

# **Food dynamics and Innovation: the Challenge of Sustainability**

Introduction into the discussion

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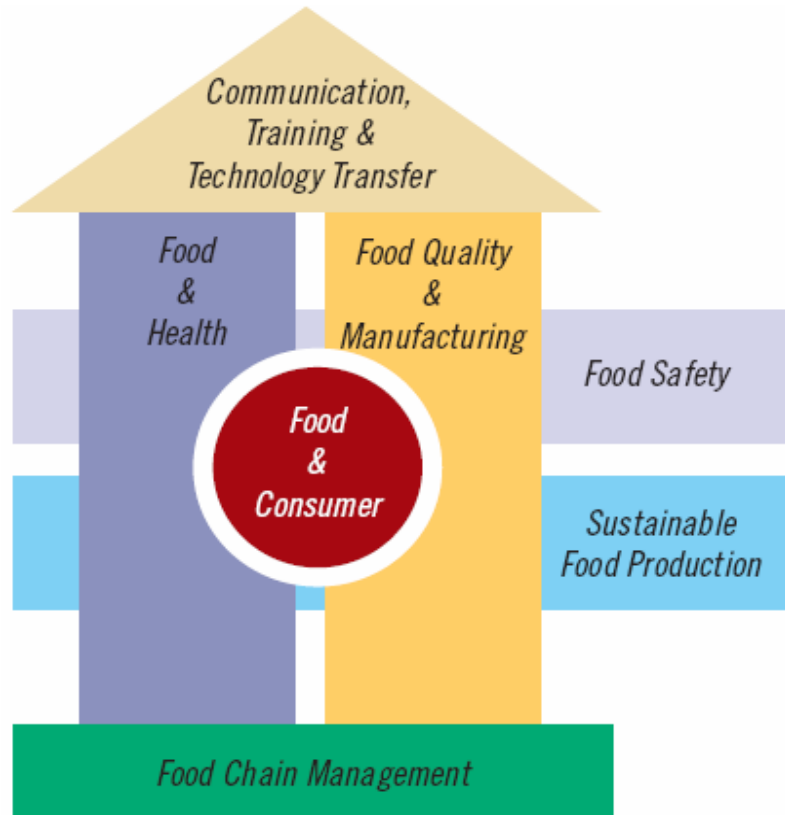
**Melanie Fritz**, University of Bonn, Bonn, Germany

**Karin Oestergren**, SIK, Gothenbourg, Sweden

(Thomas Ohlsson), SIK, Gothenbourg, Sweden

**Gerhard Schiefer**, University of Bonn, Bonn, Germany

# European Technology Platform Food for Life



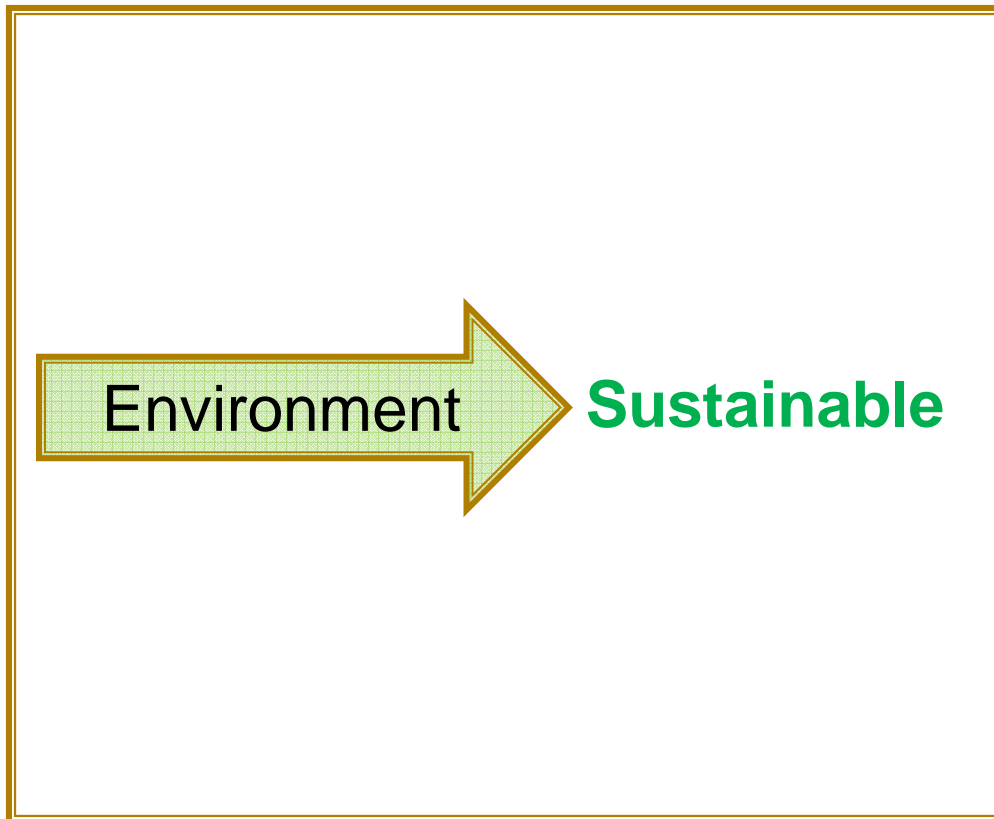
*International European Forum on  
System Dynamics and Innovation  
in Food Networks*

Igls-Forum

# Igls-Forum

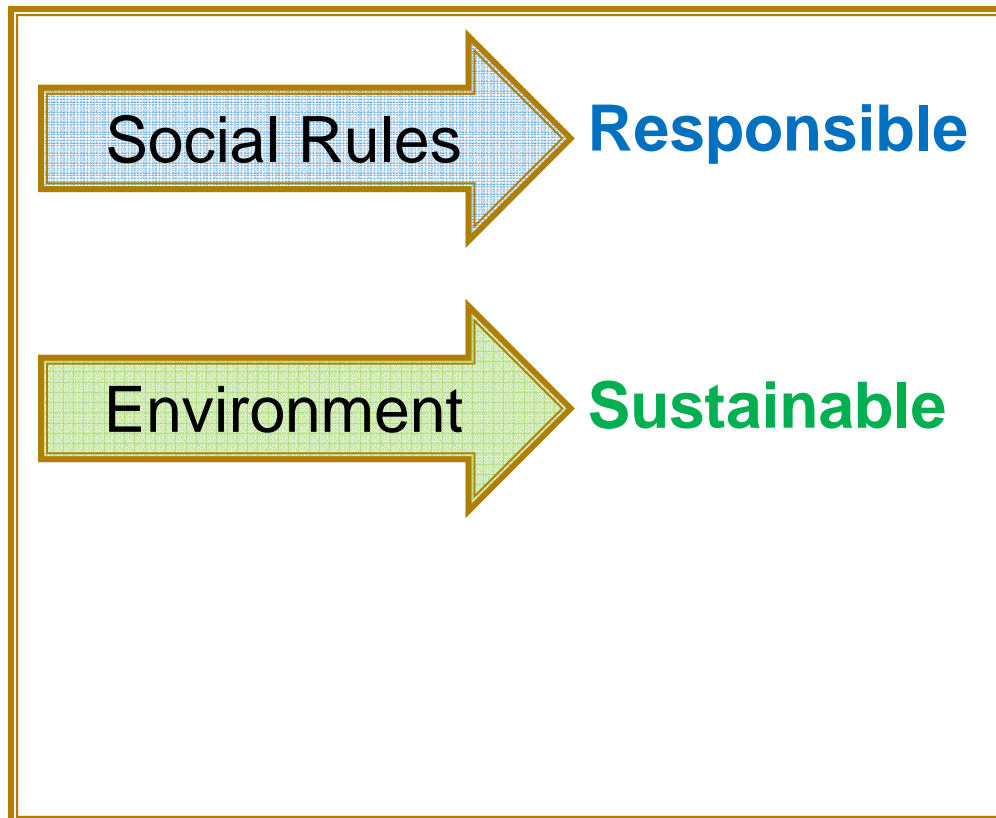
# Sustainability

Traditional view



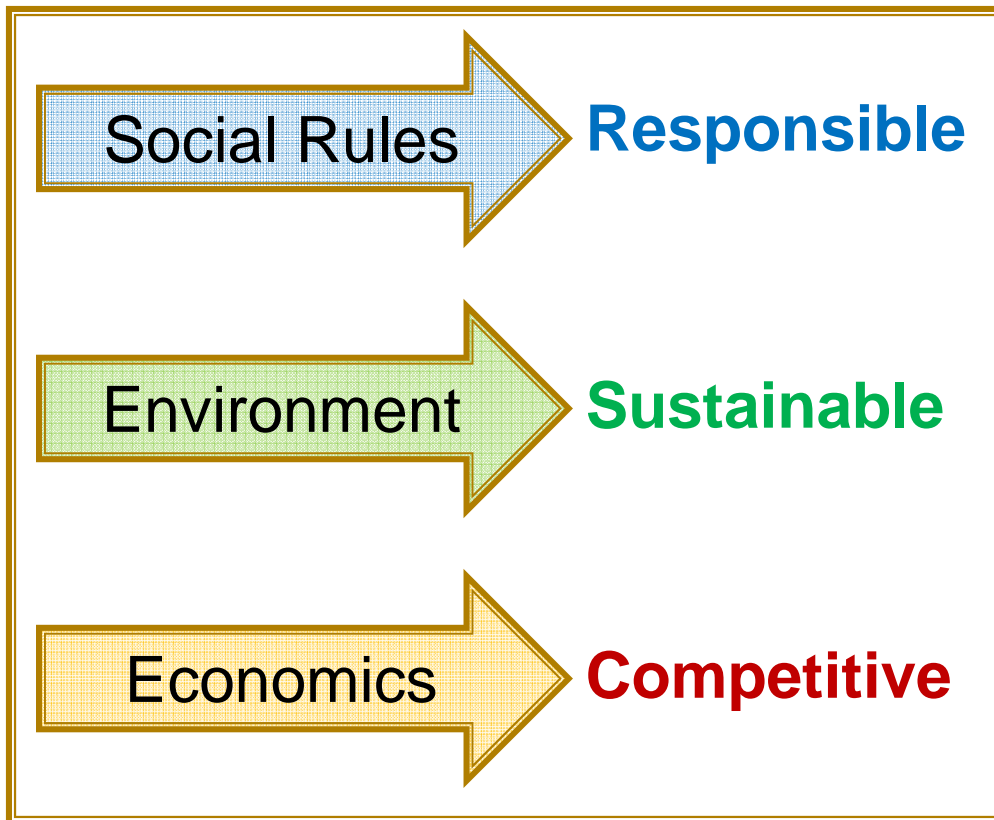
# Sustainability

Traditional view



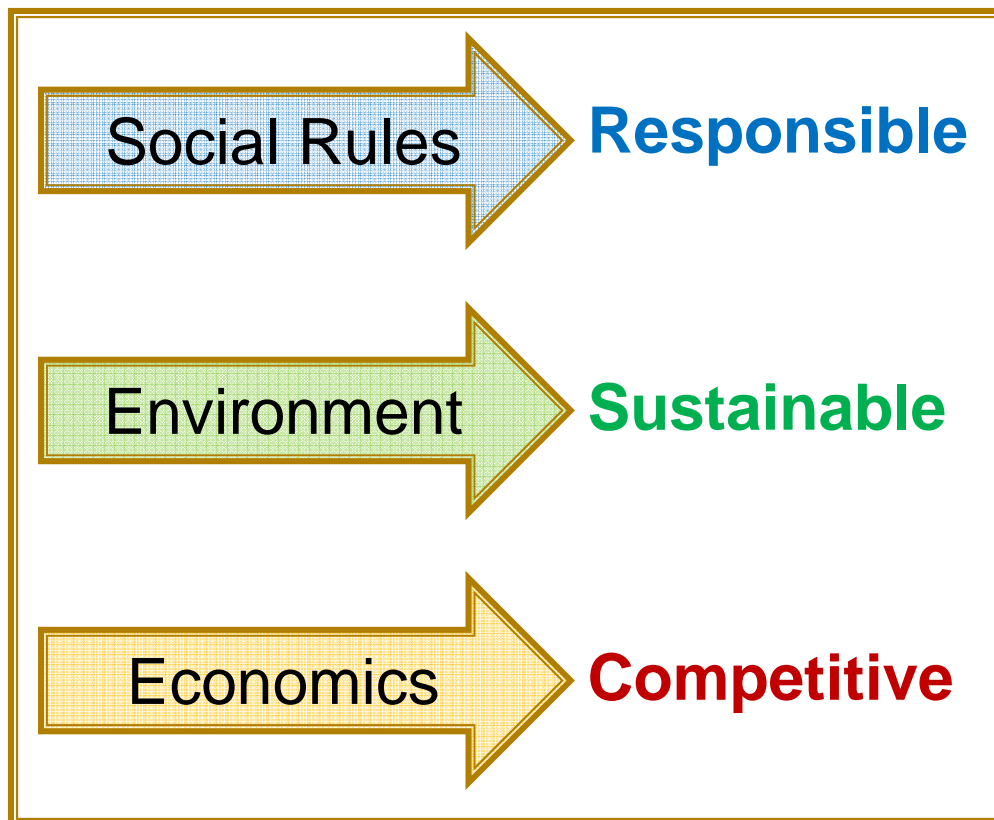
# Sustainability

Traditional view

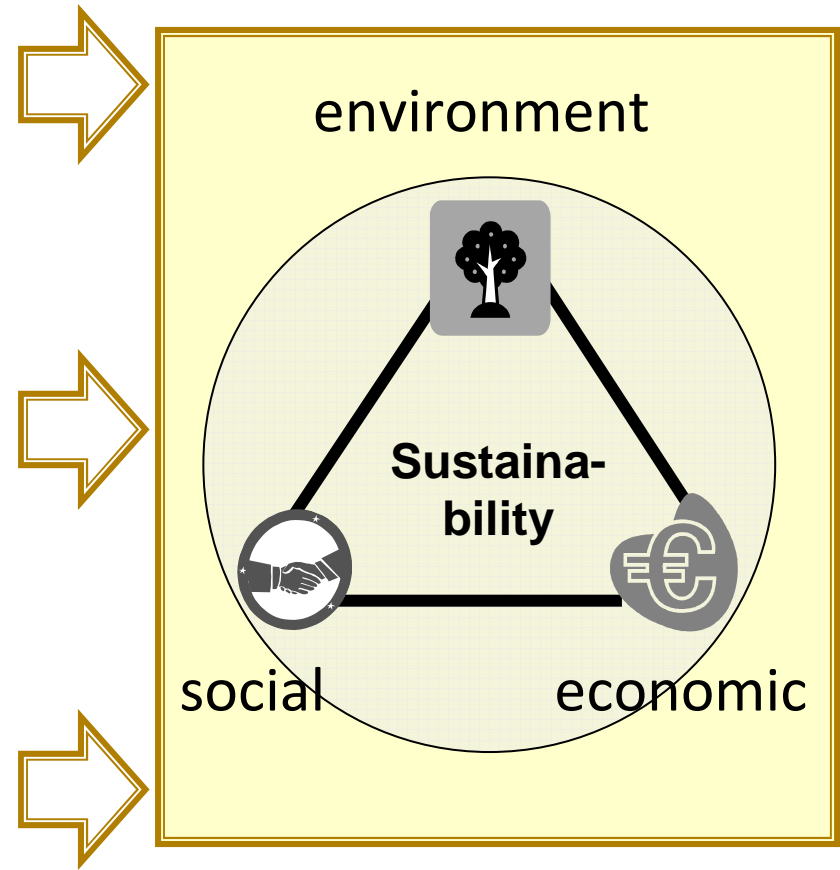


# Sustainability

Traditional view



Present view

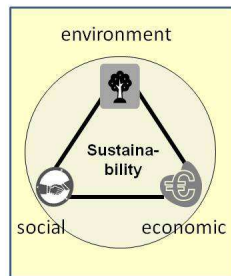


# Action for Today and Tomorrow

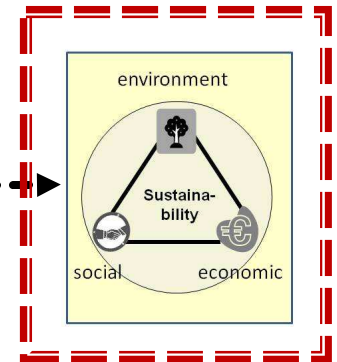
... today

... and tomorrow

**Activity  
problem**

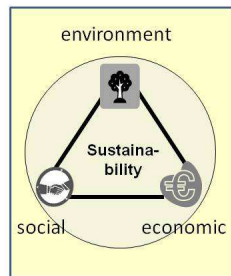


**Decision  
problem**

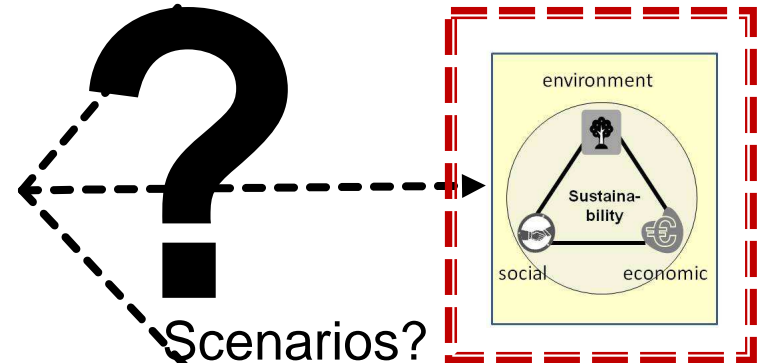


# Action for Today and Tomorrow

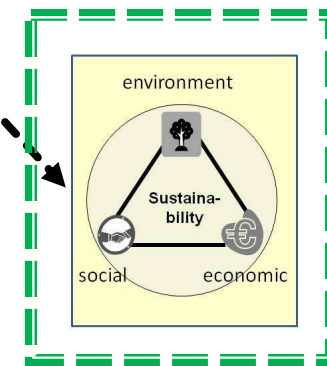
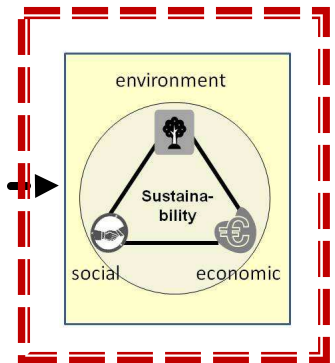
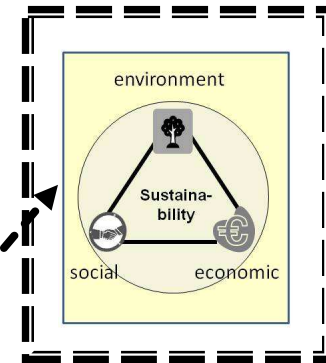
**Activity  
problem**



**Decision  
problem**



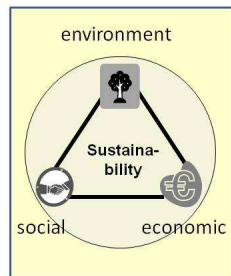
Scenarios?



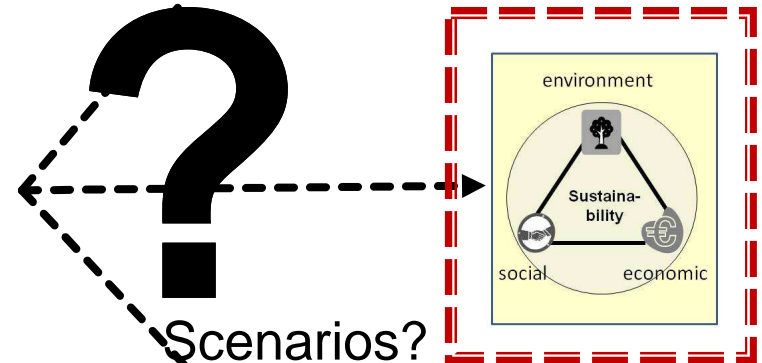


# Action for Today and Tomorrow

**Activity  
problem**

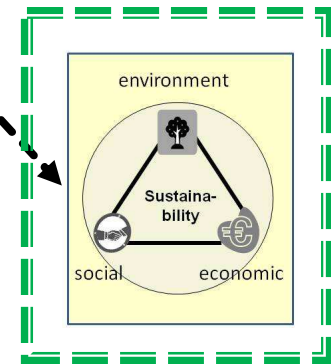


**Decision  
problem**



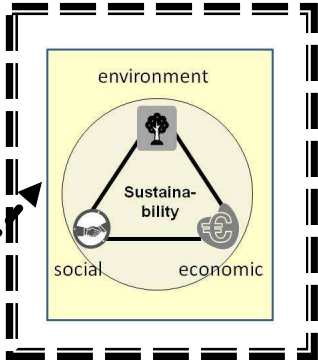
→ Judgement  
→ Balance

→ Judgement  
→ Flexibility

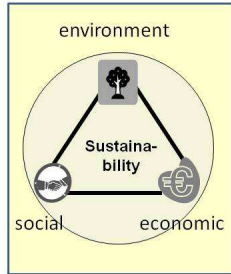


# Action for Today and Tomorrow

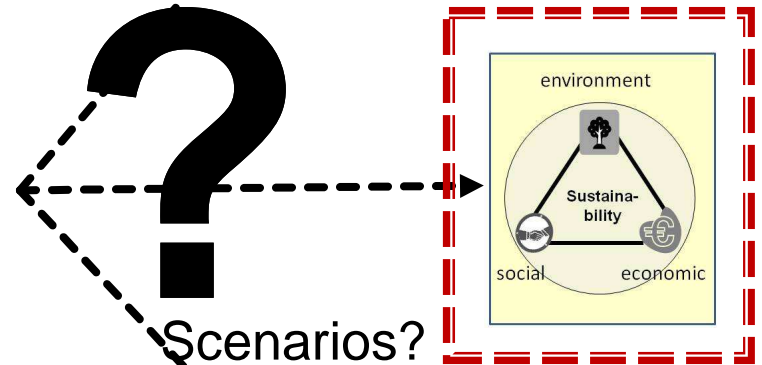
Industry → Investments ?  
Research → 2020 ?



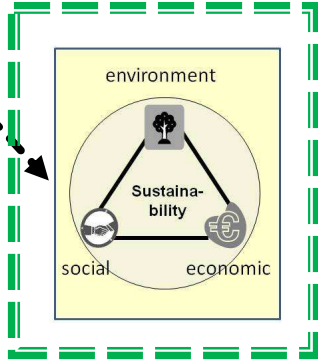
**Activity  
problem**



**Decision  
problem**



Scenarios?



→ Judgement  
→ Balance

→ Judgement  
→ Flexibility

# Program

The challenge of sustainability in the food sector and food industry - general aspects and practical approaches

(K. Östergren, Th. Ohlsson)

Stakes and prospects of Nestlé's sustainable strategy in the coffee chain

(F. Declerck, H. Joehr)

Can 'sustainability' be bought for market access?

(M. Fritz, G. Schiefer)

**Discussion** (Moderation M. Fritz)

Challenges, potentials, and research needs

