



Accelerating transformational change in global food systems

Ambitious. Transformative. Global.



We need change now

Global and local food systems are under pressure at every stage – from production to consumption – by systemic issues that affect our health, societies, economies and environment.

Many initiatives around the globe are tackling pieces of the problem but we must connect the dots to achieve the systemic change needed to ensure 9 billion people have access to a healthy diet, within planetary boundaries. Science, policy, business and civil society need a convening platform where actionable solutions against clear objectives will provide the transformation.

FReSH – Food Reform for Sustainability and Health is a joint initiative of WBCSD and the EAT Foundation, working with the private sector to develop a set of science-based, scalable business solutions that will contribute to accelerating transformational change in global food systems.

Reform through business solutions

The vast majority of the food consumed across the world is produced and supplied by the private sector. This puts large and small businesses at the heart of transformational change in food systems all over the world.

Where traditionally the focus was from farm to fork, it is now time to look from fork to farm: putting the peoples' needs at the heart; looking at consumption, transportation and production to bring full-scale system transformation.

To achieve this ambitious goal, FReSH draws on knowledge and efforts from premier research institutions, and works with the business community to adopt impactful solutions along five axes:



This collaborative business initiative at the pre-competitive stage, opens a range of business opportunities across the entire food value chain – from practical tools that empower companies to shift their production / formulation towards healthier and more sustainable diets, to work on strengthening facts-based consumer demand for such diets.

"The risks are unquestionable, but the opportunities unimaginable. It's time we make the solutions tangible!"

Gunhild Stordalen
Founder and President, EAT Foundation

"Clear science-based targets will help businesses create ambitious yet implementable solutions, which can then be brought forward to guide policy makers to provide the framework for local or global food systems transformation"

Peter Bakker,
President and CEO, WBCSD

A growing number of member companies are joining FReSH which will allow to reach the much-needed scalable transformation.

FReSH is also partnering with a number of non-business stakeholders from civil society, science, philanthropy and policy, who play an essential role in helping the private sector gauge, shape and implement solutions.



For more information

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About WBCSD

The World Business Council for Sustainable Development (WBCSD) is a global, CEO-led organization of over 200 leading businesses and partners working together to accelerate the transition to a sustainable world. WBCSD helps make its member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

WBCSD has extensive experience in leading collaborative initiatives, bringing together various stakeholders from business, NGO, the scientific community and governments.

In the run-up to Paris WBCSD and its members successfully set up Low Carbon Technology Partnership initiative (LCTPi), to define and implement large-scale or scalable, impactful business solutions, to reduce emissions and deliver against the agreed 2C target. This success of mobilizing business to drive the improvements will be repeated for sustainable food systems.

About the EAT Foundation

EAT is an international foundation linking food, health and sustainable development across science, business and policy. Originally launched three years ago, EAT is now an independent foundation with three core partners: The Stordalen Foundation, the Stockholm Resilience Centre and the Wellcome Trust. The overall objective of EAT is to expand scientific knowledge on the interconnections between food, health and environmental sustainability, spur innovation along the food value chain, and facilitate the development of evidence-based policies to radically transform the global food system to be able to deliver healthy, affordable diets to a growing world population within the planetary boundaries.

Multi-stakeholder, multidisciplinary and multi-scale collaboration between business, science, politics and civil society lies at the heart of EAT's work. EAT believes that a transformation of the food system is only possible if these diverse actors collectively address the intertwined issues of food, health and sustainability, and develop integrated strategies on food production and consumption to leverage multiple benefits for human and planetary health.