



**TWIN**  
GLOBAL

# NOURISHING THE WORLD TO 2050

EMPOWERING HUMAN  
HEALTH THROUGH FOOD

TWIN CATALYST SESSION  
OCTOBER 21-24, 2019 | NETHERLANDS



We are facing a global health crisis, and the food we eat is at the heart of the problem. We cannot feed 10 billion people in the future the way we are feeding 7 billion people today.

More than half of all adults and **1/6 of all children globally are overweight or obese**, and this is just not threatening developed nations - **eight of the 20 nations with the fastest rising rates of adult obesity in the world are in Africa. Nearly 11 million people die every year because of unhealthy diets, and diabetes is expected to become a \$2.2 trillion problem by 2030, making its impact equivalent to the GDP of a**

**G-8 country.** Today, poor diets pose a greater mortality risk than any other risk factor in the world, yet it is treated like a consumer issue rather than a global healthcare issue.

**With population growth expected to rise to 10B by 2050, the future challenges we face are exponential, and will demand exponential thinking, technologies, and solutions.** We simply cannot feed 10 billion people in the future the way we're feeding 7 billion people today, or we'll create a global public health crisis unlike anything we've seen in all of human history—a massive headwind to global prosperity.

**Facing rising population growth, much attention has been placed on how we feed the world, and increasingly on the sustainability aspects. However, we need to nourish the world, and empower human health through food—rethinking what it means to make healthy food more functional, accessible, sustainable and scalable globally.** And we need to do all this in resource-efficient ways that reduce the global burden of food and agriculture on the health of our planet.

**The solutions we create will demand a new kind of collaboration than we're currently seeing.** They will require bringing together the vastly different worlds of food and healthcare. These sectors operate in different orbits, with different stakeholders and dialogues. Meaningful progress will demand that we break down industry silos, drive cross-sector collaboration and uncover opportunities for creative coalitions.

# Nourishing the World to 2050: Empowering Human Health through Food

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Nourishing the world means getting the right nutrition to the right people in the right ways to help empower health, improve longevity and reduce the incidence of preventable diseases. Empowering health through food is an incredible challenge, and demands bringing global leaders together from the food, agriculture, and healthcare sectors in new ways.



During the week of October 21st, the TWIN Catalyst Session will convene close to sixty senior leaders from across these sectors around the world to explore and mobilize around how to nourish the world by empowering health through food over the next thirty years. By providing a neutral, trusted platform for honest discussion and multi-stakeholder collaboration, we will forge a new path and achieve what no one organization can accomplish alone.

We are facing a global health crisis, and the food we eat is at the heart of the problem. We cannot feed 10 billion people in the future the way we are feeding 7 billion people today.

We will bring together the worlds of healthcare, agriculture, and food to investigate emerging challenges and opportunities in making healthy food:

- ▶ **Functional:** Improving the nutritional value of food, and making it more targeted to the individual health needs of consumers
- ▶ **Accessible:** Addressing inequality, security and affordability of nutritious food options
- ▶ **Scalable:** Increasing the productivity of existing and emerging agriculture and production methods
- ▶ **Sustainable:** Reducing the negative impact on water, land and air
- ▶ **Desirable:** Resolving the structural and personal barriers that inhibit consumer adoption of healthy food into their lifestyles
- ▶ **Trustworthy:** Bringing together stakeholders in new ways to overcome the trust gap in food science, food information, food brands and businesses



## About TWIN

The World Innovation Network (TWIN) is an invitation-only community of innovation and growth leaders from across sectors and geographies. In addition to other activities, TWIN convenes annually for our summit in Chicago from 25 countries and all sectors: business, government, non-profit, the arts, academia, defense. This year TWIN Global will take place Sept. 17-19.

The group includes leaders at the most senior levels of their organizations, as well as select individuals making differentiated impact around the world.

**Learn more at [twinglobal.org](https://twinglobal.org)**

In addition to the summit, the **TWIN Catalyst platform** has been developed to mobilize our community around a specific sector/industry and activate multi-stakeholder engagement. Catalyst programs seek to create alignment around common aspirations, shared visions and a platform for ongoing collaboration. This is done through a thoughtfully designed and facilitated convening of diverse, progressive and innovative stakeholders. To date, Catalysts have been undertaken in the mining and unconventional oil and gas sectors.