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Strategic Design for the agri-food sector: Sustainable Food-System Innovation

We must use “design” to re-define values, to reset the way we lead, manage, create and innovate in the agri-food sector. We must develop new ways of working and thinking in the agri-food sector through design. Designing is more than creating food products and services; it can be applied to sustainable food systems, procedures, protocols, professional interactions, educational models and user experiences. We must revitalize the solutions in the agri-food sector by promoting the acquisition of high-quality skills for managing staff and entrepreneurs working in the sector. A design mindset is not problem-focused, it’s opportunities-focused and action-oriented. It involves both analytical study and creative imagination.

The purpose of design is to improve the quality of life for people and the planet.