The Convergent Innovation Webinar Series: Farm, Food and Diet

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

Co-Creating Sustainable Cities Using Design to Facilitate Transitions

Abstract: Today, citizens, professionals, civil servants, social enterprises, and others form different types of coalitions to overcome the challenges facing our modern cities. The particularities of these types of groups can be characterised and categorised into ten different types of city makers. Generally, these types of city makers bring value to cities, but this value could be enriched through more participatory approaches or co-creation. Co-creation should stimulate crossovers and accelerate the transition towards sustainable futures. However, these participatory approaches and the networks between them still need to be developed, while improving conditions and dynamics that can enable and enhance innovation in urban environments. Design and systems thinking could contribute valuable methods and perspectives to the development of these participatory and systemic approaches. Finally, the categorisation must enable a better understanding of the transformative capacity of these different types of city makers, necessary for flourishing and sustainable communities.

February 7, 2024
11:00 am EST
(2 hrs in length)

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Jotte de Koning is an Assistant Professor of Design for Sustainability at Delft University of Technology (TUD). Her research focuses on co-creation processes between different actors in sustainability transitions. She explores how methods and approaches from the field of Participatory Design and Design thinking can be relevant for the different stakeholders. As a doctoral researcher she previously worked on co-creation and sustainable food consumption in Vietnam. As a postdoctoral researcher she worked on design and transition management, with a focus on tools and participation in cities. Jotte has published articles on sustainable consumption among the urban middle class of Vietnam; on sustainable food and food waste; on co-creation and participatory design; on design and complexity in sustainability transitions in cities. Next to that she has facilitated and organised over 50 co-creation workshops.

Chair: Laurette Dubé (Scientific Director of MCCHE)

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

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. Capitalizing on digital transformation of science and society, convergence economy takes a person-centered approach to bridging organ- izations 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 agricul- ture, 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 behaviour- al, social, humanities, business, economics, social, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digi- tal 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.

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 process-es underlying consumption, lifestyle, and health behavior. Her translational research exam-ines 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 brings over 30 years of hands-on experience in executive leadership roles, mainly in supply chain management, IT, and consulting. Known for his practical, evidence-based insights, John provides strategic advisory and research to government bodies, NGO's and businesses around the world. He's also a frequent speaker and media analyst. At present, John is the founder and CEO at Shantalla Inc., a niche advisory and research firm based in Toronto and Los Angeles. He is a Professor of Practice at the McGill Center for the Convergence of Health and Economics (MCCHE). In addition, John serves on the board of the Canadian Institute of Food Science and Technology, highlighting his ongoing commitment to the field. His current research focuses on the digital transformation of agrifood supply chains, with an emphasis on issues like transparency, trust, and opportunism.

Panellists:
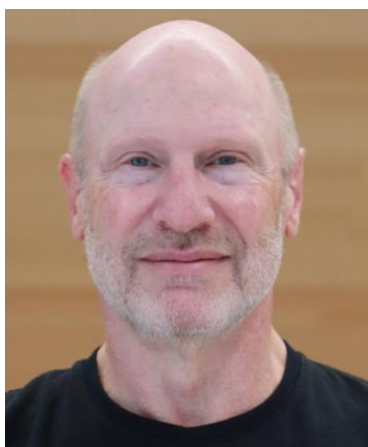
Dr. **Mark Fox** is a Distinguished Professor of Urban Systems Engineering, and a Professor of Industrial Engineering and Computer Science where his current research applies Artificial Intelligence to Smart Cities. He is the Associate Director (Research) in the School of Cities. He received his BSc in Computer Science from the University of Toronto in 1975 and his PhD in Computer Science from Carnegie Mellon University in 1983, where he was an Associate Professor (tenured) of Computer Science and Robotics. He was a founding member of Carnegie-Mellon's Robotics Institute. From 1981 through 1987 he founded and led the Robotics Institute's Intelligent Systems Laboratory, and from 1987 through 1991 he co-founded and led the Center for Integrated Manufacturing Decision Systems. In 1993 Dr. Fox co-founded Novator Systems Ltd., a pioneer in out-sourced eRetail services and software. In 1984 he co-founded Carnegie Group Inc., one of the first companies to apply Artificial Intelligence to solving engineering, manufacturing, and telecommunications problems. He is a Fellow of the Association for the Advancement of Artificial Intelligence (AAAI), the Institute of Electrical and Electronics Engineers (IEEE) and the Engineering Institute of Canada.

Marleen Bekker is an Associate Professor of Health Policy and Politics in the Health and Society group at Wageningen University Group. Her research interests lie at the intersection of health and democracy, and consist of whole of society approaches to integrate health into economic and urban design policies; governance of Planetary and One health issues; and the relation between political institutions (parties, interest representation, economy), societal innovations and the public's health. Initially trained as a nurse, she holds degrees in Health Policy and Management (MSc Maastricht University), Sociology of public health science and policy (PhD Erasmus University Rotterdam), and she received training in public administration and political science. She combines theories on sociological institutionalism, science and technology and new public governance with methodologies of qualitative comparative research, responsive evaluation, and qualitative system dynamic modelling. Marleen is research coordinator of the Health and Society group. Additionally, she acts as policy adviser to the Dutch Ministry of Public Health's Prevention Knowledge Platform and is member of the European Public Health conference board. Besides several consultancies she also led the Public health policy and politics section of the European Public Health Association for six years.

Professor **Madhav Badami** has a joint appointment in the School of Urban Planning and the Bieler School of Environment at McGill University. He is also a core faculty member in the inter-faculty BA&Sc programme in Sustainability, Science and Society at McGill. His teaching and research interests are in the areas of environmental policy and planning; urban transport; alternative transport fuels; urban infrastructure and services; urban governance; and environment and development.

Dr **Antonia Gieschen** is an Assistant Professor in Predictive Analytics at the University of Edinburgh Business School, United Kingdom. Previously, she was a postdoctoral research associate at the Pittsburgh Supercomputing Center with Carnegie Mellon University, where her research dealt with population synthesis through iterative proportional fitting and the integration of representative and non-representative samples into interconnected ecosystems of data. Her research utilises approaches from machine learning and computational social sciences to address topics in different application areas, including public health, financial wellbeing, food access, and tourism, with a focus on the interconnection of datasets and their geospatial relationships. In relation to that, Dr Gieschen is also interested in the use of open source software and open data. Currently, she is investigating financial vulnerability and relating it to geospatial inequality and the wider wellbeing of a person, as well as food systems and local access to healthy and affordable food. She is part of the SynthEco research group, where she is leading the synthetic population creation and cohort data integration. Dr Gieschen holds a PhD from the University of Edinburgh on cluster analysis in the context of spatial and spatio-temporal data.

Sanjith Gopalakrishnan is an assistant professor of operations management at the Desautels Faculty of Management, McGill University. His primary research interests are in environmental and socially sustainable operations management. He is also interested in the interplay of information, incentives, and fairness in multi-agent systems. He is fortunate to have been associated with White Box Analytics based in Vancouver and has handled data science consulting projects for several Canadian businesses such as Best Buy Canada, Lululemon, Procurify, and Lighthouse Labs. In other previous engagements, his interests in sustainable urban transport planning have led him to serve on the Transportation Advisory Committee to the City of Vancouver.

Kent Mullinix is Director of Sustainable Agriculture and Food Security and is engaged in research and development to advance sustainable agriculture and food systems. Before joining ISH Mullinix held the Endowed Joint Chair in Pomology and was an Associate Professor, Department of Horticulture and Landscape Architecture, Washington State University. He was concurrently Professor and Director of Agriculture Programs at Wenatchee Valley College. Prior he was a horticulture research specialist (fruit and nut crops) for the Universities of Missouri, Minnesota and Kentucky. Additionally Mullinix is an Adjunct Professor in The Faculty of Land and Food Systems at the University of British Columbia and serves on the editorial board for the North American Colleges and Teachers of Agriculture Journal. Mullinix attended the University of Missouri where he earned a B.S. in Agriculture (major horticulture with emphasis on fruit and vegetable production), M.S. in Horticulture (specializing in Pomology) and Ph.D. in Agriculture Education (curriculum and program development, crop sciences and soil conservation). He also earned a Ph.D. from the University of British Columbia in Plant Science (specializing in integrated pest management). He was also the founding Director of the Institute for Rural Innovation and Stewardship (IRIS) in North Central Washington.