



COMMUNICATION TOOL

Setting direction for food system transformation | John Bell



In a nutshell

In this interview, John Bell, Director Healthy Planet, European Commission provides insight on how to shift towards more sustainable food systems, focusing on enhancing commitment and strengthening policy in a way that sets the direction to enable change at all levels (local, national and European).

What for?

To explore and understand the food system
To educate or train people on food system transformation

How long?

1:55 minutes

For whom?

Facilitators, Policy makers, NGOs/CSOs, Researchers, Businesses,
Funders, Students, Professionals

Created by

EUFIC

Something to share?

Leave us a comment about this tool on [the platform](#).

This tool was developed as part of FIT4FOOD2030 project, see this tool and others on the [FIT4FOOD2030 Knowledge Hub](#).

Date of creation: October 2019

How to cite?

Bell, J. (2019). Setting direction for food system transformation | John Bell.
<https://www.youtube.com/watch?v=uEcZ0HA2KWA>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088

What will you gain from this?

By watching this video, you will understand the urgency to convene all actors of the food system to transform it together.

Thematic area

Food system approach; food system transformation

Access to the tool

<https://www.youtube.com/watch?v=uEcZ0HA2KWA>



SETTING DIRECTION FOR FOOD SYSTEM TRANSFORMATION | JOHN BELL

This mini interview series was developed by FIT4FOOD2030 on World Food Day 2019.

John Bell, Director Healthy Planet, European Commission provides insight on how to shift towards more sustainable food systems, focusing on enhancing commitment and strengthening policy in a way that sets the direction to enable change at all levels (local, national and European).

Other related interview videos

- [The impact of healthy, sustainable diets on global economies and living conditions | Luca Jahier](#)
- [The importance of women in leadership roles throughout the food system | Corinna Hawkes](#)
- [Local food policy as a key element for a better future for the planet | Ossi Martikainen](#)



Coordinated by:



Partners



OSLO METROPOLITAN UNIVERSITY
WORK RESEARCH INSTITUTE AFI



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088