

## Webinar 2 - **Building Resilient Supply Chains Through Alternative Feed Ingredients.**

In part-two of our first Knowledge X-Change Webinar series, Project X Global hosted its second webinar on the 29<sup>th</sup> September 2020: **Building Resilient Supply Chains Through Alternative Feed Ingredients.** This focused on engaging the value chain in creating narratives to support sustainable alternative feed ingredients, to launch the PX/PwC market opportunities report, and to celebrate 11 selected innovative companies as part of the FEED-X programme.

We were once again joined by an inspiring global panel of experts with representatives from WWF Switzerland, PwC Norway, Cambridge University, and the World Bank. The experts discussed the potential future growth of sustainably fed food and the evidential need to for speed and scale in a post COVID-19 future to fully grasp the requirements of today's market opportunities. Project X partner, WWF Switzerland, joined as part of the panel through CEO and Innovation Lead, Thomas Vellacott. During the discussion he reflected on how young people and society as a whole are showing a greater interest in sustainability: "People expect transparency about the product they are buying- for feed this is particularly relevant." The webinar also hosted a roundtable discussion with our CEO, Marcela Navarro, who was joined by Henrik Stamm Kristensen, CEO from Blendhub, and Liz Bowles, Associate Director Farming and Land Use from one of our new partners: The Soil Association. The roundtable discussion focused on the Post COVID-19 future resilience of sustainably fed food.

During the webinar we were also very excited to reveal the 11 companies from four categories of innovation that were selected as part of our FEED-X programme. The four categories were Insect Meal; Single Celled Proteins; Microalgae; and Food/Feed Ingredient Technology. Each innovator conducted a mini-presentation on their innovative product and their initial plans for the future. The 11 innovators are (in no particular order): Veramaris, Innovafeed, BioKind, Tebrito, Invertapro, BioPower, Beta Hatch, Valpromic, Unibio, NovoNutrients, and Protix.

Project X initially sought to select only 9 businesses to move forward, but we were so impressed by the quality of the innovations and the people behind them that we decided to bring on one more. This is no small decision; the highly individualised nature of our programme means we are at our best when we can devote more time and resources to each of our partners. Project X is proud to play the role of systems accelerator; we provide change at the pace the planet needs it.

We are very grateful for the support of our partners, WWF, EIT Climate-KIC, and especially to Esmee Fairbairn Foundation for their support in the Knowledge X-Change programme and our webinars. Look out for our next webinar, due to take place in the first week of December 2020. Register your interest here: <https://projectxglobal.com/knowledge-exchange/>

Thank you to our speakers and roundtable participants:

Pablo Fleiss – Chief Economist EAP, World Bank

Steve Evans – Director of Industrial Sustainability, Cambridge University

Thomas Vellacott – CEO & Innovation Lead, WWF CH

Marte Vassbotten – Manager, Seafood, PwC Bergen,

Henrik Stamm Kristensen – CEO, Blendhub

Liz Bowles – Associate Director Farming and Land Use, Soil Association

Marcela Navarro – CEO, Project X Global