



TRAINING AND REFLECTION MODULE

Exploring food systems



In a nutshell

This co-creative workshop series brings key stakeholders within the food system together to hear what others are doing and build relationships and dialogue as they develop empathy maps of different actors in the food system, identify the main trends affect local food systems and sketch concept maps of how change can be affected.

What for?

To explore and understand the food system
To work with my community on transforming the food system

For whom?

Policy makers, Researchers, Businesses, Funders, Educators, NGOs

How long?

2.5 hours

Created by

University College Dublin, Food Lab Dublin

Something to share?

Leave us a comment about this tool on the [FIT4FOOD2030 Knowledge Hub](#).

You can also contact Professor Lorraine Brennan, Lorraine.Brennan@ucd.ie.

This tool was developed as part of the FIT4FOOD2030 project; find this tool and many more on the [FIT4FOOD2030 Knowledge Hub](#).

Date of creation: July 2020

How to cite?

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What will you gain from this?

The strength of this workshop is bringing together the expansive network of contacts that the organisers have within the food system for an opportunity to exchange views, opinions and conversations around short, medium and longer-term opportunities for collaboration to transform urban food systems.

The wider benefits include links and relationship building enabling newspaper articles, podcasts, educational initiatives and educational modules for executive education to be developed to increase awareness and understanding of the complexities of food systems and the necessary transformation required.

EXPLORING FOOD SYSTEMS

For the workshop developers, University College Dublin, making the right choices is what will ensure that Ireland is well positioned to deliver sustainable growth well into the future. They designed this series of workshops as a way to amplify shared knowledge and impact around transforming the food system – at a national and local level.

With the first workshop, you will introduce participants to each other and support them in developing empathy maps for the various players within the food system. A follow-up workshop starts from key trend in the food system to construct micro food systems concept maps within smaller groups, tackling the question of how food system change can be affected.



“The Irish Nutrition and Dietetic Institute (INDI) were delighted to be invited to contribute to this important initiative. Working to make sustainable food available to all is at the heart of what dietitians in Ireland are working towards and being in a position to build up contacts and start conversations that may lead to collaborations is an important first step.”

Louise Reynolds - Dietitian and Communications Manager at INDI



University College Dublin

Thematic area

Nutrition, providing sustainable and affordable nutritional foods for all

Target audience

Stakeholders with a role in food systems (including policy, government, regulation, health promotion, academia, waste management, farming, fisheries, charities, commerce, retail and consumers)

Age of participants

Adult, 18 years of age and above

Number of participants

30-35

Number of facilitators

8 (2 per discussion group and 2 available to handle any technical issues that might arise)

Prior knowledge required for participation

Working familiarity or experience with the area of food systems. It is recommended that participants without such a background attend exploratory workshops on the topic of food systems beforehand.

GETTING PREPARED

Set the scene

Involving Key Opinion Leaders within Food Systems your local context is pivotal to achieving the workshop's goal of starting the conversation about transforming food systems. Develop a list of contacts using your connections and network and approach each stakeholder individually to explain the relevance of the project and the importance of getting the input from their organisation.

You can set the scene with participants by emailing them in advance with a background video, information about the workshop and instructions for using the online tools selected.



TIPS & TRICKS

As online events have to be kept much shorter than face to face events to maximise participant engagement it was essential that the scene was set in advance with context, objectives, process and competency with the digital platform.

Materials

This workshop script is intended for online delivery (for example, due to restrictions necessary due to the COVID-19 pandemic). In terms of software, it requires:

A teleconference software. For this particular workshop, software that allows group work is desirable (e.g. Zoom).

A digital workspace for collaboration that is highly visual. Use it to create different boards where templates and materials that need to be filled out are placed. Participants can work together, live during the meeting. The examples below use the platform [Mural](#). Other examples are [Miro](#), [Deskle](#), [Getyellow](#) or [IdeaBordz](#) (free).

Using an additional platform can increase the digital literacy barrier and can lead to frustration if things don't work out. If it is chosen, then adequate time to familiarise oneself with the tool is required.

FLOW

STEP 1: Participants were emailed in advance with background video for context setting and instructions for using the online forum.

STEP 2: First workshop (90 minutes)

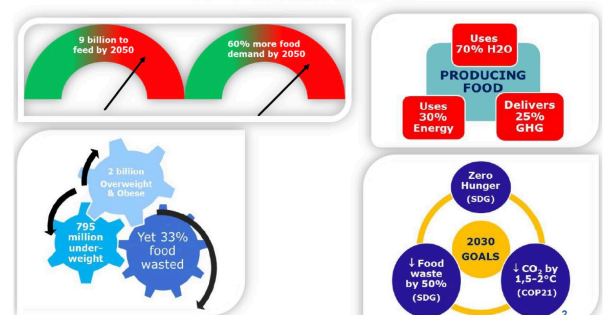
- Welcome & Introductions (10 minutes)
- Workshop manifesto (15 minutes)
- Thinking differently (5 minutes)
- Idea sharing (5 minutes)
- Presentation on food systems and why we need change (10 minutes)
- What did you eat last & Empathy maps (20 minutes)
- Selection of food trend cards (15 minutes)
- Wrap up & next steps (10 minutes)

STEP 3: Second workshop (90 minutes)

- Welcome back & trend card mapping (15 minutes)
- The 'Cost of Doing Nothing' exercise (15 minutes)
- Ideas to effect positive change (15 minutes)
- Comfort break (5 minutes)
- Concept map development (25 minutes)
- Feedback sessions (10 minutes)
- EU initiative 'Food 2030 Pathways for Transformation' discussed by a policy actor (10 minutes)
- Next steps and interactions (5 minutes)

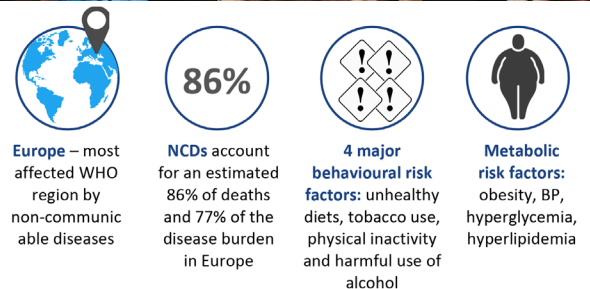


A "Perfect Storm"



FACILITATOR TIPS

Due to the multi-stakeholder nature of the workshops, it is important that sessions are moderated to manage contributions from all participants. This is tested further during an online workshop as subtler non-verbal communication is less impactful. For this reason, a short session on online etiquette is recommended to reinforce the importance of contributing and listening – see the 'Workshop Manifesto' during Workshop 1.



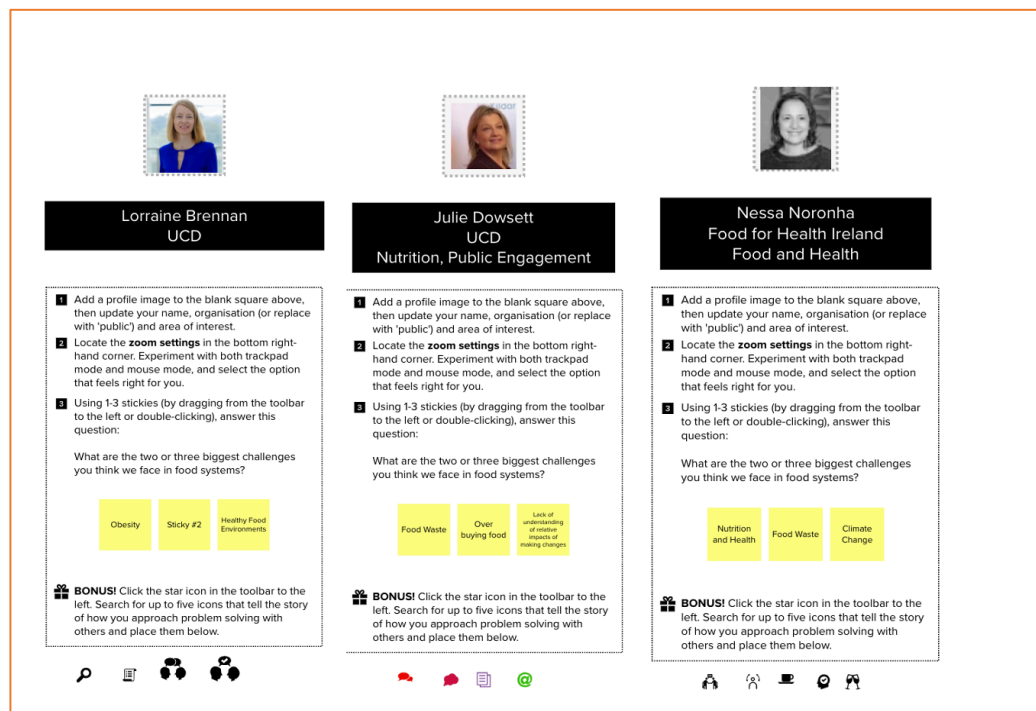
A selection of content used during the workshop including video on Fungi Mutarium and sample slides presented by Professor Lorraine Brennan (UCD). The second figure is credited to Karen Fabbri, Deputy Head of Unit Bioeconomy & Food Systems, DG RTD, European Commission.

STEP 1: PRE-WORKSHOP PREPARATION

20 minutes

In advance of the first online workshop, you can provide participants:

- Background into the project, information about workshop objectives and a video to set the scene
- Instructions on the platform chosen for the online facilitation
- An introductory task that can help participants to both get to know each other and become more familiar with the platform chosen for digital collaboration. For example, participants can be invited to provide a profile on the digital platform chosen, which would be shared with all participants by way of introduction and to allow people to know the other participants who were contributing to the workshop. As a facilitator, you can prepare this in advance by way of example, as the example below illustrates.)



Profile of workshop organisers prepared and shared with participants on the digital collaborative workspace.

STEP 2: WORKSHOP 1

90 minutes

This first workshop introduces participants to each other and support them in developing empathy maps for the various players within the food system.

Part 1: Welcome and introductions (10 minutes)

Part 2: Workshop Manifesto (15 minutes)

Provide an overview of the day, the online tool that will be used and what will be expected of participants. Set out what the group is hoping to achieve with the meeting:

- Break out of normal routines
- Gain a wider perspective
- Make new connections
- Build concept maps

A brief session can be included on online protocol and etiquette, combining both technical aspects of the digital platform and participants' expectations. A board titled 'Workshop Manifesto' was presented and participants were invited to share how they thought the session would be of most benefit.

PART 3: Thinking differently (5 minutes)

To sow the seed of creativity and set the tone of the workshop, find and show a video that illustrates how we will need to 'either do different things, or do things differently'. One such example is [a type of edible fungi which can be fed on waste plastics](#).

PART 4: Idea Sharing (5 minutes)

Invite participants to contribute with comments to a mural about what they think about when they hear the term food systems.

PART 5: A background on food systems and why we need to change (10 minutes)

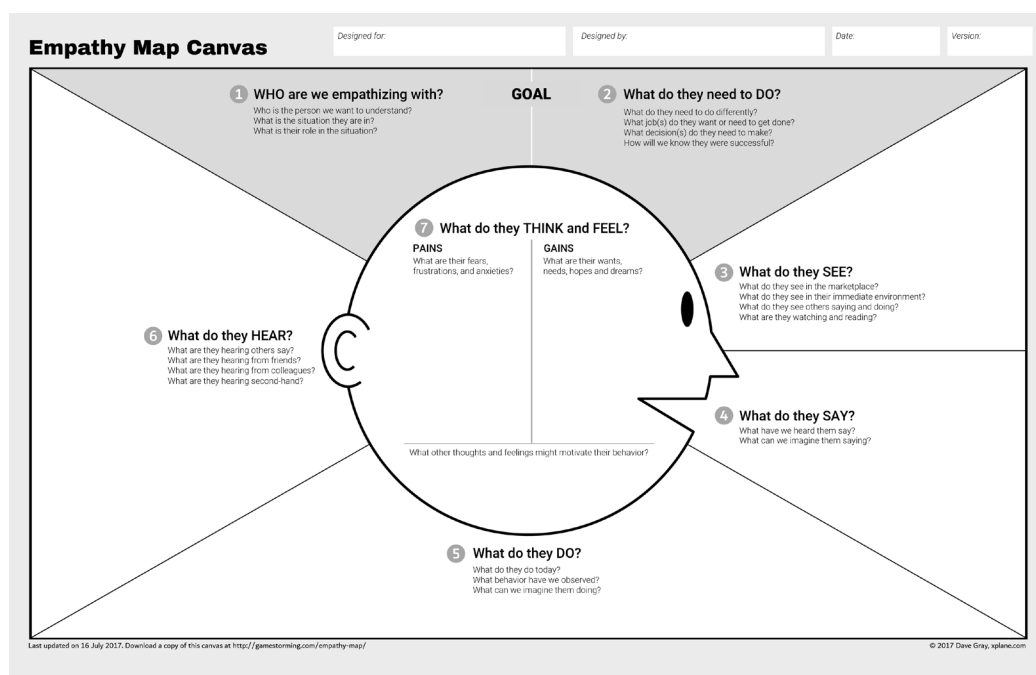
Give an overview of the importance of addressing issues within the food systems and why it is important to act now. For inspiration, you can consult the presentation given by Professor Lorraine Brennan's as lead of the Food Lab Dublin, available in Appendix A. It talks about the perfect storm which is evolving with the factors involved in the food system.

PART 6: What did you last eat? & Empathy maps (20 minutes)

Ask participants to consider:

- what they last ate, and
- all of the people who were involved to get that food from production to their table and onwards.

Divide them into groups of mixed disciplines and set up breakout rooms where they can work together to create an empathy map for an individual within the food system and external factors that affect them; see this overview of [using this tool with different participants](#) as well as the example available below. A pre-prepared board with headings such as 'Says', 'Thinks', 'Does', and 'Feels' is available for each group on the digital collaboration workspace.



Empathy Map Canvas. Credit David Gray, Gamestorming, Empathy Map Canvas, <http://gamestorming.com/wp-content/uploads/2017/07/Empathy-Map-006-PNG.png>

A selection of stakeholders for which maps can be developed includes food industry operatives, citizens/consumers, restaurateurs, food distributors, and grocery shop owners.

PART 7: Selection of food trend cards (15 minutes)

As a final exercise, ask participants to carry out a vote on their top six trend cards out of the trend card bank developed by FIT4FOOD2030. They will serve as starting point for the concept maps of food system transformation in Workshop 2. In practice, the vote can be carried out on an online voting platform listing all the trend names, or via the digital collaborative workspace e.g. participants place an icon next to all their top cards presented on the workspace.

The trend cards are available as a resource in the FIT4FOOD2030 Knowledge Hub: [‘Trends in the Food System’](#).

PART 8: Wrap up & next steps (10 minutes)

Briefly present the trend cards that received the highest number of votes. Use this to make a link to the second part of this module, scheduled for a different occasion. Ask participants for any final thoughts they wish to share with the group.

STEP 3: WORKSHOP 2

95 minutes

This workshop uses trend cards to construct food systems micro-concept maps within smaller groups, tackling the question of how food system change can be affected.

PART 1: Welcome back & trend card mapping (15 minutes)

Welcome participants back to the workshop with a recap of the previous event and the six trend cards voted for discussion. You can summarise and circulate the cards.

PART 2: ‘The Cost of Doing Nothing’ (15 minutes)

A brief exercise to capture the cost of doing nothing as a worst-case scenario for each of the trends can help concentrate participants’ thoughts and later workshop discussion on the importance of finding solutions. The ideas are submitted as post-its on the digital workspace.

PART 3: Ideas to effect positive change (15 minutes)

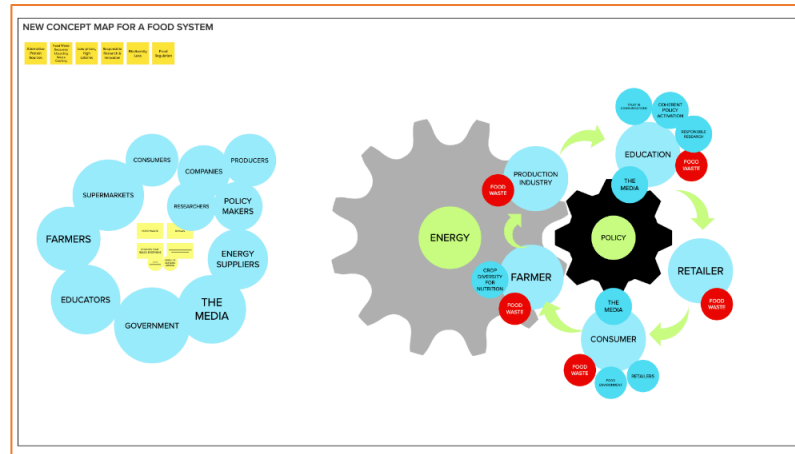
Invite participants to suggest ideas to affect positive change. The ideas are submitted as post-its on the digital workspace.

PART 4: Concept map development (25 minutes)

Bringing together all of this work, participants spent the bulk of workshop working in groups of a minimum 4 and maximum of 6 participants (using Zoom’s breakout room function) to develop concept maps for food system change.

A new board on the digital workspace titled ‘New Concept Map for a Food System’ should be provided for each group. The names of the six trend card can be placed in advance on each board as a reminder of the trends that need to be kept in mind.

An example of a possible output is provided below.



Example of concept map developed by participants to the workshop

PART 5: Feedback session (10 minutes)

A representative of each working group shares briefly in the plenary key ideas that emerged from their discussions.

PART 6: EU initiative ‘Food 2030 Pathways for Transformation’ discussed by a policy actor (10 minutes)

A policy actor can be invited to present the FOOD2030 initiative of the European Commission.

PART 7: Next steps and interactions (5 minutes)

Mention how and when you will share the output of these sessions with the participants.

If the workshop is part of a larger initiative, present the next steps participants can expect. For example, in the case of the Food Lab Dublin, this series of workshops was followed by a focus group on Urban Food System Transformation using the structure of the FIT4FOOD2030 resource [‘Citizen Consultation on Food System Transformation’](#).

“I was delighted to be involved in these workshops and I hope to amplify the voices of experts through the media to inform the public on the important initiatives and opportunities emerging in the area of food systems.” **Seán Duke, Science Journalist, Dublin, Ireland**



APPENDIX A – WORKSHOP SLIDES, PROF. LORRAINE BRENNAN



The slide header features a blue background with a white cloud. In the top left is the UCD Dublin logo, which includes three castles and a harp. To its right is the text "UCD Institute of Food and Health". In the top right is the slogan "Smart Science, Good Food" in white and blue. The center of the slide is dominated by a large, stylized graphic of a white plate with a fork and a glass of blue liquid, surrounded by several circular inset images: a green landscape, a close-up of wheat, a bowl of fruit, and a modern building. Below the plate, the website "www.ucd.ie/foodandhealth" is written in white.

UCD DUBLIN UCD Institute of Food and Health

Smart Science,
Good Food

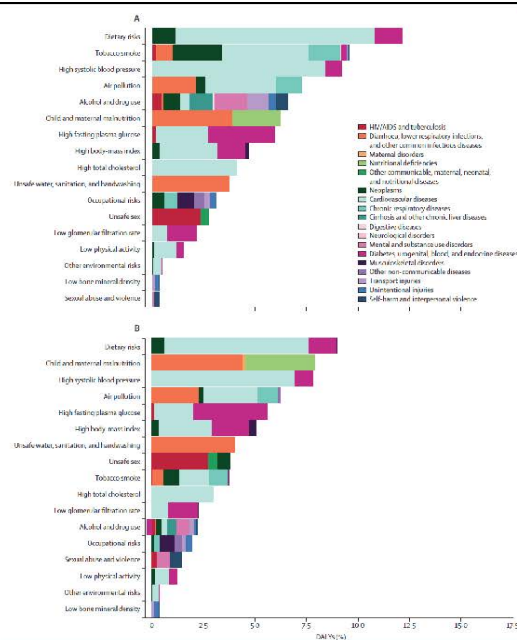
Professor Lorraine Brennan
UCD School of Agriculture and Food Science

www.ucd.ie/foodandhealth

Food Systems



Introduction



GBD 2015 Risk Factors Lancet 2016



UCD Institute of Food and Health

Introduction



Europe – most affected WHO region by non-communicable diseases

86%

NCDs account for an estimated 86% of deaths and 77% of the disease burden in Europe



4 major behavioural risk factors: unhealthy diets, tobacco use, physical inactivity and harmful use of alcohol

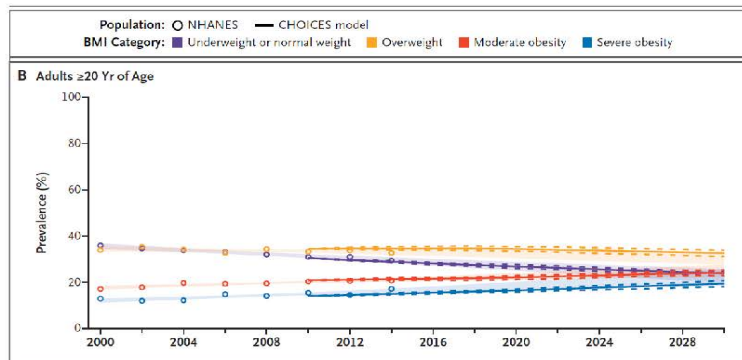


Metabolic risk factors: obesity, BP, hyperglycemia, hyperlipidemia



UCD Institute of Food and Health

Why do we need to act now?

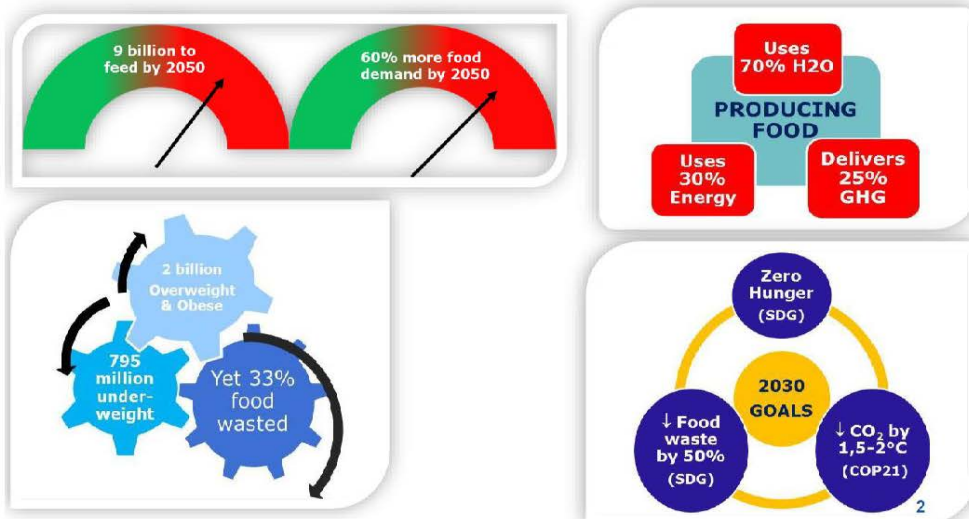


Ward et al NEJM 2017



UCD Institute of Food and Health

A "Perfect Storm"



EU Commission- Karen Fabbri



UCD Institute of Food and Health



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