



Imagine: The World Action Institute for one Planetary Food Ecosystem

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The World (business and societies everywhere) needs a new way of enabling positive change. The world is at a precipitous inflection point, where agriculture and food ecosystems play a vital and integrated role linked to human and planetary health and survival. To address the world's inflection point (IP), meta-leaders need to come together, think differently and act in epic planetary proportions! Below are two IP scenarios, followed by a proposed visionary solution, which will require further discussion.

Scenario 1

Continue with slow, semi-coordinated, splintered, erratic (often politicized) actions and willful blindness toward an inevitable, irreversible and unsustainable planetary abyss (reference environmental boundaries and trajectories as outlined in the Eat-Lancet Commission Report at eatforum.org) and a continued erosion of public trust; or

Scenario 2

Enable swift, coordinated, united and universal global action, to accelerate massive movements, which are good for business and society!

Whether or not you agree with these perspectives, the following can be good for business.

The World Action Institute for One Planetary Food EcoSystem (The Institute) launches across Canada before September 2019. The Institute's mission is to rapidly research, innovate, pilot, iterate, deploy and accelerate high-impact game



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changing meta-solutions, which help consumers and food/ingredient buyers make informed decisions about the food/ingredients they purchase and consume, as well as the organizations, governments or regions they support. Fueled by a combination of ingenuity, science, design, collaboration, AI and other digital technologies, the Institute will create realistic, manageable, measurable and trusted movements, which swiftly and continuously nudge current food ecosystems (and the influential actors within) to transition well within planetary boundaries and reverse environmental degradation (regionally and globally). The Institute will enable a platform of tools for businesses and consumers, which can be customized and make visible the current situation and collective impact, while providing predictive analysis down to individual locations, products, menus and diets. The scalable universal platform will be unwavering; operating outside the

confines and direct influence of government bodies and traditional business models. Food security/access, health and wellness and food loss and waste can be components.

The Institute's launch can be further amplified at a UN Climate Summit to take place Sept. 23 in New York City. An overview is below.

"Climate change is the defining issue of our time and now is the defining moment to do something about it. There is still time to tackle climate change, but it will require an unprecedented effort from all sectors of society. To boost ambition and accelerate actions to implement the Paris Agreement on Climate Change... The Summit will showcase a leap in collective national political ambition and it will demonstrate massive movements in the real economy in support of the agenda. Together, these developments will send strong market and political signals and inject momentum in the "race to the top" among countries, companies, cities and civil society that is needed to achieve the objectives of the Paris Agreement and the Sustainable Development Goals."

There is only room for so many words. This is just the beginning of an idea.

Do you think it is time for something like The World Action Institute for One Planetary Food EcoSystem? 🍎

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