



The Convergent Innovation Webinar Series:

Inventing “One-World” Solutions for Lifelong Wellness and Sustainable Economic Growth

Bots in the Kitchen: Philosophical Take on the Digital Food Transfromation



Andrea Borghini is Associate Professor in the Philosophy Department at the University of Milan and, since 2018, the director of Culinary Mind, the leading international network devoted to a philosophical study of food from a theoretical angle. His research develops theoretical tools to rethink perspectives and policies concerning food systems, food cultures, food justice, and dietary health. Andrea holds a PhD in Philosophy from Columbia University (2007) and his initial areas of specialization included metaphysics and ontology as well as philosophy of the life sciences. His work on food appeared in mainstream scholarly journals, including American Philosophical Quarterly, Applied Ontology, Ethical Theory and Moral Practice, Food Culture and Society, Food Ethics, Human Ecology, The Journal of Aesthetics and Art Criticism, Philosophical Quarterly, Studies in History and Philosophy of Science, Synthese, and World Development Sustainability. He also edited several special issues of journals (including Topoi and Food Ethics) and the volume Framing Recipes (Bloomsbury, 2022).

September 26, 2023

11:00 am EST
(2 hrs in length)

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Chair: Laurette Dubé (Scientific Director of MCCHE)

Co-Chair & Moderator: John G. Keogh (Professor of Practice, MCCHE; Founder, Shantalla Inc.)

ABSTRACT: The digital food transformation promises to rationalize food systems, buttress healthy eating, swiftly make available food cultures, and much more. All of this, though, requires the ability to adequately represent the elusive and transitory nature of food and food practices in some formal language. Through a philosophical lens, and with a special focus on food ontologies, in this webinar we unearth the ethical and theoretical perils and prospects that the digital food transformation creates.

PANEL DISCUSSION: A panel with scientists, business and policy leaders will discuss how scientific and technological developments and ontologies bridging farm, food and human behavior, can accelerate the design and long-term performance of convergence platforms ecosystems targeting achievable and time-bound real-world solutions placing human and environmental health at the core. This will advance the design of integrative digital architecture and governance framework to scale up how real-world data generated by individuals and institutions within and across disciplines and sectors can contribute to a World reset on convergence economy, building upon the challenges and possibilities reviewed above. Capitalizing on digital transformation of science and society, convergence economy takes a person-centered approach to bridging organizations and systems across sectors and jurisdictions, fully acknowledging that developed and developing worlds share the same planet, for world-scale transformation toward sustainable prosperity and affordable nutrition and health.

ABOUT THE SERIES: The Convergent Innovation Webinar Series features cutting edge science, technology and innovation in agriculture, food, environment, education, medicine and other domains of everyday life where grand challenges lie at the convergence of health and economics. Powered by data science, artificial intelligence, and other digital technologies, this disciplinary knowledge bridges with behavioural, social, humanities, business, economics, social, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digital or physical contexts. Initiated in the agri-food domain, the series is now encompassing other grand challenges facing modern and traditional economies and societies, such as ensuring lifelong wellness and resilience at both the individual and population levels.

Global Pulse Innovation Platform:



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Chair: Laurette Dubé, initially trained as a nutritionist, also holds degrees in finances (MBA), marketing (MPS), and behavioral decision-making/consumer psychology (PhD). Dr. Dubé is Full Professor at the Desautels Faculty of Management, McGill University. Her research focuses on the study of affects, behavioral economics, and neurobehavioral processes underlying consumption, lifestyle, and health behavior. Her translational research examines how such knowledge can inspire effective interventions. She is also the founder and scientific director of the McGill Centre for the Convergence of Health and Economics, a unique initiative to push the boundaries of science to tackle societal and economic challenges and foster individual and collective health and wealth.



Moderator: John G. Keogh is a strategist, C-level advisor and academic researcher with 25 years of executive leadership roles as Director, VP and SVP in global Supply Chain Management, Information Technology, Technology Consulting and global Supply Chain Standards. He advises the public and private sectors worldwide and is a regular subject matter expert on TV and Radio. Mr. Keogh is managing principal at Toronto-based, niche advisory and research firm Shantalla Inc. Mr. Keogh holds a PG diploma and an MBA in Management and an MSc in Business and Management Research in transparency and trust. He is currently completing doctoral research on transparency and trust in food chains at Henley School of Business, University of Reading.

Panellists:



Brian King heads up the Digital and Data Innovation Accelerator for the global consortium of agricultural research institutes CGIAR. Previously he led the CGIAR Platform for Big Data in Agriculture, a global program centered on open science infrastructure; partnerships and technical communities of practice; and sourcing, fostering, culling, and scaling transformative digital agrifood innovations. Since the dawn of the commercial Internet, he has designed and led programs leveraging successive waves of digital technologies for the social and economic transformations they can effect, with focus areas including early internet networks and policies, mobile telephony, financial sector deepening, and governance of critical digital infrastructure. Brian has led development of digital strategies for an array of public, private, and non-profit clients. He is a former agriculture extensionist and a California rice farmer.



Dr. Catherine Paquet is an Associate Professor at the Department of Marketing of Université Laval. Dr. Paquet's research builds on her multidisciplinary training in physiology (BSc, McGill), consumer psychology and advanced statistics (PhD, McGill), and socio-spatial epidemiology (Post-doctorate, Université de Montréal, University of South Australia). Her primary research interest lies in the influence of environmental factors on chronic diseases, well-being and health-related behaviours. She is particularly interested in the community and organisational factors that shape health behaviours such as dietary behaviours and how such factors can be changed to promote well-being across the lifespan. Her research also investigates genetic and psychological markers associated with greater responsiveness to environmental cues. She has received financial support from a number of national and international agencies including the Canadian Institutes of Health Research (CIHR), the Fulbright Commission, National Health and Medical Research Council of Australia (NHMRC), and the National Institutes of Health (NIH). She is currently Associate Editor for BMC Public Health.



Dr. Bart Gajderowicz is the Executive Director and a Research Associate at the Urban Data Centre. His research goals focus on developing tools and methods for data-driven policymaking in the social service domain. He manages the Urban Data Repository and Catalogue project (CUDR), is a co-author of the Common Impact Data Standard (CIDS), is the lead researcher on SMILE, an explainable AI language model for measuring impact, and the development of tools for data translation, consolidation, and analysis. In 2019, he completed his Ph.D. in industrial engineering from the University of Toronto, creating a high-fidelity simulation environment (BRAMA) for emotion-based reasoning of social services clients and an ontology of social service needs (OSSN). He has held postdoctoral fellowships at Lakehead University, Tata Consultancy Services, and the University of Toronto.



Ebenezer Miezah Kwofie is an assistant professor of sustainable food systems engineering, and the co-director of the Integrated Food and Bioprocess Engineering Program at the Bioresource Engineering Department, McGill University, Canada. Prior to joining McGill, he was a sustainability and resiliency engineering faculty at the University of Arkansas, Fayetteville, United States. Dr Kwofie's research explores the connectivity and dynamics of environmental, economic, and product-process quality to address food system sustainability and resilience. His current research includes industrial agrifood lifecycle sustainability assessments (environmental LCA, Life Cycle Costing (LCC)/Techno-economic assessments and Social LCA), identifying hotspot for eco-efficiency improvements, and developing decision support systems for environmental nutrition assessments of consumer food choices and livestock feed.



Yann Cornil is an Associate Professor of Marketing at the University of British Columbia, Sauder School of Business. He received his Ph.D. in Marketing from INSEAD (France & Singapore) in 2015. Yann's research focuses on food marketing, obesity, sensory perception, and sustainability. His research was published in leading academic journals in marketing (such as the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Marketing, and the Journal of Consumer Psychology), in psychology (such as Psychological Science, and Organization Behavior and Human Decision Processes), and in nutrition (such as Appetite). For his research, Yann received the 2021 Research Excellence Award (Junior Category) delivered by the Sauder School of Business, and was named an MSI Young Scholar by the Marketing Science Institute in 2021. He also was a winner of the 2023 AMA-EBSCO-RRBM Award for Responsible Research in Marketing. Yann teaches in the Undergraduate, MBA, International MBA, and Master of Business Analytics programs of the Sauder School of Business; he was named a Top 40 Under 40 MBA Professor by Poets & Quants in 2019.



Mark Schatzker is an award-winning writer based in Toronto. He is a writer-in-residence at the Modern Diet and Physiology Research Center at Yale University, and a frequent contributor to The Globe and Mail (Toronto), Condé Nast Traveler, and Bloomberg Pursuits. He is the author of The Dorito Effect: The Surprising New Truth about Food and Flavor and Steak: One Man's Search for the World's Tastiest Piece of Beef.