



Data and Digital Coalition

Data and digital for resilient, nutritious and sustainable food systems

Data and digital solutions have become increasingly important, as part of a broader basket of solutions, in helping to support the resiliency of food systems, building our economy, and meeting our collective goals for 2030. Enabled by rapidly digitizing economies and societies worldwide, it is possible to develop new ways to respond to food systems opportunities and challenges dynamically and at scale. Digitisation, guided by ethical and inclusive standards, can reconfigure value chains and marketplaces in ways that lead to more resilient, efficient, climate-smart food systems that produce healthy and nutritious food for all.

However, the current data and digital ecosystem is fragmented and incomplete, with many system actors working in silos or not sufficiently engaged, lack of scale up opportunities, and without best practice in common principles and standards. To unlock its full potential, access to and collaboration around the use of data and digital solutions requires a different inclusive way to how they are currently undertaken. And beyond current capacities. Agile data and digital systems offer integrated impact across geographic scales, within and beyond country borders, led by public, private and social sectors.

The UNFSS Data and Digital Coalition

Within the process of the UN Food Systems Summit, an array of public, private, and social sectors exploring how to ensure the data and digital revolution can build the sustainable food systems that will support humanity into the future in line with the priorities of the UN SDGs and needs of member states.

Leaders are calling for a 'Data and Digital Coalition', an open processes that enables innovative partnerships to support country-led agendas. Data and digital systems must integrate across geographic scales, within and beyond country borders, and across the public, private, and non-profit sectors. These multistakeholder collaborations can create value that no single organization can create alone. Some solutions will be

novel. Others will come from scaling and adapting existing technology or knowledge solutions, business models or societal inclusion practices into different contexts.

The Pre-Summit offers a unique opportunity to call on member states, development agencies, civil society, farmer organizations, businesses and other organizations leading efforts towards the Food Systems Summit, to join the Data and Digital coalition to innovate digital tools, technologies, and data platforms that include stakeholders in the food system ethically. Leading to more efficient, climate-smart food systems that produce healthy and nutritious food for all, and collaboratively identify the most critical gaps that need to be filled by new, interoperable data collection, reduce inherent biases, ensure equitable access, include protection for consumers, and actively innovate to reduce unintended consequences.

Collaboration to unlock the power of data and digital solutions responsibly, from global to local scales

The effort of the Coalition will cluster around 7 interlinking action areas:

1. **Create foundational, public-good data:** global connectivity is creating opportunities to deploy large-scale food system services able to reach even the most vulnerable populations, but data gaps impede progress. Global food security and sustainable food systems are constrained by lack of accessible data on flows, drivers, and outcomes of food systems.
2. **Mobilize data for food system enablement:** timely, accurate, ethically garnered and used data on food system flows, equitable access to services, nutrition outcomes, ecosystem health and environmental sustainability is fundamental for guiding our joint efforts across highly varied environments.
3. **Align data standards, policies and open infrastructures:** interoperable data and digital infrastructures built to open standards, that protect the rights of people, and enable data sharing, create the foundation for public, private, and non-profit

collaboration and investment, scaled innovation, and equitable, sustainable and informed farm production and consumer participation.

4. **Build agile governance for collective action:** global food systems are changing quickly, and it can be challenging for our institutions, firms, policies, and even ethical frameworks to remain abreast of the rapid change. Agile coalitions, linked by guiding principles and a commitment to timely, responsible, open, and inclusive action are needed.
5. **Supporting digital solutions that encourage data innovation and equitable access:** to generate and garner valuable data you have to have in place active digital solutions that meet the needs fairly of the different types of actors in the food system, and the ability to replicate the success of a digital solution in other regions and value-chains - at different stages from ideation to scale up through targeted use of more patient capital and blended financing models, local capacity building and technical support to ensure more equitable access throughout the innovation lifecycle.
6. **Innovate, iterate and invest in digital services for food systems transformation:** business models of all sizes shape food systems and can be powerful drivers of transformation. Effective competition policy and investment is needed to support and scale up new business models for sustainable, healthier and equitable food production, value chains, and informed, interactive consumer services to drive nutritious outcomes.
7. **Enable data agency, control and protection:** there has been a significant erosion of public trust in recent years regarding responsible access to and use of personal and agri-food data. The sector needs dynamic solutions to enable and protect agency, managed consent and protections for data owners at all levels, while enabling the use of data to unlock analytics, accountability and services that can benefit people and nature by driving food system transformation. Without this information, decision-makers are ill-equipped to identify and address challenges, developers of products and services duplicate investments in building the data and insights they need, and the sector continues to be siloed.



Action-oriented initiatives of the Coalition

As of July, three major initiatives have emerged to compose a broader coalition on Data and Digital. The group has identified a number of additional opportunities against the 7 action areas which may be developed over coming weeks. The below offers further information on each:

- **Digital Data Cornucopia** (Action Track 1)

Co-developing a common resource-efficient data infrastructure to facilitate data use and sharing for food systems analysis. – [link to 2-pager](#).

Organizations currently supporting the development of the Digital Data Cornucopia are: *John Hopkins University, Google, GAIN, FAO, the Micronutrient Forum, WBCSD.*

- **Future Marketplace Playbook** (Innovation Lever)

Develop and support transparent, inclusive business models using ethical data and digital pathways which result in more efficient, climate-smart marketplaces for nutritious food. – [link to 2-pager](#).

Organizations currently supporting the development of the Future Marketplace Playbook are: *Mercy Corps, Consumers International, World Economic Forum, India AI4AI, Kenya ATO, Ethiopia ATA, Pinduoduo, Dalberg.*

- **One Map** (Innovation Lever)

Develop data agency and consent management mechanisms linking individuals, small agri-food businesses, policy makers, and digital service providers to generate foundational public good data assets for digital food systems innovation and interoperability from individual to global scales. – [link to 2-pager](#).

Organizations currently supporting the development of One Map are: *FAO, World Bank, CGIAR, GEOGLAM, Digital Green, Google X, Hewlett Packard Enterprise, World Economic Forum.*

We invite open collaboration, input and commitments to drive forward this data and digital coalition to support countries.