

The Healthy Food Challenge

Do you have an innovative idea that makes the healthier choice the easier choice?

This open innovation challenge focuses on how to defeat diabetes by preventing obesity through solutions that advance healthy and sustainable food environments among vulnerable people*. The Healthy Food Challenge is organised by Novo Nordisk and co-hosted with EAT.

We want to make the healthier choice the easier choice for all. With the Healthy Food Challenge, we are inviting communities, start-ups, businesses, grassroots organisations, youth groups, communities of faith, public institutions and individuals with good ideas to collaborate and submit proposals on how to prevent obesity through solutions that advance healthy and sustainable food environments among vulnerable people.

We are looking for solutions that:

- Increase access to healthier and affordable food retail for vulnerable people (eg grocery stores, small stores, farmers markets and mobile food retail)
- Increase access to healthy foods through cooperation in urban gardening and farmers markets
- Encourage families, children and young people to select healthy nutritious food at home as well as when eating out
- Encourage and support restaurants and food stalls to adopt healthier ingredients and methods to revamp their menus/food offerings
- Encourage vulnerable people to make the most of their food items in order to eat better and reduce food waste
- Foster food entrepreneurship and formal/informal education programmes for future chefs

And more besides – all perspectives on innovative approaches are welcome.

Why food environments?

Food is the single strongest lever for optimising human health and environmental sustainability on Earth. However, one

immense challenge facing humanity is to provide a growing world population with nutritious, safe and affordable food that is sustainably produced. While global food production of calories has generally kept pace with population growth, more than 820 million people still lack nutritious food, and many more consume either low-quality diets or too much food. Unhealthy diets now pose a greater risk to morbidity and mortality than unsafe sex and alcohol, drug and tobacco use combined.¹

Unhealthy food environments are one of the leading causes behind unhealthy diets. Food environments are where people interact with the food system – all the places and situations where people procure and eat food.² As these environments determine what foods people can access, unhealthy food environments may lead to unhealthy choices.

Why focus on diabetes and obesity?

Diabetes is rising at an alarming rate across the world. Today, one in every 11 people in the world is living with diabetes, a figure that is projected to rise to one in nine by 2045³ unless action is taken. We can act by addressing the most significant modifiable risk factors for diabetes – obesity – which today affects 650 million adults and 124 million children and adolescents globally⁴.

The human and economic costs of diabetes, obesity and its complications put individuals, families, communities, healthcare systems, and societies under significant pressure. This is further exacerbated by COVID-19 as people living with diabetes and/or obesity are at significantly higher risk of poor outcomes, including higher mortality⁵.

Obesity is more prevalent among people of lower socioeconomic status, and socioeconomically deprived areas are more likely to have limited availability of affordable and healthy food.⁶ That is why the Healthy Food Challenge will focus on preventing obesity through solutions that advance healthy and sustainable food environments among vulnerable people.

The challenge aims to identify and seed-fund three solutions that can be considered in the context of the coming UN Food Systems Summit in October 2021 which will address all forms of malnutrition, including obesity.

*Vulnerable people are defined as people having a low socioeconomic status and living in a socioeconomic deprived setting.

When and where?

On 27 January 2021, the Healthy Food Challenge will kick off officially. There will be two selection rounds between February and September, and a final round in October during which three winners will be chosen and will each win up to 100,000 US dollars.

Sign up to participate!



There, you will also find more information about the Healthy Food Challenge and various templates for submission.

The process

Mobilisation, launch and sign-up	Idea sharing (online)	Selection of TOP 30	Idea refinement	Action Work Group Assembly	Selection of TOP 10	Boot camp	Pitch session and selection
JAN-FEB	MAR	APR	MAY	MAY	JUN	JUN-SEP	OCT
5,000+ participants	100+ ideas	TOP 30 ideas	30 improved ideas	30 AWGs	TOP 10 ideas	10 proposals	TOP 3 proposals

For the best chance of winning, ideas should:

- Be innovative – employ new and innovative approaches to engaging with vulnerable people or encourage new and uncommon partnership models
- Be feasible and achievable within a time frame of 2–3 years
- Have clearly defined metrics and milestones
- Promote multi-sector collaboration
- Involve citizens and/or community members in development, implementation and evaluation
- Benefit the community rather than provide benefit to an individual, single partner or organisation
- Address health inequality by making the healthier choice the easier choice for all
- Be sustainable, scalable and transferable to other geographies and settings
- Be aligned with the UN Sustainable Development Goals, particularly Goal 2, Goal 3 and Goal 12.



About EAT

EAT is a non-profit organization dedicated to transforming our global food system through sound science, impatient disruption and novel partnerships. We work for a future where healthy and sustainable food is affordable, accessible and attractive to all.

eatforum.org



About Novo Nordisk

Novo Nordisk is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Our purpose is to drive change to defeat diabetes and other serious chronic diseases such as obesity and rare blood and endocrine disorders. We do so by pioneering scientific breakthroughs, expanding access to our medicines and working to prevent and ultimately cure disease.

novonordisk.com

References

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6. Nutrition and Food System, High Level Panel of Experts, Committee on World Food Security, 2017.