



Ministry of Environment
and Food of Denmark

23-25 AUGUST 2017

WORLD FOOD SUMMIT



Better **food** for more people



WHY

BETTER FOOD FOR MORE PEOPLE

The purpose of the global movement “Better Food for More People” and the annual World Food Summit in Copenhagen is to unleash the full potential of gastronomy in order to create worldwide solid solutions that ensure better food for the growing urban population.

New challenges concerning food are arising in cities. The urban population of the world has grown rapidly from 746 million in 1950 to 3.9 billion in 2014 and is expected to surpass 6 billion by 2045. The amount of information about food is huge and difficult to get right, 1 in 10 people in the world fall ill after eating contaminated food, more than 244 million people lived outside their country of origin and more than 40 % of food waste in industrialized countries occurs at retail and consumer levels.

The need for strong solutions across the world is calling for action among the worlds politicians, decision makers, experts, professionals, chefs, scientist and CEO's. Better Food for More People and the annual World Food Summit in Copenhagen is calling for that action to evolve and take place.

The Global Society has agreed to focus on 17 Sustainable Development Goals (SDGs). The SDGs are intrinsic to the sustainable growth, that is so very important for billions of people around the world. Achieving the SDG targets involves all nations, and this World Food Summit – with the overall focus on better food for more people – aim to push forward the agenda on sustainable development within production and consumption and essentially healthy lives.



WHAT

GASTRONOMY – A TOOL FOR BETTER FOOD

Gastronomy is being the art of choosing, cooking, and eating good food – the universal tool that transforms natural ingredients into meals for consumption. By viewing the potentials of gastronomy as key for change and making it a political tool for further action we can explore new ways to solve the critical challenges caused by the way we produce and consume food.

With gastronomy we seek to improve the quality of the food we buy and eat. We need changes in product innovation and consumer behavior in order to ensure better food for more people.

Gastronomy encompasses answers to the challenges faced by the food production, all the way from farm to fork.

- Gastronomy can enable us to better understand our food – where it comes from, how it is made, its nutritional value.
- Applying basic techniques of gastronomy can be a tool to ensure high levels of food safety.
- By acknowledging gastronomy as a bearer of culture we can learn from our culinary diversity and essentially gain better understanding of each other .
- Knowledge and values from gastronomy can essentially help us focus on lead the way when we explore how we can use resources rather than waste and thereby encourage optimally in order prevention of minimize food waste.

We believe that every person must be able to choose or cook their own food on the basis of sufficient knowledge of food safety, cultural diversity, and not wasting food.

HOW

WORLD FOOD SUMMIT 2017

The Danish Minister of Environment and Food will in August 2017 invite leading, international experts, gastronomy frontrunners, influencers, and decisions makers for the World Food Summit in Copenhagen, marking its second year running. The two-day summit will discuss challenges, share best practices and finally to set targets and take action through global and local partnerships.

In order to underscore and anchor the relevance of providing better food for more people in the society the World Food Summit 2017 will include a series of side activities, including Social mega dinner, Food exhibition “Bite Copenhagen”, Case competition, Food trips, EMBLA and a Official Dinner.

To frame the discussion about how to unleash the full potential of gastronomy in order to create worldwide solid solutions that ensure better food for the growing urban population we introduce a metaphor for all food prepared and served in urban kitchens, “The Big Kitchen.” In “The Big Kitchen’s” food is produced all around the city at restaurants, in workplaces, kindergartens, schools, hospitals, in industries and retailers – and in private homes.

In this light, the importance of food information, food safety, culinary diversity and food waste become important and stress that it is crucial to find solutions.

All four themes are addressed at the World Food Summit 2017. They will follow the same program structure, ensuring both evaluation of past achievement but also how current challenges can be addressed and translated into joint goals and future action.



HOW

PROGRAM FOR WORLD FOOD SUMMIT 2017

PLENARY – SETTING THE SCENE

SESSION 1

Exploring challenges: Past year's achievements as summed up in the Food Summit Charter 2016 will first be evaluated. Participants are then invited to share and discuss new and different measures centered on gastronomy as a key reflecting upon the four challenges

Setting targets: The session will be concluded by setting a joint target based on the suggested 2030 target.

SESSION 2

Sharing best practices: Inspired by the presented challenges the second session will focus on sharing existing insights and best practices that can inspire new local and global actions. The presented cases and best practices will represent different approaches to the presented challenges giving concrete and actionable insights into how participants can use existing tools to achieve the set target.

Taking action: Inspired by the presented challenges, cases and best practices, participants are asked to identify new actions, which they can support and act upon in the coming year using knowledge, network or resources through local, regional or global partnerships – actions which can drive political, industry and civil commitment.

PLENARY – VISIONS FOR THE FUTURE

new solutions for the World Food Summit Charter 2017 will be formulated.



WHO

DANISH KEYNOTE SPEAKERS

ESBEN LUNDE LARSEN

Setting the scene

Keynote speech on the movement Better Food for More People, on the actions taken, and the goals for the future by the Danish *Minister for Environment and Food, Esben Lunde Larsen*.

RENÉ REDZEPI

Everyone in the World Should be a Forager

Keynote speech by René Redzepi, the founder of MAD, a non-profit organization that brings together a global cooking community with a social conscience, a sense of curiosity, and an appetite for change. Redzepi is also the chef and co-owner of restaurant Noma in Copenhagen, Denmark. Since the establishment of the restaurant in 2003, Redzepi has developed a cuisine that draws from the area's landscape and culture. Using a wide yet intimate network of farmers, foragers, and other purveyors, Noma celebrates the region's ingredients and aims to present a kind of cooking that expresses its location and the seasons.

FLEMMING BESENBACHER

Partnerships – Creating solutions – from ideas to actions

Keynote speech on how to strengthen implementation through partnerships by Professor dr.scient Flemming Besenbacher, Chairman of Carlsberg A/S, The Carlsberg Laboratory, and the board of the Tuborg Foundation. Founder of the organization UNLEASH, a global innovation lab that brings together people to transform personal insights into hundreds of ideas, and build lasting global networks around the Sustainable Development Goals.

Laura L.P./HdG Photography



WORLD FOOD SUMMIT 2017

FOUR CHALLENGES – FOUR TARGETS

BETTER INFORMATION

How can gastronomy help children and young people make better food choices, through better information and cooking skills?

2030 TARGET:

50 % of young people actively use knowledge of nutrition in their choice of meal.

SAFER FOOD

How can we ensure safe food for all and what role can gastronomy and innovation play in achieving this?

2030 TARGET:

50 % reduction of illness cause by food due to knowledge of hygiene at the consumer level.

PREVENTION OF FOOD WASTE

How can gastronomy contribute in achieving our common global goal: halve per-capita food waste at consumer level by 2030?

2030 TARGET :

50% reduction of food waste at consumer level.

CULINARY DIVERSITY

How can gastronomy support culinary diversity while at the same time supporting and developing our food culture?

2030 TARGET:

50 % of all people actively take diversity into consideration in their daily choice of meal.

GASTRONOMY
A TOOL FOR BETTER FOOD

BETTER INFORMATION

How can gastronomy help children and young people make better food choices, through better information and cooking skills?

2030 TARGET

50 % of young people actively use knowledge of nutrition in their choice of meal.

WHY | BETTER INFORMATION

Where does our food come from, what does it contain and how can it be prepared? Good information is crucial in order to learn about food and what it takes to prepare good food.

In “The Big Kitchen” citizens are daily exposed to excessive amounts of food products and information about these. At the same time both are constantly developing due to new technologies, know-how and skills.

According to WHO childhood obesity is one of the most severe public health challenges of the 21st century, and the problem is particularly linked to urban settings. The challenge is also highlighted with the UN SDG #3 concerning promotion of healthy lives for all.

Through better information we want to equip the urban consumer with a food GPS. We know that when we communicate with children and young people, the adults will understand it too. Therefore the 2017 information session will focus on how we develop good information experiences among children and young people in order to give them better food and a healthy sense of food-orientation.

At the 2017 World Food Summit we will explore how linking better information and gastronomy can help children and young people make better food choices.

AUGUST 24, 1 PM – 4 PM

SESSION 1

EXPLORING CHALLENGES
SETTING TARGETS

PARTICIPANT PREPARATION BEFORE THE SUMMIT

→ Which targets will motivate you to take action?

EXPLORING CHALLENGES

- How do we ensure that more urban children know how to produce and cook food?
- How do we increase young urban people's awareness of what they eat?
- How can gastronomy be a fundamental driver for better food habits among children and young people?

AUGUST 25, 9 AM – 12 NOON

SESSION 2

SHARING BEST PRACTICES
TAKING ACTION

PARTICIPANT PREPARATION BEFORE THE SUMMIT

→ Which action can you take the coming year?

→ Which resources can you commit?

Moderator

Lone Ryg, CEO, Danish Food Cluster

POTENTIAL SPEAKERS

- Michiel Kernkamp, CEO, Nestlé Nordics
- Vincent Hendricks, Professor, Bubble Studies
- Alexandre Nikolakopoulou, EU Commission
- Karen Hækkerup, Director, The Danish Agriculture and Food Counsel
- Joachim Knudsen, Managing Director, McDonald's Denmark
- Patrick Holden, Founder and CEO, Sustainable Food Trust
- Christine Paludan-Müller, Programme Manager, Nordea Foundation
- Amanda Ursell, Nutritionist, Journalist at the Sun
- Ron Tabano, CEO, Wildcat Academy Charter School
- Yoyo Sun, Blogger in China
- Casper Bue Bjørner, Country Manager, The Walt Disney Company, Nordics
- Ritt Bjerregaard, President, Bocuse D'or Denmark
- Isabel Garcia Tejerina, Minister for Agriculture, Food and Environment of Spain

SAFER FOOD

How can we ensure safe food for all and which roles can gastronomy and innovation play in achieving this?

2030 TARGET

50 % reduction of illness cause by food due to knowledge of hygiene at the consumer level.

WHY | FOOD SAFETY

The potential for ensuring safe food around the world has never been better. Our knowledge of how to cook and prepare safe food is increasing and food companies around the world are better equipped and educated to handle food safely. Still almost 1 in 10 people in the world fall ill after eating contaminated food and 420 000 die every year.

The food safety challenges which are met by the global population is very diverse depending on whether the consumer chooses to buy his lunch as a prepacked meal put onto the market by a multinational food chain or by stopping by the local street noodle shop. Either way the notion of gastronomy – how to prepare and appreciate the food eaten – has the same potential to provide consumers with appetizing and safe meals where creativity, profitability and food safety can coexist.

By the year 2020, an entire generation will have grown up in a primarily digital world and 80 % of the adult population in the world will own a smartphone. This opens up for new food safety solutions such as apps about how to store and prepare safe food and providing food producers with new digital solutions when producing food and when ensuring the traceability. This will increasingly transform our production methods and eating habits as well as how we source, obtain and seek knowledge about food.

At the 2017 World Food Summit we will explore innovative gastronomy and new ways to use digital technologies and solutions to enhance food safety globally and reducing foodborne diseases.

AUGUST 24, 1 PM – 4 PM

SESSION 1

**EXPLORING CHALLENGES
SETTING TARGETS**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which targets will motivate you to take action?

EXPLORING CHALLENGES

- How can we balance food safety and innovative gastronomy?
- How can we optimize digital solutions in the food industry and consumption?
- How can we enhance the general knowledge of food safety- how to prepare and store food?

AUGUST 25, 9 AM – 12 NOON

SESSION 2

**SHARING BEST PRACTICES
TAKING ACTION**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which action can you take the coming year?

→ Which resources can you commit?

Moderator

Anne Villemoes, Anne Villemoes Communications

POTENTIAL SPEAKERS

- Peder Tuborgh, CEO, Arla Foods
- Vytenis Andriukaitis, EU Commissioner of Health and Food Safety
- Jais Valeur, Group CEO, Danish Crown
- Liu Biwei, Ambassador, Embassy of the People's Republic of China
- Mijana Prica, Managing Director, Food Innovation Australia Ltd
- Christoph Wöerner, supply chain director, Aramak in Germany
- Christian Puglisi, Chef, Relæ Restaurant
- Andy Morling, Head of Food Crime, National Food Crime Unit, Food Standards Agency, UK
- Juan Pablo Pineda Azuero, Vice Minister for Agriculture and Rural Development of Colombia
- Christine Nellemann, Director, National Food Institute, Technical University of Denmark
- Fred Young, Rainbow of Hope, NGO, China
- He Li, Guizhou Vice Governor, China
- Renata Clarke, Senior Food Safety and Quality Officer, The food Safety and Quality Programme, FAO



CULINARY DIVERSITY

How can gastronomy support culinary diversity while at the same time strengthening and developing local food culture?

2030 TARGET:

50 % of all people actively take diversity into consideration in their daily choice of meal.



WHY | CULINARY DIVERSITY

Food has always been a great part of human identity and culture. At the same time it has been bringing people together both across and within nations, cultures, and traditions.

In 2015 more than 244 million people lived outside their country of origin and more than half of the world's population live in cities. Migration from one country or region to another and the growing urbanization from rural regions to the growing cities mean that different food cultures are brought together.

For centuries people have been bringing their food and traditions with them, introducing foreign cuisines, enriching urban food cultures and giving new life to local culinary traditions.

Culinary diversity is the result of different flavours, seasons, terroir, history, religion, technology, craftsmanship etc. To keep this culinary diversity in a globalized world there need to be respect for local taste preferences just as food traditions and cuisines (both local and foreign) need to be supported.

In this perspective, gastronomy can be a great key to gain a better understanding of each other's food culture and to value culinary diversity across nations and cultures but also to obtain better food for more people. There is much to learn about food and gastronomy across cultures – how to compose a meal, what to use from nature, the social aspects of eating and so on.

At the 2017 World Food Summit we will explore new ways to use gastronomy to support culinary diversity while at the same time supporting and developing local food culture.



Ministry of Environment
and Food of Denmark

AUGUST 24, 1 PM – 4 PM

SESSION 1

**EXPLORING CHALLENGES
SETTING TARGETS**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which targets will motivate you to take action?

EXPLORING CHALLENGES

- How can gastronomy be a driver to influence a better understanding of each other's different cultures through insight into different culinary traditions?
- How do we better understand and maintain our food culture?
- How do we make sure that various food traditions are supported and developed?
- How can we promote collaboration among local actors including civil society representing ethnic groups, universities, SMEs, multi-national enterprises, technology organizations etc. in order to provide gastronomic innovation?

AUGUST 25th 9 AM – 12 NOON

SESSION 2

**SHARING BEST PRACTICES
TAKING ACTION**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which action can you take the coming year?

→ Which resources can you commit?

Moderator

Judith Kyst, CEO, Food culture (Madkulturen)

POTENTIAL SPEAKERS

- Nick Shapira, Jamie Oliver Restaurant Group
- Claus Meyer, Founder, Meyers
- René Redzepi, Head Chef, Noma and MAD in Denmark
- Gérard Collomb, Mayor of Lyon, La Métropole de Lyon
- Tim Lang, Professor, City University London
- Jessamyn Rodriguez, Founder and CEO, Hot Bread Kitchen
- Jon Georg Dale, Minister of Agriculture and Food in Norway
- Kamilla Seidler, Executive Head Chef, Gustu Gastronomía, La Paz
- Margarita Fores, Chef, Asia's Best Female Chef 2016
- Pascal Barbot, Chef, L'Astrance in Paris
- Per Mandrup, Chef, Smagens Univers
- Søren Ejlersen, Co-founder, Aarstiderne
- Timm Vladimir, Founder Timm Vladimirs Kitchen
- Trine Hahnemann, Food writer, chef and owner, Hahnnemanns Kitchen

PREVENTION OF FOOD WASTE

How can we promote gastronomy values focusing on resources rather than waste and help consumers reduce food waste?

2030 TARGET:

50% reduction of food waste at consumer level.



WHY I PREVENT FOOD WASTE

Consumers could reduce food waste by changing their consumption and cooking habits. If consumers achieve basic knowledge about food and how to handle food this will essentially contribute to prevention of food waste. Knowing how to store food and even use old techniques like fermenting etc. can also reduce food waste.

Almost one third of all food produced worldwide gets lost or is wasted each year in food production and consumption systems. In addition, to adequately feed nearly 10 billion people by the year 2050 the world will need to increase the availability of food by 60 % compared with current levels.

More than 40 % of food waste in industrialized countries occurs at retail and consumer levels. In Europe 70 % of the food waste arises in households, food service and retail sector. In China about 90 % of consumer food waste is found in mid- to high end restaurants and public service canteens, meaning that food waste is most severe during away-from-home meals.

This calls for change – change which implicate an adjustment in behavior, attitude and habits of both consumers and food business operators. We need to strengthen a movement – creating public awareness and a social norm: “getting people to use what they buy”.

At the 2017 World Food Summit we will explore new ways to reduce food waste at consumer level by engaging all levels of the supply chain in strengthening focus on resources rather than waste and creating public awareness and a social norm, “getting people to use what they buy”



Ministry of Environment
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AUGUST 24th 1 PM – 4 PM

SESSION 1

**EXPLORING CHALLENGES
SETTING TARGETS**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which targets will motivate you to take action?

EXPLORING CHALLENGES

- How can we use gastronomy to improve consumption values and cooking habits thereby preventing food waste?
- How can gastronomy be a fundamental driver influencing consumer behavior and businesses?
- How to make new products and a viable business case of preventing food waste?

AUGUST 25th 9 AM – 12 NOON

SESSION 2

**SHARING BEST PRACTICES
TAKING ACTION**

PARTICIPANT PREPERATION BEFORE THE SUMMIT

→ Which action can you take the coming year?

→ Which resources can you commit?

Moderator

Craig Hanson, Global Director of Food, Forests & Water,
World Resources Institute

POTENTIAL SPEAKERS

- Dr. Rajiv J. Shah, President, The Rockefeller Foundation
- Karmenu Vella, Commissioner for Environment, Maritime Affairs and Fisheries
- Toine Timmermans, Program Manager, Wageningen University
- Erik Solheim, Executive Director of the United Nations Environment Program.
- Flemming Besenbacher, Chairman of the Board, Carlsberg Foundation
- Matthew Orlando, Head Chef, Amass Restaurant in Denmark
- Jeremy Whitsitt, Deputy Director, U.S. Army's Natick Soldier Research, Development and Engineering Center
- Ali Bouzari, Co-founder, Pilot R+D, Company USA
- Dana Gunders, Leading Expert, Natural Resources Defense Council
- Danielle Nierenberg, President and co-founder of Food Tank USA
- Lise Kingo, Executive Director, UN Global Compact
- Ren Wang, Assistant Director-General, FAO
- Selina Juul, Founder of 'Stop Wasting Food' movement of Denmark
- Richard Swannell, Development Director, WRAP



HOW

WORLD FOOD SUMMIT 2017

In order to underscore and anchor the relevance of providing better food for more people in the society the World Food Summit 2017 will include a series of side activities, including

23 August 2017	Social mega dinner
24-25 August 2017	Food exhibition "Bite Copenhagen"
23-25 August 2017	Case competition
23 August 2017	Food trips
24 August 2017	EMBLA
24 August 2017	Official Summit Dinner



SOCIAL MEGA DINNER

EATING TOGETHER

The World Food Summit will kick off with an open air social mega dinner inviting 5000 people to enjoy a meal together.

The goal is to give participants a “green gastronomic experience” - serving a great meal consisting of vegetables, in green surroundings and oriented around the theme food waste and culinary diversity.

During the dinner top chefs will perform creative and inspirational green cooking and discuss how gastronomy can help create better food for more people.

Bite 24.08. —
25.08.2017
Copenhagen

Setting tomorrow's table.



Ministry of Environment
and Food of Denmark

BITE COPENHAGEN

FOOD EXHIBITION

Taking place August 24-25, 2017 in Forum Copenhagen in collaboration with Bella Center Hospitality Group, the food exhibition Bite Copenhagen will allow exhibitors to showcase quality food products, make connections and be inspired by the newest solutions within gastronomy creating “Better Food for More People”.

The exhibition is inaugurated by Her Royal Highness Princess Marie of Denmark and will set new standards for what a food exhibition can be. Taking place on the 24th and 25th of August 2017 at the venue 'Forum Copenhagen', Bite Copenhagen will allow exhibitors to showcase their quality products, make connections and be inspired by the newest solutions within gastronomy - creating better food for more people - from more than 100 Danish and international exhibitors looking for new business opportunities.

Bite displays Danish and international actors such as food producers, companies etc. that are contributing with key values, quality products, innovation and knowledge in relation to the global challenges we are facing.

The aim is to bridge the gap between politics, inspiration and the development of future solutions through talks and debates between international businesspersons, politicians and gastronomic frontrunners. By connecting, reflecting and strengthening the food industry across regional and national borders, Bite Copenhagen and the summit will provide a solid platform for new business opportunities.





CASE COMPETITION

NEW IDEAS

Top students from all over the world will get together to help enlighten how to unleash the full potential of gastronomy in the cities of the world to ensure Better Food for More People. In conjunction to the 2017 World Food Summit, a case competition will give the students a chance to shine.

A three-day program provides a chance to build cross-cultural relationships. Students can bring their bright ideas on how to solve the challenges related to the urbanization and gastronomy and aspire to leave their mark on the policy of tomorrow.

The competition culminates at the Danish Parliament, Christiansborg, where the top four teams will present their idea at the final plenary of the World Food Summit 2017 and get feedback from a panel of judges including the Danish Minister of Environment and Food, Mr. Esben Lunde Larsen, as well as other policy makers, leading experts, and company CEOs. The case competition will ensure that new ideas are brought directly to political decision makers, industry leaders, research academia and gastronomic frontrunners.

In solving the case, the students will relate to the four key challenges of the 2017 World Food Summit:

- 1# *How can gastronomy help children and young people make better food choices, through better information and cooking skills?*
- 2# *How can we ensure safe food for all and what role can gastronomy and innovation play in achieving this?*
- 3# *How can gastronomy support culinary diversity while at the same time supporting and developing our food culture?*
- 4# *How can gastronomy contribute in achieving our common global goal: halve per-capita food waste at consumer level by 2030?*

FOOD TRIPS

IDEAS IN ACTION

In addition to the World Food Summit, we invite participants and their travelling staff to experience the Danish food industry first hand on various small food trips.

We visit farmers, food and beverage companies, food ingredients companies, food innovators, and many more.

While discovering the areas outside of Copenhagen, the food trips give an unique firsthand experience of both large and small scale farmers and food producers in Denmark while at the same time creating an inspiring stepping stone for discussing global food matters at the World Food Summit.

Experiencing ideas becoming reality could be:

- experience modern Danish dairy production
- witness high quality fur production and fashion,
- experience pig production and high tech Danish slaughter facilities, or
- state of the art ingredients and enzymes.



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EMBLA

THE NORDIC FOOD PRICE

On 24 August 2017 the Nordic food price 'Embla' is handed out for the first time at an award ceremony. The price will be handed out in seven different categories celebrating:

- The best food for children and young people
- The best food destination
- The best food entrepreneur
- The best food craftsman or –woman
- The best food communicator
- The best creator of food to many
- The best food producer

The nominees will be from all the Nordic countries.

The award ceremony takes place at Copenhagen City Hall.

EMBLA 2017

DEN NORDISKE MADPRIS





Ministry of Environment
and Food of Denmark

OFFICIAL SUMMIT DINNER

A TASTE OF DENMARK

An official summit dinner will take place on 24 August 2017 at Copenhagen City Hall following the award ceremony for the Nordic food Price.

The National Catering Team of Denmark will be making a Nordic style dinner.

There will be various entertainment during the dinner.