

The ROOT: rebooting the food system

EIT Food System Transformation Leadership Programme

The fellowship that will reinvent the food system in Europe. Learn a new language, use new tools and take groundbreaking action to reform our food system.



This is the time for the food system revolution

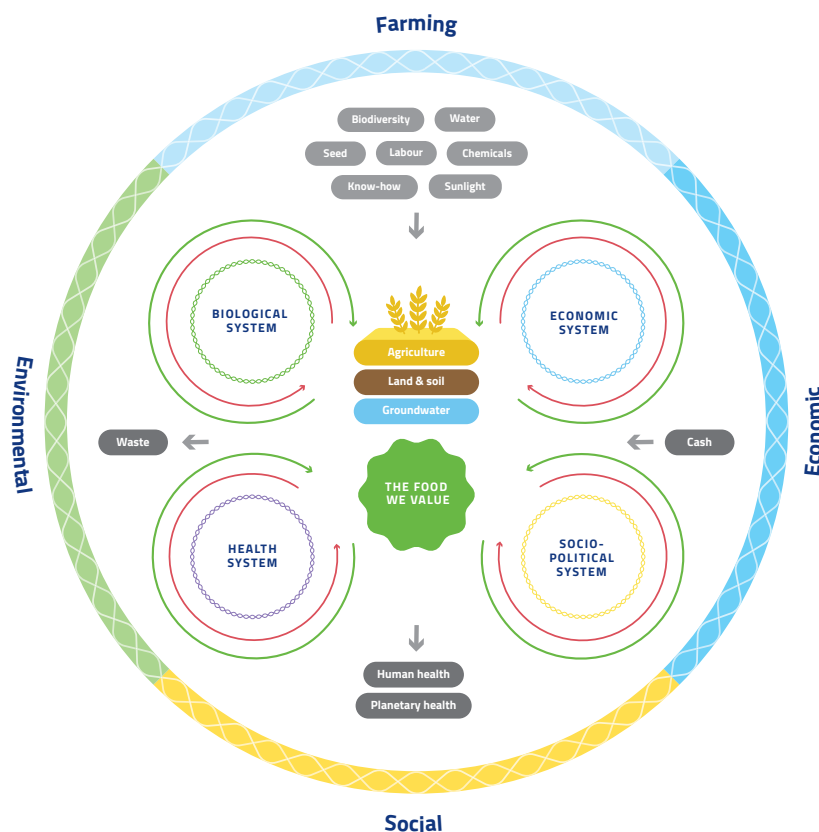
We have been talking about it for a long time: our food system needs to change to keep our planet – and ourselves – healthy. Now is the time to act. We know the food system is complex, siloed and sticky. It has unwritten and written 'rules' and incentives that lead to unhealthy, unfair and unsustainable outcomes. The ROOT will help to change all this.

Now is the time for an extraordinary community of change agents, innovators and accelerators to energise the necessary revolution in how we grow, trade, market and consume our food.

Join this unique programme to value and utilise the potential of like-minded professionals from every corner of our food system. In this senior experiential leadership programme you will be invited to create, leverage and bring together your expertise to rewrite the rules of the game.

Let's change incentive structures to bring about the changes we know are needed to tackle systemic causes of malnutrition, climate change and agricultural decline.

Learn how to rock the boat, while staying in it to confront one of the greatest challenges of our time.





Let's create a food system that will make future generations proud



"For our food systems to be transformed to deliver better outcomes for people and planet, senior leaders must evolve in their leadership, developing and adopting new approaches to how they lead. This pilot programme gave me a new 'decolonised' language for bridging silos in the food system, essential for engaging stakeholders in more effective ways."

Olav Kjørven - Senior Director of Strategy - EAT



"Solving the compound crises of climate change, food insecurity, malnutrition and (childhood) obesity requires new forms of leadership where different parts of the food system must work together to find innovative solutions. The ROOT leadership programme is one such platform where collective leadership is fostered to address these challenges through an action-oriented network based on a conversation that doesn't usually take place."

Professor Agnes Nairn - Chair of Marketing
School of Management, University of Bristol

After the ROOT, you walk away with

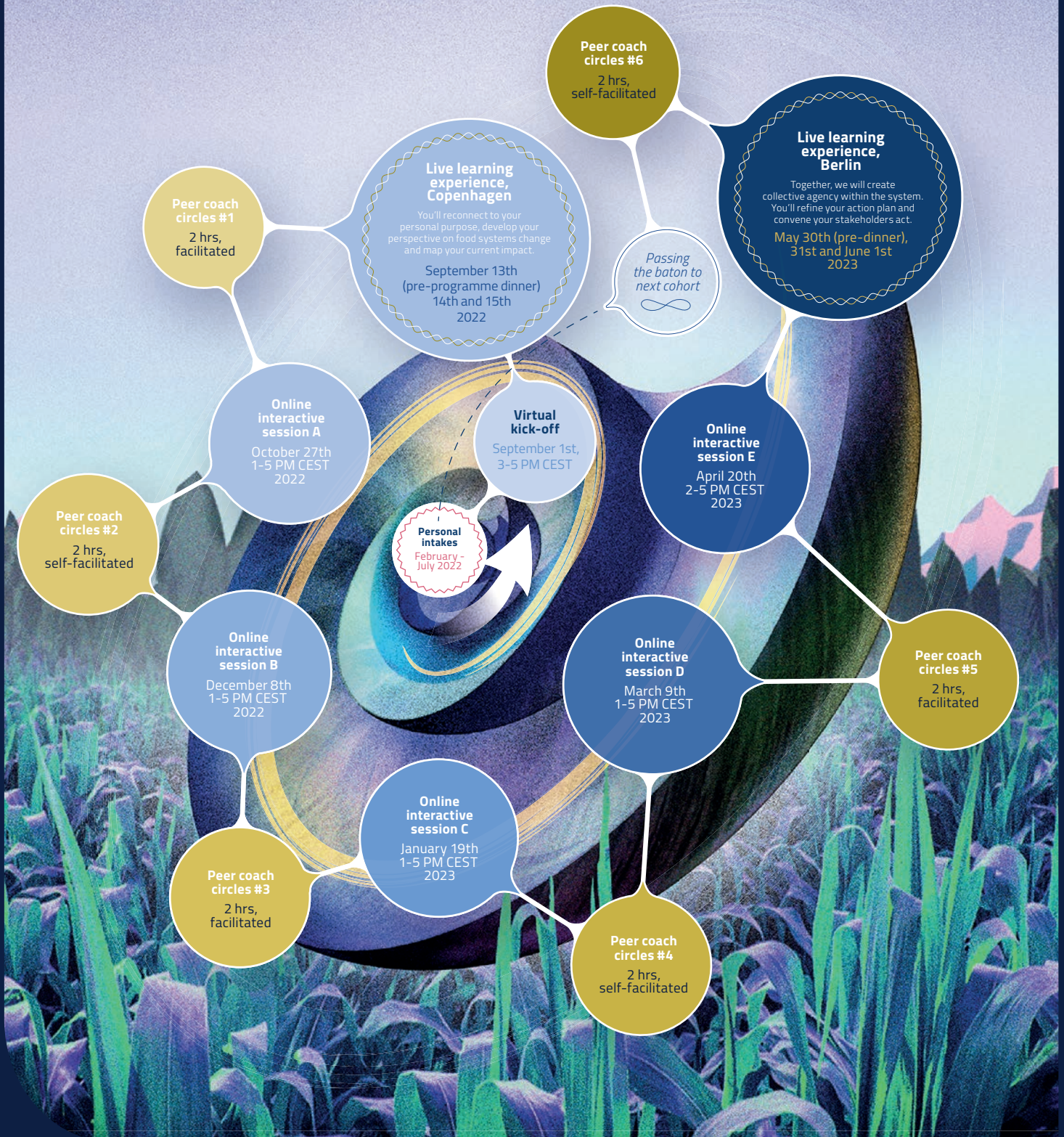
- Knowledge that you can contribute to substantial, meaningful change
- An invaluable network of like-minded change agents, from all corners of the food system
- Communication skills to bridge the silos within the food system
- An inspiring transformative story to involve your network, the EIT Food network, selected media and beyond
- A thorough understanding of our complex food system and drivers for change
- A strategy for real food system transformation that is already being used
- Practical tools and ways of working to become a systems changes leader
- The ability to trigger positive tipping points towards a healthier, more sustainable and more just system



**Right from the start,
you will initiate real system
changes within or
beyond your organisation**

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● Peer coach sessions

● Online interactive sessions

⊗ Live learning experiences

The ROOT outline

Virtual kick-off

Understand the nature of our collective quest

Live learning experiences

1. Live learning experience, Copenhagen: redefining our common cause

We will spend these 2+ days connecting to bridge silos in our food system and savouring the lifeworlds of food. You'll reconnect to your personal purpose, develop your perspective on food systems change and map your current impact. How can we trigger positive tipping points, build trust and lead with others across the food system? You may come away with more questions than answers at this stage – but you'll know that you have your team to help.

2. Live learning experience, Berlin: collective food system change/rally the herd

Together, we will create collective agency within the system. You'll refine your action plan and convene your stakeholders. Map your future impact, sharpen your saw, and pass the baton to the next group of food systems change leaders.

Peer coach circles

In every peer coach circle, you connect on impact, intention and drive with five other participants and a guide. Let's unleash the power of peer-learning using your real-life sustainability challenges.

It's also a thorough way to grow your conversational leadership skills.

Online interactive sessions

A. Sharpen your impact agenda

Get deeper into the essence of leadership choices and how to navigate through paradoxes. Learn how to focus by using design thinking as a tool.

B. Create leverage in the system

We'll deepen our understanding of how structures shape normality, which is at times abnormal, and influence the food system. You will enhance your abilities to negotiate during this session.

C. Reframe

We will up your creativity. How can you design waste out of your business processes? One way to boost creativity is to challenge our biases by radical questioning.

D. Create a movement

Possibly the most important challenge: how do we create a movement? You practise your storytelling skills to initiate transformations.

E. Transformative stories

In this session, you'll present your transformative story to create a movement. The next generation of systems changes leaders will be coaching you.

How we work: our six ROOT principles



Food is part of our lifeworld, body, taste and soul. It's useful to think of the systemic interconnections from farm to fork and back to the fields. But like food, change, leadership and activism are matters of the heart and body as well as the mind. The same is true of learning and our fellowship of learner-activists. This programme is part of a lifeworld we will share for a while. Our learning principles aim to value all these aspects.

- **Slow down to speed up in reflective space and time for deep dialogue**
- **Maximise peer-learning through a diverse group of experienced food system professionals.**
We will introduce you to an accountability partner on the journey
- **Experience-based action-learning: work with real-life cases and local examples which matter to your ideas of impact**
- **Focus on what's strong versus what's wrong: build on what is already present**
- **Challenge your perspective by learning from unusual suspects**
- **Tailored assignments for digestion and creating true impact in between modules**



Our key facilitators and contributors

Rick Koster is the lead facilitator. He is the founder of Leaderscope, a network of leadership trainers, coaches and facilitators, aimed at the development of courageous leadership to transform teams, organisations and systems.

Rick has a background in neurobiology, leadership and communication skills development. He specialises in developing and guiding leadership programmes and has extensive experience in guiding leadership development in the food sector. He empowers senior leaders working for organisations such as Danone, Heineken and ING Bank, and schools.



To transform our sticky food systems, we need courageous leaders who collectively challenge existing habits and incentives, and change them into a force for good!



Daria Ofman will co-facilitate with Rick and has extensive experience in guiding a variety of organisations, transforming them to be a force for good.

She is a senior consultant, facilitator and process designer at Better Future, aiming for transition and inclusive leadership development. She works with leadership teams in companies such as FrieslandCampina, Triodos and FMO.



'We must each summon our own maturity in order to stop looking for leaders to help us deny the seriousness of the situation, or to save us from its consequences. Instead, let's invent adaptive, compassionate and effective responses to the challenges of our time.'

Professor of Leadership Studies, **Jonathan Gosling**, has extensive experience in designing and delivering international C-level leadership training. Jonathan has authored, co-authored or edited nine books on matters to do with leadership-related issues

He's currently the Lead Faculty at The Forward Institute and Director of Pelumbra, a family-owned management consulting company advising on leadership and leadership development, coaching and research. He is Professor Emeritus of Leadership Studies, University of Exeter, amongst many other affiliations.



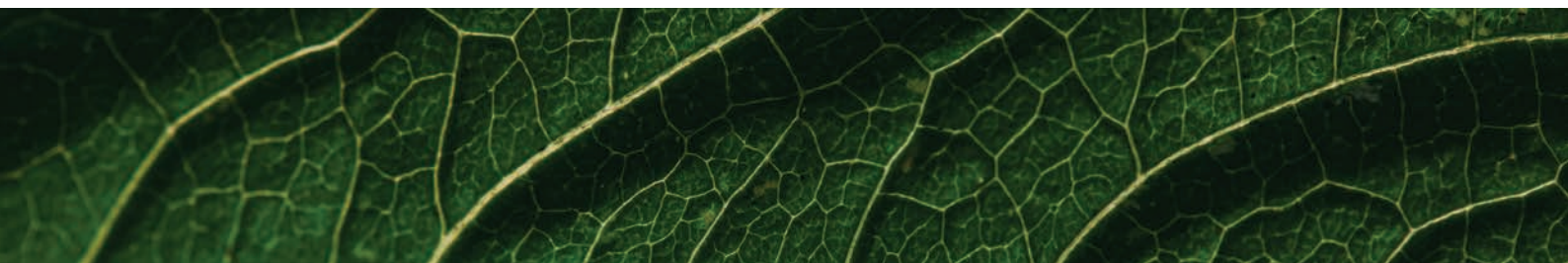
Maarten van der Kamp is Director of Education at EIT Food Education. He is passionate about thought leadership and inspiring all learners (students, professionals and organisations) to be at the forefront of innovation and to lead the transformation of the food system into an innovative sector. Dr. Maarten van der Kamp joined the EIT Food in 2018 as a Director of Education. Prior to that, Maarten taught entrepreneurship at Cranfield University, and Sustainability at Hult International Business School after his PhD in Management from Lancaster University.

'The transition to a sustainable food system requires thoughtful leadership, and imagination and creativity from all actors, to imagine a new future. We want to stimulate and facilitate the conversations that otherwise don't take place.'



the ROOT key facilitators and contributors

The four of us combined have more than 80 years of international experience in the field of leadership development and impact creation. One of our main abilities is that we are able to make true contact and connection with participants. We do this based on respect for every individual and a genuine interest in everyone's personal stories and background. We challenge participants to try out new practices and behaviour, even though it may be fearful for them at first.





Why you should join the ROOT



The ROOT is the only sustainable leadership programme with a focus on food system change



We offer a unique senior transdisciplinary group, with different backgrounds, skills and competences



We help develop your essential skills and deepen your understanding of food system change



We will widen your European network of senior policy makers, corporate representatives and students with fresh ideas



We don't just talk but provide and fuel the language of change to get change done



EIT Food is Europe's leading food innovation initiative

Do you have what it takes to join us?

Do you crave change and want to be a part of one of the biggest revolutions of our modern times? Have you experienced how complex and sticky the current food system is? Do you dare to break the silos, decolonise our food system and cooperate, act and create healthy, just and sustainable food for everyone?

And are you connected on a senior level to our food system in a consumer, corporate, governmental, scientific or non-governmental environment? Do you want to learn how to rock the boat, while staying in it?

Then you are one of forty change makers that EIT Food Education is searching for.



Registration fee

The fee for the ROOT programme is €15,000. Early bird rates: when you apply before the 15th of February 2022, the fee is €12,000.

This fee covers all online and on-site sessions, with all lunches, dinners and drinks included. Travel expenses and hotel facilitations are not included. Join us and become part of this exclusive fellowship that will accelerate the food system revolution.



EIT Food Education is...

...developing and empowering top talent to lead the transformation of the food system into an innovativesector that produces healthy and sustainable food trusted by society. Our mission is to drive social change, power economic growth and nurture a highly qualified workforce.

Our Education Programmes support the Sustainable Development Goals of the United Nations and EU Strategies. All our Education Programmes are designed to solve ***real-world challenges*** and to do so in ways that both build effective networks and develop personal capabilities. We want to inspire all learners (students, professionals and organisations) to be at the ***forefront of innovation***.



Apply now!

Scan the QR code
and join The ROOT



Contact information

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www.eitfood.eu/education

www.eitfood.eu/education/programme/the-root



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