LAUNCH Food Challenge
Call for Applications

There’s more to healthy eating than meets the eye. What people feed themselves and their families is driven not just by cultural norms and personal habits, but also by the range of food they’re able to access. This in turn is governed by issues of food security, trade and more.

Increasingly, the quality and quantity of the world’s food supply is changing – and so is the way that people eat. The result is malnutrition and poor health in many communities across the world. Deep divisions in global food equity exacerbate this burden for poor and vulnerable populations.

LAUNCH aims to accelerate our transition to a more sustainable society through open innovation, cross-sector collaboration and the mobilisation of global systems. Through LAUNCH Food we seek to support and scale innovations that will improve health outcomes by enabling people to make healthy food choices.

How can we increase the affordable and accessible supply of desirable and nutritious food?

How can we reinforce and reward healthy food habits?

In its first year, LAUNCH Food is calling for supply- or demand-side innovations that will ultimately impact people’s food choices, whether in the home, market, street, restaurant or community. We will support and accelerate a portfolio of solutions that address availability of and access to affordable, nutritious, desirable and sustainable food, and solutions that promote people’s selection and consumption of more nutritious food.

In partnership with the Australian Department of Foreign Affairs and Trade, the U.S. Agency for International Development, and a broad cross-sector network of key opinion leaders and industry players, LAUNCH is taking a people-centred approach to action across the whole of the food system. Our call for innovations was developed through consultation with industry, government and civil society from the Pacific Islands, Australia, the United States, Europe, and beyond.

If you are an innovator, entrepreneur, or intrapreneur working on solutions to address these questions, apply now to join LAUNCH Food, and experience the benefit of a whole network of advisors and influencers motivated to help you succeed.

How do we make the healthy choice the easy and affordable choice?
The LAUNCH Food Challenge | Choice

LAUNCH Food is seeking solutions with the potential to transform food systems and the behaviours they drive to promote health and prosperity for all people while respecting the planet’s resources.

Our network of experts and key players from across the food landscape will select top applications for participation in the LAUNCH Food experience. These solutions could take the form of products, programs, technologies, services, business and delivery models, alternative modes of production, financial instruments or new development approaches.

Selected innovators will have the opportunity to present their innovation to members of the LAUNCH network at the LAUNCH Food Forum, to be held in March 2017. The Forum is a facilitated multi-day event connecting innovators with investment partners, market leaders, and technical experts as well as philanthropic, NGO and public sector actors committed to accelerating the adoption and scale of solutions.

LAUNCH Food innovators will be mentored by the LAUNCH Food network to scale their technical capabilities and increase the impact of their innovations. This will include one-on-one mentorship, access to market partners, and facilitated opportunities for investment with LAUNCH partners and others. Facilitated opportunities for investment with LAUNCH partners and others. While this LAUNCH cycle does not offer a cash prize, the Australian Department of Foreign Affairs and Trade’s innovationXchange has allocated up to AUD 5 million to seed and scale some innovations sourced through LAUNCH Food.

LAUNCH Food Challenge

Supply of healthy food

Education, incentivisation and empowerment

My food choice

How can we increase the affordable and accessible supply of desirable and nutritious food?

Make it easy for me!

How can we reinforce and reward healthy food habits?

What kinds of incentives could change the profile of food products on the market?
Call for Innovation

LAUNCH is looking for a balanced portfolio of innovations (game-changing early stage prototypes) and solutions (post-pilot solutions with the potential to scale within 2 years) that address supply, demand, or both, but offer impact at the level of an individual’s personal consumption. We are open to solutions that address any point in an individual’s life journey, from birth on.

To be considered for the LAUNCH Food challenge, your submission must address one or more of the bullets below.

About LAUNCH

Producing Food

We care about: Available, affordable, convenient, desirable and nutritious food.

We are seeking innovations and solutions that address:

- Supply chain infrastructure and practices across the value chain (harvesting, storage, processing / drying / manufacturing, transport, marketing), including food wastage.
- Food and food technology
- Production processes and efficiency
- Models of economic incentivisation
- Financial products or services that drive how and where food is produced
- Nutrition-sensitive and climate smart agriculture, including horticulture, aquaculture, and livestock
- Harnessing data to understand the supply of and demand for nutritious food
- Growing more (and a more diverse range of) nutritious food
- Decoupling price and quality so that nutritious food is not always the most expensive option

For example:
- Does your innovation allow producers to ‘close the loop’ by repurposing unused food before it becomes waste?
- Does your innovation use city planning to encourage urban farming?

Consuming Food

We care about: People making healthy food choices and building healthy eating habits.

We are seeking innovations and solutions that address:

- Empowering and incentivising people to change their eating and feeding behaviour
- Reinforcing positive and nutritious cultural and social practices
- Educating around the needs of humans and the value of food
- Improving people’s understanding of what is and is not healthy
- Helping people make better food and feeding choices
- Helping reinforce and reward good food and feeding choices
- Food messaging and marketing; creative consumer engagement
- Labeling and packaging
- Using food data to drive understanding and behaviour change
- Driving inclusivity in the wider food system
- Remedying the disconnect between the consumer and the food value chain
- Collective action toward policy-making via investment, ‘buying into’ change

For example:
- Does your innovation use gamification to incentivise healthy eating?
- Does your innovation use big data to create transparent, comprehensive metrics that can be used to define and measure health?

In this cycle, LAUNCH is not seeking solutions that exclusively address utilisation (good hygiene, sanitation, or safe food handling) or emergency response.
A Massive Global Challenge

Significant changes to the quality and quantity of the world’s food supply, as well as changing consumer habits, are leading to high levels of malnutrition and poor health outcomes worldwide. Compounding factors include poverty, problems of geographic access and distribution, gender inequality, and the erosion of more healthful traditional food cultivation and eating practices. The challenge is complex and multifaceted.

As the 2016 Global Nutrition Report headlines, ’malnutrition creates a cascade of individual and societal challenges’. Undernutrition now accounts for 11% of the global burden of disease and is considered the number one risk to health worldwide. At the same time, 1 in 3 adults aged over 18 years is overweight and 1 in 10 is obese, increasing their likelihood of cardiovascular disease, diabetes, various cancers and osteoarthritis. Adults who had a low birthweight or were undernourished as young children are more likely to experience high blood pressure and obesity. In some regions, the challenges of undernutrition and overnutrition co-occur, leading to a double burden of obesity and undernutrition.

Malnutrition also has major economic consequences, slowing growth and perpetuating the poverty cycle. Undernutrition in childhood is conservatively estimated to result in 10-20% lower life-time earnings. At a country level, the economic costs of malnutrition are estimated to top 16% of Gross Domestic Product in the most affected places.

The factors influencing people’s healthy food choices are many, diverse and interrelated. They are at once personal, cultural, sociological and economic, while simultaneously driven by global and regional food security, government policy, and industry.

Malnutrition in all its forms

- **Child Stunting**
  Low height for age

- **Child Wasting**
  Low weight for height

- **Child Overweight**
  High weight for height

- **Adult Overweight**
  Carrying excess body fat with a body mass index ≥ 25

- **Micronutrient Deficiency**
  Iron, folic acid, vitamin A, zinc, iodine below healthy thresholds

- **Adult Obesity**
  Carrying excess body fat with a body mass index ≥ 30

- **Noncommunicable Diseases**
  Diabetes, heart disease, and some cancers

Evaluation Criteria
Applications will be evaluated on:

1. Potential for improving health outcomes
2. Technical feasibility and practicality of use
3. Pathway to scale
4. Sustainability of the innovation /solution
5. Evidence of potential for application in lower-income and underserved communities and/or developing markets and countries
6. Strength of project team and leadership

For example:
Does your innovation deliver a triple bottom line: increasing producer incomes, improving nutrition and sustaining the environment?

Is your innovation capable of speaking to the illiterate, the poor, those with no schooling, and helping them make healthy choices?

LAUNCH is particularly motivated to support solutions that:

1. Promote inclusion, gender equality and women’s empowerment
2. Are appropriate at the local level with the potential to scale regionally or globally
3. Offer the potential to impact impoverished, disenfranchised and other vulnerable populations in developing markets, even if this was not the original purpose of the innovation
4. Plan for a changing world (increasing occurrence and severity of natural disasters, water availability, population growth and changing population demographics, increased pressures on protein demand, increased need for food storage, increased need for sustainable fertilisers, need for improved price resilience, need for reduced food loss, changing funding landscape, increasing urbanisation, growing inequity, among others)
5. Show a solid understanding of what comprises ‘good’ nutrition (bioavailable, nutrient rich, diverse diet, breast feeding, etc.) per FAO/WHO guidelines
6. Improve the variety of food on the plate
7. Acknowledge that eating is fundamentally a human experience, at turns social, nurturing, cultural, and necessary for survival
8. Are mindful of the end consumer
9. Shift the drivers and incentives that promote current poor health outcomes
10. Promote the evolution of existing markets, or the development/expansion of new markets

Can developing countries leapfrog the challenges posed by incumbent systems in industrialised nations?
LAUNCH’s mission is to build and nurture a community of innovators, thought leaders, and decision makers across value chains to collectively understand, articulate and scale solutions for positive change leading to a more sustainable society.

Founding partners NASA, NIKE, Inc. the U.S. Agency for International Development and the U.S Department of State formed LAUNCH in an effort to bring collective genius, unprecedented networks, and new resources to overcome some of humanity’s toughest sustainability challenges. LAUNCH aims to move beyond incremental change and make an impact at a systemic level.

Eligibility

The challenge is open for anyone to apply. Responses from academics, companies (small or large), entrepreneurs, inventors, nonprofit organisations, research institutions, national laboratories, government agencies, social enterprises and funders are welcome. Cross-discipline and cross-geography teams are highly encouraged to apply. ‘Innovations’ may be at the stage of functional prototype up to market-ready solutions. Applicants ready to be supported by industry partners or ready to scale will receive the most benefit from the LAUNCH experience.

Awards

Selected LAUNCH innovators will become celebrated members of the LAUNCH network, not only for the duration of the Food challenge, but beyond. Innovators will receive visibility for their work, exposure to new ways of thinking, and access to a network of key experts and stakeholders across disciplines, sectors and industries who stand ready to accelerate the trajectory of their innovations into the marketplace. Through participation in LAUNCH, innovators will expand the network’s capacity to transform food systems for a more sustainable world.

Specifically, innovators will receive:
- An all-expenses-paid trip to attend the LAUNCH Forum in March 2017 (venue to be confirmed). The Forum is a closed meeting of LAUNCH innovators and select network members – corporates, funders, policy makers and more - carefully facilitated to support innovators on their journey to impact and scale.
- Assistance with articulating a compelling narrative and growth strategy to create a concise, high-impact presentation, which will be streamed live during the Forum and recorded for future use.
- Ongoing acceleration support, leveraging the LAUNCH network to unlock opportunities.
- Public recognition from LAUNCH and its partner organisations.
- Media and public relations training and exposure, including a professional video of your innovation story, which will be featured on LAUNCH.org.
- Continued engagement with, and access to, the LAUNCH network beyond this challenge cycle.

No cash prize will be awarded.

Submit Your Innovation

Since 2009, LAUNCH has sourced and supported life-changing, sustainable solutions in water, health, energy, materials, and waste. The LAUNCH Food challenge has the potential to revolutionise the way we eat – join us.

If you are working on an innovation that will contribute to improving health outcomes through the food system, we want to hear from you. Don’t be afraid to surprise us! If you’re working on a related solution in another field that could apply to this challenge, answer the call.

The LAUNCH Food challenge closes December 7, 2016. Go to www.launch.org/food to submit your application.

For any questions, please contact foodchallenge@launch.org.

Timeline

- **September 19th-December 7th, 2016**
  Phase 1: Application Period

- **December 7th, 2016-January 24th, 2017**
  Phase 2: Application Review

- **February 1st, 2017**
  Phase 3: Announcement of Innovators

- **March 2017**, dates to be confirmed
  Phase 4: LAUNCH Forum

- **April-September 2017**
  Acceleration period

*Date in the USA