



# The Convergent Innovation Webinar Series:

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

### Canada and the World Net Zero Challenge: Exploring Pathways, Policy development, and Technological Opportunities



**Dave Sawyer** is an environmental economist with a twenty-five year track record in helping solve policy challenges for sustainable development, bridging political realities with sound economic theory. He provides innovative modelling, analytics and institutional support to reveal the implications of environmental policy choices. He has held positions with Environment Canada, Canada’s Commissioner of Environment and Sustainable Development and leading Canadian consultancies. Most recently, he was the International Institute for Sustainable Development’s vice-president for climate, energy and partnerships, leading a team of 20 adaptation and mitigation specialists working on low carbon, climate resilient development globally. He was the lead author of important Canadian reports on national carbon policy, such as the National Roundtable on the Environment and Economy’s *Getting to 2050* and *Achieving 2050*. Dave has also been working in developing countries on the socio-benefits of low carbon development.

**August 26, 2021**

**11:00 am EST**

**(2 hrs in length)**

[Click Here To Join](#)

*Chair: Laurette Dubé (Scientific Director of MCCHE)*

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

**ABSTRACT:** Canada has now committed to a more ambitious Nationally Determined Contribution to achieve emission reductions of - 40 to 45% below 2005 levels by 2030. At the same time, it is committed to achieving deep decarbonisation levels consistent with net zero emissions by 2050. Make no mistake, these are ambitious emission reduction trajectories. Notably, net zero by 2050 requires Canada to bend emissions down to a level of about one tonne per capita from current levels of about 20 tonnes per capita nationally and close to 70 tonnes per capita in Alberta and Saskatchewan. All this needs to be achieved in under thirty years or in the lifespan of three light duty vehicles or one industrial boiler. Just five years ago, such deep ambition did not seem practically feasible. David will discuss the two key reasons from this, the first bearing on Canada carbon mitigation policy architecture; the second, on the pace of technological change that has clearly sped up, with technological breakthroughs in batteries and storage, industrial decarbonization, and transportation. David will present analysis and modeling conducted by the Canadian Institute for Climate Choices about possible net zero pathways for Canada. These net zero pathways will be juxtaposed against recent policy developments and technological opportunities that make the transition to deeper decarbonisation more feasible by the day. Ongoing challenges and head winds will be highlighted as well as opportunities to strengthen current policy development.

**PANEL DISCUSSION:** A panel of scientists and action leaders will build upon this in-depth economy-level analysis of Canada Net Zero strategy to explore challenges and possibilities for the agri-food sector in Canada and around the world, linking to the UN SDGs. They will discuss strategies to cascade down and up national policies into sector- and enterprise-level investments, innovation pipelines, operations and logistics, laying out key foundation for the integrative digital and institutional architecture needed to reach societal scale (e.g., standards, metrics, monitoring, adaptive learning). They will also discuss show effort deployed for Net Zero could be linked to other aspects of development, e.g. Zero Hunger, Affordable Health for All, or Inclusiveness, as suggested in current calls for a world reset on convergence economy, acknowledging that developed and developing worlds share the same planet and harnessing the full power of entrepreneurship and innovation around the globe.

**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.

### Global Pulse Innovation Platform:



For more information or to subscribe, contact: [sabina.hamalova@mcgill.ca](mailto:sabina.hamalova@mcgill.ca) or visit us [@MCCHE](#)



#GlobalPulseDay  
#LovePulses



**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** is a strategist, C-level advisor and academic researcher with 25 years of executive leadership roles as Director, VP and SVP in global Supply Chain Management, Information Technology, Technology Consulting and global Supply Chain Standards. He advises the public and private sectors worldwide and is a regular subject matter expert on TV and Radio. Mr. Keogh is managing principal at Toronto-based, niche advisory and research firm Shantalla Inc. Mr. Keogh holds a PG diploma and an MBA in Management and an MSc in Business and Management Research in transparency and trust. He is currently completing doctoral research on transparency and trust in food chains at Henley School of Business, University of Reading.



**Gordon Bacon** served as the CEO for Pulse Canada from 1997 to 2021 and was CEO of the Canadian Special Crops Association for 16 years. Gordon has been an active member on the Executive of the Global Pulse Confederation (GPC) since 2001 and now serves the GPC as Director, Food Systems. Mr. Bacon was part of a national and global pulse leadership group that worked to have the United Nations declare 2016 as International Year of Pulses and a UN designation of World Pulses Day each year in February. For two decades Gordon has been a champion of positioning pulses as an affordable, nutritious and healthy food with an important contribution to both sustainable cropping systems and reducing the ecological foot print or providing protein to diets for both people and animals. Prior to joining Canada's pulse industry Gordon was Director of Market Development at the Canadian Wheat Board (CWB). He has also served as Senior Policy Advisor to a Federal Cabinet Minister in Ottawa, and as well as various roles with federal and provincial departments of agriculture.



**Claire Koelsch Sand** is a Global Packaging Leader with 35+ years of broad experience in the food science and packaging spectrum. Sand's mission is to enable a more sustainable food system with science and value chain innovations that more sustainably increases food shelf life and prevents food waste. She leads cross-functional efforts, infuses innovative solutions, provides compelling business and technology strategies and business cases, and generates implementation roadmaps for the packaging and food industry. Dr. Sand is Owner and Founder of Packaging Technology and Research, LLC and Gazelle Mobile Packaging Inc and an Adjunct Professor at Michigan State University and CalPoly as well as Food Technology's monthly Packaging columnist and a monthly contributor to Packaging Digest. She is an IFT Fellow, Riester-Davis-Brody life-time achievement in food packaging award recipient, serves on numerous Editorial Boards, is the author of the Packaging Value Chain, and is cochair of pacfoodwaste. Claire has held previous positions in basic research, development market research, and marketing in Germany, Colombia, and Thailand and at Total Quality Marketing, Nestle, General Mills, Kraft Heinz, Safeway, and in academia. Dr. Sand holds a doctorate degree in Food Science and Nutrition from the University of Minnesota and MS and BS in Packaging from Michigan State University.



**Susie Miller** is the Executive Director of the Canadian Roundtable for Sustainable Crops (CRSC). The CRSC is a member-based organization that facilitates cross-commodity collaboration on sustainable agriculture issues and opportunities facing grains sector participants. Susie has worked extensively with the Canadian agriculture and food industry, with over 30 years of experience with Agriculture and Agri-Food Canada, government of Saskatchewan and industry associations.



**Dr. Ari Van Assche** is Full Professor of international business and co-founder of the International Institute of Economic Diplomacy at HEC Montréal. He is deputy editor of the Journal of International Business Policy, fellow at CIRANO and research fellow at IRPP. He holds a Ph.D. in Economics from the University of Hawaii at Manoa and specializes in the organization of global value chains and their implication for public policy. In 2017, he co-edited the book Redesigning Canadian Trade Policy for New Global Realities, which received the 2018 Doug Purvis Memorial Prize.



**Evgueni Loukipoudis** is the CTO of Canada's Digital Technology Supercluster. Before joining the Supercluster, he was the CTO of McKesson Medical Imaging and then Change Healthcare and prior to this, as a senior leader in Agfa Healthcare he co-led the digital transformation of that corporation. Evgueni has also been part of technology start-ups and participated in several open industry-wide and standardization initiatives. He holds an MSc in Mathematics and a PhD in Computer Science from the University of Sofia, Bulgaria. His interests include digital health, medical imaging, distributed ledger technology, linked open data and machine learning.



**Ilias Benjelloun** is an ecosystem builder, program designer and open innovation strategist at Desjardins Open Innovation Lab and board member of MTL NewTech currently living in Montreal, Québec, Canada. Ilias has been working with startups, innovation, and technology for more than a decade. He is vested in designing mutually beneficial b2b innovations, accelerating research to entrepreneurship and developing innovation pipeline within our startup community. Throughout collaborations, more than 1000 startups and dozen established companies have been supported in their endeavours to increase their chances for success. And always open to create opportunities to nurture and advance our innovation ecosystem tackling crucial challenges for meaningful impact