

# OFFICIAL FEEDBACK FORM

<b>DIALOGUE DATE</b>	Wednesday, 23 June 2021 15:00 GMT +01:00
<b>DIALOGUE TITLE</b>	Plant-based innovation and the just transition to better diets
<b>CONVENED BY</b>	Forum for the Future
<b>DIALOGUE EVENT PAGE</b>	<a href="https://summitdialogues.org/dialogue/22759/">https://summitdialogues.org/dialogue/22759/</a>
<b>DIALOGUE TYPE</b>	Independent
<b>GEOGRAPHICAL FOCUS</b>	Albania, Andorra, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom of Great Britain and Northern Ireland, United States of America

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

# 1. PARTICIPATION

## TOTAL NUMBER OF PARTICIPANTS

33

## PARTICIPATION BY AGE RANGE

0-18

19-30

31-50

51-65

66-80

80+

## PARTICIPATION BY GENDER

11 Male

22 Female

Prefer not to say or Other

## NUMBER OF PARTICIPANTS IN EACH SECTOR

1 Agriculture/crops  
Fish and aquaculture  
1 Livestock  
Agro-forestry  
Environment and ecology  
Trade and commerce

5 Education  
2 Communication  
Food processing  
2 Food retail, markets  
9 Food industry  
1 Financial Services

1 Health care  
1 Nutrition  
National or local government  
Utilities  
Industrial  
10 Other

## NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

3 Small/medium enterprise/artisan  
1 Large national business  
9 Multi-national corporation  
Small-scale farmer  
Medium-scale farmer  
Large-scale farmer  
6 Local Non-Governmental Organization  
9 International Non-Governmental Organization  
Indigenous People  
2 Science and academia

Workers and trade union  
Member of Parliament  
Local authority  
1 Government and national institution  
Regional economic community  
United Nations  
1 International financial institution  
1 Private Foundation / Partnership / Alliance  
Consumer group  
Other

## 2. PRINCIPLES OF ENGAGEMENT

### HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

Act with urgency: we integrated urgency into the framing of the process, brought together initial insights to use during the workshop, and focused on moving to action throughout. Commit to the summit: we encouraged people to really share honestly, and worked hard to create a safe space for a wide range of opinions to come together; we encouraged new connections between participants. Be respectful: we agreed on ground rules including listening, and letting everyone have the chance to speak when comfortable to do so. Recognise complexity: we were operating at the intersection of a number of issues - equal access alongside nutrition and sustainability; we encouraged people to explore different angles and perspectives around the same issue - with varying scenarios across availability and affordability. Engage multi-stakeholder inclusivity: we included participants from the business community, funding and civil society. Complement the work of others: we gathered and built on interview insights from a range of stakeholders; we encouraged people to highlight what was already being done. Build trust: we encouraged people to share their motivations for joining the session and any tensions they were feeling; our icebreaker activity gave people a chance to meet each other on a human level.

### HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

We actively sought to engage different perspectives across sectors, size of organisation, type of activity, and geographical focus. Honorariums were offered to support different kinds of people to participate. We asked if anyone had any access needs beforehand.

### DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

Draw out different perspectives - this includes making time to talk individual people through the proposed process beforehand to increase their willingness to engage. Ask your participants if they need any support to be able to contribute. Provide a variety of opportunities for people to contribute their perspectives and insights to cater to different styles of communication. Consider providing honorariums for participants that can't otherwise engage. Explore a longer process using a number of different tools and approaches to support a deeper exploration of the topic and key actions going forward.

# 3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

**DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?**

Yes

No

We designed and ran an “Action Sprint” process: time-bound, dynamic, interactive and creative, and bringing together a deliberately diverse group of people from different organisations, communities and geographies, in order to: (1) gain a deeper understanding of each other’s perspectives on the challenge, raise levels of ambition and explore a shared vision; and (2) unlock transformative action, by exploring inspiring examples and enablers of positive change, and identifying potential routes to transformative action for participants and more broadly. We researched and invited a wide range of participants, balancing participation across business and civil society, including food brands, manufacturers, retailers and startups, food innovation funders and supporters, behaviour change non-profits, small-scale community organisations, food justice entrepreneurs, chefs, culinary arts researchers and more. The online nature of the process meant we could bring together people from different geographies (including the US, the UK and mainland Europe, and India). It also meant that each participant had an equal voice in the discussions, regardless of the very different sizes and scales of the various organisations they represented. The process itself was designed to be both sufficiently structured to respect participants’ time investment and reach the stated objectives; and open and flexible enough to adapt to the direction of the discussions and insights generated. The facilitation was also designed to build trust and create a safe space for different perspectives, offering multiple ways to contribute ideas, insights, questions and observations throughout; for example, the virtual workshops included a combination of plenary sessions, discussions in pairs and small groups, individual reflection and options to comment through the online chat facility. Throughout the process we used system change tools, such as the Three Horizons model, to help people build a shared language and framing for exploring the problem and help make the complexity of the conversation manageable, while allowing a depth of analysis. The Action Sprint generated, gathered and shared insights in various ways throughout the process, including: preliminary interviews and survey; two interactive online workshops two weeks apart; a small amount of research and small group discussions by participants in between workshops; mid-process interviews to build on findings from the first workshop; a final feedback survey and interviews; and a series of blogs to recap and share the insights being generated throughout the process for the benefit of participants and the wider public - all of which was published on a dedicated Futures Centre Live Research page where participants and other interested stakeholders could contribute their comments.

# 4. DIALOGUE FOCUS & OUTCOMES

## MAJOR FOCUS

Increasing the proportion of plant-based food people eat is one of the crucial steps towards more sustainable, healthy diets and there is huge excitement, investment and momentum around plant-based innovation in Europe and the US. However, that innovation is not necessarily well-aligned with ensuring that nutritious, sustainable food is widely affordable, accessible and desirable to a wide range of people and communities. As it stands, plant-based innovation is not delivering sustainable nutrition for all.

What if we could harness the energy around plant-based innovation to help catalyse the transformations in the food system that are urgently needed? What kinds of innovation, in the widest sense, do we need to deliver a healthier, more sustainable and, crucially, more equitable food system, from new approaches to innovation and new business models, to cultural and mindset shifts? How might plant-based innovation help drive that 'just transition' of diets in Europe and the US?

### ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
- Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

- Finance
- Innovation
- Human rights
- Women & Youth Empowerment
- Policy
- Data & Evidence
- Governance
- Trade-offs
- Environment and Climate

## MAIN FINDINGS

This Dialogue identified:

1. Six key solution areas for plant-based innovation to contribute to a just transition to healthy, sustainable diets in the US/Europe - innovations that:
  - a. enable us to mainstream the use of a greater diversity of healthy, sustainable, plant-based foods and ingredients as well as preparation methods and processes
  - b. embed, democratise and improve how much we value skills, knowledge and awareness about healthy, sustainable plant-based foods
  - c. improve the short AND longer-term affordability of healthy and sustainable plant-based foods
  - d. bring people at all income levels closer to healthy and sustainable plant-based foods and without stigma
  - e. increase the diversity of people, in the broadest sense, in the plant-based movement
  - f. generate business models that create and distribute value more evenly
2. An interconnected set of considerations for approaches to plant-based innovation, to address as a whole, in order to help catalyse a just transition to better diets:
  - a. Address the challenges holistically, avoiding trading off one aspect against another
  - b. Design/test for - and commit to - scaling up, at speed
  - c. Cater to more different individuals and communities and unmet needs
  - d. Look beyond the product level, towards: Creating genuinely equitable business models; Changing eating behaviours for the better; Driving and supporting mindset and cultural shifts
  - e. Decentralise access to good food
  - f. Empower people through food skills and knowledge
3. Enablers for more transformative kinds of innovation:
  - a. Breaking out of our "innovation bubbles" to develop better ideas more in line with what the world needs
  - b. Rethinking partnerships to build in more ambition and make the best use of respective capabilities
  - c. "Matchmaking" to drive impact, including innovating where it's needed the most and supporting those who already offer a solution
  - d. More collective voice and coordination across existing smaller-scale innovators
  - e. Combining the best of the past (eg recipes) and the present (eg science) to go faster
  - f. Supporting some innovations as bridges to a better place if not our ultimate, ideal solution
  - g. Advocating for policies, subsidies, regulation etc that recognise the connections between health, nutrition, food and the environment
4. Some areas for further exploration and discussion:
  - a. Tipping current innovations beyond incremental and towards their transformative potential
  - b. Embedding innovation into strategies for greater food equity
  - c. Ensuring a collaborative "ecosystem" of innovators

### ACTION TRACKS

- |                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Action Track 1: Ensure access to safe and nutritious food for all      |
| <input checked="" type="checkbox"/> | Action Track 2: Shift to sustainable consumption patterns              |
| <input type="checkbox"/>            | Action Track 3: Boost nature-positive production                       |
| <input checked="" type="checkbox"/> | Action Track 4: Advance equitable livelihoods                          |
| <input type="checkbox"/>            | Action Track 5: Build resilience to vulnerabilities, shocks and stress |

### KEYWORDS

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|-------------------------------------|---------------------------|-------------------------------------|-------------------------|
| <input type="checkbox"/>            | Finance                   | <input type="checkbox"/>            | Policy                  |
| <input checked="" type="checkbox"/> | Innovation                | <input type="checkbox"/>            | Data & Evidence         |
| <input type="checkbox"/>            | Human rights              | <input type="checkbox"/>            | Governance              |
| <input type="checkbox"/>            | Women & Youth Empowerment | <input type="checkbox"/>            | Trade-offs              |
| <input type="checkbox"/>            |                           | <input checked="" type="checkbox"/> | Environment and Climate |

## OUTCOMES FOR EACH DISCUSSION TOPIC - 1/4

Key solution areas for plant-based innovation to contribute to a just transition to healthy, sustainable diets in the US/Europe:

1. Innovations that enable us to mainstream the use of a greater diversity of healthy, sustainable, plant-based foods and ingredients as well as preparation methods and processes (eg fermentation) - providing the right enabling conditions and incentives on farms, in homes, on menus and on store shelves. (eg UK brand Hodmedods work with British farmers to build commercially viable supply chains for forgotten local pulses and grains)
2. Innovations that embed, democratise and improve how much we value skills, knowledge and awareness about healthy, sustainable plant-based foods - from home cooks to school curriculums, mainstream professional training and qualifications (in culinary arts, agriculture, food science and healthcare...), local and national government, and food businesses. (eg The University of West London's Undergraduate degree in Food and Culinary Management integrates sustainability and nutrition throughout; Charlie Cart is a self-contained mobile mini-kitchen that enables cooking classes to take place anywhere, from schools to libraries)
3. Innovations that improve the short AND longer-term affordability of healthy and sustainable plant-based foods (and that reflect the true cost of unhealthy, unsustainable foods) in mainstream retail and food service, removing price barriers to longer-term behaviour change regardless of household income. (eg UK retailer The Co-op has reduced the price of its own-brand plant-based products to match animal-based alternatives; prescription programmes - such as Wholesome Wave and Rose Vouchers - enable low-income families to buy more fresh produce)
4. Innovations that bring people at all income levels closer to healthy and sustainable plant-based foods and without stigma, whether it's growing, cooking or eating; and whether it's about physical proximity/access or improved general visibility and transparency of the foods (this could be business models, community initiatives, communications or digital approaches). (eg Heru Urban Farming in St Louis in the US grows healthy, fresh produce for the local community, especially the most food insecure, while also providing education and training on growing, cooking and healthy living).
5. Innovations that increase the diversity of people, in the broadest sense, in the plant-based movement: products, meals, brands etc. that appeal to a broader range of people and communities
6. Business models that create and distribute value more evenly. Plant-based innovation alone can only achieve so much, however well-designed and well-intentioned. To push beyond the limits and failings of our current economic system (that drives so many of the inequalities related to food and diets), plant-based innovation needs to be part of broader strategies for reducing inequality and business models for sharing value more evenly.

### ACTION TRACKS

✓	Action Track 1: Ensure access to safe and nutritious food for all
✓	Action Track 2: Shift to sustainable consumption patterns
	Action Track 3: Boost nature-positive production
✓	Action Track 4: Advance equitable livelihoods
	Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

	Finance		Policy
✓	Innovation		Data & Evidence
	Human rights		Governance
	Women & Youth Empowerment		Trade-offs
		✓	Environment and Climate

## OUTCOMES FOR EACH DISCUSSION TOPIC - 2/4

Interconnected considerations for approaches to plant-based innovation to help catalyse a just transition to better diets. To be more transformative, that innovation needs to:  
Address the challenges holistically, avoiding trading off one aspect against another (eg human health vs the environment) or ignoring some issues altogether (eg living wages for food workers).

Design/test for - and commit to - scaling up, at speed, because the challenges are urgent, and we need rapid positive change at scale. Scale can happen in different ways: it might mean many similar innovations or activities joining up more effectively, not just one innovation becoming "bigger".

Cater to more different individuals and communities and unmet needs. Successful innovations often leave people behind, who are considered too hard to reach, or are just less important or visible to those doing the innovating. For a just transition and equal access to good diets, innovation must cater to more parts of society and do more to address everyone's unmet needs around healthy, sustainable eating.

Look beyond the product level, considering how innovations sit within and affect the bigger picture of what's needed. This includes:

- Creating genuinely equitable business models, whether from the ground up or by transforming what we already have (eg looking beyond the usual funders/investors to new partners with an interest in similar outcomes); and, especially important, ensuring food workers earn enough to afford good food.
- Changing eating behaviours for the better, and at scale, based on a solid understanding of where people are starting from.
- Driving and supporting mindset and cultural shifts, including within specific target groups - recognising and working with the fact that this could take time.

Decentralise access to good food making it more available out of hours, out of town, or for isolated/less mobile consumers, and easier to grow some fresh produce at home or nearby.

Empower people through food skills and knowledge, enabling them to grow food and cook more from scratch, understand more about what they're eating, and help others to do the same (eg skills sharing between chefs).

This is not meant as a definitive, exhaustive list (or a completely novel one). The value lies in treating these considerations as an interconnected set to help ensure innovation is truly transformative, and/or in understanding which area we can be best at, while supporting others to act on the remaining areas (and certainly without undermining them). They can generate useful prompt questions/challenges: Does my approach to innovation truly live up to all of these considerations? Am I failing on any of them? Where might I be able to do more?

### ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
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- Action Track 5: Build resilience to vulnerabilities, shocks and stress

### KEYWORDS

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- Trade-offs
- ✓ Environment and Climate



## OUTCOMES FOR EACH DISCUSSION TOPIC - 3/4

Enablers of more transformative kinds of innovation:

- Breaking out of our “innovation bubbles” to develop better ideas more in line with what the world needs: more open innovation processes (eg bringing together young entrepreneurs, academia and civil society as well as business); more inclusive innovation to drive equality in who participates (eg less-heard voices and less catered-to communities).
- Rethinking partnerships: to build in more ambition and make the best use of respective capabilities - working with those who can take our innovations to scale in different ways, help us share knowledge and information more effectively, distribute our products/services, or help make them more affordable...
- “Matchmaking” to drive impact, including innovating where it’s needed the most, or supporting those who already offer a solution to my problem (rather than competing or reinventing).
- More collective voice and coordination across existing smaller-scale innovators, such as community-based initiatives and entrepreneurs (often overstretched and underfunded) to share skills and resources, and demonstrate collective impact and value. Perhaps starting with a national union of community initiatives?
- Combining the best of the past and the present to go faster: drawing on existing/traditional foods, recipes, cooking techniques and knowledge together with today’s science, technologies and insights, to reach positive impact faster and without reinventing the wheel.
- Supporting some innovations as bridges to a better place if not our ultimate, ideal solution (eg recipe kits as a stepping stone towards more scratch cooking).
- Advocating for policies, subsidies, regulation etc that recognise the connections between health, nutrition, food and the environment.

### ACTION TRACKS

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|---|--|
| ✓ | Action Track 1: Ensure access to safe and nutritious food for all      |
| ✓ | Action Track 2: Shift to sustainable consumption patterns              |
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| ✓ | Action Track 4: Advance equitable livelihoods                          |
|   | Action Track 5: Build resilience to vulnerabilities, shocks and stress |

### KEYWORDS

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|---|---------------------------|---|-------------------------|
|   | Finance                   |   | Policy                  |
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|   | Women & Youth Empowerment |   | Trade-offs              |
|   |                           | ✓ | Environment and Climate |

## OUTCOMES FOR EACH DISCUSSION TOPIC - 4/4

Reflections, personal actions, and questions to explore further:

- Tipping current innovations towards their transformative potential: for example, meat alternatives have the potential to keep people eating badly, or to help drive a mainstream shift to more plant-based, healthier diets. How can we influence this? Whose responsibility is it?

- Embedding innovation into strategies for greater food equity: The food industry has a big opportunity to improve many people's ability to afford good food, by ensuring all its own workers earn living incomes. It's difficult for any affordable innovation strategy to be credible if the organisation doesn't pay living wages. Who's doing this well and supporting this message, and what can be learnt or replicated from that?

- Ensuring a collaborative "ecosystem" of innovators: Whose responsibility is it to lead the transformation we need? How do we best combine top-down and bottom-up approaches? How can innovators, with different audiences, areas of expertise, scales, perspectives and visions, work alongside one another, and support one another to all move towards more transformative action? Who or what can facilitate this?

### ACTION TRACKS

- Action Track 1: Ensure access to safe and nutritious food for all
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### KEYWORDS

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## AREAS OF DIVERGENCE

This Dialogue generated some areas of divergence as well as important questions that were either not resolved or not addressed in depth (eg due to time constraints) and therefore merit further exploration and discussion. These include:

- Food system change vs broader economic system (and affordability vs incomes): To what extent can we tackle the issues within the food system, when so many of the issues stem from our wider economic system? How far can innovation go to be transformative when operating within the constraints of the dominant economic model? For example, many food workers' incomes are too low to afford healthy, sustainable diets. The corresponding solutions could be more about the wages that food businesses pay, than about the affordability of their products.
- Increasing the emphasis on the need for a just transition: The question of just transition wasn't explored in great depth, and was quite a new aspect of the conversation for many of our participants. How do we raise awareness of the need for just transitions in the food system across audiences and stakeholders, improve people's understanding of what just transition means and could look like, and enable it to become part of more people's remit to actively consider and support it, regardless of their role, organisation and sector?
- But also... who has the right to talk about (food) justice, or benefit from driving it? To what extent should businesses play a role in delivering food equity and justice or in supporting vulnerable people for example? How much should businesses benefit from others' ideas for improving access to healthy, sustainable diets (if at all), particularly when it is felt by some stakeholders that those businesses could be responsible in part for some of the challenges? This Dialogue surfaced divergence around different potential roles as well as the right to shape more equitable access to better diets.
- Consumer choice vs other influences on diets: Is the question really about changing the healthy, sustainable options available to people, or about addressing the incentives for eating unhealthy, unsustainable options?
- Aligning or combining different efforts in service of shared goals. To what extent can the shared goal of equal access to healthy sustainable diets enable different perspectives to be reconciled, build trust between different stakeholders and support co-operation? How to enable many different players to work together or support one another to all move towards transformative action? What would it look like if innovators with different perspectives and expertise were able to make their best contribution to the challenges in mutually complementary ways? What could enable this to happen?

### ACTION TRACKS

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| <input type="checkbox"/>            | Women & Youth Empowerment | <input type="checkbox"/>            | Trade-offs              |
| <input type="checkbox"/>            |                           | <input checked="" type="checkbox"/> | Environment and Climate |

# ATTACHMENTS AND RELEVANT LINKS

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## RELEVANT LINKS

- **Futures Centre - Live Research: Where next for plant based innovation and its role in a just transition to better diets?**  
<https://www.thefuturescentre.org/liveresearch/where-next-for-plant-based-innovation/>
- **Shaping the potential of plant-based innovation to support a just transition to healthy, sustainable diets**  
<https://www.thefuturescentre.org/shaping-the-potential-of-plant-based-innovation-to-support-a-just-transition-to-healthy-sustainable-diets-four-narratives/>
- **What innovations are you seeing across different solution areas?**  
<https://www.thefuturescentre.org/what-innovations-are-you-seeing-across-different-solution-areas/>
- **Insight Series: Hubbub's perspective on innovation for a just transition**  
<https://www.thefuturescentre.org/insight-series-hubbubs-perspective-on-innovation-for-a-just-transition/>
- **Insight Series: Andrew Carlin on EIT Food's drive for more inclusive innovation**  
<https://www.thefuturescentre.org/andrew-carlin-on-eit-foods-drive-for-more-inclusive-innovation/>
- **Insight Series: Christophe Schmitt on Nestlé Research's hopes for affordable plant-based innovation**  
<https://www.thefuturescentre.org/christophe-schmitt-on-nestle-researchs-hopes-for-affordable-plant-based-innovation/>