



**Talks (March 29<sup>th</sup>, 2019)**

 **Introduction to sustainable food: The role of digital solution**  
 Eva-Maria Endres, Sustainable Food Academy

**Description:** The talk will first explain some basics of sustainable food followed by opportunities and challenges of digitization in the food industry, and finally shows some practical examples and food trends in these areas.

**About the Speaker:** Eva Maria Endres is founder and managing director of the event location Diderot - Kultur & Essen in Berlin as well as co-founder of the Slow Food Youth Movement Germany. She studied public health nutrition at the University of Fulda (M.Sc.).

 **Share's social business model: Combining sustainability with digitalization**  
 Yvonne Löwenstein, Share

**Description:** The talk will focus on the various components of share's business model in which digitalization and sustainability intersect (e.g. traceability of the social impact or transparency in the supply chain in terms of critical ingredients and production sites).

**About the Speaker:** Yvonne Löwenstein is sustainability manager at share. She studied nutritional sciences at the University of Potsdam (M.Sc.) and international sustainability management at the ESCP Europe (M.Sc.).

 **Insights into research projects: Smart farming and data products as economic goods in the ecosystem of food production**  
 Prof. Dr. Wolfgang Maaß, German Research Institute for Artificial Intelligence

**Description:** The talk will introduce the EVAREST project which has as its objective the development and utilization of data products as economic goods in the ecosystem "food production". In addition, the Smart Farming World project will be presented, aiming to create a manufacturer-independent and thus fully compatible network of machines in crop farming through service-platforms.

**About the Speaker:** Prof. Dr. Wolfgang Maaß is professor in business informatics at Saarland University, scientific director at Deutsche Forschungszentrum für Künstliche Intelligenz (DFKI), and adjunct professor at Stony Brook University Health Sciences Center School of Medicine, NY.



### **Chemistry powers sustainability: How can data make your burger more sustainable?**

Talke Schaffranek & Dr. Nina Challand, BASF

**Description:** The talk will provide insights into exciting and forward-looking projects from BASF related to food and digitization.

**About the Speaker** Talke Schaffranek is director of applied sustainability at BAS and holds an Executive MBA from Mannheim Business School and Tongji University. Dr. Nina Challand is team lead of applied sustainability nutrition and health at BASF. She has a PhD from the RWTH Aachen University.



### **Perception vs. reality: Market perspectives of new sustainable food concepts**

Alfred Jansen, Iglo

**Description:** The talk will address the media coverage and public consumer comment meat shopper behavior. A special focus will be on what start-ups have to face to establish a successful business based on sustainable values.

**About the Speaker** Alfred Jansen is head of corporate and CSR communications at iglo Germany. He has a diploma from the Rheinische Friedrich-Wilhelms-University Bonn and studied as well at the University of Mannheim.

## **Workshops (March 30<sup>th</sup>, 2019)**



### **Workshop A: Augmented reality as a tool for a sustainable food system**

Nadja Flohr-Spence, Sustainable Food Academy

**Description:** Providing consumers with the right information on sustainable food is considered a key factor in changing the food system in the long term. This also goes for corporate marketing, since the communication of sustainability goals is also becoming increasingly important in customer acquisition strategies. In the workshop, the first step is to work out what information are important for consumers and how to communicate it appropriately. Subsequently, a model is to be developed to implement these communication strategies with the help of augmented reality tools.

**About the Speaker:** Nadja Flohr-Spence is the founder of the Sustainable Food Academy. She studied anthropology of food and nutrition, public health at the University of Colorado Denver.



## Workshop B: Progressive web app for more transparency in the coffee industry

Manuel Kreitmeir/Corinna Pape, Ohana Coffee

### Description:

Ohana presents a new way of transparency in the coffee industry by visualizing direct trade, its facts and figures, and the path coffee travels. Direct trade is a term used by coffee roasters who buy straight from the growers, cutting out both the traditional middleman buyers and sellers and also the organizations that control certifications such as Fair Trade and Bird Friendly. Ohana's goal is to provide farmers with a cheaper alternative to such certificates and to connect farmers and buyers by means of an open source platform/progressive web app. The main challenge is twofold: first, the students will identify how such a digital solution can be used by farmers and buyer and second, they are supposed to measure how the digital solution has a positive impact on the life of the farmer.

### About the Speaker:

Manuel Kreitmeir is a social entrepreneur and founder of the social start-up "Eliya Tea Project". He worked for several years in development cooperation (social business development) and is a consultant to the United Nations for Social Entrepreneurship at the Diplomatic Council as well as a founding member of SocEntBW.

Corinna is the founder of SPONSORT, a local crowdfunding platform for creative and sustainable ideas, and advises companies on regional CSR campaigns. She is further the initiator of the "mobilecitylab" of the University of Magdeburg and a member of SocEntBW for over 12 years.



## Workshop C: The power of environmental metrics

Dr. Nina Challand, BASF

### Description:

Animal agriculture supply chains are under pressure regarding their environmental impacts from various stakeholder groups and even investors are starting to challenge livestock and food companies to develop a low-carbon plan for animal protein. A sound basis for evaluation of environmental impacts has been developed applying life-cycle assessments (LCA). The workshop participants will receive a realistic data set from BASF's digital LCA-tool AgBalance™ Livestock, which was used to evaluate an exemplary pork production in Germany, as well as insights regarding the meat supply chain and the environmental metrics and corresponding tools which are applied. The aim is to develop solutions on how the data/the results can be used internally (for innovation/development purposes, e.g. at feed mill level) and for B2B communication towards customers at farm or meat processing level as well to make suggestions on how the data/the results can be used for communication at retail level and towards the end consumer.

### About the Speaker:

Dr. Nina Challand is team lead of applied sustainability nutrition and health at BASF.

## Workshop D: Online website for new and international students

Caleb Griffith, Mannheim Business School

### **Description:**

New student in Mannheim (international & local) usually face arrival stress, problems resulting from the integration into the German culture as well as difficulties in getting in contact with local communities. How to solve these problems while reducing departure waste and enhancing the consciousness of eco-footprint (waste & energy) during the stay? The workshop participants will work on developing an online website that collates information relevant for new and international students arriving to- and departing from Mannheim. The project aims to provide a directory of information and third-party resources to aid in setting yourself up to live, work and study in Mannheim whilst being conscious of your eco-footprint.

### **About the Speaker:**

Caleb Griffith is fulltime MBA Student at the Mannheim Business School