CATALYZING COLLABORATION FOR THE FUTURE OF FOOD

A service proposition to accelerate sustainable innovation in the food value chain

PROJECT ASSIGNMENT

This project is conducted in collaboration with Accenture, which wants to position itself in the agri-food industry as a stronger partner, accelerator, and orchestrator for sustainable transitions and innovation ecosystems. Therefore, the overall research question is: How can Accenture accelerate sustainable innovation through stakeholder collaboration in the food value chain?

FINDING THE RIGHT PROBLEM TO SOLVE

As the world's population is constantly growing, there is increased pressure on agricultural food value chains to deliver sustainable food production, distribution, and consumption, forcing core stakeholders in the food value chain (FVC) to change to meet those needs. One of the most significant barriers for change is a lack of collaboration. Therefore the thesis first researches the drivers, barriers, and roles of stakeholders in the FVC collaborating for sustainable transformation to find the right problem to solve. The barriers lack of trust, leadership and a conservative mindset are the most significant findings.

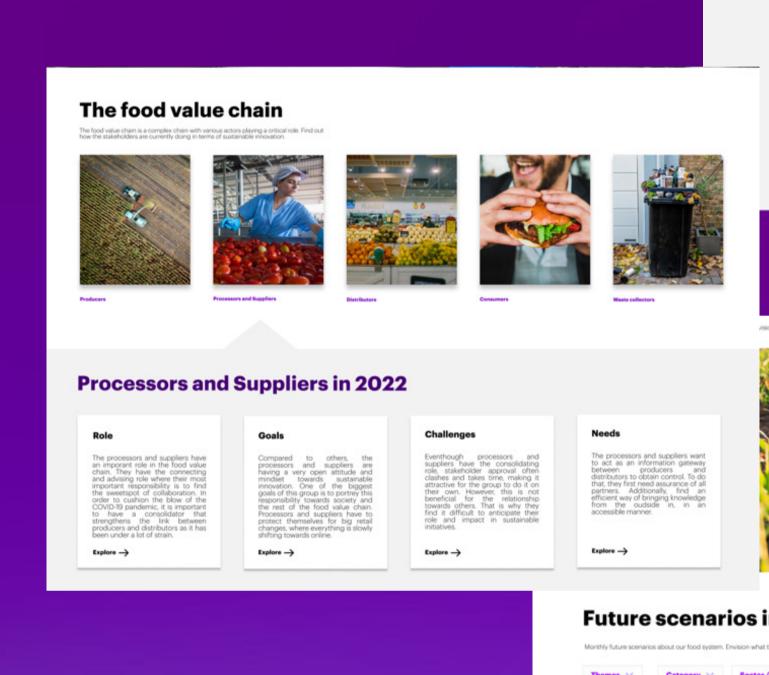
SOLVING THE PROBLEM RIGHT

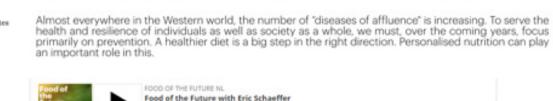
The challenge lies in the explore phase, where core stakeholders find it difficult to anticipate their role, incentive, and vision before collaborating with others. Hence, the final deliverable is a service proposition for Accenture that helps the company to get insights into the core stakeholders values and needs to guide them towards a future-oriented mindset.

OUTCOME

A service is proposed that consists of several elements and is based on the existing participatory backcasting framework. First, a blueprint presents three phases: explore, envision, and engage, focusing on the interplay between Accenture and the targeted stakeholder. A redesigned toolkit guides the consultants in creating new content and future scenarios that catalyses the thought process of the FVCstakeholder by exposing the possibilities and dead ends of sustainable innovation on the supported platform. The core stakeholder gets the chance to react, whereas Accenture uses that data to create engagement and traction for a potential innovation ecosystem.

Combining all elements creates a unique proposition for Accenture to catalyse existing and potential FVC clients in the agri-food industry to accelerate sustainable innovation.





Podcast: Personalised healthy nutrition

and lifestyle. Aided by technological innovation: fit bracelets that monitor, for example, heart rate, calorie intake and cholesterol, apps to put together a healthy meal with the right nutritional values and scanners that help you choose products with the right ingredients in the supermarket. Personalised food is the

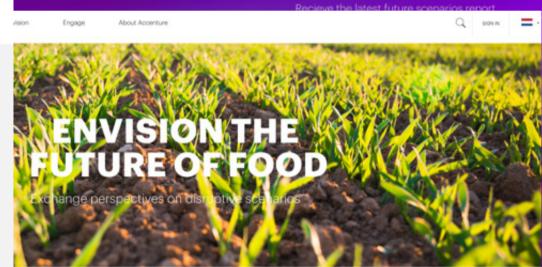
"Healthier diets are essential, both for ourselves and from a social point of view," Eric Schaeffer comments. He is a managing director at Scharpa TechInvest. "If we do nothing, the ageing of the population will lead to a sharp increase over the coming years in chronic conditions such as diabetes. causing a huge rise in healthcare costs. Last year, in the Netherlands, these already amounted to one hundred billion euros annually. Only two percent of that is spent on prevention. We will need to focus much more on that." A challenge not only the Netherlands, but also the rest of the Western world faces.

What do you think?

future, but this is only the beginning of this development.

| Producers | Processors | Suppliers | Distributors / retail | Consumer |
|---------------------|------------------|-----------|-----------------------|----------|
| How will they notic | e the impact as? | _ | | |
| Opportunity | | | | Treat |
| When will we notice | the impact? | | | |
| THICK WILL WE HOUSE | | | | |

Prepare your food business for the future







Ynhi Nguyen Catalyzing collaboration for the future of food 28-02-2022 Strategic Product Design

Chair | Dr. Ir. Mooij. S.C. Committee Mentor | B.G.H. Bluemink

Company

Company mentor | Ir. Janssen, J.J.

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