

Food System Vision Prize



*Envisioning Regenerative and
Nourishing Food Futures for
2050*

**Strategic Network
Partner Report**



Prepared by: SecondMuse
March 2020



The
**ROCKEFELLER
FOUNDATION**

SECONDMUSE

openIDEO



Table of Contents

- 4 - Introduction
- 6 - Moving Forward
- 6 - Network Engagement
 - 8 - African Women in Agriculture Research and Development (AWARD)
 - 10 - EAT
 - 12 - EcoAgriculture Partners
 - 14 - The Food and Land Use Coalition (FOLU)
 - 16 - Food Tank
 - 18 - Global Alliance
 - 20 - International Center for Tropical Agriculture (CIAT)
 - 22 - Slow Food International
 - 24 - Thought for Food
 - 26- Information Training & Outreach Centre for Africa (ITOCA)





Introduction



The Food System Vision Prize, conceptualized by The Rockefeller Foundation and powered by SecondMuse and OpenIDEO, amplifies the discourse on the state and the future of the world's many food systems. With this Prize, we want to enable communities globally to develop actionable solutions and become protagonists of their own food future. Creating a compelling, concrete and actionable Vision for the future of our food system requires a culture of collaboration that rallies industry, policy, academia, and society to act as one.

The Food System Vision Prize (FSVP) is an invitation for individuals, organizations, institutions, companies, and communities to develop an aspirational Vision of a food system that effectively addresses scientific, technological and environmental trends, growing resource demands, and regional characteristics.

We have partnered with nine organizations from across the globe. These leading organizations, who actively work to build a better food future, have become our most engaged FSVP partners. The Strategic Network Partners (SNP) have provided support throughout the program including program design input, outreach & network engagement.

Our nine SNPs include: African Women in Agriculture Research and Development (AWARD), EAT, EcoAgriculture Partners, The Food and Land Use Coalition (FOLU), Food Tank, Global Alliance for the Future of Food, International Center for Tropical Agriculture (CIAT), Slow Food International, and Thought For Food (TFF).





Moving Forward



Since the launch of the FSVP, the SNPs have been an integral part of the program success. Their expertise, time, and access to a broad network has supported us to connect across broad communities, test prototyped materials, and access key stakeholders in the food system.

During the Open Submission phase, SecondMuse met with each SNP to ensure they had the resources needed to represent the FSVP and do meaningful engagement to activate their network. We supported each SNP by providing resources, facilitating relationships, and developing collateral to support their efforts.

Moving forward we are thrilled to continue collaborating with SNPs to identify and advance the most promising, bold, and transformational Visions. We are also exploring opportunities to support their efforts by collaborating across efforts that are in alignment with the Prize.

We feel encouraged and inspired by each of our SNPs. We are grateful for their commitment to making this Prize a success and for supporting our Visionaries on their paths to creating nourishing and regenerative food futures all across the globe.

In this report, the SecondMuse team has summarized key metrics showcasing the engagement efforts accomplished by the SNPs during the Open Submission Phase. While this document does not fully encompass the tremendous amount of work each SNP has put into making the FSVP a success, it provides a high level overview of the critical role each SNP has played. The success of this Prize would not have been possible without the support from each of these partners.



Network Engagement



African Women in Agriculture Research and Development (AWARD)

“The Food System Vision Prize campaign received an overwhelming engagement from AWARD’s social media platforms.”

The African Women in Agricultural Research and Development (AWARD) works toward inclusive, agriculture-driven prosperity for the African continent by strengthening the production and dissemination of more gender-responsive agricultural research and innovation. AWARD invests in African scientists, research institutions, and agribusinesses so that they can deliver agricultural innovations that better respond to the needs and priorities of a diversity of women and men across Africa’s agricultural value chains.



Inspiring Moments

November 28-29, 2019: AWARD partnered with Eastern Africa Network for Women in Basic Sciences (EANWoBAS) and the University of Nairobi (UoN)

- AWARD led a gender workshop titled “First Regional Workshop on Gender Equality in STEM.”
- The workshop provided an opportunity for a face to face interaction with various government and non-governmental institutions.
- This represented a key opportunity to promote the Food System Vision Prize and provide in-person information.

AWARD

Reach

Over 28 countries

Geographic Diversity

Benin, Burundi, Burkina Faso, Cameroon, Chad, Central African Republic, Côte d'Ivoire, Democratic Republic of Congo, Ethiopia, Ghana, Gabon, Gambia, Guinea, Kenya, Liberia, Malawi, Mali, Madagascar, Mozambique, Nigeria, Niger, Rwanda, Senegal, Tanzania, Togo, Uganda, Zambia, United States, Canada and Sri Lanka

Top Metrics

- Regularly promoted the Prize through AWARD's Facebook Group (includes 9,000+ members)
- Regularly promoted the Prize through AWARD's Twitter account (includes 5,000+ followers)

AWARD Fellowships

January 3 · 🌐

The Rockefeller foundation and @secondmuse invite you to share your transformative vision for the future of the global food system at:

<http://bit.ly/2tqDubW>

Deadline: January 31, 2020



ROCKEFELLERFOUNDATION.ORG

Food System Vision Prize 2050 - The Rockefeller Foundation

The Food System Vision Prize invites organizations from around the world...





EAT

“Participating in the in-person Strategic Network Partner event and dynamic discussion was inspiring in many ways. The Prize context provided during this meeting brought to life the depth of the Rockefeller Foundation vision and commitment to food systems change. The presentations and panel set a bold tone with great food”



EAT works to transform the global food system through sound science, impatient disruption, and novel partnerships. EAT works toward the vision of a fair and sustainable global food system for healthy people and the planet—leaving no one behind. To ensure success, EAT connects and partners across science, policy, business and civil society to achieve urgent and radical transformations by 2050.

Inspiring Moments

“It was incredible to participate in the closed door session with other Strategic Network Partners. The conversation got so real and so earnest and so clear about the challenges of amazing opportunities in the food space. I felt inspired to be among these impressive allies and colleagues in the work and inspired to double down in the emergent and honest work across all our focus areas. It is critical to continue to emphasize change across the systems, and dig into the uncomfortable and difficult areas of growth we all are called into if we are going to get where we collectively are aiming towards.”

EAT

Reach

The entire EAT network, which includes over 200 countries

Geographic Diversity

Norway, Sweden, UK, USA, Greater EU, Asia, Australia and more

Top Metrics

- Received 734 Website views on the blog post published on the EAT Website
- Received 146 engagements on most popular Tweet
- Received 4,800+ views on Instagram





EcoAgriculture Partners

“A reaction we often got is that local landscape leaders are extremely excited to be able to share their Visions, to be able to explain how they see things to happen in a realistic way. The best proof we observed throughout the Open Submission Phase was witnessing people really interested in hearing from us. It was inspiring to listen to Visionaries’ dreams and how they see the real potential of our landscapes”



EcoAgriculture Partners is a pioneering non-profit organization that advances the practice of integrated landscape management and the policies to support it. By facilitating shared leadership and collaborative decision-making by all stakeholders in a landscape, EcoAgriculture Partners empowers agricultural communities to manage their lands to enhance livelihoods, conserve biodiversity and ecosystem services, and sustainably produce crops, livestock, fish, and fibre. From critical analysis of policies, markets, and land-use practices, EcoAgriculture generates innovative research, tools, and methodologies that help landscape managers and policymakers create and sustain integrated landscapes worldwide.

Inspiring Moments

“When the first people from within our network finished the application process they very enthusiastically shared with us the confirmation email they received. They felt they really had been able to contribute to their larger community by sharing their Vision, no matter what their outcome would be. It once again confirmed the power of collaboration and partnership.”

EcoAgriculture



Join the \$2M [#FoodVision2050](#) Prize to be a part of the community coming together to create concrete and actionable visions of our food system by 2050! Learn more: bit.ly/2MWFvUz



Food System Vision Prize
Envisioning Regenerative and Nourishing Food Futures for 2050

The ROCKEFELLER FOUNDATION
SECOND MUSE open:IDEO

Reach

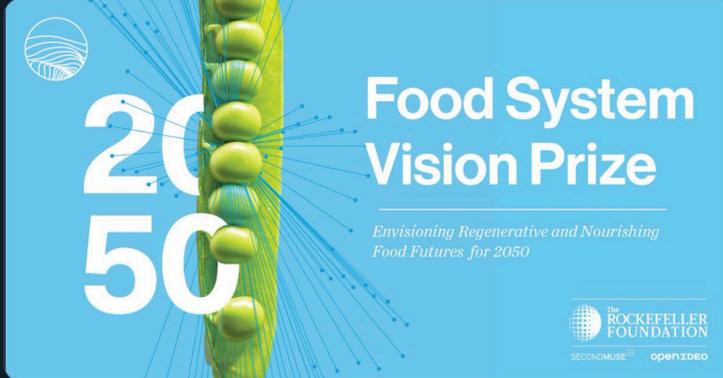
Over 20 countries

Geographic Diversity

Kenya, Tanzania, Ethiopia, Sudan, Rwanda, DRC, South Africa, Mozambique, Mali, Senegal, Cameroon, Seychelles, Uganda, Burkina Faso, Zimbabwe, Zambia, Costa Rica, Nicaragua, Honduras, Guatemala, Belize, Mexico, and El Salvador



More than 1,300 [#FoodVision2050](#) teams from over 100 countries submitted Visions for a more regenerative and nourishing food future. Now, 79 Semi-Finalists have been announced! Check them out and leave feedback + questions so they can grow: bit.ly/34eFWiZ



2050 Food System Vision Prize
Envisioning Regenerative and Nourishing Food Futures for 2050

The ROCKEFELLER FOUNDATION
SECOND MUSE open:IDEO

Top Metrics

- Reached 1411 people through Network Newsletter
- Connected with 500+ people through Facebook
- Reached 280+ people through Instagram



The Food and Land Use Coalition (FOLU)

“We are generally very excited to see so many submission for this lofty cause we all share.”

Established in 2017, the Food and Land Use Coalition (FOLU) is a community of organizations and individuals committed to the urgent need to transform the way we produce and consume food and use our land for people, nature, and climate. FOLU supports science-based solutions and helps build a shared understanding of the challenges and opportunities to unlock collective, ambitious action. FOLU builds on the work of the Food, Agriculture, Biodiversity, Land Use, and Energy (FABLE) Consortium teams which operate in more than 20 countries.

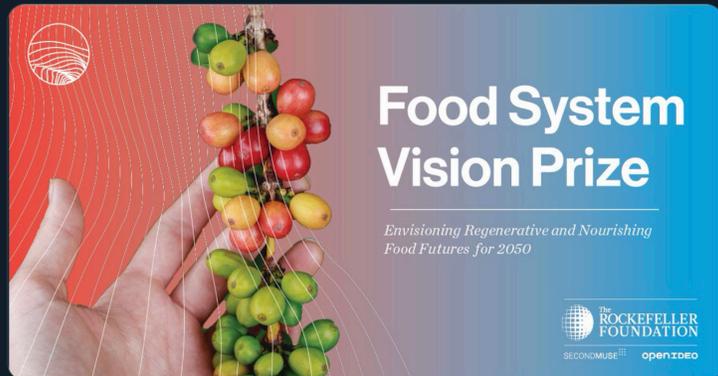


Inspiring Moments

“Our social media announcements were really successful, it seems people were eager to join in on the race towards a better food future.”



Reminder: The Open Submission Phase for the \$2M #FoodVision2050 Prize closes in just a couple of days. Jump in and share your Vision for a more #regenerative and nourishing #food future by January 31! bit.ly/2PFXIHF @RockefellerFdn 🍊



FOLU

Reach

Over 35 countries

Geographic Diversity

Argentina, Australia, Brazil, Canada, China, Colombia, Ethiopia, European Union, Finland, India, Indonesia, Malaysia, Mexico, The Nordics, Russian Federation, Rwanda, United Kingdom, USA, France, Austria, Germany, Switzerland, Kenya, Ghana, New Zealand, Cameroon, Peru, Poland, Netherlands, Romania, Italy, Spain, Ukraine, Belgium, Armenia.

Food and Land Use Coalition Retweeted



The Rockefeller Foundation @RockefellerFdn · Mar 6
Just announced: The 79 Semi-Finalists of the #FoodVision2050 Prize! These Visions were selected for their potential to inspire real, positive, and bold transformation of food systems across the world. Explore them here: bit.ly/2PFXIHF



1 12 20

Top Metrics

- Received 108 engagements through Twitter
- Received 11 engagements through Instagram
- Received 22 engagements through LinkedIn
- Observed 1,070+ people reached through Newsletter



Food Tank

“Our most incredible successes have been the network and community we’ve formed around communicating and sharing about the Food System Vision Prize. We’ve had so many initiatives reaching out to us to let us know how inspired they’ve felt and share how they have collaborated with their communities and institutional partners to build their Visions.”



Food Tank is one of the fastest-growing nonprofit organizations around food and agriculture issues, focused on building a global community for safe, healthy, nourished eaters. Their work spotlights environmentally, socially, and economically sustainable ways of alleviating hunger, obesity, and poverty, and creates networks of people, organizations, and content to push for food system change. Food Tank highlights hope and success in agriculture.

Inspiring Moments

“I love that people are reaching out directly to discuss their ideas for the Prize. It’s been great to hear their ideas and goals and provide advice. I’ve also really enjoyed working with The Rockefeller, SecondMuse, and OpenIDEO teams. They are all committed to making the Prize successful and Food Tank is learning a lot from this experience. Thank you!”

Apply for the Food System Vision Prize to Envision a Better Food System for 2050



Food System Vision Prize Pushes for Solutions—and Hope



Food Tank

Reach

Over 180 countries

Geographic Diversity

United States, Canada, Nigeria, India, United Kingdom, Kenya, Australia, South Africa and Colombia. And so many more!

Top Metrics

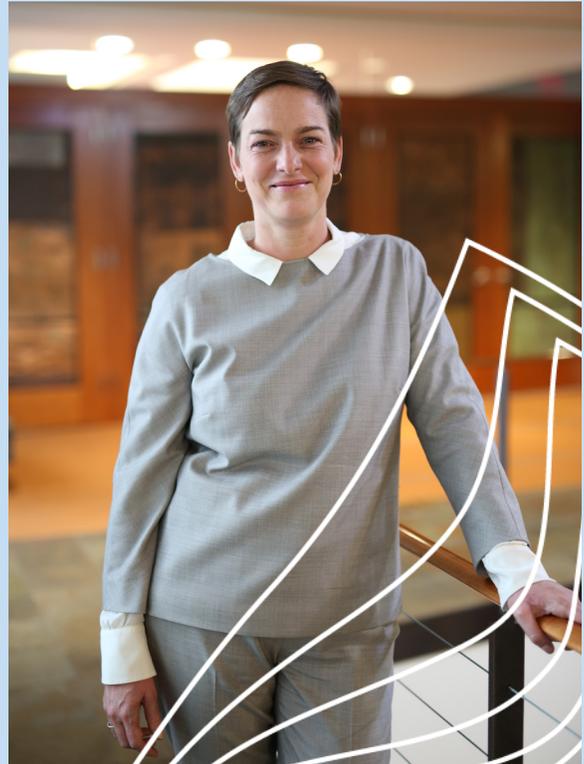
- Reached 58,000+ combined views through the newsletter
- Tracked 25,050+ unique page views on Prize articles
- Observed 3,600+ social shares on articles referring to the Food System Vision Prize
- Food Tank's CEO and President Dani Nierenberg, hosted Roy Stiener on her podcast to feature the Food System Vision Prize. Focusing on how the Food System Vision Prize is pushing for solutions and hope, the podcast was a huge success!



Global Alliance for the Future of Food

“We were thrilled to have the opportunity to engage the SecondMuse team in a discussion on how Food Systems Transformation Toolkit could help the Prize finalists.”

The Global Alliance for the Future of Food is a strategic alliance of philanthropic foundations working together and with others to transform global food systems now and for future generations. We believe in the urgency of transforming global food systems, and in the power of working together and with others to effect positive change. Food systems reform requires that we craft new and better solutions at all scales through a systems-level approach and deep collaboration among philanthropy, researchers, grassroots movements, the private sector, farmers and food systems workers, Indigenous Peoples, government, and policymakers.



Inspiring Moments

“A tweet featuring our Vision for the future of food alongside a call to action to enter the Food System Vision Prize received 7 retweets and 11 likes, which is high engagement for us.”

Global Alliance



Reach

Over 25 Countries

Geographic Diversity

America, Cuba, Brazil, France, UK, Germany, Italy, Malaysia, The Philippines, India, Zambia, Egypt, Senegal, Zimbabwe, Vanuatu



Top Metrics

- Received 24 engagements through Twitter
- Shared continued email engagement with all 26 members
- Shared promotional materials with our Beacons of Hope (over 20 teams)



International Center for Tropical Agriculture (CIAT)

“Everything was very smooth. Great experience. We’re looking forward to the next steps!”



CIAT works in collaboration with hundreds of partners to help developing countries make farming more competitive, profitable, and resilient through smarter, more sustainable natural resource management. CIAT helps policymakers, scientists, and farmers respond to some of the most pressing challenges of our time, including food insecurity and malnutrition, climate change, and environmental degradation. CIAT’s global research contributes to several of the United Nations’ Sustainable Development Goals, and cuts across four key themes: big data, climate-smart agriculture, ecosystem action, and sustainable food systems.

Inspiring Moments

“Our scientists tell us that the most inspiring moments were when potential visionaries contacts them for guidance on how to successfully apply for the prize. Also, we were very pleased with the news on the number of applicants, which points to the importance of food system transformation, which is one of our research-for-development priorities.”

CIAT

Reach

Over 20 countries

Geographic Diversity

Colombia, USA, Mexico, Nicaragua, Peru, Switzerland, Kenya, Netherlands, Germany, Honduras, India, United Kingdom, Italy, Rwanda, Germany, and China

Top Metrics

- Received 464 engagements through Twitter
- Observed 590+ Website Views for the translated content in Spanish on CIAT's website
- Observed 415+ Website Views for the content shared in English on CIAT's website
- We were excited to have CIAT's Mark Lundy join us in a Systems Thinking Webinar to help support Visionaries in developing their Visions.

CIAT Website

Español

TEMAS ▾

CIAT Blog

LUGARES ▾



Todavía hay tiempo de aplicar al Premio Visión de Sistemas Alimentarios de US\$2 millones

por CIAT Comunicaciones | Jan 23, 2020



Alianza de Bioversity Internacional y el CIAT @BioIntCIA... · Jan 23 ▾

Si su objetivo para el nuevo año es marcar una diferencia en su comunidad, país u otro contexto, el 'Premio Visión de Sistemas Alimentarios' podría ser la oportunidad para lograr su sueño. Las aplicaciones están abiertas hasta finales de enero. ow.ly/UX1k50y36WR

Food System Vision Prize

Envisioning Regenerative and Nourishing Food Futures for 2050

78 views 0:01 / 1:06

THE ROCKEFELLER FOUNDATION



Slow Food International

“As soon as we started to share the news about the Prize, we immediately started to receive requests for further information. All the area coordinators we talked to expressed their interest in developing their own local Vision. We saw great interest by Slow Food communicators across all over the world!”

Slow Food is a global, grassroots organization, founded in 1989 to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people’s dwindling interest in the food they eat, where it comes from, and how our food choices affect the world around us. Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. We are convinced that through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.

Inspiring Moments

“We want to underline how much interest was shown for the Food System Vision Prize. We made several calls with other Slow Food national branches from all over the world and we always received great interest. Everyone understood right away the big opportunity that the Prize provided. Among the examples that we could give, the Slow Fish network in the US started to work on their Vision as soon as the Prize was launched. The network was very engaged and worked closely with many local partners to support the goals of many Visions.”





Slow Food International

October 29, 2019 · 🌐

...

Join the \$2M #FoodVision2050 Prize to be a part of the community coming together to create concrete and actionable visions of our food system by 2050!

The Rockefeller Foundation, in partnership with SecondMuse and OpenIDEO, launched today the Food System Vision Prize, an invitation for organizations across the globe to develop a Vision of the regenerative and nourishing food system that they aspire to create by the year 2050. Learn more: <https://bit.ly/32Xj6Mz>

As a Strategic Network Partner, Slow Food contributes to the Food System Vision Prize by helping to broaden its objectives in order to enhance aspects that are close to the Slow Food philosophy, such as small-scale agriculture that respects the environment and the importance of communities. Stay tuned to learn more!



Haben Sie eine Zukunftsvision für das ideale Ernährungssystem 2050?

Food System Vision Prize для реализации стратегического видения будущего продовольственной системы через 30 лет



Slow Food®

Slow Food

Reach

Over 160 Countries

Geographic Diversity

Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK, West Africa, Asia, North America and South America

Top Metrics

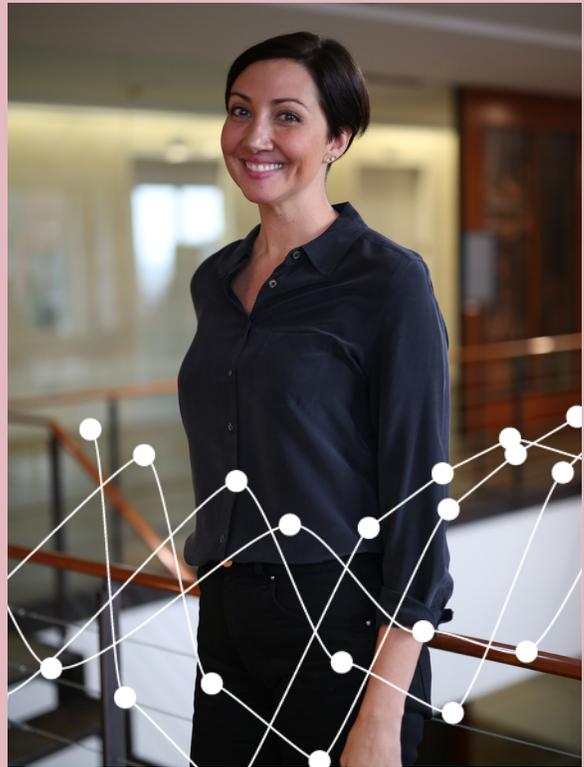
- Reached 400,000+ people through Facebook
- Received 412,000+ Website views of Slow Food Website during the Open Submission Phase
- Reached 100,000+ contacts through Slow Food's international newsletter
- Slow Food International translated our newsletter in six languages to increase global engagement.
- Their international newsletter was sent out in English, French, Spanish, German, Portuguese, and Russian and successfully reached more than 100,000 contacts across the world!



Thought for Food (TFF)

“It was encouraging to see a proposal for both the Food System Vision Prize (FSVP) and the Thought for Food (TFF) Challenge. Seedling is a great project participating in the FSVP and the TFF Challenge. They consistently shared and helped spread the word on social media throughout the Open Submission Phase.”

Thought For Food is the world’s entrepreneurial innovation engine for food and agriculture. We create, empower and support a new generation of leaders to solve our planet’s most pressing challenge: How to sustainably feed 10 billion people? TFF calls on the next generation of innovators and entrepreneurs to develop new food and agriculture-related business concepts and ventures that improve livelihoods, replenish natural resources, sequester carbon, reduce waste, and enhance health and nutrition.



Inspiring Moments

“We had significantly higher engagement rates on Food System Vision Prize posts compared to other partner promotions we have done in the past, including higher number of shares and comments.”



Thought For Food

4,704 followers
1mo • 🌐

+ Follow ...

The [#TFFChallenge](#) is ending soon, and submissions for the [#FoodVision2050](#) Prize with our partners [The Rockefeller Foundation](#) & [SecondMuse](#) are due as well.

This is the chance to share your vision for a more sustainable future of food. Submit your pitch and join the ranks of visionaries developing regenerative and circular solutions.



9 • 2 Comments

Thought For Food Retweeted

Sara Farley @Innovationwoman · Mar 3

Need some inspiration in your day? Fancy a bit of time travel? Journey to the year 2050 and see 79 inspired, transformational [#FoodSystems](#) journeys named [#FoodVision2050](#) semi finalists! [@secondmuse](#) [@Rockefeller](#) [@OpenIDEO](#) [@foodtank](#) [@EATforum](#) [@thoughtforfood_](#)

OpenIDEO @OpenIDEO · Mar 2

We're thrilled to announce the 79 Semi-Finalists who have been invited to join the Refinement Phase of the [#FoodVision2050](#) Prize! Explore their Visions and share your comments + questions: bit.ly/34dOFSC

Announcing 79 Semi-Finalists

Visions submitted by teams from over 100 countries

TFF

Reach

Over 160 countries

Geographic Diversity

Greater EU, Asia, South Asia, United States, South America and Africa. The TFF community and digital lab span the entire globe!

Top Metrics

- Received 300+ Impressions on LinkedIn per post
- Received 14 engagements through Twitter
- Received 700+ Impressions on Facebook per post
- We are excited to share that coming this Spring, Thought for Food and Food System Vision Prize will be creating a podcast. Hosted Christine Gould, CEO and Founder of TFF with Sara Farley as her guest speaker.



Information Training & Outreach Centre for Africa (ITOCA)

ITOCA supported promoting the Food System Vision Prize across the Africa region. With ITOCA's extensive network with African universities and research institutions, coordinated and provided distribution channels for garnering interest, creating a buzz, and soliciting submissions of Visions from African communities for the Food System Vision Prize. They tapped into African universities and other identified relevant networks, which provided effective channels with wide reach to thousands of academics, research



ITOCA aims to provide, promote and build capacity for scientists, researchers and information professionals on the use of electronic resources in Sub-Saharan Africa (SSA). Established in February 1999, ITOCA's main thrust is to provide the research and academic communities with access to up-to-date affordable access to published scientific scholarly literature and develop required relevant skills.



Inspiring Moments

“The ITOCA team identified 33 potential local coordinators from 19 academic institutions in 15 African countries to assist with publicizing the Prize within the Institutions.”

“Over 2,000 African food and agriculture researchers, academics, and postgraduate students were engaged through face to face exhibitions”

ITOCA organized and exhibited on the Prize at three international Conferences:

- CCARDESA: End of Project Conference for the Agricultural Productivity Programme for Southern Africa (APPSA), November 27th – 29th 2019, Johannesburg, South Africa.
- The Food, Nutrition Security and Sustainable Agriculture (FNSSA) Conference, held during December 1st - 3rd 2019 in Cairo, Egypt.
- The RUFORUM 15th Annual General Meeting (AGM) was held during December 2nd – 6th 2019 at Cape Coast, Ghana.

ITOCA



Reach

Over 30 countries

Geographic Diversity

Botswana, Egypt, Ethiopia, Ghana, Kenya, Malawi, Nigeria, Rwanda, South Africa, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe and Namibia



Top Metrics

- Connected with 15,000+ academics and researchers from African Universities
- Promoted the Prize regularly through ITOCA's Facebook Group (includes 37,000+ members)
- Reached 48,000+ contacts through Twitter
- Reached 131,000+ contacts reached on Instagram in Africa





Strategic Network Partner Report

Prepared by: SecondMuse March 2020



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