

Food To Tomorrow

1.Core philosophy



The logo of Food To Tomorrow

Food To Tomorrow carries out food education through its impact documentary, conveying the following core ideas and messages:

You are what you eat. What we eat every day reflects our living conditions; food-related problems and solutions outline the pain points and trends in the current society. Food not only sustains our lives, it may also help solve personal and social problems. Food is the starting point for rebuilding the symbiotic relationship between human beings and nature.

The COVID-19 pandemic may be the turning point for changing our relationship with food. During the pandemic, some people started to cook, grow vegetables, and reflect on their lifestyles. In fact, around us, there is a group of unknown “food change-makers” who are changing their situations and our future by changing food.

In the post-pandemic era of involution, a group of anxious youths will start a journey looking for “food change-makers” across the country. This journey of change will give more ordinary people the opportunity to re-interpret food and use food to find the potential to change their lifestyles.

2.Project results and progress

The final results of Food To Tomorrow includes several media products: a documentary series, a book, podcasts and media reports.

Food to Tomorrow has published food-related special reports in The Paper since February 2021, such as “A Bite of China” (a Good Food Fund column), food planning, balcony farmers, making the best use of food, food community, etc. So far, more than 30 articles have been published.



The podcast logo of “Road to Tomorrow”

The Road to Tomorrow podcast began in March 2021. The co-created podcast invites young people to talk about food issues they are interested in and discuss topics related to sustainability, including food social, food waste, plant-based diets, sustainable solutions, etc. So far, 20 episodes have been released. On 2021 World Environment Day, Road to Tomorrow published the episode “Learning to Empathize with Food”, co-produced with Chengji Podcast. The episode was recommended on the Cosmos podcast app and received huge attention. Some viewers commented, “Let food unite people together”!

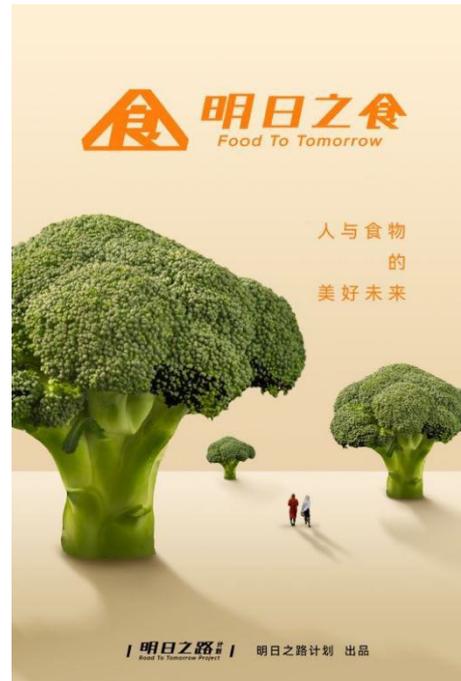


明日之路

明日之路小组

2020年的新冠疫情带来了危机，也开启了改变的契机。在气候和环境危机越来越紧迫的当下，作为普通人，我们能以何种方式生活下...

小宇宙
长按扫码订阅节目



The Poster of Food To Tomorrow

The documentary Food To Tomorrow is currently still in the planning phase. We are raising funds (total budget of 2 million RMB) while conducting preliminary research. We aim to complete filming next year, and to release to the public on online platforms. The series version will have five 30-minute episodes, with each episode concentrating on a food issue and its solution. Topics include food waste, food security, urban gardening, etc. At the same time, we will also try to produce a feature-length documentary, and hopefully distribute through diverse channels.

Finally, we will compile a book about the documentary that records story of the entire project, including the stories of the food change-makers and the production team’s change, presenting in-depth content that couldn’t be included in the documentary.

3.Co-creation team

Food to Tomorrow can be regarded as an entrepreneurial project. At present, the core creative team is composed of about 10 young people (mainly women) from different professional fields. Inspired by our shared interest in food, we formed the Road to Tomorrow action group to pool our strengths

together. We learn, work and grow together. We also hope that during the production of the documentary, we can establish a Road to Tomorrow community and attract more young people who care about sustainable food. Eventually, through the documentary, we hope to bring about a wider public behavior change.

Food to Tomorrow documentary plays an important role for Road to Tomorrow's IP, setting a foundation for creating more video works and sustainable solutions in the future.



A photo of the team during research in Guizhou

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Road To Tomorrow

The logo of "Road to Tomorrow"



Feng Jing, the director and producer of the documentary Food to Tomorrow, was invited to the sustainable food and beverage workshop held by B Corps China. This photo shows her sharing in Ideapod, Shanghai.

组织者

绿色倡议

主办方

赞助方

治愈身心
与地球
药
为
食
以

通过绿色倡议和弗兰卡家居解决方案共同举办的“善食主义”第二场系列活动，我们邀请业内人士分享如何重建人类与食物的联系，探讨人类与食物的关系如何影响着个体和地球的健康

刘少伟
Haofood
CSO& 合伙人

慧雯老师
植本食行导师
The Plant Forward LLAB
团队联合创始人

冯婧
《明日之食》制片人及总策划
“明日之路”播客发起人

HAILEY CHANG
NutritionFacts.org
华语项目总监

星期四,八月

05

05:30 - 21:30

FRANKE KITCHEN WORLD
501 Jiujiang Road, HangPu District
弗兰卡厨房体验空间,
黄浦区九江路501号115室

变革之源

数字天日

Feng Jing, the director and producer of Food to Tomorrow, was invited to the “Good Foodism” activity held by the Green Initiative.