

WeQual Global Big Think: Ending World Hunger

INTRODUCTION

How can changing our food system help tackle climate change and world hunger? This was the topic of our first Big Think event - an exclusive interview with Dr Gunhild Stordalen from EAT Foundation.



Dr Stordalen perfectly epitomises thinking big! A lifelong environmentalist, she helped set up the Stordalen Foundation in 2011 and later founded the EAT Initiative. She is dedicated to transforming the global food system - and the planet - through sound science, impatient disruption, and novel partnerships.

During our interview, Dr Stordalen explains:

- How her passion as an environmentalist led to her big idea
- How to keep the message up front and always on the agenda
- How to achieve the impossible
- The four shifts we all need to take to be part of the solution

Step-By-Step Guide To The Big Idea

Gunhild shared the steps that led her to her big idea.

As a doctor I care about human health.

Growing up in the countryside I learnt early on to love nature.

Serving on the executive board of my ex-husband's hotel company highlighted the sustainability issues in hospitality.



I read a report from Cornell that said up to 70% of hotel waste was due to food.

I realised food was at the heart of climate change.

No one was looking at food systems - there was no global plan or scientific targets.

I spoke to expert Dr Johan Rockström.

We set up EAT and hosted our first global forum with Bill Clinton on stage and attendees from 28 countries.

How To Keep Your Message Up Front

"Stick to your guns no matter who you are talking to."

"We have to think and recognise the big picture: think globally while also acting locally."

"It's what you believe in. Use social media, use your voice. And stop being shy and stop thinking you are not good enough. It's time for women to believe more in themselves and not be so obsessed with being perfect all the time."

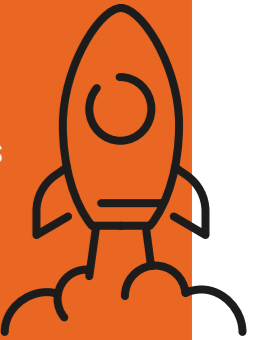
"A global pandemic followed by the invasion of Ukraine has strengthened the case for why we need to fix food."



How To Achieve The 'Impossible'

It boils down to political will. We have to move beyond the current sticking plaster approach. Climate change is the principal driver of food and hunger in the world today. So, we have to tackle climate change. Ending hunger is about building resilient, nature positive, and equitable food systems that deliver healthy and safe food for all. When trying to achieve such a mammoth task, use science as your compass for the changes you need to make.

It is no longer about adapt or die, it is about transform or die. From there work backwards and ask yourself where you need to be as part of a global society.



Be Part Of The Solution

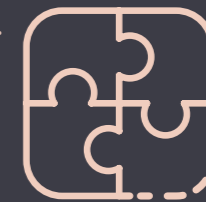
There are four shifts that Gunhild suggests companies or individuals can make to help end world hunger:

- One -

Change to nature positive, generative food production.

- Two -

End industrial intensive farming and move to free range.



- Three -

Move to a fair and equitable salary system.

- Four -

Transition to a circular food waste economy.