



WFO affiliated session at the "Bold Actions for Food" event of the World Economic Forum

Fostering Innovation in Agriculture and People Centrality

15 March 2022, 11:30-13:00 CET

CONCEPT NOTE

Farmers are protagonists on the world scene, as food security and the sustainability of the food system transformation have gained a central role in global debates, first in relation with the 2030 Agenda and the achievement of Sustainable Development Goals.

Farmers are called to feed the world while immense pressures weigh on them: a growing world population, the fight against climate change, the urbanization and the loss of agricultural soil are just some of the challenges to which Farmers are confronted every day.

In this context, innovation and digitalization have been recognized as crucial drivers to improve the quality of production and reach sustainability, but often associated only with the development and utilisation of technologies.

However, innovation in Agriculture is much more than technology, as a crosscutting line that encompasses all aspects of agricultural production and farmers' work.

How do we make sure that farmers, their families and communities are driving the innovation process in agriculture in a way that the people centrality is respected and protected?

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AGENDA

11:30 CET Plenary Session - Introduction and Scene Setting

Curator: **Valeria Di Marzo**, WFO Communications Manager — 5 minutes

Speakers:

Prof. Vanni Frajese, Coordinator of WFO Scientific Council – 5 minutes

Sean de Cleene, Head of Food Systems Initiative, World Economic Forum (TBC) – 5 minutes

Theo de Jager, WFO President – 5 minutes

11:50 CET Breakout Session

Breakout 1 - Big Data and innovation in data management - 40 minutes

Agriculture generates a large amount of Data and the use of technologies have increased the number of ways these data are collected. There is an urgent need to develop new models for the management of Big Data in agriculture in a way that benefit farmers.

Moderator: **Luisa Volpe**, WFO Head of Policy Development

Breakout 2 – Organized agriculture in support of farmers-driven innovation - 40 minutes

Farmers and Farmers' cooperative organisations can help closing the gap between farmers and the scientific and private sector world. They can boost the adoption of innovation through advisory services, brokerage, training, information sharing.

Moderator: **Paolo Di Stefano**, Facilitator, WFO Working Group on Value Chain

Breakout 3 - Innovation in nutrition policies - 40 minutes

Farmers, consumers, policy makers and nutrition experts should cooperate to achieve healthy diets through innovative policy models that take into account the central role held by farmers in ensuring the provision of healthy food for all.

Moderator: **Cristina Chirico**, Facilitator, WFO Working Group on Food Security

12:30 CET Report back to Plenary

Curator: **Valeria Di Marzo**, WFO Communications Manager – 2 minutes

Speakers:

Rapporteur of Breakout 1 – 3 minutes

Rapporteur of Breakout 2 – 3 minutes

Rapporteur of Breakout 3 – 3 minutes

12:40 CET Reaction from the business sector

Speaker: **Serpil Tascioglu**, Director Global Foods Innovation & Strategy, Unilever - 7 minutes

12:50 CET Closing messages

Speaker: **Arianna Giuliadori**, WFO Secretary General – 5 minutes