Application to Form the Internet Society Special Interest Group on Internet of Food

Send list: chapter-application@isoc.org
Copy to: project interim board

A. Proposed name of the Special Interest Group (SIG)

Internet Society Special Interest Group on Internet of Food

B. Community of Interest the SIG will serve

Individuals and entities globally interested in advancing issues and technology at the intersection of the Internet and food.

C. Purpose and scope of SIG

Internet of Food is a concept equivalent to Internet of Things, though more complex and dynamic and with potentially larger impact on human life. Yet, the discussion on how we combine the power of the Internet with food is little explored in spite of its massive potential to affect key areas such as food security, transparency, health and food waste through innovation and openness. The proposed SIG on Internet of Food aims at leading the discussion regarding this new field and to engage a wide audience in building better solutions for how to feed the planet in a healthy and sustainable way.

The SIG will be international in its scope since food is an international phenomenon and trade is abundant. Through common infrastructure and open standards knowledge and best practices have the potential to rapidly proliferate throughout the world and benefit everyone. Much like space is a common human ground – in the Internet Society well-served by the InterPlanetary Networking Chapter – food is so too.

Vision:
  • To use the power of the Internet in order to facilitate openness and innovation in the field of food with the goal to feed the planet in a healthy and sustainable way

Mission:
  • Become the home for dialogue and discussion around food and the Internet – Internet of Food
  • Actively push for the identification of needs for and adoption of standards and infrastructure connecting food and Internet
  • Actively work for an open system, available for all and benefitting innovation
  • Engage and educate the public in how the Internet can benefit food, in the process fostering activity and entrepreneurship

Background:
The development and advancement of the food sector is essential for feeding an ever-growing population on Earth. Food production, sustainability, and distribution issues are part of various international agendas, including in economic development, security, and human welfare, to name a few. Furthermore, global population trends towards urbanization are spurring questions about the challenges and opportunities of feeding high-density

communities. Internet technology can play a role in the advancement of food issues, helping the food sector to develop in a sustainable way, producing healthy and appealing food for a growing global population.

While the food sector is the largest single industry on the planet, encompassing roughly 10% of global GDP, it has yet to advance in many areas important to being a successful sector for the future. This includes transparency, quality control, and knowledge dissemination. The food sector is furthermore one of the few large sectors remaining that have not been transformed through the influx of new technology, in particular the Internet, and thus structural dynamics is not present to the extent as in other sectors.

While innovative uses of the Internet have been applied in some pockets of the sector, such as the use of sensor nets to monitor growing conditions for crops, most are isolated examples – exceptions, rather than the rule. In addition to a need to encourage new and innovative applications of the Internet to the sector, much more thinking is needed about how to move beyond "islands of application" in order to spur a broader, Internet-driven information infrastructure for the sector as a whole.

An open infrastructure with well-defined interfaces could for instance make it possible to track produce, giving necessary transparency to the sector. It could furthermore give rise to new opportunities of measuring and taking care of individual crops, plants and animals through online service solutions (sensors, data management and deployment instructions), with associated new business models. It would also facilitate the application of Big Data technology and best-practices analysis, giving rise to positive spirals as well as to the rapid identification of harmful produce or practices.

A proper digital infrastructure could even enable the tracking and control of individual grains, which can have significantly varying properties in terms of nutrients such as protein, gluten, vitamins and other attributes. Much in the same way as "Quantified Self" tracks the status of individuals, "Quantified Food" would track nutrients, freshness, quality etc.

It is also the case that one could envision production and composition of food could happen locally in small kitchens by using 3D printers and protein based cartridges. These kind of changes could also have an impact on distribution chain of food products, while the boundary between recipe and CAD drawing for a hamburger that can be downloaded over the Internet is blurred.

A proper handling of the digital infrastructure around food would also enable man to fully take advantage of the "quantified self" – the movement to use technology to acquire and track data about oneself (such as food consumption, exercise, and performance). Knowing about oneself is only half the equation – in order to affect yourself you also need to understand what you consume, i.e.

Some key questions, however, include what technical infrastructure, processes, and applications are required to achieve the benefit of improved production, sustainability, increased transparency, and other attributes? Which parts already exist? Which parts would be affected? And which parts need to be developed?

And, which parts of a technical infrastructure for food would benefit from being opened and shared and which can remain proprietary. While at the same time thinking of all security implications.

As such, the purpose of the SIG is to be the home of this discussion around food and the technical infrastructure and to gather knowledge and insights into how the current Internet processes, protocols, and applications serve the interest of man in connection to food. And, if necessary, to produce input to new approaches, applications, processes and technology to apply the Internet to the unique challenges and opportunities facing the food sector.

D. Outline of key priorities for the first year of SIG

The first year will be about presenting the challenge. The idea is to do this at conferences and events gathering the food sector, with the main focus on events where both technical expertise and the broad food sector is present.

The kick-off conference is suggested to be held in the USA Pavilion at the world exhibition – Expo 2015 – in Milan, Italy, during the summer or early fall of this year. The Expo has as its theme "Feeding the Planet, Energy for Life" and the USA Pavilion has as its theme "American Food 2.0, United to Feed the Planet".

Some of the individuals behind this application are also deeply involved with curating and building the USA Pavilion innovation program, which includes a high-level seminar series presenting key challenges for the food sector. One such seminar slot could be devoted to Internet of Food and could in such case also attract policy makers, leading chefs and industry representatives. While the seminar series does not have a funding associated with it, the premises will be free and the context will involve significant communication and networking opportunities with potential members and partners.

Through the natural presence of Internet of Food SIG members (Johan Jörgensen, Jan Åman and Savinien Caracostea) at the Expo, there will be an ongoing member recruitment process as well as a continuous introduction of the project to a broad audience from across the world. This includes the potential to participate in a number of events arranged in and around the Expo, not only in the USA Pavilion.

The ambition is to in parallel with the Expo conduct the first phase of the work, establishing a common platform that potentially could be presented towards the end of the Expo as one example of what the Expo has led to. Hopefully, many visitors from across the world will be inspired to bring the discussion to their own home turf and to local ISOC chapters.

A large portion of the work the first year is to start categorizing the gathered information and start discussions on what parameters and functions require global agreements, standards and interoperability. Discussions we find have not been held thoroughly for example Internet of Things. We want Internet of Food to include extremely interoperable solutions. But it is also important to make the standardization in such a way that innovation can continue and flourish.

On the administrative side, the ambition for the first year is to build the membership base, establish an online presence, an ongoing dialogue between the members, start publishing a quarterly newsletter and decide on modus operandi.

E. Founding members of the SIG

Initial Project Group

Johan Jorgensen, Business Angel and Entrepreneur
Interim Project Chairman/Project Leader

johan.jorgensen@gmail.com

With more than 20 years of experience in the Swedish Internet sector Johan coaches and invests in Internet companies with scalable and disruptive capabilities. Johan sits on several boards of which he is Chairman of the Board of FundedByMe.com, Europe's fastetst growing crowd investment platform and AtelierSlice, a company which has the aim to change the world through food, art and architecture and where he also serves as a partner. Through his position at AtelierSlice Johan acts as curator of the USA Pavilion innovation program at Expo 2015 in Milan.

Prior to his work as entrepreneur and investor Johan was a financial journalist and served as editor at two leading financial media companies, before moving on to the role as Editor-in-Chief of the ICT magazine Corporate Computing.

Johan is furthermore the founder of Internet Discovery Day (internetdiscoveryday.com), Sweden's largest matchmaking event connecting investors and internet entrepreneurs. He has a unique network in the Swedish Internet sector. Johan holds a BA from the Stockholm School of Economics.

Johan is based in Stockholm, Sweden

Patrik "paf" Fältström, Head of Research and Development at Netnod
Scientific Advisor, Interim Project Board

paf@frobbit.se

Previously, Patrik was a distinguished engineer at Cisco, technical specialist at Tele2, systems manager at the Royal Institute of Technology, researcher at Bunyip Information Systems in Montreal and a programmer in the Royal Swedish Navy. He has been working with UNIX since 1985, DNS since 1987, and been involved in Internet related standardisation since 1989, both in Sweden and worldwide.

Patrik is one of the editors of the standards of Internationalised Domain Names (IDN) and E.164 number mapping in DNS (ENUM) created in the Internet Engineering Task Force (IETF), and was one of two area directors of the applications area for five years, followed by being a member of the Internet Architecture Board (IAB) for three years and member of ISOC Board of Trustees 2006-2009.

Regarding Internet Governance issues, he was in 1998 a member of the gTLD Policy Oversight Committee that discussed the gTLD process, a process that later turned into ICANN. After the WSIS process, in 2006, he was involved in the creation of the Internet Governance Forum where he was a member of the Multistakeholder Advisory Group for three years and then advisor to the Chair for two years.

He has been an appointed advisor to the Swedish IT Minister 2003-2014, member of ICANN Security and Stability Committee since 2005 and it's Chair since 2011. 2014 he was appointed to the Research Advisory Network of the Global Commission of Internet Governance. He is and has been a member of numerous other advisory groups and investigations related to Internet during the years, both public and private sector including: ICANN, Packet Clearing House, Telio, HotSIP,Yubico, Swedish Regulator PTS, Telia-Sonera International Carrier, Tele2, .SE, Swedish and USGovernment and the European Comission.

Patrik lives in the south of Sweden, but is mostly based on an airplane en route to an international conference or meeting regarding the future of the Internet.

Michael Daun, Entrepreneur and Leadership Consultant
Interim Project Board

michael@daun.be

With over 20 years of experience from the founding companies in the internet sector as well as from being a corporate advisor and co-founder of the management consultancy Fluidminds, Michael combines expertise in both leadership and technology. With both his clients and in his own companies, Michael has been an advocate of strong corporate cultures and walk-the-talk leadership.

His latest creation, Wellevue, wants to provide a more scalable way for companies to help their employees to thrive at work, whilst at the same time orchestrating organizational change and alignment with corporate goals.

Michael holds a Masters degree in Finance and International Business from the Stockholm School of Economics.

Michael lives in Brussels, Belgium.

For initial members of the SIG, please see point K. below:

F. List of supporters and partner organizations (TBC)

The ambition is to find financing from corporate sponsors, enabling a more structured handling of members, idea flow and organization. A lot of this work is expected to be done after the initial kick-of conference, but some have already been approached and have expressed an initial interest to support the SIG. Amongst those are:

AtelierSlice, providing initial administrative assistance
Electrolux
Microsoft Italy

G. Membership

The initial organization will communicate via an e-mail list. Subscription to a newsletter for general information and progress reporting. Membership will be open. A special recruitment effort will be directed to innovation leaders in the food sector as well as young and upcoming

people.

The ambition is to cover a wide international spectrum and to work with distributed leadership for specific tasks and initiatives. The ambition is to make the question of Internet of Food a natural part of local ISOC chapters and to foster local leadership around the issue.

Given a successful launch of the project, including hypothesis validation, the aim is long term to have a highly distributed structure pushing Internet of Food and local implementation, but to keep the discussion centralized regarding common areas of openness and standardization.

H. List of requirements
If this SIG is to be based out of Sweden – from where the initiative emanates – there are no hindering regulations for creating or belonging to an association or organization. It is regarded as a constitutional right. The fee for setting up a separate association body – if so necessary – is SEK 1,100, approximately $120.

I. Additional information

The initiative is based upon an initial discussion between Johan Jörgensen, Patrik Fältström and Karen Rose of the Internet Society. Further technical validation of the hypothesis has been made by Patrik Fältström. Initial structural hypothesis development around innovation dynamics and new business models has been made by Johan Jörgensen and Michael Daun.

More on the development of food combined with technology and the necessity for open standards can for instance be read on:

Wired
New High-Tech Farm Equipment is a Nightmare for Farmers
http://www.wired.com/2015/02/new-high-tech-farm-equipment-nightmare-farmers/

The Kauffman Foundation
Agtech: Challenges and Opportunities for Sustainable Growth
http://www.kauffman.org/~/media/kauffman_org/research%20reports%20and%20covers/2014/04/agtech_challenges_opportunities_for_sustainable_growth.pdf

Wall Street Cheat Sheet
What is the Internet of Food?
http://www.cheatsheet.com/technology/what-is-the-internet-of-food.html/?a=viewall

J. Your contact information

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K. Initial members

Name	Company	Position	Nat./Resid.
Johan Jörgensen	AtelierSlice	Partner	Sweden
Patrik Fältström	Netnod	Head of RnD	Sweden
Michael Daun	Wellvue	Founder, CEO	Belgium
Karen Rose	Internet Society	Senior Director	USA
Vint Cerf	Google	VP, Chief Internet Evangelist	USA
Eva Fröhlich	Frobbit	CEO	Sweden
Jan Åman	AtelierSlice	Partner	Sweden
Savinien Caracostea	AtelierSlice	Partner	USA/France
Heather Jonasson	AtelierSlice	Administrator	USA
Rebecca Savage	Savage Law	Founder	USA
Victoria Albrecht	Food Startup School	Founder	UK/Germany
Rasmus Sellberg	Daytona	Founder, Strategist	Sweden
Patrik Nilsson	Patrik.com	Consultant	Sweden
Tomas Rittsel	AtelierSlice	Head of City Planning	Sweden
Per Mosseby	The Swedish Association of Local Authorities and Regions	CIO and Head of Digitisation	Sweden
Erik Hörnfeldt	Tung Fat PR	Internet Visionary	Swden
Tobias Ahl	Rala AB	CEO	Sweden
Anders Lundqvist	Stairway	Managing Partner	Sweden
Rikard Nilsson	G Foodconsulting & Event	Chef	Sweden
Peter Svensson	Solve for X	Project leader	Sweden
Hasse Nilsson	Self employed	Owner	Sweden
Fredrik Stenbeck	Silverback	Founder	Singapore
Declan Caulfield	Andurance Ventures	General Partner	UK
Josefin Wahlberg	Jiddr	Founder	Sweden
Mårten Brink	Another Day	Founder	Sweden
Ulf Hedlund	Wavekrest	Founder	Sweden
Boris Nordenström	Scrive	Board professional	Sweden
Nicklas Jönsson	Global Mouth	Founder and CEO	Sweden
Hokan Lejdstrand	Bauer Media	Manager food MnA	Sweden/Germany
Alf Rehn	Åbo Akademi	Professor	Finland
Erik Torsner	Torgesta Technology	Founder	Sweden
Mattias Miksche	Stardoll	CEO	Sweden
Björn Hedensjö	Five Scouts	Founder	Sweden
Fredrik Arnander	Standout Capital	Partner	
Daniel Goldberg	Dagens Industri	Editor	Sweden
Erik Wikström	Magine	CFO, Founder	Sweden
Nicklas Mattsson	Confederation of Swedish Enterprises	Chief Publisher	Sweden