



# Your Plate. Our Planet. The Future of Food

December 9, 2016, Stockholm, Sweden

## Post-Event Summary

"I walked out from each session thinking I had just participated in an important discussion on addressing some of the global challenges we face today."

Participant NWD 2016



**Nobel  
Week  
Dialogue**

*Science & Society*

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## "If we get it right for food, we are likely to get it right for people and planet."

**Johan Rockström**

When Lars Heikensten entered the lush stage filled with herbs, over 1,300 people sat on the edge of their seats, about to experience a unique line-up of speakers in thought provoking talks on *Your Plate. Our Planet. The Future of Food*. The event offered a rare opportunity to hear discussions between Nobel Laureates in four different disciplines: Peace, Physics, Physiology or Medicine and Economic Sciences.



*"Interesting #NobelDialogue on #FoodPolicy. C #NüssleinVolhard speaks on #Eatingtogether for stimulating conversations - also for science./ German Embassy"*

Some of the most pressing concerns in our food system – including waste, climate change, agricultural policy and malnutrition – were brought to the table. Three streams were offered for the afternoon sessions: Wellbeing, Growing and Eating. These panel discussions allowed participants to explore their specific interests in more depth. These turned out to be hot debates, and gave participants the chance to question the panellists.



*"Many different views for 'how do we reduce waste'. This might be the most contentious panel of the day #nobeldialogue /Megan Rafter Food security PhD student at Rothamsted Research"*

Via our digital channels, we reached well over one million individuals when we highlighted content on the Nobel Week Dialogue – during the day alone. The live stream of the event was available on [nobelweekdialogue.org](http://nobelweekdialogue.org) as well as [nobelprize.org](http://nobelprize.org).

A new addition to the programme this year was a pop-up dialogue in central Stockholm on 8 December, the day before Nobel Week Dialogue. This enabled us to extend the dialogue and spread the messages to a wider audience.

In support of the Nobel Week Dialogue's aim to create engaging discussion and debate on topical scientific themes grounded within the Nobel Prize awarded achievements, we are proud to work with our partners who enable us to realise this event. For the 2016 event these partners are Akademiska Hus, Carl Bennet AB, City of Gothenburg, Ericsson and Region Västra Götaland with support from ICA.

## A dialogue with six Nobel Laureates and a number of world-renowned experts

The event brought together a wide range of world-renowned experts, including 6 Nobel Laureates

### Nobel Laureates

- **Elizabeth Blackburn, 2009 Physiology or Medicine Laureate.** Now Director of the Salk Institute for Biological Studies in California, Elizabeth received the Prize for her work on telomeres, the protective ends of chromosomes.
- **Steven Chu, 1997 Physics Laureate.** Steven developed the theory of laser cooling of actual, multilevel atoms, and has recently focused on new solutions to our energy and climate challenges.
- **Angus Deaton, 2015 Economics Laureate.** Angus received the Nobel Prize for his analysis of consumption, poverty, and welfare. His interests include health, development, inequality and wellbeing.
- **Christiane Nüsslein-Volhard, 1995 Physiology or Medicine Laureate.** Christiane received the Nobel Prize for her discovery of genes that control embryo development in animals and humans.
- **Sir Richard J. Roberts, 1993 Physiology or Medicine Laureate.** Richard is the Chief Scientific Officer at New England Biolabs, Beverly, Massachusetts. He received the Nobel Prize for the discovery of split genes and mRNA splicing.
- **Muhammad Yunus, 2006 Peace Laureate.** Muhammad is the father of both social business and microcredit, the founder of Grameen Bank, and of more than 50 other companies in Bangladesh.

### Experts from Science and Society

- **Jessica Fanzo, Johns Hopkins University.** Jessica is Professor of Global Food and Agriculture Policy and Ethics, and Director of the Global Food Ethics and Policy Program.
- **Claude Fischler, Sociologist, CNRS.** A social scientist at the French National Science Center, Claude currently focuses on sustainable food systems, and commensality (eating together).
- **Tara Garnett, University of Oxford.** Tara founded and runs the Food Climate Research Network, fostering informed dialogue and critical thinking around food systems sustainability.
- **Nicolette Hahn Niman, Writer and Rancher.** Nicolette is a writer, lawyer and rancher whose work focuses on making meat production sustainable and humane.
- **Caleb Harper, MIT Media Lab.** Caleb is Director of the Open Agriculture (OpenAG) Initiative, leading engineers, architects and scientists in the exploration and development of future food.
- **Lars Heikensten, Nobel Foundation.** Lars is Executive Director of the Nobel Foundation, which was established in 1900 based on the will of Alfred Nobel to manage the assets made available for the award of Nobel Prizes.
- **Anne-Marie Hermansson, Chalmers University of Technology.** Award-winning Swedish scientist Anne-Marie works on food technology, nutrition science and biomaterials.
- **Isabella Lövin, Deputy Prime Minister.** Isabella is Swedish Minister for International Development Cooperation and Climate. She is also spokesperson for the Green party and co-chair of the International Dialogue on Peacebuilding and State building.
- **Lindiwe Majele Sibanda, Food.** Agriculture and Natural Resources Policy Analysis Network (FANRPAN) Zimbabwean agricultural policy expert Lindiwe works with a range of international projects to improve nutrition and achieve food security, sustainably.



- **Marion Nestle, New York University.** As Professor of Nutrition, Food Studies, and Public Health, Marion studies scientific and societal influences on food choice, obesity and food safety.
- **Eduardo Nilson, Ministry of Health of Brazil.** Eduardo is Vice Coordinator of Food and Nutrition at the Ministry of Health in Brazil, and has special expertise in salt reduction.
- **Johan Rockström, Stockholm Resilience Centre.** Johan is a researcher, adviser and author whose work aims to tackle the biggest environmental, economic and social challenges facing the planet.
- **Harold Schmitz, Mars, Incorporated.** Harold is Chief Science Officer for Mars, Incorporated, and Senior Scholar in the Graduate School of Management at University of California, Davis.
- **Kavita Shukla, Fenugreen.** Kavita is an inventor and entrepreneur whose products are helping tackle food waste around the world.
- **Patti Smith, Artist.** Patti is a singer, songwriter, visual artist and author, whose fusion of punk rock and poetry has inspired a generation of musicians.
- **Tristram Stuart, Author and Campaigner.** Tristram founded the environmental organisation Feedback, which campaigns to end food waste at every level of the food system.
- **Peter Tyedmers, Dalhousie University.** As Professor of Ecological Economics, Peter studies human dependence on ecosystem services and the biophysical sustainability of food production systems.
- **Richard Wrangham, Harvard University.** Richard's major interests are chimpanzee and human evolutionary ecology, the evolutionary dynamics of violence, and ape conservation.

## Moderators

- **Zeinab Badawi, BBC.** Zeinab is a Sudanese-British journalist who has presented a range of BBC television and radio programmes, and recently produced a definitive guide to African history with UNESCO.
- **Mattias Fyrenius, Nobel Media.** Mattias is CEO of Nobel Media, which handles and develops all media related activities connected to the Nobel Prizes and spreads knowledge about the Nobel Prize awarded achievements.
- **Eva Krutmeijer, EKKO.** Eva has over 25 years of experience in communicating science and technology to a wide range of target groups, from school children to members of the Swedish parliament.
- **Adam Smith, Nobel Media.** As Chief Scientific Officer for Nobel Media, Adam has played a key role in putting together the Nobel Week Dialogue. His background is in scientific research and science publishing.



## Full house – all day

The 2016 Nobel Week Dialogue had 1,379 participants (including 193 Special guests). To manage the audience flow during the day we used a separate room with live streaming where 80-100 participants watched the morning sessions. All participants were given the opportunity to get seats in the main hall during the day. The possibility to sign-up for afternoon tickets resulted in an additional 64 participants joining the dialogue for the last sessions. This enabled us to have a nearly full venue during the entire event.

These can be split into the following groups:

|     |                       |
|-----|-----------------------|
| 34% | Students              |
| 21% | Experts/researchers   |
| 16% | Industry              |
| 2%  | Press                 |
| 27% | Other (no indication) |

*“Would you attend another Nobel Week Dialogue?”*

**98%** answered YES!

*in the post-event survey*

There were 45 nationalities represented, the majority from Sweden, USA, Germany, United Kingdom, China, Spain, Indonesia, Poland, Italy, Norway, Bangladesh, France, Finland and Japan.



*“The different fields that were brought together into the programme. I have often heard about the environmental impact of food production & health impact of its consumption, but less often heard from sociologists and technologists. So it was great to see them all together.”*

Participant NWD 2016



## Pop-up dialogue as appetizer

A new addition to the programme was a pop-up dialogue in central Stockholm on 8 December. The purpose was to bring the dialogue even closer to the public. The title for the one-hour long meeting was “Sustainable food for all – is it possible?”

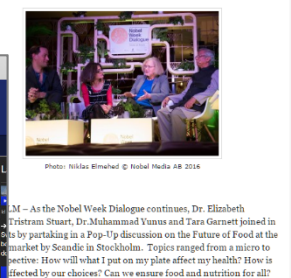
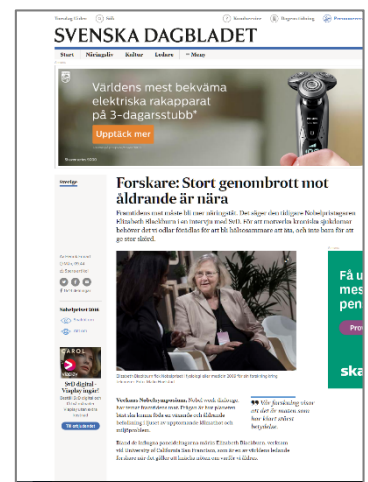
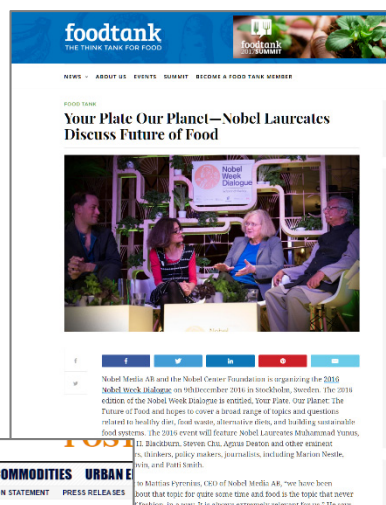
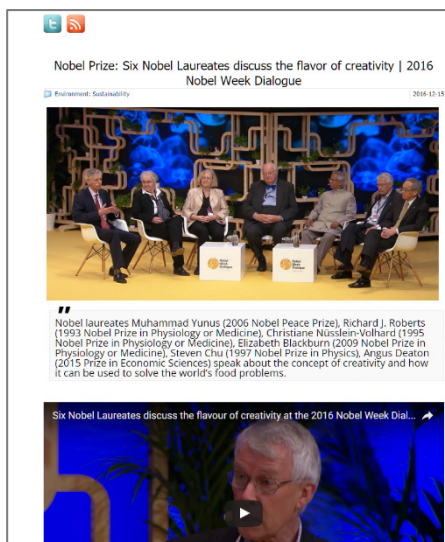
The pop-up dialogue took place at Haymarket Scandic Hotel, close to Stockholm Concert Hall where the Nobel Prize Ceremony is held. Many people pass by this location, which made the pop-up accessible for an interested public.

Information about the seminar was shown on a TV screen in the hotel’s display window, towards the street, and in the hotel lobby. Approximately 180 persons came to listen and engage with the panel: Nobel Laureates Elizabeth Blackburn and Muhammad Yunus together with Tara Garnet and Tristram Stuart.



# Highest media interest to date – wide range of coverage

The media attendance at the 2016 event was the highest since the beginning of Nobel Week Dialogue. 38 members of the media attended Nobel Week Dialogue, resulting in a large amount of reporting with a broad variety of angles. Articles have been published in DN, SvD and DI as well as coverage in radio and TV. For the full list see Appendix.





## Digital dialogue with a global outreach

## Your plates

To raise engagement prior to the Nobel Week Dialogue meeting, we asked our 3.5 million Nobel Prize Facebook users to share what they were eating. The result was impressive! People from all over the world shared a picture of their food and the decisions behind it. The plates were then presented digitally in our channels and used as a central piece at the press conference for the whole Nobel week. During the actual Nobel Week Dialogue day, the plates were presented on stage, to spark discussions, and off stage on screens together with the users' stories on their food.

## Interaction

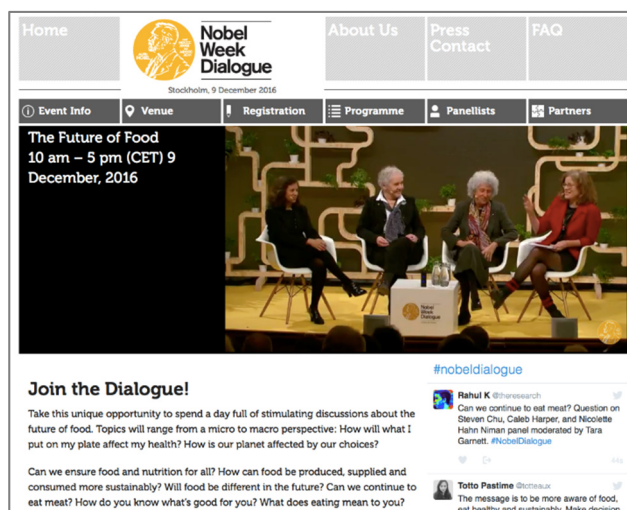
Digital interactivity was incorporated in the dialogue on site in Stockholm. Arriving visitors received a text message inviting them to participate in a poll on the Future of Food as well as encouraging them to ask questions to the panels. More than 1,100 unique visitors responded on questions on their food choices using the polling tool, over 75% of the total number of visitors. They were also encouraged to write three words about food – which was then presented as a word cloud on stage.

## Live-reporting

Far more than 1 000 000 individuals were reached with Nobel Week Dialogue content through the digital Nobel Prize channels on the very same day as the meeting (December 9). This was approximately three times the reach in 2015. The biggest growth factor was the addition of Facebook live where a few of the sessions were streamed. Here we also encouraged people to tell us where they were watching from – receiving responses from all over the world: Japan, Senegal, Sweden, USA, Romania, Italy, Dubai, India, Liberia, Angola, Mexico, Norway and Qatar to name just a few of the countries. A truly global dialogue. The editorial team also live-reported on Twitter, and published quotes from panellists and images during the meeting. The entire event was live-streamed on both [nobelweekdialogue.org](http://nobelweekdialogue.org) and [nobelprize.org](http://nobelprize.org).

## The dialogue continues

The dialogue is not over – quite the opposite. The thoughts and ideas of the participants will be highlighted for a long time through the Nobel Prize digital channels. The sessions are now available separate on the [Nobel Prize YouTube channel](#).





From Dubai

**Sonu Langaya**  
Watching from CCSHAU Hisar

**Justin Hale**  
UK. Watching. Good medicine

**Olim Fonso**  
Good day! Watch

**Abdoulaye Sow**  
Hello \_ Good Day

**Mukesh Gupts M**  
Nice from India

**Ikram Ul Hoq**  
We r greatful to h

**Happyme Youals**  
I'm watching from

“Creativity is combining facts no one else has connected before”

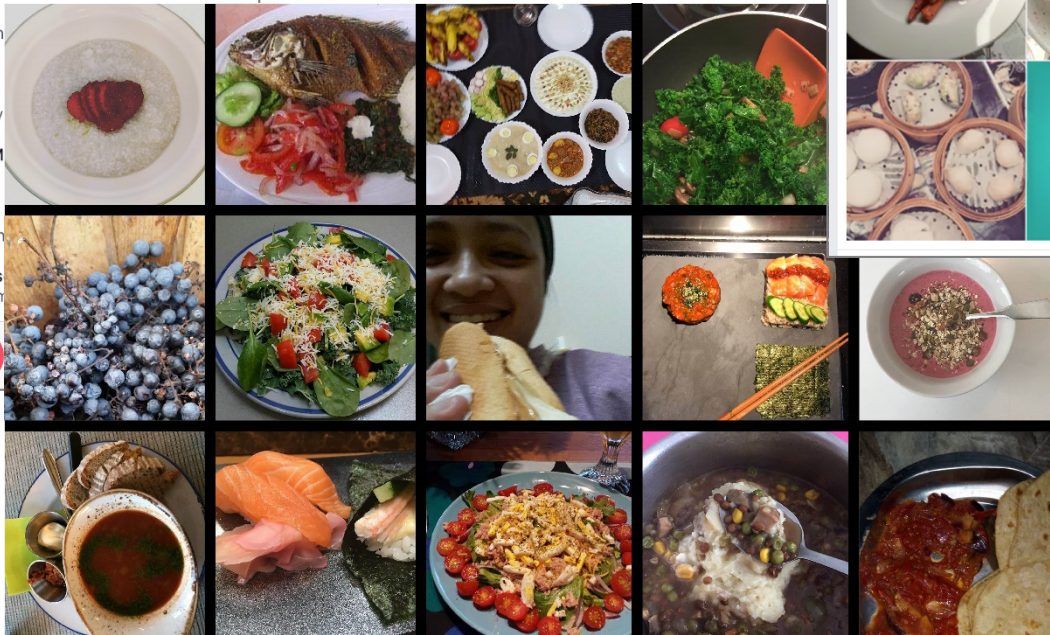
Christiane Nüsslein-Volhard

**Nobel Prize**  
Published by Olivia Lundqvist · November 11 · €

WHAT ARE YOU EATING? SHARE A PHOTO OF YOUR PLATE! We want your help for our upcoming meeting on The Future of Food.

1. Take a photo of your plate.
2. Answer these questions:  
WHAT are you eating?  
WHY are you eating this? (Why did you choose this food?)  
WHERE are you?
3. Share it with us here as a comment on this Facebook post!  
[www.nobelweekdialogue.org](http://www.nobelweekdialogue.org) is a one-day conference -- in Stockholm Dec 9 about the future of food, "Your Plate, Our Planet". Food photos from around the world will be shown as a part of the discussions in the conference. That's why it is important that you enclose the information we ask for.

When posting your plate you also accept that Nobel Media use your photo for the meeting.



**The Nobel Prize** @NobelPrize · Dec 9  
Let's do this! Join us @NobelDialogue! #NobelDialogue

You Retweeted

**Anna Richter** @annarichter · Dec 8  
Wohoo, I get to listen to some of the biggest thought leaders on the #FutureofFood. Thank you, @NobelDialogue! #NobelDialogue 🙌🙌🙌

View original

**Matias Salinas** @matiasalinas · 6m  
A very inspiring morning about "The Future of the Food" in our global society, at @NobelDialogue #NobelDialogue

For the greatest benefit to mankind  
*Alfred Nobel*

**NOBEL WEEK**  
6-12 December

The Future of Food  
**Your Plate. Our Planet.**  
Stockholm 9 December, 2016

**Nobel Week Dialogue**  
LIVE VIDEO  
Friday 9 December, 10.00 a.m. - 5.00 p.m. CET

Nobel Laureates, world leading scientists, policy makers and the general public will join in an inspiring discussion about "The Future of Food".

**2016 Nobel Prize Concert**  
The Nobel Prize Concert takes place in the Stockholm Concert Hall on 8 December each year, this year featuring conductor Gianandrea Noseda, soloist Janine Jansen and the Royal Stockholm Philharmonic Orchestra.

**Information for the Press**  
• The Future of Food examined during the Nobel Week in Stockholm  
• Official program for the 2016 Nobel Week  
• The Nobel Week 2016 in Stockholm - Information for media

• Press images  
• More news and press releases



## Creating interest with eye-catching campaign

Activities started in spring 2016 with presence up during autumn with digital outreach and add campaigns on public transport.

- Advertisements in Stockholm metro



- Facebook advertisement boosted to selected target groups



- Promotional package with text and banners for web and social media



- Posters in universities, libraries and other public spaces



## Engaged students – generating ideas and outreach

A group of students representing the student unions of Stockholm was formed to discuss Nobel Week Dialogue from a student point of view and get input for content and speakers etc, as well as for being ambassadors and spreading the word about Nobel Week Dialogue in students' channels. Two meetings were held with representatives from the student unions of KI, KTH, SU, HHS and SLU. The universities in the Gothenburg region were provided information and promotional material continuously.





Nobel Week Dialogue partners were represented with their own showcase and staff.



## Food experiences stimulating all senses

The participants were treated to food experiences during the breaks. The menu for special guests was provided by Region Västra Götaland inspired by the west coast of Sweden with the future of food in mind. All participants were served a sustainably-sourced lunch provided by ICA. Most of the scenography in form of fresh plants was taken home by the participants after the event, reducing the amount of waste.



# Appendix

## Published media as of 2016-12-15

### Aktuell Hållbarhet

- **Nobelpristagaren: "Motståndet mot GMO leder till att barn dör"**  
<http://www.aktuellhallbarhet.se/nobelpristagaren-motstandet-mot-gmo-leder-till-att-barn-dor/>

### BBC World Service and BBC Radio 4

- **Interview Harold Schmitz and Tara Garnett (begins 26:35)**  
<http://www.bbc.co.uk/programmes/p04k00ct>

### Dagens Industri

- **Nobelpristagaren: Trump hotar klimatet**  
<http://www.di.se/nyheter/nobelpristagaren-trump-hotar-klimatet/>

### Dan Lainio blog

- **Feeling like you're the dumbest person in the room at future of food – Nobel dialogue**  
<http://danlainio.se/feeling-like-youre-the-dumbest-person-in-the-room-at-future-of-food-nobel-dialogue/>

### Dagens Nyheter

- **"Handeln vilseleder om svinnet"**  
<http://www.dn.se/ekonomi/handeln-vilseleder-om-svinnet/>
- **Matdatorer framtidens växthus**  
<http://www.dn.se/ekonomi/matdatorer-framtidens-vaxthus/>

### Expressen TV

- **Tristram Stuart: Butiker måste mäta matsvinnet**  
<http://www.expressen.se/tv/nyheter/tristram-stuart-butiker-maste-mata-matsvinnet/>
- **Deaton: "Katastrof för klimatförändringen"**  
<http://www.expressen.se/tv/nyheter/deaton-katastrof-for-klimatforandringen/>
- **Tidigare nobelpristagaren Elizabeth Blackburn: Därför måste vi äta bra**  
<http://www.expressen.se/tv/nyheter/tidigare-nobelpristagaren-elizabeth-blackburn-darfor-maste-vi-ata-bra>

### foodnet.se

- **Patti Smith deltar i Nobels stora matkonferens**  
<http://foodnet.se/alla/patti-smith-deltar-i-nobels-stora-matkonferens/>

### Foodtank

- **Your Plate Our Planet—Nobel Laureates Discuss Future of Food**  
<https://foodtank.com/news/2016/12/future-food-nobel-laureates/>

### Illustrated Progress

- **Six Nobel Laureates discuss the flavor of creativity | 2016 Nobel Week Dialogue**  
<http://www.illustratedprogress.com/environment/environment-sustainability/nobel-prize-six-nobel-laureates-discuss-the-flavor-of-creativity-2016-nobel-week-dialogue/>



KTH.se

- **LIVE – The Future of Food – Nobel Week Dialogue**

<https://www.kth.se/blogs/divya/tag/health/>

MOLD

- **Nobel Laureates gather to discuss the future of food**

<https://thisismold.com/event/conferences/nobel-laureates-gather-to-discuss-the-future-of-food#.WFElovnhAUF>

Ny Teknik

- **"Problemet med matsvinn går att lösa"**

<http://www.nyteknik.se/innovation/problemet-med-matsvinn-gar-att-losa-6811210>

NY Times

- **Woman's invention, an 'unusual product' she came up with in middle school, now used all around the world**

<http://nytlive.nytimes.com/womenintheworld/2016/12/07/womans-invention-an-unusual-product-she-came-up-with-in-middle-school-now-used-all-around-the-world/>

P4 Stockholm

- **Nobel Week Dialogue Pop-up, intervju med Susanna Baltcheffsky**

<http://sverigesradio.se/sida/avsnitt/817263?programid=3891> (begins 32:40)

Radio Sweden

- **NGO: Hundreds of thousands of tonnes of food are wasted**

<http://sverigesradio.se/sida/artikel.aspx?programid=2054&artikel=6583279>

Restaurangvärlden

- **Nobelpristagare utforskar hur och vad vi äter i framtiden**

<http://www.restaurangvarlden.se/nobelpristagare-utforskar-hur-och-vad-vi-ater-i-framtiden/>

Rothamsted Research

- **Nobel Week 2016: Rothamsted Research Student Dialogue**

<http://www.rothamsted.ac.uk/nobel-week-rothamsted-student-dialogue>

Swedish international agriculture network

- **Prepare for the Nobel Week Dialogue with SIANI Youth**

<http://www.siani.se/news/prepare-nobel-week-dialogue-siani-youth>

Svenska Dagbladet

- **Forskare: Stort genombrott mot åldrande är nära**

<http://www.svd.se/forskare-stort-genombrott-mot-aldrande-ar-nara/av/henrik-ennart>

SVT

- **Framtidens mat – temat på årets Nobel Week Dialogue**

<http://www.svt.se/nobel/framtidens-mat-temat-pa-arets-nobel-week-dialogue>

- **Nobel lockade till samtal om framtidens mat**

<http://www.svt.se/nyheter/vetenskap/nobel-lockade-till-samtal-om-framtidens-mat>

The Economic Times (Mumbai)

- **Science Turns to Faith for GM Seeds**  
<http://epaperbeta.timesofindia.com/Article.aspx?eid=31818&articlexml=Science-Turns-to-Faith-for-GM-Seeds-17122016013015>

The Guardian

- **Are these startups the future of food tech?**  
<https://www.theguardian.com/sustainable-business/2016/dec/17/weather-proof-crops-hydroponics-new-food-startups>

Veckans Affärer

- **Fick sitt första patent som 17-åring – nu tacklar hon världens matsvinn med unik uppfinning**  
<http://www.va.se/nyheter/2016/12/08/fick-sitt-forsta-patent-som-17-arang--nu-tacklar-hon-varldens-matsvinn-med-unik-uppfinning/>
- **Professorn som tar fighten med livsmedelsjättarna: "Jag behöver inte vara rädd om min karriär"**  
<http://www.va.se/nyheter/2016/12/09/professorn-som-tar-fighten-med-livsmedelsjattarna-jag-behover-inte-vara-radd-for-min-karriar/>
- **Forskaren som bygger internet of food – och ska demokratisera maten**  
<http://www.va.se/nyheter/2016/12/13/hans-matdator-ska-demokratisera-livsmedelsindustrin-och-skapa-internet-of-food/>

Vego Eco

- **Nobel Week Dialogue**  
<https://vegoeco.se/2016/11/10/nobel-week-dialogue/>

Woodlawn Post

- **Nobel Week Pop-Up Discussion: Future of Food at Haymarket in Stockholm**  
<http://woodlawnpost.com/2016/12/nobel-week-pop-up-discussion-future-of-food/>

## The Patti Smith effect

The participation of Patti Smith at Nobel Week Dialogue as well as at the Nobel Prize award ceremony was announced at the press conference arranged on 5 December by the Nobel Foundation. The news spread fast in media all over the world. Media picked up the news in USA, Italy, Spain, Mexico and Russia (one of the more notable publications who picked it up was Rolling Stone: <http://www.rollingstone.com/music/news/bob-dylan-to-provide-nobel-speech-patti-smith-to-perform-w453745>)







# See you next year in Gothenburg!

December 9, 2017



**Nobel  
Week  
Dialogue**

*Science & Society*

In partnership with:

Supported by:



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