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World Food Center Visitors Experience



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Stakeholder Interview Wishlist/Inputs:

Doelstellingen, benefits, imago

- Een **Food Academy als theater** waarin kennis wordt gedeelt met en aanschouwelijk wordt gemaakt voor publiek en waar bezoekers actief aan het foodproces kunnen deelnemen (o.a. dmv cursussen en dialoog met wetenschappers).
- Een **Food Academy**, waarin kennis wordt gedeelt met publiek (o.a. door middel van cursussen en in gesprek met wetenschappers).
- Een Food Academy waar cursussen en evenementen worden georganiseerd

- Een **kennisportaal** waar vragen van bedrijven en kennisinstellingen worden geïnventariseerd en als opdracht binnen vakscholen (voor koks & gastheren of bakkers & patisserie) kunnen worden uitgezet. WFC dient de interactie tussen bedrijven, kennisinstellingen en leerlingen van vakscholen te bevorderen.
- De kennisportal moet een samenballing zijn van info over en voor business, knowledge, politicians en consumers.
- Kennisoverdracht; voedingsbeleving verkrijgen
- Kennis moet heel groots aanwezig zijn in WFC en de namiek veroorzaken: het spanningsveld tussen de (maak)industrie en kennis benutten!
- Het WFC biedt mogelijkheden voor kennisoverdracht naar bedrijven

- Een **combinatie tussen een geavanceerd onderzoekslaboratorium en experience center**, waar education, science, research en business samen komen.
- Onzekerheid is key in de wetenschap; WFC zou platform kunnen zijn om deze onzekerheid tekunnen/mogen delen, volgens "huidige stand van zaken / huidige inzichten"principe. Acceptatie van onzekerheid door burger is een belangrijke doelstelling.

- Een **top research instituut** voor het thema voeding, vergelijkbaar met CERN in Zwitserland. Beiden kunnen elkaar versterken. WFC zou daarbij ruimte kunnen bieden aan een geavanceerde onderzoeksfaciliteit in de vorm van een simulatie van bijvoorbeeld het maagdam- en leverdarmkanaal. Het idee komt voort uit zijn werkzaamheden voor FoodBest (EU) en de plannen die er zijn voor het oprichten van een KIC Food (Knowledge & Innovation Community for Food) in Nederland of België. Deze KIC Food moet uitgroeien tot het Food MIT van Europa. Een geavanceerd onderzoekslaboratorium en een experience center vormen een uitstekende combinatie, met mogelijk grote spin-off voor vestiging van bedrijven.

- Een **ontmoetings plek van/voor wetenschappers, studenten en bedrijfsleven**, waar gezamenlijk wordt gewerkt aan creative oplossing. Een community of practice, waar vragen kunnen worden neergelegd door bedrijven/instellingen. "Santa Fé" instituut
- (fysieke) ontmoetingsplek, waar conferenties en congressen georganiseerd kunnen worden en **waar men meningen kan uitwisselen**.

- Een **Netwerkorganisatie voor bedrijven**
- In WFC moet een dynamiek voelbaar zijn die zichzelf draagt – dit is tevens basis voor de businesscase, gebaseerd op economische logica: een dergelijke aanpak pas goed bij de Nederlandse Agro&Food. Er sluimerde al eeuwen iets in dit land, WFC is hier het resultaat van. Nu is het moment dat men elkaar vindt ('connecting') in een op en wereld met locale (fysieke) verbindingen.
- Een verkoopend platform voor de gehele sector waarmee synergie wordt gecreëerd. De gehele agrofood sector (bedrijven, overheid, kennisinstellingen) en consumenten moeten zich aangesproken voelen door, verantwoordelijk zijn voor en trots zijn op WFC. Het inclusieve van WFC is cruciaal.
- **Platform voor publiek/private partnerships -> partijen bij elkaar brengen**, ook op gebied van regelgeving; meerdere visies belichten; WFC als (neutraal) "leading thinkers" platform
- **WFC kan bijdragen aan het verbinden/samenwerken tussen voedingstuinbouw en agrofood**.
- WFC zou voor wat betreft de levensmiddelenhandel ruimte moeten bieden aan de hele branche.

- Een **Nieuwspoort voor de food**.

- **WFC moet helpen de foodindustrie in een goed daglicht te zetten. Meer transparantie bieden voor het publiek** / consument voor wat betreft de gehele voedselketen.
- WFC is een instelling die ten allen tijden transparant is over food, dit om bij te dragen aan verbetering imago food.
- Contact herstellen met het grote publiek
- Er is veel wantrouwen onder consumenten: wie/ welke bron is nu objectief/betrouwbaar als het gaat om kennis over voeding" WFC zou die betrouwbare bron moeten zijn.
- WFC is een unieke kans om de ramen en deuren van de sector open te zetten, het is een plek waar transparantie over productie centraal staat - 'plexiglas megastallen.

- WFC kan bijdragen aan het bewuster maken van de verschillende bedrijven uit de Food voor het verduurzamen van hun productieprocessen (life cycle analysis).
- **Consumenten kunnen in het WFC op de hoogte worden gebracht over de dilemma's van bedrijven, bijvoorbeeld ten aanzien van duurzame productie**. Leggen ze eerder nadruk op duurzame productie (bv. palmolie) of op gezonde voeding. **Bedrijven kunnen in WFC ook de mening en gedrag van consumenten omtrent dergelijke vraagstukken peilen**.
- **WFC biedt kansen om grote maatschappelijke uitdagingen (waaronder duurzaamheid, vergrijzing, gezondheid) persoonlijk te maken. Iedereen kan een bijdrage leveren aan oplossingen**
- **Bewustzijn en acceptatie creëren: industrie is nodig om iedereen te kunnen voeden!** Dit als tegenhanger van het 'biologisch knuffelen' – om consumenten een realistische beeld te geven van 'good' en 'real' food. Dit (positieve) inzicht over de industrie zou WFC moeten bieden. Belang van beleving, virtualiteit en het creëren van netwerken (sociale innovatie) om persoonlijke verbondenheid en bewustwording te realiseren..

- Een **innovation center**
- "De wereld": sterke spelers ovg innovatie in voeding wereldwijd aantrekken, **WFC als incubator voor nieuwe ideeën/ontwikkelingen**
- Een plek waar consumenten omgeven zijn door de laatste stand van zaken op gebied van food innovatie
- Inspiratiebron en startpunt voor cross-overs: **inspiratie om gezamenlijk te komen tot vernieuwende concepten**.
- Wat doet de voedingsindustrie aan innovatie? Bezoeker verrassen door innovatie, toekomstbeeld indrukwekkend voorbeeld is Craft Amerika. Innovatie toekomst productie, hightech.
- **Internationaal, we zijn goed in oplossen**
- Er bestaat in de Agro & Food sector behoefte aan visionaire plannen en een meer **permanent en fysiek focuspunt voor de presentatie van de nieuwste ontwikkelingen in de sector**.

- WFC dient **educatief** zeef aantrekkelijk te zijn: de foodindustrie is gebaat bij enthousiasme onder jongeren voor een carrière in de food.
- Een combinatie van een Food Academy en het WFC. De academy betreft een **onderwijsfaciliteit gericht op kinderen, leerlingen en docenten uit het basis- en middelbare onderwijs**. Onderwijs kan ter plaatse direct aan de praktijk en aan onderzoek worden gekoppeld. Profielwerkstukken kunnen (landelijk) gekoppeld worden aan WFC. Door kinderen en jongeren te laten ervaren wat voedsel is en wat we ermee doen kunnen lifestyleveranderingen teweeg gebracht worden (ook bij de ouders).

- **Gastronomische Academie/food research**, De wetenschap van smaak en proeven. In gastronomie komt de proevende mens samen volgens een mens & product benadering (product gaat van bereiding tot chemie en van culinair genieten tot gezondheid. Gastronomie is alfa + bèta + gamma oftewel menswetenschappen plus technologie. **Topchefs werken samen met het centrum en de gastronomie wordt een reden om Nederland te bezoeken**.

- WFC zicht richt op experiences en het bieden van transparantie. Er is een "voedselrevolutie" onder jongeren gaande: zij willen weten hoe het werkt; wat voeding met je doet en wat de impact op de planeet is.
- WFC helpt het ontrafelen van labels over voeding, het zijn feiten die keuzes rondom ons voedingspatroon moeten bepalen

- **WFC dient om de bewustwording m.b.t voeding te vergroten**; waar komt het vandaan, is het gezond, wat is de smaak etc.
- **WFC moet bijdragen aan lifestyleverandering, voor het behoud van kwaliteit van leven in de toekomst**.
- Belangrijk om de **consument te motiveren met gedragswijziging tot gevolg**. Hoe kan WFC verandering in het gedrag bewerkstelligen, zo dat problemen als ondervoeding, obesitas, mindless eating, etc. worden aangepakt?
- Als Nederland een doorbraak zou kunnen creëren om de blokkades die mensen ervaren om voldoende groente en fruit te eten, zou dit internationaal baanbrekend zijn.

- **Platform, trots, Nederlands beste sector** (agri & food 20% BNP) Groei motor Nederland van 6 naar 9 miljard mensen.
- **Holland branding**, NL bekender maken als added value leverancier, internationale uitstraling, kennisland op gebied van voedselproductie, betrouwbare, vertrouwde kwaliteit.
- WFC dient uit te stralen (inside out) dat NL van grote waarde is voor de voedsel voorziening van de gehele wereldbevolking. We hebben kennis over en zijn goed in: voeding, productie, logistiek en cross-overs tussen deze disciplines. Met WFC kan het imago van NL op het gebied van food versterkt worden alsmede de economie. Dit kan door wapenfeiten op food gebied op de juiste manier te belichten, op een introverte, niet schreeuwerige manier; het betrouwbare imago goed branden. Dit is zeer belangrijk voor de toekomst van NL.
- Belang van de Nederlandse agrofood sector internationaal tonen; problemen en mogelijke oplossingen tonen; verschillende visies/perspectieven op 1 probleem.
- Tonen van NL als gidsland: veel kennis en kunde op gebied van voeding in huis" internationale aantrekkingskracht is belangrijk, Katalysator voor positieve visie op food in de meest brede visie, en de rol van NL daarin
- De Agro&Food sector is een belangrijke speler in Nederland; topsectorenbeleid heeft ten doel om de herkenbaarheid en trots van de sector te vergroten. In de haalbaarheidsfase dient onderzocht te worden op welke manier WFC als middel ingezet kan worden om dit beleid versneld uit te voeren.
- Een **uithangbord voor "Dutch knowledge"**
- **Toonkamer van Nederlands kunnen**, vergelijk met Floriade wordt getrokken..
- Het is in Nederland nauwelijks bekend dat de voedingsindustrie groter is dan de "reguliere"industrie; het WFC zou dit als geen ander kunnen tonen.
- **Image builder voor Nederlandse food** (Nederland als voortrekker in onderzoek); aanhaken aan topsectorenbeleid
- **Eye catcher**: voor zowel Nederlands publiek als "de innovatie professionals
- Een grote spin-off voor vestiging van bedrijven.

- WFC bevestigt dynamiek die zichzelf steeds blijft laden, het is **een hotspot die zichzelf telkens opnieuw verrijkt**. Het is de vraag aan welke basisvoorwaarden WFC moet voldoen om dit dynamische proces te blijven aanzwengelen en vasthouden.
- **WFC moet als een internationaal icoon fungeren**. Het WFC moet ver boven de middelmaat uitsteken.
- Wfc moet **een icoon op zichzelf worden qua uiteindelijke bouwvorm en uitstraling**, daarnaast ook duurzame topper.
- Het gebouw zelf is geniaal: het ei, als symbool voor begin van nieuw leven. **Allerbelangrijkst is de uitstraling naar de buitenwereld**, rest is van ondergeschikt belang.
- Veelbelovend, ambitieus, uitgebreid.

Stakeholder Interview Wishlist/Inputs:

Thema's suggesties

- In WFC moet de **keten of ketens** te zien zijn, en waar wordt geld verdient in die keten..
- Hele voedselketen tonen**; van productie tot verwerking tot logistiek en consument
- In WFC moet de keten of ketens te zien zijn. Kracht van het WFC zou moeten zijn het bieden van de wereld in het klein. Dit overzicht moet fysiek and virtueel aangeboden worden.
- Educatief is de voedselketen van belang. Te allen tijde zou in het WFC duidelijk moeten zijn hoe producten tot stand komen en waar (deel)ingrediënten voor dienen, wat je er als consument ook mee kunt doen.
- De 'foodketen' is het DNA van WFC.
- Voedselketen, spijsverteringskanaal en wetenschap. maar ook verbanden tussen die drie aangeven
- De bovenste lagen, van nature tot en met flowering of zelfs verder, kunnen in een virtueel spel gepresenteerd worden in WFC. Dit spel kan ook vanaf elders (privé) bereikbaar zijn voor bezoekers. In het fysieke WFC kan een extra dimensie of beleving aan het virtuele spel worden toegevoegd.

- Trots op technologie**
- Van food **productie** op kleine schaal (in en om het huis) versus grote schaal (hi tech massa productie)
- WFC moet zich inhoudelijk focussen op het snijvlak van **"Fabriek of Product, Verpakking"**
- WFC laat zien hoe problemen in de Agro&Food sector worden opgelost en hoe en waarom efficiëntie wordt bereikt. Hiertoe is het van belang processen te laten zien, bijvoorbeeld pasteuriseren, steriliseren, conserveren en wat er gebeurt als je dit niet doet.
- BBC's **"How it's made"** achtige filmpjes
- Street of innovation: bedrijven/organisaties en hun innovaties (ook op gebied van processen).
- De ontwerpende consument**

- Supermarkt van de toekomst.** Maar dan moet het ook haast Science Fiction zijn.
- de 'supermarkt van de toekomst. Van (soms) online boodschappen doen en een snelle, simpele maaltijd bereiden tot kijken, beleven en de tijd hebben om te koken en alles wat daar tussen zit. De supermarkt zal als flagshipstore altijd voorzien zijn van de laatste updates, maar moet rendabel zijn doordat bezoekers er inkopen doen. Hiermee genereert de supermarkt ook basis traffic voor WFC.
- Laten zien dat in de supermarkt bijna alleen maar samengestelde producten voorkomen – die zonder industrie niet zouden kunnen bestaan. Een pizza zou een interessant product kunnen zijn om in de keten te presenteren: het bevat veel verschillende ingrediënten die allemaal ergens anders vandaan komen.
- In WFC echter niet één product laten zien, maar verschillende processen, factoren en het samenspel tussen branches en de keten. Misschien kan dit aan de hand van producten in een boodschappenkarretje uit de supermarkt?

- Gezondheid, Impact eigen gedrag, Salutogenese: gezond blijven**
- Gezondheid en Food zou een duidelijke plek kunnen krijgen.
- Health: bij consument bewustwording bereiken over wat gezond is. Vermindere n van zout- en suikergebruik en de inname van calorieën heeft prioriteit. Ook overgewicht en ondervoeding zijn maatschappelijke thema's waarvan de bezoeker zich in WFC (persoonlijk) bewust dient te worden.
- Visualiseren van wat gebeurt op de snijvlakken Food en innovatie en Food en gezondheid.
- Gezond eten en Gezondheidszorg
- Door goede preventie is minder zorg nodig. Concept ontstijgt producten, dient volksgezondheid
- Relatie tussen voeding en de invloed daarvan op de gezondheid* voeding als preventie voor chronische aandoeningen (momenteel vooral veel aandacht voor / doorbraken in invloed van voeding op oogaandoeningen, cardiovasculair, darmgezondheid, diabetes type 2)
- Kinderen & gezonde voeding, Jongeren Op Gezond Gewicht
- "We want people to eat better".
- Wat is ongezond. Toxicologie. Teveel drinken effecten, drugs, zelf dokteren. Bacterien in lichaam impact van voeding en antibiotica.

- Gezonde vetten, zoutafname, suikerafname, kleinere proporties.
- Dieet, overgewicht belangrijk. (Crash dieten, wat werkt wel wat niet). bewustwording stimuleren.
- Wat zijn gevolgen van mijn keuzes, wat heb je in eigen hand en wat niet. Leren, testen,
- Wat geef je je kinderen?
- Ouderen en voeding.
- Wat doet voeding in zwangerschap, niet zwanger worden ivm overgewicht toenemend probleem.
- borstvoeding. start leven. Belang van eten voor en tijdens de zwangerschap op de kwaliteit van het kind.
- Waarde creëren rondom het thema VERS, en de rol daarvan in voeding en op je welbevinden.
- Wat is Good Food anyhow? "Good Food, Happy People"
- In WFC zou je je bijvoorbeeld bewust moeten worden van 'wat is een calorie?
- Ook alle niches zouden een plek in het WFC moeten krijgen zoals b.v. slowfood.
- Geef ook aandacht aan water.

- Restaurant van de toekomst**
- Moleculair koken

- White Biotechnology/biofuels (biobrandstof uit plantenresten)

- Trendy onderwerpen zoals **Personalised food.**

- Een geavanceerd onderzoeksfaciliteit** in de vorm van een simulatie van b.v. het maag, darm en lever kanaal. (zie illustration)
- Onderzoeksfaciliteit kan een aantal lagen in WFC met elkaar verbinden – **van cooking tot energy en exercise.**

- Educatief; hoe werkt het lichaam, hoe werkt voedsel in en op het lichaam.** Wat zijn de relaties tussen voedsel en gezondheid?
- Maak inzichtelijk in vorm van modellen. **laat zien hoe het lichaam werkt.**
- Van voeding die noodzakelijk is om de motor draaiende te houden ('functional food' - was 20 jaar geleden een hype),
- Voeding en sport**
- Raakvlak beweging, plasticiteit **spieren invloed bewegen en voedingspatroon.**

- Food and Psychology
- Neurologie en psychologie.**
- Ruimte aan en voor hersenonderzoek en de relaties met voedingsstoffen

- Terug gaan naar de basisprincipes van levensmiddelen, zoals fun, **cultuur, sociale aspecten**, etc.
- Laat cultuur rondom het eten zien, die is overal anders.
- Thee: Westerse voeding hier, thee in china vertellen.
- Genieten van eten - Voeding is meer dan technische verhaal, beleving van voeding, sociale aspect. Restaurant. Als je dingen wil bereiken moet je de gesprekspartner mee uit eten nemen .
- Wisselwerking tussen cultuur en technologie van belang. Er wordt steeds meer gebruik gemaakt van techniek in voedsel. WFC kan laten zien hoe dit doorwerkt in de culturen. Ook taboes en ethische kwesties op het gebied van voedsel kunnen worden weergegeven (o.a. het eten van hond). Dit maakt voedsel spannend. De discussies kunnen via social media worden gevolgd: WFC als platform voor discussies over normen.
- Eetgewoonten, Culturen en wereldvoedsel, Taboes en paradoxen, Gezelligheid.
- Het belang van het sociale aspect volgt uit de constatering dat mensen veelal beter eten in samenzijn van anderen.

- Smaakbeleving! Het prikkelen van de zintuigen**, smaak is multi-sensorisch is, de hele mens proeft, met al zijn zintuigen.
- Seizoenen laten zien
- Geur** (van de markt)

- 'Tea: from bush to brain' (CO2 uitstoot kan hierbij besproken worden).

- Vooraf (belang van) basis voedingsmiddelen (onbewerkt, agro) in de hoofdrol,
- Daarnaast ook zeker een rol voor biochemie en de mogelijkheden daarvan.

- Voeding en kanker**
- Hart en vaten: mensen die problemen hebben met **vaatziekten** stellen de verkeerde vragen: hoe is mijn cholesterol? (niet vet, eten etc) Leggen probleem bij de arts neer.
- De invloed van de media. Bv Radar programma, paar honderdduizend mensen gestopt met statinus. Mensen willen die pillen niet meer. Studies aangetoond dat pillen echt langer leven geven.

- Link genetisch profiel, gezond hebben geleefd, gezond oud worden.** Overbrengen hoe de bezoeker een gezond bestaan kan opbouwen. Je moet aangeven welke elementen er toe doen, welke keuzes moet je maken om gezond te blijven. Bewustwording. Systematisch voedingspatroon, daar gaat het om, niet incidentele uitzonderingen. Denk in voedingspatronen en niet in afzonderlijke producten. Genetica vs 'je bent wat je eet' > genen uit ouders, hoe genen worden gebruikt bouwt voedselaan mee. Je kan meer uit je lichaam halen als je daaraan bouwt met eten. Subtiele effecten.
- Genetica vs 'je bent wat je eet' > genen uit ouders, hoe genen worden gebruikt bouwt voedsel aan mee. Je kan meer uit je lichaam halen als je daaraan bouwt met eten. Subtiele effecten.

- Kwaliteit van leven
- Land, zee, tropen
- Wereldvoedselvraagstuk:** afzender bepaalt de visie hierop. Het is dus belangrijk, maar tegelijkertijd ook moeilijk, om te bepalen wie de afzender zou moeten zijn. Thema wel heel belangrijk in WFC.
- Het vraagstuk 'hoe voeden we 9 miljard mensen', over- en ondervoeding plus oplossingen / de kennis die NL in huis heeft moeten wel aan bod komen in WFC.
- 'Overleven op aarde – hoe voeden we in 2020 9 miljard mensen?' zou een belangrijk thema moeten zijn in WFC.
- Beschikbaarheid voedsel groeiende populatie, too much too little wereldvoedselproblematiek. Overvoeding, ondervoeding. Hoe balans. Populatienniveau, wereldniveau.
- Besteed aandacht aan de Food Water vraag (duurzaamheidsvraagstuk).
- ("Local Food in a Global World").

- In WFC moet ruimte zijn voor de geopolitieke vragen, zoals de ontzettende kwetsbaarheid van ons eigen voedselsysteem. e.,g. EU is netto- importeur van eiwit. Nu kunnen we bij schaarste nog betalen maar blijft dit zo? Droogte 2012 in VS, Rusland, te veel regen in Frankrijk, Duitsland, China; voedselprijzen gaan weer richting een piek.

- Voedselproductie risico's (antibiotica in veeteelt, plantenteelt). Dwarsverbanden met gezondheid.

- Environmental food(t)print**
- WFC kan de economische ontwikkelingen en de daarmee samenhangende overgang op andere energiehuishouding presenteren (zowel binnen NL als mondiaal). Wat doen we met onze reststromen, snij-afval en verpakkingsmateriaal? Hier is winst te behalen m.b.t. economie en duurzaamheid!
- Presenteren dat NL pionier is op duurzaamheidsaspecten die wereldwijd effecten hebben.
- Binnen WFC is ruimte voor **duurzaamheid: Recycling, voedselafval** – kan dat anders, reststroomverwerking.

- 'de Nederlandse keten', waarin wordt uitgelegd wat we allemaal doen in Nederland op het gebied van Agro&Food, welke stappen we zetten, wat dit voor ons betekent, hoe belangrijk deze economische drijfveer is en dat de Nederlandse boeren zo gek nog niet zijn. Kortom: we mogen trots zijn op de Nederlandse Agro&Food sector!

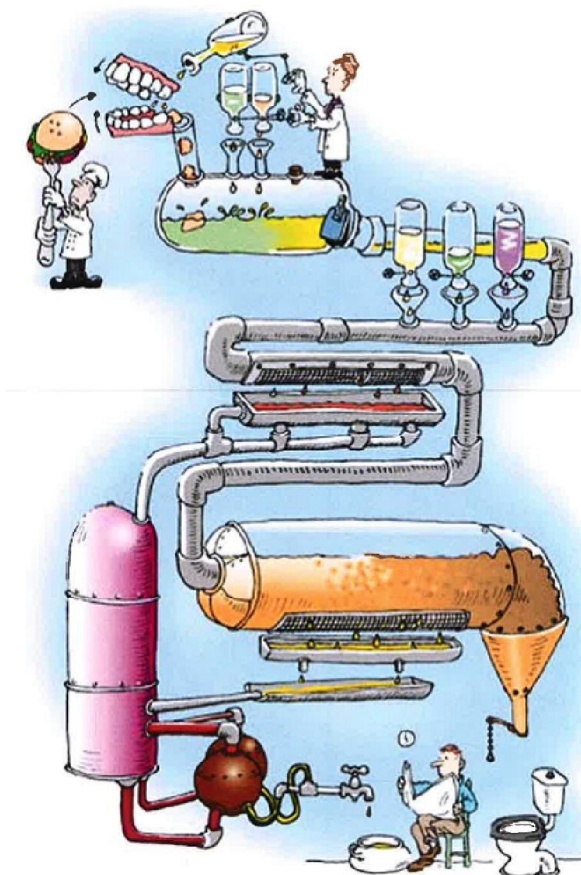
Stakeholder Interview Wishlist/Inputs:

Activities suggesties

- Scholieren kunnen met een kok koken
- Koken en food experience is belangrijk: overdag kunnen kinderen kokkerellen, 'savonds kunnen volwassenen aan de slag tijdens workshops of met een kookklas.
- Zelf actief kunnen koken, maar ook lekker kunnen eten. Keukenfaciliteiten bie den, topkoks inhuren.
- Zou plek kunnen bieden voor lokale kookverenigingen.
- Het idee wordt geopperd dat topkoks een diner maken, dat optimaal aansluit op een persoonlijk profiel, bijvoorbeeld op grond van informatie uit DNA.
- Mondiale professionals kunen in het WFC samenkomen voor een top event.
- WFC biedt kansen voor ontvangst van buitenlandse delegaties en aan bijeenkomsten voor het grote publiek.
- Productintroductions, waarbij gasten en wereldpers meteen een bezoek brengen aanhet WFC
- Product launches
- Een plek waar elk product getoond kan worden, zelfs kleine.
- Darling Delicious' in Groningen is een winkel met producten die nog in de product test of bèta-fase verkeren. Dit is mogelijk ook interessant om aan te bieden in WFC.
- Bedrijfspresentaties; alleen zodanig dat WFC daar onafhankelijk bij blijft.b.v. een maandelijks wisselende line up van nieuwe producten uit Europa, van alle mogelijke bedrijven die iets willen laten zien een soort Trend Watch.
- Seminars en product launches.
- Jaarlijkse Seminars, specifieke tentoonstellingen/beurzen
- conferenties/seminars organiseren met internationale wetenschappers, rondom thema's waaraan zij werken (b.v. Oogziekte)
- Sprekers/ fora zoals De Balie dat ook doet
- Aanbevolen om te spreken: Dr. Harry Aiking van instituut voor milieuvraagstukken
- Eigen tentoonstelling/ experience willen faciliteren
- Het uitvoeren van Crowd Research, hetgeen resulteert in een dataset om te publiceren
- Het observeren van consumentengedrag (C2B2C) is volgens OFR interessant v oor bedrijven
- Lab functie / onderzoek: reacties testen van bezoekers op bijv nieuw varianten van producten, verpakkingen, smaken e.d.
- AH's proefinstituut in Eindhoven zou een plek kunnen krijgen in WFC: testen va n nieuwe producten op bezoekers.
- Meerwaarde in het volgen van bezoekers en ze daarbij direct en persoonsgebonden te kunnen tonen wat de impact van eetgedrag is, bijvoorbeeld door de bezoeker met een iPad door het gebouw te leiden. Maak eten weer waardevol! Wat zijn de werkelijke kosten en wat zijn de gevolgen voor je gezondheid? Hoe 'goed' is het om een kiwi uit Nieuw-Zeeland te eten? Een long-term- relationship met bezoekers van WFC is van belang.
- Real time tracking data/patronen ckoppelen met facebook
- De onderzoeksfaciliteiten kunnen togankelijk zijn voor elke bezoeker om te laten zien wat de realiteit is. Als de consument tijdens zijn bezoek centraal staat, dan wordt openheid geaccepteerd en kan de consument nieuwe inzichten vergaren m.b.t. veiligheid, kwantiteit en bereikbaarheid van voedsel.
- Eigen ruimte voor wetenschap, bijvoorbeeld dmv een NAVW (NWO/KNAW) vleugel waarin bijv wordt getoond hoe wetenschappelijk voedingsonderzoek werkt
- Restaurant van de toekomst waar wetenschappers restaurantbezoekers onder geconditioneerde omstandigheden gedurende lange tijd kunnen volgen. Dit onderzoek kan zich richten op gedrag, keuze, inrichting, het effect van licht, presentatie, looproute, smaak, verpakking, bereiding en vele andere facetten die verbonden zijn aan eten en drinken in een buitenhuishoudelijke situatie.
- Restaurant van de toekomst zou perfect passen in WFC
- Meerdere visies op zelfde onderwerp belichten, o.a. via round tables; ook educatief voor bijv pers, Regelgeving te belichten onderwerp* vernieuwing kan, en kan ook sneller; vertraging doorregelgeving en B-to-C.
- Netwerk uitbreiden tijdens bijeenkomsten, daarnaast ook nieuwe innovaties en kennis kunnen delen.
- Het faciliteren van experimenten van studenten.
- Smaaklessen van belang. Zie de drukte op de Floriade bij de proeverijen.
- Doe en ervaar: eten, proeven, kopen (om 'foodies' te bereiken).
- Zou en 'smaakontwikkelingscentrum' moeten zijn, ondek en ervaar smaak en textuur. SMAAK als 'unifying concept' om de NL eetcultuur te verlijken.
- Stands met veel bemanning en/of te proeven voedsel trekken bij het 'Huis van de Smaak' op deFloriade aandacht en drukte.
- Een markt in WFC
- Elk jaar wisselend aanbod bieden m.b.t. tentoonstellingen, het publiek moet re gelmatig terugkomen
- Ook ruimte voor bijv cursussen van een wijnacademie (op hogere verdiepingen).
- Een regiefunctie van ateliers en CoP's (Community of Practice) van WFC. Ateliers moeten ruimte bleden aan samenwerking tussen studenten, overheid en bedrijven. In WFC kunnen wekelijks of maandelijks Masterclasses worden georganiseerd, gerelateerd aan een specifiek thema binnen Food. Door mensen bij elkaar te brengen wordt creativiteit en samenwerking gestimuleerd, in alle lagen van opleiding ((v)mbo-hbo-wo). Het gebven van masterclass cursuses over voedselinnovatie, voedselzekerheid en voedselveiligheid.
- Geurkamers waar de bezoeker zelf smaken kan samenstellen of workshops die gaan over texturen, processen of effecten.
- expertise center voor wijn
- Boekje met recepten, makkelijk maken. Kookprogramma's leuk, zelf proberen.
- Als WFC er is, dient het logisch te zijn dat een bedrijf uit de Agro&Food sector kiest voor WFC bij jaarvergaderingen, het organiseren van een congres, het huren van een representatieve ruimte of skybox, etc. WFC staat voor 'ontmoeten met een extra dimensie'.
- Consumenten willen zien hoe het eten geproduceed wordt, daarbij ook kunnen deelnemen b.v. op tractor klimmen eten koken etc.
- Ruimte voor kleine/innovatieve bedrijven en "uitvindingen".
- Is het bedrijfsleven wel genegen om bij te dragen aan activiteiten in WFC?
- Debatvloer voor zakelijke bezoekers + "light" versie voor de 24kitchen kijkers. I ndien 24kitchen kijker meer dan vermaak zoekt of getriggerd wordt, moet hij inhoudelijke verdieping in WFC kunnen vinden.
- Een plek waar reclame en advertising mogelijk wordt gemaakt? Mischien ook iets over the world of advertising,b.v. de effecten van reclame, of lachen over grappige reclame's.
- Op afstand mee kunnen kijken in laboratoria die elders zijn gevestigd biedt mogelijkheden. Hierbij geldt een mondiaal schaalniveau, waarbij kansen uit het combineren van wereldwijde vernieuwingen moeten worden benut en waarmee internationale bedrijvigheid kan worden aangetrokken.
- Het vinden van meer sponsors voor goede doelen
- Onderdelen die zichzelf in stand houden: een restaurant, kantoorjtes, de supermarkt, etc.
- Citizen science, eigen onderzoeker, je laat samples achter, metingen doen, scans, bij verlaten gebouw info, health coach, app, totaalbeeld krijgen. Verantwoording krijgen. Als gestandaardiseerd > gebruiken voor wetenschappelijk onderzoek. Veel metingen interessant. o meten bloeddruk,
- weegschaal,
- samenstelling lichaam.
- Olfactometer.
- Genetisch paspoort. genoom screenen bij kruidvat.
- Eet meet weet (copyright alliantie)
- kleine capsule met camera, kun je je eigen maagdarmkanaal zien.
- Lab snel meten. Plassen bij binnenkomst.

Kids University for Cooking Inside WFC

It's time for us to do something
about the health of our nation!



Stakeholder Interview Wishlist/Inputs:

Adviezen - Vooral Doen!

- Historie is iets op de achtergrond.
- Focus concept op 2020 belangrijk
- Activiteiten en onderwijs dient op diverse interesse-niveaus aangeboden te worden, zodat er voor ieder uit te halen is wat hij/zij aankan.
- Nadruk op “experiences”; deze dienen nadrukkelijk door/in opdracht van de deelnemende organisaties ontwikkeld te worden, niet door het WFC.
- Interactief, spelen, daarvan raken mensen betrokken.
- Vermaak en entertainment zijn nummer 1 voor het experience deel WFC. Vermaak en entertainment bieden toegang tot achterliggende educatieve boodschappen. Zo kan alle kennis toegankelijk zijn voor de grote massa.
- Edutainment, een combinatie van educatie en entertainment.
- Voor vermaak en entertainment mag veel ruimte zijn zolang er een educatieve link is naar voedsel (edutainment)
- Zou zowel “Efteling” achtige rides kunnen hebben als meer functionele lagen in het WFC, diverse verdiepingen anders invullen.
- Experiences; zou ook efteling-achtige rides mogen bevatten (b.v. Walt Disney’s Epcot center in Florida), mits deze toekoms bestendig zijn.
- Verrassend moet het zijn. Aan de hand van gekke dingen. Blauwe cake, waarom smaakt hij anders? Dan gesprek aangaan
- Genieten moet bovenaan staan
- Hecht waarde aan dynamiek en het werkelijk laten zien wat er gebeurt op het gebied van voeding (‘echtheid’). Creëer geen museum of pretpark (Corpus is pret, Naturalis is beter maar zet uitsluitend statisch in op de collectie die het bezit). Hecht waarde aan open onderzoek, waarbij onderzoekers actief zijn in WFC.
- WFC = voelen en meemaken = hier gebeurt het! (zoals bij Silicon Valley).
- Vooral veel zelf actief doen, bijv koken* beter onthouden dan uitsluitend lezen/passief
- Vooral veel zelf DOEN: kinderen zelf actief aan de slag met handen in de modder cq aan het kaasmaken
- Bezoekers moeten interactief deel kunnen nemen om grip op keten te krijgen..
- WFC zou drie poten moeten hebben: experiences, professional en culinair. De drie poten dienen onafhankelijk van elkaar bezocht te kunnen worden, maar combitickets zijn mogelijk. Culinaire poot cruciaal, zowel zelf koken als eten. Restaurants in het WFC moeten ook zonder entreeticket te bezoeken zijn.
- Verrijk je leven, daarmee diepere psychologische laag bereiken dan alleen “fun”, dichterbij jezelf komen door de disconnectie tussen waarneming en zintuigen op te heffen.
- Wat betreft het component ‘trots’ dient de toerist anders benaderd te worden dan de Nederlandse bezoeker.
- Wie gaat de balans bewaken tussen wetenschap vs commercie.
- Zorg ervoor dat commercie niet de onafhankelijke dialoog belemmert
- Houd de juiste balance met commercie – innovation is de trekker.
- Industrie moet plek krijgen, maar ook de ambachtelijke producent.
- Als je een boodschap uitzendt over gezond leven, kijk dan uit met de bedrijven die als “slecht” bekend staan of stonden.
- Basisvoeding en high tech toepassingen, naast elkaar.
- TIP: kijk hoe het National Museum of History in New York is opgezet; van bovenin beginnen met de oerknal tot aan beneden in de moderne tijd * dit zou ook voor WFC een goede opzet kunnen zijn, bijvoorbeeld aan de hand van eiwitten (productie * wat doet het in je lichaam)
- Maak in het uitwerken van het format gebruik van life cycle approaches en doordenk daarbij steeds de trits voeding gezondheid duurzaamheid.
- Genuanceerdere beeldvorming over productie van voedsel
- Fun factor van food is intrinsiek aanwezig in ketenbenadering, mn consumentendeel
- Presenteren welke personen en organisaties deel uit maken van de keten en welke rollen en belangen zij hebben.
- Maatschappelijke relevantie wordt maatstaf voor onze behoeften
- Zet domeinexperts in, die het WFC format strikt vertrouwelijk beoordelen tijdens een ‘schietpresentatie’.
- Er is een boegbeeld nodig om over WFC te communiceren, het concept te promoten en om andere key-opinion-formers te interesseren.
- In WFC zijn coaches aanwezig die je aan de hand meenemen.
- Visualiseer, laat zien met getallen wat de verbeteringen in de Foodsector zijn
- Denk vanuit de bezoeker
- Denk aan waar de bezoeker voor komt.
- Denk vanuit bezoeker, niet push maar pull.
- Sluit aan bij wat mensen aantrekkelijk vinden.
- Persoonlijk maken, eigen waarden zien. Willen over zichzelf horen, advies op maat.
- Kans dat bezoeker alles interessant vindt is klein, hoe maak je de veelheid aan informatie toegankelijk?
- Zet de bezoeker op een voetstuk en dwing/prikkel hem zelf tot nadenken, bewustwording
- WFC zou een bewustzijn m.b.t. mondiale zaken bij de bezoeker moeten creëren.
- Vertel kant en klaar verhaal in een zin: van farm to fork (keten), mouth to ass., populair: menus recepten. 10 min bez. Via dat format boodschap
- Scholing en educatie is een topper
- De twee typen bezoekers (consument en professional) kunnen voor een deel gebruik maken van gescheiden functies en programma, maar: ze moeten allemaal aangetrokken voelen door hetzelfde icoon.
- Jonge bezoekers met korte aandacht focus, aanspreken waar ze gevoelig voor zijn, wat indruk op hen maakt.
- WFC moet niet alleen de problemen te lijf gaan - WFC moet ook zorgen voor luchtigheid en plezier, Belangrijk dat WFC een positieve uitstraling heeft.
- Wat geen doel van WFC moet zijn is betrouwbaarheid. Toon de discussie en biedt ruimte voor alle kanalen (stichting wakker dier en stichting vlees tegelijkertijd. Tentoonstellingen mogen gewantrouwd worden – het wantrouwen moet dan wel een plek kunnen krijgen.
- Het WFC moet echt ergens over gaan; hightech en toekomstgericht. Discussies over voeding moeten worden toegestaan en heikele punten bespreekbaar gemaakt, hetgeen mensen stimuleert een eigen mening te vormen.
- Wellicht kan WFC het gat vullen tussen meningen van consumenten en uitingen van wetenschappers? WFC moet geen stelling innemen, maar zonder te zeggen wat goed of fout is kunnen bezoekers aan de hand van belevingen en informatievoorziening zelf een beeld vormen.
- Fundacion Alicia (Spanje) is voorbeeld voor een onderdeel van WFC. Slogan voor deze organisatie is “We want people to eat better”. Fundacion Alicia draait voor 15% op de financiële steun van schoolklassen die het centrum bezoeken om daar te komen koken (overheidsgeld) en voor 85 % op vragen die uit de markt komen rondom receptuur. Bij start van het project waren deze percentages omgekeerd: 85% steun overheid en 15% vragen uit het bedrijfsleven. Is de NL eetcultuur rijp voor een dergelijk concept?
- Bedrijven moeten zelf verantwoordelijk zijn voor bepaalde onderdelen
- De bezoeker dient een langdurige relatie met WFC op te bouwen, zodat hij terugkomt en mogelijk digitaal / virtueel contact onderhoudt.
- Online traffic genereren voor het fysieke WFC. Dit kan bijvoorbeeld in de vorm van abonnementen verkoop. Voordeel van een abonnement is ook dat mensen impliceren WFC vaker te willen bezoeken.
- Belang wordt gehecht aan een samenwerking tussen Wageningen UR en WFC als basis voor nieuwe ontwikkelingen, geen concurrentie.
- Wenselijk dat consumptie als uitgangspunt wordt genomen, en niet de verhoogde productie.
- Houd een running concept, verwisselen.
- Het aanbod moet regelmatig verversd worden, om herhalingsbezoek te stimuleren.
- Aanbod moet trendy zijn, hip zijn; top of the bill!
- Elk jaar wisselend aanbod bieden m.b.t. tentoonstellingen, het publiek moet regelmatig terugkomen.
- Een aantal thema’s hebben een continu plek en daar omheen komt een flexibel, actueel programma.
- Eigen plekken creëren, bijvoorbeeld door ruimtes te kunnen huren, flexibele vorm
- Productschappen, brancheorganisaties, etc. Die nu vooral in Den Haag gevestigd zijn – kunnen een plek vinden in het centrum.
- Verschillende verdiepingen voor verschillende doelgroepen kan een mix van verschillende concepten in WFC aanbieden. Maar: de ‘gastro- lagen’ moeten beneden in WFC.
- Het instituut moet wel een duidelijk Food label hebben, een eigen identiteit die cross-overs maakt.
- Het ei moet zichtbaar zijn vanaf snelweg, niet weggestopt achter bomen
- De omgeving van en route naar WFC straalt ambitie uit.
- Hotel erbij.
- Catering

Stakeholder Interview Wishlist/Inputs:

Adviezen - Niet Doen

- WFC moet geen attractiepark worden, geen puur vermaak
- Een beter gevoel bij 'duurzame vliegwielen' in de maatschappij, dan zaken die puur vermaak geven. WFC moet geen attractiepark worden
- Het is belangrijk om in WFC dingen zelf te beleven, maar niet teveel gefröbel. bezoeker bij voorkeur betrekken bij zaken die eerder in het proces voorkomen dan koken: dus geen kookclinics, maar geurkamers waar de bezoeker zelf smaken kan samenstellen of workshops die gaan over texturen, processen of effecten.
- Geen museum waar je moe en slaperig van wordt.
- Never mention "health", geen opgeheven vingertje, wel feel good benadrukken – je voelt je beter door goed te eten.
- Hoe kan men informatieve en entertainende experiences creëren zonder belerend te zijn?
- Niet te belerend. Op goede manier verleiden, niet met clichés.
- geen opgeheven vingertje van "gezond" en "moeten" (zoals het voedingscentrum, dat zich focust op 'leer' i.p.v. op 'smaak'.
- Zonder Calvinisme, geen thema's als beter, gezonder eten of het bespreken van mondiale problematieken.
- Geen onderzoek uitvoeren in WFC, m.u.v. sociaal consumentenonderzoek
- Onderzoek naar consumentengedrag in WFC is waarschijnlijk niet interessant
- Niet namens WFC onderzoek gaan verrichten* kan reputatie schaden Géén WFC onderzoeksinstituut. Onderzochte mensen zijn zich bewust dat ze worden onderzocht
- Geen onderwerp voor WFC is de samenhang tussen politiek, prijzen en handel.
- WFC moet niet worden ingezet als verkoopmechanisme.
- WFC geen verkooporganisatie van bedrijven moet worden.
- Het is niet wenselijk dat de bezoeker een toegangskaartje moet kopen voor de beleving van de supermarkt van de toekomst.
- Kleine initiatieven werken niet, een overkoepelend beleid / visie wel.
- Meerdere visies naast elkaarzetten.
- Doel is te breed, keuzes maken. Huidige voorstelling van zaken en ideeën te breed, niet realiseerbaar* maak duidelijke keuzes, al is er vrees dat "het fout gaat" bij de afbakening
- Pas op met branche organisaties (zijn zonder mandaat) Brancheverenigingen kun je inzetten om het algemeen belang te dienen
- "Holland" food center, mede vanuit huidige topsectorenbeleid. Geen democratisch / coöperatief model, vooral geen NGO's laten participeren* geen slagkracht dan
- Wellicht duidelijke individuele partijen laten deelnemen.
- WFC niet in industriële context plaatsten.
- Business to business activiteiten in WFC zijn niet van belang, hier heeft de organisatie geen extra platform voor nodig. Ook kantoor- of onderzoeksruimte zijn overbodig.
- Research zou in WFC niet het hoofddoel moeten zijn; onderzoek kan wel goed op de campus rondom WFC plaatsvinden. Daarnaast verwacht niet dat grote bedrijven hun research afdelingen willen /. gaan verplaatsen – dit moet ook niet het doel van WFC zijn.
- Men heeft de indruk dat het team aanbod gestuurd werkt in plaats van vraag gestuurd, en men vindt dat een potentieel afbreuk risico. Denk aan waar de bezoeker voor komt.
- Moet geen grote high-end voedingsbeurs worden. Pas daarvoor op
- Ziet niets in de gedachte om excellente kennis aan een breed publiek bekend te maken in WFC.
- Het zal WFC niet lukken om de massa aan te trekken en hen te motiveren voor gedragsverandering (massa = alle consumenten minus de –potentiële- foodies).
- Tijdelijke trekkers zoals een festival of Holland Heineken House zijn geen goede referentie voor WFC.
- WUR is onafhankelijk en zal zich niet willen verbinden met specifieke bedrijven
- (Teveel) informatie over thema's als 'history' en 'hungry planet' is een valkuil. Wanneer deze thema's besproken worden dienen ze ingekaderd te zijn in de Nederlandse cultuur en de Nederlandse expertise te onderstrepen.
- Veel tekst, slecht. vaste route nee.
- Eerste reactie: "er is al zoveel!". Er zijn genoeg magazines, tentoonstellingen, tentoonstellingen, nieuwsbrieven, symposia, etc. Er zijn ook al veel adviesbureaus, technisch wetenschappelijke attaches, aan TIFIN doen veel bedrijven mee. Veel grote bedrijven hebben elkaar al gevonden, dus aan een discussieplatform voor deze doelgroep is geen behoefte. Bedrijven laten 'zich niet in de kaarten kijken', ze zijn bijna niet 'open' te krijgen voor samenwerking, gezamenlijke innovaties en investeringen. Ook zijn er vele brancheorganisaties en overlegorganen. Daarnaast bestaan de overkoepelende organen FAO, World Health Organisation, Wereldbank, Food4Life, etc. Voor de consument is er reeds het voedingscentrum en productschappen, er is genoeg voorlichting. Kortom: aanbod en organen binnen de sector zijn eindeloos! Welke toegevoegde waarde heeft WFC? WFC zal en kan niet een uithangbord voor de complexiteit van de sector kan zijn. Samenwerking van grijs en groen onderwijs blijkt lastig. Ook samenwerking tussen diverse regio's is in de praktijk moeilijk. WFC zal dit niet kunnen stimuleren. Regionale activiteiten worden nu vaak door regionale bedrijven gezamenlijk georganiseerd. Landelijke bedrijven vinden hun eigen weg wel en hebben WFC niet nodig. Een kans voor WFC zou pas ontstaan als het nieuwe kabinet gaat snijden en er onderdelen uit de organisatie weg vallen (bv. Productschappen en het Voedingscentrum) die vervangen worden door één nieuw orgaan. WFC zou dan meer efficiëntie, transparantie en duidelijkheid moeten bieden dan de onderlinge organisaties die worden opgeheven. Het enthousiasme dat bestaat binnen de sector over WFC komt van mensen die geen overkoepelend beeld hebben van onderwijs, overheid en bedrijfsleven. Er zijn maar een paar mensen die deze overkoepelende visie hebben.

Stakeholder Interview Wishlist/Inputs:

WFC als organisatie:

- Hoe ziet de organisatie van het WFC er straks uit, wie gaat bepalen welke tentoonstellingen e.d. er komen?
- Hoe een voor hen nog zo vaag en omvangrijk plan haalbaar worden kan, wie zijn belangstellenden/deelnemers, wat is de haalbaarheid, het business model. Wie is belanghebbende in WFC? Kwetsbaarheid van de stichting en uiteindelijke entiteit is onafhankelijkheid, hoe vang je allebelangen? Terugverdienmodel voor bedrijven moet onderdeel zijn van de business case.
- Het WFC is een onafhankelijk instituut, (waarbij geen dominante partij aanwezig is), transparant en objectief, actueel maar heeft ook oog voor historie. WFC funtioneeert als facilitator.
- WFC zou voor wat betreft de levensmiddelenhandel ruimte moeten bieden aan de hele branche en niet de voorkeur geven voor een specifieke sector of kiezen voor één bepaald bedrijf. Dit laatste zou de onafhankelijkheid van WFC niet ten goede komen.
- Stichting WFC zou niet bureaucratisch mogen zijn. WFC functioneert als bijenkorfmodel waar verschillende stakeholders van verschillende formaten gelijkaardig een plek vinden.
- "Holland" food center, mede vanuit huidige topsectorenbeleid. Geen democratisch / coöperatief model, vooral geen NGO's laten participeren* geen slagkracht dan.
- De organisatie WFC zou niet groot moeten zijn, compact, praktisch.
- WFC ontwikkeld zelf niet de experiences, deze dienen nadrukkelijk door/in opdracht van de deelnemende organisaties ontwikkeld te worden.
- Thematisch en over disciplines heen opgebouwd dienen bedrijven zelf of i.s.m. andere partijen experiences te ontwikkelen volgens de door WFC opgestelde criteria.
- Onafhankelijkheid en betrouwbaarheid van WFC zijn in dit kader containerbegrippen.
- Onafhankelijkheid is heel belangrijk; daarnaast zijn tentoonstellingen met een heel duidelijke aangegeven (commerciële) afzender wel mogelijk, mits duidelijk aangegeven en niet de boventoon van inhoud van WFC vormend.
- WFC moet geen stelling t innemen, maar zonder te zeggen wat goed of fout is kunnen bezoekers aan de hand van belevingen en informatievoorziening zelf een beeld vormen.
- WFC dient d.m.v. beoordelingscommissie (gemengd panel) en heldere criteria het aanbod te bewaken. Daarvoor dient een masterplan voor de inhoud van WFC opgesteld te worden, zodat de rode draad in het centrum helder blijft bij wisselingen van het aanbod.
- WFC vooral eigen kunnen moeten kunnen demonstreren/promoten voor bedrijven die niet actief zijn in consumentencommunicatie
- Suggestie: creëer je eigen positie als "center of the universe" dmv eigen (dagelijkse) nieuwsbrief, heeft aanzuigingeffect.
- Hoe bepaal je over 5 jaar dat het WFC succesvol is?
- Hoe ga je om met conflict VION vs natuur/milieu organisaties?
- Wie gaat de balans bewaken tussen wetenschap vs commercie.
- WFC kan een win-win situatie laten ontstaan: wat is de winst voor de deelnemer en wat is de winst voor WFC?
- De missie voor WFC is zichtbaarheid, betrouwbaarheid en transparantie. Bedrijven die deel uitmaken van WFC moeten hiertoe worden gedwongen. WFC is geen marketingtool voor bedrijvigheid. Voorstel om een scientific advisory board op te zetten, met als doel bedrijven en neutrale kennisinstellingen op één lijn te krijgen. Het instellen van een wetenschappelijke adviesraad kan aspecten als onafhankelijkheid, duurzaamheid en gezondheid waarborgen.
- Onafhankelijkheid kan je borgen door bijvoorbeeld een wetenschappelijke adviesraad in te stellen.

Wie moet er ook betrokken worden (partners)?:

- Om meer draagvlak creëren, maar ook hun visie horen Netherlands Genome Institute en waterinstituut
- NGO's in natuur & milieu (Greenpeace, Wakker Dier etc)
- Organisaties op de lijst die hun hoofdvestiging in het buitenland hebben?
- Partners: als toevoeging op de al genoemde deelnemers in het plan zouden daarnaast ook andere sectoren betrokken moeten worden, zoals gezondheidswetenschap en zorgverzekeraars
- NGO's zeker van belang, kunnen faciliteren in ontstaan van nieuwe ideeën en denkprocessen
- Louise Fresco is goed in het plaatsen van idealistische zaken een realistisch perspectief. Om die reden zou ze een aanvaardbare ambassadeur van WFC kunnen zijn. Haar netwerk en kennis dekt echter niet de hele foodwereld.
- Daan van Doorn is een bekende in de regio Brabant en een persoon die binnen de diverse branches binnen agrofood gerespecteerd wordt.
- Binnen WFC is rol weggelegd voor de overheid op gebied van duurzaamheid (gezondheid?)
- Nestlé? Grote speler
- Zorgverzekeraars
- FoodLog.nl en Dick Veerman
- Groot(handel) (zoals Hano's).
- Food & Nutrition Delta niet direct zelf gebruiker van het centrum, haar leden wellicht wel.
- Chefs: Cees Helder wordt met stip genoemd, daarnaast ook Moshik, Pascal Jalhali en Johan Verboon (v/h chef van Restaurant van de toekomst, nu ontwikkelingschef Sodexo).
- Jack Stroeken (Groenten fruit bureau) en Thijs v/d Heuvel (Olympic Food)
- Cateraars inzetten Albron
- Jan Dekker of Rob Baan.
- 24Kitchen,
- Tijdschriften, Elle Eten, Delicious e.d.
- Louise Fresco, Paul Rosenmuller
- Er is een grote kans dat concurrerende bedrijven niet beiden aan WFC willen deelnemen: als Nestlé, dan Mars niet en vice versa
- Bedrijven in WFC deels meedoen vanwege een maatschappelijke component en deels omdat zij hun eigen waarden willen presenteren. Bedrijven willen niet enkel sponsoren, zonder dat ze daar iets voor terug krijgen.
- Partijen uit de Agro&Food sector niet zullen investeren in 'WFC B.V.' – ze investeren alleen in hetgeen er in het centrum gebeurt.

Stakeholder Interview Wishlist/Inputs:

Bezoekers/doelgroepen

- Techniek en food geïnteresseerd publiek
- Business to business (B2B) en business to consumer (BtoC).
- Het individu
- WFC zou voor iedereen moeten zijn, maar er zullen ook delen heel doelgroep-gericht kunnen zijn.
- Richt je vooral op de jonge middelbare schooljeugd, maak ze enthousiast voor food
- Tout le monde, de gehele “familie Snelder”,
- Breed publiek zowel Nederlanders/nationaal als internationale bezoekers.
- Alle burgers moeten zich aangetrokken voelen tot WFC
- Educatie: scholen (zwel basis als voortgezet onderwijs), scholieren/studenten.
- Er kunnen verbindingen gelegd worden met scholen, zo kan het standaard worden dat elke vierdeklasser op bezoek gaat in WFC (al dan niet voor een profielwerkstuk).
- Basisschoolleerlingen uit de bovenbouw (groep 5 t/m 8)
- Jongeren: Onwetendheid, voeding niet hip, tijd (moet snel)
- ouderen belangrijke bezoekersgroep, hebben tijd, Andere vragen: genetisch profiel. vader gerookt, niet dement geworden etc. gezond hebben geleefd, willen gezond oud worden. Zoeken willen weten hoe verbeteren. Wat kan ik doen om stabiel te blijven of verbeteren.
- Mensen die geen klacht hebben maar wel iets willen weten over gezondheid
- Mensen met overgewicht
- Foodies (in NL 300.000, in aanpalende gebieden België en Duitsland samen nog eens 300.000)
- Potentiële foodies, zoals bijvoorbeeld kijkers van 24Kitchen, lezers van Elle Eten, Delicious e.d.
- “Bewuste” privé-bezoekers (aan te trekken voor WFC via foodies) en de doorsnee consument triggeren.
- Europese toeristen / zakelijke bezoekers.
- WFC zou moeten gaan over C2B2C
- Privé bezoeken: ouderen, gezinnen/families, (school)kinderen, scholieren, studenten, toeristen.
- Zakelijke bezoekers: uit NL en Buitenland
- Zakelijk: bijvoorbeeld op discussie gebied (wel/geen E-nrs, of biologisch e.d.).
- De professional
- Professionals in bijv gezondheidszorg en koks
- NGO's, bedrijven, consumenten, buitenlandse bezoekers
- Brede maatschappelijke basis, voor alle geledingen relevant / interessant
- Potentiële werknemers
- Mogelijke ambassadeurs: Louise Fresco, Paul Rosenmuller* credibility belangrijk
- @@@@
- Wetenschap – Bedrijfsleven, overheid – consument moeten zich bij WFC thuis- en aangesproken voelen.
- Voor professionele doelgroepen: Denk naast de agro ook aan huisartsen, koks, ... Hen is nog zo ongelooflijk veel uit te leggen, WFC kan hierin hele grote rol spelen.
- Wouter Klotwijkachtige types moeten er een thuis kunnen vinden.
- Ontmoetingsplaatst voor specialisten, beleidsmedewerkers etc.
- Mogelijke bezoekersaantallen bij uitgangspunt 500.000 p/jr: ca 300.000-400.000 particuliere bezoekers (“rides”), 50.000-200.000 edutainment (“foodies”), 20.000-50.000 experts (seminars, debatten).
- Buitenlandse delegaties die op bezoek zijn gaan naar huis met het idee dat “hun bedrijf hier moet zitten”
- Functiemenging en representatie van diverse standpunten is van belang om e en gevarieerd publiek aan te trekken en te weerspiegelen wat werkelijk leeft in de keten.

Stakeholder Interview Wishlist/Inputs:

Locatie Ede

PRO

- Ede minder geschikt voor buitenlandse bezoekers
- Voor creëren van spin-off, kleinere/innovatieve organisaties die zich gaan vestigen in periferie is Ede meer geschikt
- Food Valley / Ede heeft de beste food infrastructuur* zou dus voorkeur hebben.
- Ede heeft voordeel van de aanwezigheid van WUR en Food valley, waardoor het aantrekken van gekwalificeerd personeel (studenten) relatief eenvoudig zal zijn.
- Locatie moet iets hebben met voeding, beide steden hebben hun eigen binding. Ede lijkt iets logischer dan
- WFC kan i Ede een vast programma-onderdeel in de dagelijkse praktijk worden omdat het dicht bij ons bedrijf gelocaliseerd is zodat delegaties langs kunnen komen, en het WFC actief gebruikt kan worden
- Dichter bij Valleys die voor WFC van belang kunnen zijn: Health Valley Nijmegen, Twente(GLD/ OV) www.health-valley.nl Food Valley Wageningen – Utrecht www.foodvalley.nl "Technical Valley"Eindhoven Twente
- Een voordeel aan Ede en dat is het feit dat Ede gevestigd is in de rijke provincie Gelderland.
- Ede meer op beleving en gezondheid.
- WUR dragers europa, wereld
- Directe nabijheid en voor internationaal bezoek convenient. Natuurlijke omgeving is belangrijk met zicht op groen, bos of landbouwareaal.
- De buitendimensie van WFC is van belang voor de combinatie van voeding en sport.
- Wageningen niet uitgesloten, daar is meer productiekennis aanwezig dan ketenkennis als het om de tuinbouw gaat.
- Ede Wageningen voorkeur vanwege centrale ligging in NL.
- Ede wageningen als plek geeft inspiratie en benadrukt het wetenschappelijk karakter van WFC.

CONS

- De Tuinbouw sector is een zeer belangrijke component van WFC en heeft voorkeur voor een locatie innabijheid van het Westland, wat nadelig is voor de Edese case..
- Pas op in de communicatie, naam Ede is onbekend, Wageningen wel bekend
- Ede zal naar vewachting minder toeristen aantrekken dan Rotterdam
- Ede ligt geografisch wel centraal in NL, maar in de beleving niet altijd.
- Ede kan zich de ambitie om gastronomisch lustoord te zijn niet veroorloven.
- Wageningen erg moeizame gemeente om mee te onderhandelen (KGO is al 8 jaar bezig met gesprekken mbt herinvulling van oude voetbalstadion tot Future Center, waarbij food en sport worden verbonden).

Locatie Rotterdam

PRO

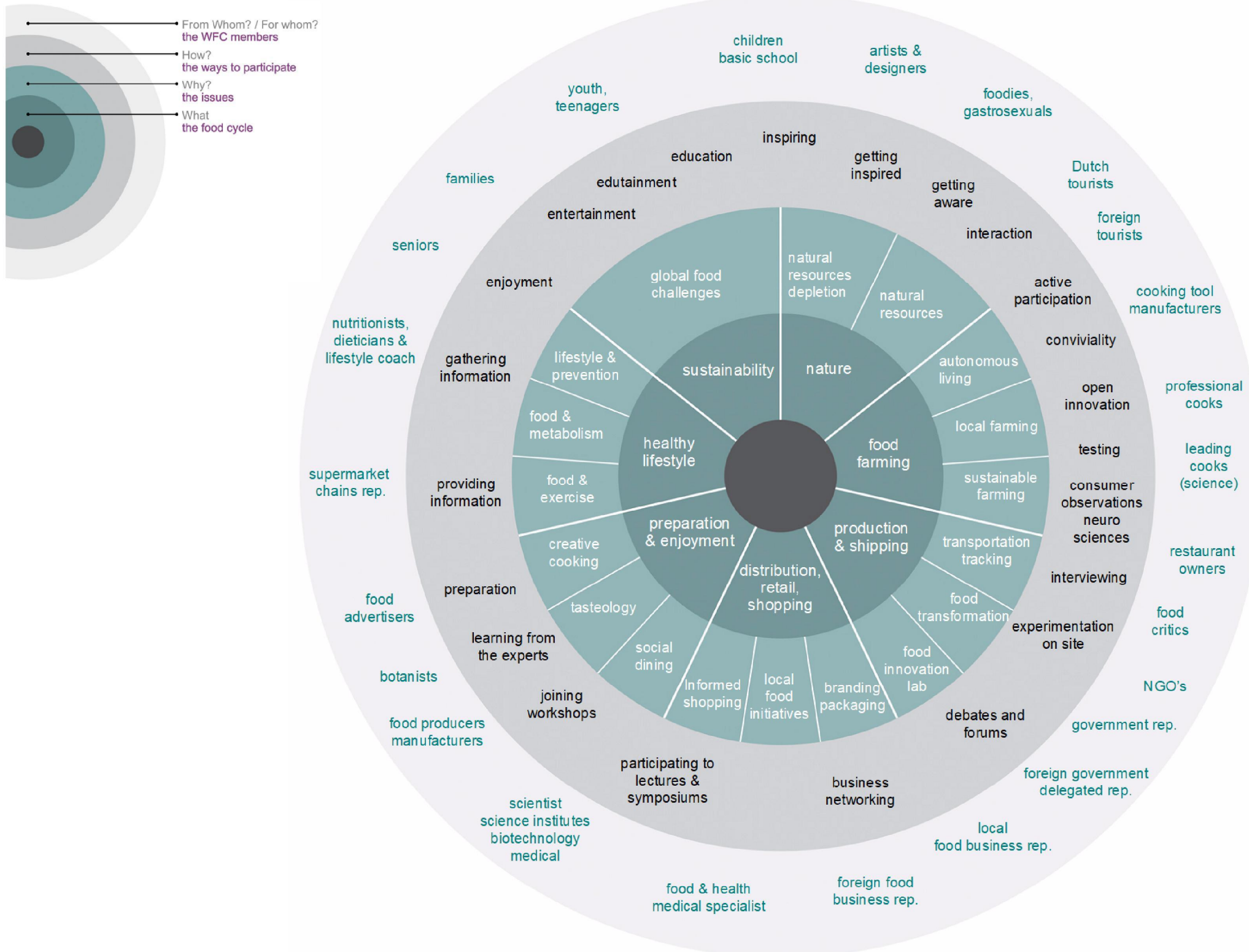
- Rotterdam logischer in combinatie met andere attracties, zal meer buitenlandse bezoekers aantrekken.
- 1 echte optie: Rotterdam WFC moet in een grote stad liggen, om als eye catcher te fungeren maar ook vanwege de omliggende aantrekkelijke omgeving / activiteiten. Daarnaast is ook de logistiek belangrijk. Rotterdam is beter bereikbaar.
- Emotionele voorkeur voor Rotterdam. Belangrijk is dat de locatie hoge bezoekersaantallen trekt en aankan, dat er een haalbare case is en dat WFC veel impact heeft.
- Rotterdam logistiek
- Belangrijker is dat de plek en omgeving een hoop urbane dynamiek kennen, levendig is.
- Rotterdam zal meer aantrekkingskracht hebben op toeristen, en heeft meer culinaire mogelijkheden in de omgeving.
- In Rotterdam is wellicht mer trafic.
- Tuinders, Tuinbouw sector heeft sterke voorkeur voor Rotterdam omdat sector daar het sterkst vertegenwoordigd is en vanwege intensieve contacten met gemeente Rotterdam.
- De meeste foodies te vinden zijn in deRandstad, wat zou pleiten voor Rotterdam
- Rotterdam is meer geschikt voor functies die veel publiek aan dienen te trekken.

CONS

- Rotterdam is minder goed bereikbaar voor met name business gerelateerde activiteiten dan Ede.

- Rotterdam - focus meer op business to consumer Ede meer op business to business.
- Waarom niet in Den Haag waar alle belangenorganisaties gevestigd zijn? Een veel logischer plek gezien ook de nabijheid van de Rijksoverheid en de relatie tot ontvangst internationale delegaties.
- Het idee van een past niet in Rotterdam of Ede,dan zou een locatie als Den Bosch of Maastricht beter passen.
- Of de locaties in Ede en Rotterdam beide bespreekbaar zijn hangt af van het rendement per locatie.
- Criterium bij selectie is (het aantrekken van) voldoende traffic.
- De locatie dient mondiaal goed bereikbaar te zijn.

Synthesis: the 4 dimensions of the WFC



food industry cycle

Our natural resources
earth, oceans,
sun, rain (climate)
plants, animals, seasons
coal, gass

nature



- Population growth
- Less nature, desertification, deforestation (animal/plant distinction) loss of natural biodiversity
- Urbanization
- Less natural resources
- Industrial, traffic pollution. greenhouse, CO2 emmission, global warming
- One planet is not enough

Growers prepare soil, they seed or plant, grow and harvest. Breeders, breed cows, chicken pigs, fish, feed them, milk cows etc. Selling, primary production, auction. Transportation to productions by plane, train, truck, ship.

food farming



- Genetically modified animals and plants
- Pandemic disease outbreaks
- Decrease of food biodiversity
- Increase need of agri cultural areas
- use of urban farming spaces, production distance 1km (foodmiles)
- Sustainable efficient, ecological food farming
- fair price food farming (subsidies, incentives don't reflect real prod. costs)

Food lab innovation & creation
Chop, grind, dry, boil, freeze, can, bags, box, label
Transportation to retail by airplane, train, truck, ship

production & shipping



- Concern of processed food/additives (originally for preservation but became not always healthy improvements for better taste, smell, color, for better sells)
- Responsible genetically modified food
- Food safety and health, functional food, personalised food
- Processed food might be the way to solve the food security

Wholesale, sell, distribute
Logistics. Fresh without waste.
Large quantities to stores.
Retailers sells food in supermarkets, groceries, or other stores.

distribution, retail, shopping



- Consious (ethical) consumerism
- Localism/Locavores – buy locally produced food
- Buy fair food
- Greenwashed/health claims marketing
- Balance between Convenient food versus Organic
- Informed shopping for Informed desicion taking, for opting healthy choices and transparency of production process, origin, ingredients

People buy, prepare and eat.
Recipies, smell, taste,
cultural kitchen, diversity
breakfast, lunch, dinner
home, or away in horeca, (hotel, restaurant catering)

preparation & enjoyment



- Biologic, organic, raw, slow food, functional food
- From nuclear family to multiple households
- Social dimension of food
- Local/home/vertical food farming
- Time management and convenience vs quality time
- Appreciation of cultural diversity, choise and tastes

Healthy food intake
(digestion & energy)
Sufficient exercise (calorie bum)
balance relaxation stress and sleep.
Sporters, age specific (lifestage)

healthy lifestyle



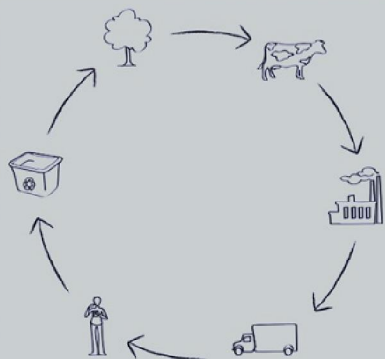
- Bad learmed and convenient lifestyles lead to obesity/chronic diseases (unhealthy, unbalanced diet, physical inactivity, stress)
- Biological lifestages needs, incl. ageing society
- From family/child education to school/child education
- Sustainable healthy living/lifestyles for disease prevention
- No knowledge of body functions and do's and don'ts in food digestion
- Lack of knowledge and motivation on lifestyle changes

planet, people, profit
eco values, food cycle, cradle to cradle versus disposing and landfills.
Food waste, food composting
Packaging disposal, material separation, re-use, recycle, biodegradable
Energy we need to take care of waste versus the energy waste can deliver.

sustainability

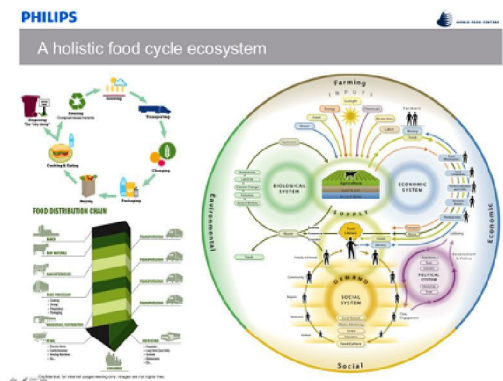
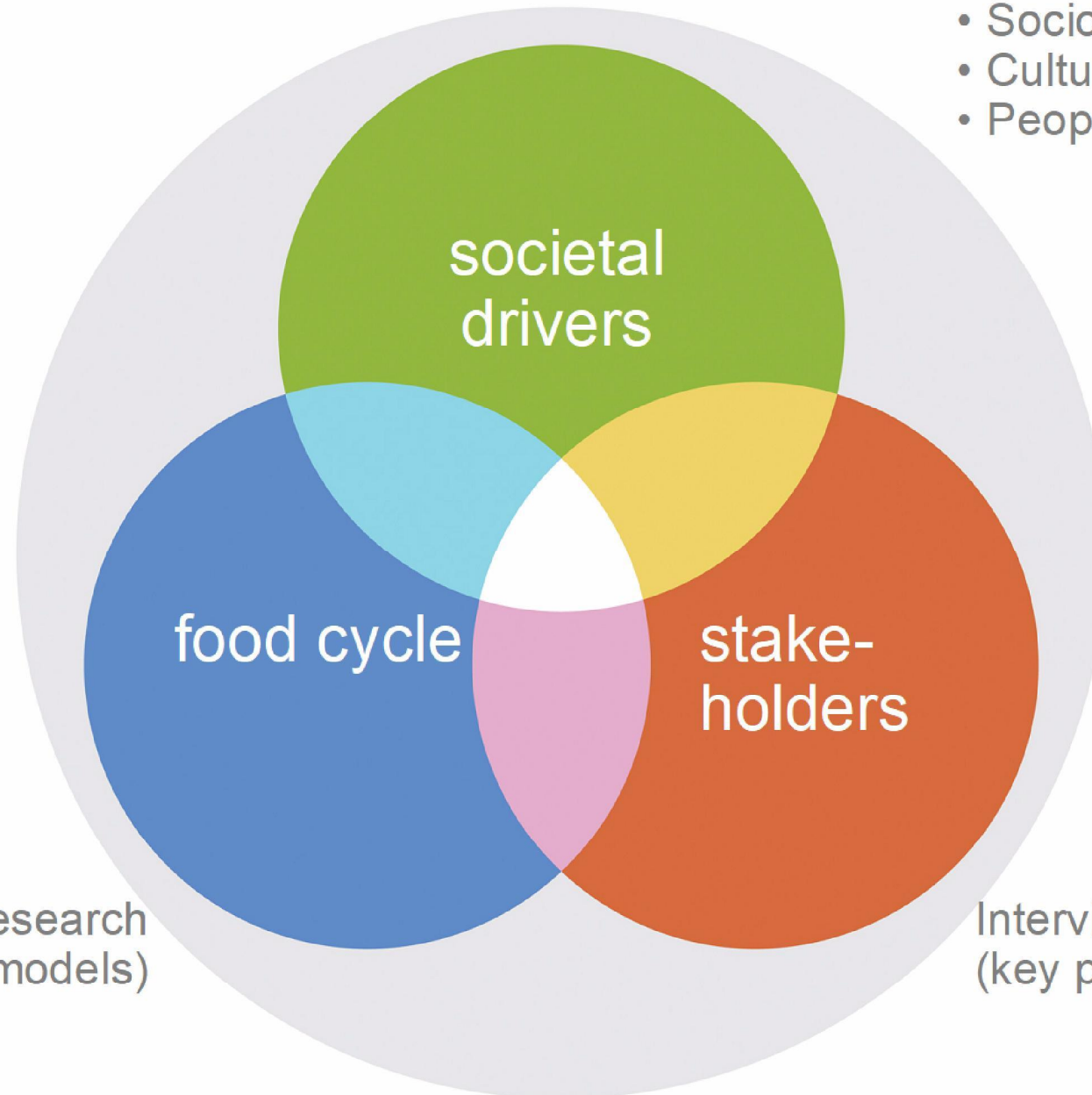


- Global food security and food nutrition
- Democratizing the food chain
- Focuss on sustainable food chain/cycle
- Increasing demographics
- Our food choises affect the climate
- Shared usage shared resources
- Decrease/efficient food transportaton
- Innovative and eco recycable/biodegradable packing solutions
- Waste management innovations
- Self sufficient DIY food farming and houses
- Energy and water efficiency in food farming and production



Inputs: 3 key clusters

- Global trends
(economy, politics, environment)
- Socio-cultural trends
- Cultural manifestations
- People's attitude towards food



Desk research
(various models)

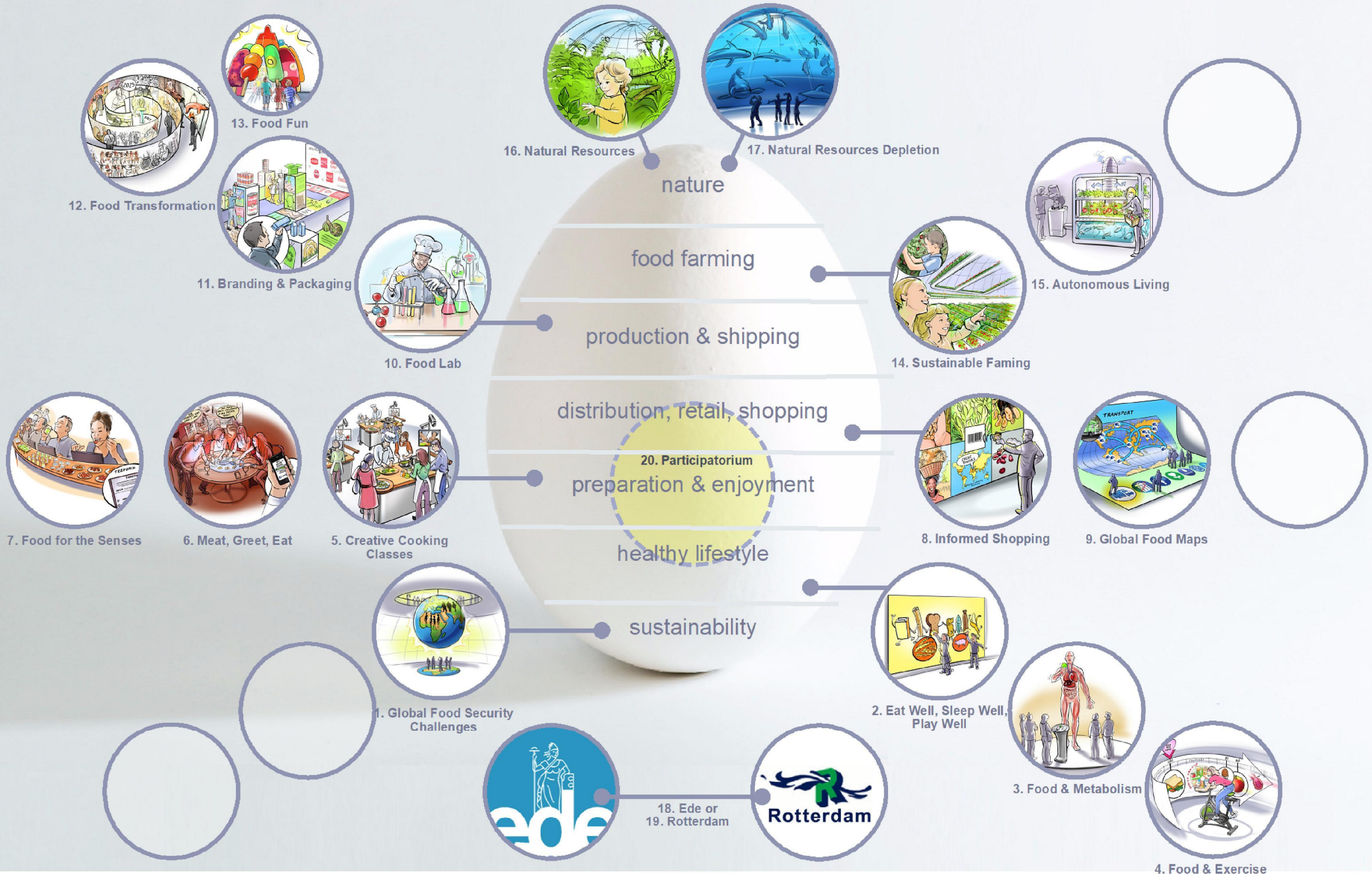
Vooraf PRESENTATIE DE MULTINATIONALS	
1	Lucas Noldus (Noldus IT)
2	Workshop (Wageningen UR)
3	Omno Franse (Ahold)
4	Gesprek vakschool Rijn IJssel
5	Dick van Oolken (Hind)
6	Herman Snelder (WDF)
7	Frans Kampers (WUR / KIC Food)
8	Presentatie (De Multinationals)
9	Philip den Ouden (FNLI)
10	Marc Jansen (CSL)
11	Gert Mulder (Unilever)
12	Peter Klose (De Echoput)
13	Jan Klerken (Scelta Mushrooms)
14	Albert Zwijgers (IAS Den Bosch)
15	Nico Overbeek (Stichting WFC)
16	Gert Mulder (FrugVesta)
17	Kees de Gooijer (Food Nutrition Delta)
18	Volkert Claassen (DSM)
19	Teun Verheij (Albron)
20	Workshop (Alliantie Voeding)
21	Jaap Sedell (VU Amsterdam)
22	Jos Reijnen
C. Achtergronddocumenten	
1	Food 2030 - Samenwerking vanuit een nieuwe mindset (ING)
2	Food, Nutrition & Behaviour (Wageningen UR)
3	Wageningen UR in Global Agri-food Chains (Wageningen UR)

Interviews
(key prof. stakeholders)

Experience Concepts Template



visitors/members experience zones – content overview



1. Global Food Security Challenges



1a. Global Food Security Challenges



Area Activity: Getting inspired, getting aware of the World's challenges:

- Contrast between overeating (obesity) on one side of the World and Starving to death on the other side.
- Wasting food versus shortage of food
- Animal/nature extinction
- Loss of biodiversity
- Global water shortage
- World food prices
- Water shortage

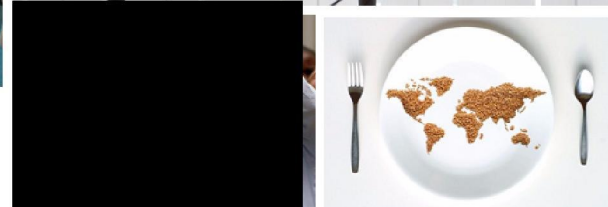
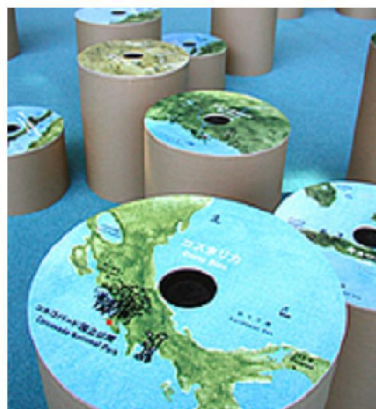
Stakeholders

- Content providers, e.g.: National Geographic, NGO's, WHO, etc.
- Visitors: WE!

Related Trends/Issues

- Rising food prices, food shortages and food security in many countries.
- Population explosion – There will be 9 billion people on Earth by 2050. According to the Global Footprint Network life on Earth would not even be sustainable for 2000 million people consuming at the same rate as in the richest countries today. Increasing population and consumption are placing unprecedented demands on agriculture and natural resources. Today, approximately a billion people are chronically malnourished while our agricultural systems are concurrently degrading land, water, biodiversity and climate on a global scale.
- Ageing populations – Within 10 years, for the first time in human history there will be more people 65 and older, than children under 5 in the world. By 2050 the world's population aged 60 and over will be reaching closely to 2 billion.
- Industrialization – Industrial production is responsible for more than half of all CO₂ emissions. Growing energy demand – According to current forecasts the world's energy requirements will have risen by more than 50 per cent by 2030. Oil and natural gas will account for more than 60 per cent of the increase. Loss of natural resources – Fossil Fuels provide almost 95% of the commercial energy that we use on earth. One thing is clear, the era of relying only on fossil fuel is over. Increase in traffic/transportation – One quarter of all man-made CO₂ emissions is transportation related. 750 million cars worldwide emit a total of approx. 2.25 billion tons of CO₂ each year.
- Global urbanization – By 2010 more than half the world's population will be urban. The effects of this: increased pollution, increased energy consumption, land no longer used for food production, loss of natural habitats, decline of rural towns.
- Global warming – Greenhouse gases trap some of the sun's energy within our atmosphere and increase the temperature of the Earth's surface and atmosphere. Agriculture gas emissions – Agriculture is a huge source of methane and nitrous oxide, and responsible for 15% of worldwide greenhouse gas emissions. Pollution and waste – Promoting growth based on intensive productivity and consumption has major disadvantages. One of the most serious being the huge volume of waste produced and the problem of its disposal. Extinction of species – 35% of current species could go extinct by 2050 as a result of climate change.
- Food waste – Did you know that for every meal eaten in a UK restaurant, nearly half a kilo of food is wasted; that about 40 percent of the food produced in the United States isn't consumed; that every day, Americans waste enough food to fill the Rose Bowl. Canadians are wasting billions of tons of food each year, and the majority is from households. The value of food and the effort that is put into growing and producing it is not recognized by a large group of consumers.
- Inefficient supply chain. Our food supply chain is riddled with inefficiency, such that 50% of food produced is wasted along the way.
- Global food prices – food prices will dramatically increase in the next 10 years, with the World Bank saying last month that another 44 million people joined the ranks of those living in extreme poverty in low and middle-income countries since June of last year. Estimates of the number of hungry people range from 850 million to 1 billion worldwide. Recent spikes in gas prices can only add to these problems. Incidentally, higher poverty is linked to increased malnutrition as people are forced to eat less and substitute more expensive food with cheaper, often less nutritious, staples.
- Water scarcity – half the world's population is in danger of running short of this vital commodity in 30 years. 1 in 5 people worldwide survive on less water per day than is used to flush a toilet.
- Desertification – 2 bill. people in 110 countries are affected by accelerating desertification. The UN projects that 30% of the world's fertile land surface will turn into desert in the future.
- Deforestation – A quarter of CO₂ emissions worldwide result from deforestation. Forest loss since 2000: 7.3 mill. Hectares per year (roughly the size of Panama).
- Unhealthy lifestyles – A high-fat, high sugar/salt levels and low fruit and vegetable diets and lack of physical exercise will increase in many parts of the world over the next 23 years, leading to a rise of non-communicable diseases such as obesity, diabetes, and cancer. The number of people with diabetes will double to 266 million in 2030.
- One billion people in the world suffer from hunger and six million children will die from starvation this year, as they did in 2011 – According to a recent published FAO report, two-thirds of the world's 925 million undernourished people live in just seven countries: Bangladesh, China, the Democratic Republic of Congo, Ethiopia, India, Indonesia and Pakistan. This translates into an approximate one in seven people globally are undernourished. 166 million people are starving.
- Water crises. Fresh water supply shortage – Despite the critical role that water has in our everyday lives, few people realize that the world's freshwater supply is facing a major crisis in the near future. 2.5% of the world's water is freshwater. 29% of the freshwater is underground, 1% of the freshwater is easily accessible for human use. By 2025, there will also be 1 billion more mouths to feed, requiring additional 1 Trillion cubic meters of water for agriculture alone. This will equal to 1.8 billion people living with absolute water scarcity. By 2025 water withdrawals will skyrocket by 50% in developing countries and 18% in developed countries.
- Millennials – feel it is important to be socially responsible foodies. 70% of millennials are buying less bottled water because of the negative environmental impact. Because millennials grew up in an education system that promoted group work over individual study, soliciting peer feedback is a way of life.
- Loss of natural biodiversity – Our ever-increasing population takes up more and more space, we are consuming more resources on land and at sea and we are constantly creating new local and global interactions within the biosphere.

COUNTDOWN
2010
SAVE BIODIVERSITY



Experience

Located at the entrance zone, this first experience aims at making visitors aware of all key global challenges that have an impact on the food cycle and food security.

A huge OLED display (organic LED panels with a resolution of more than 10 million pixels) sphere is hanging down through a large opening (atrium). People can view it from below by looking up or halfway when walking up or lift. This isn't any ordinary sphere. It shows near real-time displays of what's happening to our Earth! How? Data for this sphere is acquired from scientists and research institutes from all around the world. This sphere can change into the world as well that it will reveal all issues indicated in the above list supported with the countdown figures of the global losses. With the sphere you can see the current image of earth that changes every minute, and even what your Earth will look like in the future.



1b. The Start of an Ubiquitous Journey



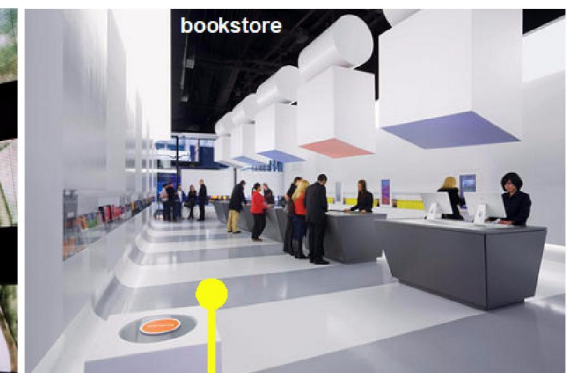
Printed icons that everybody will recognise and understand indicate each foodcycle zone



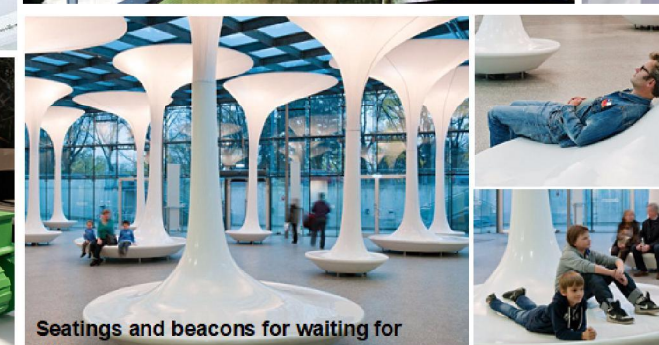
Icons can also be made in 3D



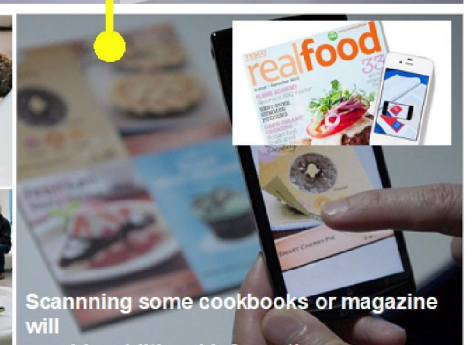
LED displays are either inside or outside



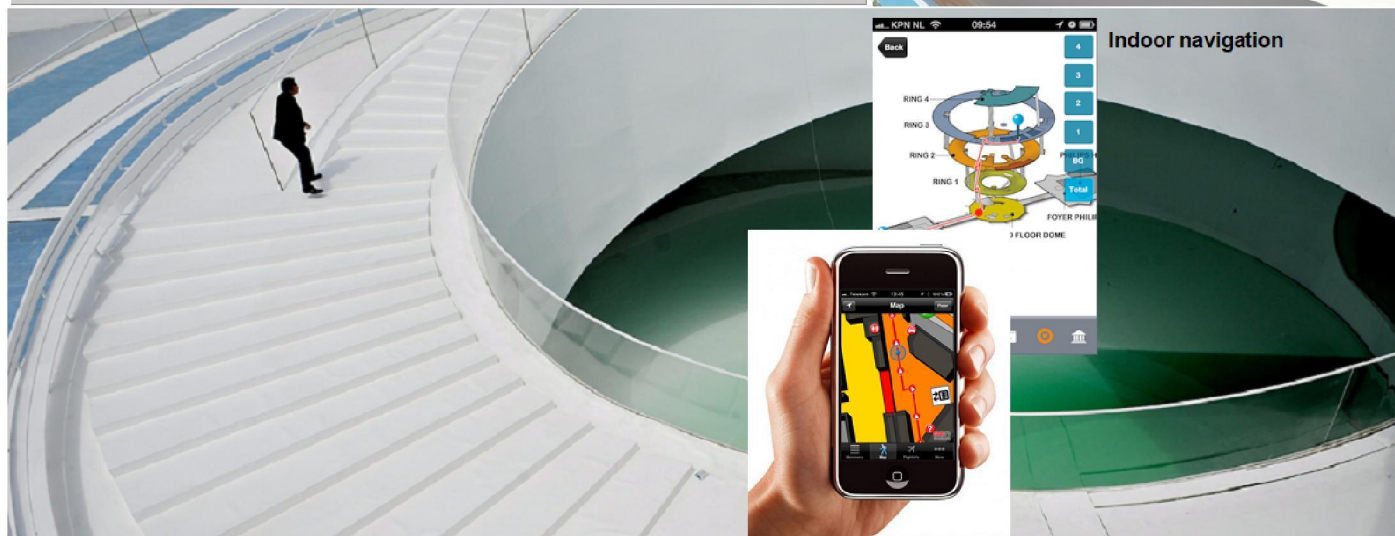
bookstore



Seatings and beacons for waiting for others

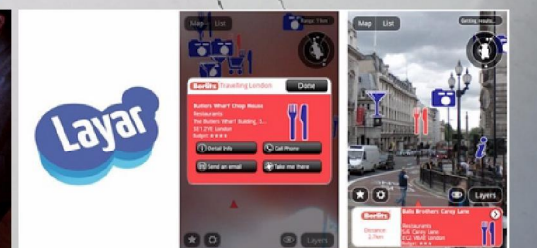


Scanning some cookbooks or magazine will



Indoor navigation

At the entrance of the WFC, you can see all other food initiatives in Ede/Wageningen or Rotterdam



Layar

Experience

Additional to the previous page about making visitors aware of key global challenges, the entrance is furthermore the start of the visitor's journey to the rest of the experiences. Beside following traditional routing indications, people can also customize their visit to the World Food Center via a free smartphone indoor navigation application, that puts technology at the service of their specific interests. After answering a personal questionnaire (hobbies, visit set-time, age class,...) visitors are offered a customized visit route. They can also choose for the route most walked, or just check an overview of all experience areas to choose from. Via the Global positioning system (Wi-Fi/Bluetooth/Rfid) they will always know where they are. Further, the same application will, with augmented reality, provide them with additional locally based information, as well as allowing them to scan QR codes and detect the near field communication technology along the way for specific information. Imagine the benefits and other possibilities:

1. Visitors no longer getting lost.
 2. Personalized tours (available on a smartphone app) that visitors can choose from.
 3. Scavenger Hunt mania! Knowing where other teams are can offer a whole new experience.
 4. Conversations on social networks and live feeds about objects in the WFC.
- For example, if visitor A is looking at an object and posting great comments, and then visitor B, who is at another part of the museum, is intrigued by the conversation and wants to see the object too, visitor B can pinpoint where visitor A is and simply follow the indoor positioning signal.

In the same area visitors will also find interactive tables that provide visually link to, and addresses of, additional places in the city regarding food – like food markets, other food events, restaurants, kitchen tools and tableware shops, etc.

The information can be downloaded to their mobile, so that they can take the city navigation with them on the next journey (Layar).

Before leaving the WFC, they can pay a visit to the bookstore that displays and sells all kind of books and magazines about food recipes, cooking methods, famous cooks, etc., as well as DVD's on similar topics. Additionally they can buy here starter packages for molecular cooking or a new convenient tool for their kitchen. All the mobile applications mentioned above are also used to leave reviews or get 'augmented reality' information. The same location will be used for collecting orders amde at the supermarket.

The entrance is an open atrium, and therefore can be used to have additional office/workshop box areas that anyone can book.

Area Activities

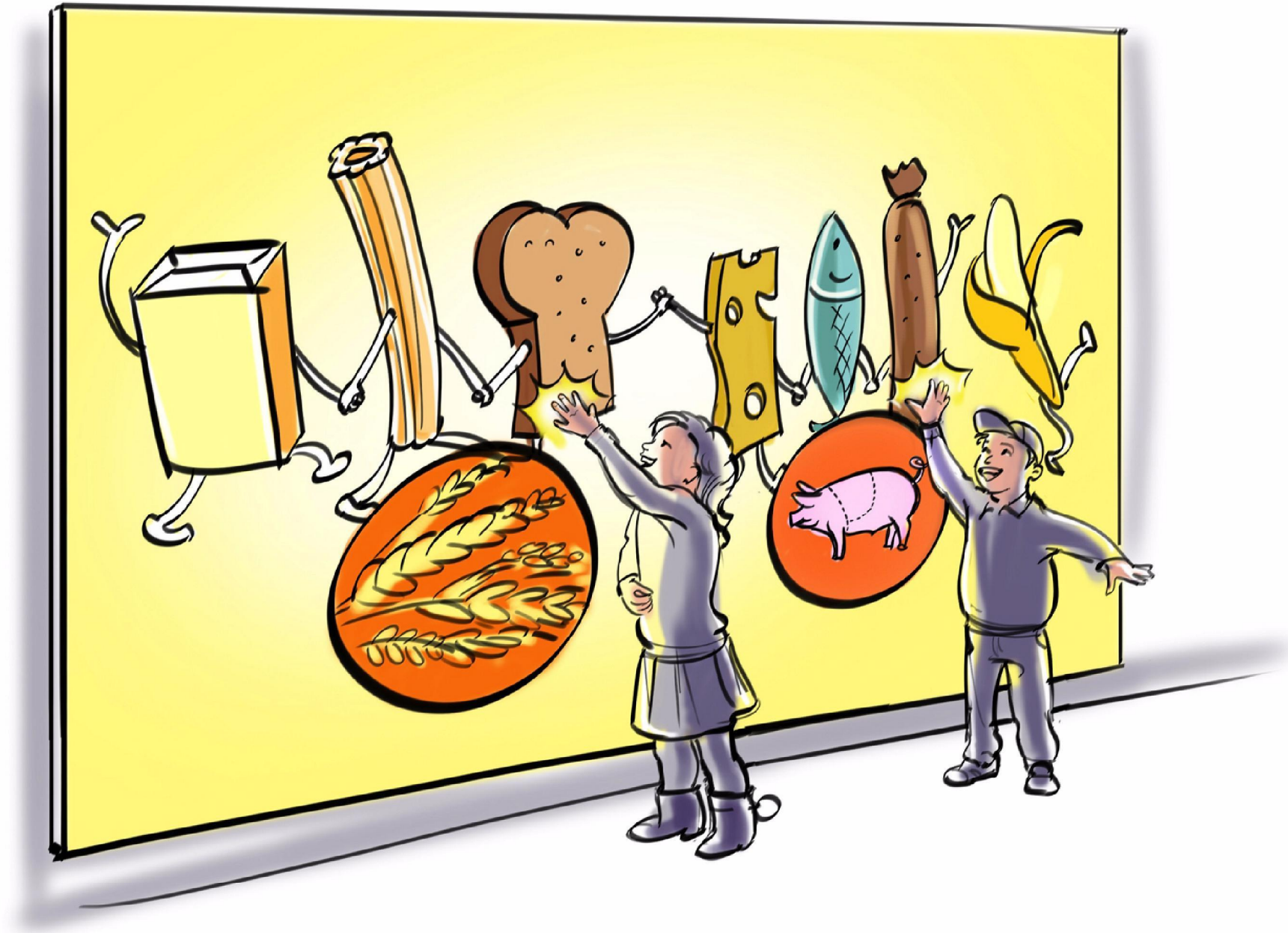
- Getting guided (start of routing and signage indication)
- Reading and shopping at a bookstore (food books, cooking books, etc.)

Stakeholders

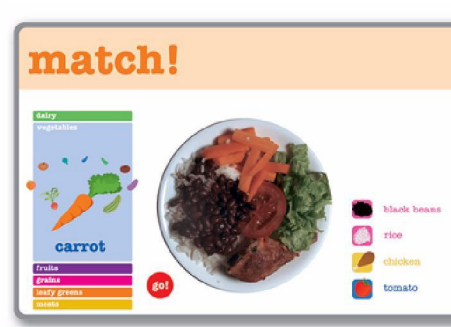
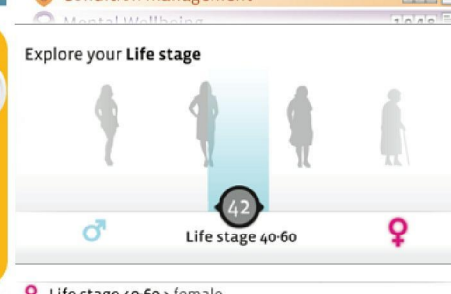
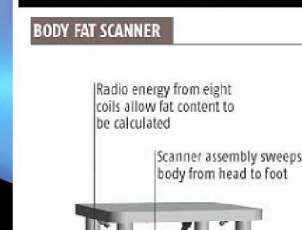
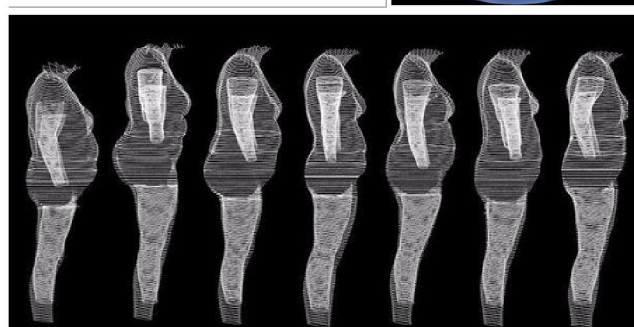
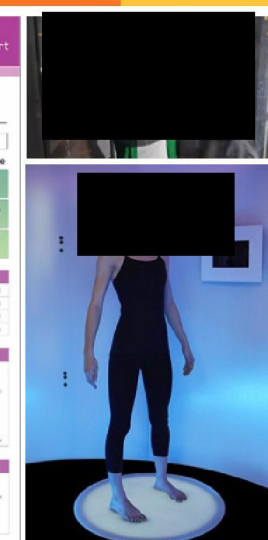
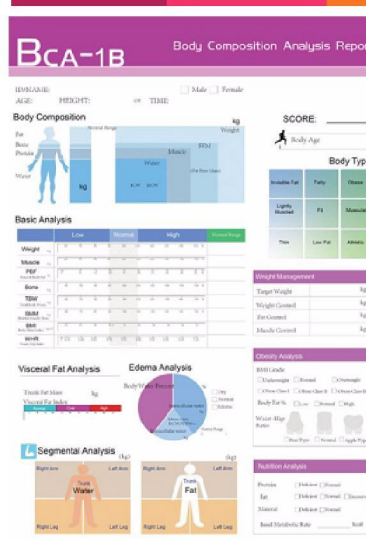
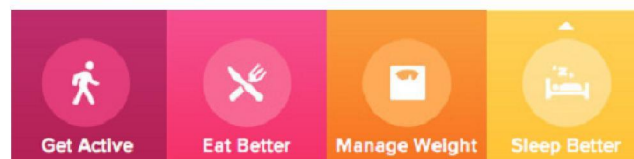
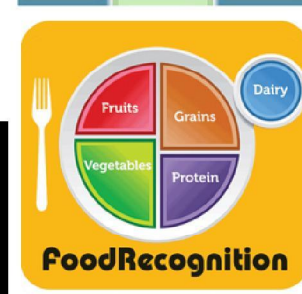
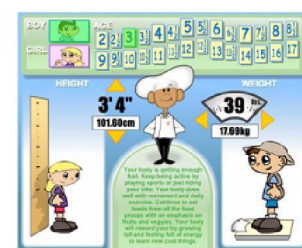
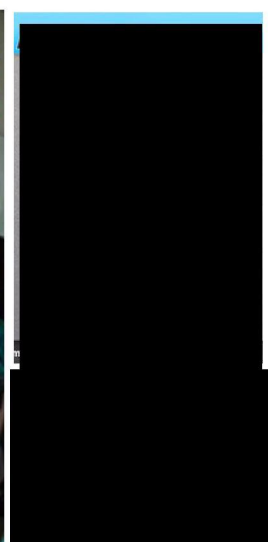
- Book/magazine publishers
- Representatives form other food initiatives in the city.
- Tourism office



2. Eat Well, Sleep Well, Play Well



2. Eat Well, Sleep Well, Play Well



Area Activities: Edutainment Interactive experiences upon 'what you eat is what you are', e.g.:

- Lifestages needs.
- 'Schijf van vijf', food triangle.
- Food vs. the work out time needed to burn calories.
- 'Comfort food' vs. 'Functional food' vs. 'Super food'
- 'Slow food' vs. 'Raw food' vs. 'Organic food'.
- Your Vital Signs, e.g.
 - Body Mass Index (BMI), and how to calculate it
 - Stress level
- Your current lifestyle pattern, and how you will look in 10, 20, 30 years from now (age machine).
- Step into the safe 'total body fat' scanner and get detailed advice on your condition and what to do about it.

Stakeholders

- Content providers, e.g.:
 - Ministry Of Health
 - Dieticians
 - Lifestyle coaches

Experience

Yes, the subject matter is heavy—diabetes, eating disorders and obesity are all touched on—but the WFC keeps it light and fun for kids, focusing on small life changes. WFC is teaching kids what they need to know to make good life choices without condemning what they may be doing now. Nowhere does it say don't eat candy or don't drink soda. Instead, there are simple suggestions like take smaller portions, eat fresh produce, drink lots of water and stay active, which seem much less daunting. Before they leave, kids can even select a goal and see how many other children are working towards it, too. Eat Sleep Play is filled with cool edutaining information.

A large interactive display uses video projectors and 2 cameras affixed from above to display video/data programs about 'a healthy lifestyle' onto a multi-touch wall. Multiple visitors interact with each of the displays using touch gestures, which are interpreted by cameras and translated into mouse control. This large-format multi-touch wall enables multiple users to simultaneously access menu-based multi-media content by either touching or pointing immediately in front of the screen. Flash applications feature multiple layers of large projected 'buttons', which users can select based on their preferences. The sheer size of the screen and its interactive imagery add greatly to the impact of the display on visitors. (The many content possibilities of this large interactive screen you can find in the 'area activity' list above.)

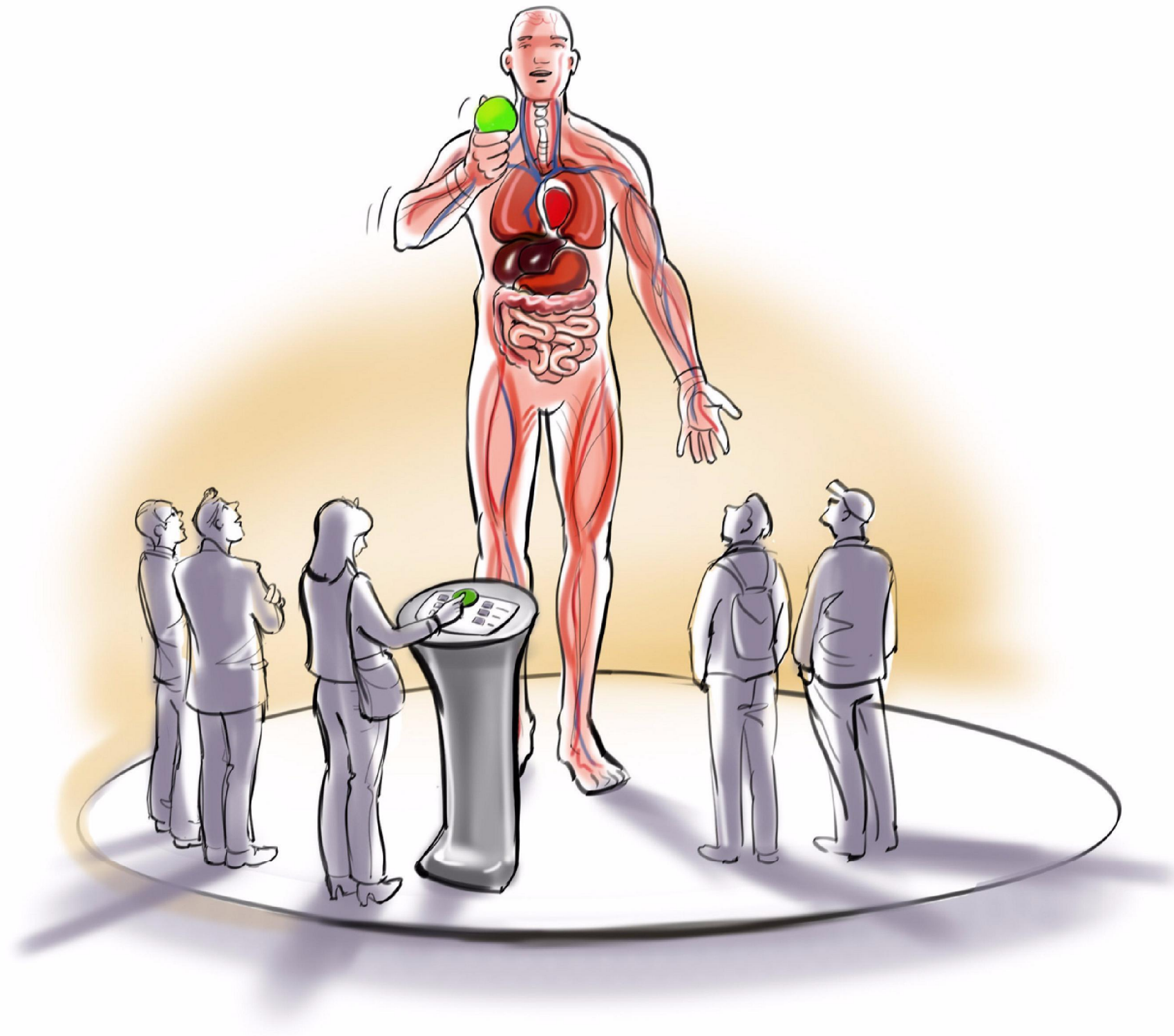
Inside this area, social tables require kids to make health-related decisions about eating, managing stress, etc. This multiplayer virtual reality game makes kids aware about their choices that will affect their health and the wellness of their entire community. Other experiences explore truth (or lack thereof) in advertising. The 'total body fat scanner' provides visitors with detailed advice on their physical condition, and how to act upon it.

Related Trends/Issues

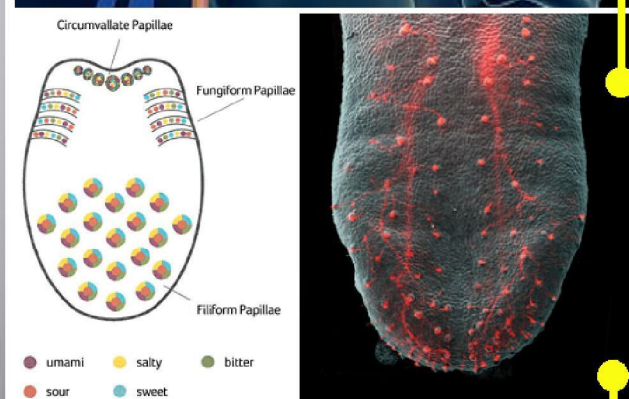
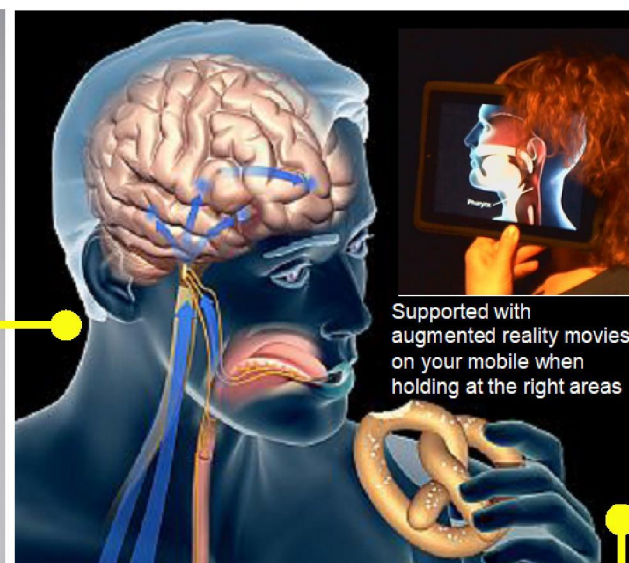
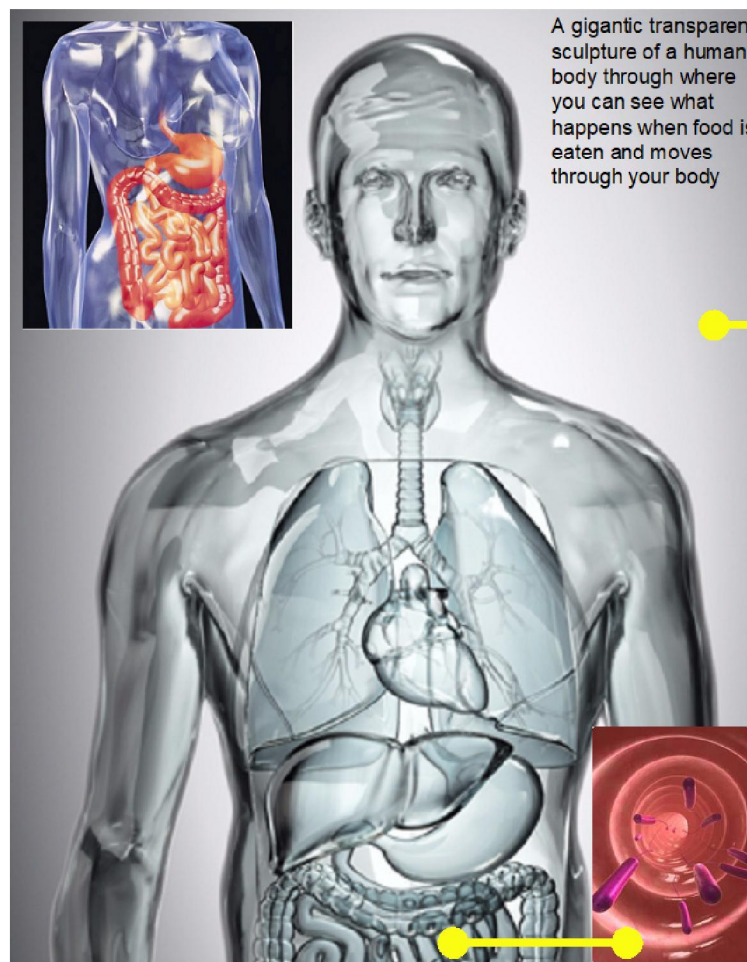
- **Bad lifestyle habits** – Bad Lifestyles like bad diets, physical inactivity, stress, smoking etc. are causing globally the number one leading non-communicable diseases meaning long-term chronic diseases such as obesity, cardiovascular diseases, diabetes. These diseases are by nature preventable by changing lifestyle habits.
- **Convenient and Fast food** – From taking care of the family to a household management. Stress & time pressure: the need for structure and planning that match with our busy schedules.
- **Why do people make the wrong choices in their food pattern?** – People lack awareness and knowledge and motivation. People do not know what the right choices are. People are searching for fast convenient satisfaction, want to indulge themselves. People start dieting but do have the motivation not keep up (yo-yo effect) (intrinsic and extrinsic motivation). Seduction and temptation by advertisement and food display. Long term wrong learned eating habits are difficult to change. People don't know how to approach it, it is difficult, don't know how to start, people need support etc.
- **Diets around the world are converging.** – What has happened to the world's traditional food cultures? Why are they becoming more alike? Why are diet-related illnesses increasing around the world, especially among children? The short answer is that this is happening because of the breakdown of local food systems and food cultures. They are being replaced by processed and fast food habits. The Polynesian islands of Micronesia were once among the most diverse regions in the world with the healthiest population. Now they have one of the most obese populations on the planet.
- **It is harder to change human behavior by talking to the conscious mind, people respond to subliminal unconscious information that is repeated many times.**
- **Childhood obesity crises** – Childhood obesity is one of the most serious public health challenges of the 21st century. The problem is global and is steadily affecting many low- and middle-income countries, particularly in urban settings. The prevalence has increased at an alarming rate. Globally, in 2010 the number of overweight children under the age of five, is estimated to be over 42 million. Close to 35 million of these are living in developing countries. Overweight and obese children are likely to stay obese into adulthood and more likely to develop non-communicable diseases like diabetes and cardiovascular diseases at a younger age. The fundamental causes behind the rising levels of childhood obesity are a shift in diet towards increased intake of energy-dense foods that are high in fat and sugars but low in vitamins, minerals and other healthy micronutrients, and a trend towards decreased levels of physical activity. WHO.
- **Obesity.** Excessive body weight is associated with various diseases and reduces life expectancy – particularly cardiovascular diseases, diabetes mellitus type 2, obstructive sleep apnea, certain types of cancer, osteoarthritis and asthma. Obesity is one of the leading preventable causes of death worldwide. On average, obesity reduces life expectancy by six to seven years according to the WHO.



3. Food & Metabolism



3. Food & Metabolism



Area Activities: Edutainment Interactive experiences upon the digestion system, e.g.:

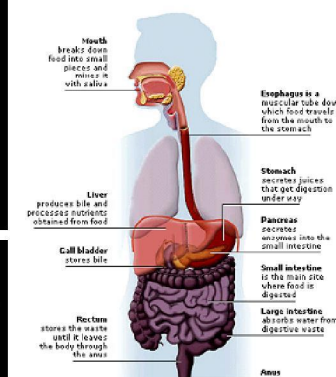
- Visualisation of the digestion system, including the brain's role.
- How much water your body needs overall, vs. each individual organ.
- How do you taste and where are the tastepapilla located on your tongue (The human tongue is the perfect laboratory to teach students about chemistry and biology).
- How do we smell food.
- Food and body temperature.
- How bacteria in our body protect our health, stomach en intestinal flora.
- Easy-to-digest food vs. difficult-to-digest food.

Stakeholders

- Content providers, e.g.:
- Neuroscience experts
- Metabolism experts
- Etc.

Related Trends/Issues

- Lack of understanding of body signs and functions – People are unaware of what is going on inside their bodies, even though they think they are healthy on the outside. With terms like gut, bacteria, GI tract, digestive tract, colon, intestines, many people just don't know that much about their digestive system, how it works, how big it is or even what does it consist of from beginning to end etc.
- Lacking knowledge of what is healthy food for the digestion system – We have gotten further away from eating natural and healthy food over the last several decades which many researchers believe is related to many of these modern day digestive problems. Not only what we eat, but what we don't eat enough of can certainly contribute. Depriving the body of important nutrients over long periods of time is not a healthy thing to do and yet many of us do it all the time by eating mainly processed foods which are very depleted of nutrients that were once found in the food's in their natural state.
- All foods that you eat do not digest at the same time in your body. Certain foods are easy to digest, that is, they pass through the digestive system quickly, while some are slow digesting. Foods that digest slowly, ferment or putrefy in the stomach burdening the body with toxins. Consuming wrong combinations of foods (also overeating or consuming one type of food in excess, let's say fast foods) can disrupt digestion and result in digestive problems.
- Growing amount of people with digestion problems – There are more and more people suffering from digestive health disorders and disease now than ever before. Even though there are more medications available to treat the symptoms of these problems, some of these drugs can also be responsible for creating more problems. It's not surprising why so many drugs and medication and even supplements are big business. It seems none of us enjoy perfect digestive health anymore! Unfortunately, many people aren't just affected by occasional stress-induced stomach ailments. Due to a hectic lifestyle, poor food choices and lack of sleep, it is often a regular occurrence. Stress is even implicated in chronic gastric conditions such as IBS and ulcers, according to Anurag Pande, Ph.D., vice president of scientific affairs at Sabinsa Corporation, East Windsor, NJ.
- Enzyme rich foods like raw food and whole food actually "predigest" in your stomach – This predigest is caused through the action of their own enzymes in a process called autolytic digestion. Before stomach acid enters the process, you can actually break down as much as 75% of your meal. Without that you force the body to compensate by over producing stomach acid and digestive enzymes in the pancreas in an attempt to break down the cooked "dead" food.
- Cooking improves digestibility, however increases the bodyweight – Cooking breaks starch molecules into more digestible fragments. It "denatures" protein molecules, so that their amino-acid chains unfold and digestive enzymes can attack them more easily. And heat physically softens food. That makes it easier to digest, so even though the stuff is no more calorific, the body requires fewer calories to break it down. Cooking increases the share of food digested from 50% to 95%.
- Beneficial bacteria – In the past we were constantly exposed to the beneficial bacteria in fermented foods such as sauerkraut, aged beef, and real yogurt were a regular part of our diets or in soil based bacteria that came along with our freshly harvested fruits and vegetables.

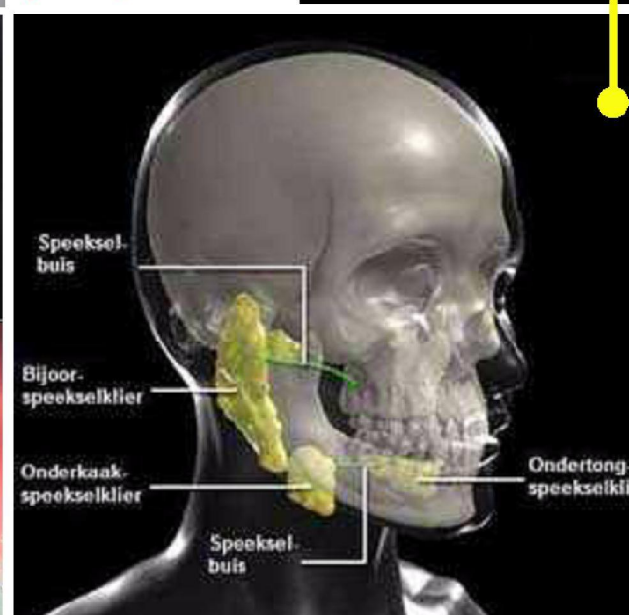
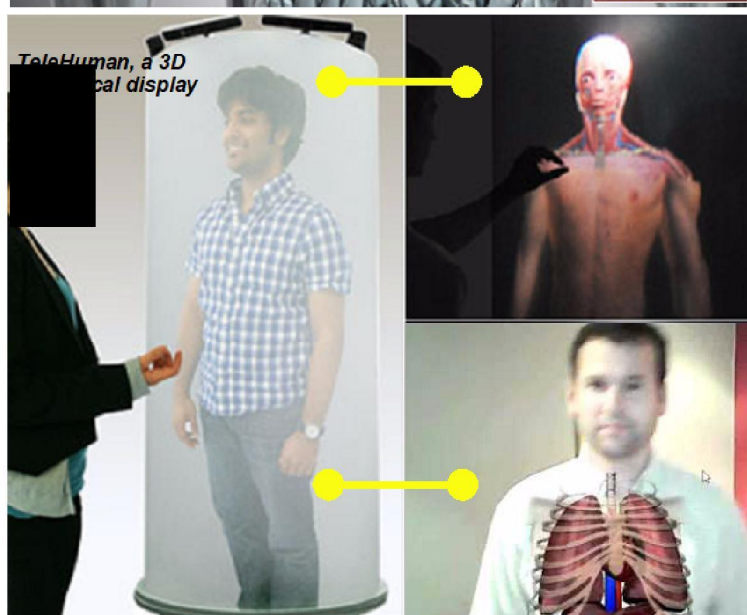


Experience

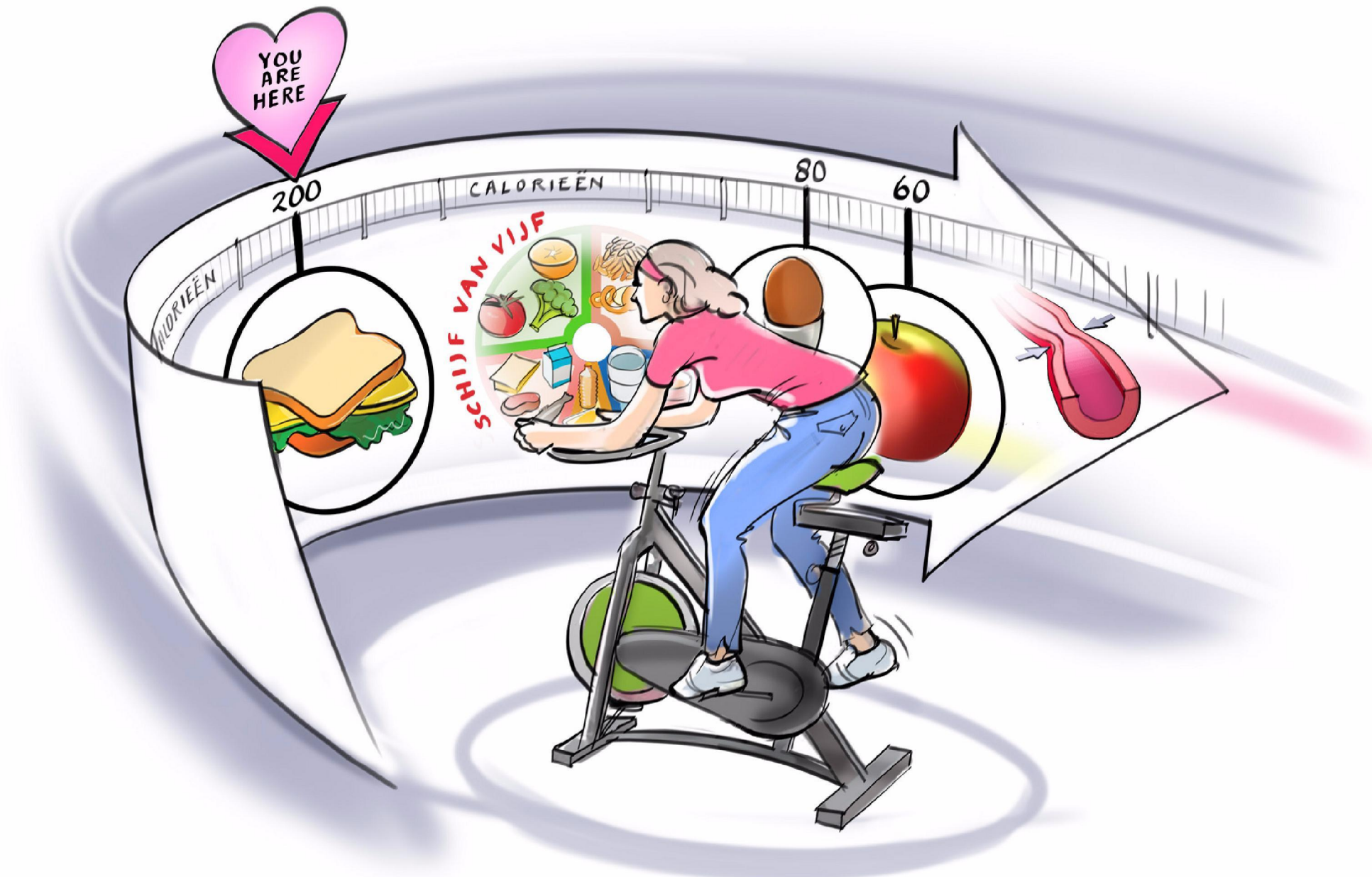
Biology is an important and fascinating science for kids to learn. For example, learning about the human body and how it works is especially important in order to understand how to keep it healthy. However, it is often difficult for kids to understand the different organ systems and how they operate.

One method kids can use to learn about a certain body system is by building a model. The digestive system is one of the more complicated organ systems in the body; however by building a simplified model of the entire system, kids can learn the organs involved and how they function. Learn about the digestive system; and which organs are involved, where they are located, or what they do. The major organs in the digestive system are the mouth, oesophagus, salivary glands, stomach, small intestine, large intestine, liver, gall bladder, pancreas, rectum and anus. Learn how food moves through the different organs of the digestive system, and especially how the organs are connected to each other.

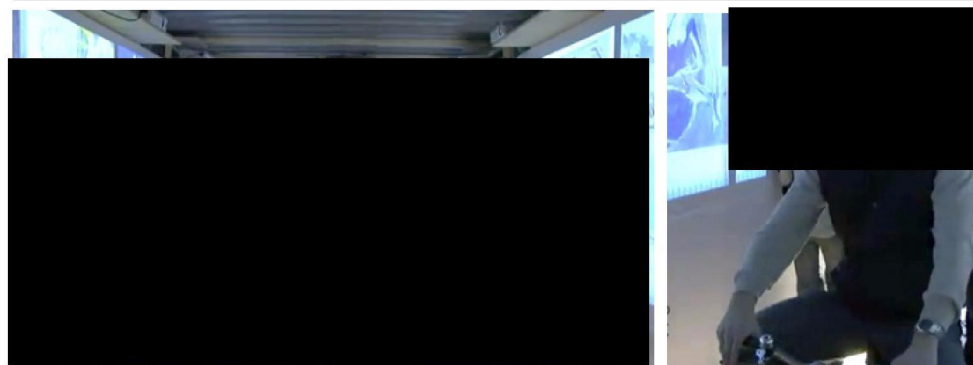
The first thing you see when visitors set foot inside this area is a giant transparent body of a human that is 4 to 5 times larger than a normal person. Inside the torso are all main organs, transparent too. When liquids/grains are going through the body visitors can observe the way it goes through your body and which organs are involved. Via your smartphone or tablet visitors can get additional 'augmented reality' information so that they can see what the persona is eating, how the brain is involved, what happens in the stomach and intestines regarding gut flora, etc. It also shows the difference of difficulty of some food digestion, as well as good slow digestion food and good fast digestion food.



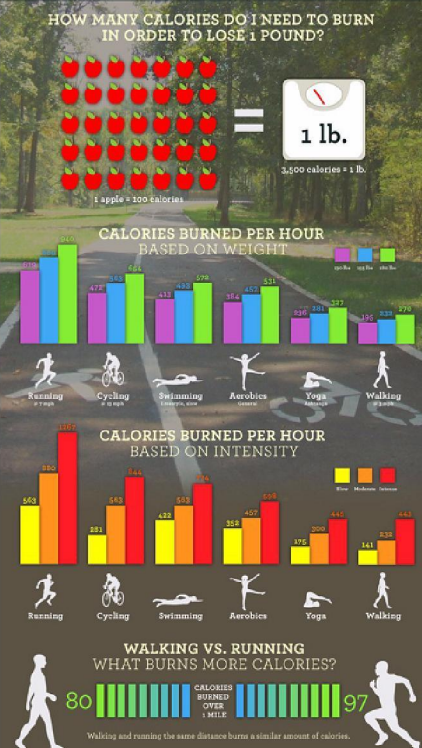
4. Food & Exercise



4. Food & Exercise



All About Burning Calories



Area Activities : Physically engaging edutainment
Interactive experiences demonstrating visually the relationship between working out and calorie burning in a fun and humorous manner:

- Cycling
- Climbing up a wall
- Pumping some weights
- Using a 'skippyball'
- Punching a boxing ball
- ...while see visually your calory burn real time projected or passing you while being active.

Stakeholders

- Content providers:
- Sport training experts

Related Trends/Issues

- Physical inactivity is the fourth leading risk factor for global mortality causing an estimated 3.2 million deaths globally. – Increasing levels of physical inactivity are seen worldwide, in high-income countries as well as low- and middle-income countries according to the WHO. Globally, around 31% of adults aged 15 and over were insufficiently active in 2008 (men 28% and women 34%). Regular physical activity reduces the risk of dying prematurely from CVD. It also helps prevent the development of diabetes, helps maintain weight loss, and reduces hypertension, which are all independent risk factors for CVD. Less active, less fit persons have a 30-50 percent greater risk of developing high blood pressure. Physical inactivity is a significant risk factor for CVD itself.
- Reasons for physical inactivity – The current levels of physical inactivity are partly due to insufficient participation in physical activity during leisure time and an increase in sedentary behaviour during occupational and domestic activities. Likewise, an increase in the use of "passive" modes of transport has also been associated with declining physical activity levels. Increased urbanization has resulted in several environmental factors which may discourage participation in physical activity such as: violence, high-density traffic, low air quality, pollution, lack of parks, sidewalks and sports / recreation facilities.
- Physical activity recommendation – In 1996 the Report of the Surgeon General on Physical Activity and Health recommended the minimum level of physical activity required to achieve health benefits was a daily expenditure of 150 kilocalories in moderate or vigorous activities. This recommendation is consistent with guidelines established by the Centres for Disease Control and Prevention, and American College of Sports Medicine. It also is consistent with the 1996 consensus statement from the National Institutes of Health, recommending adults to accumulate at least 30 minutes of moderate activity most days of the week. Moderate activities include pleasure walking, climbing stairs, gardening, yard work, moderate-to-heavy housework, dancing and home exercise. More vigorous aerobic activities, such as brisk walking running, swimming, bicycling, roller skating and jumping rope, done three or four times a week for 30-60 minutes, are best for improving the fitness of the heart and lungs.

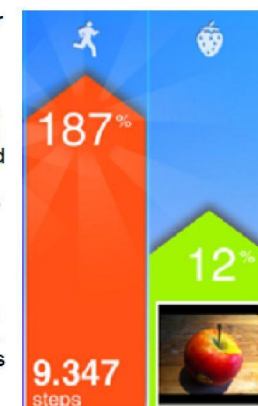
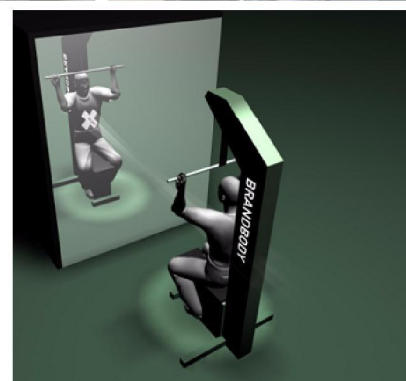
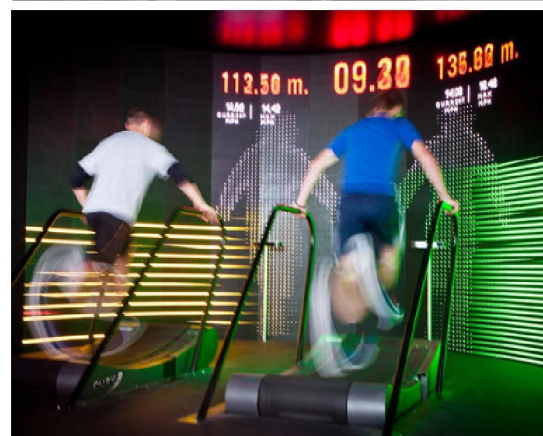
Experience

In this area, visitors will – in a fun, visually engaging, and physically 'demanding' manner – learn about the relationship between food intake and calorie burning. Picture this:

The Bike operated image gallery – is not for the lazy. You have to pedal your way through the food with calorie pictures. How harder you pedal how more food and calories burned are passing you, like a carrot, apple or hamburger with indications on the amount of calories burned. Cycle and learn that food is energy. *Climb up an interactive wall* – and reach literally a motivational carrot above you. Every carrot you reach indicates an amount of calories you burn. Every climbing-hold is equipped with a sensor that registers hands and feet. In this way the climbing wall can keep track precisely where on the wall each of the climbers are. The climbing wall is also a musical instrument. The climbing-holds act as keys on a keyboard and music is played according to ones climbing. The grips can be lit up from the inside and the wall itself hides a large hi-fi system. The lights built into the holds also show routes (for teaching) and explain the rules (for competitions or games). *Time to pump some weight* – Sit on the workout bench facing the mirror, grab the hanging bar above you and begin the exercise routine. This weightlifting bench reacts to the pace of your pulls and measures how carefully you follow the given instructions. When using the weigh lifting bench the amount of calories pulled down supported with a image is projected onto you, do you feel the power? *A skippyball is interacting with a large pacman game* – and how further you get how more calories and food images you eat with your packman. And last but not least *Punch the boxing ball* literally punches out the calories. These calories are reflected onto the boxing ball. Ready for another hit, to get the figure down? You can share your data with either individuals or teams of people, to compete and become the winner of the day.

All these possible examples will create hilarious, funny, activities that will encourage people to actively participate, while others will simply observe and have a laugh at the expense of those actively involved. All active participants will contribute to the calories burned per day, all visitors combined, to indirectly compete with previous days.

It is fun to join in, while at the same time it is a serious game to get knowledgeable from. General information can also be accessed, such as: "What did you eat and drink today? How much exercise time and form would it require to burn these calories you gained?" Additionally, people can turn their energy into powering up a toy/robot or lighting up LED's, their heart rate can be measured, they can do a lung condition test, etc.

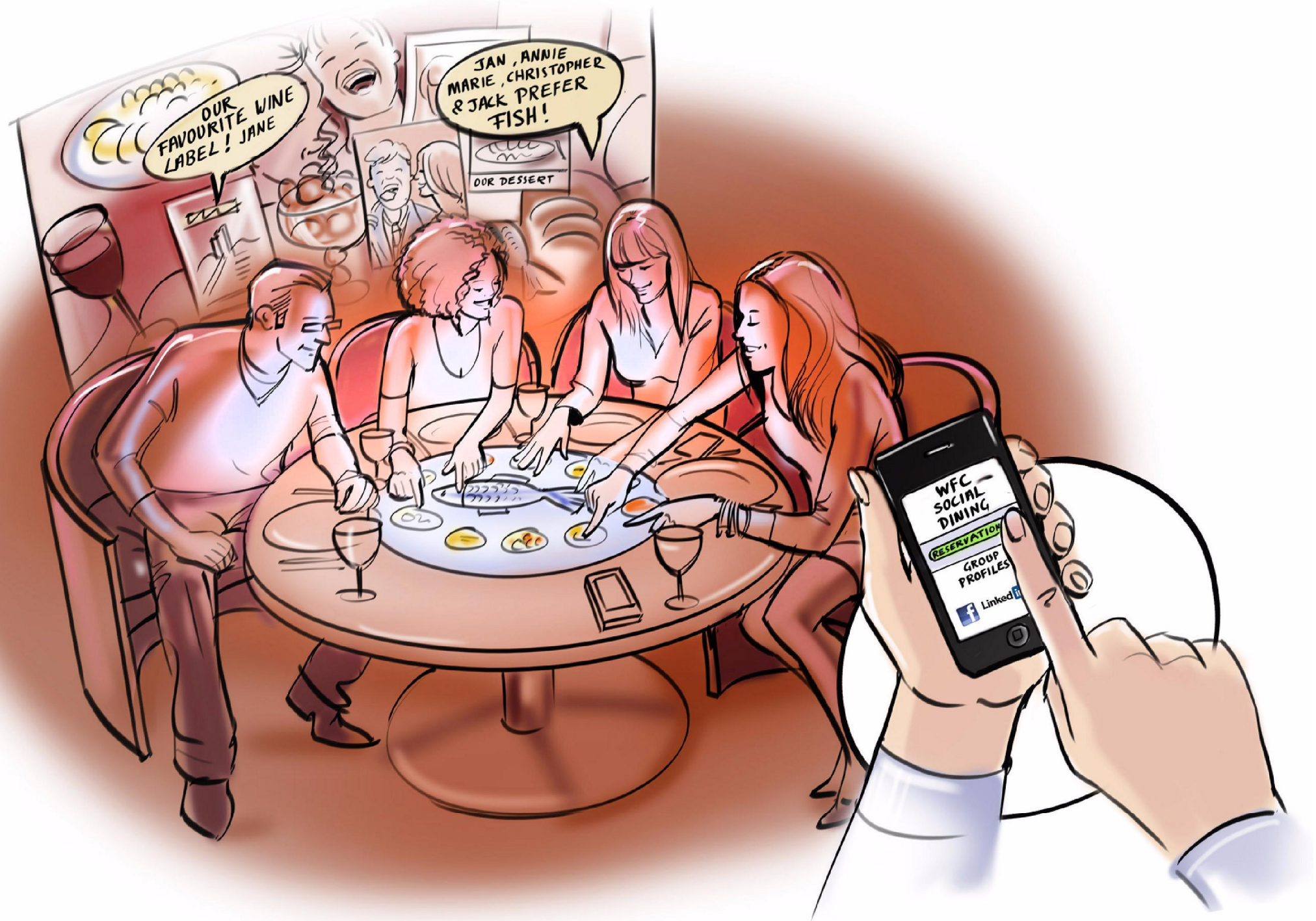


5. Creative Cooking Classes

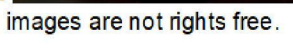
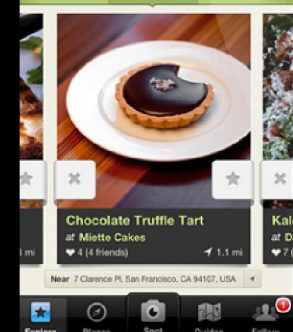
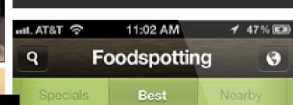
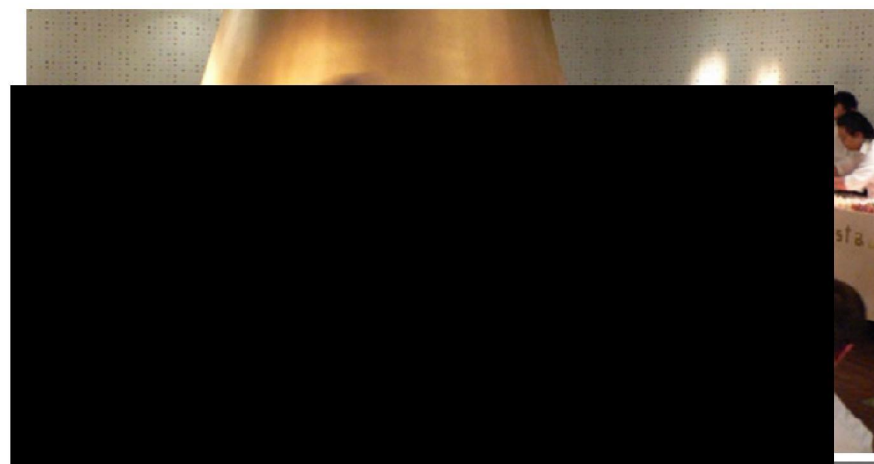




6. Meet, Greet, Eat



6. Meet, Greet, Eat



Area Activities : Getting inspired (by new and unique tastes), testing, actively participating:

- Daily, visitors are invited to:
 - pick and taste nice small food offerings. Pleasure for the sense: sight, smell, taste...
 - record taste ratings and judgements.
- Special events topics:
 - Event about tasting food from different cultures.
 - 'Following flavors' event, e.g. from sauer, to sweet, to spicy
 - 'Blind fold' event: can you recognise food, flavour and smell when you actually don't see the food?
 - Wine tasting; Beer tasting
 - Tea blends (and tea ceremonies from around the world)
 - Etc.

Stakeholders

- Food enthusiasts as well as industry professionals:
- Marketing executives
 - New product developers
 - Customer insight analysts
 - Brand managers
 - Artists
 - Designers
 - Foodies

Experience

Food-related events have become extremely popular in our cities over the last years. Why? Because social dining brings us together. We share our habits, culture, ideas while sitting at the same table. People are realizing that the most exciting thing they can do is not online, updating their social network page. It is offline, experiencing the unmitigated magic of a live event.

What is Social Dining? Social dining is when a group of people meet at a restaurant to enjoy a meal together. It is a philosophy of using meals specifically as a means to connect with others. Friends and strangers alike can share the social dining experience. So you might even not know the other people but you have here the opportunity to make new friends. We are in the midst of a social food revolution, with loads of new food-related apps and services available online and for mobile devices. It makes sense because other than breathing and sleeping, eating is one of the essentials of life. And in the Western world, it's a major part of how we socialize and celebrate. You can eat with 5 to 25 new people. It's a mix of Facebook, LinkedIn and Meetup and from the profile of who is coming you can imagine the topics of the conversation.

What is a food culture? It's the way a group of people eat. It's the food they eat, the recipes they have built up collectively over time, but it's also the rules and rituals around eating in a particular community.

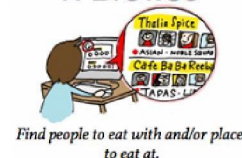
This is a restaurant theatre where the dinners prepared by the cooking class (see #5) can be consumed. But there are more tables that groups can reserve via the online WFC social dining reservation service. It is an online service to book group meals at the WFC social dining restaurant. This service forms local social networks – allowing people to gravitate to groups with similar interests, whether it's architecture, travel or the love of raw fish, religion, vegetarian, a specific diet, food from a particular country, etc. The restaurant design emphasizes and enables the social aspects of dining and facilitates the interaction between multiple groups of dining guests. Usually tables and chairs allow clients to sit in closed groups where interaction between other tables is rare. By minimizing the volume occupied by one single module/table and the distance between modules, interaction between multiple tables is facilitated. Via your smart phone you can leave traces, and memories behind in the form of written opinions or photos of the event or the dishes, either on a digital photo wall or even on the digital dinner table surface.

Related Trends/Issues

- **Social networking** – Social networking is not working! We are "friends" with thousands of people online, but now we've suddenly realised there is an emptiness. There is a lack of physical contact.
- **Conviviality/Connoisseur culture, participatory dining** – People are hungry for new experiences, sociable, community building festivals in the form of diner parties are on the rise. The rise of food blogs has set a foundation for group food experiences. Food trucks tweet their locations and flash food raves assemble under-ground at midnight. And it is not about the food. It is about connection, conversation and a sense of community. 61% of 18-35s use social media to decide where to eat out. The average consumer is going out for food and drink 19.8 times per month, 2.3 times per month up from last year. Generation Y is driving this increase in going out; the 18-35s go out 33.6 times a month, compared to 16 for Generation X (35-54 years old) and 10 times a month for Baby Boomers (54+). Dinner parties have replaced dance parties. People are planning with much greater focus and far tighter parameters around the number and type of people they invite. The rules of conviviality (Fond of feasting, drinking, and good company; sociable.) are evolving. Contributing and participation are now key elements.
- **Millennials are more spontaneous and adventurous than previous generations in their interactions with food** – They enjoy eating with others (we call it "commensality-style dining"), whether cooking at home or going to happy hour with friends, and report they feel less comfortable eating a meal alone (45% vs. 54% of older consumers).
- **Social media impact on eating out habits** - Interesting is the impact of social media on consumers' eating out habits: 61% of Generation Y (18-35s) use social media to influence their going out decisions. 40% consult networks like Facebook, 50% look at review sites. Social media had greatest influence when it comes to deciding which club to go to; half of 18-25s had used social media to find a good one. After clubs, social media most influences the choice of formal dining, followed by bars, casual dining, pubs, quick service places, and lastly coffee shops; Review sites were mostly used to search for discounts, Facebook was used in a number of ways – 20% had 'Liked' a page, while 15% had 'checked in' somewhere. The report makes the point that the generations are linked: Generation Y will influence their parents' and grandparents' choices of restaurant or bar (or even club) and so reaching that audience in the right way is increasingly important to targeting consumers of all ages.

Build your friendships over food.

1. Browse



Find people to eat with and/or places to eat at.

2. Reserve



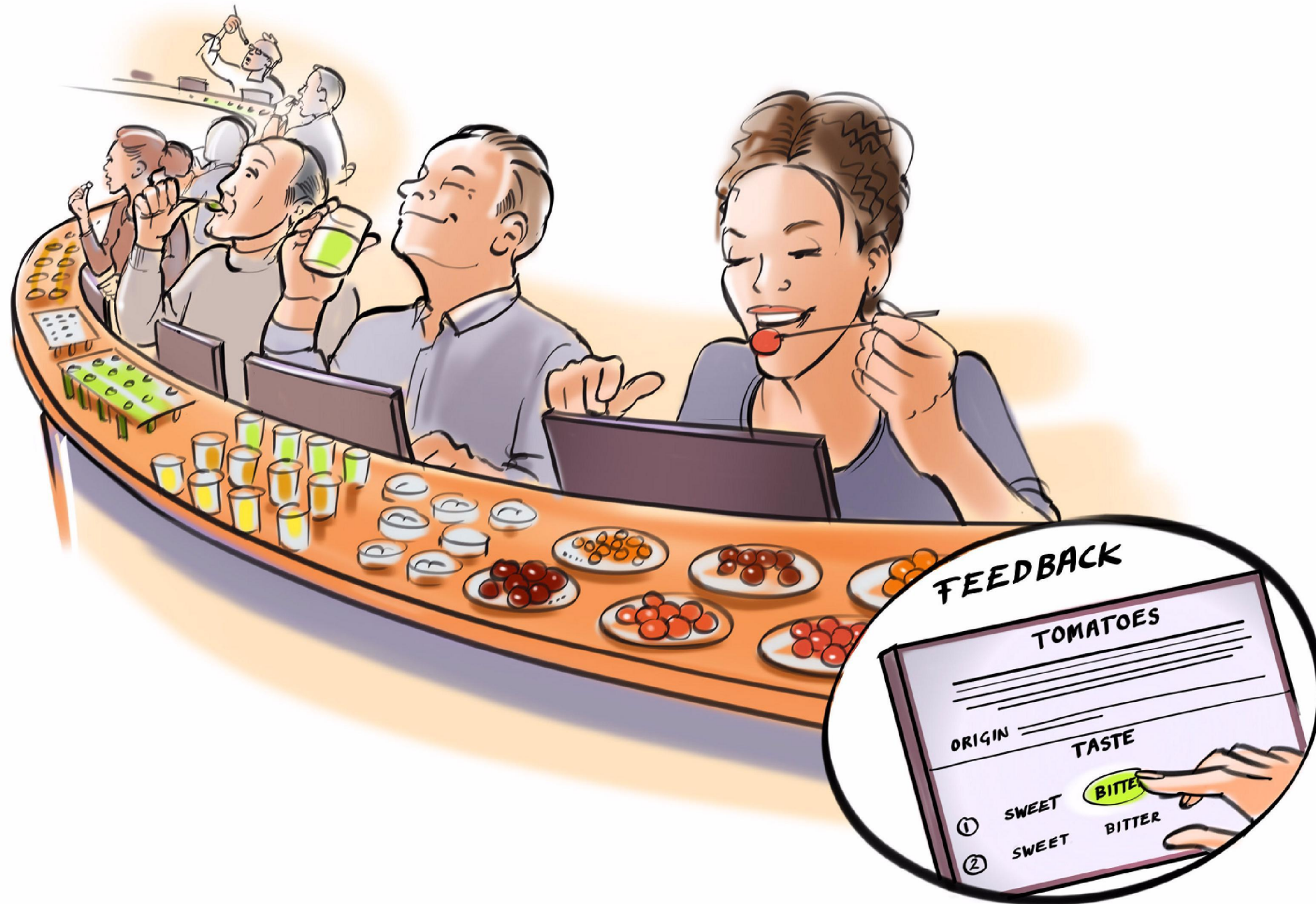
Reserve a seat through our hassle-free payment system.

3. Socialize

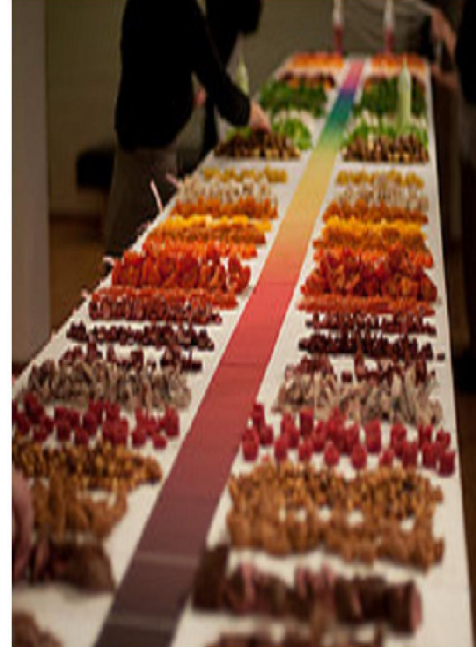


You are ready, you are up, eat and socialize!

7. Food for the Senses



7. Food for the Senses



Area Activities : Getting ideas and inspiration for new and unique tastes:

- Daily, visitors are invited to:
 - pick and taste nice small food offerings. Pleasure for the sense: sight, smell, taste...
 - record taste ratings and judgements.
- Special events topics:
 - Event about tasting food from different cultures.
 - 'Following flavors' event, e.g. from sauer, to sweet, to spicy
 - Food for the senses: can you recognise flavours, smells and ingredients?
 - Wine tasting; Beer tasting
 - Tea blends (tea ceremonies from around the world)
 - Blind test: identifying healthier versions of one's favourite foods.
 - Extreme: Insects tasting.

Stakeholders

Food enthusiasts as well as industry professionals:

- Marketing executives
- New product developers
- Customer insight analysts
- Brand managers
- Artists
- Designers
- Foodies

Related Trends/Issues

- Interest in global cuisine, food, taste - In every culture there are adaptations of global cuisine. But when it comes to ethnic foods, our tastes are changing. Consumers want even more authenticity from much-loved cuisines such as Indian, Chinese and Italian as well as greater variety such as food from Thailand, Vietnam, The Caribbean, South America and more...
- Millennial foodies are literally the 'tastemakers' when it comes to what we put in our mouths, where we buy it and how we want it packaged. Food trends tend to trickle up the generational ladder, what Millennials want in food today is what we will all soon be asking for.
- Millennial Generation tastes - When is the last time that you sat down to eat three square meals a day, or two or even one? If you are a 'millennial' (born somewhere between 1980 and 2000) chances are you haven't had much experience with this ritual. According to trend watchers, 35 percent of meals eaten by millennials are really snacks. Combining foods traditionally served at breakfast, lunch and dinner, has led to terms such as "linner," "brinner" and "slunch." Millennials consider food an adventure and seek out different, ethnic and artisan foods (40% like to try new kinds of ethnic cuisines and "anything new and different," compared to 34% and 32% respectively of GenX/Boomers combined). Entrée? Who serves entrées anymore? In fact, the words "appetizer" and "entrée," those suddenly embarrassing relics of the past, do not appear anywhere on the menus. Opting instead for "starters" and "mains." But calling small plates a trend misses the point entirely. Small plates are not a trend or even a movement. They're the new reality. The vibe today is of a tasting party, with forks flashing, drinks flowing, and the barrier between chefs and diners often stripped away.
- Gen Y's Eclectic Eating Preferences - They are thrill-seekers who crave heightened eating experiences such as intense flavors and extreme textures. "The typical Gen Y eater swoons over unusual food forms, flavor profiles tweaked with unexpected or dramatic twists and of course, vivid global cuisines, especially when they blend fresh and spicy." (They have a penchant for customizing foods through adds-ons or mix-ins (the reason they love fajitas and other "build-it-yourself" foods).
- Leverage data about a user's tastes - In the future, Punchfork hopes to leverage data about a user's tastes to provide them with targeted coupons and other offers. Foodily also plans to explore opportunities to monetize by offering personalized deals and coupons targeted to users' tastes based on their Foodily activity.
- The sense of taste influences food preferences and food choices. - When people describe how food tastes, they are actually talking about food flavor, and not just the basic tastes of sweet, sour, salty and bitter. The range of flavor experiences also includes aroma, texture, and mouth "feel", and, some would say, even the pleasantness of foods.

tasteologie*

Experience

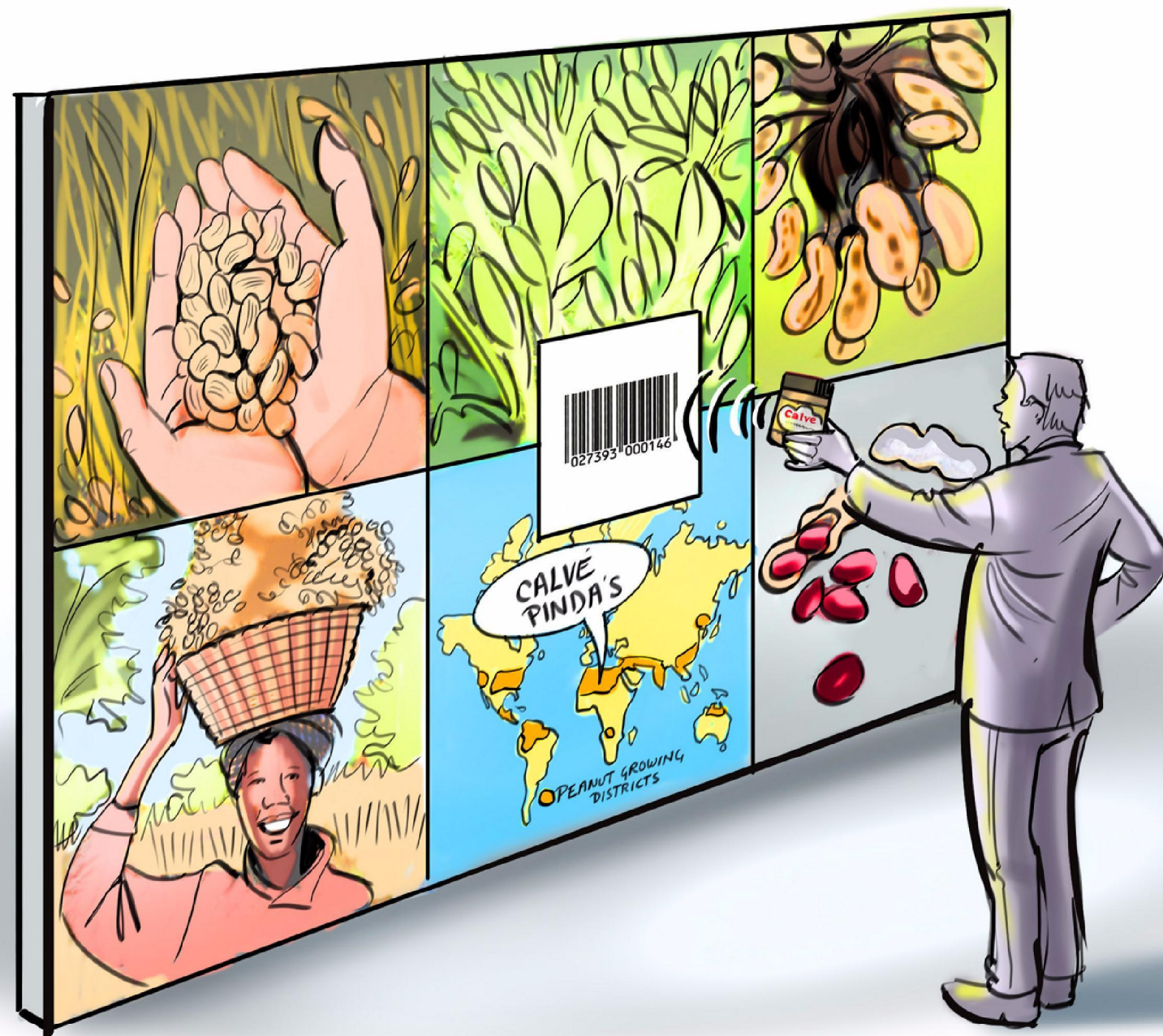
The senses of smell/aroma (nose), taste/flavor (taste buds of the tongue) and tactile (mouth feel and tongue) are connected. For food recognition is, beside the above mentioned senses, also involved sight (eyes) for a great deal. From the senses nerve stimuli are constantly sent to the smell, taste, tactile and visual centre in the brain, where it is combined, recorded and recognized. This area is all about that, indulging one's senses identify what they like and what they don't, as well as sharing their opinion with others. Its all a matter of taste!

In this sensorial area a mix of guests consisting of foodies, food specialists, artists, designers and researchers and consumers will take part in food tasting experiences. A long table or round conveyor belt presents tiny food pieces from which guests can choose and pick their likes. The idea is that guests provide feedback on taste, texture, smell etc. The event is an adventure of flavor and shapes, with unusual juxtapositions of ingredients being combined, where people compare tastes and give their opinion on what is delicious, a great combination, great texture or beautiful looking. There are special integrated displays at each table where people can leave feedback, but also can simply use their smart phone that picks up the application when they are in the taste zone. For children there is a special application.

Here could also be organized taste events, such as bringing food and culture from the four corners of the world, cuisines from the Far East to North Africa, the Caribbean to Central Asia, the Mediterranean area to Africa, and even close to home; events from exotic to rustic, elegant to rich, spicy to voluptuous. Joyous and flamboyant. Hippest foodies and design minds will flock to these festivals of taste - bringing together internationally renowned, 'Eat-Art' artists, gourmet chefs and food stylists. The goal is to bring the innovative dining experiences that foodie couples are getting used to, looking to really celebrate food in an interactive way. This is NOT for people who want food to look, or even be served in a traditional way. Think hors d'oeuvres that are miniature versions of everything from lobster rolls to spaghetti and meatballs. It is specialized in food interactions; chefs come, prepare and assemble your small dishes right before your eyes.



8. Informed Shopping



8. Informed Shopping



Area Activities:

1. Consumers: Engagement in an shopping experience simulation

- Consumer reviews/ratings exchange
- Try out samples
- Vending machines with pre tasters (healthy snacks 'uit de muur')
- Interactive experience of the food cycle behind the chosen product.

2. Professionals:

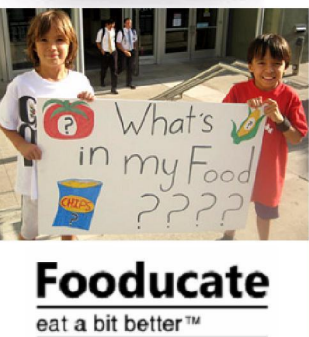
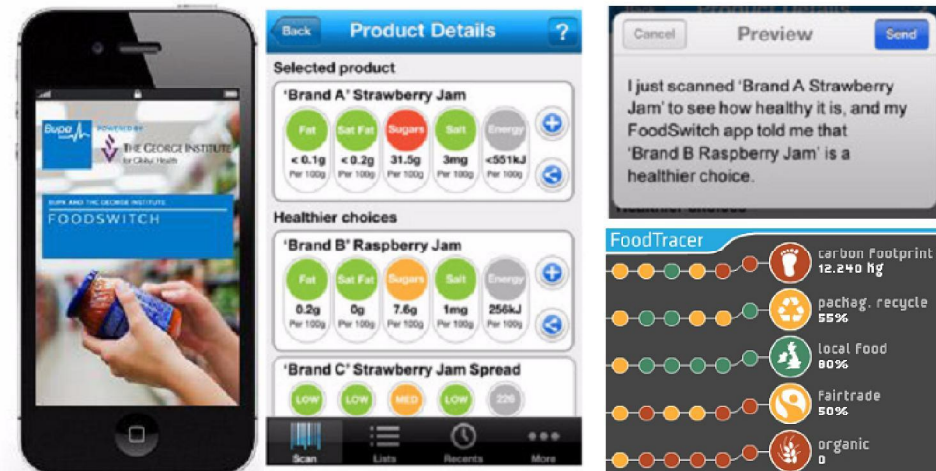
- Product launches
- Industrial food festivals
- Growing vegetables and microgreens inside the supermarket

Stakeholders

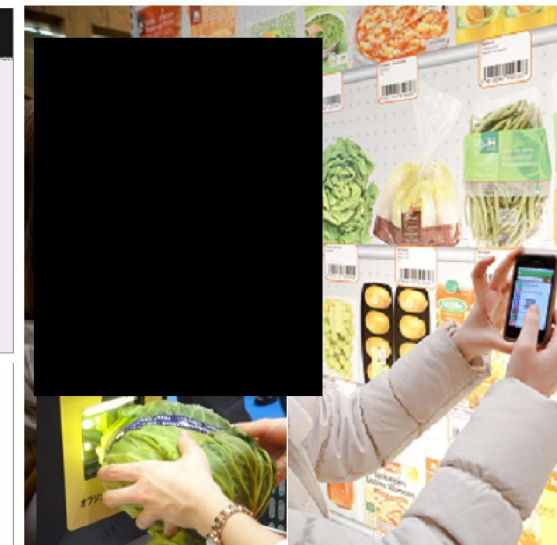
- Supermarket chains representatives
- Consumers
- Technology companies in shopping pattern tracking.

Related Trends/Issues

- Transparency for Conscious Consumerism / Reassurance of Origin, Production & Nutrition – Loss of trust in the quality of the food and (non understandable) labelling. More and more people want to know where the food they eat comes from who made it, when, where and how, and that a product that claims to be organic truly is. Disillusionment with the food industry, as awareness increases about the malpractices and the negative impact on food safety and health. Millennials are especially interested in the story behind their food and looking to learn more about what's in it and how it's made: 8 in 10 said they like "behind the scenes" commercials for foods they consume, they want to know more about how their food is produced, and they think brands don't disclose enough about their food products. Gen Xers are somewhat less interested, while Boomers lag the Millennials by about 15 points on each question.
- Convenient food – From taking care of the family to a household management. Stress & time pressure: the need for structure and planning that match with our busy schedules. Increase in buying behaviour of consumers in frozen food. Convenient wellbeing, the emerging need for living a healthy life but without compromising on convenience
- Millennials believe they consume healthier, more expensive, more natural/organic, less processed and better tasting foods and brands than their parents – They use phone apps to scan barcodes and find out more about a product before adding it to their cart.
- Local Food Farming Suppliers / Food Miles/Locavore movement – On average supermarket food has travelled 1600km, whereas food at a farmers market has travelled an average of just 90km. Supermarkets will include local farming. Supermarkets will be more and more focused to local suppliers for vegetables, fish, water and grains, that are in the food mile circle. A locavore is a person interested in eating food that is locally produced, not moved long distances to market. There are even supermarkets that food farm next door or on top.
- Virtual Shopping – As more business move into the cloud and e-commerce becomes a constant our money, goods and services will become more virtual. As consumers we are becoming more willing to subscribe to (or rent) access to good. As technology improves and visual, auditory and even olfactory realism progresses, there is already an audience ready to migrate. (the future of augmented technologies)
- Real Time Behavior / Pattern Tracking for Insights – At the supermarket, you're being watched as you pick out your fruits and veggies, your every move is being tracked, by the machines that serve us by recognizing buying pattern.
- Healthy Choice Offer Responsibility – Supermarkets will be more getting responsible/involved to support people to make healthy choices. You are already seeing Whole foods markets (5 stores in the UK) focused only on selling natural and organic food. These whole foods market chain has grown in tandem with the mass market's appetite for healthy food options.
- Specialized Supermarkets – Whole food supermarkets, fair trade supermarkets etc. deliver to the door online supermarkets, and virtual on the go (metro/airport supermarkets. But also the return of mobile supermarkets
- Business models behind recipe-related websites and apps will get more interesting as people explore ways to link recipes with the actual purchase of ingredients.
- Online shopping – the increase of online shopping for food: data shows that electronic sales of food, wine, and beer have more than tripled since 2002. The financial and economic crises appears to be giving e-commerce a boost as consumers search for ways to reduce expenditures by purchasing items online. In the 19th century, groceries were delivered to the homes that belonged to the new middle class; now, in the 21st century, the same thing is increasingly the case.
- Object Recognition Scanners – Supermarket scanners that identifies product by look instead of barcode.
- Food as Fashion Displays – Visual merchandisers are using more engaging and trend-relevant display techniques than ever before.
- Zero packaging – shops that provide ingredients 'old school' style, without packaging



Food Authentication



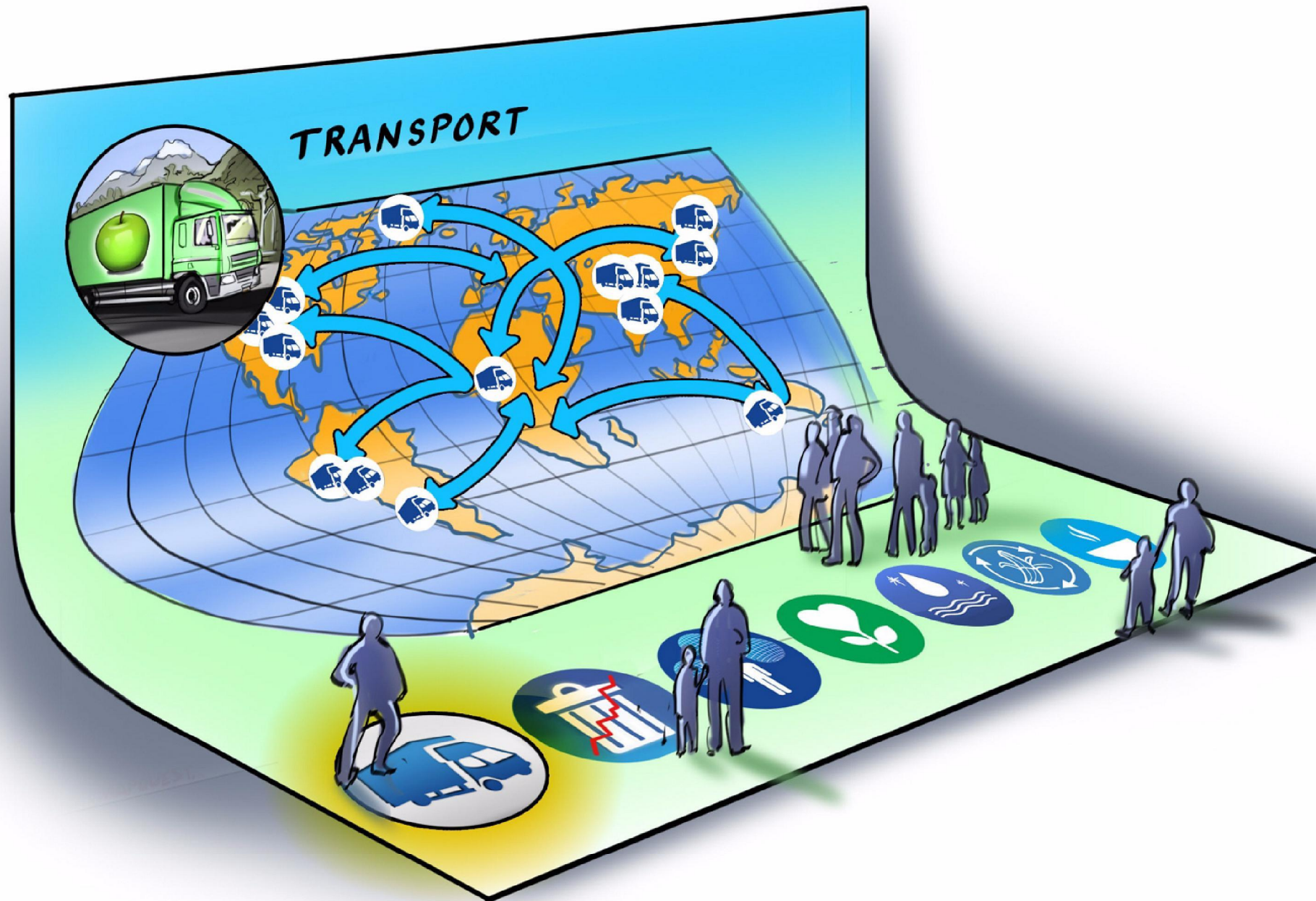
Experience

We are not intending to create a real supermarket in the WFC but a metaphor with actual experiences of informative shopping and informative decision taking support. There will be a huge virtual supermarket display wall, or physical product placement, that when a visitor scans a code via their or provided smart phone, it will give them all information on how it is made by whom and where, and what's inside. Visitors won't shop for the real product, but for information. Although some of the food are highlighted and people can obtain a sample by selecting, all their choices will be packed for them in a box without they will notice; they will collect it when leaving the WFC Building.

A smart phone app will help shoppers make healthier food choices in the supermarket and reduce high levels of fat, salt, and sugar in their diets. By simply scanning the barcode/QR code or NFC sensor of the image or packaged foods via the smart phone camera, shoppers will receive nutritional advice via the FoodSwitch app. People can now scan barcodes, see what's in a food product, and switch to a healthier choice in an instant. The same app can also count the calories of all products per one meal or tell also the ethical and sustainable information about the product. People can rate products and leave this at the 'store'. Other people can review all the opinions and rating score. Visitor behavior will be tracked to identify the interest of products and which information they wanted most. This will provide insightful aggregated data for future innovation.



9. Global Food Maps



InterAction, the largest coalition of U.S.-based NGOs, believes in the power of information. By empowering our community and the public with data, NGOs can deliver better results for global change. Explore our interactive maps to learn more about the work of our members. [Learn more](#)



2. Wasting food is wasting scarce resources. Saving food would mean being more efficient and saving our world's scarce resources.



Many activities impact our Footprint. If everyone lived like you, we'd need **5** Planet Earths to provide enough resources.



A pie chart titled 'Services (40%)' showing the breakdown of services into five categories: Food (red), Shelter (orange), Mobility (yellow), Goods (green), and Services (blue). The Services category is the largest, followed by Mobility, Goods, Food, and Shelter.

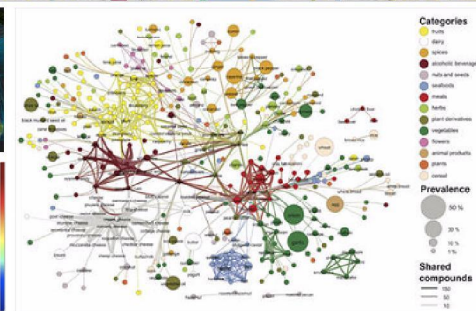
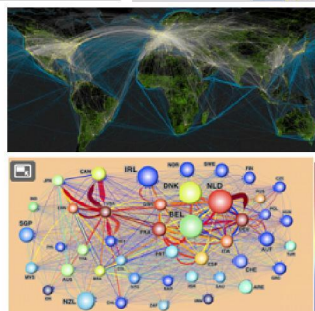
Category	Percentage
Food	10%
Shelter	5%
Mobility	20%
Goods	15%
Services	40%

Can you reduce your Ecological Footprint?

edit your footprint go back and retake parts of the quiz

explore scenarios explore simple actions to change your Footprint

continue continue without exploring



- Global food transportation, 'food miles',
- Global flavors map.
- Healthy eating habits in the world.
- Impact on the world of sustainable food choices
- Connected network with initiatives e.g. Goede Vissers/ YFM
- The food cycle
- Global food waste statistics
- Individual footprint: How many planets would be required if everyone had your lifestyle? And comparison per country.
- Global food security.
- Unilever's social graph waterworks to address one of the world's most critical challenges: access to clean water.
- What the World Eats" Explore how different cultures consume food: what they eat, how much of it, and how much they pay for it.
- How can your dinner choice fight world hunger?
- History of food demographics and eating habits.

- Data sets owners in all food businesses
- Content providers (videos)

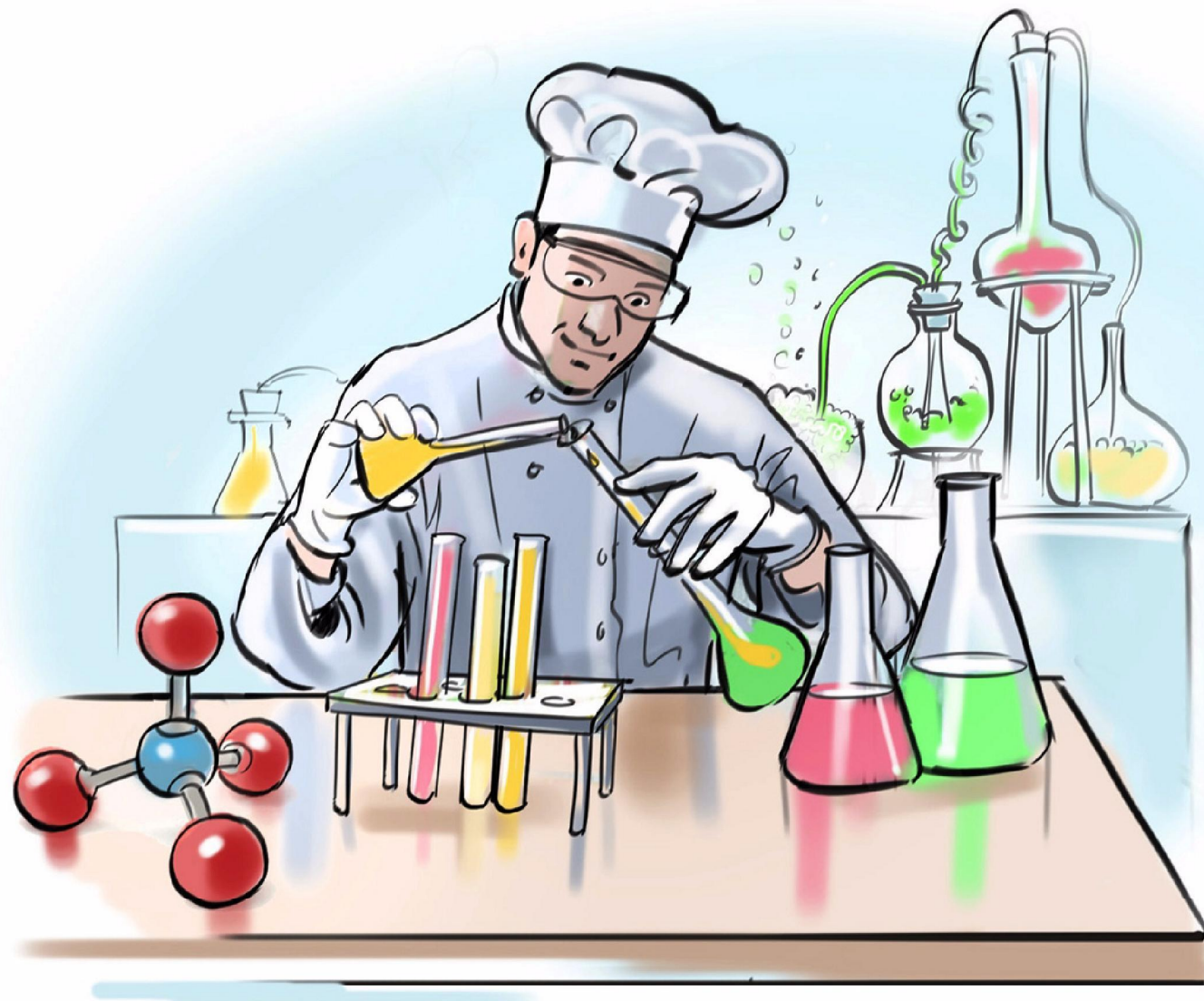


From the time we wake up in the morning to the very end of the day, our lives are continually influenced and affected by the movement of people, goods, and ideas. One's typical morning may be radically different if not for these continuing movements that have happened throughout history and continue to take place around the world. The movement of goods such as the food transportation network, is vital for many of us to have our favorite breakfast item every morning. If not for the exchange in ideas, our food choices, menu options, and the variety of ethnic and fusion foods would be less diverse. Immigration has a direct impact on the diversity and availability of foods to a particular community. This flow of people naturally leads to the flow of goods and ideas, and have tremendous global impacts. So, how does the flow of goods, ideas, and people affect each of us? The ingredients in one's favorite dish may have begun the journey to your plate from dozens of diverse countries across the globe.

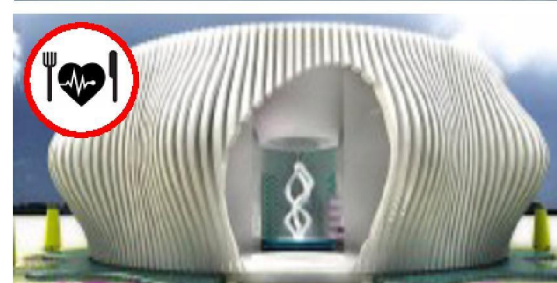
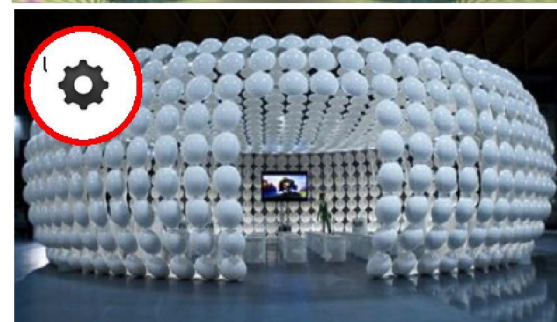
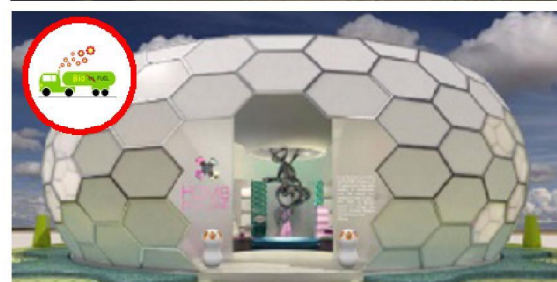
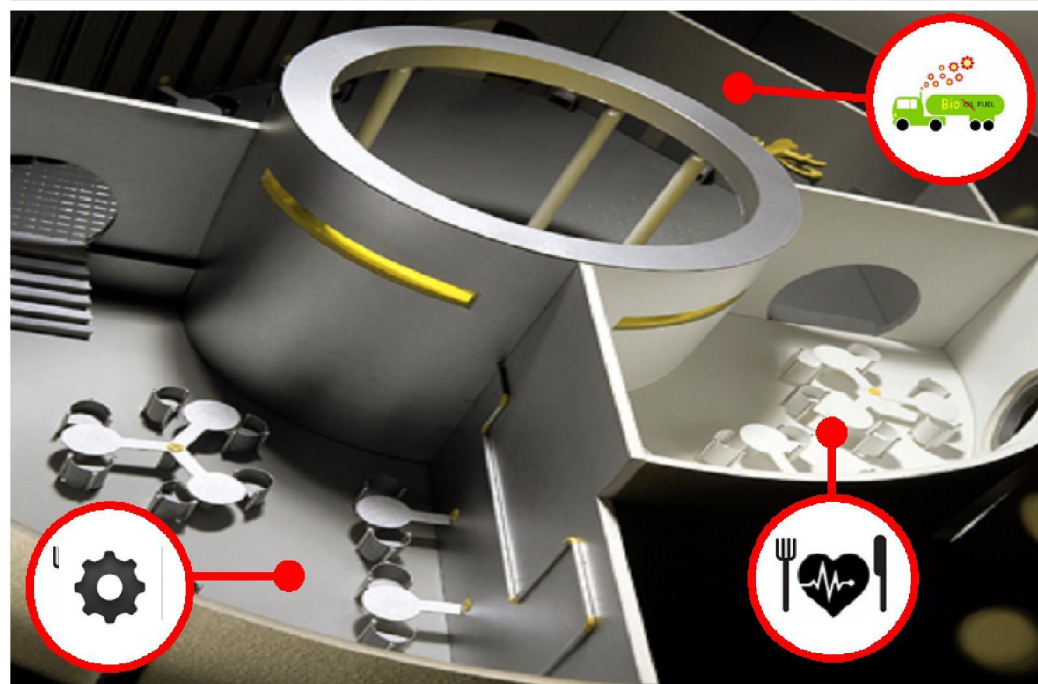
The set up is an interactive floor or wall where visitors can get information on various food network topics – see example list further above. Global Food maps introduce visitors to issues of global food issues and connections by allowing them to manipulate data visualizations relating to human impact. "Think Global" features a large interactive globe or world map projected onto the wall which reacts to visitor input. By touching one of large icons, each representing a food topic, visitors can explore the consequences of small and large actions. On the left are nations, population, agriculture and forestry. On the right are shipping paths, etc. You can scroll and visit any location of the world and found out specifics about the differences in food behaviours, you can even visit another family at any location on the world and see their shopping and eating habits.

These visualisations or photographic images or animations are either real time by tracking or crowd sourced behavioral pattern tracking input or translated data into dynamic info graphics. It lets visitors "shop" for global produce from world markets and track that food as it travels from field to fork. These data network overviews, next to showing the transportation networks, can also reveal the global rise of fast food culture and obesity, the evolution and history of food, the disappearance of Global cultural food differences the global food waste, global water shortage but also global brand product manufacturing versus global distribution.

10. Food Innovation Lab



10a. Food Innovation Lab



Area Activities: open innovation, on-site experimentation and on-site testing. The future of Food through:

- Open food innovation workshops for ethical, safe, healthy, genetic manipulation
- Crowd sourced innovation
- Crowd sourced funding

Additional areas could be created for co-creation, business meetings, knowledge exchange, beta-testing, etc.

Related Trends/Issues

- Concerns about Genetically modified foods – Environmental activists, religious organizations, public interest groups, professional associations and other scientists and government officials have all raised concerns about Genetically modified foods (frankenfood), and criticized agribusiness for pursuing profit without concern for potential hazards, and the government for failing to regulatory oversight.
- Demanding for mandatory food labels for GM food – Genetically engineered corn, soy and plant oil should be disclosed on mandatory food labels, a coalition of more than 350 producers, trade groups and consumers said in a petition to U.S. regulators. Consumers ought to have the right to choose whether to buying these foods.
- Genetically Modified foods can solve the food supply shortage – The world population has topped 6 billion people and is predicted to double in the next 50 years. Ensuring an adequate food supply for this booming population is going to be a major challenge in the years to come. GM foods promise to meet this demand in various ways and has many positive benefits.
- The category of "processed foods" has, in the minds of consumers and the media, become the poster child for everything "unhealthy," – not considered natural, or fresh and a major cause for obesity, a study conducted for The International Food Information Council has indicated. Food manufacturers know how to use psychology to get your child to like their products. Corporate researchers learn to use the psychology of taste preferences to make your child crave their empty calorie junk foods.
- Processed food bring a lot of advantages like convenience, value like taste, smell & looks, safety and maintaining freshness.
- Growing Food science interest – increased interest in consumer what the science is of food, how ingredients are going through transformation and the processes that are there.
- The Chef and the Scientist – chefs are hiring scientist to be part of their kitchen team to explore food and preparing meals from a scientific approach. Cooking has always been based on science, but the connection was made explicit with the 1984 publication of Harold McGee's revolutionary *On Food and Cooking*. Chefs like Ferran Adria and Heston Blumenthal consider their research laboratories to be just as important as their kitchens in the development of new dining experiences, and have embraced the use of hydrocolloids, liquid nitrogen, and other agents to create foods that can be described as science-fictional.

Experience

Observe how industrial production affects natural food processes and understand how food products become food. This curriculum based education can not only create awareness but also create demand by young people for better food production and consumption or creates the desire to contribute to it, or want to become a scientist themselves. All is educational and scientifically evidenced based, explaining the concepts at molecular level in an easy way to understand.

We propose to create a Lab space that is split in 3 to 5 separate zones (spaces, pavilions...) each focusing on a specific issues, like 'food and health', 'food safety', 'texture/flavour', 'smell and design', 'food and biofuel', biodegradable plastics made from food (e.g. corn)', etc. These small pavilions are build with different science structures such as molecules, atoms, DNA, etc., related to each topic.

These food labs are open for ideas from any place, any person in the world, either by attending workshops on-site or on-line. Here Ideas come together about new flavours, new food designs, new food combinations, new cooking methods, new packaging solutions, etc.

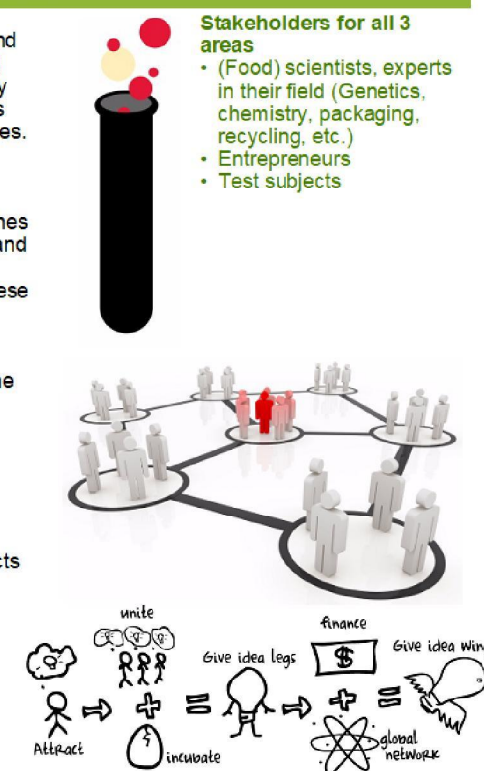
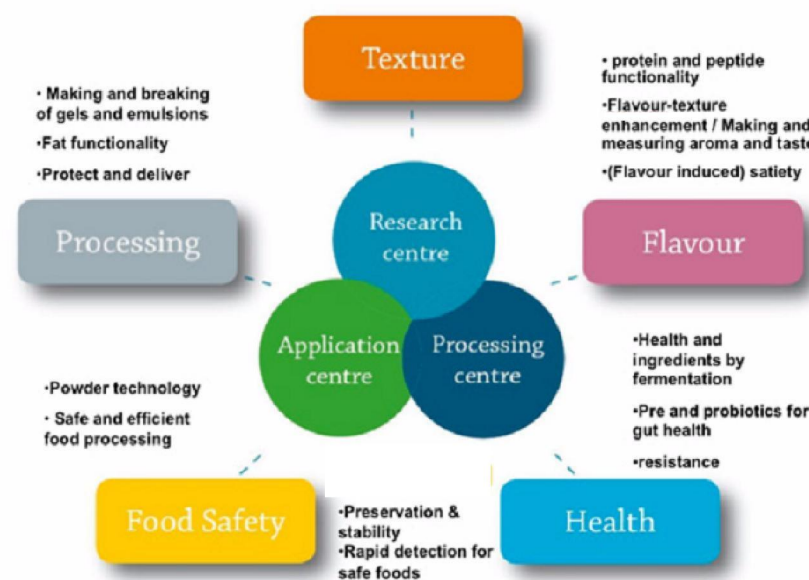
This labs serve multiple purposes:

- Supporting open innovation, e.g. Innocentive.
- Educating the public on all research, how it is done
- Support food manufacturers in developing and testing new products for commercialisation, specifically for the fast moving consumer goods market.
- Can be used for food scientists, food science students and Gastronomy Chefs.

The centre piece of this environment is a sculpture of a molecule, visible from some other floors and serves to anchor the entire environment. It monumentalizes science but also the connections between disciplines.

Stakeholders for all 3 areas

- (Food) scientists, experts in their field (Genetics, chemistry, packaging, recycling, etc.)
- Entrepreneurs
- Test subjects



10b. Food Innovation Lab | Convenient Food

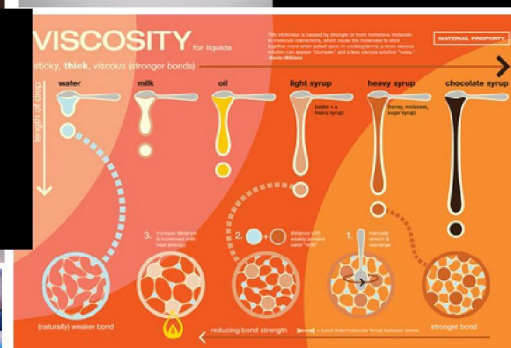
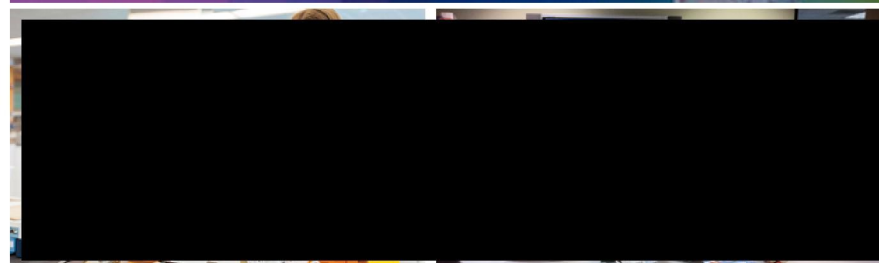


Area Activities: open innovation, on-site experimentation and on-site testing. The future of Food through:

- new ingredients creation,
- new ways of cooking creation,
- new ways of preserving food,
- creating new variations of fruit and vegetables,
- rethinking packaging,
- envisioning the future of synthetic food: programmable food using 3D printers, lab-grown meat, etc.

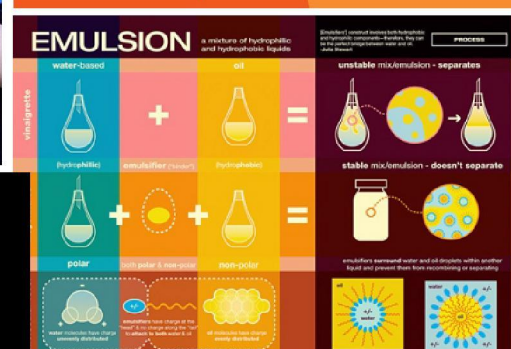
Related Trends/Issues

- **Food technology** – is the application of food science. Food science is the study of food makeup and processing. Food scientists and technologists help develop new ways or make improvements to preserve, package, process and formulate foods. Food technology is used in combination with nutrition, engineering and culinary arts to bring foods to market at restaurants and in grocery stores. Food manufacturing includes processing one food, or combining multiple ingredients into a new finished food. Food technology is used to develop new ways to process food in manufacturing processes. The processes may be required for efficiency in a food plant, or for a new food product that has never been processed in a large scale food manufacturing process before.
- **Food Preservation** – The use of food technology aids in finding new ways to preserve foods with new processes or new combinations of ingredients. The need is usually nutrition- or cost-based, although the need could be required because of a new food development, which has never been stored and preserved before. An example of newly-developed food preservation is high-pressure processing, where food is packaged, then exposed to high pressure that kills pathogens and organisms. Meats packaged this way hold up to five months longer than other non-frozen meat products, without any chemical additions.
- **Packaging and Storing Food** - Food technology is used in combination with engineering to find new ways to package and store all foods. The reason for the new packaging could be because the food is unique, needs to hold longer or under different conditions, or because a less expensive option is needed. An example of an innovative packaging is aseptic packaging. Aseptic packaging prevents the introduction of unwanted organisms into the package. Aseptic packaging is used to package shelf-stable milk in combination with a process called ultra pasteurization. These processes and packaging techniques extend the shelf life of milk up to six months.



Experience

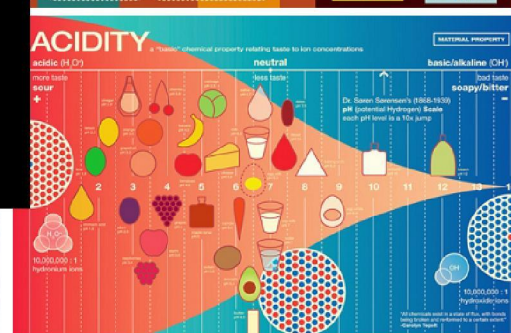
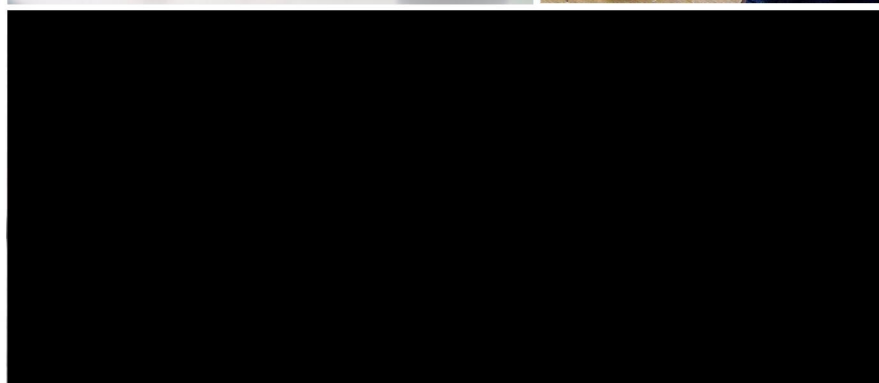
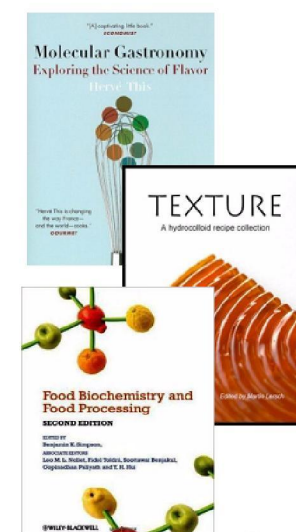
Visitors get here an easy to understand explanation by the expert Lab Scientist how new formulas are made and with which ingredients, what food additives are made for which purpose, or with which method food is produced or what is improved in aroma, flavor and texture. A good way to visualise a particular topic within food science is via info graphics, either in static or dynamic interactive form. Info graphics can be motivating to use with people of almost any age because of their attractive images and colours that grabs attention as well as that they offer interesting bits of information that is easily absorbed and are perfect for visual learners.



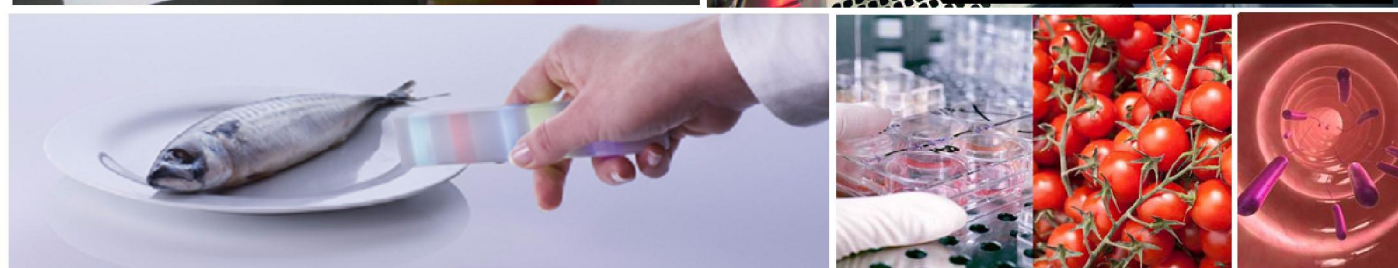
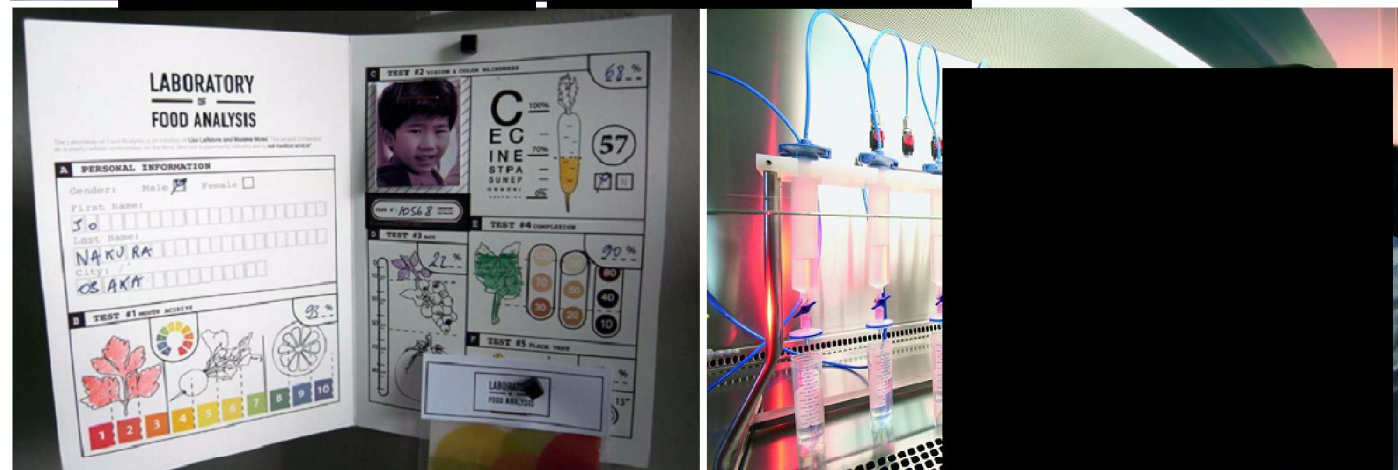
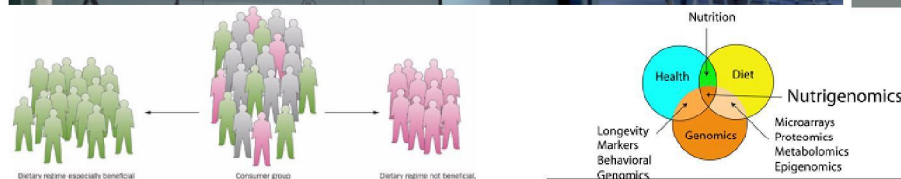
The lab(s) could also for *training workshops for science students*. Imagine asking students to create an info graphic on the current unit. Or to make an info graphic about the Mediterranean diet; they can think about illustrating the proportions of types of foods that are recommended in this diet. Or to select an info graphic and research the information displayed; they can search for the statistics to see if they are correct, and make a bibliography to support the information. They could work in small groups on different topics. Support of Graphic Designers/interaction designers can create the final looks and interactions.

Imagine your **Biology** class covering the lifecycle of organically raised chickens and eggs. In the context of the biological sciences, students could cover how industrially and organically raised chickens and eggs differ. For example, by investigating why egg yolks are yellow or orange, students could understand improved food production that results in healthier food consumption. The same concept can be applied to **Chemistry**. Imagine, deciphering the chemical process of naturally and industrially ripened fruits and vegetables. Students could study the constraints for the local food distribution chain, importation and exportation based on shelf-lives. In **Physics**, imagine using every day commercial and natural food products and experimenting with their physical food properties. Students could uncover why homemade cream whips into whipped cream naturally, versus why industrial versions include additives like gelatine.

Visitors could also participate in a distributed problem-solving method and production model. The problems are broadcast to an unknown group of solvers and an open call is given for solution. Users, known as the crowd, typically form into online communities, and the crowd submits solutions. The crowd then participates in sorting through the solutions, finding the best ones. These best solutions are then owned by the entity that broadcasted the problem, called the crowdsourcer, and the winning individuals in the crowd are usually rewarded.



10c. Food Innovation Lab | Functional/Personalized Food



Area Activities: open innovation, on-site experimentation, on-site testing, personal profiling.

- Topics:
- Food and safety, contamination
 - Food and disease prevention - What food items affect which disease conditions? Research into nutrigenomics, antioxidants
 - Standards of evidence for research into the linkages and making health claims to ensure that claims are evidence based.
 - Food profiling methods and systems - developing a system for signalling the health profile of products.
 - Social, cultural, and psychological relationships between food and health.

- Analysis of DNA in food and DNA in people to personalize food, nutrition, diet, supplements and label correctly. Nutrigenomics DNA analysis for - Personalized Nutritional Supplements for fighting aging and disease.

- Pow(d)ereye Macula degenerative (LMD) research
- Food and allergies
- Biotechnology for functional food.
- Gluten free food analysis
- DNA and food intolerance and allergies test.

Related Trends/Issues

- Health and safety – a major motivation for consumers when it comes to processed food. Previous food scandals, for example in China, have increased peoples concern and fear.
- Increase of lifestyle diseases such as obesity – Continual escalation of chronic health problems due to bad lifestyle attitudes and the societal and economic costs associated with them.
- Food can negatively impact health in many areas – For example, obesity is reaching epidemic proportions in North America and Ontario is not immune. Sixty percent of Ontarians are overweight or obese. The causes of food related health issues are much broader than simply the food products themselves. These determinants are not only biological in nature, but include social, cultural, and environmental dimensions, which operate at multiple levels across a person's life span. The topic is complex and draws on many disciplines, including consumer behavior, agriculture and food production, biotechnology, policy, nutrition, sociology and medicine.
- New technologies could lead to significant improvements in the ability of food to positively affect health– The opportunities for the agriculture and food industries to contribute positively to the health of society are considerable and increasing as the knowledge related to the potential health impacts of food grows. The process of creating healthy foods and their adoption by society involves many types of research and a variety of activities. Initial research must be translated into new food products. This can involve new extraction and processing technologies, new formulations and new packaging methods. Some food science innovation examples: a process to reduce Salmonella enteritidis on raw, shell eggs; Via determining the structure of a particular protein interaction information is retrieved that could lead to new cancer treatments. The United States Food and Drug administration recently approved Elelyso, the first drug to be grown in genetically modified plant cells. Produced in carrot cells, this drug helps to threat the symptoms of gaucher disease, a genetic disorder that causes bruising, anemia and low blood platelets.
- Healthy functional food ingredients offers the potential to improve the overall health of the population – There has recently been a great deal of new evidence on the benefits of certain foods, from fruits, vegetables and grains to coffee, fish, meats and even chocolate, used in moderation.
- There is a growing awareness among consumers and industry about the potential for food to impact health either negatively or positively– A survey gives the following results on how people are familiar with different functional foods for specific health concern, about 56 % Women absolutely identified that cranberries and the juice reduces urinary infections whereas just the 33% of people among men realize this fact. 55% of people of the old age know the advantage of soy with the heart's health while only 35% among the people of age 35 to 50 realize this. About 75% of women accept that the soy is useful in lowering the risks of any heart disease but only 53 percent of men know this. This is the reason that heart diseases are common among men. Again the women are much aware of connection of antioxidant-cancer. 40% women know the fact that calcium reduces risk of the disease called osteoporosis whereas the fewer amounts of men know it.
- The selling power of health – There is an assumption that there will be unique markets for health food products and that many of those markets will offer price premiums associated with new products identified as "healthy". Multinational food companies have recognized and are using the selling power of "health".
- Food coloring/sweetening debate and its connections with hyper activity of children.
- Nutrigenomics, personalised, customized diets, nutrition and supplements – There are some great diet, nutritional supplements out there, but not all of them are right for your body. DNA analysis could be the answer to really customize your diet to perfectly match you needs. Although we know that lifestyle plays an important role in your health so does genetics do. The science of nutrigenomics is transforming the field of health and wellness. New and exciting discoveries springing from the mapping of the human genome have helped to uncover the specific mechanisms that link genes, nutrition and health. With the discovery that each specific gene has nutritional requirements came the equally exciting discovery that common variants on genes can be treated with active ingredients and nutrients in order to regulate function.
- Correct healthy food labelling claims – Food labelling is becoming increasingly important with concerns about public health and food allergies. A similar food forensics project which took place in Dublin found that 25% of cod and haddock tested were labelled incorrectly, important in fisheries management and creating a potential health risk. Consumers need to know exactly what they are eating and they also like to make some choices based on health and ethical reasons, so it is important that food is labelled properly.
- Extensive and explorative DNA research to forecast future diseases for prevention.
- Pharmafoods upcoming offering – Pharma-foods, the intersection between food and pharmaceuticals, represent an area of growing opportunities. The mindset and human factor are critical to adopt best practices in both industries. Agile processes integrating "Intelligent Equipment" will result in a new system-landscape allowing a cross boundary dataflow from start-to-end.

Experience

Next to getting clear and understandable presentations and demonstrations about successful case studies by world renowned experts, visitors can also get a laboratory report on their individual food needs and allergies through using the latest DNA biotechnology analysis. A complete report is produced using just a few strands of hair or your saliva.

11. Branding & Packaging



11. Branding & Packaging



Interactive packaging and emballage, packaging history, Packaging purposes/functions, eco values etc.



Area Activities: Education, through interactive audio-visual content, (incl. augmented reality), events:

- Packaging innovations
- New packaging/prototype testing
- Commercial classics
- Design award event for best, most innovative, best eco design packaging
- Entertainment: Create you own sculpture of printed cans
- Product launches
- Brand events
- Campaign launch
- Youtube link
- Food Film Festival

Stakeholders

- Producers. For them, packaging must protect, help and inform consumers and present the product in an attractive way. For distributors, packaging must have a shape suited to the space available on a pallet, in a container, or in a truck. For retailers, packaging must enable them to put products on the shelves quickly and functionally.
- Consumers. For them, packaging should make handling, transport, use and identification of products as easy as possible.

Related Trends/Issues

- Sustainability – what impact does sustainability have on packaging?
- Viral marketing increases in brand awareness – buzzwords referring to marketing techniques that use pre-existing social networks and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses or by making use of augmented reality in combination with social media.
- Millennials Judge Food by Its Cover - Hip eco-friendly packaging as well as unique flavors and textures enhances the appeal of food products for Millennials shopping the centre of the store. Food companies are realizing that time-tested package designs like cans, jars and bottles in many ways do not jive with the Millennial lifestyle and this generation's unique attitudes towards food, health, and the environment.
- Nextopiaia – the need of people to experience / posses something new.
- Millennials Want More Facts About Their Food - Millennials are especially interested in the story behind their food and looking to learn more about what's in it and how it's made: 8 in 10 said they like "behind the scenes" commercials for foods they consume, they want to know more about how their food is produced, and they think brands don't disclose enough about their food products. Gen Xers are somewhat less interested, while Boomers lag the Millennials by about 15 points on each question.
- The industry needs effective packaging systems to preserve the food safely during distribution and storage while maintaining the food quality, along with increasing demands of the consumer for fresher, safer food – (as well as minimally processed, more convenient). The need of innovative and safety modern by the combination of natural antimicrobial (active) and intelligent functions in packaging as a way to increase fresh products shelf life and to develop safety assessment methodologies.
- Global packaging production, estimated to be worth \$670 billion in 2010, is anticipated to represent \$820 billion by 2016 – According to the latest market research conducted by Smithers Pira (formerly Pira International). The industry's growth trend is said to stem largely from urbanisation, investment in construction, the development of the health sector, and the expansion experienced by emerging and transitional economies
- Packaging helps to avoid spoilage and the useless production of food products – There are many who think that packaging is unnecessary and represents an important source of environmental nuisance. However, by conserving food and protecting it, packaging helps to avoid spoilage and the useless production of food products, which are in fact responsible for 95% of CO2 emissions as opposed to 5% for packaging.



Experience

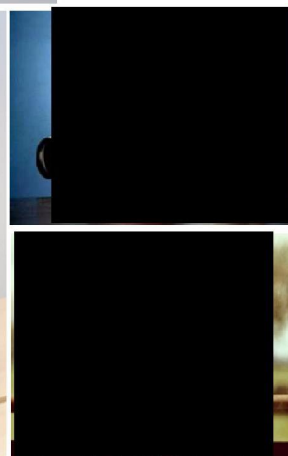
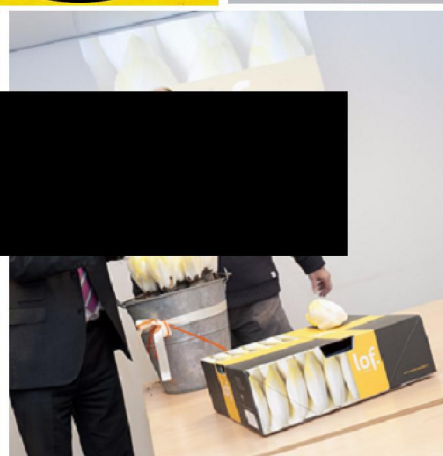
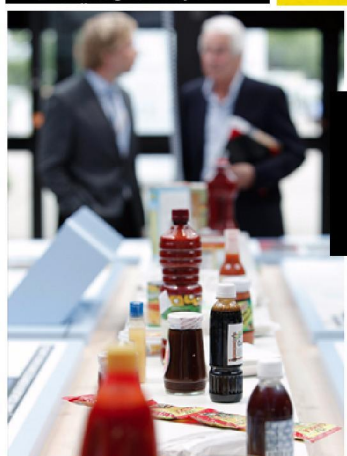
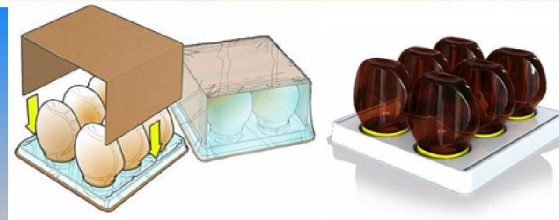
The Branding & Packaging area consist of three distinct zones:

1.A zone for visitors to view television commercials and leave their vote.

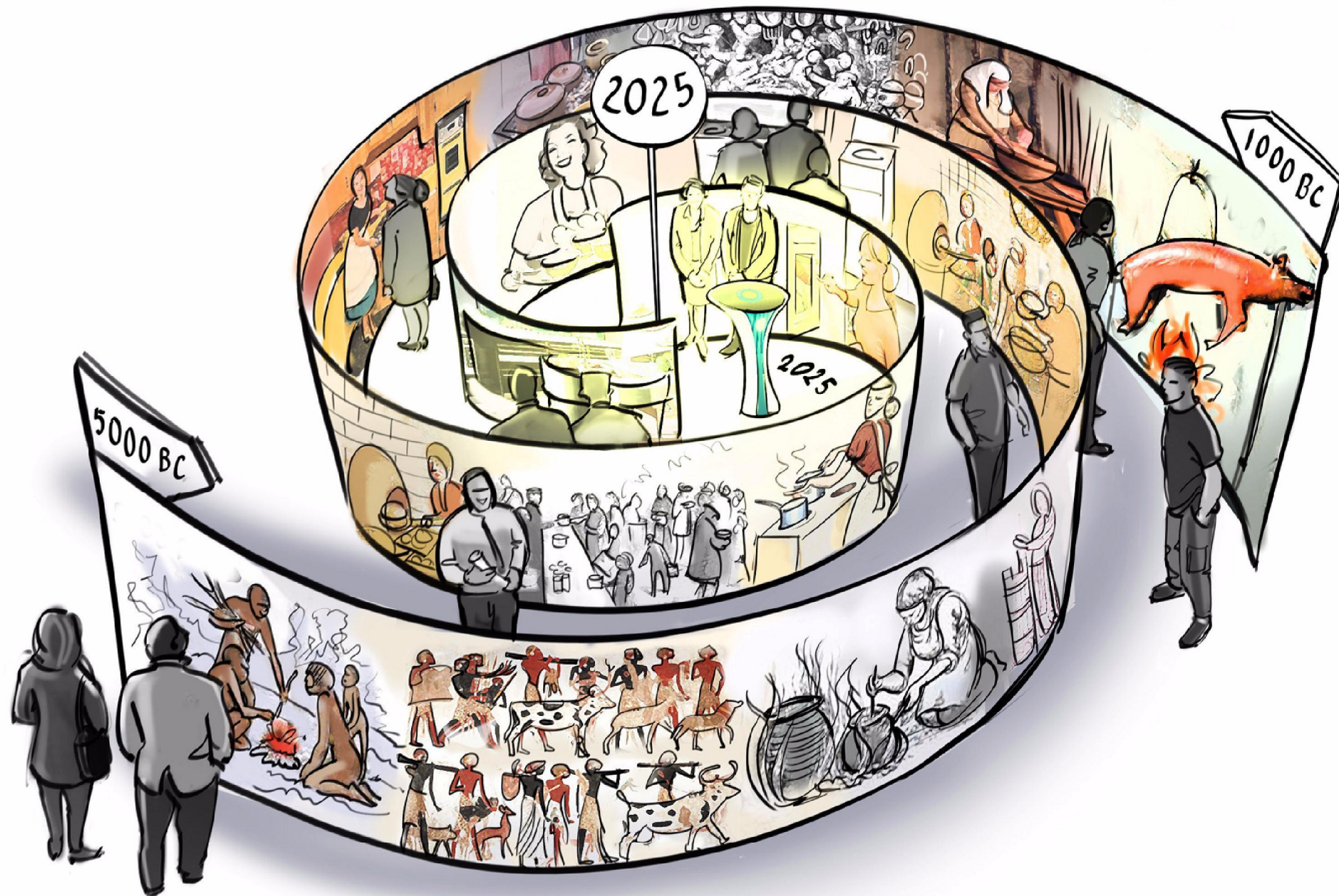
2.An interactive zone where are visualized and displayed the newest innovative packaging solutions and printed advertisements; this zone also informs about how packaging is designed, how it is made, for which purpose, and what are their eco values. Are also displayed packaging form nature; mimicry packaging that have their inspirations form nature; the history of packaging as well as past memorable nostalgic advertisements; packaging and brand logos; all to show the historical evolution and change. There can be also thematic exhibitions like for instance 'best sustainable eco packaging'. From recyclable vs. recycled, biodegradable vs. renewable materials, less material vs. space minimization, ink reduction vs. natural inks, refill vs. reuse and of course Cradle-to-Cradle, the exhibition can demonstrate a diversity of solutions utilized in the design of sustainable packaging, including ideas from (design) students or consumers.

For the television commercials and new innovative packaging solutions there can be award winning events held. In a departure from conventional advertising awards, the food Ad or packaging of the Year winner will be chosen by the general public. While a judging panel of marketing experts will create the shortlist of the most creative and innovative ads from the entries received, the WFC site with nominated proposals will be also linked to YouTube for the television ads and viewers themselves will choose the outright winner.

3.An art zone exhibiting related art pieces, e.g. walls made of food cans – 'sculptures' based on the color of each can to produce whimsical images from pop-culture and everyday items.



12. Food Transformations



- Is it something **only your great grandma recognizes?** – Many people wonder exactly what qualifies as a whole food and what does not. They are so used to seeing processed food in the grocery store that they begin to question what actually counts as a whole food. Is pasta a whole food? Is canned fruit? How about frozen vegetables? Does the food you are considering look like it is in its natural form? Also our children lack food knowledge that is normally passed on from generation to generation.
- **Appearance, texture, predictable taste and mild taste in processed food** – No parent can create foods of multi-colors, shaped like animals or stars. Children are very drawn to appearances. Children have an instinct to avoid foods that have an unusual texture. Kids get used to the uniform crunchy, chewy, or creamy textures that factories can create so well that they no longer like the complex and variable textures of a real meal. Processed food tastes the same each time you eat it. Your child gets used to the uniformity and starts to find the variation in natural foods like peaches or apples disgusting. In prehistoric times, if a food tasted different from usual, it usually meant it had gone bad. Children won't go back to eating home-cooked meals, with its natural variability in taste. Processed food has very little taste. Manufacturers rely on the salty, sugary, fatty tastes to get your child addicted to their food. Processed foods have little real flavors, compared to the strong taste of real foods like oranges, spinach, or cauliflower. This means that children can eat the food over and over again and not get tired of it.
- **Millennials Want More Facts About Their Food** - Millennials are especially interested in the story behind their food and looking to learn more about what's in it and how it's made: 8 in 10 said they like "behind the scenes" commercials for foods they consume, they want to know more about how their food is produced, and they think brands don't disclose enough about their food products. Gen Xers are somewhat less interested, while Boomers lag the Millennials by about 15 points on each question.
- **People Like the Food They Grow Up With!**
- **Convenience and low prices** – Frozen fish sticks, neatly oblong in shape and uniform in size, are almost as much a product of the factory as of the fisherman's net. But a great many consumers seem to like their fish in sticks without bones, and their appreciation of this rather new form of sea food helped raise the per capita consumption of fish in the United States in 1954 alone from 10.8 to 11.1 pounds per year, that's 3.41 ounces per American per week!
- **Luddites** – Some people are guilty of romanticizing the past "when we all had time to cook" or "when we didn't have all these internet distractions." It's good to get a reality check sometimes and realize that in many ways, we are much better off now with our industrialized food than we were "back then." It's just an evolution of the processes in our lives, and while the core messages of the Slow Food movement may be applauded, it's actually counterproductive to automatically malign certain technological advances that have given us fast food and mass production. Were we able to turn back the clock, as they urge, most of us would be toiling all day in the fields or the kitchen; many of us would be starving.
- **Foodie elitists** – It's pretty easy to consider those who have the means to shell out money for good organic food a foodie, and worse a foodie elitist. Let's reframe that. These foodies are leading the way, showing how things can be if we stop buying processed food, start eating real food again.
- **Ethos** - What we need is an ethos that comes to terms with contemporary, industrialized food, not one that dismisses it; an ethos that opens choices for everyone, not one that closes them for many so that a few may enjoy their labor, and an ethos that does not prejudice, but decides case by case when natural is preferable to processed, fresh to preserved, old to new, slow to fast, artisanal to industrial. Such an ethos, and not a timorous Luddism, is what will impel us to create the matchless modern cuisines appropriate to our time.





12b. Food Transformation



Area Activities: getting aware of what is normally kept 'hidden behind the scene' about livestock

- Seeing in one clear overview that all parts of the animals are used in food products.
- Learning about what kind of meat products comes from what part of the animal.
- Indirectly being confronted with an 'unknown' reality.



Stakeholders

- Livestock farmers
- Unilever (Unox)
- Content providers
- Visitors: especially those (including children) who have not grown up in, or near, farms, and therefore not used.

Experience

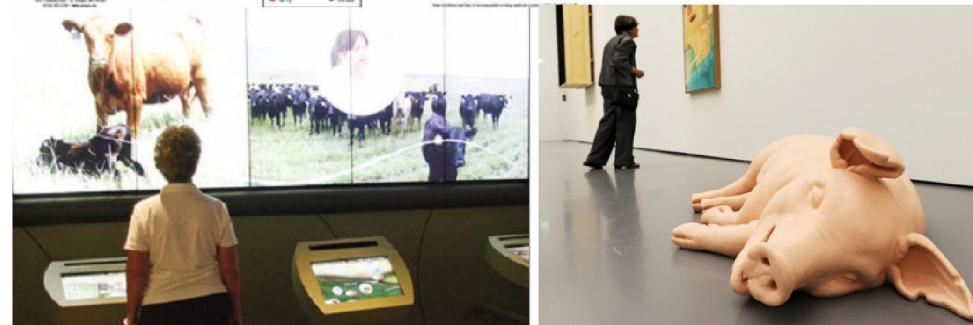
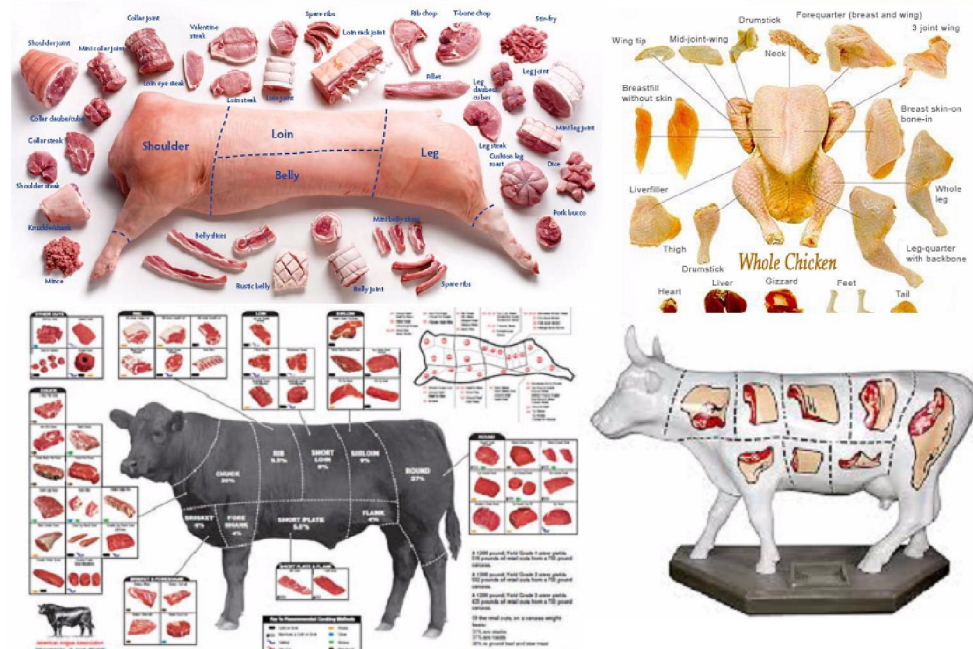
This is the reality of eating meat: The animal has to be killed and butchered. This is no longer something we all grow up and got familiar with anymore like our ancestors did in the past. Therefore the confrontation is more and more becoming a distant issue. We no longer want to know because the confrontation becomes too abrupt in our lives. People no longer can look at it, people can't face the reality of where their meat come from and what it went through to get to their plate.

However meat can be a fascinating object. Butchery is a trade that demands a clearly defined technique and skills to move forward with as little waste as possible. While bones and flesh might appear to be the same in most animals we eat, the reality is that each animal demands unique understandings of its anatomy features and what cuts a client will buy.

A movie and an interactive wall puzzle will make visitors aware of which meat pieces and shapes comes from which parts of the cow, pork and chicken.

Related Trends/Issues

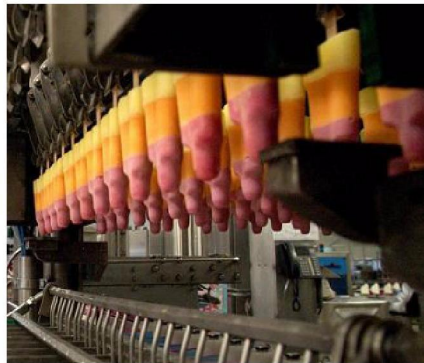
- Intensive farming, industrial animal agriculture or factory farming – is a system of raising animals using intensive 'production line' methods that maximize the amount of meat produced, while minimizing costs. Industrial animal agriculture is characterized by high stocking densities and close confinement, forced growth rates, high mechanization and low labor requirements. In addition to condoning institutionalized animal cruelty, factory farming also causes massive environmental destruction, poses serious risks to human health and contributes to rising poverty levels
- Zoonotic infectious diseases – are infections caused by parasites, bacteria, or viruses that are passed from animals to humans through contact with an animal's faeces or urine, either through the mouth or by breathing in dust from dried faeces, from eating the meat of an infected animal, from the bite or scratch of an infected animal. We've seen an unprecedented rise in infectious diseases in recent decades, 75 percent of which are "zoonotic," meaning they come from animals. About 300 new animal-to-human diseases have emerged in the last 60 years. The recent ones are the well known Mad Cow disease (BSE) that caused Creutzfeldt-Jakob disease, Avian flu from viruses in chicken, Swine flu from pigs, salmonella from undercooked chicken or bacteria in eggs etc.
- Animal farming generates greenhouse gas emissions – Intensive animal agriculture is more devastating to the natural environment than any other human activity. According to a report published by the United Nations Food and Agriculture Organization, animal agriculture generates more greenhouse gas emissions than all transportation vehicles combined.
- In traditional farming, animals such as pigs, chickens and cows live in much smaller groups than they do on factory farms. They have space to move around, and are able to express their natural behaviors.
- Broiler chicken (Plokip) – chickens bred to grow faster (3-40 days) than their bones and heart can cope with. Resulting in too early death or bone pain.
- Transport deaths – A Piglets of 25 kg has only 0,15 m² space available in a truck. 60.000 Piglets are dying per year due to exhaustion, wounds or illness. 10% of pigs are getting MRSA bacteria inside transportation trucks. At the slaughter houses 60% of the pigs are carrying this bacteria with them.
- Water inflated chicken meat in the Netherlands.
- Consumer interest in free-range and organic animal farming is growing.
- More vegetarian – Health scares relating to eating infected, the harm to the environment and animal cruelty has convinced a lot of people to become vegetarian or vegan. Vegetarianism has followed a steady upwards curve over the past decade. A 2002 Data monitor report estimated that there are around 12 million vegetarians across Europe," and around 12 million in US
- Industrial feeding – When animals are fed conventional (or industrial) feed, which can include animal products, antibiotics, and other unnatural substances such as chewing gum and chicken manure, their health is put in jeopardy. And when an animal is unhealthy, the meat and other products made from it will also be less healthy. Some of the unwholesome products that can be found in farm animal feed are meat from animals of other or the same species, meat from diseased animals, bits of feathers, hair, skin, hooves, blood, manure and other animal waste, plastics, antibiotics and unhealthy amounts of grain. Roughly 25,000 square kilometres or 6 million acres of the Amazon rainforest is cut down every year for grazing cattle and to grow soybeans that are used for animal feed. Soybean meal and shelled corn are the most common plant proteins and grains fed to dairy cows. They are also some of the most genetically engineered crops in America, with 85% of all soybeans and 40% of all corn coming from genetically engineered sources. The milk from pasture-raised dairy cows has 5 times more CLA than milk from conventional dairy cows.
- Sustainable Farm Animal Breeding & Reproduction – livestock farming demands for high welfare production systems, the maintenance of landscapes in the face and fear of outbreaks, of animal disease and of increasing international competition, threaten the European model of agriculture and need to look at it as a whole.
- Consumers perception lags behind the reality in terms of the health benefits of red meat – Lean red meat can help play an important role in maintaining a healthy weight. It has a high protein content so it fills you up for longer, meaning you're less likely to snack on fatty and sugary foods in between meals. Contrary to popular opinion, around half the fat in lean meat is 'heart healthy' mono-unsaturated fat, which is known to protect against coronary heart disease. Red meat is also a rich source of iron. With iron deficiency. Johanna Hignett, a nutritionist from London, agreed. "Red meat has a high nutrient density, meaning it contains a large number of nutrients in a relatively small amount of food. It's one of the best sources of iron in the diet, essential for healthy blood. Not enough people are aware of all the great things red meat offers – vitamins, minerals, protein, low fat content and more.
- The future? Researchers are adapting tissue engineering techniques to grow edible meat in vitro.



13. Food for Fun



13. Food for Fun



Area Activities : Edutainment and Co-creation

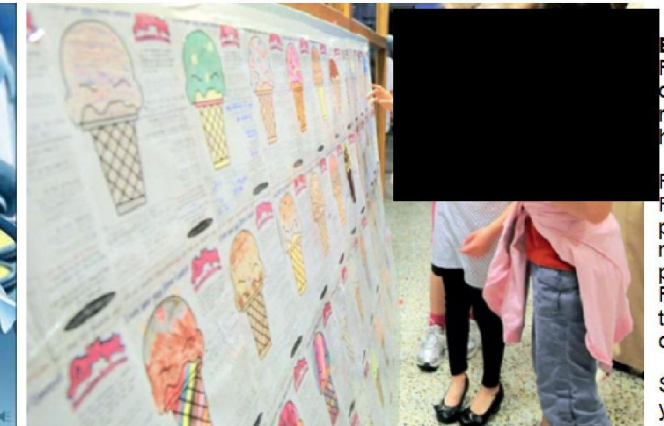
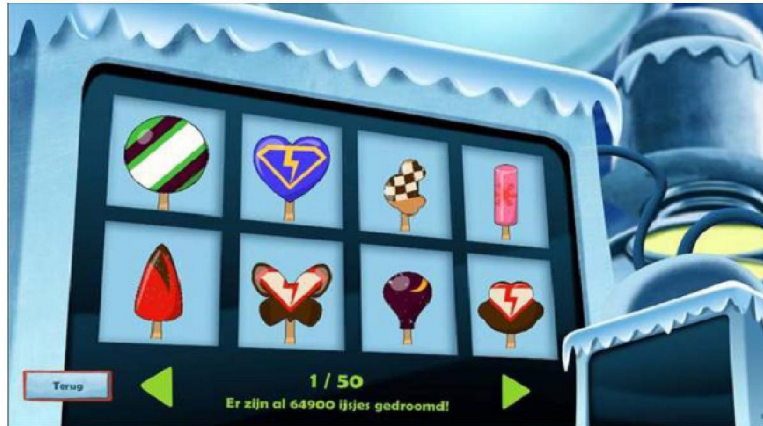
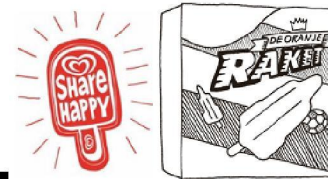
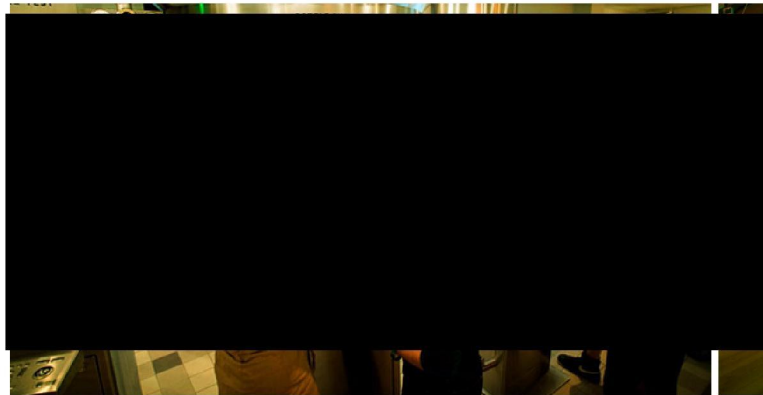
- Learning about the process of a 'Rocket' ice pop... via a joyride!
- Create your own ice-cream, learn how to use healthy yet tasty ingredients (dairy-free, gluten-free, soy-free)!

Stakeholders

- Visitors: especially (families with) children
- Food manufacturers

Related Trends/Issues

- Co-creation, participation, collaboration – Businesses in today's economy have to continuously reinvent themselves in order to adapt to increasingly complex and dynamic market realities. Standardisation makes it difficult for companies to differentiate themselves from competitors. Markets are more fragmented than they used to be; and consumers have unprecedented access to information and networks. At the same time technologies have created new modes of production and innovation that enable and encourage greater degrees of participation and collaboration. The aim of co-creation is to enhance organisational knowledge processes by involving the customer in the creation of meaning and value.
- Consumers are demanding greater levels of personalisation in their consumption experience – Consumers placing businesses under increasing pressure to co-create value with them. This is reinforced by consumers seeking and accessing information online, across geographic boundaries providing unsolicited feedback to companies engaging in thematic consumer communities, including those fostering consumer word-of-mouth. Experimenting or co-creating with other consumers to find their own solutions to problems.
- From indulgence/comfort food to healthy functional food creation – Ice cream isn't known for its health benefits and it's considered more of an indulgence and comfort food than a functional one. And it also seems like it would be hard to improve on. But a team of US researchers is developing a way to make ice cream not only tastier, but healthier and more satisfying. By adding nutrients such as fibre, antioxidants and probiotics (beneficial bacteria), certain types of ice cream could soon become functional foods, according to University of Missouri (MU) researchers. Some of the nutrients that could be added include probiotics and fibre intended to promote digestive health. Probiotics are known to fight inflammation that starts in the small intestine and that can lead to a number of digestive diseases. Researchers are also considering adding the acai berry and cast-off grapes from wine manufacturing because of their beneficial antioxidant properties. However if you have learned about general healthy eating habits you should ones in a while as the exception in the rule allow to indulge yourself giving ourselves a treat. "The popsicle is the new cupcake. I could see the Food Network someday soon doing 'Popsicle Wars' instead of 'Cupcake Wars,'" said Issa Ostrander, from the trendy Mompops company.



Experience

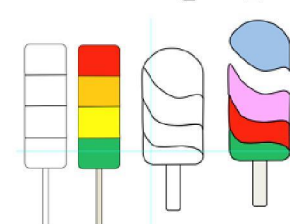
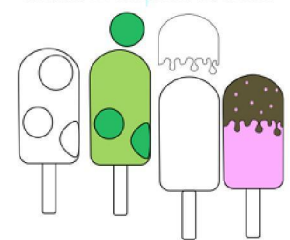
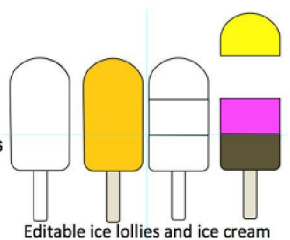
Food is the gift we give ourselves. Food is also the friend who never disappoints or ditches us. Psychologists call comfort food a "social surrogate", in other words, not quite replacing real companions but reminding us of them. However we can make them also healthy dairy-free, gluten-free, soy-free.

Follow the making of the famous rocket ice-cream that everybody is familiar with via the Rocket ice Ride. The rocket popsicle with the taste of raspberry, orange juice and pineapple has carried us all through very hot summers. Each year there are around 35 million rockets sold and is the most sold popsicle in the Netherlands. Recently this famous popsicle celebrated its 60 years anniversary. It was launched in the market in 1962. The Russian cosmonaut Joeri Gagarin made his first round around the earth. Everything in that time was about satellites and rockets. So it is not a coincidence that a popsicle was developed in the shape of a rocket.

Seated on a moving platform, you follow the production route of a rocket popsicle in fact you become one yourself and experience everything a rocket popsicle is experiencing during its production process. Watch out a wooden stick is approaching you from above! This is experienced with 3D movie with 3D spectacles. You smell the fragrance of the ingredients and feel the cold of the freezing, enjoy your making off...

Create your own ice creation with the taste you like and in the shape you desire. Quickly make striped pops, yogurt pops or flavored core pops. You can also think of a very healthy one with only vegetables and fruits, or a dairy-free, gluten-free, soy-free ice-cream. Popsicle taste are becoming very trend sensitive. We were once very satisfied with the choice between vanilla strawberries, chocolate and pistachio, but the last time there are popsicles available with more creative tastes. Not a common orange ice-cream but blood-orange, no common yogurt ice-cream but a goat yogurt ice-cream. Or what about the trend of savory tastes like ice from tomato or cheese? You can also enter the special event competition such as 'Create a Halloween Popsicle', up to you!

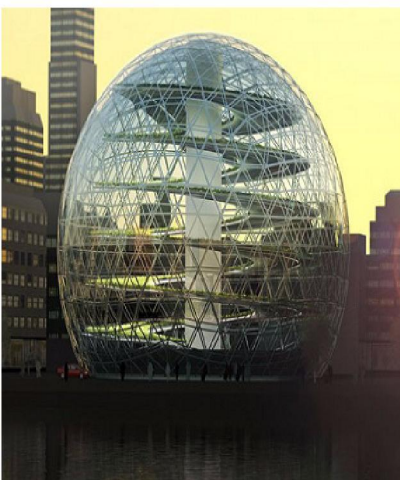
And last but not least enjoy the taste of the real ice-cream at the end or taste the ice-cream creation of other people and give a rating for their taste.



14. Sustainable Farming



14 Sustainable Farming



Area activities : getting inspired by learning from the experts, and by observing real farming

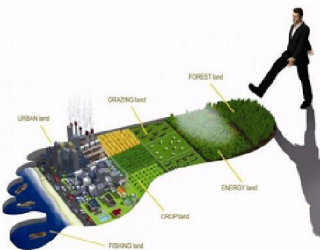
- Farming demonstrations:
 - Vegetables and fruits (in the building)
 - Fishes (in the building)
 - Cows (outside the building)
- Harvest events
- Education: What do we eat from which plant? What are the seasons of growing particular vegetables? Etc.
- Retail of vegetables grown at the WFC.

Stakeholders

- Leading growers
- Leading gardeners
- Foodies
- Restaurant chefs & crew
- Schools

Related Trends/Issues

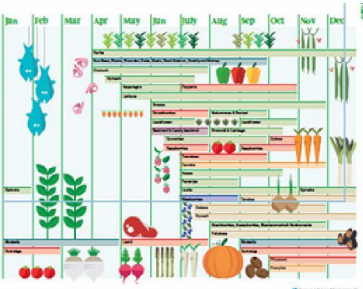
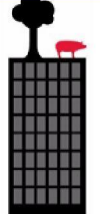
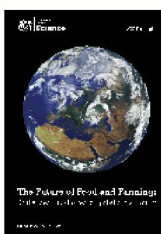
- The most dangerous, definite and damaging impact of global warming and climate change is on agriculture and our food security – Food production will go in decline in most regions by 2050. the current climate change policy of allowing the global temperature to rise by 2°C will result in over 30% loss of maize production in the US and Africa by 2040.
- Agriculture is one of the greatest reasons for declines in global biodiversity (Donald 2004, Green et al. 2005)
- Agriculture is the major engine of economic growth in a majority of developing countries – For instance low income developing countries have a high share of agriculture in gross domestic product.
- Loss of agriculture land and growth possibility – Pressure due to the privatisation of water and due to the so-called land grabbing projects in Africa and Latin America, mass purchase of ground for industry or growing countries.
- According to the UN Food and Agriculture Organisation's forecasts, world food production must increase by 70 percent by 2050 in order to feed a human population
- Urbanization - currently 50% of the world's population lives in cities. The global proportion of urban population will rise to 60% (4.9 billion) by 2030. Already by 2015.
- Pathogens and raw food – Certainly, one of the key issues that must be addressed when talking about raw food diets is that of pathogens. We are still witnessing the fallout from the latest salmonella scare involving raw peanuts and peanut butter. And who can forget the rapid fire organic spinach, carrot juice, and lettuce scares of 2006?
- GMO seeds –
- Sustainable Farming – A return to traditional farming and combination with new innovative and ecologic farming techniques, new farming practices like organic agriculture and permaculture and a move away from monoculture production systems. A growing number of sustainable farmers are preserving agricultural variety (biodiversity) by raising "heritage" and heirloom" animal breeds, fruits, and vegetables. Return of the forgotten vegetables and fruits that have disappeared out of our daily diet. Often these type of vegetables are not affected by gen technology
- Urban agriculture contributes to food security and food safety – Urban agriculture is the practice of cultivating, processing, and distributing food in or around a village, town, or city and contributes to food security and safety. This is done in two ways: first, it increases the amount of food available to people living in cities, and second, it allows fresh vegetables, fruits, and meat products to be made available to urban consumers. Furthermore It decreases food deserts and promotes energy-saving local food production.
- Urban space scarcity leads to vertical, roof, and indoor ways to farm – Space is a scarce in cities and is expensive and difficult to secure, therefore you will see also more vertical, roof, and indoor ways to farm.
- Energy saving solutions – Upcoming innovations such as aeroponics, aquaponic and LED lighting will save energy and water consumption.
- Rising demand for organic food – People are looking for high quality food that has been locally produced using authentic natural processes with no artificial ingredients.
- The need for job satisfaction and support in traditional farming – many suicides, and multiple jobs, enormous investment cost for seeds, fertilizers, equipment and pesticides. Loss of independence, loss of community
- Bio fuels increases the demand for food products (corn/grains)
- It takes 6 tons of grain and hay and at least 18 months to turn a steer into beef



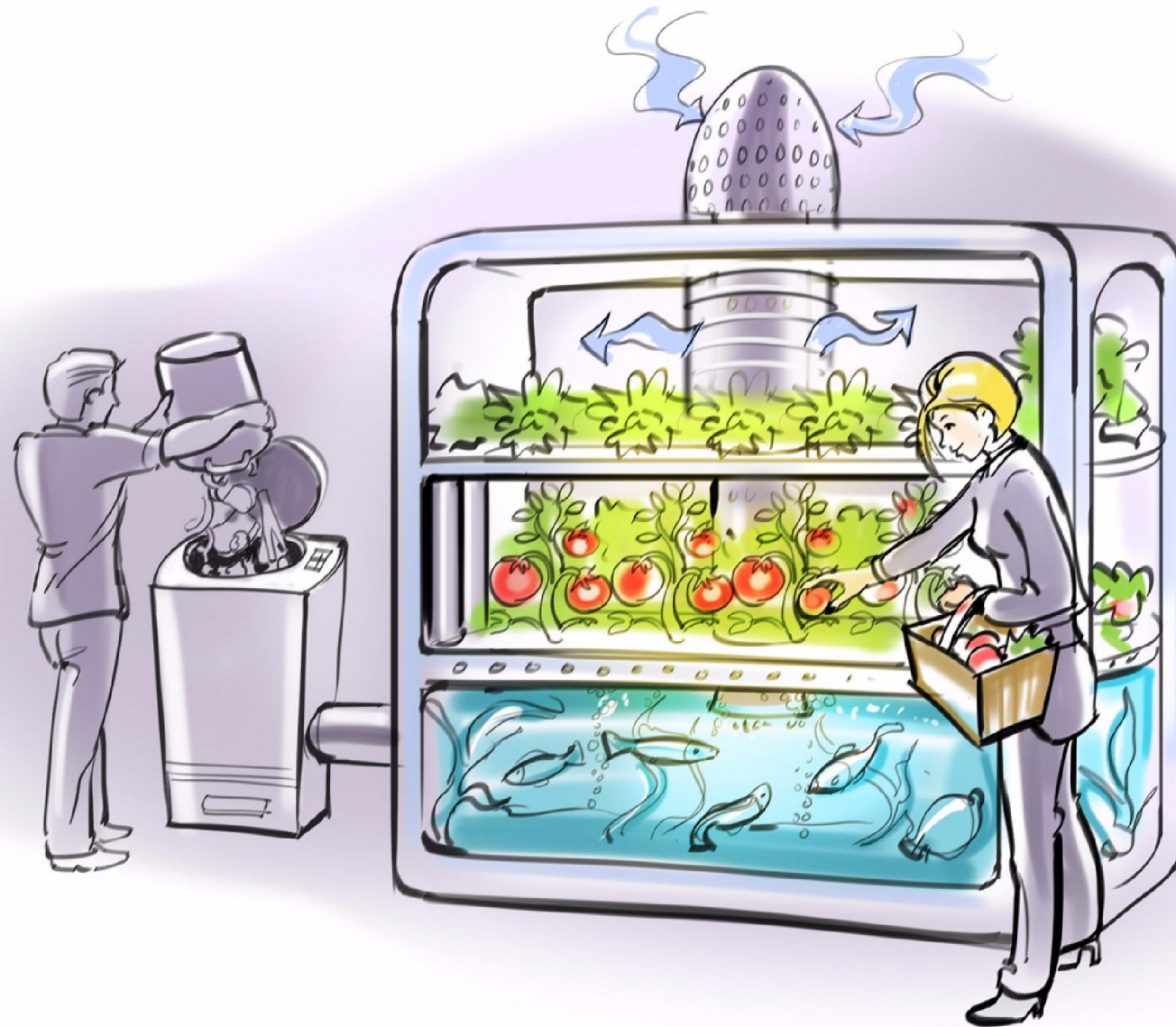
Experience

We imagine that inside the WFC can be grown any vegetables, fruit trees and flowers traditionally growing soil, by using the new techniques like aeroponics and aquaponics. There will be large circles of horizontal farming as well as vertical solutions and hanging solutions. The idea is that all techniques are here demonstrated to show the differences and all possibilities. Of course we need possibly additional LED horticulture lighting systems when we do not have enough light. In this area visitors will also enjoy fish farming tanks and mussel tanks. Further traditional farming will take place outside, around, the WFC, as well as animal farms (Hard to imagine to bring live stock into the WFC...) The focus inside the WFC should be on the most innovative and sustainable ways to do food farming, in combination with traditional techniques that will bring back sustainable food farming qualities.

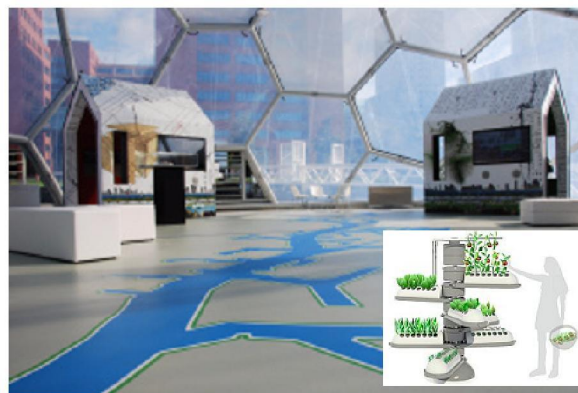
World-class growers and gardeners are explaining how they seed, grow and harvest, and in what seasons, as well that they are giving GIY (Grow It Yourself) master classes and tips. Talk topics include seed sowing, organic growing, dealing with pests and diseases, composting, permaculture, seed saving and biodynamic. Also schools and restaurants can learn and being stimulated here about the practicalities of setting up a garden and its benefits, and networks of community gardens and allotments will share skills. All information can also be found online as well that this zone includes also augmented reality information for smart phones. When it is harvest time for a specific vegetable, this vegetable can be used to create an dedicated event around, including cooking sessions in the cooking zone.



15. Autonomous Living



15. Autonomous Living



Area Activities : 15min of fame: design competitions, portfolio display, crowd-sourced innovation platform for co-creation. Topics:

- How to compost your food waste for gardening.
- How to cook with solar energy, and build your own solar kitchen. (e.g. The Lapin Kulta Solar Kitchen Restaurant rethinks our perception of the kitchen, of cooking, of food, of drink and all of these in relation to nature. The Lapin Kulta Solar Kitchen Restaurant invites you to relax and enjoy in a new way.
- Beekeeping
- How to create you own window farm and how does it work.
- Student or open innovation thematic competitions and presentation: e.g. "Is it possible to live a healthy lifestyle with only \$7.50 a day for food?"

Stakeholders

- Students:
- Design,
- Technology
- Science
- Green enthusiasts
- Anyone with relevant

Experience

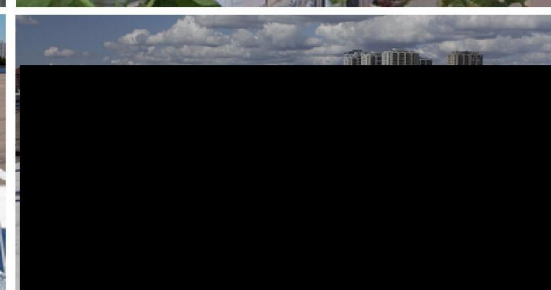
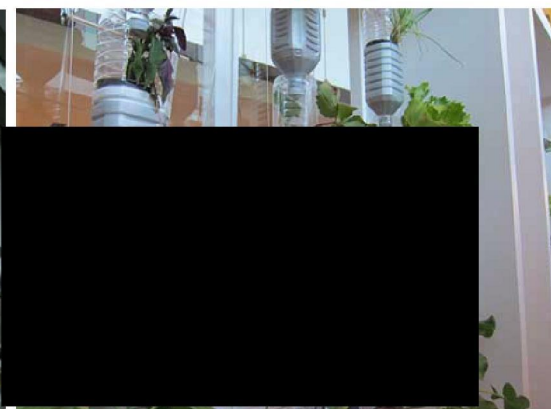
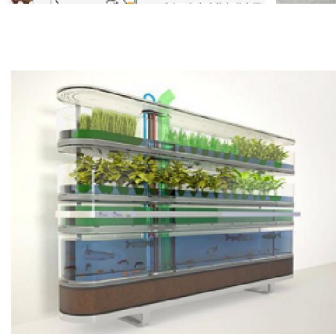
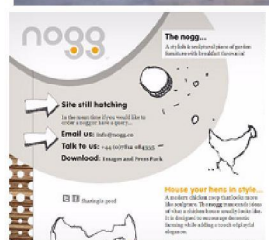
In this space, in a residential setting, people can display their ideas on self reliance, whether about food farming, energy saving off-grid cooking solutions, food composting solutions, etc. Here people, school children, students, designers, can have their moment of fame and reveal their ideas on how to become more independent and eco friendly. Every year there are some concepts chosen that are winners of the WFC DIY award.

Related Trends/Issues

- The way the food chain currently operates has implications for our health, community, the environment, the economy and jobs – Go to your local supermarket and chances are that what you will see on the shelves are imports of highly-processed, unseasonal produce - broccoli from Kenya, mange tout from Senegal, carrots from Guatemala and so on.
- A rise in DIY culture and a shift towards sustainable living – A combination of factors including a loss of faith and growing distrust in globalised food manufacturing, concerns about chemicals, additives and genetic manipulated food and rising food cost has caused the rise in DIY culture and a shift towards sustainable living. This has led to the emergence of home-farming kits that are manageable for the masses. Niche online communities have emerged around the home-farming movement to support those keen to generate their own produce. E.g. the community of window farmers has grown to more than 13,000 members around the world.
- Autonomy: the need to be self-sufficient, self-reliant – Food supply chain is wasteful and expensive. Excessive food demand and shortage, an exploitation of limited production resources and increasing food waste is driving a growing interest in practical ways to self-reliant food supplies. In the very past our cultures were all self-reliant. During the 1960s and 1970s there was a back-to-nature movement of people trying to be self-sufficient, often in the form of a commune (which is rather easier than trying to be self-sufficient at the level of the household or the individual). The appeal of self-sufficiency never disappears, though. Just recently, as a response to environmental degradation and soaring prices for food and fuel, self-sufficiency is once again showing up, under names like urban (or suburban) homesteading. More and more people are turning their lawns into gardens, getting a few chickens (even a goat) and producing a large fraction of their own food.
- Conscious green eco consumer – People are becoming more conscious about the impact their lifestyle has on the global footprint. Next to that people have a distrust in food in terms of health and safety. By growing their own vegetables and fruit they know where their food is coming from. And third, people are more and more concerned about the city space being a area where green is disappearing.
- Crisis: becoming more conscious on spending pattern
- Rising food cost are influencing kitchen storage solutions – as consumers buy in bulk and invest in ways to preserve produce and reduce waste e.g. Space savvy fridge freezers, professional-style chill blasters and vacuum-sealing equipment. www.stylus.com
- Gaining knowledgeable again about how to grow ingredients
- Collaborative Consumption – Renting, sharing and exchanging has never been as collaborative as it is today. Every day, new initiatives are springing up that are aimed at connecting community members and helping them consume in a way that benefits the community as a whole, as well as each individual person. Joint consumption efforts augment the way consumers interact with one another and contribute to the creation of a better, more collaborative and caring society. (co-housing, carpooling etc)
- Loss of preservation knowledge – We have learned to hand over the responsibility of taking care of food preservation to the technology, the refrigerator. We don't observe food anymore and we don't understand how to treat it.
- Food waste – Belgians throw away 15 kg of food per person per year. Why such waste? More and more people live alone, while in households, people increasingly have different lifestyles and live according to a different rhythm, making it difficult to plan purchase. This translates into excess food left over. Our culture no longer stimulates us to use these left-overs. We have become much more demanding, we lack space, we do not take the time, and sometimes we interpret the use-by date in the wrong way.
- More interest in keeping bees at home – an increase in people who like to have keep bees on their roofs and balconies to support the population of bees that is declining.
- Guerrilla gardening – hacking spaces in an urban environment that are not used for growing food.
- Domestic locavores grow it, raise it, pick it, eat it – From backyard beehives, chicken coops and heirloom veggie gardens to home brewing and at home canning, hyper-local will come home



Grow Food Year Round With Hydroponics

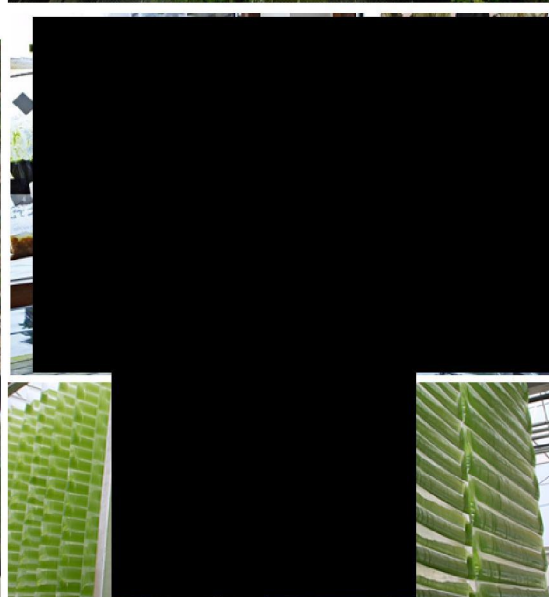
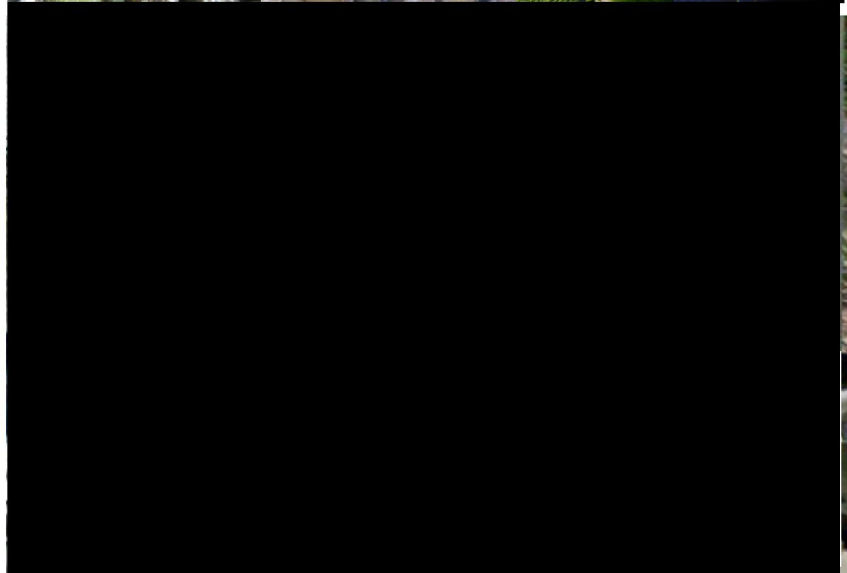


16. Natural Resources





16. Natural Resources



Area Activities:
Getting inspired , walking through a real sky garden

- Botanic spectacle
- Variety of recreated climatic conditions
- Rich diversity of plants from the four corners of the globe
- Not only Flora, but also limited Fauna.

And along the way getting informed by enhanced reality about:

- The value of a rich eco-system
- The depleting world resources
- Biodiversity, and its expected decline
- Climate change, desertification, large scale pollution

Related Trends/Issues

- **Climate change, desertification, large-scale pollution, derorestation, artificialization and degradation of soil, extinction of species, a decline in genetic diversity, the homogenisation of flora and fauna, overexploitation of natural resources etc.** – Data suggests that there will be a reduction in biodiversity and severe impacts on much of what we depend on to sustain our quality of life, including, for example, fisheries, agriculture, forest products and clean water. This could happen within just a few generations. Depleting world resources. We are using up the world's resources at a rate that can never be sustained. The global population will increase from 7 billion to 9.3 billion in 2050, while the resources we will then require have to increase by 300%.
- **Depleting of earth natural resources** – We are damaging and over-consuming the planet's natural capital, on which we all depend for survival. We are depleting resources that were created by nature over billions of years. We are currently using, on an annual basis, 130% tot 140% of the earth's bio capacity. That means we are using resources – energy, water, food and fibre, seafood, commodities and, most important, the atmosphere's capacity to absorb carbon – in each year that take 1.3 or 1.4 years for the earth to replenish.
- **Desertification** – 2 bill. people in 110 countries are affected by accelerating desertification. The UN projects that 30% of the worlds fertile land surface will turn into desert in the future.
- **Deforestation** – A quarter of CO₂ emissions worldwide result from deforestation. Forest loss since 2000: 7.3 mill. Hectares per year (roughly the size of Panama). 63,000 square miles of rainforest are being destroyed each year. 80% of the world forest are gone, over 40% of all tropical forest have been destroyed and another acre is lost each second.
- **Loss of Biodiversity** – Biodiversity may be defined as the variation of life forms within a given ecosystem. It is often used as a measure of the health of biological systems. The biodiversity found on Earth today consists of many millions of distinct biological species. Every day 50 to 100 species of plants and animals become extinct as their habitat and human influences destroy them. World Values Survey, a global survey, observed qualitatively that a majority of responders from all countries believe that the loss of biodiversity is a somewhat serious or very serious problem. The same results can be found quantitatively by looking at the average means for each of the countries: 3.25 for the US, 3.26 for South Africa, 3.54 for Australia, 3.15 for India, 3.58 for Peru, 3.43 for Vietnam, and 3.18 for Germany. These means correlate to each individual countries belief in the severity of loss of biodiversity as a global environmental problem, and the closer the number is to 4 (very severe) the more severe the problem is perceived. For every country, the mean is over 3, meaning that across these selected countries, a majority of the population surveyed believe that this is a serious (or at least somewhat serious) problem. Our ever-increasing population takes up more and more space, we are consuming more resources on land and at sea and we are constantly creating new local and global interactions within the biosphere.

Experience
 Step into the botanic dome at the top of the WFC building and you'll be standing in awe of nature. Spectacular and innovative in a design that enhances the fascination that triggers the observation of living organisms. Enjoy a cooling and leisurely stroll through the botanic dome skyline, as you embark on your journey through the Mediterranean Basin, South West Australia, South Africa, Central Chile and California and parts of Spain and Italy. You'll discover amazing plants and flowers from different corners of the globe and a collection of plants from deserts all over the world, that showcases the adaptations of plants to arid environments, and you'll be amazed by how different parts of the trees are used in daily lives across different cultures.

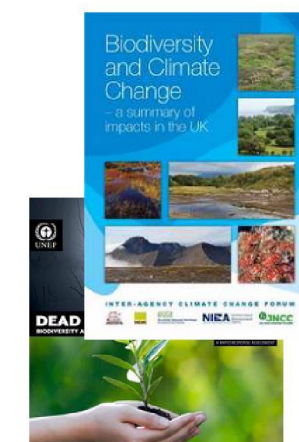
A botanic spectacle with a view to the clouds. Under the huge translucent sphere visitors can experience the sweltering rainforests of Malaysia and South America to the temperate regions of the Mediterranean. Year-round it boasts colourful displays of plants and its secluded location makes it a perfect escape from the modern world. This sky garden, will also function as an air purifier to keep a steady supply of fresh oxygen going.

Augmented reality provides the information is you scan the surrounding with your smart phone.

Seaweed, Algae, ruffle, mushrooms, snails
 Being a daredevil? Do you want to try something you never tried? Do you like to try a algae drink a, seaweed salad, mussels, mushrooms or even more daring to try a meal with insects? This is possible in the botanic café.

Stakeholders

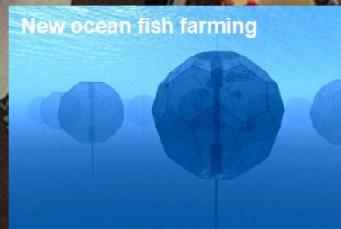
- Botanists
- Content providers: National Geographic, Greenpeace, expert scientists, etc.



17. Natural Resources Depletion



17. Natural Resources Depletion



Area activities: Getting inspired by immersive edutainment:

- Variety of above of ground and underwater situations around the globe, presented in immersive audio visual experience, 'as if you were there'.

And along the way getting informed by interactive audio visual content about e.g.:

- The value of a rich eco-system
- The depleting world resources
- Biodiversity, and its expected decline
- Climate change
- Large scale pollution (air, ground, water...)
- The threat to the sustainability of sea food.

Stakeholders

- Content providers: National geographic, Greenpeace, expert scientists, etc.

Related Trends/Issues

- Oceans are in peril because global fishing operations take 2.5 times more fish and seafood than is sustainable— Greenpeace issued a new report 'Out of Stock: Supermarkets and the Future of Seafood,' that documents the severe threat to the sustainability of seafood. In total, 15 species groups are flagged on the red list as those that should not be bought or sold. (0% of large, commercially valuable species, such as cod, tuna, and swordfish have vanished from the ocean. In addition, 27 ton of marine life are caught incidentally and thrown overboard dead or dying each year. Destructive fishing practices lead to 300,000 whales, dolphins and porpoises and 100 million sharks being killed annually.
- Shortage of Menhaden threatens the entire Atlantic food cycle— The Menhaden is a humble fish. Many people may have never heard of it. However it is "the most important fish in the sea," Atlantic menhaden play a vital role in the marine ecosystem from Maine to Florida. These fish, which barely reach a foot long, are a critical food source for wildlife and valuable fish species. Yet their number has plummeted to a record low. Billions of Atlantic menhaden have been hauled in and ground up, removed from their ecosystem mostly to be used in fertilizer, pet food, dietary supplements, and feed for agricultural animals and farm-raised fish. The shortage is taking a toll on the many wild animals and fish that eat menhaden, threatening the entire Atlantic marine food web and the commercial and sport fishing industries that depend on a healthy ocean. In terms of weight, more menhaden are caught than any other fish on the East Coast. And one company, Omega Protein, operates a fleet that each year scoops up about three-quarters of the entire East Coast catch, more than 410 million pounds. Most of the catch comes from the Chesapeake Bay, a critical habitat for juvenile menhaden, but the fleet also catches menhaden along the Atlantic coast from New Jersey to North Carolina.
- Pollution in the ocean is a major problem that is affecting the ocean and the rest of the Earth, too – Pollution in the ocean directly affects ocean organisms and indirectly affects human health and resources. Oil spills, toxic wastes, and dumping of other harmful materials are all major sources of pollution in the ocean. Wastewater is a disposal problem that needs to be taken care of. Wastewater is run-off from rainwater and usually ends up in rivers, lakes, and oceans. In order to reduce the amount of wastewater, we need to make sure that the water that ends up in the ocean is clean. 14 billion pounds of trash is dumped into the ocean every year.

Experience

Visitors experience the natural world, its above the ground and underwater diversity, its beauty – a world so big and rich that it can not just be recreated at, or brought to, the WFC. This area is about allowing visitors to travel through space and enjoy and learn about this wonderful fragile world and all its precious nature. Wouldn't it be a disaster to loose all of that?

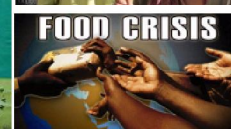
The story gets told through visual, mechanical and atmospheric effects that let the audience experience for instance the birth of Niagara Falls, under water sea life, arid deserts, but also air pollution kicking in, the landfill spilling, etc. Supported by a 360° screen and projection system, a 360° rain curtain, wind, snow, fog, water cannons, pool bubblers, a motion platform, state-of-the-art sub-woofers and three dimensional sound, the immersive experience is unforgettable.

Visitors sit or lay on round sofas in the middle of the space, and observe in any direction the ambient experiences all around them.

At the entrance/exit there is an interactive corridor to find out more about the biodiversity and losses.



18. Participatorium



Area activities:
'Democratized' 'active participation in the form of:

- Debates, Forums, TED food,
- Events, Presentations.
- Conferences, Seminars.
- Workshops, Trainings.
- Think tank events.
- Product launches.

Topics examples:

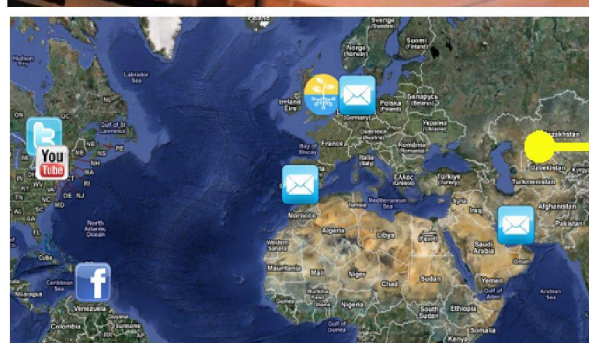
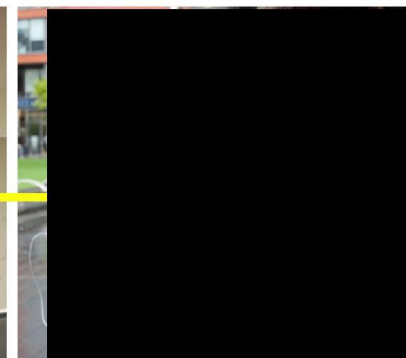
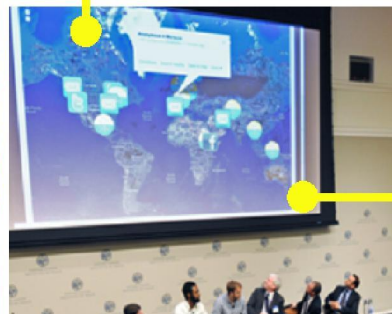
- Food sovereignty.
- Good food for all.
- Evolution of food: 'good vs. bad' issues.
- Fast food vs. Slow food, organic food, and raw food.
- Convenience versus Quality.
- Global versus Local.
- Cultural traditions vs. Future molecular food.
- Processed vs. Natural food.
- Wasting vs. Shortage of food.
- Overeating obese vs. Starving to death.
- Food biodiversity.
- Eating habits in different cultures.

Stakeholders

- Everyone playing a role in the food chain, and wants to be an active player in creating a more sustainable future
- NGO's, Greenpeace, Wakker Dier, Grasroots etc.
- Any individual, from any age, with an opinion, and who wants to participate to the discussion.

Related Trends/Issues

- **Food sovereignty, Democratizing the food chain** – Our current food chain is not sustainable nor ethical but we can make a difference and we have choices, choices that can change this system for a better tomorrow. Food sovereignty is the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. It puts those who produce, distribute and consume food at the heart of food systems and policies rather than the demands of markets and corporations. It defends the interests and inclusion of the next generation. It offers a strategy to resist and dismantle the current corporate trade and food regime, and directions for food, farming, pastoral and fisheries systems determined by local producers. Food sovereignty prioritises local and national economies and markets and empowers peasant and family farmer-driven agriculture, artisanal – fishing, pastoralist-led grazing, and food production, distribution and consumption based on environmental, social and economic sustainability. Food sovereignty promotes transparent trade that guarantees just income to all peoples and the rights of consumers to control their food and nutrition. It ensures that the rights to use and manage our lands, territories, waters, seeds, livestock and biodiversity are in the hands of those of us who produce food. Food sovereignty implies new social relations free of oppression and inequality between men and women, peoples, racial groups, social classes and generations.
- **Most of the ailments of the global food system come down to a disproportionate imbalance between power and governance** – Food and agricultural trade is controlled by the World Trade Organisation which promotes an export-led model of agriculture and the deregulation of the food market. This has favoured big agribusiness companies and retailers, which control most of the production and retail market, leaving small-scale farmers, consumers and some states with little bargaining power and little control over the means of production and the supply chain. In short the result is an undemocratic food system which is not only unable to provide food security for all but is also contributing to increase poverty in both developed and developing countries. So how can everybody participate?
- **Millennials Requires Food Companies to Act with Integrity**
- **Knowledge & sharing** – the internet and social media provides us our hunger for transparency about food and the ability to spread.
- **One billion people in the world suffer from hunger and six million children will die from starvation this year, as they did in 2011** – According to a recent published FAO report, two-thirds of the world's 925 million under nourished people live in just seven countries: Bangladesh, China, the Democratic Republic of Congo, Ethiopia, India, Indonesia and Pakistan. This translate into an approximate one in seven people globally are undemourished. 166-million people are starving.
- **Water crises, Fresh water supply shortage** – freshwater supply is facing a major crisis in the near future.
- **Global food prices** – food prices will dramatically increase in the next 10 years, (Here the circle is round see topic one page16 trend/issues, information)

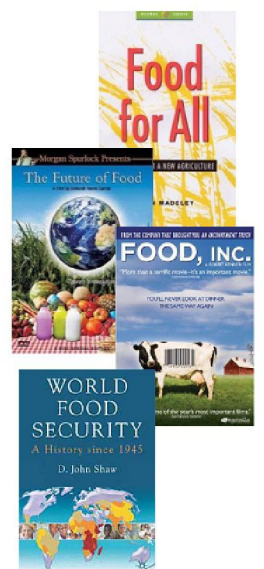
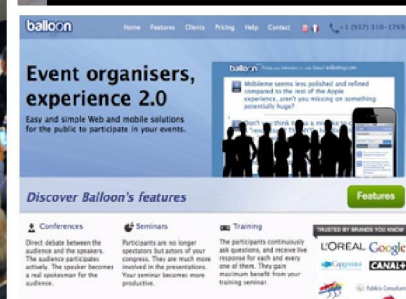


Experience

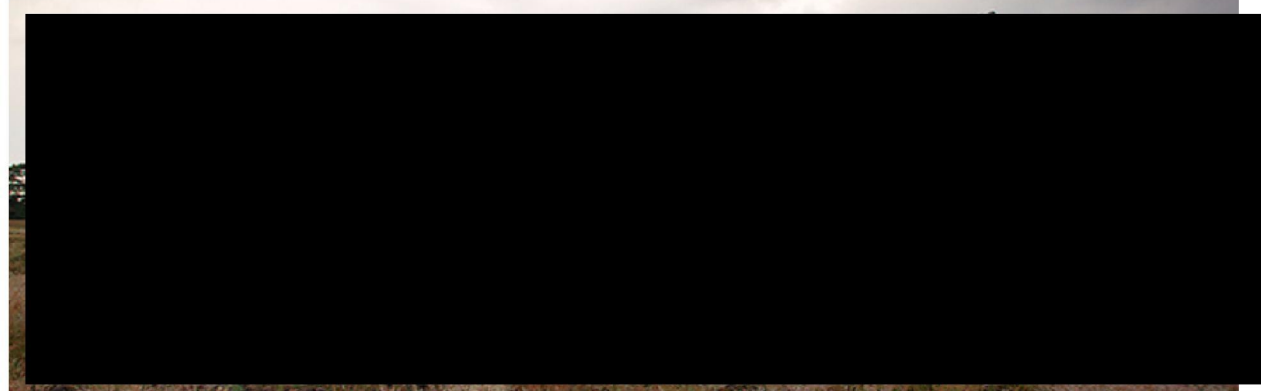
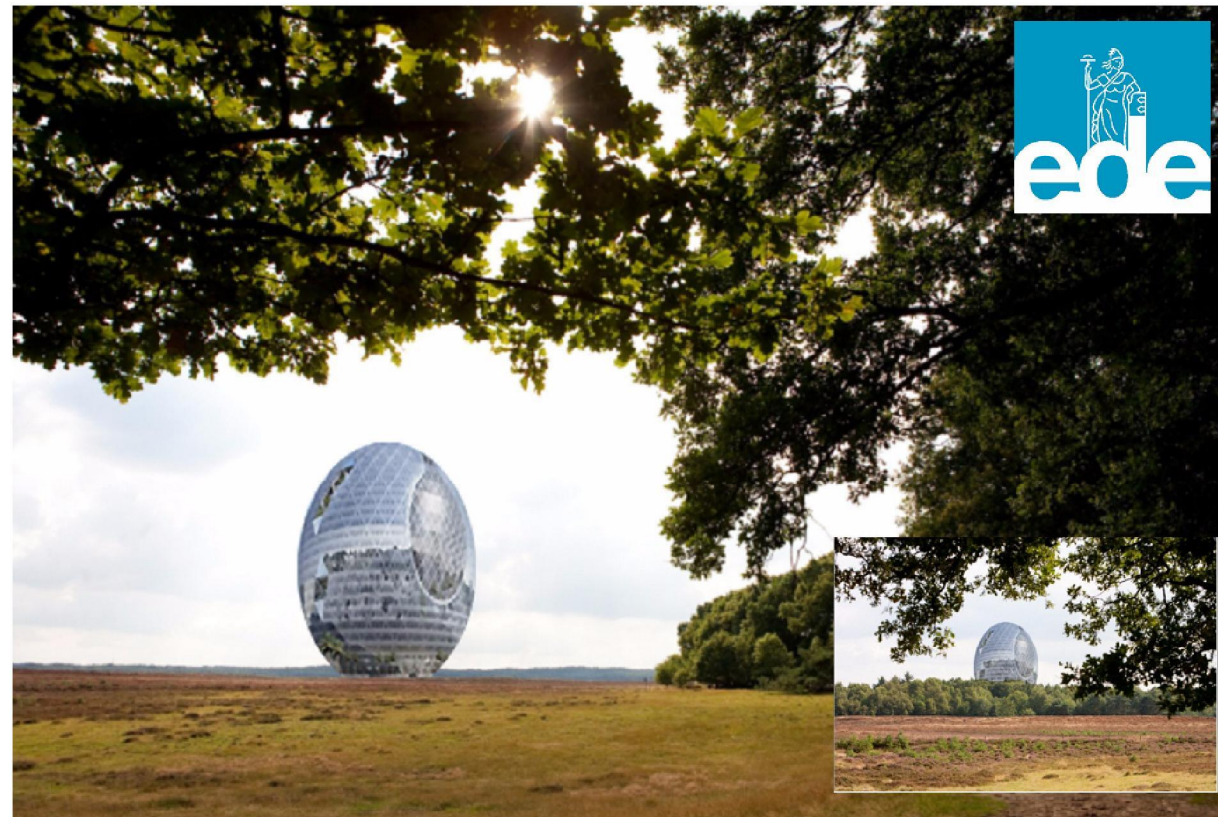
Get the audience at live events more involved with moderated questions and comments, polls and surveys. Attendees can use Twitter, text messages and email to interact with those on stage. Event organizers can track engagement on the back end.

The 'participatorium' is a new form of auditorium. It is a place for debate, workshops, presentations, events, think tanks... a multi purpose space. This is the place for any discussion, on any topic, from any person, organization, etc. The idea is that people are allowed to ventilate their idea and opinion. A place for democratizing the food chain.

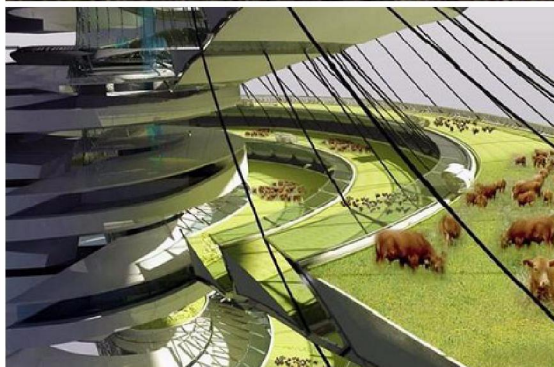
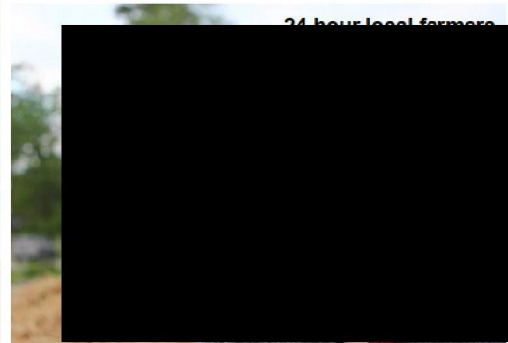
When it comes to live events the challenge will lay in how to let anyone participate in the dialogue, keep overview of the conversations, and prevent fragmentation. Social media provides an opportunity for people to engage wherever they are located. Different participants will ask for different levels of engagement; some may wish to be 'present' in the room via a video from Skype, others might dive into the online discussion in Twitter, and still more might want to anonymously address panelists...



A. Location – Ede

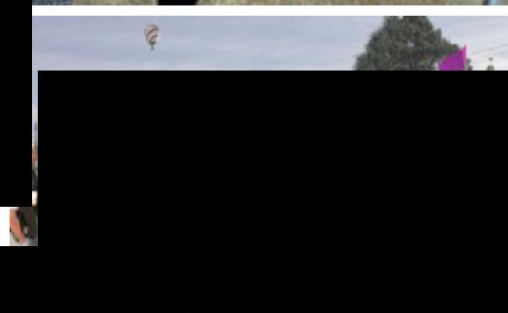
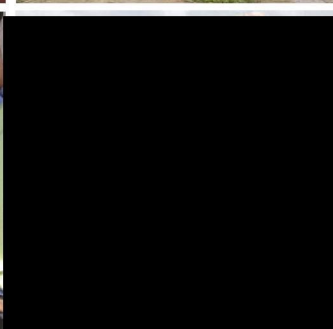


A. Outdoor Experiences – Ede



Related Trends/Issues

- **Digitalization** – the digitalization of our society will lead into a less location specific attitude. We can be where ever we are, no need to be in physical reach of offices, Industries and cities. This means we can choose where we want to be, and therefore will choose more a more spacious and green location.
- **Authenticity** – People now want to come together in a more authentic way and setting.
- **The search for new experiences** – If more and more people live in cities the countryside can be very contrasting and a new experience to discover.



Experience

In Ede we see the opportunity to create a complete Food campus around the building. Where local farmers are attracted to work 24 hour and are part of the hosts to explain their daily way of working and ask for involvement of the visitors to ride with them on a tractor, to milk the cow to collect the eggs, to plant, or seed the field etc. Of course here lays the tension between the reality of today and what might be in the future to give it a more dramatic appearance a, glimps into the future. So the WFC will be also an opportunity for more work opportunity in and around it. Cows, chickens etc can be scanned by smart phone to reveal more information about them, This can be done via a printed barcode or QR code on a cow. Wherever you see a barcode in the surrounding or a QR code you can retrieve more information. A kind of treasure hunt for information. This will engage children to find the codes and encrypt them. There will be animal, vegetable and, and fish farming. Since ede is connected to the Hoge Veluwe it is a really escaping the ratrace experience.

Area Activities

- Proevij in a greenhouse
- Picknic between the cows
- Outdoor restaurant
- Outdoor cooking
- Ride a tractor, plant a tomato, stroke a farm animal. Feed the chicken, milik the cow.
- Start you ride on a segway from the WFC
- Scan the cows etc. for niformation tresure hunt.

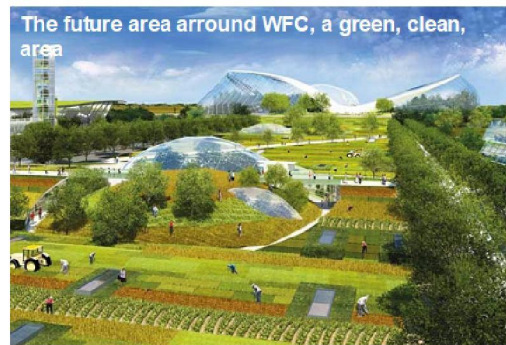
Also here the building is fully eco friendly with renewable energy and grey water re-use, energy saving technologies and water saving technologies.

Of course there might be many reactions on destroying nature, and the more transportation towards this center. So what about making the entire experience more underground, the entire egg burried, and only the top sticking out or a distributed center in several low buildings like the teletubbies construction.

A. Outdoor Experiences – Food Valley Ede Campus



A egg center hidden underground



The future area around WFC, a green, clean, area



A fishfarming pond

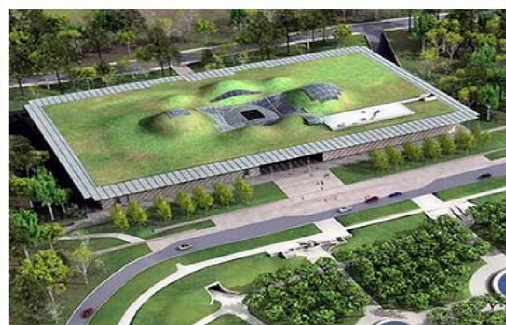


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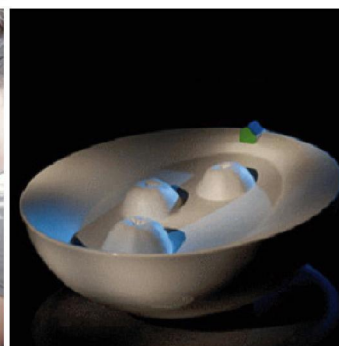
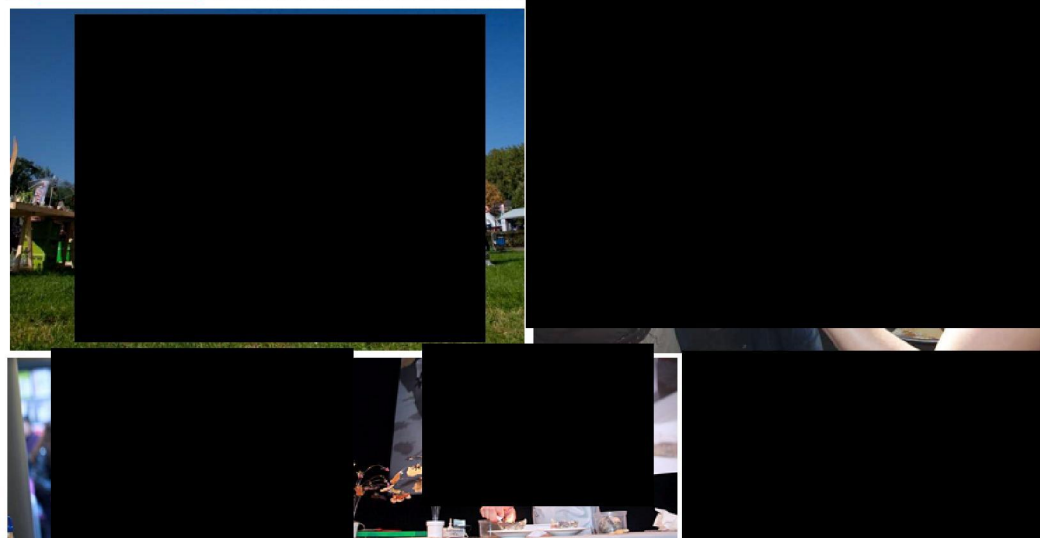
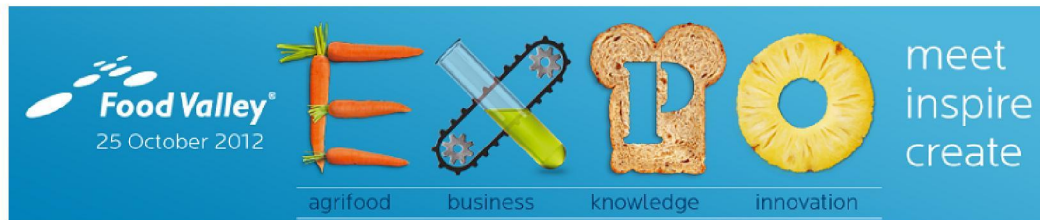
Of course there might be many reactions on destroying nature, and the more transportation towards this centre. So what about making the entire experience more underground, the entire egg buried, and only the top sticking out or a distributed centre in several low buildings like the 'Teletubbies' construction.



Foodfarming above the train station



A. Link with other Food Initiatives in Food Valley



Area Activities

- Link with Wageningen University Labs
- Link with future restaurant
- Link with Campina

Related information

- Regio FoodValley is bekend door haar kennis en toepassingen op het gebied van Food. Het is een samenwerkingsverband van acht gemeenten met samen 330.000 inwoners. De ambitie van FoodValley is om de regio ontwikkelen tot het agrofoodcentrum van Europa, de internationale topregio voor kennis en innovaties op gebied van gezonde en duurzame voeding.

Experiences

Food4you is hét kennisfestival waar het draait om gezond en lekker eten. De Food4you-karavaan is onderdeel van het Food4you-festival dat in oktober plaatsvindt met allerlei activiteiten in Ede, Wageningen en Barneveld. Food4you is een jaarlijks terugkerend evenement waarbij iedereen kan zien wat de Food-sector te bieden heeft. Begonnen in Wageningen, maar dit jaar doet ook Ede volop mee. Met elk jaar een ander thema b.v. 'van Oervoer tot Cybersnack'. Hoe aten mensen in andere tijden? Hoe ging dat duizenden jaren geleden toen we nog jagers en verzamelaars waren? Waar woonden jouw betovergrootouders en wat aten en dronken zij? Wat en hoe eten we in 2050? **Food4you** richt zich op een zeer brede doelgroep: van overheden tot het bedrijfsleven, van potentiële studenten tot de consument in de breedste zin van het woord.

De **Food Valley Expo**, voorheen Food Valley Conferentie, wordt dit jaar op 13 oktober in Ede gehouden. Food Valley Expo, een jaarlijks terugkerend evenement georganiseerd door de stichting Food Valley, biedt een podium en expo voor de nieuwste agrifoodtechnologieën. Tevens is zij een investeringsforum voor jonge ondernemers en biedt ze showcases van de foodclusters in Europa en tal van innovatieve bedrijven. Inspirerende sprekers en programma's voeren op deze dag naar het hoogtepunt, de uitreiking van de Food Valley Award 2011. Food Valley Expo wordt bezocht door vertegenwoordigers uit de agrifoodsector en het foodgerelateerde bedrijfsleven, vertegenwoordigers van research- en kennisinstellingen, overheidsbestuurders en intermediaire organisaties. Deelnemers uit een groot aantal Europese foodregio's geven de expo een internationale dimensie. De Food Valley Expo wordt gehouden tijdens de Food4Youweek: een Nederlands festival over gezond en lekker eten. Het festival vindt plaats van 1 t/m 15 oktober in Wageningen, Ede, Barneveld en Veenendaal en heeft als thema Good food better mood! Onder deze kop wordt een breed scala van activiteiten voor diverse doelgroepen georganiseerd. **'Dragons' Den' op Food Valley Expo**

Ede Smakelijk. Tijdens het succesvolle evenement Ede Smakelijk staat Ede Centrum vol met veel gezellige kraampjes waarin proeverijen, eten én drinken centraal staan.

Future4You -> Onderwijsdag. Meer dan 1000 leerlingen van middelbare scholen uit Ede, Wageningen, en Veenendaal komen donderdag 6 oktober naar het Onderwijsplein bij de Sappafabriek aan de Zandlaan in Ede. Het gaat om derdejaars leerlingen van verschillende scholen, VMBO, HAVO en VWO. De leerlingen gaan die dag kennismaken met de interessante wereld van Food. Zowel met het beroepenveld als met de verschillende beroepsopleidingen.

TEDxWageningen: On May 30th, 2012, The Emergence of Now will curate 15 speakers for an inspirational day of designs, processes, and people. The event is focused primarily on bringing knowledge and expertise to the region in order to discuss how Wageningen can eliminate the concept of waste by creating bio-based economies and effectively tap the human and intellectual capital to build the future we all want to see. Wageningen is a hub for life science and a growing business cluster for clean technology. It is the ideal setting to facilitate innovation and action towards a carbon neutral Wageningen.

CvA in de Hogeschool Ede (JCI) Ede smaakt naar meer!

Naast de landelijke vergadering willen we er een echte food-experiencedag van maken, omdat we midden in de Foodvalley wonen en werken. We willen de gehele keten betrekken en laten zien hoe ons eten wordt gemaakt, wat er allemaal achter zit en het vooral beleven. Een beursachtige setting waar je workshops kan doen, eten kan en zien proeven, lezingen over de keten <http://edesmaaktnaarmaar.nl/>



A. Link with other Food Initiatives in Food Valley



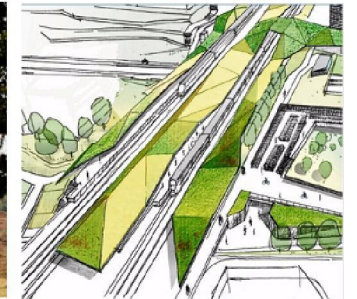
Plantion Veiling Ede



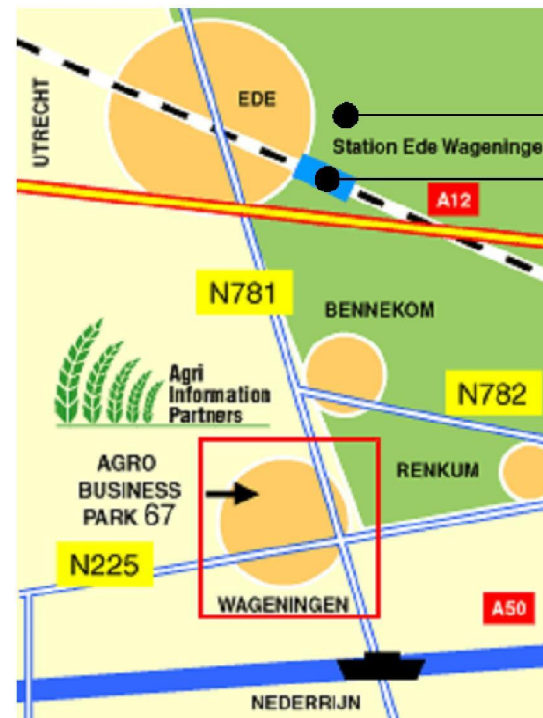
CineMec multifunctionele ExpoTheater Ede



World Food Center Ede



Plan nieuw station incirity trein Ede-Wageningen underground



De ombouw van stadion De Wageningse Berg tot een specialistisch centrum voor voeding en sport moet in 2015 zijn afgerond.



Restaurant van de toekomst Proeven at the winegarden wageningen



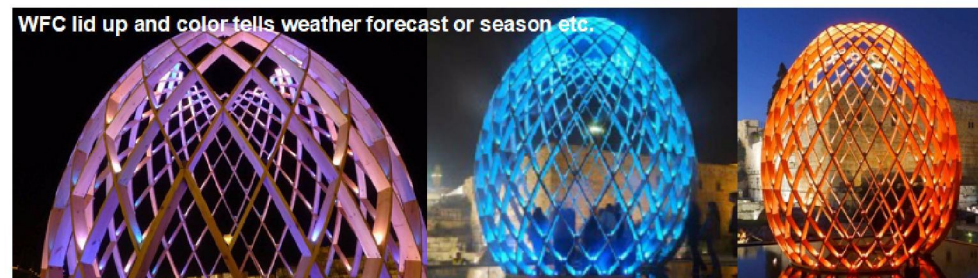
Biologische melkveehouderij Hooilanden in Bennekom. En zorg-, vergader-, en culinaire-boerderij voor (kook)workshops of besloten diner



B. Location – Rotterdam



B. Outdoor Experiences – Rotterdam



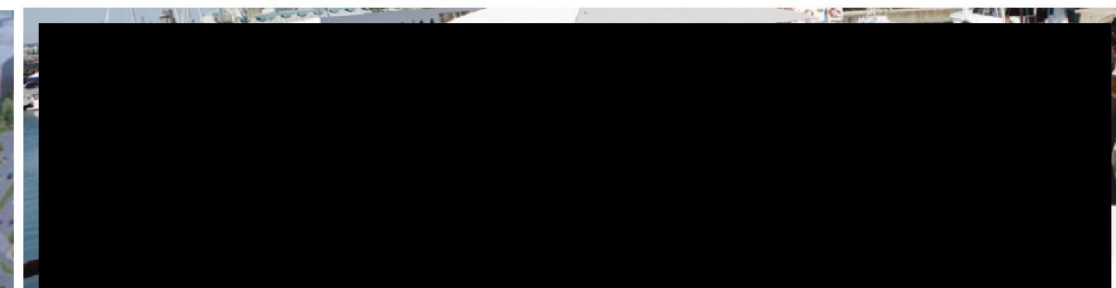
Additional small sized wind mills to provide ebnergy can be placed even in the water, that also support the boats and its passengers to walk.



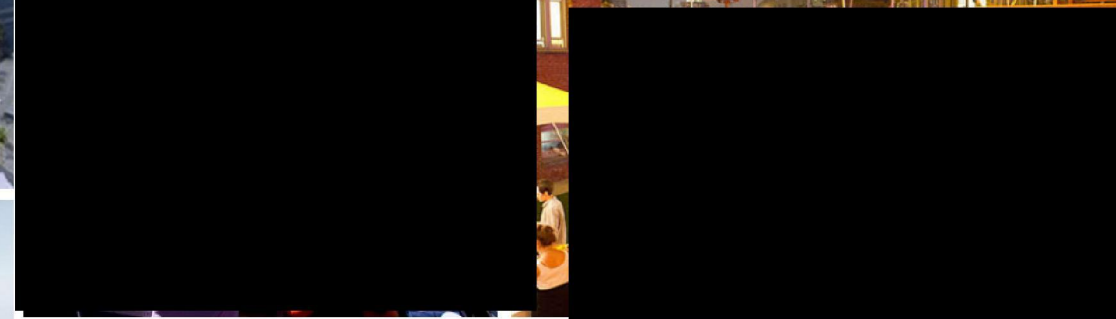
Part of the Rotterdam experience, the water taxi boats



A tour with this unique amphibious bus provides an unforgettable experience

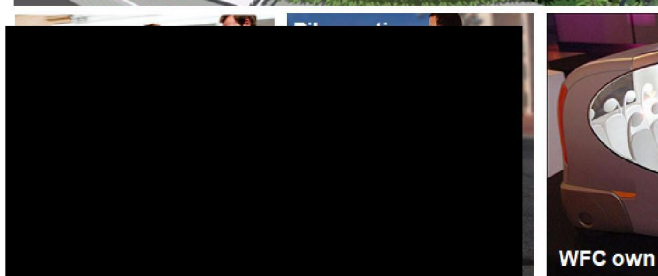


Outdoor markets or food events.

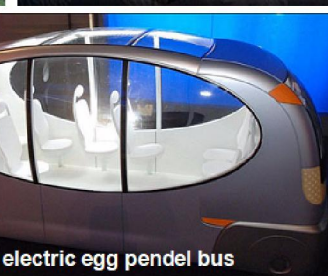


Related Trends/Issues

- **Urbanisation** – in 2050, 75% of the population will live in cities. It is there for more likely that more and more from origin non city related activities. will move to the urban landscape. The city being the centre where all activities take place
- **Urban Farming** – The borders of where the city ends and the country side begins will blur. Future city plans incorporate green spaces to increase the quality of life of people. Next to this people themselves are taken the initiative to 'green' up their spaces, making the most of the often misused or non used spaces to create areas that provide people with flora and fauna, and ideally food.
- For the new generation of 20somethings, the urban environment is completely natural.
- **The city is the theater**– Cities are used as stages. With the growth of localism and beta-m indsels, people are now using the city as a place to play and as a platform for drame
- **Farmers markets** – upcoming of farmers markets in cities where local suppliers and farmers sel their offering



Urban farming, Market area and café terras



WFC own electric egg pendel bus

Experience

The Wordl Food Center will be a carbon neutral an iconic egg shaped construction building powered by renewable wind and solar energy. The exterior of the structure will house solar panels to provide requisite energy and it is going to be economical with its water use as well, water inside the structure will be recycled and used efficiently. Roof top wind turbines also helps in self-sustainability along with Greywater recycling system which will harvest water for irrigation and landscaping. The 'egg' shape itself decreases the surface area 10-20% compared to conventional buildings. This World Food centre will show food innovations in current and future times. The WFC would have enough room to accommodate some office space, some sleep accommodation, public courtyard. restaurant, gym, exhibition halls, conference room, book shop as well as spa Besides the thematic food experiences. This "Cybertecture" WFC will bring together iconic architecture, environmental design, intelligent systems, and new engineering together to create an awe-inspiring landmark for the city in the 21st Century.

The entire WFC centre is lid up in the night, this light colours can communicate messages like the season, or weather prediction or the type of event.

Parking places under the entire circle platform.

Area Activities

- Rent a bike
- Leuke dingen doen.nl like a picnick day for families or couples
- Concerts
- Outdoor market food events
- Outdoor global healthy street food

B. Link with Food Initiatives in Rotterdam



Vegetables from the Marconistrip, Rotterdam



R'damse OOGST

wat je van dichtbij haalt is lekker!



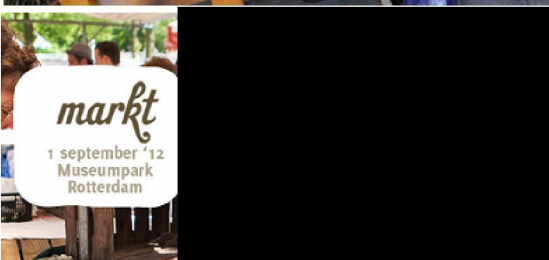
R'damse OOGST

wat je van dichtbij haalt is lekker!



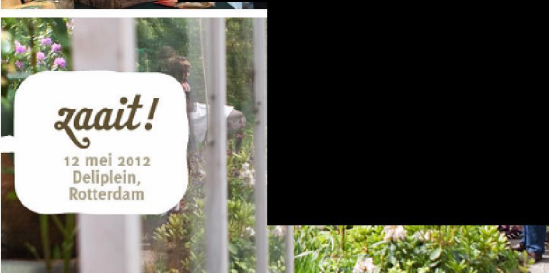
Festival

22 september '12
Heemraadplein,
Rotterdam



markt

1 september '12
Museumpark
Rotterdam



zaait!

12 mei 2012
Deliplein,
Rotterdam

Area Activities

- Link with New market
- Link with R'dams festival, market en sow activities
- Link with local city foodfarmers initiatives.
- Link to City Safari Rotterdam
- Trips and excursions into the city and the region of Rotterdam (Het groene hart)
- Link to Rotterdam (pop up) restaurants
- Link to food events in Rotterdam (e.g. Rollende Keukens in Amsterdam)

Related information

- Boer zoekt stad en stad zoekt boer, maar vooral zoeken stadsbewoners elkaar om met beide benen in de grond de groente en het fruit te telen dat daardoor duurzamer is en waarvan men smaakvoller en gezonder eet dan bij het achteloos inkopen in de supermarkt gebeurt. Van slaplantjes in een oud Amsterdams gasvulstation tot radijsjes die groeien op vissenmest in een Rotterdamse loods. Nederland kent een nieuw fenomeen: stadslandbouw. Op de eerste 'Dag van de stadslandbouw' lijkt het erop dat het fenomeen voet aan de grond krijgt, met dank aan de crisis. Stadslandbouw is een breed begrip. In Nederland zijn al ontelbare buurtmoestuintjes uit de grond geschoten, maar er zijn ook tientallen commerciële initiatieven van stadsboeren. Sommigen van hen willen zelfs supermarkten gaan bevoorraden.
- Uit je eigen stad plant, zaait, kweekt en teelt op plekken waar niemand het verwacht: kantoren, braakliggende terreinen, een dak.
- Toch is er ook kritiek op de komst van stadsboerderijen. "In onze Randstad is landbouw al perfect geïntegreerd in de stedelijke zone. En vanuit hartje Deventer sta je met een kwartiertje fietsen toch al tussen de weilanden. In metropolen als bijvoorbeeld Hongkong moeten ze serieus met stadslandbouw aan de slag, maar in Nederland is er totaal geen noodzaak. Er is zelfs overproductie, dus als stadsboer zal je echt iets nieuws moeten telen om kans te maken om te overleven."

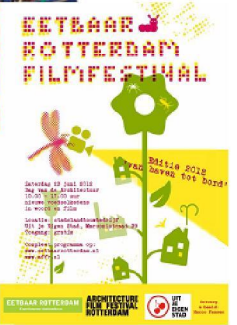
Experiences

Dutch architects MVRDV strike another one with a new mixed use project in the new inner city heart for the Laurens Quarter, the pre-war centre of Rotterdam. The project, commissioned by Provast, includes an open air market, that due to new hygienic constraints of dutch laws has to be covered. It also includes 246 residences, that form an arc that covers the open market area. This results on a 3,000sqm retail area, with a 1,600sqm catering area on the ground level and first floor, a 1,800sqm supermarket and an underground car park for 1,100 cars. The interior face of the arc will be covered with LEDs for an ever changing interior. The front and backside are covered with a flexible suspended glass facade, allowing for maximum transparency and a minimum of structure. Onder de Markthal komt een parkeergarage met 1.250 parkeerplaatsen en een Albert Heijn supermarkt.

De ideale locatie is uit je eigen stad dé Nederlandse pionier van stedelijke voedselproductie en gelegen in de haven van Rotterdam, de plek bij uitstek om deze discussie te voeren en in de praktijk te ervaren.

Vat je van dichtbij haalt is lekker!

Tet de punt van een passer op de Coolingsingel en trek een cirkel van 50 km om de stad. Het voedsel dat binnen die ring wordt verbouwd, verwerkt en verhandeld is Rotterdamse Oogst. Van Westlandse druiven tot appelsap uit Rhooen, van sambal van de Kaap tot schapensalami uit de Hoeksche Waard. Van zuivel uit het Groene hart tot de teelt van jouw balkon. Zo weinig mogelijk afstand tussen boer en bord, tussen maker en smaker. Waarom? Het is goed voor milieu, gezondheid, gevoel en smaak. Weinig voedselkilometers en dus een lage drempel tot wat je eet: de boer zit immers om de hoek. Rotterdamse Oogst wil de regionale voedselketen versterken door het organiseren van evenementen en marktplaatsen. Midden in de stad, dichtbij de consument. Boerenverstand ontmoet wereldburgers, ambacht ontmoet design, vergeten groente ontmoet innovatie.



B. Link with Food Initiatives in Rotterdam



Proeftuinen hofbogen



WFC center at the Merwehaven Rotterdam

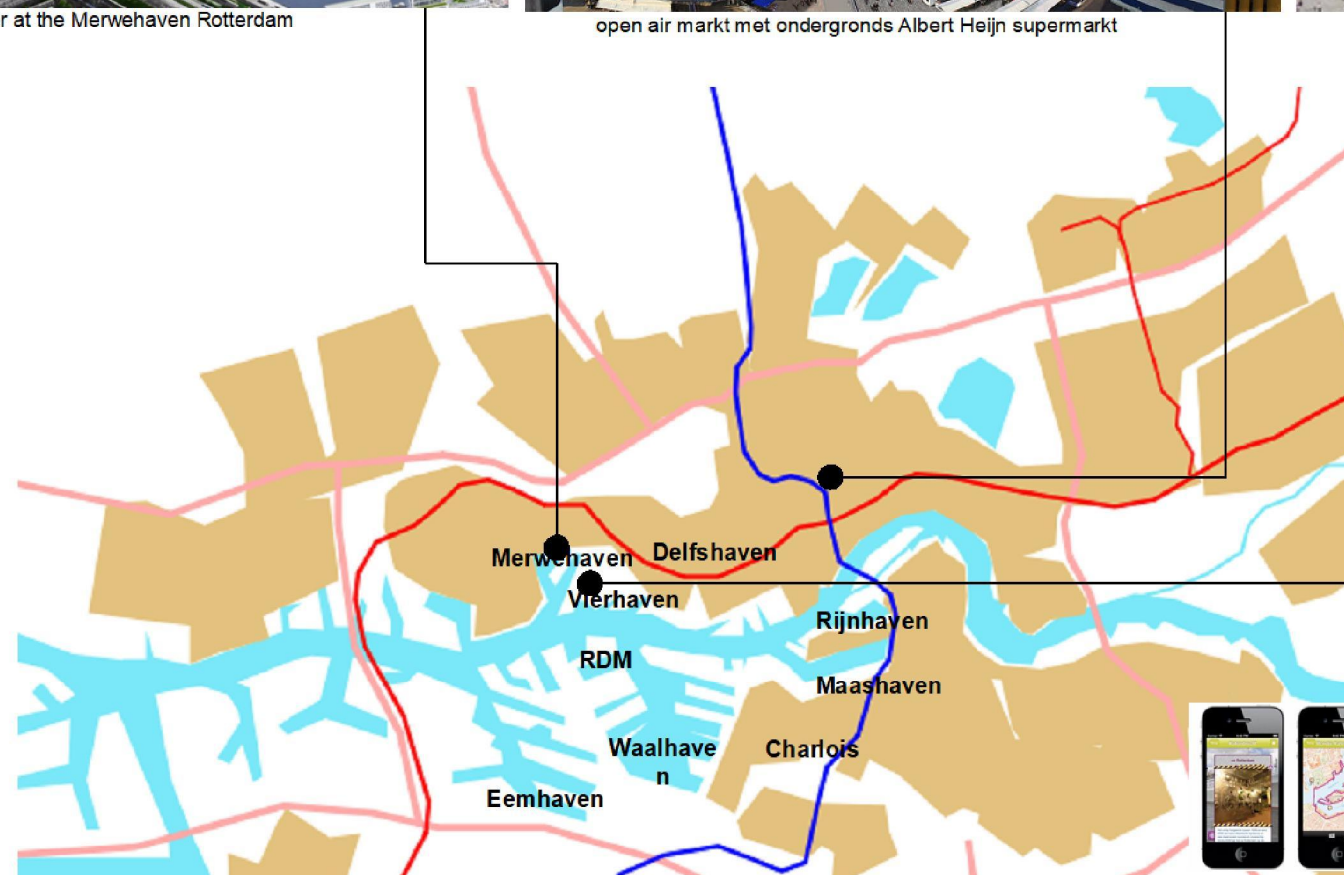
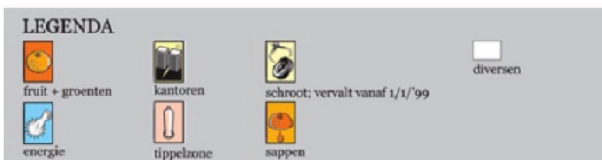
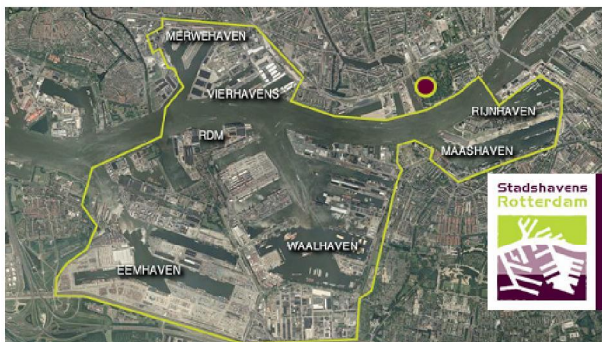


open air markt met ondergronds Albert Heijn supermarkt



Fruit Port Rotterdam nieuwe Fruit Logistics Provider in Rotterdam

Stadshavens Rotterdam



At the entrance of the WFC, you can see all other food initiatives in Ede/Wageningen or Rotterdam



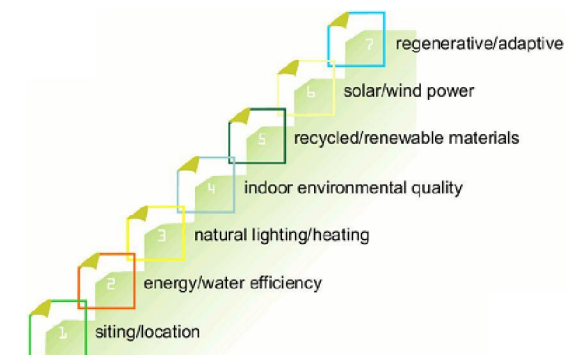
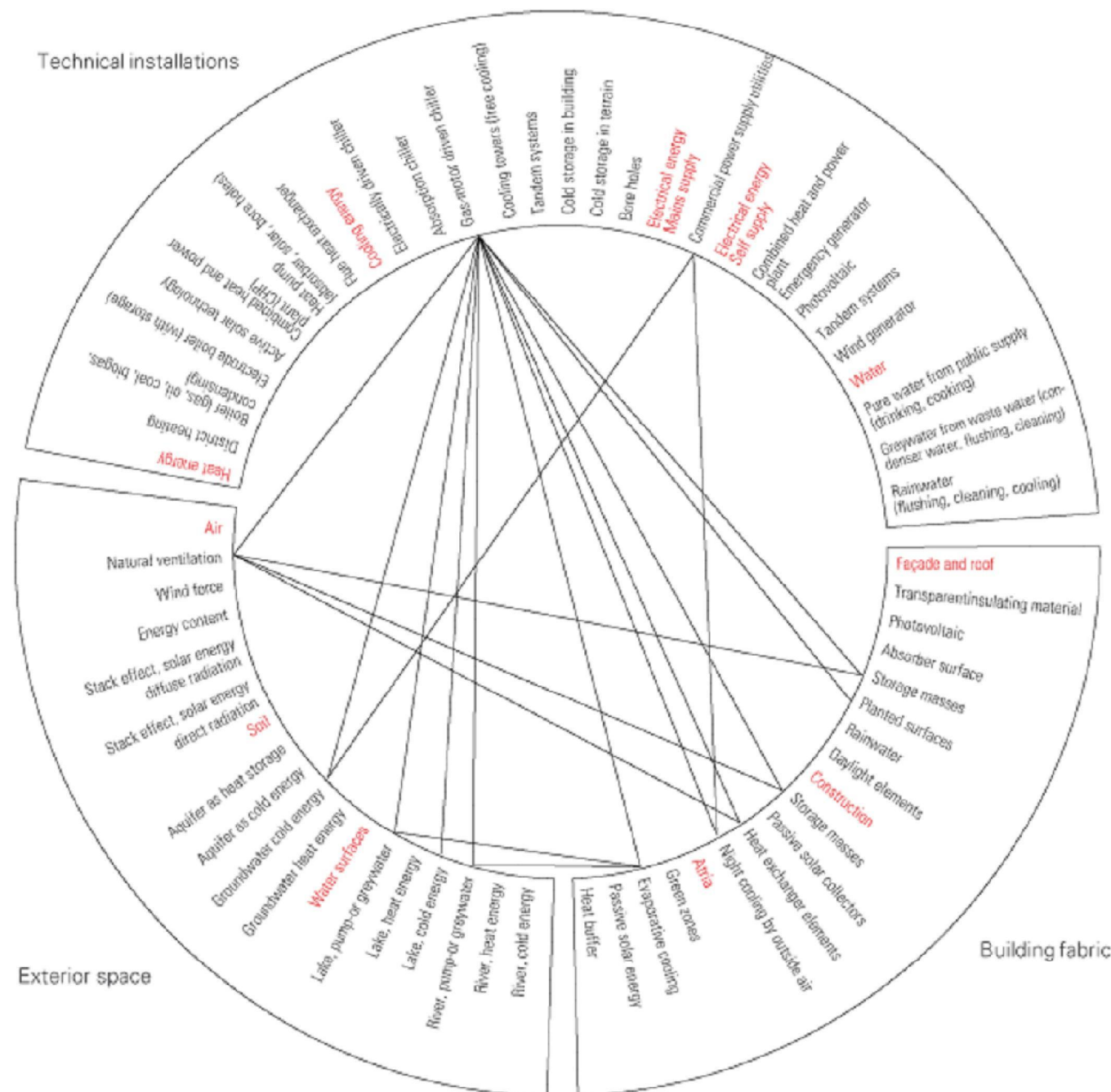
A virtual tour of the city harbors of Rotterdam and the harbor cycle walking route of the harbor food business together in one application. Explore the Rotterdamse harbour via interactive panoramic photos. Or let yourself be informed via augmented reality



"Ecological Circle" of buildings

Future Building Design is a special department which carries out research and development for the entire network as well as providing consulting services in the areas of:

- thermal building physics
- **building climate studies**
- aerophysics
- flow and smoke-extraction simulations
- facade concepts
- **natural and artificial lighting technology**
- building technology
- **energy supply concepts**
- system analyses
- special analyses
- support with architectural competitions



World Cafe – small rotating group sessions

How is it organized?

- Based on the theory that there is collective knowledge, on the second day the participants are brought together in a constructive discussion focused on topics that are introduced by a short 10 minute presentation.
- On round tables with up to 12 participants, up to 6 Best Practices out of the industry will be discussed. The goal is to make common knowledge and the power of the group visible, so as to develop new perspectives and ways of thinking.
- As the host (moderator), you welcome the new guests and briefly introduce the most important (own) ideas and / or present the already discussed topics of the first round of talks.
- The tables are covered with white paper tablecloths and pens or markers. Therefore Mind Maps can be created, which will be made available online after the conference by we.CONECT.
- Every 30 minutes, the attendees change the table clockwise to ensure that all facts of the conference are intensively discussed with every participant.
- Participants are allowed to leave during the discussion phase or change tables.
- After the four discussion rounds the lunch break begins and the participants have the opportunity to discuss their ideas with all participants.
- The results are being presented and debated upon in a panel discussion after the lunch break of the second day. After the event, the participants will receive the results.

