

# The Convergent Innovation Webinar Series: Farm, Food and Diet

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

## *Filling the gaps of a failing governance system for global sustainability goals: Exploring the role of self-accountability and reflexivity*

**Abstract:** It seems humanity is coming of age. The connectivity between all the parts of her body has increased at immense speed for at least a century and a half; connectivity in terms of physical communication, material trade, intellectual collaboration, and, at times political visioning of what kind of world we want for our children. It is an agonizing process and fraught with inner conflict among all the parts not yet operating as the integrated unified system that it has the potential to be. In this talk I will explore how the individual and collective human components in this emerging system can navigate their roles and responsibilities at the interface of their own values and the global goals the international community has adopted for preserving the integrity of our planet and the health of humanity. The agency of any actor is constrained by governance frameworks stifled by path dependency. Public governance is stuck in the straightjacket of national sovereignty while nation states have little real sovereignty left when economic, social and environmental changes are sweeping across the world. The legal frameworks for corporate actors is narrowly constrained by short-termism and indifference to legacies of environmental degradation and inequity. Local communities in their myriad forms are not seen as active protagonists of their own destinies. Filling fundamental changes to these failing governance frameworks, opportunities for agency lies in active self-accountability vis-à-vis local and global community values and goals as part of a reflexive process involving action, reflection and joint decision-making for the common good.

**February 20, 2024**

11:00 am EST

(2 hrs in length)

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**Sylvia Karlsson-Vinkhuyzen** is Associate Professor with the Public Administration and Policy Group of Wageningen University. She grew up loving nature and studied biology first - and then later moved her focus to understand humanity and her struggles to create a more harmonious relationship with nature than what she has shown in the past century in many parts of the world. She has a PhD in political science from Linköping University, Sweden and did her postdoc at Yale University, USA. For the past 20 years she has researched global and multilevel public governance of the environment including: what roles knowledge, values and institutions plays and what factors makes such governance effective and legitimate. She has published in the domains of global energy, climate change, biodiversity and sustainable development governance. Next to her work she serves on the boards of the One World Trust and the International Environment Forum (IEF).

*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 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



**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** 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:



**Robert Nason** is a William Dawson Scholar and associate professor of Strategy and Organization at the Desautels Faculty of Management at McGill University. He currently serves as the area coordinator for Strategy and Organization and as the Director of Innovation and Entrepreneurship at Desautels. Robert's research focuses on the role of entrepreneurship in society covering areas of family business, behavioral strategy, growth, and the informal economy. His current research initiatives are particularly focused on entrepreneurship and economic inequality – examining entrepreneurial activity in contexts of poverty and wealth. Robert has received awards for research, including the Academy of Management Entrepreneurship Division's Emerging Scholar Award in 2020, and teaching, including Poets & Quants Best 40 Under 40 MBA Professors (2022) and the Desautels Core Strategy MBA Teaching Award (2022). Robert's research has been funded by the Social Sciences and Humanities Research Council of Canada (SSHRC) and the Fonds Québécois de la Recherche sur la Société et la Culture (FRQ-SC).



**David J. Spielman** is the director of IFPRI's Innovation Policy and Scaling Unit and has been with the institute since 2004. His research agenda covers a range of topics including agriculture and rural development policy; agricultural science, technology, and innovation; plant genetic resources and seed systems; agricultural extension and advisory services; and community-driven rural development. David was most recently based in Kigali, Rwanda, where he led the Rwanda Strategy Support Program. From 2016 to 2020, David managed IFPRI's research theme on science, technology, and innovation policy from its headquarters in Washington, DC, and contributed to research projects in Asia and Africa. From 2004 to 2010, he was based in Addis Ababa, Ethiopia, where he was part of IFPRI's work on strengthening agricultural innovation systems. Earlier in his career, David worked on agriculture and rural development issues for the World Bank (Washington, DC), the Aga Khan Development Network (Pakistan), and several other organizations. David received a PhD in Economics from American University in 2003, an MSc in Development Studies from the London School of Economics in 1993, and a BA in International Relations from Tufts University in 1992.



**Nick Drager**, former Director of the Department of Ethics, Equity, Trade and Human Rights and Senior Adviser in the Strategy Unit, Office of the Director-General at the World Health Organization is Honorary Professor, Global Health Policy, London School of Hygiene & Tropical Medicine; Professor of Public Policy and Global Health Diplomacy, McGill University; Adjunct Research Professor, Norman Paterson School of International Affairs and Senior Fellow, Global Health Programme, The Graduate Institute, Geneva. His work focuses on current and emerging public health issues related to globalization and health, especially global health diplomacy/governance, foreign policy and international trade and health. The policy related, research and training activities of the work programme he leads are designed to contribute to enabling policy makers and public health practitioners to analyse and act on the broader determinants of health development, to better manage and shape the global and national policy environment for health and to place public health interests higher on the global development agenda to improve health outcomes. He has an M.D. from McGill University and a Ph.D. in Economics from Hautes Etudes Internationales, University of Geneva.



**Professor Korsten** is the Co-Director of the Department of Science and Innovation, Centre of Excellence in Food Security. She is also responsible for the food safety and regulatory control programmes within the DSI-NRF Centre of Excellence in Food Security and actively interacts with other researchers in various institutes. She holds the position of chair in the Global Task Force of Food Security for the International Society for Plant Pathology. Prof Korsten has addressed the South African Parliament on Food Safety Control and has developed a national framework for government to develop a Food Control Authority. Prof Korsten has focussed her research mainly on the complementary fields of postharvest technology and food safety as related to international trade in fresh produce. As a team the Plant Health and Safety research group has been able to develop several innovative technologies to reduce disease and prevent product contamination. The value of her research programmes (Produce Quality and Safety (PQS) and Postharvest Innovation Research) is best illustrated by sustained industry financial support, intensive student training and publications.