

LET'S REALLY FEED THE WORLD

10:30 – 11:00

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Europe is aiming to become carbon-neutral by 2050. What's in stake for our entrepreneurs? How do we understand the challenges ahead and the role that entrepreneurs can play in tackling the climate emergency whilst at the same time identifying business opportunities?



Adam Smith

Adam is a founder and co-director of the visionary, multi-award-winning, global initiative: The Real Junk Food Project (TRJFP). Set up in December 2013 to distribute edible surplus food to individuals, cafes, schools and community groups. The project's aim was to revolutionise the disposal of avoidable food waste into landfill, the pioneering movement's manifesto is to: feed bellies, not bins.

TRJFP have helped create over 120 projects in 7 countries, including South Korea, Japan, Israel, Germany, France and the U.K. To date they have prevented 7000 tons of food from becoming waste – the equivalent of 16.6 million meals. In 2020 they intercepted 1500 tons – the equivalent of 3.6 million meals, from the single warehouse in Leeds. In addition to the warehouse, the project now has a social supermarket (Sharehouse), in Doncaster. During the Covid 19 pandemic, TRJFP began providing free food boxes for NHS staff. The project is planning to launch a Pay as You Feel (PAYF) café in Leeds once lockdown has been lifted.

The project became the charity partner of Wakefield AFC for the 2020/2021 season, with funds contributing to the day to day running of the social enterprise as they continue to grow and prepare facilities to cope with challenges.

A professional chef for over ten years, Adam has held a wealth of head chef positions, internationally. Whilst in Australia, Adam witnessed the scale of food waste, agriculturally and within the catering industry. Upon his return to the UK, he was inspired to set up TRJFP. Adam and TRJFP have received numerous plaudits and awards from organisations ranging from NESTA to The Observer. He has been voted one of the forty most influential men in the world by AskMen. The Telegraph Food and Drink Power List voted Adam as one of the 50th most influential people in UK Food & Drink.

Adam is currently writing a book due for publication in 2021. He has been a featured speaker on a truly memorable TedX talk and his story is utterly inspiring. Key presentation themes include:

- Sustainability, environment and waste management
- Overcoming adversity & mental health
- Leadership, teamwork and motivation
- Change and change management
- Corporate social responsibility
- Project management



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