The Convergent Innovation Webinar Series: Farm, Food and Diet

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

Collaborative Climate Action: Strategies for Managing Scope 3 Emissions Across Firms and Borders

Abstract: For most companies, Scope 3 emissions — indirect emissions that occur in a company's value chain — represent a substantial part of their overall carbon emissions. Therefore, in the face of mounting environmental challenges and expectations, addressing Scope 3 emissions has become crucial for firms committed to net-zero targets. This talk explores innovative policies and practices at both the firm and governmental levels for managing these emissions , emphasizing the importance of collaboration across industries, countries, and regions. It will outline the challenges businesses face in quantifying and reducing these emissions and showcase successful case studies where cross-sectoral and cross-border cooperation has led to substantial reductions in Scope 3 emissions. We will also discuss the role of technological innovations in tracking and reducing these emissions, the importance of supply chain engagement, and sketch policy frameworks that encourage transparent reporting, incentivize emission reductions, and foster collaboration among stakeholders.

April 3, 2024

11:00 am EST
(2 hrs in length)

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Bio: Sanjith Gopalakrishnan is an assistant professor of operations management and academic director of MBA at the Desautels Faculty of Management, McGill University. His primary research interests are in environmental and socially sustainable operations management. He is fortunate to have been associated with White Box Analytics based in Vancouver and has handled data consulting projects for several Canadian businesses such as Best Buy Canada, Lululemon, Procurify, and Lighthouse Labs. His interests in sustainable urban transport planning have led him to serve on the Transportation Advisory Committee to the City of Vancouver. He also serves on the Board of Green Teams of Canada, a non-profit committed to community-led environmental stewardship.

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

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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 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. **Heike Baumüller** is a Senior Researcher and Coordinator of the Program of Accompanying Research for Agricultural Innovation (PARI) at the Centre for Development Research (ZEF) at the University of Bonn, Germany. Her research focuses on the role of digital technologies in raising the productivity of smallholder farmers, improving the functioning of agricultural markets and facilitating agroprocessing in Africa. Prior to joining ZEF, she was a Senior Research Fellow with the Energy, Environment and Development Programme at Chatham House in London, researching the environmental and socio-economic dimensions of trade in natural resources. Previously, Dr. Baumüller coordinated the Environment and Natural Resources Programme and led the implementation of projects on fisheries and biotechnology at the International Centre for Trade and Sustainable Development (ICTSD) in Geneva. She holds a PhD in Agricultural Sciences from the University of Bonn, a Master of Environmental Studies from Macquarie University, Sydney, and a Bachelor in Cognitive Science from the University of Exeter, UK.

Caspar Krampe is Assistant Professor of Marketing at Wageningen University in the Netherlands. In his research, Caspar Krampe explores the transition of markets towards sustainability through technology and data-driven innovation. Due to his marketing and psychology background, Caspar Krampe also works at the interface between consumer and marketing research and analyses the decision-making of value chain actors using neuroscientific and "traditional" marketing methods. Together with his colleague Paul Ingenbleek and the postdocs and PhD students involved in various European research projects –with the involvement of researchers from other groups and disciplines, company managers and other value chain actors– the Sustainable Market Innovation Hub was founded as a cooperation within the Chair of Marketing and Consumer Behaviour to further expand the network for scientific and practical impulses.

Dominic Schofield, has dedicated his life to work on some of the largest and most complex development challenges through the non-profit sector, holding positions at UNICEF and the Global Alliance for Improved Nutrition (GAIN), among others. Throughout his career, Schofield has worked primarily on mobilizing businesses to have a positive social impact, mainly in the area of food and nutrition security in Africa, Latin America, and Asia.

Liliana Perez's initial training is in cadastre and geodesy (B.Ing. of the University Distrital, UD, Colombia). After obtaining her master's degree in geography (UPTC, Colombia) in 2003, she worked for the Marine and Coastal Research Institute "José Benito Vives de Andreis" (INVEMAR) and also for the International Center for Tropical Agriculture (CIAT). Three years later, in 2006, she left Colombia to move to Canada and start a doctorate in geography with a specialization in complex systems modeling at Simon Fraser University (SFU), under the direction of Dr. Suzana Dragicevic (SAMLab). In this thesis she addressed the subject of spatial and temporal modeling of insect epidemics and their complex behaviors. Following her PhD in 2011, she began her post-doctoral studies at the University of British Columbia (2011) and also at the University of Victoria (2011-2013) where she worked on issues related to the spatial and temporal relationship between changes in indirect indicators of biodiversity and climate change.

Gaurav Awasthi is a Sustainability Consultant at TCS working with organizations to develop their sustainability strategy and transition plans; also a lead consultant for GRI Advisory Services.