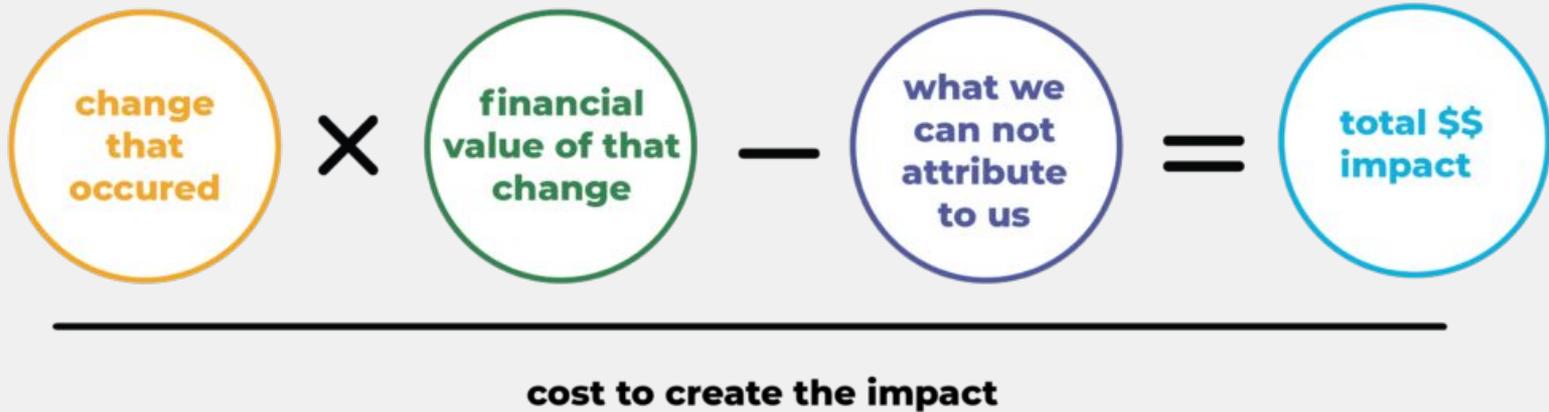
- SROI **measures** social returns to society as a whole
- **Return** Ratio: “Every \$1 invested generated \$X of social value to the community”.
- **Motivation**: maximize impact on intractable social challenges, pragmatism
- **Difficult**: no universal standards to measure value

ROI & SROI



MEASURING CHANGE

How we calculate the Social Return on Investment (SROI)



SROI



SOCIAL RETURN ON INVESTMENT

Principles/Methods/Practices to

- Generate meaningful figures
- Demonstrate measures are accurate indicators of outcomes & impacts
- Use generally-accepted, widely-used indicators
- Validate indicators by 'anchor studies' from applied research
- Express non-financial value in financial terms
- Relate benefits measured to investment made

SROI





PEOPLE **USING**
BUSINESS
..... AS A
FORCE **FOR** GOOD

BCORP CERTIFICATION



A Global Community of Leaders

3,821

Companies

150

Industries

74

Countries

1

Unifying Goal

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.



EILEEN
FISHER



Lemonade



COMPLETE THE ASSESSMENT

Used by over 50,000 businesses, the [B Impact Assessment](#) (BIA) is a free, online platform that evaluates how your company interacts with your workers, customers, community, and environment. Complete and submit the BIA to begin the performance requirement of certification.

MEET THE LEGAL REQUIREMENTS

Use our [Legal Requirement Tool](#) to determine how your company can integrate stakeholder consideration into your governance structure. Your company's specific legal requirement and timeline will depend on location and structure.

VERIFICATION & TRANSPARENCY

After completing the BIA, B Lab will verify your score to determine if your company meets the 80-point bar for certification. Meet virtually with B Lab staff to review your completed B Impact Assessment and submit confidential documentation to validate your responses. To maintain certification, B Corps update their BIA and verify their updated score every three years.

BCORP CERTIFICATION





4 WHAT I LEARNED



1. Nobody teach you to be an entrepreneur, but it's actually a lot of fun!

SUM-UP!



1. Nobody teach you to be an entrepreneur, but it's actually a lot of fun!
2. Being a social entrepreneur, it's even more fun :)

SUM-UP!



1. Nobody teach you to be an entrepreneur, but it's actually a lot of fun!
2. Being a social entrepreneur, it's even more fun :)
3. Where you spend your time, makes a big difference!

SUM-UP!



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4. Focus on people, more than on brands.

SUM-UP!



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4. Focus on people, more than on brands.
5. Read (or listen) A LOT!

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5. Read (or listen) A LOT!
6. Build your online presence as soon as you can.

SUM-UP!



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6. Build your online presence as soon as you can.
7. ALWAYS show up!

SUM-UP!



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7. Find your niche (make sure you're not a me-too!)

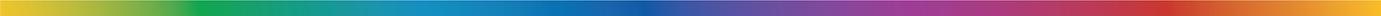
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SUM-UP!



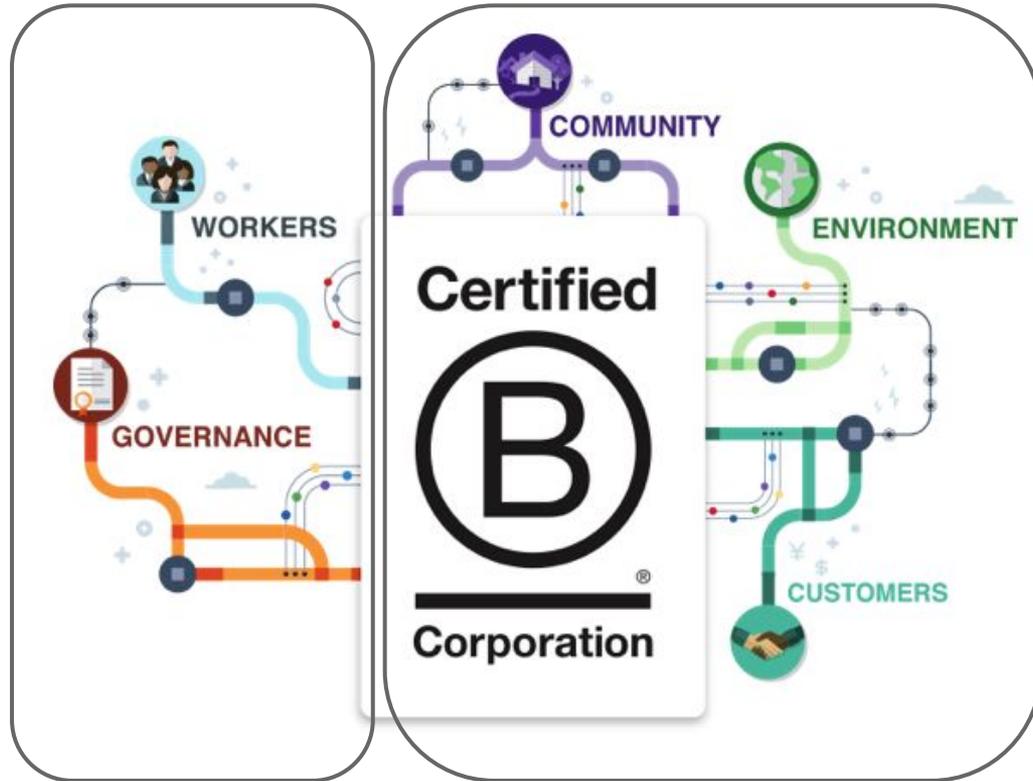


4 REAL EXAMPLES



INTERNAL

EXTERNAL



DIFFERENT AREAS OF IMPACT





TREND 1

UPCYCLING FOODS

UPCYCLED FOODS



A Story that's Local

Upcycled ingredients are often sourced from local resources, emphasizing local food waste prevention. The story of how the product improves the lives of the local producers behind it is a frequent focus.



Chip-ify Imperfect Ingredients

Brands have found using "ugly" produce and upcycled ingredients are the perfect base for a healthy, crunchy snack.



Seeds to Leaves, Use it All

From avocado seeds to cacao leaves, there's an opportunity to create innovative products from a resource that would have otherwise gone to waste.

UPCYCLED FOODS



Pulp Pantry

Pulp Pantry transforms upcycled ingredients like juice pulp into classic junk food favorites, made healthier from fruits and vegetables.



Barnana

Barnana uses upcycled organic bananas from banana farms in Latin America. Banana bites are dehydrated that leaves just the right amount of moisture inside to create a healthy and delicious snack.



SoulMuch

SoulMuch partners with local companies to reduce the amount of food that is currently being wasted by rescuing their excess food to create cookies, flour and granola.

UPCYCLED FOODS



Why EverGrain?



World-Class Ingredients

Nutritious and versatile, delicious and functional—our ingredients deliver on the full potential of barley to better your products and our planet.



Circular Processes

We believe that our planet needs a closed-loop system, with no resources ever lost. That's what we call circularity.



Founded in Purpose

Our vision is a world that realizes the potential in everything. We realize the role that barley can play in overcoming the global challenge of nourishing our ever-growing planet.

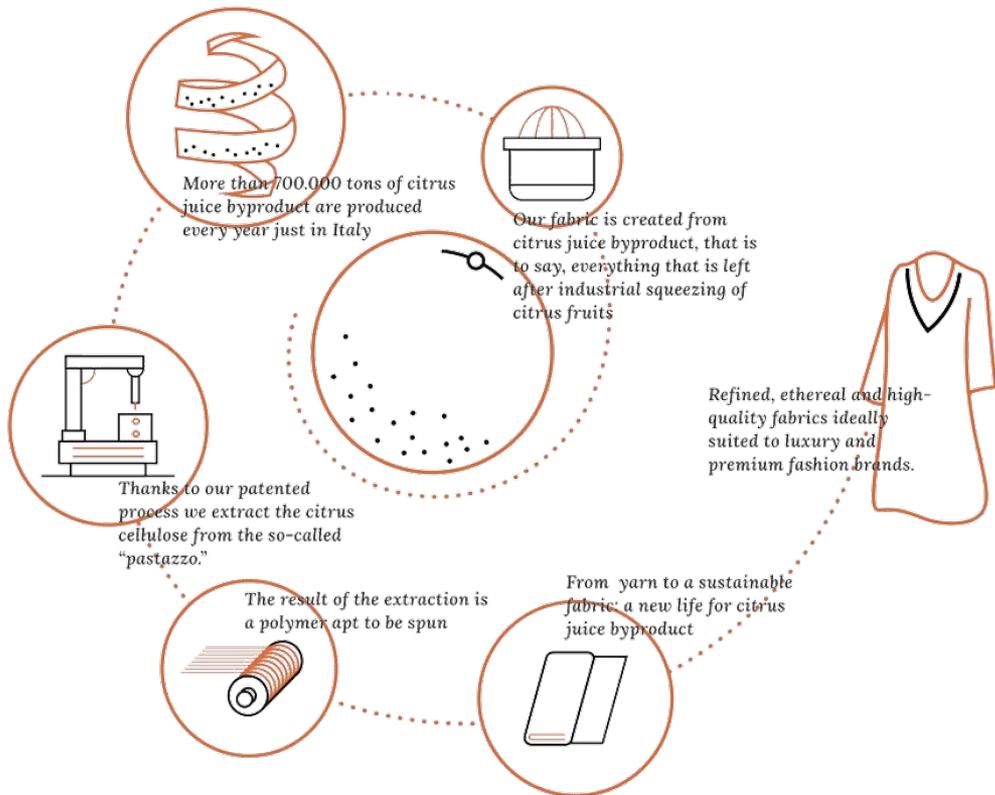
[Find out more](#)

TREND 2
CIRCULAR FASHION

CIRCULAR
FASHION



CIRCULAR FASHION



CIRCULAR FASHION



CIRCULAR FASHION



 **PIÑATEX**
by **ananas anam**

A young girl with braids, wearing a grey beanie and a bright yellow jacket, stands in an urban setting. She is holding a large white sign with black text. The background shows a street lamp and buildings under a cloudy sky.

TREND 3

STANDING FOR A CAUSE

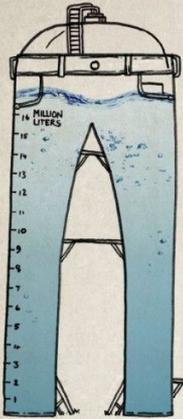
**SKOLSTREJK
FÖR
KLIMATET**

STANDING FOR A CAUSE



**SOCKS ARE
THE #1 MOST
REQUESTED ITEM
IN HOMELESS
SHELTERS**

STANDING FOR A CAUSE



Levi's®

**LEVI'S® WATER<LESS™ JEANS:
FOR YOU IT'S THE SAME
GREAT LEVI'S® JEANS.
FOR 17,000 PEOPLE
IT'S A YEAR'S WORTH OF
CLEAN DRINKING WATER.**



TAKE A STEP IN THE RIGHT DIRECTION. VISIT LEVI.COM
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.

Levi's®

PROJECT WATER<LESS™

THE CHALLENGE

It takes about 42 litres of water to make a pair of jeans. Levi's® new WATER<LESS™ Collection uses up to 96% less water in the finishing process. The challenge was, how do you make a pair of jeans designed around water conservation relevant to Malaysia - a nation with the highest water consumption per capita in the region?

THE SOLUTION

We decided to reward good water usage behaviour. So we posed a challenge: "How much water can you save in a month?"

For 30 days, we shared water saving tips online, and encouraged people to share their own. At the end of the month, the real test began.

WE SHARED WATER SAVING TIPS

PEOPLE STARTED SAVING WATER

THEY GOT A DISCOUNT

OLD WATER BILL		NEW WATER BILL
USAGE: 13 m ³	VS	USAGE: 9 m ³

We invited people to bring in their water bills to Levi's stores. The more they saved, the more they were rewarded.

1 m³ SAVED = RM20 OFF

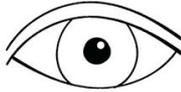
THE RESULTS

- 20% increase in sales
- 15% increase in store traffic
- Success in 41 stores nationwide
- WATER<LESS™ became more than just a fashion statement

STANDING FOR A CAUSE



*One for One.*TM



One pair of TOMS glasses

Sight for one person

HOW?

Prescription Glasses



or

Sight-saving Surgery



or

Medical Treatment



YOU BUY



TOMS GIVES



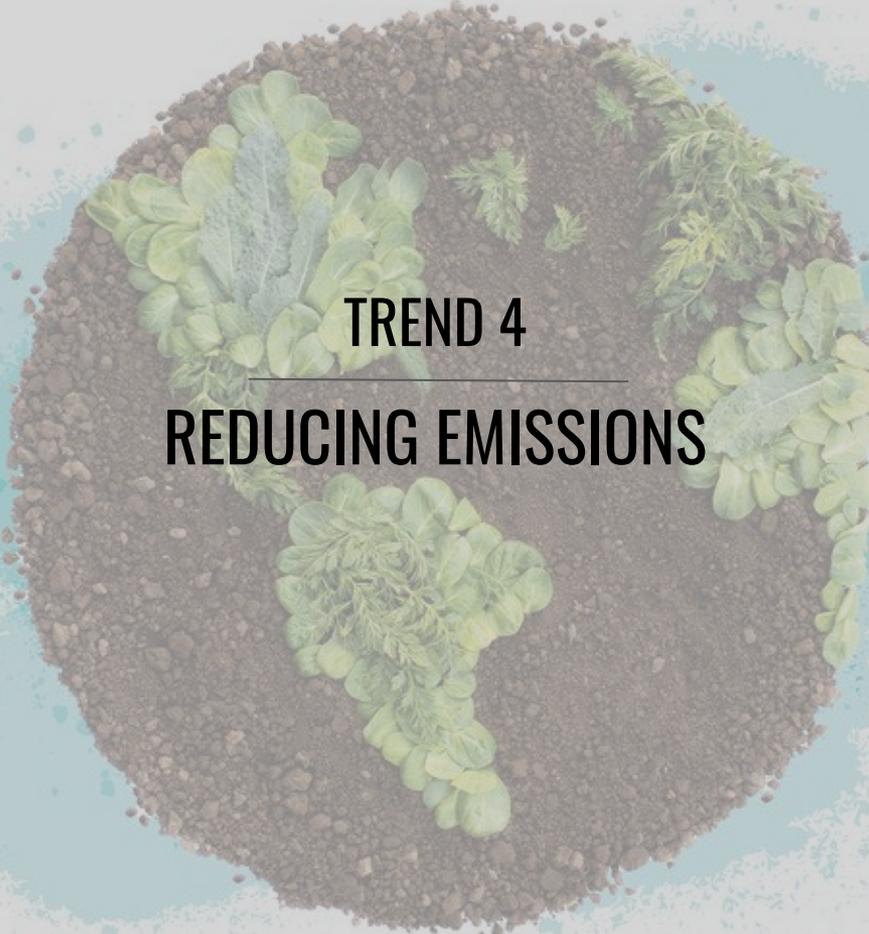
1 Week of Clean Water



Training for Birth Attendants, Other Materials

Toms' Business Model

<http://www.toms.com/what-we-give>



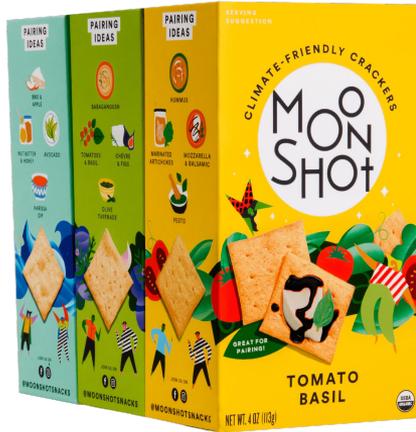
TREND 4
REDUCING EMISSIONS

REDUCING EMISSIONS



etc
IMPACT

REDUCING EMISSIONS



MoonShot

MoonShot is a carbon neutral company creating climate-friendly crackers made from wheat grown by farmers using regenerative agricultural practices.



GET IN TOUCH

WHEN FARMERS WIN, WE ALL WIN

Let's get to the root of it all (literally). How is it that our farmers tackle climate change? It all starts with building healthy soil. These carefully selected stewards of land and seed do that by practicing regenerative agriculture. Regenerative agriculture is a modern term for something that is quite old - indigenous peoples have been cultivating healthier ecosystems for centuries. At scale, these obsessively responsible methods help tackle climate change by storing carbon in the ground while renewing soil. This makes crops happier, stronger, and more independent. Give the land what it needs, and it can store water and fight off disease all on its own. Healthier soil means more nutrient dense food that's tastier, too!



REDUCING EMISSIONS



DeliverZero

DeliverZero replicates other third party delivery services with an environmental twist in New York. The partnered restaurants will pack it up in DeliverZero's reusable containers, and use delivery drivers who know to accept those empty containers back.



Zero

Zero is on a mission to eliminate plastic from the food system. They delivery food in reusable containers using no plastic.

REDUCING EMISSIONS



HelloFresh

HelloFresh is a meal kit delivery company. Now, 100% of the carbon dioxide emissions are offset generated from its operations, outbound shipping, and corporate travel.



REDUCING EMISSIONS



KNORR FUTURE 50 FOODS



CACCI

While often used as decorative plants in homes around the world, many species of cacti are cultivated for consumption. Also known as succulents, cacti store water, which allows them to grow in arid climates and tolerate drought. They also contain substantial amounts of vitamins C and E, carotenoids, fibre and amino acids. Edible cacti have long been a part of Mexican cuisine and the delicious young stem segments, usually called nopales, are the part most commonly used in recipes.

MUSHROOMS

There are more than 2,000 edible varieties of mushrooms. Cultivated for centuries for their taste and nutritional value, mushrooms are rich in B vitamins and vitamin D as well as protein and fibre⁴⁵. Mushrooms can also grow where many other foods would not, including on by-products recycled from other crops. They are not considered plants as they do not photosynthesise; they are classified as fungi. Their texture and umami flavour make them a tasty addition and a suitable substitute for meat.

NUTS & SEEDS

There's no wonder these little powerhouses star in lists of 'superfoods', 'the best foods' and 'the foods you should eat more of'. Their protein, vitamin E and good fat content, paired with desirable flavour and texture, remains unmatched. The crunch makes them a great addition to almost every dish. Yet, of the many varieties available, only a few are commonly eaten. Used in cuisines around the world, these small embryonic plants can stand alone as snacks or add flavour and a satisfying crunch to salads, soups and desserts.

EGO-SYSTEM



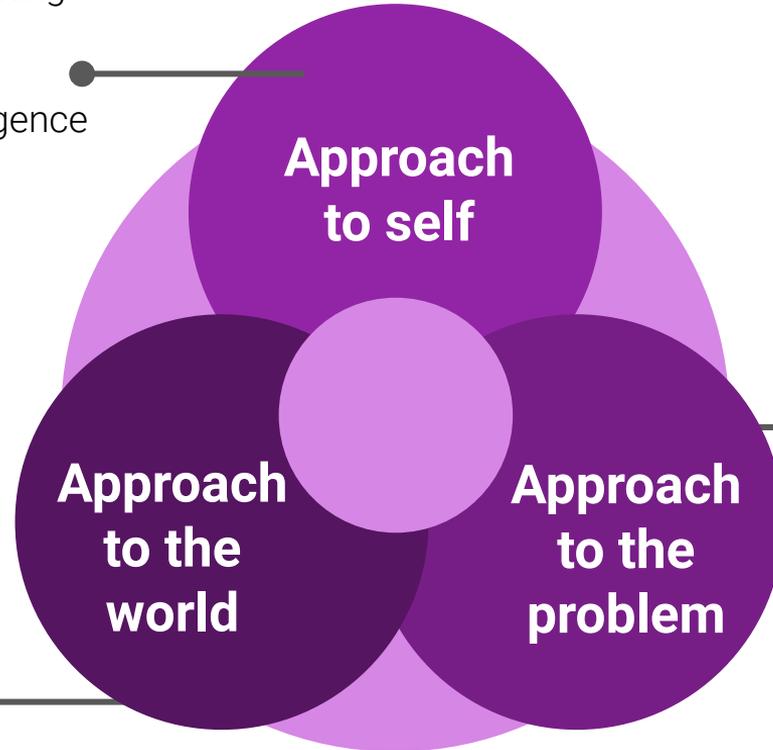
ECO-SYSTEM



MINDSET

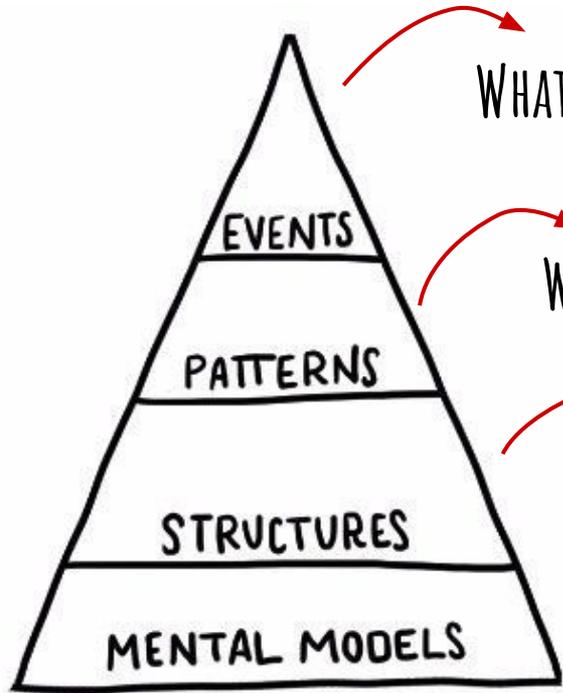


- Value based thinking
- Activist Mindset
- Objectivity
- Emotional intelligence



- Maker mindset
- Systemic
- Opportunity driven
- Learning to unlearn
- Science fiction thinking

- Regenerative thinking
- Embracing complexity
- Abundance attitude
- Planetary scale



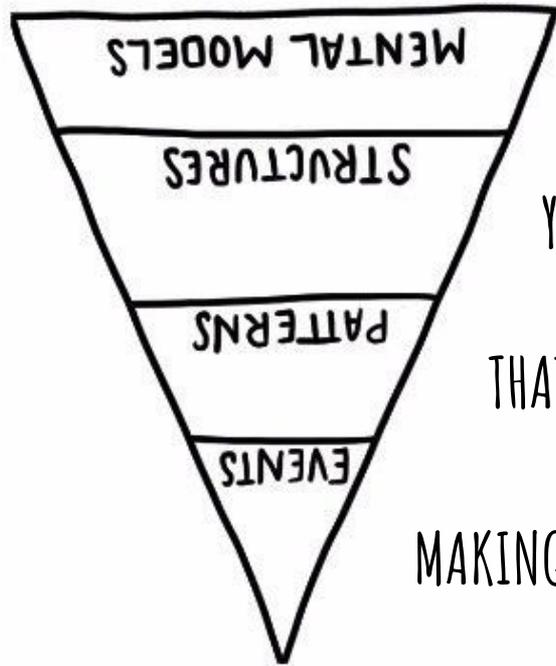
WHAT HAPPENED?

WHAT IS HAPPENING OVERTIME?

WHAT IS ENABLING THIS PATTERN TO CONTINUE?

IN WHAT WAYS OUR MENTAL MODELS CREATED OR SUSTAINED THE STRUCTURES THAT ARE IN PLACE?

ICEBERG
MODEL



ICEBERG
MODEL

ONCE YOU BEGIN CHANGING **MENTAL MODELS**

YOU CAN BUILD NEW **STRUCTURES** THAT ENABLE IT

THAT WILL HELP CREATE BETTER **PATTERNS** TOWARDS SUSTAINABILITY

MAKING SURE UNSUSTAINABLE **EVENTS** DON'T HAPPEN

Let's chat!

FUTUREFOOD.NETWORK

IMPROVING THE WORLD THROUGH FOOD

MAR, 2021



futurefood.network
@ffoodinstitute