



Invitation **Food Heroes Conference**

Venue: World Design Event Eindhoven – The Embassy of Food

Thursday October 26, 2017



Many food professionals have a mouth full of 'future food'. Instead of only talking about the future of food we want to challenge entrepreneurs, designers and food professionals to find solutions to reduce food losses in the food chain.

This conference will celebrate those Food Heroes working on this specific topic and bring you a dynamic program with inspirational speakers, an introduction of the Food Heroes Award and some good food. Do you also want to rescue food by upcycling?

Take part in the change and become a Food Hero!



The program

- **14.30** **Doors open**
- **15.00** **Warm welcome**
- **15.05** **Pitch** - Students Design Academy Eindhoven Food/Non Food
- **15.10** Looking back to now, **Marije Vogelzang** (eating designer and curator of the Embassy of Food)
- **15.35** **Pitch** - Inspiring Food Heroes
- **15.45** The metrics to food waste, **Dr. Julian Parfitt** (Resource Policy Advisor and food waste expert UK)
- **16.10** **Pitch** - FoodLab Food Heroes
- **16.20** **Intermezzo** | Fun launch Food Heroes Award
- **16.30** Lidl things matter, **Marlijn Simons** (CSR manager Lidl Supermarkets NL)
- **16.55** **Pitch** - Students Design Academy Eindhoven Food/Non Food
- **17.00** Food for thought
- **17.15** **Food, drinks and doodles:** sketching the future of food

Do you want to become a Food Hero? Fast check in here



Marije Vogelzang

is the inventive mind behind restaurant-studio Proef and the Dutch Institute of Food&Design. The mix of intelligent design, surreal storytelling and delicious food has made Vogelzang very sought after. Her clients range from Hermès to BMW and she has lectured from Tokyo to Beirut. During the World Design Event 2017 in Eindhoven she is the curator of The Embassy of Food.

Dr. Julian Parfitt

is an internationally recognized expert in the application of metrics to waste and resource flows, especially food waste. He has completed numerous national, European and international studies on food waste in food retail and food service supply chains.

Marlijn Simons

is the most sustainable gatekeeper in Dutch food discounters. She ranks no. 16 in the Dutch Sustainability Index top-100. Lidl supermarkets is always a step ahead of the competition in food retail with lettuce on water, non-castrated pig meat and the newest kid on the block: Kipster meat of male laying hens

Why should your boss send you?

Everybody is busy, busy, busy. This conference is the ultimate gateway to take a step back from your daily works and look back to now. Speakers will inspire you to save food from the waste bin and even make money with food losses. It's free entrance. So you really earn money for your boss attending this conference. Don't be shy and meet up!

There will be a special Food Heroes Award Program and Award Show. Besides the project creates a reservoir of creative ideas as a rich source of inspiration.

Agrifood entrepreneurs, creative professionals, technical operators and scientists work side-by-side in a co-creative design approach. Together they're creating new solutions and reduce food losses. This special approach is exciting and stimulating.

Become a Food Hero

One third of all food gets lost somewhere in the food chain. Good food deserves a mouth. That's why a lot of agrifood SME's (small-medium enterprises) and creative-technical stakeholders want to kick food losses out the world. They are our 'food heroes' of tomorrow!

The (new) North-West European project Food Heroes embraces and celebrates those food heroes in 3 sectors: fish, meat and fruit & vegetables. This project develops, tests and implements 15 innovative solutions to tackle this societal problem.

Don't be shy and become a Food Hero!

Have a look in the kitchen!

We can talk all day long (about) trash, but it's always the best to experience novelties, new techniques and hot market concepts to reduce food losses yourselves. That's why project Food Heroes takes you on some field trips to have a look in the kitchen of local Food Heroes in the Eindhoven area. Interested? Have a quick look over here: www.nweurope.eu/projects

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