

Data & Digital: The Future Marketplace Playbook

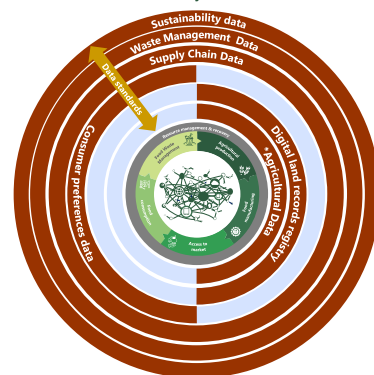
About the Innovation Lever and Data & Digital Working Group

The **Innovation Lever** of the UN Food Systems Summit (FSS) brings together a diverse community representing public, private, social sector innovation partners to make innovation a significant enabling factor for food systems transformation and to support the objectives of the Food Systems Summit. **The Data & Digital working group** identifies global data and digital innovation solutions. A digitally enabled, data driven, sustainable food system can guarantee food security, food safety and inclusion, provide high potential for economic growth and value creation, engage and support small holder farmers, recognize and apply consumer protection and engagement principles, and connect farmers with consumers in innovative and ethical ways.

A Data & Digital Innovation: Future Marketplace Playbook

Digitalisation is recognised as a potential source of innovation and growth for more efficient, climate-smart markets for healthy and nutritious food with potential to create new approaches that **connect actors and configure the marketplace differently**, for example shortening the value chain between consumers and farmers. Our opportunity is to support and scale up new business models and use cases, and at the same time embed how digitalisation must meet the needs of small holder farmers and consumers in the food system ethically.

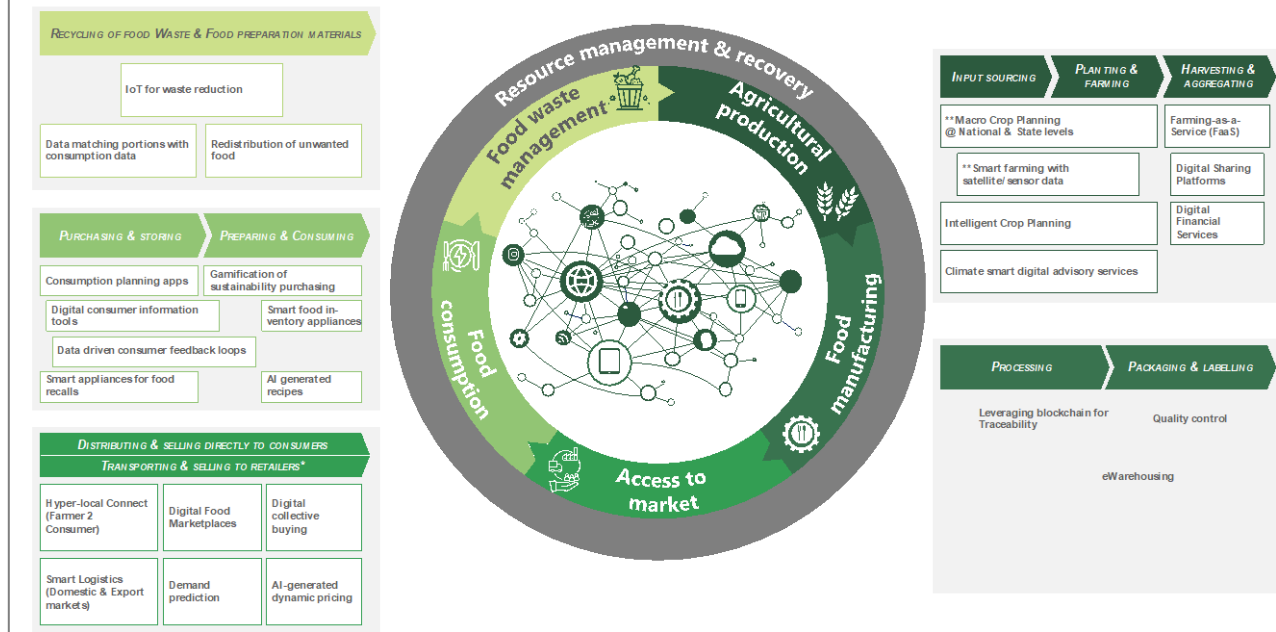
The large volumes of data being collected of different types can help drive transparency, efficiency and inclusivity in food systems



The Future Marketplace Playbook:

- Shares an adaptable **framework** to map innovative digital and data advances across food systems linked to government, farmer, market and consumer needs.
- **Describes the digital and data solutions / business models** driving innovation across the food system.
- Currently identified 26 business model types across the full value chain and **describes 12 current use-cases** from India, People's Republic of China, Kenya, Ethiopia, Chile and Argentina.
- Presents lessons learned and practical **recommendations** for governments around the world on how best to enable innovation across the food system for a healthy, inclusive and productive future marketplace.
- A **platform** for ongoing inclusive learning and support to policymakers.

Digital solutions are becoming critical enablers of the sustainable food system – Examples include:



[Link to the Future Marketplace Playbook](#)

Next Steps:

The Future Marketplace Playbook team shared insights at the Pre-summit in Rome and is seeking feedback and interested partners for development towards the UN Food Systems Summit and beyond.

Our goal is supporting policymakers with the knowledge, tools and practical examples from around the world which enable transparent, inclusive, digital pathways, and sustainable models.

Members of the Future MarketPlace Playbook:

As of July 2021 our members include: Mercy Corps, Consumers International, World Economic Forum, AI4AI, IDEA, FAO, Kenya ATO, Ethiopia ATA, KALRO, CGIAR, DigiFarm, Twiga Foods, Dalberg, Pinduoduo, Grow Asia.

We welcome further interest to join the working group or to share your use case.

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