

"How to feed the consumer of tomorrow? Students as a key enabler to make multi-stakeholder collaboration more effective"

In the multistakeholder project 'Wanted: Food for the future', he coached a team of students to identify barriers to change millennials' unsustainable food habits. The project brings together different partners with young people, experts and farmers to look for ways to feed the growing global population in a sustainable way. Additionally, the partners literally want to 'feed' the debate from practice by setting up three sustainable food chains.

Expect a workshop that will try to inspire you to collaborate successfully with different stakeholders to take on wicked challenges. By sharing experiences about challenges and difficulties we can get a head start in joining or starting similar projects. You will discuss in small groups on common wicked challenges and have a chance to use Lego Serious Play to find common ambitions.

TOGETHER WE CAN CHANGE
THE WEATHER



SEBASTIAAN BOUSSAUW
LECTURER RESEARCHER
UNIVERSITY COLLEGES LEUVEN-LIMBURG
BELGIUM

He lectures strategic marketing & business ethics at UCLL after a career in multinational companies (KPMG, ABInbev). Sebastiaan understands the power of business and how it can impact people's lives for the good or the bad. He draws his inspiration from personal experiences: Working for 9 years as inside the (food) industry and figuring out how financial drivers behind the industry actually determine the way consumers buy and eat. Cycling 4 months through rural India and Brazil meeting smallholder farmers struggling to survive the challenges of globalized food markets, climate change and unfair power balances in the food system. Working with about 300 new young students per year who are pursuing their business degree and noticing that the vast majority of them has absolutely no clue how the (food) industry works and how they can play an active role in making it more sustainable.

