



## Healthier, more sustainable and equitable food systems – shaped by your university's trailblazing solutions

We are excited to share a truly unique opportunity for your institution to provide input for and influence the UN's work to transform the way the world produces and consumes food.

Today's food systems require an upheaval. It renders a shocking 690 million people chronically hungry, while one-third of what we produce is never consumed. Unhealthy diets have become a primary source of poor health around the world, with obesity and diet related diseases skyrocketing, and with glaring disparities between rich and poor. Our diets have also become a leading contributor to global environmental degradation. The redesign of food systems is a unique and powerful opportunity to help achieve the Sustainable Development Goals and to involve people from around the globe in solving some of our greatest challenges.

Between **March 5<sup>th</sup> and 21<sup>st</sup>, 2021**, to support the work of the [Action Tracks](#) of the [2021 UN Food Systems Summit](#), EAT, BI Norwegian Business School and Global Management Consulting Firm Kearney will host a **virtual and truly global case competition** aiming at generating game-changing solutions for the upcoming summit. The focus of the competition will be on system-level changes that tackle one or more of the following issues: shifting to healthy and sustainable consumption patterns encompassing public policy, incentives, and customer behavior, advancing of equitable livelihoods, and ensuring access to safe and nutritious food while optimizing environmental resource use in food production, processing, and distribution. We are dependent on your creative problem-solving skills to challenge the sector, governments, the UN, and last but not least us, the public.

Your students will be provided with the chance to catalyze major shifts of global significance and challenge the status quo in the world's food system. Teams from all corners of the world will compete for cash prizes (\$10,000 for 1<sup>st</sup> place). We are looking for students capable of **truly thinking outside the food-system box**.

### What's next?

- Sign up your institution [here!](#) The event is free of charge.
- You will be joining up to 50 other educational institutions from all over the world.
- We encourage you to sign up a **multidisciplinary** team of 3-4 students.
- The team will dedicate a weekend, 5-7 of March 2021, for the primary stage of the event.
- The winners of this round will be assigned a consulting team to prepare teams for the finals on 21 March 2021.

If you have any question, please do not hesitate to contact the Global Case Competition team at [gamechanger@bi.no](mailto:gamechanger@bi.no) and please visit our [website to learn more](#).

Regards,

**Gunhild A. Stordalen**, Founder & Executive Chair EAT, and Chair UN Food Systems Summit Action Track 2

**Amir Sasson**, Provost Innovation & Outreach, BI Norwegian Business School

**Geir Olsen**, Partner, Head of Europe Kearney