

# Thriving Solutions

*Reimagining our food systems to sustain our future*

# Thriving Solutions

Thriving Solutions is a boutique sustainability consultancy dedicated to decarbonizing our economy, safeguarding biodiversity, advancing food-nutrition-water security, as well as supporting the Sustainable Development Goals SDG 2030 and institutional ESG (Environment, Social, Governance) priorities.

## Mission

To reimagine local, regional and global agri-food systems, to sustain our future.

We engage champions to introduce practical nature-based solutions and adopt innovations that eliminate waste and pollution, regenerate ecosystems and transition to circular food systems that advance food and water security and contribute to climate action

## Core Values

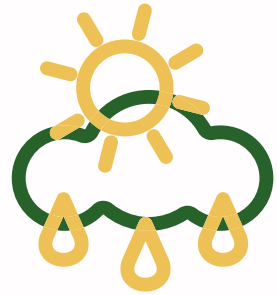
Optimism - Passion - Creativity - Integrity -  
Transparency



## Vision

Circular food systems  
and regenerative  
ecosystems

# Challenges



## Climate Crisis

Increased intensity and frequency of extreme weather events.



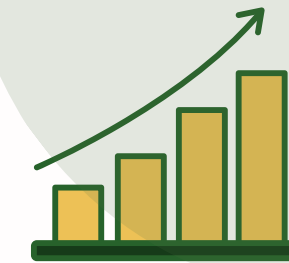
## Biodiversity Tragedy

We are in the midst of the 6th mass extinction.



## Pollution & Ecosystem Loss

Land, water and air pollution and depletion. Accelerated loss of forests, rangelands, and wetlands.



## Demographic Changes

Growing global populations, increased urbanization, changing diets and consumption patterns.



## Economic & Social Challenges

Rise in hunger, malnutrition, conflicts, economic crisis, inequalities, and epidemics.

**These challenges affect agricultural productivity, food handling, production, distribution, storage, consumption and waste disposal.**



# Focus Areas

# Water-Energy-Food Nexus

The Arab region is a hyper-arid area, where the renewable water resources in all the countries fall below the 1,000 cubic meters per person per annum threshold. In most countries, the water resources fall below the 500 cubic meters acute water scarcity threshold. Climate change has amplified the situation and increased the interdependence between water, energy, and food.

Adopting a nexus approach that seeks to optimize sectoral potential by identifying untapped synergies and minimizing trade-offs between sectors is a necessary step due to resource interdependence, competing demands, climate resilience, sustainable development, efficient resource use, cross-sector collaboration, and economic gains. The Nexus addresses conflicts and promotes resilience in the face of climate change. Integrated planning aligns policies, enhances efficiency, and fosters collaboration for equitable solutions while yielding economic benefits and sustainable growth.

Thriving Solutions focuses on supporting countries in the region to transition to a green economy by using an integrated management approach of limited resources while ensuring social governance and equity.



# Increasing Circularity

Current food systems are wasteful, polluting and depletive. They are also a major driver of biodiversity crisis and climate emergency. About 40% of globally produced food is lost or wasted, which is sufficient to feed the world's hungry without the need for expanding agricultural production. Food waste constitutes more than half of a cities' solid waste, with dire environmental, financial and social consequences. It is also responsible for 10% of global GHG emissions (mostly methane).

Single-use plastic is substantial throughout current food systems. Food and drink packaging alone, represents 16% of all plastic use. This does not account for the plastic used during production, distribution and waste disposal.

Minimizing plastic use and reducing food loss and waste, which costs the global economy US\$ 1 trillion annually, saves resources at the individual, institutional, regional and global level. Thriving Solutions focuses on facilitating the diffusion of circular and regenerative approaches that design out waste and pollution, keeps products and materials in use to the furthest extent, conceptualising projects that offset carbon, reducing water footprint and regenerates natural ecosystems.



**88.5 to 102.2 gigatons**  
of CO<sub>2</sub> equivalent emissions can  
be avoided between 2020 and  
2050 by reducing food waste.

# Regenerate Nature

To limit temperature increase to 1.5C, we need to achieve net zero carbon emissions by 2050 (IPCC). All countries that are part signatories to the Paris Agreement have been requested to submit Nationally Determined Contributions (NDC) that communicate their official plans to limit global warming to 1.5C. Many of the carbon mitigation plans involve reducing and/or avoiding emissions, plus carbon sequestration.

Nature itself is means to sequester carbon, and we are continuously discovering that through expanding the adoption and up-scaling of nature-based-solution, we will not need to turn to expensive artificial carbon capture and storage facilities.

Nature-based solutions that protect, restore and manage existing carbon sinks or create new natural carbon sinks can not only support in curbing global warming, but also deliver countless environmental, social and economic benefits. Natural carbon sinks include forests, agriculture lands, coastal lands, wetlands, mangroves among others. Both terrestrial and marine carbon sinks are hugely effective and have a lot of potential. Selection on which nature-based solution to pursue depends on the geography of the country or region.

Thriving Solutions focuses on conceptualizing and recommending initiatives and interventions, such as eliminating waste or establishing a natural carbon sink, that will align with your business goals and will reduce or sequesters carbon.



**10 gigatonnes**  
of CO<sub>2</sub> per year is the  
estimated carbon offsetting  
through up-scaled Nature-  
based solutions.

# Urban Food Systems

Today, more than half the global population live in highly concentrated city environments and are increasingly consuming packaged and processed foods low in nutrients and high in fat and sugars. Consequently, non-communicable diseases are rapidly spreading. These include approximately 828 million men, women and children living in abject poverty and suffering the most from food insecurity.

Given that their size, economic prominence and that cities consume 80% of produced foods and contribute 66% of all food waste; cities have the power to accelerate the transformation of our food systems.

By coupling the right partnerships with targeted planning, programs, policies, and tools, we can reform urban food systems to ensure adequate quantities of nutritious, safe and culturally appropriate food is available and accessible. At Thriving Solutions, we aim to advance circular, regenerative food systems that revolve around cities themselves. This will not only advance wellbeing, food and nutrition security; it will also unlock an untapped source of income, as a new circular economy built on designing out waste and regenerating nature, starts to emerge.





**Thriving Solutions** focus on advancing the adoption of integrated management approaches to limited water resources; increasing circularity; regenerating nature; and transforming urban food systems. Our work directly contributes to the Sustainable Development Goals, carbon neutrality and net zero, the Global Methane Pledge, and the Convention on Biological Diversity.





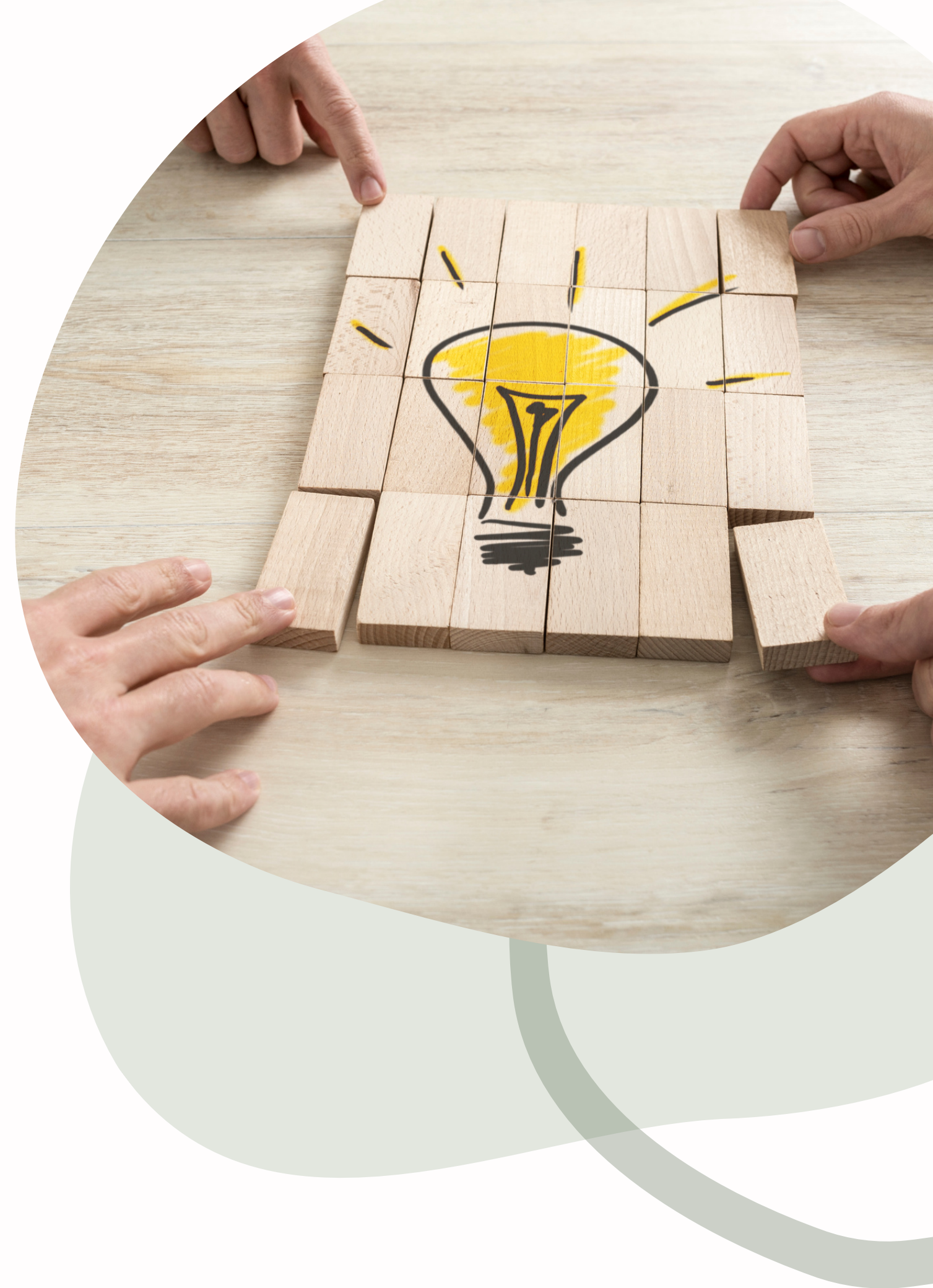
Services

# Strategy and Program Development

To attain net zero, curb pollution, safe guard our natural resources, we must manage, restore and protect our land and water resources. By transforming our food systems to become circular and regenerative and adopting nature-based solutions we contribute to SDG 2030, the Paris Agreement, the Methane Pledge, and the Convention on Biological Diversity.

We offer our services to governments, for-profit and not-for-profit institutions, and development programs to asses the current situation, challenges, gaps, possible interventions and recommend the required investments and their feasibility. We assist our clients to strengthen their vision and provide support to engage, co-design and co-develop acceptable interventions with their stakeholders.

The ultimate objective is to deliver financially, technically and socially impactful projects that advance circular food systems, regenerate nature, sequester carbon.



# Capacity Development and Team Building through Sustainability Awareness

Utilizing an interactive approach we offer a full spectrum of training, mentoring and coaching services designed for practitioners, development staff, policy makers, executive leaders, board members, advocates, social entrepreneurs, students and engaged citizens. We also offer certified programs in partnership with leading international organizations.

Our offerings include workshop-style trainings, virtual training sessions, as well as ongoing coaching and consultation services. Additionally, we support clients through retainer-based engagements, and sourcing of experts for long term in-house support.

Thriving Solutions will aim to make its offerings available in English and in Arabic.

## INTRODUCTION TO URBAN FOOD SYSTEMS

Urbanization has transformed food systems from traditional diets to fast meals, processed, low nutrient foods. With this shift there has been an increase in globalized diets that has limited our food diversity, increased obesity and malnutrition, food waste and caused a general disconnect with our food sources.

The Covid Pandemic and rising conflicts have demonstrated how fragile and unsustainable our food system is and the need for its rapid transformation. Given that more than half the world population lives in cities and the urbanization rate is expected to rise to about 70% by 2050, cities have the power to lead the transformation of our food system and delivering on the SDGs.

Studying the Urban Food System, its drivers, enabling environment and challenges is an important step in tackling food security. For when we understand the food system as an interconnected system, we are better positioned to intervene.

## GOALS

Participants appreciate the importance of properly measuring Food Loss and Waste (FLW) in their organisation or city, and have a general understanding of the Food Loss and Waste Protocols and Standards; as well as its application in institutional settings.

## INTRODUCTION TO FOOD LOSS AND WASTE

According to the UN, approximately 1/3 of the food produced for human consumption is lost or wasted every year at an estimated economic cost of 1 trillion USD/year. In response to this astounding number, a multi-disciplinary team came together to create the Food Loss and Waste Accounting and Reporting Standard, an internationally recognised protocol. It has been used as the foundation for both the Food Loss Index and Food Waste Index measurement methodologies.

This protocol enables companies, cities and countries to measure and typify waste. The generated information can then be used to report this loss using internationally recognised terminology and units; evaluate water loss, monetary loss, greenhouse gas emissions, as well as developing interventions to address the causes, minimizing the problem. This is in alignment to the Sustainable Development Goals 2030 and Nationally Determined Contributions.

## GOALS

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## WHO WILL BENEFIT

Employees of private sector institutions, business associations, public institutions, and international organizations that are operating in the food and agricultural sector.



## PARTICIPANTS WILL

- Identify the drivers of the urban food system
- Explain the challenges of the urban food system
- Discuss the link between urban and rural food systems

## INTRODUCTION TO CIRCULAR FOOD ECONOMY

Waste is a human-made byproduct that is not in sync with nature; all natural systems are innately circular.

Our linear economic model based on the take-make-discard approach, has been increasingly criticized for its impact on the environment.



## PARTICIPANTS WILL

- Recognize the differences between linear economy and circular economy.
- Describe the food system and recognize its inherent complexity.
- Explain the sustainability challenges associated with producing our food and what it means to live within our planetary boundaries
- Analyze the three principles of circular economy and how they relate to the food system.
- Compare the different levels of the Food Loss and Waste Hierarchy, interpreting their advantages and challenges.
- Summarize the advantages and trade-offs of food packaging and the role of packaging innovation in designing out waste
- Discuss the role food product design and sourcing of ingredients has in advancing circular food systems.
- Appraise the links between circular food systems and the Sustainable Development Goals 2030.



## PARTICIPANTS WILL

- Define FLW related terms and applications.
- Identify the goals of quantifying FLW and explain the links with financial losses, greenhouse gases, and water.
- Distinguish between the different possible destinations for food loss and waste.
- Compare different methods to quantify FLW.
- Outline the process to collect, calculate and analyze FLW data.
- Interpret causes of Food Loss and Waste.
- Distinguish between the various methodologies based on the FLW Standard, and how each is used.
- Outline the steps for carrying out a FLW inventory for their organization.

## COURSE DETAILS

3-day course for organizations, available in English and Arabic.

For more information please contact: [info@thrivingsolutions.earth](mailto:info@thrivingsolutions.earth)





## Partnerships and Business Development

Building effective partnerships with international, regional and local organizations and start-ups that provide innovative solutions that advance local circular, regenerative, sustainable, equitable, and resilient food systems.

Through these collaborative affiliations, businesses are able to unlock and expand the potential of their technologies and products in the Arab and Eastern European regions. This will enable them to expand their market share while advancing a public good.

# Communicating Sustainability Effectively

Thriving Solutions offers a multi-disciplinary approach that relies on research to understand your target audience and appropriate messages, as well as capture and communicate your wins and impact stories. This includes developing targeted communication strategies and multi-media assets that celebrate your milestones and achievements, localizing your brand through technical translation of your communication and technical material. We work with your communication/marketing company as a technical backstop to ensure the technical accuracy and relevance of your sustainability campaigns. We also organize targeted events highlighting special milestones and successes.

Stemming from our belief that knowledge is fundamental to delivering on our Vision we carry technical research, script writing, quality assurance, and technical supervision for the sustainability related documentaries. We also run social media campaigns to raise public awareness about the challenges and available solutions.

With our partners we design and deliver and oversee the implementation of behavioral social marketing programs that are built on Pressure Points\*, People and Places (PPP).

\*Pressure Points include, but are not limited to behavioral challenges, gathering of scientific evidence, education, psychology, communication, mass media, sociology and anthropology.



If you wish to sponsor any of our social media campaigns get in touch with:  
[info@thrivingsolutions.earth](mailto:info@thrivingsolutions.earth)

# ESG Support and Aligning to the SDGs

A circular regenerative economy is a new economic model that steers us towards a more sustainable and equitable future. Switching to a circular and regenerative economy promises to address many environmental challenges whilst delivering extensive social and economic benefits. This will enable us to directly address and deliver upon the 2030 Global Sustainable Development Agenda and Goals (SDGs).

Thriving Solutions helps organizations conceptualize and develop projects and solutions that increase efficiency, conserve resources, plus reduce pollution and greenhouse gas emissions. For clients seeking carbon neutrality, we support them to develop projects that can be registered for carbon credits. We also partner with our clients to develop ambitious yet achievable Environment-Society-Governance (ESG) programs, linking them to the SDG targets while assisting with the necessary measurements and reporting to communicate your achievements. Our objective is to embed sustainability and the principles of circularity and regenerative economy within the business model and the organizational culture.

We know that not all SDGs relate to all businesses, but we have the knowledge to find the appropriate initiatives, projects and targets to incorporate your company's growth along its sustainability journey, within each individual business strategy.



# Meet The Leadership Team



**Seta Tutundjian**

Founder,  
Chief Executive Officer



**Dima Maroun**

Partner,  
Environment & Sustainability

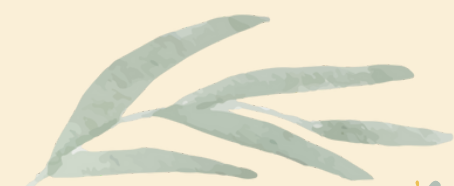


# Find us on



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