

# SHOUT A ROUND



WE'RE POWERING UP  
THRIVING FOOD SYSTEMS

# INVENIRE

INTELLIGENCE STRATEGY COMMUNICATION TALKS

EKOTANKESMEDJAN 11.4.2019  
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REGIONALA MATSYSTEM

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# FOOD SYSTEM

What are we talking about?

Food system refers to all those ***functions*** and ***actors*** that are needed in order for us to have food on our plates.



Biological & Chemical processes through which food is produced and the ecological basis on which food production stands



Social & Cultural processes such as cultural heritage and values that have an impact on food production

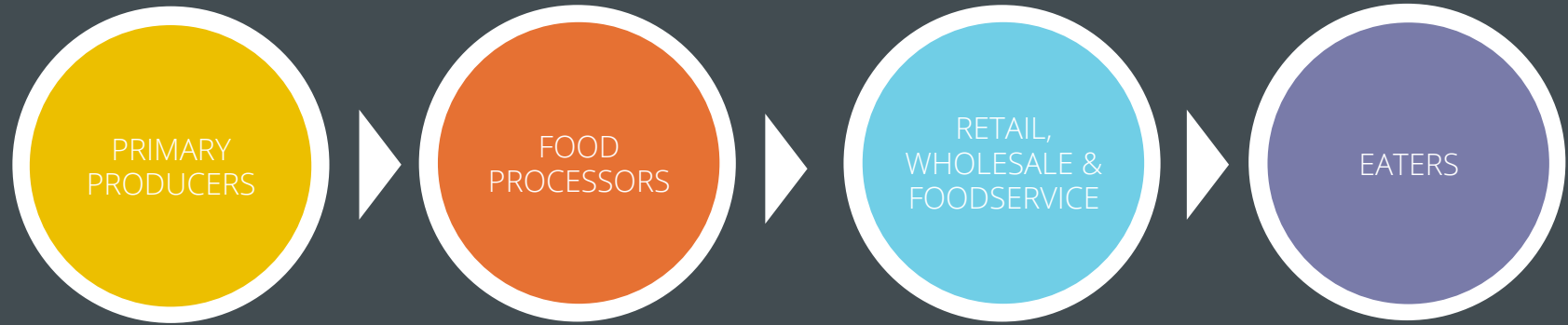


Economic & Political processes through which food is produced, governed & regulated



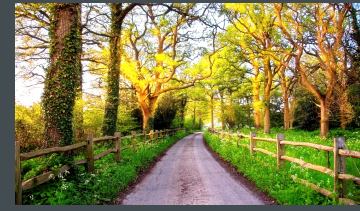
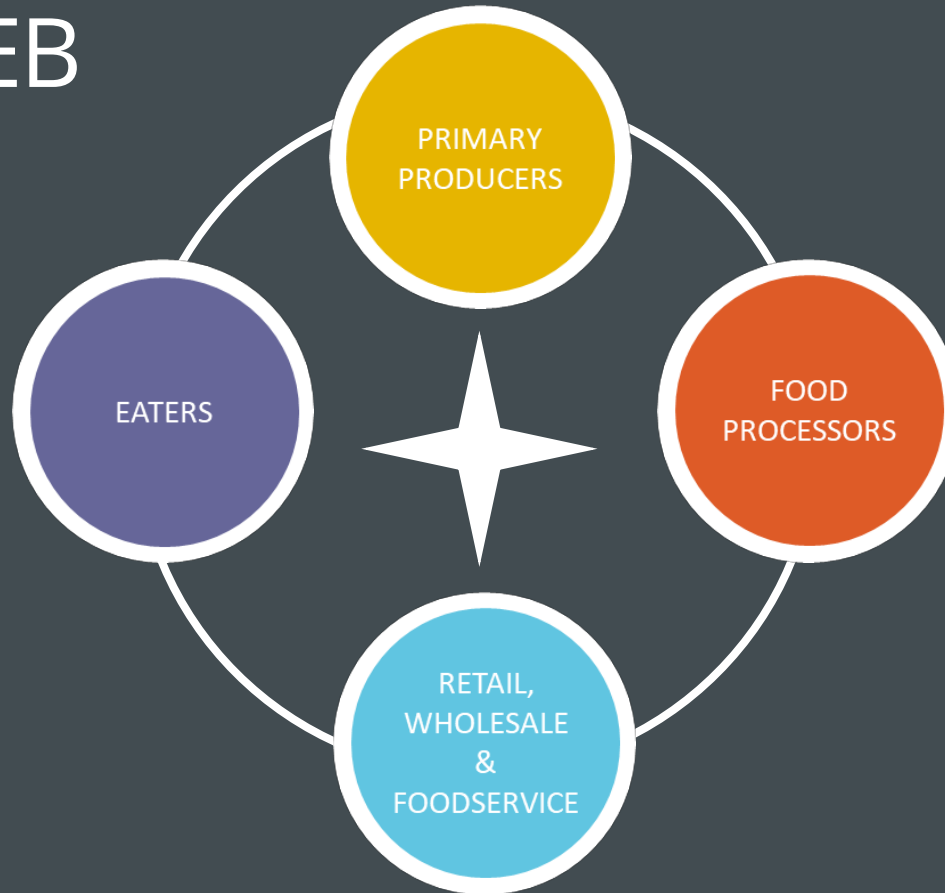
# HOW ARE OUR FOOD SYSTEMS ORGANISED?

## THE DOMINANT **FOOD CHAIN**





# HOW ARE OUR FOOD SYSTEMS ORGANISED? THE ALTERNATIVE FOOD WEB





# What's the purpose of the FOOD SYSTEM?

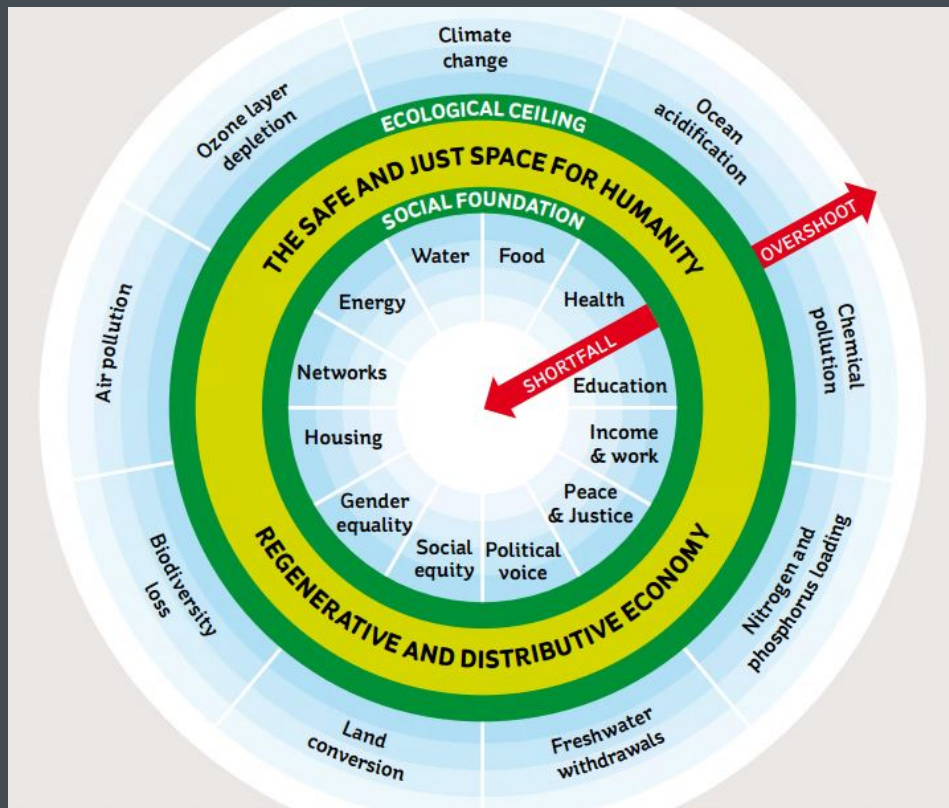
## SERVING ONE PURPOSE



## SERVING MANY PURPOSES







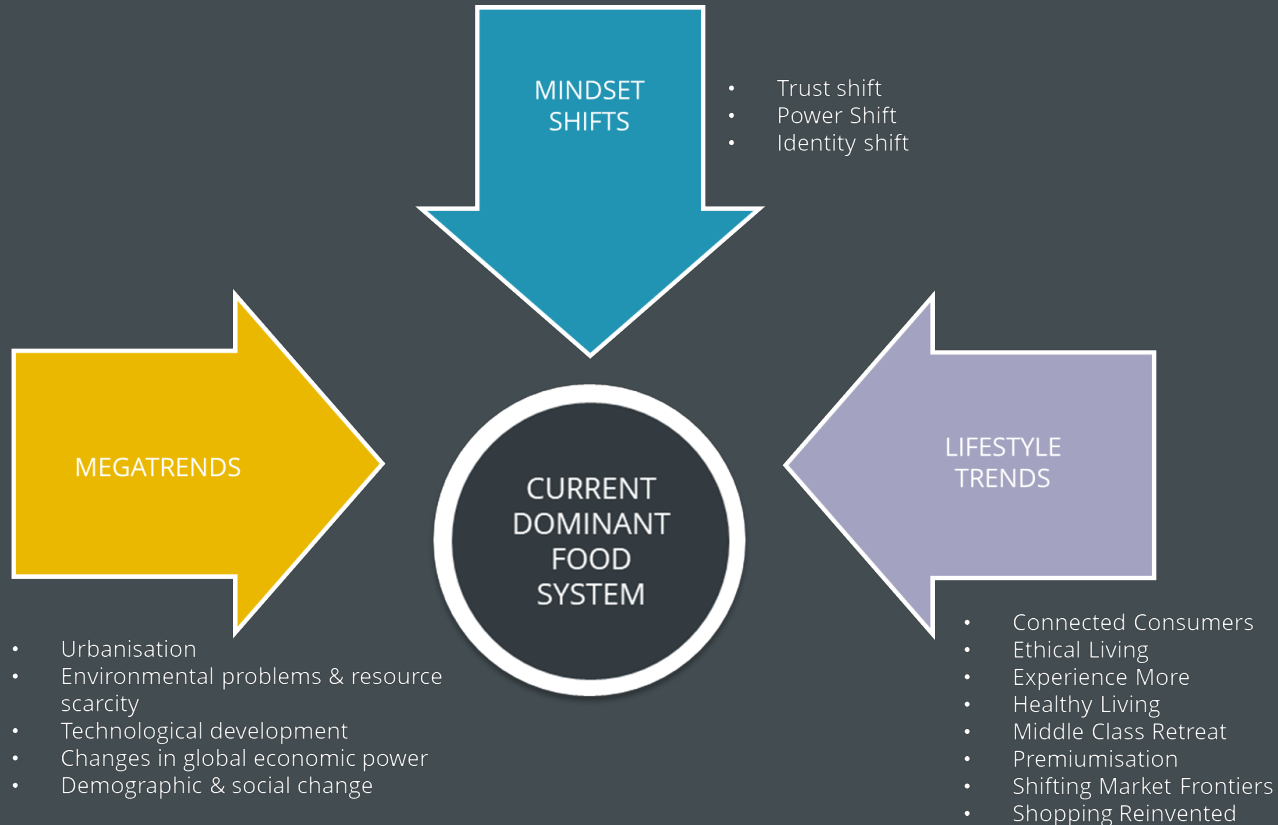
# CURRENT SYSTEM IS NOT GOING TO MAKE IT

The ecological ceiling and the social foundation creates our space to operate. Within that space we have to get creative!

Kate Raworth: Doughnut Economics (2017)



# Mismatch: The Big Problem





# NOTHING WILL CHANGE unless there's a shift in thinking



From single-  
purpose systems...



...to multi-purpose  
systems



From mitigating risks and  
reducing negative impacts...



... to creating  
positive value and  
multiple benefits



WHERE ARE WE NOW?



# FOOD SYSTEMS SHOULD BE SO MUCH MORE THAN TODAY

How could they provide a better deal for farmers and producers?

How could they be more circular by design?

How could they be more distributive by design?

How could they encourage and empower us to create new business  
solutions?

How could they make our society more fit for the future, provide healthy,  
sustainable foods and increase happiness for everyone?

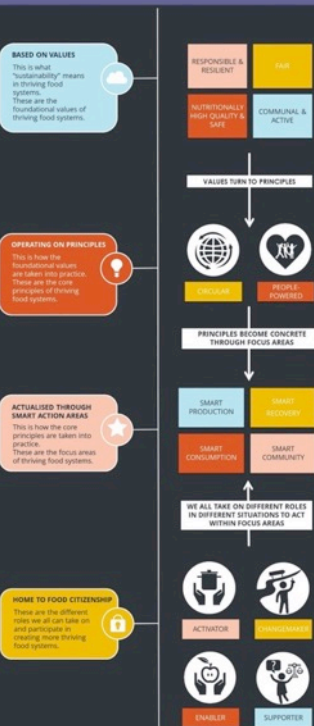




## Thriving Food Systems

While places, circumstances and actors involved differ, there are a number of shared attributes that can be recognised as hallmarks for thriving food systems.

This is what thriving food systems look like.



Food systems should create a better deal for food producers, eaters and the environment.

For this to happen, food systems need to be thriving: diverse, down-to-earth, people-powered, participatory, collective, connected, worthy, healthy, productive, efficient, effective, climate-friendly, creative, sustainable, meaningful and prosperous for their members.

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## Smart Action Areas

Building a thriving food system may seem like a big task if you start from a blank canvas. That's why we've drafted a framework for focusing your efforts and organising the work field. It also helps in setting yours and others activities in a larger context.



### EXAMPLE ACTIONS:

- Improving resource efficiency
- Reducing waste and emissions
- Enabling and facilitating regenerative agriculture



SMART PRODUCTION



SMART RECOVERY

### EXAMPLE ACTIONS:

- Increased use of recycled nutrients
- Utilising and commercialising production side-streams
- Increasing the use of renewable energy

### EXAMPLE ACTIONS:

- Enabling and facilitating purchase and consumption behaviour changes
- Solutions and products to enable smart consumption
- Strengthening food culture and appreciation of food



SMART CONSUMPTION



SMART COMMUNITY

### EXAMPLE ACTIONS:

- Solutions to enable and facilitate active food citizenship
- Creating and facilitating different circular models in food systems
- Enabling smart community building through governance and administrative structures

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## Food Citizenship

Food Citizenship is what makes thriving food systems tick!

Simply put, Food Citizenship is being an active participant in the food system. All of us inherently have this citizenship right – after all, we are all eaters – but we don't always recognise our opportunities for using it.



EMPOWERMENT



PLACES RESPONSIBILITY

Food Citizenship both empowers and places responsibility on all of us to make change happen. For change to happen, we as individuals need to feel like our actions and choices have an impact and meaning in the food system – and we need to want to use that power.

We also need to perceive that things – at least to some extent – happen in the food system because of our choices, and change won't happen unless we actively work towards it – so we have a responsibility to use our power.

## Many ways to be a food citizen



## Many ways to participate



## What's your way?



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### BASED ON VALUES

This is what "sustainability" means in thriving food systems. These are the foundational values of thriving food systems.



VALUES TURN TO PRINCIPLES



PRINCIPLES BECOME CONCRETE THROUGH FOCUS AREAS



WE ALL TAKE ON DIFFERENT ROLES IN DIFFERENT SITUATIONS TO ACT WITHIN FOCUS AREAS.



### HOME TO FOOD CITIZENSHIP

These are the different roles we all can take on and participate in creating more thriving food systems.

Food systems should create a better deal for food producers, eaters and the environment.

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# OPERATING ON 2 PRINCIPLES



CIRCULAR



PEOPLE-POWERED





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## ACTUALISED THROUGH SMART ACTION AREAS

**SMART PRODUCTION**  
Making products and services in a way that is better for the environment, people and animals

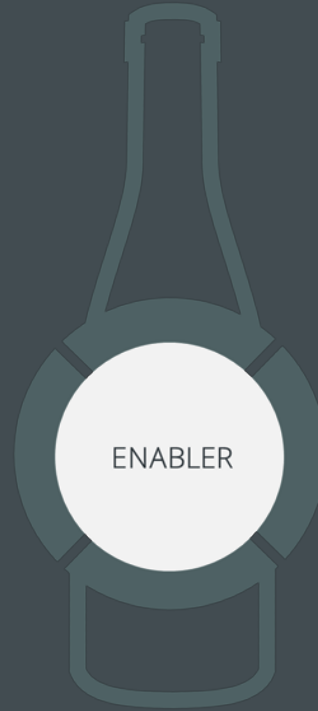
**SMART RECOVERY**  
Ensuring valuable material and energy streams are retained within the food system

**SMART CONSUMPTION**  
Enabling stronger consumer involvement in the food system and facilitating responsible consumption

**SMART COMMUNITY**  
Vitalising communities through the food system



# What is FOOD CITIZENSHIP?





# Ways you can participate



## CONSUMING

Buy & eat  
foods  
consciously

## SHARING

Share tips,  
recommendations  
& resources

## AFFILIATING

Support &  
participate in  
local food  
initiatives

## ADAPTING

Rethink your  
everyday  
behaviours

## FUNDING

Help fund  
positive  
impact  
initiatives

## PRODUCING

Find ways to  
directly get  
involved in  
food  
production

## SHAPING

Be active in  
creating your  
food system



# Who should be involved?

## FOOD CITIZEN

### CHANGEMAKER

I create solutions – I provide the supply in this system

### ACTIVATOR

I want, need and use solutions – I am the demand in this system

### ENABLER

I create platforms and provide inputs for solutions – I enable supply to meet demand

### SUPPORTER

I help make solutions happen – I create favourable conditions

### CONSUMING

Consumption within the local food system

### SHARING

Sharing other people's content or ideas, spreading the word

### AFFILIATING

Endorsing or joining an activity within the local food system

### ADAPTING

Re-mixing other people's content or ideas

### FUNDING

Endorsing with money within the local food system

### PRODUCING

Creating or delivering content or assets within the local food system

### SHAPING

Shaping or protecting the norms of the local food system

### FOUNDATIONAL ROLE:

I AM a food citizen, a member of my local food system – we all are

### SITUATIONAL ROLES:

As a food citizen, I can TAKE ON any or all of these roles

### WAYS OF ENGAGING:

As a food citizen, I can DO any or all of these actions in different situational roles



WANT TO LEARN MORE?



# Hungry for... Deliverables



## Website

Includes  
inspiration library  
& Åland reporting  
as podcasts  
[FREE]



## Online Course

Guided video  
learning &  
downloadable  
materials  
[FREE]



## Playbook

In-depth explanation  
of the need drivers,  
principles &  
frameworks of a  
thriving food  
systems  
[PAID]



## Talks

Talks &  
presentations on  
thriving food  
systems (Public  
& Private)  
[PAID]



## Workshops

Workshop day in  
Finnish/Swedish at  
Wiurila (i.e. course &  
book contents  
walkthrough in FI/  
SWE)  
[PAID]



## Facilitation

Facilitated  
process for  
building thriving  
food systems  
[PAID]

<http://www.invenire.fi/>



AN EXAMPLE



NOW GO. BE A FOOD  
CITIZEN.  
THANK YOU!

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I love those defining moments when leaders successfully re-frame their problems and make courageous decisions to change things for the better.

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WHAT DOES ALL THIS  
MEAN FOR YOUR  
BRAND?



# As an active Food Citizen, what do I want my food system to be?



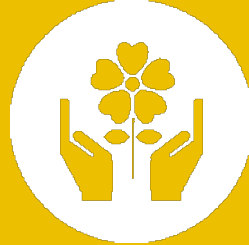


# As an active Food Citizen, where to focus my action?



## SMART CONTENTS

What is it that I'm eating?



## SMART ORIGIN

Who made it, how and where?



## SMART USE

How is it done, packaged and delivered to me and how do I consume it?