



The Convergent Innovation Webinar Series:

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

Uberizing Environmental Action



Peter Schelstraete is co-founder and CEO of Ubuntu, an Environmental Solutions Platform at the crossroads of AI and Human Expertise. Ubuntu’s mission is to help achieve the Sustainable Development Goals by scaling the most impactful and promising solutions. Previously, Peter was at The Coca-Cola Company. In his 19 years’ tenure, he held a variety of high profiles roles, including Global VP Digital & Assets and CMO for Asia Pacific. Peter holds Master’s degree in Commercial Engineering at the University of Leuven, Belgium and a Postgraduate Master’s degree in Business Management from the University of Montpellier, France.

January 23, 2020

11:00 am EST

(1.5 hrs in length)

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

ABSTRACT

In today’s world, it just takes minutes to find your next AirBnB or Uber. But when it comes to finding environmental solutions, the world still largely operates in traditional ways. Most companies, even those with aspirational environmental targets, still operate with conventional top-down approach – largely focused on traditional approaches and partnerships. Considering the enormity of the environmental challenges and the necessity to act with speed, it is time we embrace the advantages of platform economies.

During this presentation, **Peter Schelstraete** will show how we leverage digital technologies and the principles of network effects to scale environmental solutions and help solve the world’s most pressing environmental issues.

ABOUT THE SERIES

The **Convergent Innovation Webinar Series** will feature 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



For more information or to subscribe, contact:
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