

Convergent Innovation Webinar Series: Pulses Program

Inventing "One-World" Food Solutions for Sustainable Development and Affordable Healthcare



Convergent innovation (CI) builds on the best of current linear and open models to define the contours of a next generation of science, technology, and innovation programs that are better able to cope with important challenges facing 21st Century Society at the nexus of agriculture, industry and health systems. These have been the object of ambitious **sustainable development goals (SDGs)** recently set by the United Nations in a "One World" agenda that combines the three themes of health of people, environment, and economy as integrative target in a strategic vision that bridge traditions with new products, processes and practices in a diversity of sectors in novel ways. **For food**, the targets for sustainable development and affordable healthcare lie at the converging point where food is at the same time: what consumers want; what they need for their vitality and health; what they can and want to pay; what the planet can offer in a sustainable way; and what the agriculture and food sectors can and want to produce in a cost-effective and profitable manner. **The CI Webinar series for food**, inaugurated with the **Pulses Program on the first International day of pulses January 18th 2017**, will point to transformational levers for accelerating supply and demand at this convergent sweet spot.

The **CI Webinar Series** will feature cutting edge science, technology and innovation in agriculture, food and health domains as well as in the behavioral, commercial, social and complexity sciences. These, combined with traditions from around the world, will altogether articulate an interdisciplinary research and action strategy to transform agricultural products like pulses from undifferentiated commodities into higher-margin whole and value-added food products that support sustainable development and affordable healthcare. Progressively, programs in the CI-Food webinar series will be developed for other agricultural products with high CI potential, e.g., dairy, fruits, vegetables, and others.

Inaugural presentation by Laurette Dubé and Vilas Shirhatti: *Bridging pulse tradition and modern innovation to accelerate food solutions to sustainable development: A convergent innovation research and action strategy.* We will first illustrate how traditional pulses, when combined with modern science and technology, can transform them from commodities into higher-margin value-added food products that support sustainable development. We then sketch key features of the research and action strategy that range from basic genomic and agricultural research to sophisticated behavioral insights and predictive analytics to support supply and demand for commercially successful whole and value-added pulse foods.

GLOBAL PULSE DAY
January 18th, 2017 at 11:00 AM EST

Join the launch

Global Pulse Innovation Platform:
An Ecosystem to Transform Traditional and Modern World through Food



PULSES
#GlobalPulseDay
#LovePulses

 **McGill** Centre for Convergence of Health and Economics

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