



The Convergent Innovation Webinar Series:

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

Decentralized brokerage, multi-sectoral platforms, and lasting socio-economic food systems transformation: The catalysis strategy

Exceptional Panel Discussion to address these issues within the COVID-19 context



Atefeh Ramezankhani, PhD is a senior strategy consultant with Deloitte’s innovation and business design practice. She obtained her PhD in “Strategy and Organization” at Desautels faculty of management, McGill University. Her areas of expertise include ecosystem transformation and cross-sector business models for socioeconomic value creation. In her doctoral research, Atefeh combined mathematical modeling and ethnography methods to study the creation of a multi-sided market platform for convergent innovation as a pathway to address food system transformation in Canada. She also holds an MBA and BSc. in Mechanical Engineering from Sharif University of Technology.

April 1st, 2020

2:30- 4.30pm EST

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Password: seminar

Chair & Moderator: Laurette Dubé (Scientific Director of MCCHE)

Co-Chair: John Keogh (Managing Principal, Shantalla Inc. Toronto)

ABSTRACT: Societal-scale solutions to complex problems need to transform existing social and economic structures in which actors from the public, civic society, and private sectors interact. Organizational actors with catalysis role nurture new socioeconomic arrangements aimed at transformative, economically viable outcomes. Also, there are multiple examples around the world where new market arrangements are being used for social impact where these actors propose innovative models of wealth and social impact creation. This seminar will focus on the role of catalyst actors (from either of three sectors) in stimulating the dynamics of initiation and development of new market arrangements with simultaneous economic and social outcomes. After a brief introduction to the concept of socially-oriented markets and some exemplar models in the context of food security and clean energy, the role of catalyst organizations in creating socially-oriented market platforms is discussed drawing from the speaker’s three-year long ethnography of the largest food security organization in Canada. A novel form of bridging called decentralized brokerage is proposed that contributes to transforming existing ecosystems. Building on this, Dr. Ramezankhani discusses how multi-sided platform markets emerge in the presence of interdependent communities of actors introducing an innovative mathematical model that incorporates coupled market dynamics, including creation of joint market utility for all involved actors. Through analytical and simulation analysis of the tipping behavior in the model, the evolutionary dynamics involved in creating such platforms are discussed and the synergies needed between policies across the sides in the early stages are introduced.

ABOUT THE SERIES: The **Convergent Innovation Webinar Series** features cutting edge science, technology and innovation in agriculture, food and health domains as well as in the behavioural, 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.

Global Pulse Innovation Platform:

An Ecosystem to Transform Traditional and Modern World through Food



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