International Platform for Digital Food and Agriculture

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Webinar series - Nutrition in a Digital World

EPISODE ONE | The challenges of digital food marketing

# International Platform for Digital Food and Agriculture

### How did it start?

Phase



GL BAL FORUM FOODS AGRICULTURE

2019

2

#### **Consultations**

### **Concept Note**

3

4

GLSBAL FORUM#FOOD# AGRICULTURE 20

2020

5

2020

Proces

74 Agriculture Ministers
requested FAO & other IO's to
develop a Concept Note for the
establishment of an inclusive
forum for digital food and
agriculture

Output

FAO began a multistakeholder mapping analysis Design thinking workshops & individual consultation meetings & online global consultation groups interviews

Preliminary feedback from relevant stakeholders and first structure and draft of the document Based on the feedback from the consultation process a more comprehensive document was drafted

FAO & multi-stakeholders finalized the Concept Note

The final Concept Note was discussed at a side event

71 Ministers of Agriculture
called upon FAO's and its
governing bodies to support
the process for the
establishment of the
initiative

In July 2020, the FAO
Council endorsed the
Platform & requested its
ToRs to be reviewed by the
FAO governing & technical
bodies

The Platforms' ToRs have been reviewed by COAG & COFO and will be further reviewed by the Programme Committee, COFI & FAO Council

### 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



Al for Good Global Summit - identify Al 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

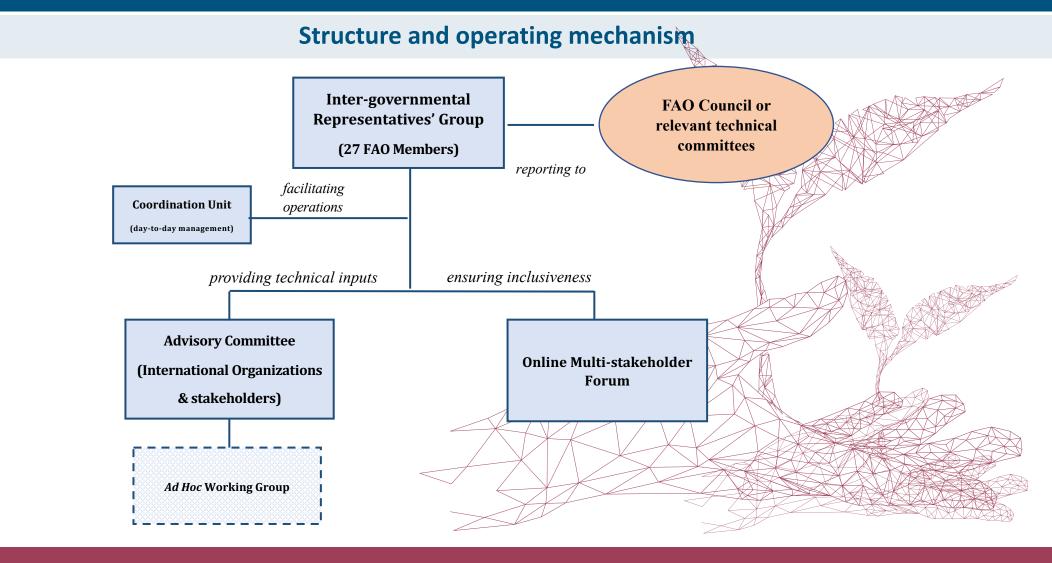
Artificial intelligence – human rights, food safety, health, environment and animal welfare

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

# International Platform for Digital Food and Agriculture



# 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



=

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



# Thank you

