



Food and Agriculture Organization
of the United Nations

International Platform for Digital Food and Agriculture

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FAO Markets and Trade

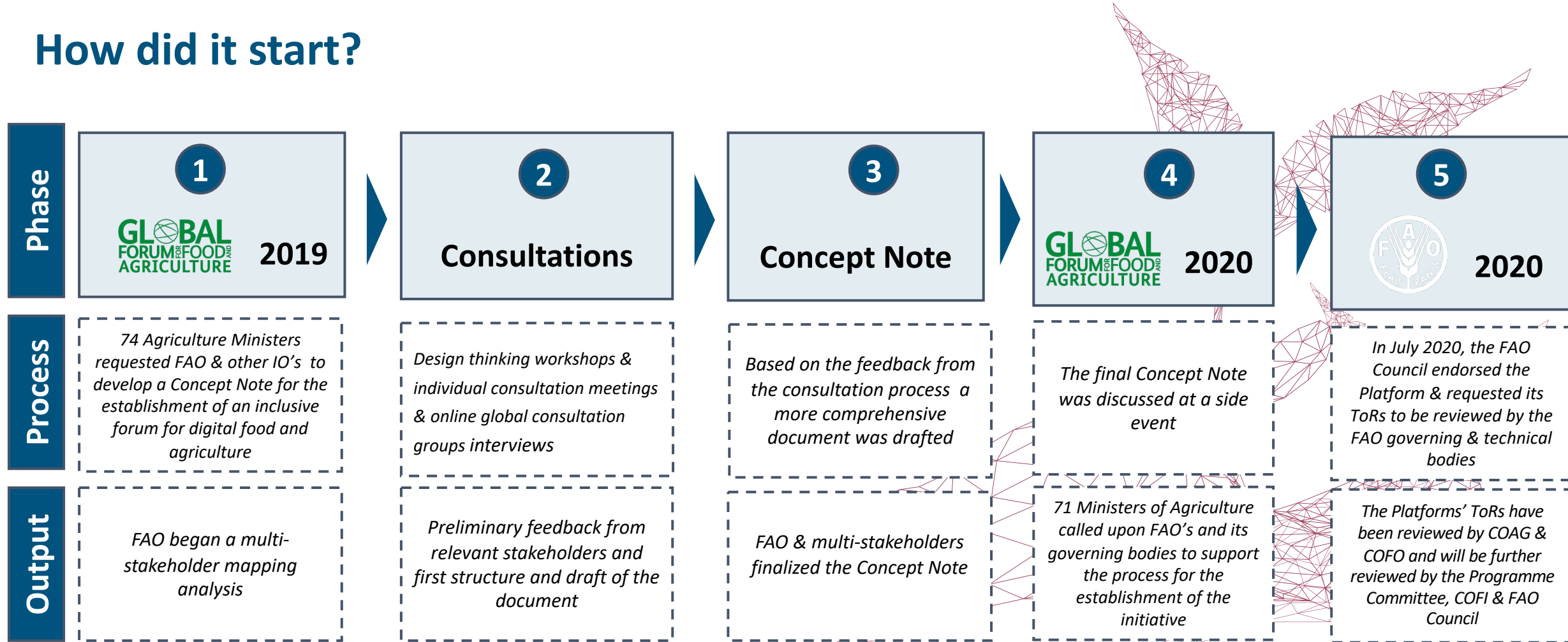
Webinar series - Nutrition in a Digital World

EPISODE ONE | The challenges of digital food marketing





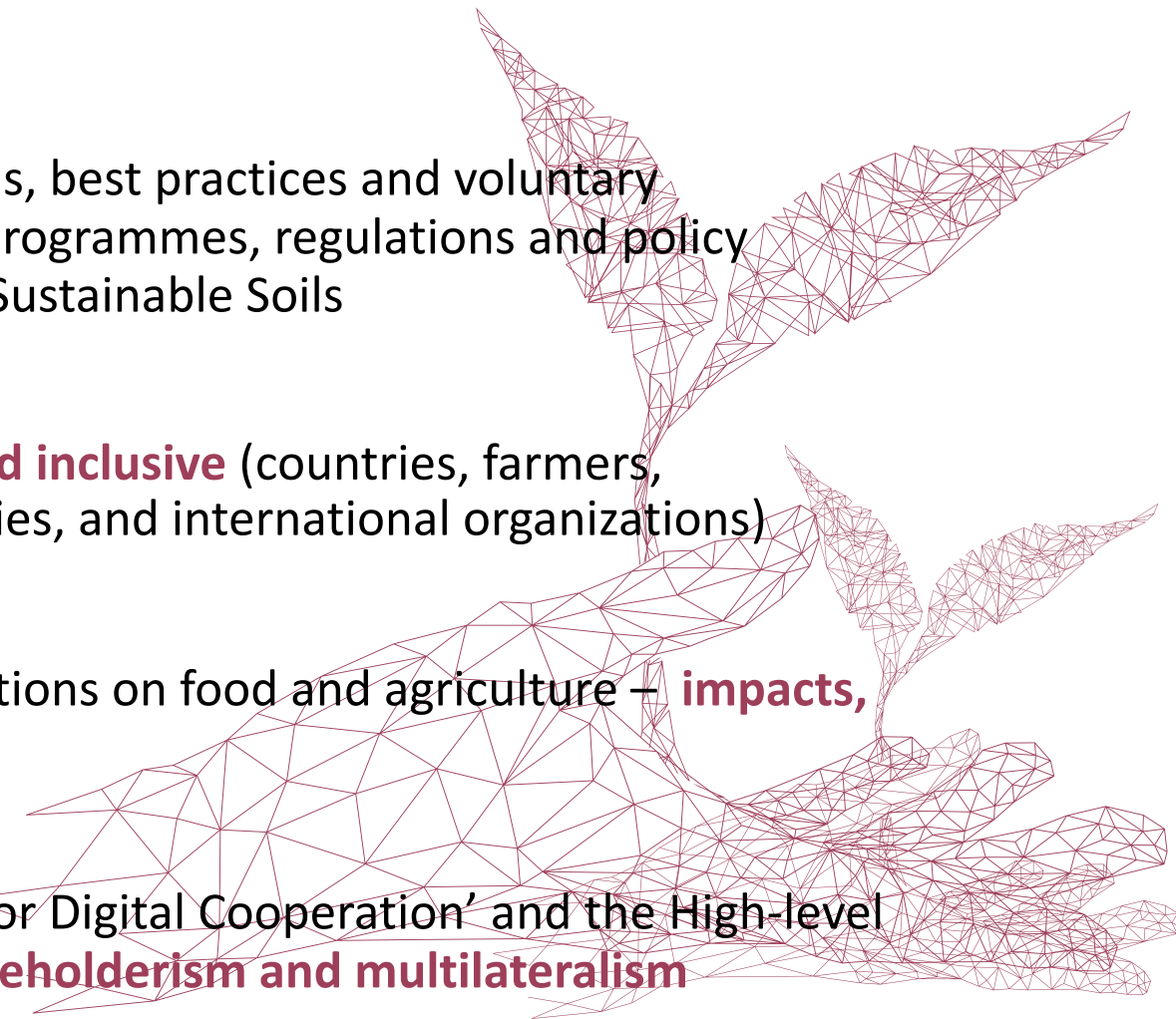
How did it start?





What is it about?

- **Cooperation & soft governance** – recommendations, best practices and voluntary guidelines to support policy-makers in developing programmes, regulations and policy approaches, e.g. CFS-RAI, Voluntary Guidelines for Sustainable Soils
- **Multi-stakeholder** discussion forum – **voluntary and inclusive** (countries, farmers, agribusiness, NGOs, academia, technology companies, and international organizations)
- Focus on the potential of digital technology applications on food and agriculture – **impacts, challenges and risks**
- In line with the UN Secretary's-General 'Roadmap for Digital Cooperation' and the High-level Panel of Experts on Digital Cooperation - **multi-stakeholderism and multilateralism**





Global cooperation architecture for digital technologies



International Telecommunications Union - UN agency mandated for the digital economy and the standard-setting body for digital technologies

World Telecommunications Development Conference - digital development, skills, connectivity, infrastructure



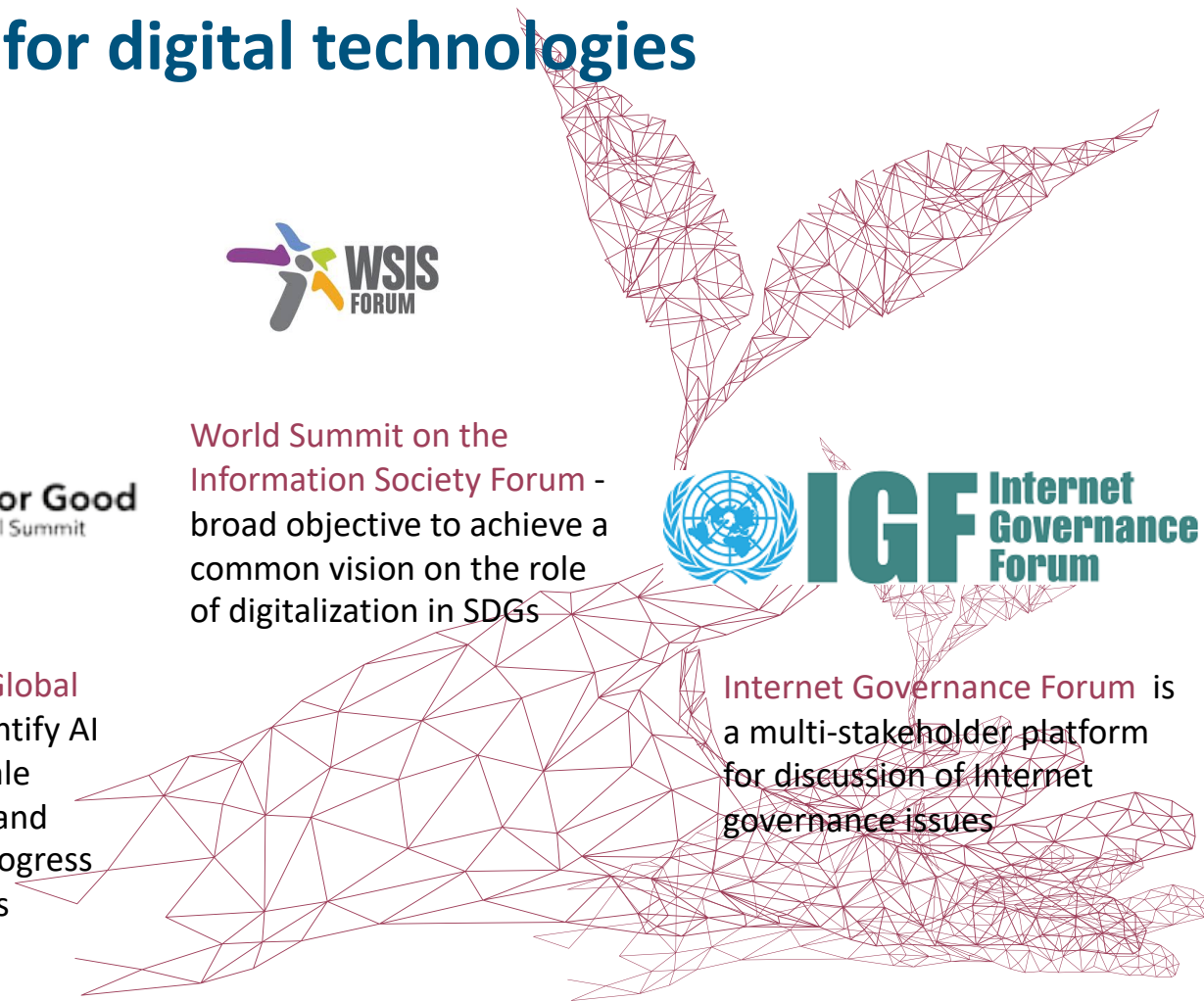
AI for Good Global Summit - identify AI solutions, scale applications and accelerate progress towards SDGs



World Summit on the Information Society Forum - broad objective to achieve a common vision on the role of digitalization in SDGs



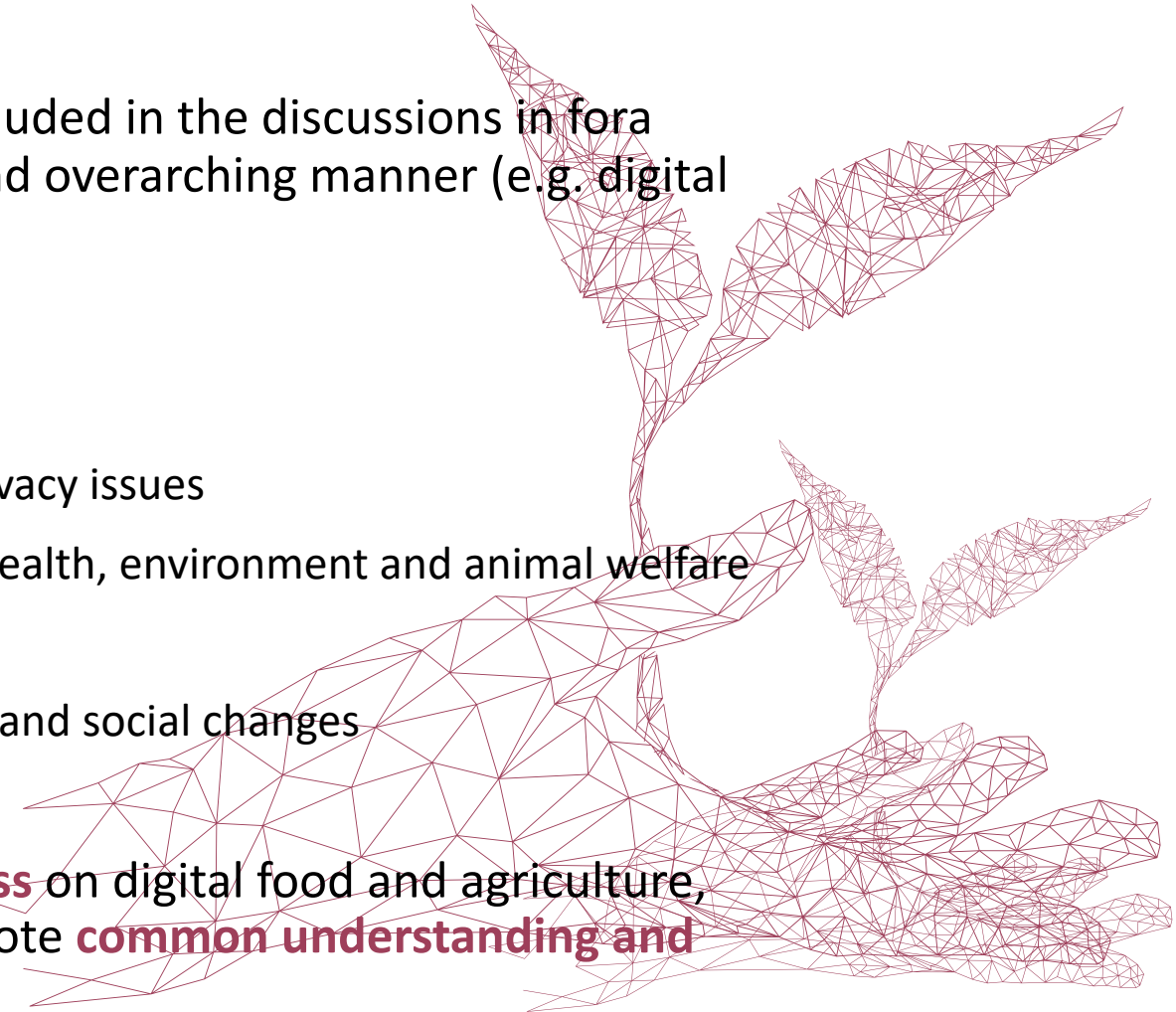
Internet Governance Forum is a multi-stakeholder platform for discussion of Internet governance issues





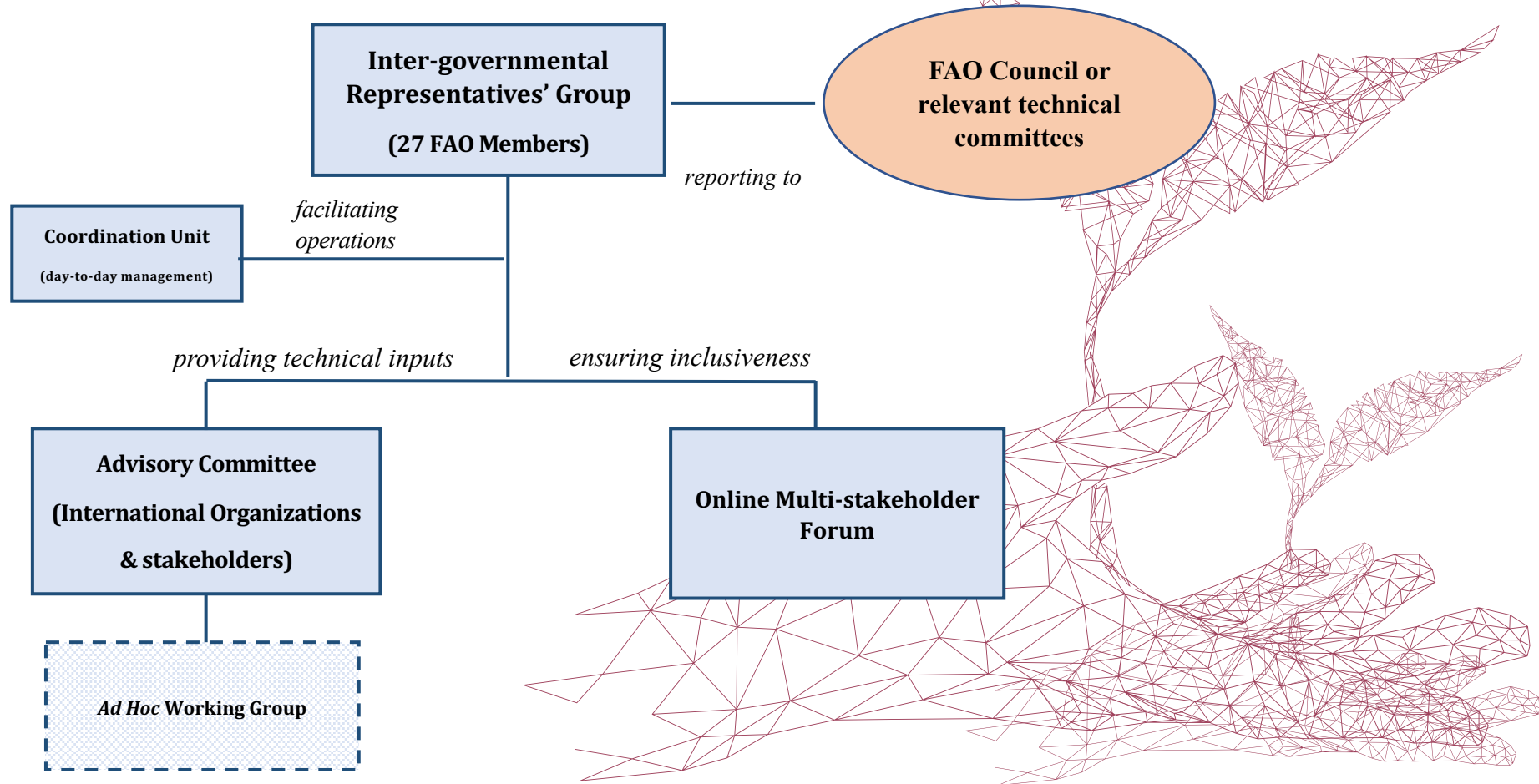
Why the Platform?

- **There is a gap:** food and agriculture not always included in the discussions in fora mandated for digital economy – often in a broad and overarching manner (e.g. digital divide)
- Impacts on **food and agriculture** can be **specific:**
 - Farm/consumer data – ownership, analysis and privacy issues
 - Artificial intelligence – human rights, food safety, health, environment and animal welfare
 - Digital public goods – accelerate progress to SDGs
 - Automation – employment, wages, rural economy and social changes
- Platform will **bridge the gap** and **increase awareness** on digital food and agriculture, **facilitate discussion** among stakeholders and promote **common understanding and solutions**





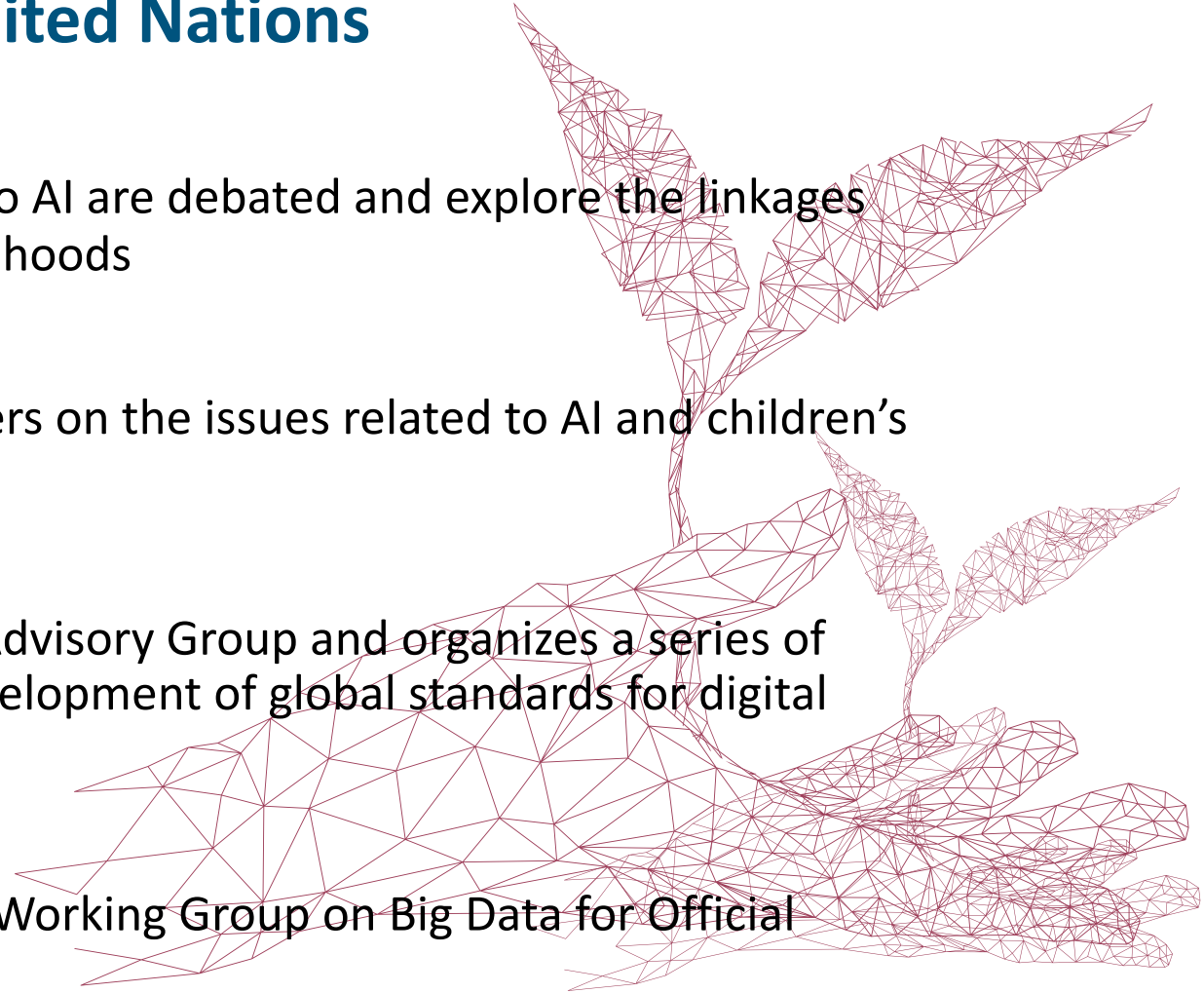
Structure and operating mechanism





Many approaches across the United Nations

- UNESCO provides a space where norms related to AI are debated and explore the linkages between these technologies, education and livelihoods
- UNICEF is seeking inputs from diverse stakeholders on the issues related to AI and children's rights
- WHO has established a Digital Health Technical Advisory Group and organizes a series of roundtables with stakeholders to discuss the development of global standards for digital health products
- UN Statistical Commission has initiated a Global Working Group on Big Data for Official Statistics





Nutrition in the Digital World - marketing

Digital technologies reduce **search, tracking and verification costs**

**Enlarge the scope and quality of
the search**

=

more information, better variety
and lower prices can lead to
better diets

e-commerce, market structure
impacts / transformation in food
retail and service

Easier to track behavior

=

privacy issues, targeted
advertising & children influencing
behavior and food preferences

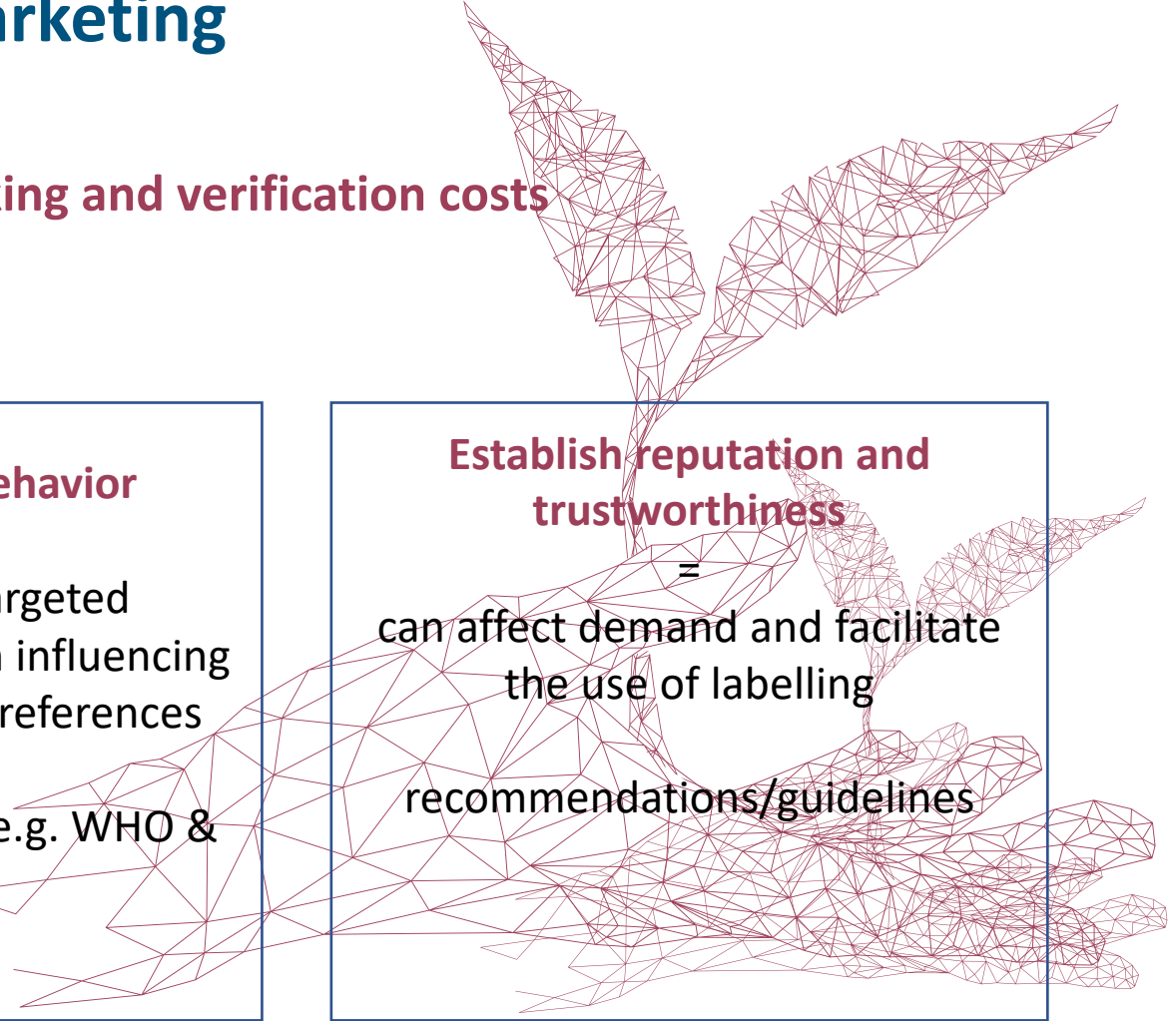
need for guidelines (e.g. WHO &
UNICEF)

**Establish reputation and
trustworthiness**

=

can affect demand and facilitate
the use of labelling

recommendations/guidelines





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Thank you

