

**SWISS FOOD &  
NUTRITION VALLEY**



*innovation*

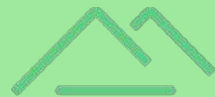
# Insights into the Revolution within the Food Industry

April 19, 2023

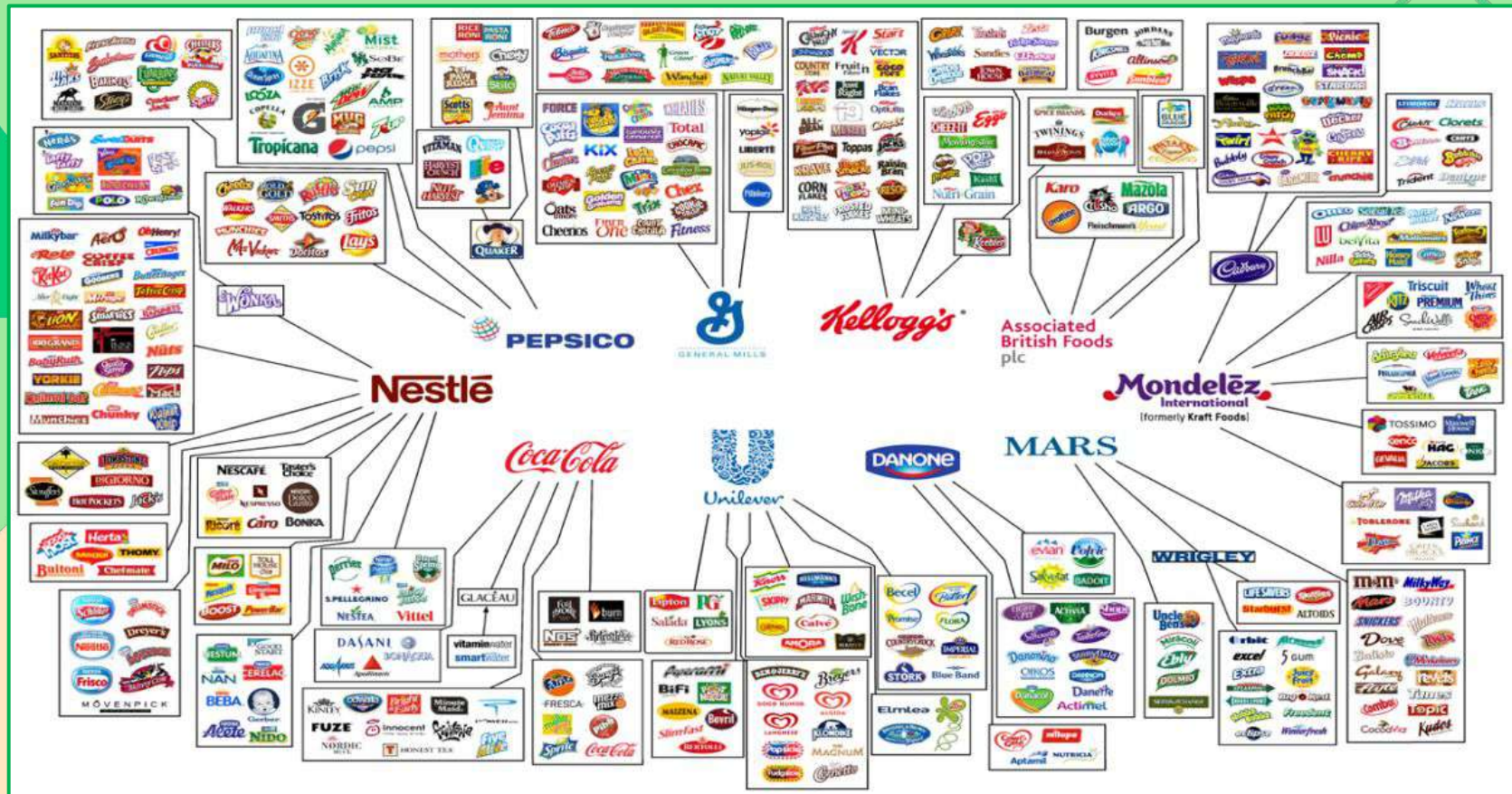
**Christina Senn-Jakobsen**

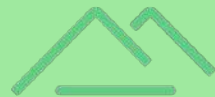
MD Swiss Food & Nutrition Valley





**This is how it used to be...**

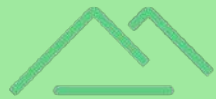




**This is how it used to be...**







**Then, all of this happened...**

A dark blue wavy shape is positioned on the left side of the slide. In the bottom right corner, there are two overlapping mountain-like shapes: a green one in front of an orange one.

the **planet** and the  
**people** need help



# Food Systems Challenges



30% of the world's GHG emissions are linked to our food system



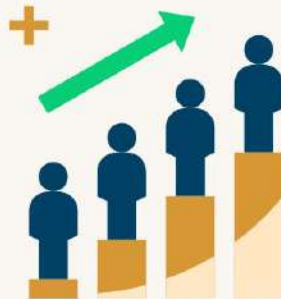
Increased risk of natural disasters



90% of the world's marine fish stocks are fully exploited, overexploited, or depleted



Biodiversity loss



9.8 billion people worldwide by 2050

1.9



billion adults are overweight or obese

750

million undernourished people



1/3



1/3 of all food produced is lost or wasted

**CLIMATE  
CHANGE**

**POPULATION  
GROWTH**

**GLOBAL  
HEALTH**

**FOOD  
WASTE**



GetUp!  
LIBERALS  
UNLESS YOU  
REALLY ACT ON  
CLIMATE CHANGE  
NOT EVEN YOUR  
SAFEST SEAT  
IS SAFE.  
Don't Vote Liberal

WHAT I STAND  
FOR IS WHAT  
I STAND FOR  
I STAND FOR  
WHAT I STAND  
FOR

WHEN WERE IN  
POWER IT'LL  
BE TOO LATE

AT THIS RATE  
T O T A N K  
THERE WON'T BE AN ECONOMY

IF YOU DO  
NOT ACT  
ADULTS  
WE  
WILL!

PLANET  
OVER  
PROFIT

I'd be at  
SCHOOL if the  
Were COOL

BE PART OF THE SOLUTION  
THE

PROTECT OUR WORLD  
FOR OUR FUTURE



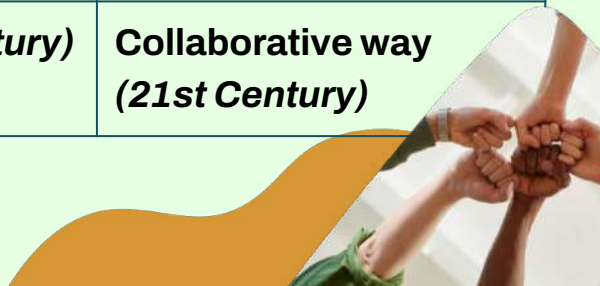
# The revolution in doing innovation



# Mindset revolution for collaboration success!

From	To
Arrogance	Eye level
Bureaucracy	Agility
Confidentiality	Transparency
Controlling	Empowering
Ego-system	Eco-system
Exclusivity	Inclusivity
In-Dependence	Inter-dependence
Neglect	Respect
Negotiation	Collaboration

From	To
Not invented here syndrome	Embrace open innovation
Org. Charts	Network
Owning (IP)	Being on board
Perfection	Progress
Planning	Experimenting
Profit	Purpose
Our Way ( <i>20th Century</i> )	Collaborative way ( <i>21st Century</i> )



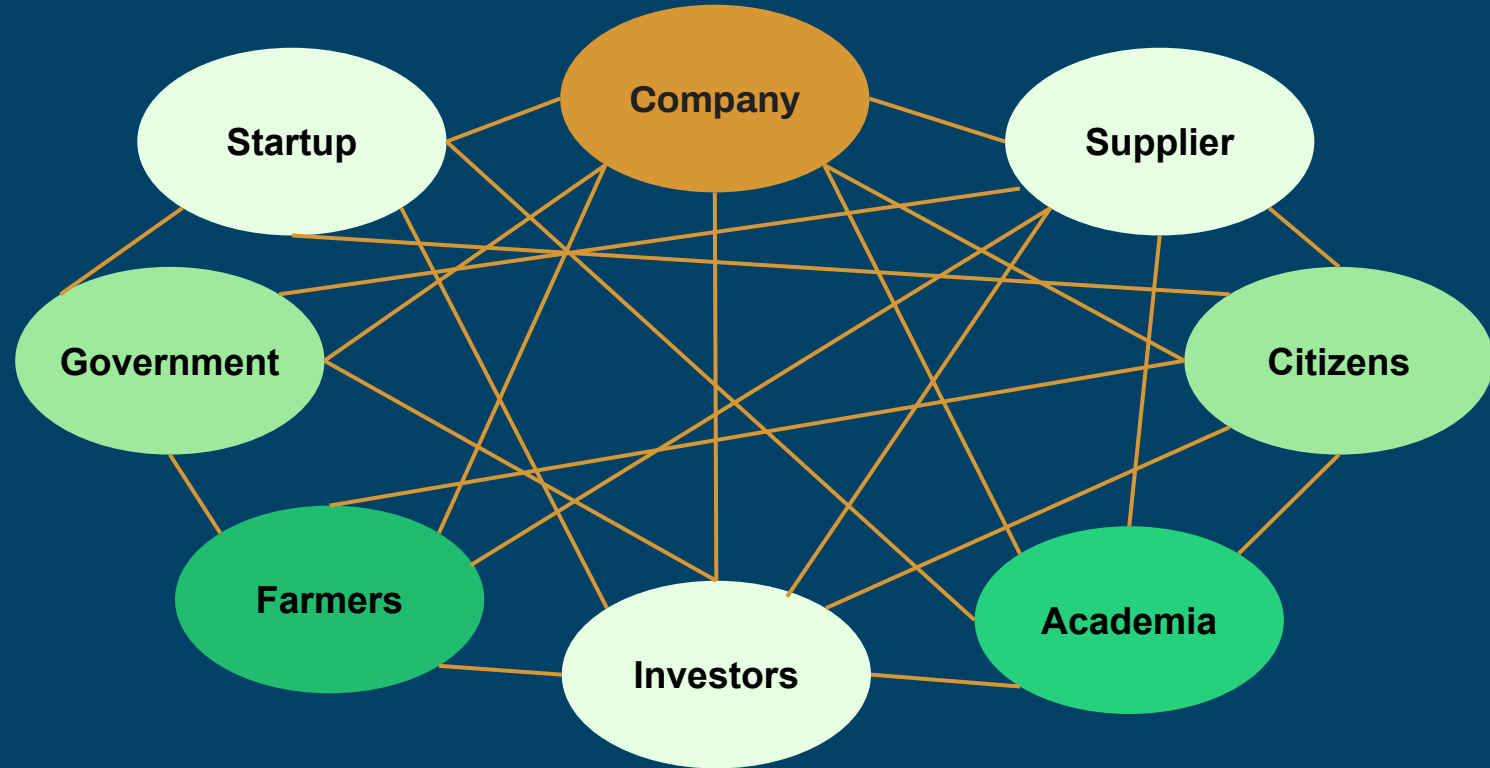




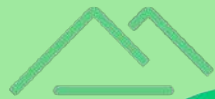


# Not just between startups and corporates

## Open Innovation Collaboration Map



**It takes a ~~Village~~ Nation...**



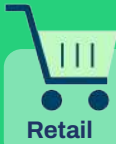
# Ecosystem Success Story - it takes a nation



The new standard for  
plant-based meat



Innovation  
Enablers



ETH Pioneer Fellowship.

Venturekick, Masschallenge Switzerland, Venture  
Award, Kickstart, SEIF Award and InnoBooster

More than **400 locations** in Switzerland (restaurants,  
cafes, kebab) e.g. HILTL

Vorwerk Ventures, Good Seed Ventures, Blue  
Horizon Corporation, and many others.

Coop, Migros.

Europe (France, Germany, Italy,  
UK, Netherlands,)

Everyone.

Academia

**ETH** zürich

**MC**  
MASSCHALLENGE  
SWITZERLAND

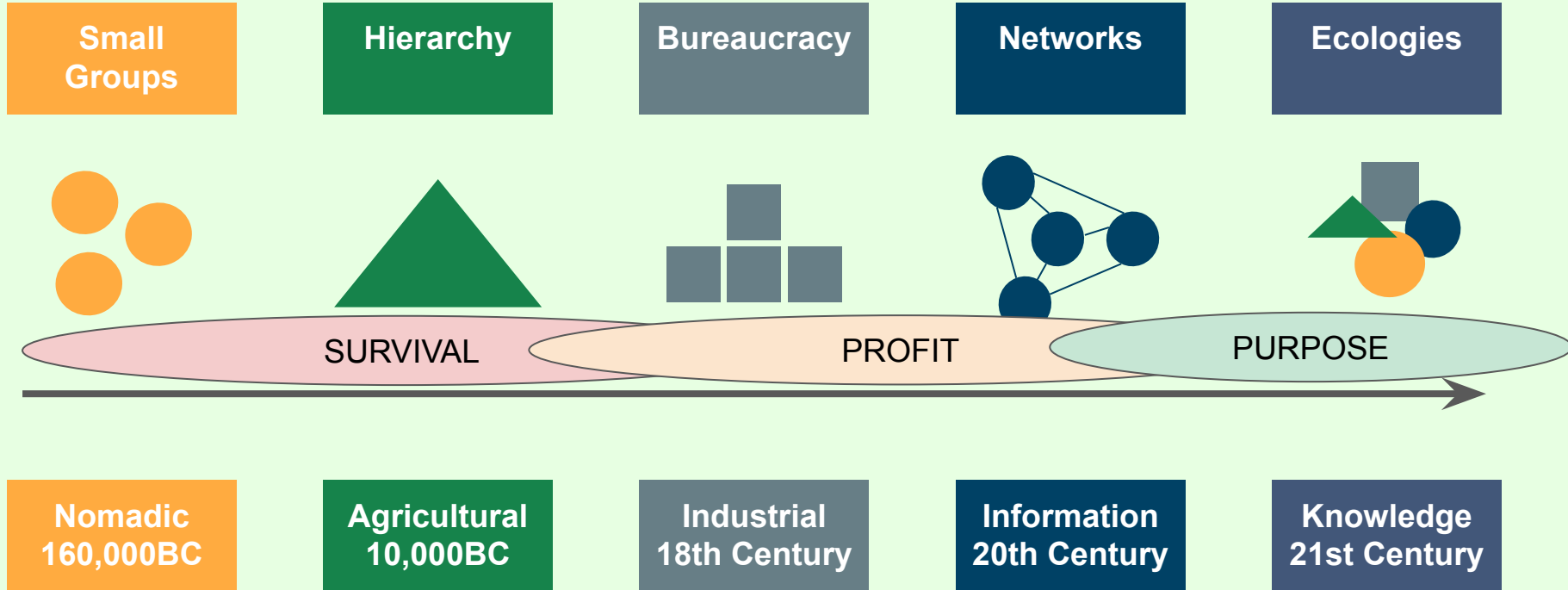
**kick»  
start**



blue  
horizon  
ventures

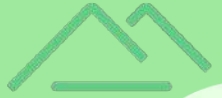


# Evolution of Successful Business Culture...



Adapted from Cooperrider, 2004

# From Ego-system... to Eco-system



# The Swiss Model





**Pioneering Future-Proof Food Systems. Together.**



*Swiss Food & Nutrition Valley is a purpose-driven, nationwide, not-for-profit association with international engagement.  
Founded May 2020.*

# SFNV Partners



Retail



STATE OF FRIBOURG  
ETAT DE FRIBOURG  
STAAT FRIBOURG

Development Agency FDA  
Promotion économique PromFR  
Wirtschaftsförderung WIF

FRIBOURG, THE PLACE TO GROW!



EPFL

ETH zürich



Academia



Government



Large Enterprises



Givaudan



SWISS FOOD & NUTRITION VALLEY

Research



Innovation Enablers



SNH

thought for food



DRINKTEC

helbling



GRAMONT



SWISSFOOD GROUP

THE CULTURED HUB

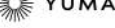
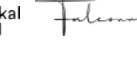
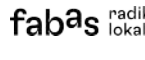


SMEs

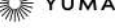
Start-ups



cultivated



February 2023



Through collaboration, we **unleash our innovation potential**  
for planetary and human health



**NETWORKING &  
KNOWLEDGE SHARING**



**COLLABORATE IMPACT  
PLATFORM PROJECTS**

## **4 OPERATIONAL PILLARS**



**INNOVATION  
INFRASTRUCTURE**



**GLOBAL  
ENGAGEMENT**

# Governance : SFNV Steering Committee



**President**

**Martin Vetterli**  
EPFL President



**Vice President**

**Stefan Palzer**  
CTO & EVP Nestlé S.A.



**Carole  
Ackermann**  
President of the  
board at EHL Group



**Isabelle Moret**  
Minister of the State  
of Vaud



**Calvin Grieder**  
Chairman at Bühler AG,  
Givaudan SA and SGS SA

# Meet The Valley

Bimonthly virtual meet-up for anyone interested to find out more about Swiss Food & Nutrition Valley and the Swiss food ecosystem.





# THANK YOU

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## Stay in Touch



LinkedIn



<https://swissfoodnutritionvalley.com/>



[info@sfnv.ch](mailto:info@sfnv.ch)



Newsletter