

Press release

LifeScore Initiative:

Corteva Agriscience™ presents a Socially Sustainable Platform so to Achieve Food Security and Fight Food Wasting

Corteva Agriscience™ is more than pleased to announce the launch of the LifeScore initiative at a press conference held at the European Parliament's Office in Greece on 22 October 2019.

Corteva Agriscience™, a leader in the global and Greek market, being present in 130 countries with more than 20,000 employees, was created by the merger of 3 international agroforestry giants: Dow Agrosiences, DuPont Crop Protection and DuPont Pioneer. The company made its appearance in the Greek market in 2018, with the aim of offering integrated solutions to every farmer, with a unique product portfolio. Corteva's solutions range from premium Pioneer® seeds, plant protection products and continue to the most innovative digital farming services.

LifeScore Initiative

Food insecurity and food waste are major challenges with extremely serious social implications. According to the IOBE, the problem concerns more than 1 million Greeks, as in 2015 Greece was ranked 8th among 30 European countries with food insecurity.

The LifeScore initiative is the way Corteva Agriscience™ has chosen to raise awareness in Greek society about the issue of food security and the fight against food waste.

A socially sustainable platform which aims to foster cooperation among all stakeholders in the food chain (farmers, educational institutions, local bodies, etc.) and to foster social good practices in food management at all stages of production. From field to home LifeScore ensures food security and resource efficiency to develop sustainable, socially cohesive production with visible benefits for quality of life, local economy and the welfare of the whole society.

An integral part of this initiative is the **Agricultural University of Athens**, with which Corteva Agriscience™ has already reached an agreement on the joint dissemination of information on the issue of food insecurity in Greek society, as well as on proposals for resolution.

One point that is very important for Corteva Agriscience™ is the fact that this is not an Initiative with expired date. It is a constant effort to change habits and attitudes until we have visible results in the battle against food waste.

The program and actions of the upcoming LifeScore stations will be announced at regular intervals.

LifeScore and Social Hackathon - The Power of One Day

The LifeScore Social Campaign and the Social Hackathon are part of the broader context of the LifeScore Initiative.

For the Social Hackathon - The Power of One Day, Corteva Agriscience™, in early September 2019, selected the city of Thessaloniki to create the communication materials of the LifeScore social campaign messages, through which this action will be born and will be known to the general public.

What does Social Hackathon mean? The term “Hackathon” comes from the words “Hackers” - “Marathon” and is the creative gathering of specialists in a certain area for a specific time with a common purpose. When the purpose is public, it is called a Social Hackathon.

The Social Hackathon was implemented by 150 volunteers / employees of Corteva Agriscience™, young farmers from all over the country, members of the Agricultural University of Athens and the NGO Boroume. Guided by 30 highly respected professionals in the field of communication and art, the volunteers, without any specialization, working tirelessly and with endless energy, managed to create professional-grade materials of unique aesthetics in one single day.

Through the four groups of volunteers, there were created:

- a TV spot, under the direction of director Christos Petrou and stage direction by visual artist Helen Pechlivani,
- messages for LifeScore campaign on social media,
- animation film entitled "**The Food Odyssey**",
- Collective works of art on the theme of "**Sowing Life**", which were the visual representation of the messages against food waste. The artworks were created with the voluntary collaboration and guidance of the artists Kiki Voulgareli, Eleni Kyriazopoulou, Maria Papanikolaou and Maria Pastra and with the supervision and coordination of Iris Kritikou.

Hackathon's highlight is that photographer Andreas Smaragdis also volunteered to help participants visualize social media statements. Also contributor to the Social Campaign is music composer Marietta Fafouti who wrote and edited the music for the animated film "The Food Odyssey", while actress Sarah Eskenazi lent her voice to animation!

The materials created during the Social Hackathon will lead the LifeScore social campaign, which aims not only to raise awareness of food security, but also to propose specific ways to fight food waste.

Corteva Agriscience™ through LifeScore will donate to the social organization 'Boroume', materials to implement LifeScore social campaign. Boroume is an NGO specializing in reducing food waste and fighting malnutrition in Greece. It is noted that 'Boroume' has been awarded with the European Citizen's Prize in 2017 by the European Commission for its services in promoting the principles of the European Union.

Deputy Minister of Rural Development and Food Mr. Costas Skrekas, who gave a brief address at the Press Conference, said: "The current issue in Greece and internationally is food production in a sustainable way. At the heart of our policy is the collection of rainwater with smart irrigation systems and the maintenance of good soil condition with precision farming. For us, sustainable agriculture means intelligent farming that uses the best possible technology to rationalize natural resources.

Consequently, initiatives such as LifeScore, with the involvement of all stakeholders, are examples to imitate as they show the way to embed good practices and sustainable perceptions into critical issues of today. "

Corteva Agriscience™ Managing Director Ms. Christina Legaki said: "The company that knows better than anyone what investing in innovation means for more efficient production, and the scale of human effort in managing the food chain, so to fight the problem of food insecurity and food waste. *Because we believe that the proper functioning of the circular economy requires us to change our perception of 'produce more' to 'produce more efficiently', all of us at Corteva Agriscience are very happy and proud to lead LifeScore, an initiative of a sustainable social nature and potential catalyst for solving a problem that concerns us all. "*

In his speech, Corteva Agriscience™ Commercial Manager Mr. Gerasimos Nikolopoulos said: "At Corteva Agriscience™ we are proud to launch the LifeScore initiative. An initiative aimed at raising awareness of Greek society and upgrading the role of the Greek producer in the food chain. The sooner we start the campaign, the sooner we will have visible results in the fight against food waste. That is the ultimate goal. On this path, in this struggle, we have strong allies.

Both the Agricultural University of Athens with its know-how and 'Boroume' in the field of social campaigning are ideal partners in an ongoing effort to conquer food security. In order to do this effectively, we must create conditions of social sustainability in order for the potential of all efforts to gain new allies as it progresses. For this reason, the LifeScore initiative will be found in many cities across the country, with the city of Larissa to follow as our first station. As part of LifeScore's visits, we will look for new local allies

during the effort to develop communication networks to more effectively disseminate purpose.

Ms Clara Serrano, EMEA Marketing Leader Corteva Agriscience™, said: "LifeScore, fully reflects the values of Corteva Agriscience™. It is a genuine example of a social sustainability initiative and not just a corporate social responsibility. It embodies the principles of social entrepreneurship, integrated harmoniously in the context of social sustainability. In this way, Corteva Agriscience™ brings the big change in the way we think and operate about food management and transport it with social sensitivity to local communities throughout Greece."

The Dean of the Agricultural University of Athens, Professor Spyros Kintzios, stated: "From the production chain to the way we consume food, food waste and food insecurity, combined with climate change and ever-increasing inertia production is a vicious circle with significant social, economic and environmental impacts. It is a challenge both for Greece and for the whole world. The implications of food security are far greater than those of our country if we consider the fact that Greece does not have just 11 million inhabitants. *We must also add international visitors to our country. Greece is therefore required to meet the needs of a total population of at least 40 million people. The most effective response to this challenge comes through alliances and the mobilization of forces to raise awareness of our society on the very serious issue of food security. The Agricultural University of Athens, as the only higher education institution dedicated to overall rural development and the food industry, remaining consistent with its vision and mission 100 years after its founding, participates with its know-how and experience in the Corteva Agriscience™'s effort for a world of good mindset and food management practices with a program of comprehensive educational and research interventions.*"

Mr. Alexandros Theodoridis, one of the co-founders of 'Borume', shared his experience of participating in the LifeScore social campaign and the Social Hackathon, as follows: "I would like to dwell on two things. The first is to share the utility of the Social Hackathon experience we lived in Thessaloniki. This action was truly unique, since all the material for an integrated social campaign was created in just one day, with the aim of raising awareness of food insecurity and food waste.

The second is that, of course, 'Borume' could only be an ally of Corteva Agriscience™ in the perception that food insecurity is a serious social problem, as it can lead to mental and physical development problems, affecting children's school performance and lead to obesity due to excessive consumption of low quality foods and high calorie content.

We are working together to move beyond words into practice and prove our social sensitivity and determination to reduce wasted food and at the same time increase the demand for quality and healthy nutrition for all. "

Inspired and responsible for the implementation of the original idea of 'Social Hackathon - The Power of a Day!' which combines the power of knowledge, expertise and volunteering, is Admore. Mr Evangelos Antonatos, Managing Director of Admore said: "The problems are common to all. It is extremely important to have companies that support charitable causes, combining intense voluntary action and social awareness. Admore, with its 25 years of experience, assists in all endeavors that are good practices of campaigns with a strong Social Sustainability. "

The press conference was also attended by a representative of the European Parliament's Office in Athens, Mrs Katerina Theofilopoulou, who said: "The European Union supports such initiatives aimed at eliminating food insecurity and food waste. And it is especially important that this campaign is done by promoting the principles of volunteering and social responsibility. "

The press conference was also attended by the Secretary General of Rural Policy and Community Resources Management Mr. Costas Baginetas.

For more information

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More information about Boroume

Boroume is a non-profit organization aimed at reducing food waste and combating malnutrition in Greece. Since launching its operation in 2011, through its innovative rescue & food delivery model, it has saved and offered more than 30,000,000 portions of food to hundreds of charities throughout Greece. She struggles daily to raise public awareness of food waste through presentations, events, informational videos and radio messages, and mainly educational activities for students.

Boroume has been a member of the European Commission's Panel of Experts since 2016 and - among other things - has been awarded the European Citizen's Award 2017 by the European Parliament.

Boroume's vision is to develop a social movement to reduce food waste while increasing food support to people in need, based on voluntary supply.