

Food System Vision Prize

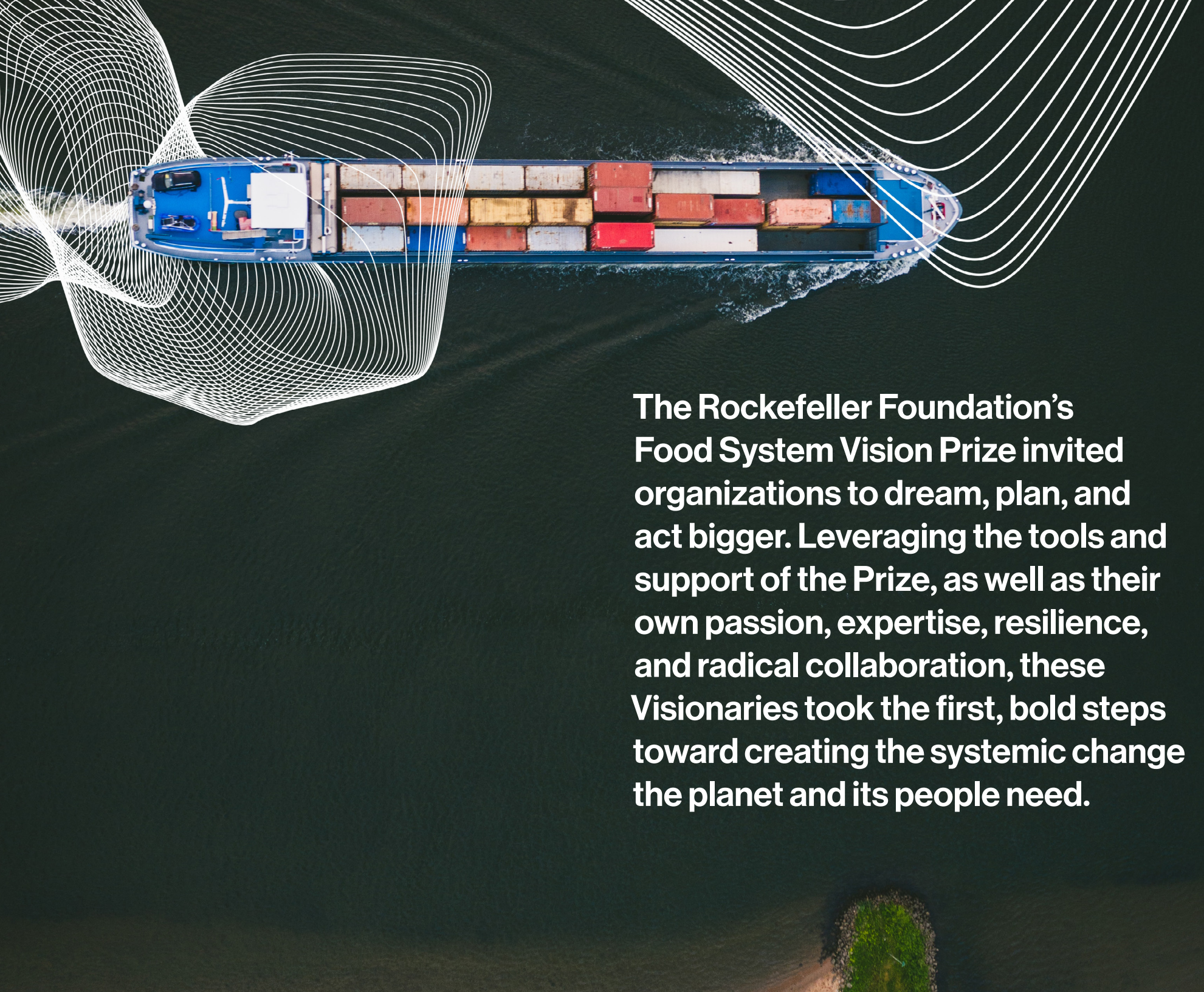
Insights & Impact

February 2021



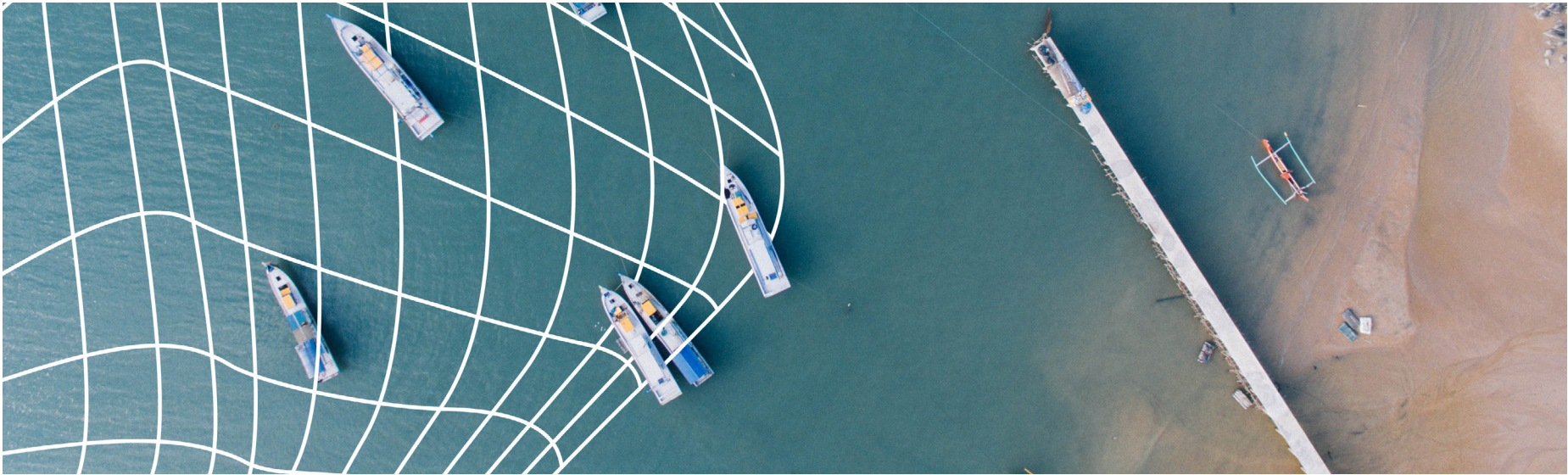
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The Rockefeller Foundation's Food System Vision Prize invited organizations to dream, plan, and act bigger. Leveraging the tools and support of the Prize, as well as their own passion, expertise, resilience, and radical collaboration, these Visionaries took the first, bold steps toward creating the systemic change the planet and its people need.





The Rockefeller Foundation announced the Food System Vision Prize (The Prize) in October 2019, issuing a call to disparate global food system actors to unite, source, and support positive Visions for future food systems. The purpose of the Prize was to provide an opportunity for collaboration in regions across the globe to realize a more regenerative, nourishing, and equitable future. In the midst of the COVID-19 pandemic the call grew even more urgent.

By all indications, the Prize made measurable advances toward achieving its defined objectives:

- Changing narratives on food systems
- Uncovering knowledge on the nature of food system challenges
- Initiating food systems solutions
- Building a network of food system activists and leaders

The implicit optimism of the Prize topic — creating a Vision for the year 2050 — helped draw record-setting engagement: 1,319 teams representing over 4,000 organizations — public, private, academic, and citizen-led — from 119 countries participated. The collaborative journey each team took to build and submit their Visions enabled them to step forward toward becoming protagonists of their own food futures.

The journey laid out for the Visionaries was very deliberate. It was based on a Theory of Change — a scaffold built to facilitate the transformation of the world's food systems by 2050. The Design Team speculated that for a team to build a compelling Vision, it required systems thinking, futurecasting, and human centered design skills. And for a Vision to be compelling it needed to capture the complexities and nuances of the region for which it is being designed. From there, a team would need to engage stakeholders to incorporate multiple perspectives and areas of expertise, build inspiring stories to rally their communities behind their Vision, and create action plans for making their Vision a reality. The ultimate hope was that beyond the year 2021, diverse movements for food system change would emerge all over the world, galvanizing communities to connect, create, and employ diverse solutions.



Visionary teams rose to the challenge. Some teams made significant progress toward food system transformation. Others moved beyond progress, to piloting solutions and policy initiatives. The progress and impact of the Visionaries encompassed four key areas:



Local Co-creation

Localized co-creation shaped Visions. Visionaries showed a proclivity for remaining authentic and connected to the grassroots in the regions for which their Visions were constructed.



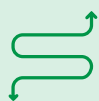
Global Network Activation

Activating networks and coalitions crossed regions, borders, and continents. Food systems of the future require that diverse, multi-stakeholder groups across regions come together in order to build the future they imagine.



Vision Pilots

Piloting solutions initiated food system change. Some teams went a step beyond articulating and co-creating Visions, into piloting various aspects of their Visions.



Policy Change

Engaging policy makers blazed pathways to change. Many teams reached out and engaged policy makers and government institutions as they built their Visions. And nearly every level of government participated.



This report examines what the Food System Vision Prize and its Visionaries achieved. As a reader of this report, you will gain insights into the impact of the Visionaries. And you'll read examples of the Food Systems Visions and Visionaries in action. The report also outlines the program that empowered the Visionaries to make big and meaningful strides toward their food systems' futures and the process that guided them through the journey. The goal of this report is to inspire and also to compel the reader to engage with the Visionaries—to support them, link with them, and create change with them.

For a detailed examination of the key insights, solutions, and food systems challenges that emerged from the Visions see [“A Nourishing, Regenerative Tomorrow: What We Learned from 1,300 Future Food System Visions”](#).



Food System Vision Prize Achievements at a Glance

1st 4,000+

Ever Food System
Vision Prize

Entities Engaged

119 1,300+

Countries Represented

Visions Submitted

10X

Projected
Web Traffic

3+

Diverse Entities
Participated in
Each Team

3X

Projected
Number of
Submissions

Taking a systems approach across 6 thematic areas, led to comprehensive Visions of the future.

Boosting Visionaries' skillsets in systems thinking and futurecasting is integral to building a Vision.

Vision building requires long-term commitment. The Top 10 teams developed action plans to guide the first 3-years of implementation.

The Prize activated a global network of organizations and ordinary people eager to join in real systemic transformation.

Several of the Top 10 teams initiated food system solutions with huge potential impact to their regions.



Table of Contents

The first portion of the Final Report provides context to the Prize and an introduction to the Theory of Change (page 16). After providing a description of how the Visionaries were guided, mapping back to indicators from the Theory of Change, the report highlights the Visionaries' progress toward impact (pages 26-36). It concludes with a call to action.

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Introduction

01

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01

THE WORLD'S MANY FOOD SYSTEMS ARE ON THE PRECIPICE OF TRANSFORMATION.



Imagine a world where food systems are regenerative and equitable, where nourishment — 365 days a year — for ALL is a reality, and where individual food cultures are honored. That vision is not just a dream. In 2019, teams of passionate Visionaries started laying the foundation to change the world's food systems. And over the next 18 months, some started taking action on turning their Visions into reality.

The challenges seemed ominous: a global population approaching 10 billion, a steady increase in greenhouse gas emissions, and irreversible damage from pollutants wrought upon soil, air, and water. Despite these daunting truths, people started seizing opportunities to make change for the good of the planet and its people. Through collaboration on the community and global levels, teams created Visions for the future that could transform the planet's food systems.

“The future of food systems is, without doubt, a complex issue. When beginning the journey to change the outlook from dire to thriving, we knew we had to start with Visions instead of innovations. Visions enable us to persevere when there is darkness all around us, when it is hard to see forward,” said Roy Steiner, Senior Vice President, Food Initiative, at The Rockefeller Foundation.

The Rockefeller Foundation, working with SecondMuse and OpenIDEO (collectively referred to as the Prize design team), issued a call to teams across the world to build an inspiring Vision of their food systems in 2050. The aim was not only to envision a positive future, but to create an actionable Vision where food systems nourish all people, and regenerate and restore the planet.

That call was answered. And those answers began to pave the way for everyone — from growers to consumers — to get involved and become protagonists in their own food future.

Before diving deeper into where this journey led, it's important to understand where it began and how it unfolded.

Systems Change From the Ground Up



02





02 SYSTEMS CHANGE FROM THE GROUND UP

A close examination of the state of the world's food systems in 2019, and projections for the future, clearly demanded a call to action — a swift but considered intervention to create healthy and equitable food futures for all. With a system as complex as food, the Prize design team took a step back to lay a strong foundation from which integrated, systemic solutions could emerge. The four pillars of that foundation which informed the design of the challenge statement were:



A VISION

Many narratives of the future were dystopian, thus supporting an ever-growing sense of futility. In order to create a positive and attainable Vision for the future, a certain level of courage and determination was required.



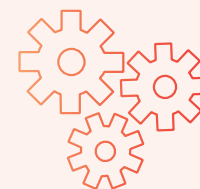
A DIVERSITY OF VOICES

Too many voices were being left out of food systems decision-making. Instead of inheriting the lowest common denominator food system, communities needed support in becoming protagonists of their own food futures. To do this, the voices of a diverse range of actors and stakeholders needed to take part in defining and deciding the future of food systems.



COLLABORATION

Existing food systems were fragmented. Unity was needed across networks and actors to work in tandem toward a common goal and a common good.



THINKING AND ACTING IN SYSTEMS

For too long, a linear way of thinking kept actors from considering the consequences and externalities of their decisions. A Food System Vision needed to be a story about the future that would visualize a system across six interrelated dimensions: Environment, Diets, Culture, Economics, Policy, Technology.

These four pillars formed the basis of the challenge statement issued by the Prize:

For communities globally to develop Visions of the regenerative and nourishing food systems that they aspire to create by the year 2050; to develop actionable solutions for those Visions; and to become protagonists in their own food future.

The pillars also served as constant guideposts for the Prize design team, informing every aspect of program design and community engagement.

Program Overview

03





03

PROGRAM OVERVIEW

When The Rockefeller Foundation developed the idea for the Food System Vision Prize, it recognized that innovation arises from two acts — the first occurs in the mind as one imagines possibilities. The second act occurs in the real world as the work of creation, experimentation, and implementation unfolds. With an investment of more than \$5 million, divided between award money and design support for an array of partners — including SecondMuse, OpenIDEO and a group of Strategic Network Partners (SNPs) — The Rockefeller Foundation's food team issued an invitation to people everywhere to actively participate and collaborate in imagining their own future. This rallying cry was a call to engage in the first phase of the transformation of future food systems: the building of a Vision.



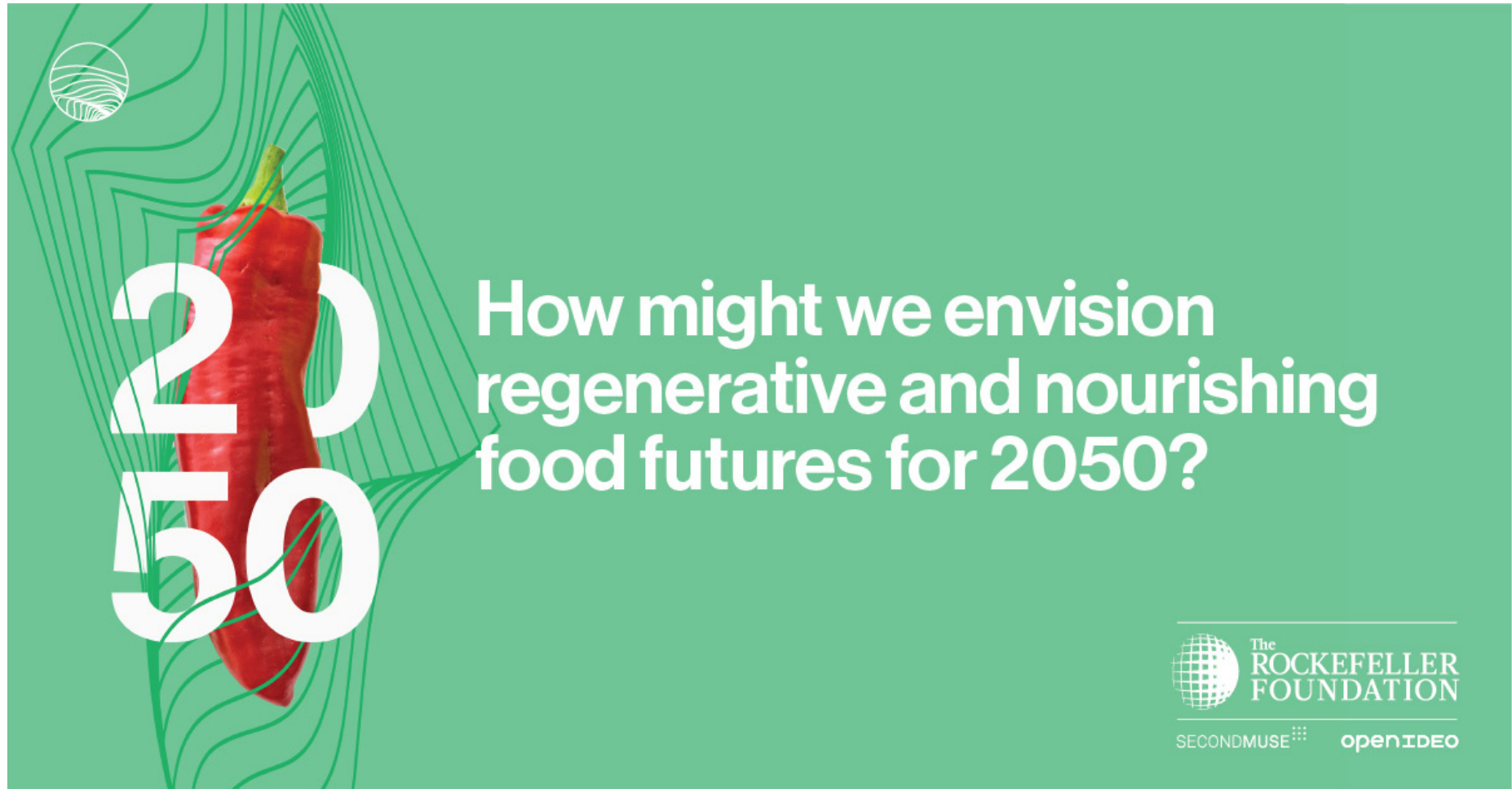
While reading this report and reflecting on the nearly two-year design, development, and implementation of the Prize program, it's essential to embrace the definition and promise of a Vision. A Vision is something that lives far into the future — beyond what is known and experienced today. For some, a Vision is considered a dream or a hope rather than a feasible and achievable reality. This was not the case for the Food System Vision Prize. Rather, the Prize sought actionable, feasible Visions achievable by 2050.

Designing an actionable future requires more than a good idea. It demands discipline and self inquiry. The skills needed to bring ideas to fruition over a three-decade time period require a 360-degree approach, grounded in the current reality but with an eye to future possibilities. This is different from the process of innovation, which is grounded in a more focused solution for today. Creating a Vision demands adroit relationship and communication skills, adaptability, patience, and sustained commitment. A Vision's full impact isn't felt immediately. Rather, it fosters sustained, incremental changes that lead to the big-picture, long-term impact it seeks to create. The Prize effectively provided tools, resources, and soft skill support to make what was invisible in 2019 visible and real in the future.



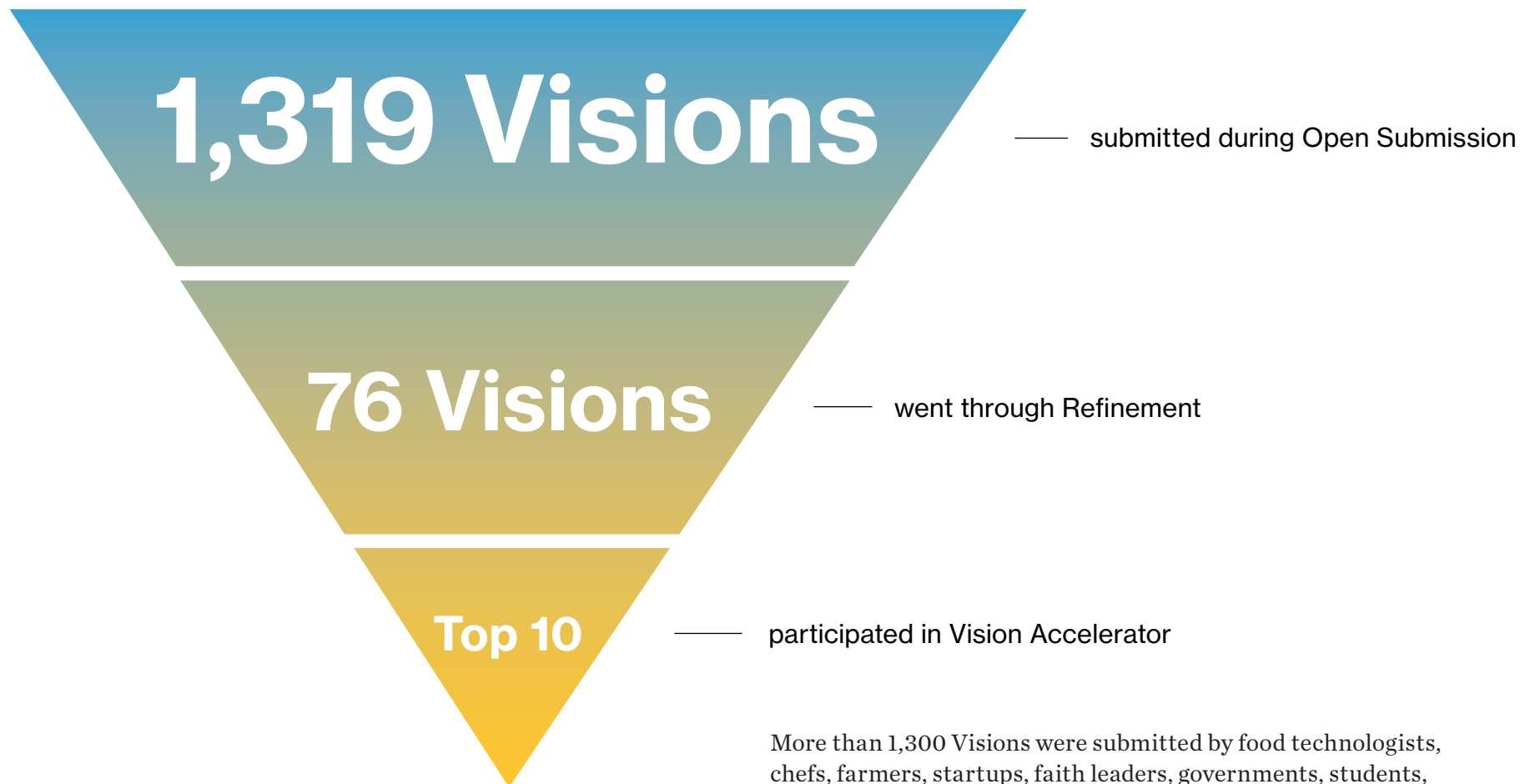
Extending the Invitation

Organizations, institutions, companies, universities and governments across the globe were invited to develop actionable Visions for the food systems of tomorrow. The Prize asked teams to answer the question:





Food System Vision Prize Flow



More than 1,300 Visions were submitted by food technologists, chefs, farmers, startups, faith leaders, governments, students, investors, and more. A diverse group of 153 judges analyzed the submissions and selected 79 teams to enter the Vision Refinement phase, 76 of which submitted refined Visions. A second round of evaluation decided the Top 10 teams who then participated in an Accelerator to strengthen their Visions and bring them to life. The Rockefeller Foundation awarded \$2 million in prizes, with each team in the Top 10 awarded \$200,000 for their work to create a Vision of food system transformation.



Food System Vision Prize Timeline

The Food System Vision Prize inspired Visionaries to take the first steps toward shaping and creating their food systems. Those steps became big strides which demonstrated Visionaries' ability, credibility, and commitment. Looking ahead, as more people join their movements, even more progress can be made.

PHASE 1: Open Submission

| Prize Announcement | Vision Development & Open Submission Begins | Early Submission Deadline | Last Day to Apply and Submit Vision | Open Submission Evaluations Begin |
|---------------------------|--|----------------------------------|---|--|
| 22 Oct 2019 | 29 Oct 2019 <i>14 weeks</i> | 5 Dec 2019 | 31 Jan 2020 <i>5:00 P.M. Eastern Standard Time</i> | 03 Feb 2020 <i>4 weeks</i> |

PHASE 2: Semi-Finalist Refinement

| Semi-Finalists Announced and Submission Refinement Begins | Last Day to Submit Refined Visions | Refinement Evaluations Begin | Vision Prize Finalists Announced |
|--|---|-------------------------------------|---|
| 02 March 2020 <i>13 weeks</i> | 29 May 2020 <i>5:00 P.M. Eastern Standard Time</i> | 01 June 2020 <i>9 weeks</i> | 03-07 Aug 2020 |

PHASE 3: Accelerator

| Virtual Accelerator Begins | Virtual Accelerator Concludes | Top Visionaries Notified | In-Person Workshop (Optional) |
|-----------------------------------|--------------------------------------|---------------------------------|--|
| 01 Sept 2020 | 11 Dec 2020 | 14 Dec 2020 | 2021 <i>Exact date to be determined when more information as to the feasibility and safety of an in-person event is available</i> |

Theory of Change



04





THEORY OF CHANGE

The Food System Vision Prize was unique, and in many ways the first of its kind. Visionaries from across the globe joined the Prize's online open platform to take a holistic systems approach to inspiring positive change via community co-creation. Ultimately, the Top 10 teams focused on action planning and storytelling throughout the Vision Accelerator, so that they would be prepared to bring their Visions into reality.

The journey laid out for the Visionaries was very deliberate. It was based on a Theory of Change, illustrated on the next page, to transform the world's food systems by 2050. The Design Team speculated that for a team to build a compelling Vision, it required systems thinking, futurecasting, and human centered design skills. And for a Vision to be compelling it needed to capture the complexities and nuances of the region for which it is being designed.

To that end, teams were invited to build partnerships with their regional community throughout the Visioning process. Not only do communities hold the key to regional wisdom, but they also have the potential to co-create various aspects of the Vision, disseminate its story, and guide its implementation. With a compelling story and action plans in hand, Visionary teams were then ready to pilot system solutions and policy initiatives.

The ultimate hope was that beyond the year 2021, diverse movements of food systems change would galvanize communities to connect, create, and employ solutions all over the world.





The chevrons running down the middle of this diagram illustrate the Food System Vision Prize Theory of Change, which documents how food system transformation occurs. To the left, are the milestones of the Prize that align to various segments of the journey through the Theory of Change. The boxes to the right highlight achievements of various teams that occurred at different stages along this journey.

Pages 27 - 36 offer a number of insights that map to the Theory of Change and pertain to four areas of impact: co-creating Visions, activating networks, food system solutions, and policy change.

Food System Vision Prize provides guidance along the Journey

- Open Call for Submissions
- Developed the Prize Toolkit
- Held a series of skill-building Webinars

October 2019

- Received 1,300+ submissions from 119 countries in 5 continents
- Advanced 76 Semi-Finalist Visions for Refinement

February - June 2020

- 10 Finalists Joined Intensive Accelerator
- Finalists identified 44 stakeholders to engage (on average)
- Finalists identified 18 actions for next 3 years (on average)

September - December 2020

Acquire familiarity with systems thinking, futurecasting, & human centered design

Build coalitions to co-create Visions

Articulate an integrated Vision for food systems in 2050

Identify and build partnership strategies with key stakeholders

Develop storytelling and communication assets

Construct action plans to guide Vision implementation

Pilot innovative food system solutions and policy initiatives

Increase broad movement for systems change

Implement and adapt integrated solution clusters for food system transformation

Visionaries' Progress Toward Impact

- 79% of teams grew in Systems Thinking, 78% of teams grew in Futurecasting
- Teams were made up of 3+ diverse entities (on average)
- 500+ government entities involved in submissions
- Semi-Finalists made 11 valuable connections (on average)
- All Visions represented 6 themes across a system

Localized Co-Creation Shaped Visions (pg. 28)

- The [Lima 2035](#), [FoodNerve](#), and [7Gen Food System](#) teams connected with the fringes in their regions to create equitable and accessible food futures.
- The [Kwayëskastasowin wāhkôhtowin](#) team highlighted indigenous food sovereignty efforts through compelling storytelling.

Activating Networks and Coalitions Crossed Regions, Borders, and Continents (pg. 31)

- The [FoodNerve](#) and [Restoring Nairobi to "A Place of Cool Waters"](#) teams joined forces to bring bring an Africa-wide Vision.
- A [large multi-stakeholder event](#) in Nigeria gathered media attention and over 40 submissions.

Piloted Solutions Initiated Food System Change (pg. 33)

- The [Arakunomics](#) team converted post-harvest waste into agricultural inputs for nutritious soil.
- The [Eat Right India](#) team partnered with the Indian government to develop an Interactive Voice Response (IVR) to encourage food donation.

Engaging Policy Makers Blazed Pathways to Change (pg. 34)

- The [From Mama's Kitchen to Metropolitan Beijing](#) team advanced China's 2030 Good Food Pledge.
- The [Re-Rooting the Dutch Food System](#) team engaged European policy leaders.
- [Feeding Metro Manila in 2050](#) partnered with the Department of Science and Technology to inform a multi sector initiative.

The Visionaries' Journey

05





THE VISIONARIES' JOURNEY

The Prize supported communities to become protagonists of their own food future by guiding them through the first six stages of the Theory of Change. These are the stages that laid the necessary foundation for teams to then initiate positive change in their food systems.

Providing Customized Resources and Mentorship

Acquire familiarity with systems thinking, futurecasting, & human centered design



To build a robust, integrated Vision for food system transformation, the Food System Vision Prize focused tools and training on acquisition of system thinking and futurecasting skillsets. Teams throughout the program increased their mastery of these skills, showing how essential they are to Vision building.¹

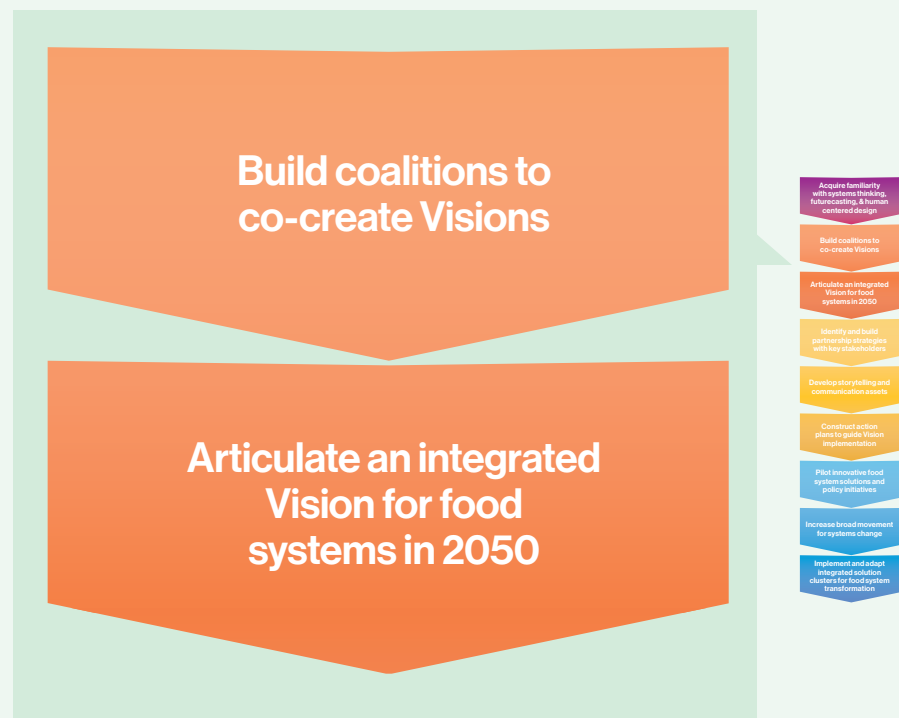
The Prize design team developed and provided a number of resources, materials, and support structures:

- The development of digital resources (i.e., the [Prize Toolkit](#), the [Food System Map](#), and a curated list of external resources on www.foodsystemvisionprize.org)
- Topical webinars featuring guest experts for the Prize community
- Experts to work with teams on the Prize platform, offer feedback, and connect teams with resources and people to help grow and refine their ideas

¹ The majority of teams (78%+) reported growth of learning (deeper capacity and skill sets) in Futurecasting and Systems Thinking as a result of leveraging Prize resources and submitting their Prize application.



Initiating and Fostering High Engagement



² Stakeholders identified included farmers, food workers, food influencers, youth organizations, governments, NGOs, culinary community members, research institutions, investors, and corporates.

The Prize design team took an active role in driving an unprecedented level of engagement throughout the Prize journey. As a result, 1,319 teams articulated integrated Visions for 2050. The Prize engaged diverse applicants from around the globe, with all 10 identified stakeholder types submitting Visions.²

The Prize design team prioritized outreach during the Open Submission phase to ensure key stakeholders were invited to build and submit Visions. This outreach was supported through engagement of Strategic Network Partners, paid campaigns on Facebook and LinkedIn, and activation of OpenIDEO volunteer chapters around the world. Finally, social, email, website, and blog content was pushed out through Prize channels, as well as communications kits that could be leveraged by Strategic Network Partners, universities, foundations, and partners to the Prize. All of this played a role in engagement levels that outpaced projections, tripling the expected number of completed submissions and eclipsing the expected web traffic and subscribers by a factor of 10.

This high level of engagement also shows that the desire to rethink the world's food systems is widespread. Many teams that participated in the Prize were both experienced and committed to food system transformation. Seventy percent of participating teams had been developing their Vision at least one year prior to the Prize.

Keeping teams engaged throughout the journey was paramount to the success of the Prize. The demands were high, with some teams equating their time commitment to a second full time job. Leveraging all Prize channels to support and nurture teams throughout the development and articulation of their Visions played a crucial role in the high number of completed submissions received.

For Visionaries' insights, tensions, solutions, and depictions of the challenges that demanded change, see [*"A Nourishing, Regenerative Tomorrow: What We Learned from 1,300 Future Food System Visions"*](#). This data report synthesizes the voices of the 4,000 applicants as they speak to the food systems of today and the possibilities for transformation tomorrow.



Moving from Vision to Plan



³ Survey results demonstrated that teams (84%+) found the Accelerator content so useful that they will continue to apply it to the work of advancing their Vision in the future.

An Accelerator helps advance ideas, products, services, and visions into the market by providing mentorship, capital, and connections. Whereas a typical innovation accelerator focuses on quickly providing tools and resources to get innovations to market, the Vision Accelerator acted as a launchpad for the longer term implementation of Visionaries' goals.

Three core areas were identified as essential in the 15-week virtual Accelerator that supported the Top 10 teams: engaging with their communities, enhancing narratives of their Visions, and developing action plans. Supported by Accelerator Guides, Mentors, and Story Coaches, the teams joined training sessions and panel discussions featuring key experts, and received access to multiple resources.³

Vision activation meant community co-creation.

Teams stewarded and documented their short and medium-term needs and related coalitions of support in partnership with their Mentors. As a cohort, the Top 10 teams identified over 400 stakeholders, with an average of 44 stakeholders identified by each team — each established as critical to take the first steps toward implementation.

Compelling narratives were needed to galvanize people.

Visionaries immersed themselves in storytelling coaching and developed a presentation that described their Vision in a way that evoked emotion. Over 90% of the Top 10 teams identified the Accelerator's storytelling content as so useful that they planned to continue to apply it to advance their Vision.

Visions needed to translate into action.

Teams developed action plans that detailed how Visionaries and their stakeholders will take concrete steps toward implementing their futures in a post-COVID-19 world. Each team identified 18 actions on average to implement over the next three years to go from ideation to reality. Many teams noted that as a result of completing their action plan they were better positioned to be more strategic and agile when it comes to decision making.

Ten Food System Vision Prize teams advanced to the Accelerator, representing eight countries on five continents. The submissions they honed during refinement were deemed by Prize judges to show



the most actionable, feasible, and inspirational promise for their individual food systems and beyond. The Top 10 Teams' passion, dedication, and perseverance during the demanding Accelerator phase was a living testament to the optimism inherent in this monumental challenge. They deserve the world's respect, appreciation, and support as they continue to work to make their Visions reality.

Top 10 Visionary Teams

1.

Arakunomics



Focusing on the regions of Araku, Wardha, and New Delhi, India, this Vision empowers tribal communities and seeks to ensure environmental sustainability, fair profits for farmers, and food and nutrition security for all.

2.

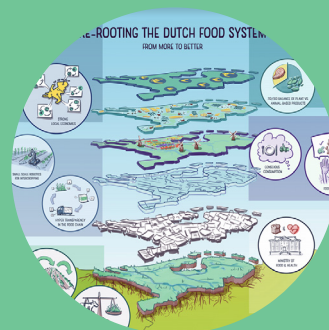
Lima 2035



This Vision for Lima, Peru imagines a regenerative and nourishing food oasis by 2035, intending to secure climate-resilient running water for all in Lima's fragile desert environment, returning it to the green Eden that it once was.

3.

Re-rooting the Dutch Food System



This Vision from the Netherlands outlines a transformed, circular Dutch food system that safeguards natural resources, promotes a healthier and more sustainable plant-based diet, and recycles unavoidable losses and wastes.

4.

Kwayēskastasowin Wâhkôhtowin



This Vision from Canada's Prairie Provinces aims to create a just and sustainable agrifood system while addressing the process of decolonization and reconciliation between Indigenous and settler populations.



5. 7Gen Food System

Led by the Sicangu Lakota people, this Vision for the Rosebud Indian Reservation of South Dakota, USA outlines a regenerative agricultural system that creates economic opportunities for tribal members; increases the accessibility of locally produced, nutrient-dense foods; and re-establishes the Lakota as primary stewards of the lands.



8. Restoring Nairobi to “A Place of Cool Waters”

This Vision for Nairobi, Kenya aims to develop a more equitable, just, and sustainable urban space, where access to nutritious food is a reality for everyone.



6. FoodNerve

This Vision from Lagos, Nigeria, identifies six key food challenges for the region, from food waste to aging farmers, and outlines a multi-faceted plan to build a more regenerative and nourishing food system to meet them.



9. Stone Barns Center

This Vision from the Hudson Valley in New York, U.S. seeks to bring about a new food culture — rooted in the ecological, nutritional and communal potential of organic agriculture — through groundbreaking culinary experimentation.



7. Eat Right India

This Vision from New Delhi, India, looks to create a national movement toward healthier diets through a systems-based approach of reducing food waste, improving hygiene and sanitation across the value chain, and increasing access to and affordability of healthy foods.

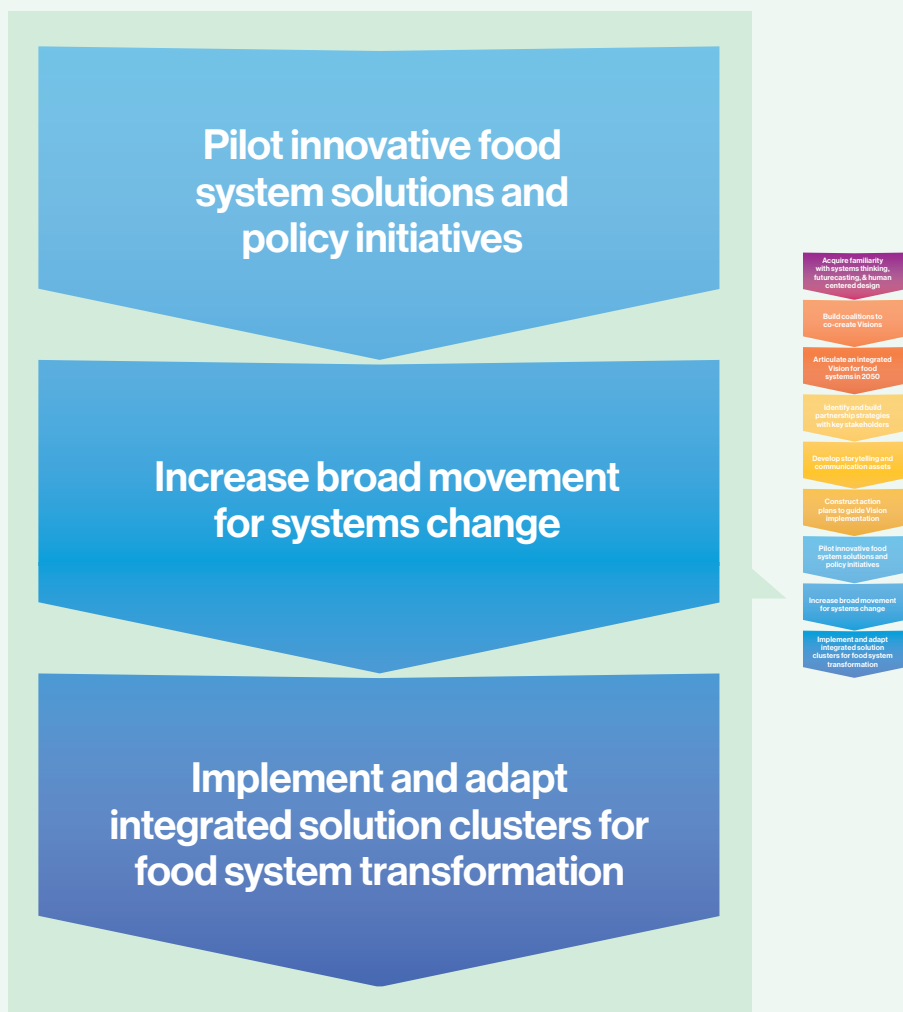


10. From Mama’s Kitchen to Metropolitan Beijing

This Vision from Beijing, China imagines a plant-based dietary transformation for the world’s most populous nation, contributing to reductions in greenhouse gas emissions and pollution.



Just The Beginning



While the Food System Vision Prize concluded with the Accelerator, that was far from its final act. At its very essence, the Prize was an opening, a beginning, an invitation for change. The final three steps in the Theory of Change require action, not just from Visionary teams, but from all who are inspired to be protagonists in their own food future.

The Visionaries' Progress Toward Impact

06





THE VISIONARIES' PROGRESS TOWARD IMPACT

The legacy of the Food System Vision Prize is the evidence that communities across the world are capable of employing systems approaches in writing the blueprints for their own food futures. The work they did was complex, highly collaborative, inspirational, and actionable.

Given the number of submissions received by the Food System Vision Prize, it was clear that communities were eager and motivated to tackle complex systems change. The Prize provided the opportunity, the platform, and the invitation to transform their ideas into compelling Visions. A few teams took the first steps to bring their Visions to life. In particular, during the Accelerator phase, the Top 10 Visionary teams made significant progress toward this transformation — some even moved beyond progress, to actual impact on the ground.





1. Localized Co-Creation Shaped Visions

Visionaries showed a proclivity for remaining authentic and connected to the grassroots in their regions.

By identifying and engaging local stakeholders to co-create a Vision designed to galvanize communities, teams paved the way toward wider community engagement in their Visions. Survey data demonstrated that community co-creation was paramount to the Vision-building process.

To that end, the Prize became a place for valuable connections. Over 90% of teams who participated in Refinement mentioned in their application that the primary activity of refining their Visions was formalizing multi-stakeholder partnerships. On average, these teams built 11 “valuable connections,” and 20% of teams made over 20 valuable connections. This illustrated the power of the Vision Prize to bring people together and connect a typically siloed industry.

Among the Top 10 Vision teams that participated in the Vision Accelerator, many included farmers, ranchers, small and medium enterprises, and consumers in their planning and design. In this way, they were able to effectively tap into a wealth of knowledge regarding related culture, values, and traditional approaches. By connecting to those they serve, the Top 10 teams gained important understanding about their Visions' relation to the community, food system, and the world.





Some people may be on the fringes of current food systems but are imperative to the long term feasibility of food systems transformation. It's essential to make intentional connections with these people in order to create equitable and accessible food futures.

The first three stories below highlight some Top Ten teams that were laser-focused on designing outreach programs and actions with these targeted populations in mind.

Lima 2035

The Lima 2035 team identified the importance of translating their Vision to be accessible, tangible, and inviting in order to connect with the people it most impacted, such as the ~30% of the population living in slum communities.

FoodNerve

FoodNerve honed in on using different kinds of media to affect cultural change aimed at smallholder farmers and sellers in food markets in Nigeria. They also developed other storytelling products such as graphic novels, a “food orchestra,” and a romantic comedy to appeal to young audiences — the growers, distributors, and consumers of the future.

7Gen Food System

The 7Gen Food System team focused their efforts on developing an inspiring narrative of their future that connected with the tribal citizens of the Rosebud Reservation in south central South Dakota. Educating, inspiring, and engaging schools, tribal councils, and community organizations promised to shift hearts and minds to a place of hope and potential.

Restoring Nairobi to a Place of Cool Waters

Galvanizing stakeholders through different platforms informed a Vision in Nairobi. The Restoring Nairobi to a Place of Cool Waters team hosted a Right to Food Festival in October 2020 to launch their Vision on World Food Day. Events offered both dynamic and informative seminars, a food and nutrition security webinar and twitter chat, and a brown bag virtual meeting focusing on urban farming. Ministries at the country and city level, community organized groups, and some members of the private sector joined the conversation, supporting the team to galvanize stakeholder groups in Kenya around the Vision.



Indigenous wisdom and culture shaped Visions

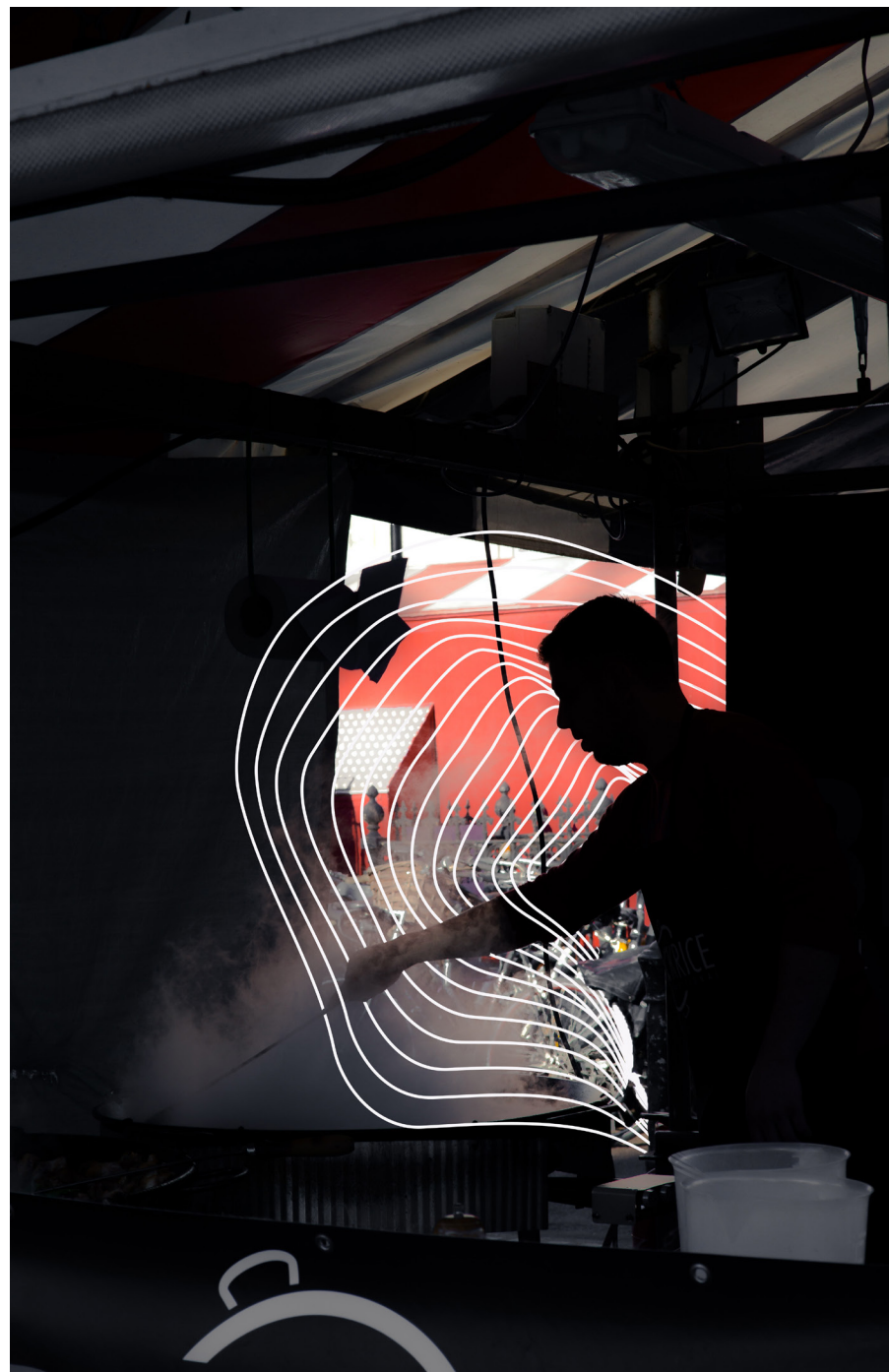
A persistent thread throughout the Accelerator was the recognition of traditional and Indigenous wisdom for preservation of both food and culture. Several of the Top Ten Visions emphasized a focus on Indigenous wisdom and the solutions it offers in building regenerative and nourishing food systems.

Kwayēskastasowin Wāhkôhtowin

By crafting and cultivating new stories to highlight Indigenous Food Sovereignty efforts, Kwayēskastasowin wāhkôhtowin's Vision aims to be a “broker of hope” in Canada's Treaty Four Territory. They focused on working toward restoring an equitable relationship between Indigenous people and settler populations with a recognition of treaty rights. This includes access to lands and resources; adopting a new system of measuring individual well-being and community progress, and healing among the people and with the land.

Stone Barns Center

The Stone Barns Center team focused its efforts throughout the Accelerator on its Preservation Lab, an initiative dedicated to preserving and reviving Indigenous practices, from growing and cooking food to understanding the cultural significance of a diversity of ingredients. A key challenge in this effort is navigating how to build trust with Indigenous and grassroots communities from its “outsider” position. Ensuring that this Indigenous knowledge honored its rich history while being shared with current-day stewards was a priority of the team and resulted in deep organizational inquiry.





2. Activating Networks and Coalitions Crossed Regions, Borders, and Continents



Working independently to create impactful systems-level Visions is not effective. Highly collaborative Vision teams promoted a quality of thinking that extended beyond “silver bullet” ideas and isolated efforts. Supporting coalitions, not just single organizations, provided the pathway to the systemic transformation required.

The average Vision Prize submission team included 3+ entities from diverse stakeholder groups. This highlights the diversity of actors that came together to build a Vision for their region. However, most exciting was the collaboration that occurred between teams, as well as instances of teams merging into super teams.

Food systems of the future require that diverse, multi-stakeholder groups across regions come together in order to build the future they imagine.

FoodNerve & Restoring Nairobi to a Place of Cool Waters

Two Finalist teams — FoodNerve and Restoring Nairobi to “A Place of Cool Waters”— explored how best to bring an Africa-wide Vision of combating food loss and promoting healthy diets to fruition by using film and other media tools. These two teams made plans to identify pathways of collaboration in 2021 to elevate the storytelling efforts to other African regions.

Colorado, Trinidad and Tobago & Feeding Metro Manila in 2050

Four Special Mention teams selected by The Rockefeller Foundation participated in an Accelerator Sprint to help transition their Visions into 3-year action plans. During a joint working session, the Colorado, Trinidad and Tobago, and Feeding Metro Manila in 2050 teams explored the synergy between their challenges, needs, and struggle in creating a regenerative food system. Instantly, it became clear that working together versus competing against each other, would be far more beneficial. From engaging locally, to building bridges globally, the teams started to imagine new ways to weave this nourishing narrative into every aspect of their Visions.

Right to Food & Hand-in-Hand

Two Semi-Finalist teams from West Virginia embraced the power of moving beyond competition and into collective action. The Right to Food Vision team led by Sprouting Farms in collaboration with WVU Center for Resilient Communities and the Hand-in-Hand team led by West Virginia Food & Farm Coalition united as a single entity. These two organizations have collaborated over the years, but said the Prize helped them organize around a clearer and more comprehensive Vision. This was a big win for taking a step toward more integrated, systems level approaches in West Virginia.



The Prize invited teams to build the networks needed to transform food systems.

Beyond the Visionaries, the Prize engaged traditional actors—food policy leaders, farmers, ranchers, small and medium enterprises, government actors — and the general public in a discourse about the future of food systems.

This drive to connect and collaborate spoke — and continues to speak — to the far reaching needs of food systems to connect across themes and areas of emphasis. With no definitive playbook on how to transform a food system across the multitude of actors, challenges, and resources it touches, there's great need for networks that enable knowledge and resource flows between food systems stakeholders. Learning about challenges, opportunities, and practices through real-life experiences, and adapting this information in different regional contexts is fundamental to systems change. The Food System Vision Prize spurred a global network that enabled this exchange.



Strategic Network Partners

Nine leading food systems organizations joined the Prize as Strategic Network Partners. These highly engaged partners of the Prize served as strategic guides and network builders. Their expertise, time, and access to a broad network facilitated connections across communities and stakeholders in the food system from 180+ countries.

The nine organizations included: 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 (GAFF), International Center for Tropical Agriculture (CIAT), Slow Food International, and Thought For Food (TFF). For more information on Strategic Network Partners, read the full report [here](#).

OceanForesters

The Prize platform became a networking resource for teams. Members of the OceanForesters team wanted to create a network of all ocean Food System Visions in the Prize. To do that, the team went through the list of all 1,319 submissions on the platform, sorted out all submissions that were based on ocean food systems and created a library. They then took the initiative to reach out to each team directly — inviting them for virtual convenings to discuss partnerships and collaborations.

University of Lagos

The University of Lagos (Nigeria) assembled a large multi-stakeholder event, hosted by the Vice Chancellor. NGO leaders, the State Ministry of Agriculture, researchers, food innovators, transporters, retailers, processors, toxicologists, doctors, farmers, and many more, gathered to develop their Visions for their future food system. This event led to over 40 Vision submissions that were featured in a [Press Release](#) from a Nigerian media outlet.



3. Piloting Solutions Initiated Food System Change

Visionaries were supported to build inspiring, feasible, community developed, and transformative Visions. Some teams went a step beyond the articulation and co-creating of the Vision, into piloting various aspects of their Visions. The majority of the Top 10 Vision Teams showed their commitment to food system transformation by testing and launching bundled sets of food system solutions customized to their region.

Arakunomics

Arakunomics explored opportunities for scaling up different dimensions of their Vision during the Accelerator, such as the reduction of smog pollution caused by established agricultural practices. An innovative food system solution they brought to the Araku, Delhi, and Wardha regions in 2020 prevented the burning of 1000+ metric tons of crop residue from rice paddies, post-harvest. They did this by collecting and converting bio-waste into agricultural inputs for nutritious soil for farms in their Regenerative Agriculture Cluster. Starting with a pilot in one region and then expanding to test across three diverse urban, rural, and tribal locations, Arakunomics made big strides in developing a proven model to be scaled across the nation.

7Gen Food System

As citizens of the Sicangu Lakota Oyate tribe, the 7Gen Food System team created a seven-generation (175-year) strategic Vision with the goal to empower their people, strengthen their families, and rebuild their community. Their food sovereignty initiatives work in tandem with grassroots organizations to address both demand and supply needs of a sustainable food system. In 2020, they kicked off the year-long “Growing Producers” program. This program provided support for a cohort of 10 Sicangu citizens — novice farmers and ranchers — to develop, test, and build agriculture or food based businesses that offer nutritious and locally grown foods to the Rosebud Reservation. Participants received technical support in business planning, new venture development, and food growing and processing, as well as seed funding to prototype and launch their enterprise.

Eat Right India

Eat Right India envisions safe and nourishing food for all Indians, produced in environmentally sustainable systems with a return to their traditional food culture. During the Accelerator, Eat Right India embarked on an inter-ministerial engagement within the Indian government which helped them identify many allies and potential collaborators. One fruitful outcome was the development of a free, Interactive Voice Response (IVR) helpline to connect food donors with food collection agencies with goals of preventing food waste and encouraging donation of surplus food in compliance with food safety guidelines. This helpline will launch in Delhi in 2021 and will be scaled up across India to facilitate seamless surplus food donation.

From Mama's Kitchen to Metropolitan Beijing

From Mama's Kitchen to Metropolitan Beijing aims to shift the majority of the population toward a plant-based diet, educate communities on nutrition, and demonstrate their critical role in transforming the food system. In China, wet food markets are a major source of healthy and fresh foods for many, connecting the community and also supporting the livelihoods of small farmers. However, during the COVID-19 pandemic, the role and reputation of the wet market came under scrutiny. This Top 10 team saw a timely opportunity to re-invent the wet markets, improve urban food environments, and promote food culture and education. Taking a collaborative approach, the Mama's Kitchen team engaged several partners to co-create and launch “A WET Market Revolution,” a handbook presenting the Vision and best practices for Well-Being, Ecology, and Transformation (WET) market reform.



4. Engaging Policy Makers Blazed Pathways to Change

The Prize invited Visionaries to systematically consider the role policy could play in their Visions. Many teams reached out and engaged policy makers and government institutions as they built their Visions. Some teams were even led by government institutions. Nearly every level of government participated — from federal entities to states, provinces, and municipalities.

One in five Vision Teams included government entities as co-applicants in their submissions. Governments joined teams in formal and informal capacities — as lead applicants, co-applicants, and thought partners. They attended, and even hosted local events.



While some teams already held relationships with stakeholders in the policy domain, for many the Vision Prize served as an opportunity to develop new relationships and partnerships. In particular, teams in developing regions actively collaborated with policy makers.





From Mama's Kitchen to Metropolitan Beijing

In 2020 the Chinese government announced an initiative to tackle food waste and food insecurity and a commitment to become “carbon neutral” by 2060. These announcements invigorated the Top 10 team From Mama's Kitchen to Metropolitan Beijing, as the shift toward a more sustainable and healthful society presented an opportunity to emphasize the role of plant-based diets for the Chinese population. Inspired by these developments, Mama's Kitchen hosted an expert panel to highlight their Good Food Pledge efforts, which engaged people and organizations to commit to tangible targets they can achieve for promoting sustainable development. By December 2020, 35+ institutions and 30+ individuals had signed the Good Food Pledge. The team plans to build out a program to connect signatories to accredited producers, suppliers, and businesses to accelerate the change of consumer behavior toward more sustainable options.

FoodNerve

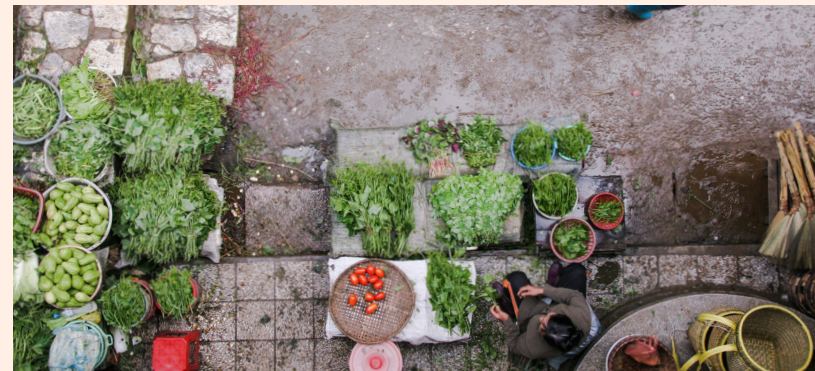
The Top 10 team FoodNerve developed a food system Vision for Southwest Nigeria. They saw large shifts to protective foods, indoor farming, and renewable energy. Understanding the need to include policy makers in the [development of the Vision](#), FoodNerve connected with key lawmakers who recognized the importance of being more proactive to get ahead of what soon could become a food crisis in the region. The team secured a meeting with the House Chairman of the Committee on Agriculture and the House Chairman of the SouthWest [Nigeria] Legislative Reform Implementation Committee, under the Lagos State House Assembly. As a result, and in partnership with these lawmakers, FoodNerve will present their Vision to all 6 state assemblies, with the goal of turning their Vision into country-level policy for Nigeria.

Re-rooting the Dutch Food System

Re-rooting the Dutch Food System was developed by a team of 14 food system thinkers including scientists from Wageningen University, farmers, and environmental organizations. The essence of the Vision is to shift from the urgency of producing more food to producing healthy and sustainable food through circular food systems. The team shared their Vision with various policy and government representatives, spawning conversations with the Dutch Minister of Agriculture, Nature, and Food Quality and the Eurogroup for Animals — a European advocacy organization. Both engagements resulted in a series of meetings to explore options to integrate aspects of the proposed Vision in future policy making.

Feeding Metro Manila in 2050

The Philippines National Academy of Science and Technology (NAST) is a coalition of 15 entities, representing farmer co-ops, research institutions, corporate agriculture, NGOs, youth organizations, and more. Together, they developed a Vision called “Feeding Metro Manila in 2050” to provide the 13 million residents of Manila with access to better health and nutrition. The Vision focuses on consumers switching food preferences to the science-backed Planetary Health Diet. As a result of their advocacy work, the team started working with the Department of Science and Technology to leverage their Vision as the blueprint for a formal planning process for “Foresight 2050.” This is a multi-sector initiative to advance state nutrition and agriculture goals, and includes the design, development, and pilot of a Planetary Health Diet App to support consumers' transition to healthier options.



Shifting Gears During A Global Pandemic

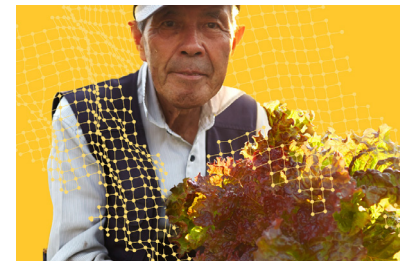
The high level of engagement that occurred during the COVID-19 pandemic lockdowns was remarkable. The pandemic slowed a few teams in their Visioning process, but teams still managed extensive collaboration and community engagement through remote conference calls and meetings. The optimism of creating a Vision for the year 2050, coupled with pandemic's exposure of the many failures of current food systems, seemed to fuel applicants and validate the importance of this undertaking to reimagine and rebuild food systems that would be resilient to future shocks. Thus, there emerged a sense of clarity and commitment to the Visions, a deep solidarity with fellow Visionaries, and an understanding that rapid behavior change is possible.

COVID-19 forced teams to pivot. For one team, this meant choosing a new city for their pilot "hub" that was less disrupted by the pandemic. For another, it meant completely upending their "farm-to-table" model — a fundamental aspect of their business plan for decades. For all, it highlighted the importance of resilient models.



Arakunomics

Arakunomics, one of the Top Ten teams, validated that the Regenerative Agriculture Clusters they had developed held up in the face of a pandemic. A Cluster is a self-contained food system where producers and consumers live within no more than 100 hectares. Communities that embraced the Clusters model were the only food systems that continued operating seamlessly in the Araku, Wardha, New Delhi regions in India. They were able to continue operations during this time as their produce was sold locally. The pandemic highlighted the importance for hyper localisation, sustainable food systems, and nourishing foods. And it gave Arakunomics a compelling platform from which to drive long term future building.



Feeding Metro Manila in 2050 & Rebuilding Rural Paradise

Two Vision teams in the Philippines, Feeding Metro Manila in 2050 and Rebuilding Rural Paradise, pivoted their approach due to COVID-19 by developing a virtual cadence of meetings, brainstorming, and feedback sessions. These teams, representing a wide variety of stakeholders, started developing strategies for partnerships and sharing best practices in order to support one another's development. They collectively agreed to develop more formal partnerships moving forward.



Conclusion





A Final Note To The Readers Of This Report

The Food System Vision Prize was a bold and audacious program designed to engage discourse, source Visions, and ignite change toward equitable, regenerative, and nutritious food futures across the globe. It succeeded in building a global community that actively articulated plans for food systems transformation, yet it is only the beginning of the work. The road ahead will require collaborative innovation, fortitude, new business models, bold policy, and systems leadership. These intrepid Vision teams will need to catalyze the vast coalition of food systems stakeholders to ensure that diet-related disease is no longer the leading cause of death globally; food system vocations of all types are valued, dignified, and fairly rewarded; and the agriculture sector no longer leads greenhouse gas emissions.

As the saying goes, “A journey of a thousand miles begins with a single step.” In the case of the Food System Vision Prize it began with a leap. Even in the short span of 18 months, thousands of people and organizations began to engage in new ways of thinking and taking action. Most notable was taking a systems approach that illustrated the interconnectivity of people and place. This paradigm shift has the promise to move us away from food systems defined by short-term gains, extraction and depletion of natural resources, and human oppression; and toward those that are regenerative, nourishing, and empowering.

In the coming months (and years), with the resources, support and networks provided along their Prize journey, the 10 Top Visionaries will be able to pilot the strategies and solutions they identified in the Accelerator, respective to their food systems and communities. Supported by new skills, awareness and knowledge, each Top 10 Visionary team is better prepared to navigate the challenges that undoubtedly lie ahead. Furthermore, each is now fully equipped to seize both expected and unexpected opportunities, engage their entire community rather than just those with the most power and influence,

and to do so from a place of confidence and patience. They have sown the seeds that will grow into movements for system change. You are now part of this growing Food System Vision network that collectively has the ability to create regenerative, equitable, and nourishing food futures.





To that end, we leave you with two questions:

1. How would you like to be involved?

2. What do you want to bring to the movement for a better food future?

As you step into this conversation and join efforts to build a more nourishing, equitable and regenerative future, here are some resources that have proven helpful for the Food System Vision Prize network:

- Learn more about the [Prize and the Top 10 teams](#)
- Leverage the [Food System Vision Prize Toolkit](#)
- Engage with the teams [on the platform](#)
- Read more about what [we learned from 1,300 submission](#)





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