

McGill Centre for the Convergence of Health and Economics (MCCHE) (<https://www.mcgill.ca/desautels/mcche>) introduced Pulse Innovation Platform (<https://www.mcgill.ca/desautels/mcche/research/pip/what-pip>) as an open invitation forum where members network and connect to identify bottlenecks hindering innovation, and develop solutions beyond what individual members can achieve alone. PIP takes a convergent innovation approach for a game-changing multistakeholder partnerships (MSPs) model, targets the behavioral change and ecosystem transformation required in both the industrialized world and emerging economies and targets a sweet spot, considering agriculture, health, and wealth outcomes together and leveraging them in a holistic manner to better harness the power of business and jointly target economic growth and human development. This PIP model has the potentiality to develop policy approaches that could be beneficial to increasing the role of this crop in different regions.

The Solution – A Convergent Innovation Approach

