



## LAUNCH Food

### Enabling Healthy Food Choices



LAUNCH Food is calling for innovators, entrepreneurs, organisations, and individuals from around the world to put forward innovative solutions for improving global health outcomes by enabling people to make healthy food choices.

#### The Problem

There's more to healthy eating than meets the eye. What people feed themselves and their families is driven not just by cultural norms, personal habits, and choice, but also by the range of food they're able to access. That's why LAUNCH is taking a system-level approach to enabling healthy food choices.

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 communities across the world. Deep divisions in global food equity exacerbate this burden for poor and vulnerable populations.

How can we make healthy food more affordable? More nutritious? More sustainably produced? How can we inspire and enable people to make healthier food choices for themselves and their families?

#### The Challenge | Choice

LAUNCH seeks supply- or demand-side innovations that will ultimately impact people's food choices, whether in the home, market, street, restaurant or community.

Along with Australia's Department of Foreign Affairs and Trade, the U.S. Agency for International Development, and other partner organisations, LAUNCH Food will support and accelerate a portfolio of high-quality innovations that address these questions and more. In the process, LAUNCH aims to create a worldwide coalition of the committed focused on transforming food systems while respecting the planet's resources.

#### Get Involved!

Submit your innovation by **November 16, 2016** to be considered for the LAUNCH Food challenge.

Selected 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. Innovators will receive visibility for their own 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.

The challenge is open for anyone to apply – interested applicants can find out more or share their submissions at [launch.org/food](http://launch.org/food). Winning innovators will be announced in December 2016.

#### The Story of LAUNCH

Since 2010, LAUNCH has harnessed the power of collective innovation. 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.

So far, LAUNCH has sourced and supported life-changing, sustainable solutions in water, health, energy, materials, and waste. Hundreds of innovators have accepted the challenge, and to date, over 80 innovators have been accelerated by LAUNCH, collectively receiving some US\$95 million in funding.

Challenge launch date: September 19, 2016

#LAUNCHFood [www.launch.org/food](http://www.launch.org/food) @LAUNCHorg



## Malnutrition in all its forms



### Child Stunting

Low height for age



### Child Wasting

Low weight for height



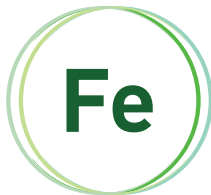
### Child Overweight

High weight for height



### Adult Overweight

Carrying excess body fat with a body mass index  $\geq 25$



### Micronutrient Deficiency

Iron, folic acid, vitamin A, zinc, iodine below healthy thresholds



### Adult Obesity

Carrying excess body fat with a body mass  $\geq 30$



### Noncommunicable Diseases

Diabetes, heart disease, and some cancers

Source: Adapted with permission from the International Food Policy Research Institute (IFPRI 2016). Global Nutrition Report 2016: From Promise to Impact: Ending Malnutrition by 2030. "Malnutrition in All Its Forms" infographic. Washington, DC. <http://dx.doi.org/10.2499/9780896295841>.