START
CENTRE FOR SUSTAINABLE
AGRIFOOD SYSTEMS

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START
ANNUAL MEETING

20 - 21 MARCH 2023

AALBORG UNIVERSITY
SDU University of Southern Denmark
UNIVERSITY OF COPENHAGEN
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AARHUS UNIVERSITY
CBS COPENHAGEN BUSINESS SCHOOL HANDELSHØJSKOLEN
RUC Roskilde University
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PROGRAMME

MONDAY 20 MARCH

11.00 Arrival - sandwich and registration

12.00 Welcome and kick-off

State of the Union and feedback from the START Delegation visit to Brussels by START Chair Mogens Rysholt Poulsen, Aalborg University

Inspirational talk - Transforming the Danish Agri-Food System: Mission Possible by Anette Engelund Friis, Mission Director, AgriFoodTure

12.50 Break

13.00 "Triple-I approach and European collaboration"
Masterclass and training session by Wageningen University and Research (WUR)

17.00 Break

17.15 Networking across disciplines by Research Consultant Robert Pederson, Roskilde University

18.00 Break

18.15 Informal dinner and networking

TUESDAY 21 MARCH

07.00 Breakfast

08.30 Plenum introduction to HUB Time and HUB pitches moderated by START Steering Committee Representative Hanne Harmsen, Copenhagen Business School

09.00 Opportunities and challenges of the transition towards healthy and sustainable food systems, inspirational talk by prof. Olivier Jolliet, Technical University of Denmark

09.30 HUB workshop time - Research challenges towards 2025 and 2030 on Sustainable Agrifood Systems

11.00 Plenum presentations from HUB time moderated by Thom Achterbosch and Kelly Rijswijk, WUR

12.00 Panel discussion on th START strategy with START Steering Committee Representatives moderated by Special Advisor to START Martin Scholten

12.30 Wrap up and goodbyes by the START Steering Committee

12.45 Grab a lunch bag

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TRIPLE-I APPROACH - THE HEART OF START

A successful green transition of agriculture and food systems in general is paramount to addressing the various worldwide green challenge to secure nutritious food and other biomass for the biobased society through resource sufficiency within the planetary boundaries.

This transformation can solely be achieved by disruptive changes in our society and economy with evidence based on best co-creative science. The unique assets of the START community favour a setting for co-creating in which researchers can generate realistic future solutions, together. Such a setting requires:

- an **Integrative** approach to technical innovation and societal transformation for the various interlinked green challenges related to climate, environment, biodiversity, food, health, society, biobased economy, etc.
- an **Inclusive** approach, with all stakeholders and actors in science, society and businesses by means of novel methodologies such as living labs and citizen sciences.
- an **Interdisciplinary** approach by further enhancing the cooperation of scientific researchers from a wide diversity of disciplines from natural, technical and digital sciences to social sciences, humanities and arts.

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WUR Masterclass and training:
Triple-I approach and European collaboration

Wageningen University & Research will provide a masterclass and training focusing on the START Triple-I approach and European Collaboration. The session will be facilitated by Thom Achterbosch and Floor Geerling-Eiff (WUR) in collaboration with the START HUB Coordinators.
The session will introduce four key elements of the Triple-I approach and show how these elements represents a transition circle for a transition towards mission-driven and transdisciplinary research. Furthermore, the session will be offering insights into the latest developments in European policy and practice in the field of inter- and transdisciplinary food research, from a perspective of Horizon EU project FOSTER and WUR successes in Horizon Europe.

Thom Achterbosch:

Senior researcher on sustainable food systems at Wageningen Economic Research. Expert on transition towards sustainable food systems. Thom establishes and co-leads multidisciplinary research programs in EU and Africa.

Floor Geerling-Eiff:

Senior research project manager at Wageningen Economic Research. Expert on multi-actor collaboration and public private partnerships in agriculture, food and nature, in particular agricultural knowledge and innovation systems.

Kelly Rijswijk

Researcher in social innovation at Wageningen Economic Research.
Expert on digital transformation processes, rural development and agriculture knowledge and innovation systems.

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Keynote speakers

Anette Engelund Friis

Anette Engelund Friis has in depth experience in the area of sustainability, climate change and transforming the food and agriculture sectors from working many years in sector, both domestically and internationally.

Olivier Jolliet

Professor Olivier Jolliet, from DTU Sustain - Department of Environmental and Resource Engineering has great experience in assessing sustainability impact in food systems

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START Steering Committee

MOGENS RYSHOLT POULSEN

Mogens Rysholt Poulsen is Dean for the Faculty of Technical Sciences at Aalborg University. He is the chair of START, a unique interdisciplinary collaboration among the Danish universities on strategic research related to the green transition of Agrifood Systems. Poulsen is former Head of the Nanotech department at the Technical University of Denmark and receiver of the Industry Award of the Danish Academy of Sciences (2014).

BRIAN VINTER

Brian Vinter is Vice Dean for Research at the Faculty of Technical Sciences at Aarhus University. Vinter has a background in Computer Science and 25 years of experience with strategic leadership in high-end research and technology. He is active in several board member roles, including DeiC and Center Denmark, that develop new solutions concerning data platforms and e-infrastructure.

ESKILD HOLM NIELSEN

Eskild Holm Nielsen is Dean at the Faculty of Technical Sciences at Aarhus University. In the mission driven faculty, he works to promote the ambition of AU to create green and digital impact on society. This includes partnerships around research-based innovations with the public and private sector. He is the former Dean at the Technical Faculty for IT and Design at Aalborg University and Head of Innovation at Aalborg Hospital.

CHRISTINE NELLEMANN

Christine Nellemann is Head of the National Food Institute at the Technical University of Denmark. The Institute promotes health and develops sustainable food solutions. Nellemann is former chair of START, but is active in a range of boards, including the Danish Food Cluster, SAXOCON, the National Research Centre for Working Environment and the Danish 3R-Center. She furthermore advocates against food waste through a think tank.

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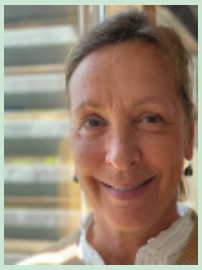
HANNE HARMSEN



Hanne Harmsen is Vice Dean for Green Transition at Copenhagen Business School. In her position, Harmsen works proactively with strengthening the role of social science in the green transition. Social science can provide crucial knowledge on green leadership, consumer behaviour and economic models. She is former Executive Vice President at Innovation Fund Denmark and Dean of Research at Aarhus Business School.

ANDREAS DE NEERGAARD

Andreas de Neergaard is Dean of People and Technology at Roskilde University. Being the largest department, it covers subjects such as mobility and urbanisation; computer science and informatics; environment, energy and food systems. De Neergaard is board member of Gate 21, a partnership between regions, municipalities, companies and knowledge institutions to promote green transition and growth in Greater Copenhagen.

JENS CHRISTIAN GODSKESEN

Jens Christian Godskesen is Pro-Rector at the Technical University of Denmark. Before that, he was Head of Department at ITU for seven years. Godskesen has worked at ITU as a lecturer since the university was founded in 1999. He holds a master's degree in Computer Science and a PhD from Aalborg University. As a researcher, he has worked on models for concurrent, distributed, and mobile systems.

KATHRINE KRAGH ANDERSEN

Kathrine Krogh Andersen is Dean of Faculty of Science at University of Copenhagen. Andersen is Chair at the National Committee for Research Infrastructure and has also chaired the EU Mission Board for Climate-Neutral and Smart Cities. Prior to her position, she was Director of Research and Development at the Danish Meteorological Institute followed by being Dean of Research at the Technical University of Denmark.

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ERIK BISGAARD MADSEN

Erik Bisgaard Madsen is Vice Dean for Private and Public Sector Services at the University of Copenhagen. Madsen's' main responsibilities are development and implementation of the strategy for private and public sector services, and for the faculty business and innovation strategy. He was formerly the Director of Food safety and veterinary issues at the Danish Agriculture and Food Council.

HENRIK BINDSLEV

Henrik Bindslev is Dean of the Faculty of Engineering at University of Southern Denmark. Bindslev is Deputy Chair of the Board of Directors at CLEAN, the Cleantech cluster of Denmark. Previously, he was Vice Dean for Research at the Faculty of Science and Technology at Aarhus University and Vice Dean for European Cooperation on Energy Research at The Technical University of Denmark.

PRINCIPAL ADVISORY TO START STEERING COMMITEE

Martin Scholten is Consulting Advisor for Aarhus University at the Faculty of Technical Sciences, in relation to START and the transition towards a green and sustainable agrifood system. He is furthermore Principle Advisor for Wageningen University & Research, as liaison for European affairs and for Dutch Regions. At Imagro, he consults the communication consultancy in the domain of agrifood and living environment.

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ABOUT START

START is a unique research-based collaboration platform founded by the united Danish universities. Together, START represents a European research powerhouse that aims to accelerate the green transition within the Agrifood System.

START is driven by a strong commitment of the engaged researchers organized into multiple thematic and interdisciplinary research HUBs. The HUBs enable crucial knowledge-sharing across universities and offer researchers a unique opportunity to engage in new national partnerships with an international focus.

The START research HUBs are forums for dialogues on collaborations related to research challenges and opportunities within the green transition of agrifood systems. The HUBs serve as networking platforms and as a starting point for networking and research-based multidisciplinary collaborations that favours interdisciplinary collaborations across all sciences disciplines, natural sciences, engineering, social sciences and humanities. In particular, strong networking and fundraising for specific project ideas are outcomes and activities offered within the HUBs.
START approaches the green transition from a 'Triple-I approach': Integrative, Inclusive and Interdisciplinary. Or in other words, systemic and holistic. This means, to take all challenges, opportunities and barriers into account in a balanced integrative way, and by including all societal actors and planetary boundaries in living lab-scale research.

By exploring transitional pathways together across disciplines in mission-oriented research. This way of thinking enables the START researchers to adopt mission-based research approaches that impel solutions and strategies that will accelerate and impact the sustainable development of the agrifood system.

START is focused and organized around seven strategic priority areas defined as key issues in the green transition of the agrifood system – all of which requires an integrative, inclusive and interdisciplinary approach and collaboration in order to find future green solutions.
Learn more, meet the START hubs and register to become part of START:
At the START homepage you can learn more about the START initiative, find the START Research HUBs, find a link to registering.

Meet START on https://start.uni.dk

INTEGRATIVE LAND USE
CONNECTING ENVIRONMENTAL QUALITIES, CULTURAL HERITAGE, AND SOCIETAL DEMAND, WITH LIVING LABS FOR NATURE AND SOCIETY INCLUSIVE AGROECOLOGY

FOOD SYSTEMS 2050
WITHIN PLANETARY AND HEALTHY BOUNDARIES, ENABLED BY RESPONSIBLE AND INCLUSIVE DIGITALIZATION OF THE FOOD SYSTEM.

NOVEL FOOD AND FEED
BASED ON ALTERNATIVE PROTEIN RESOURCES

CONNECTING SEA AND LAND
BLUEING THE GREEN WHILE GREENING THE BLUE

CIRCULAR RESOURCE SUFFICIENCY, VALORISATION
BIOMASS RESIDUALS TO PREVENT LOSSES (POST-HARVEST AND MANURE)

PLATFORM, SHARED FACILITIES
TECHNOLOGIES AND PRACTICES

HEALTH, FOOD SAFETY AND DIET CHANGE
MODELLING OF HEALTHY AND SUSTAINABLE DIETS

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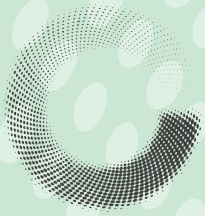

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LEARN MORE ABOUT START

HTTPS://START.UNI.DK

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