## **Keynote Speaker: Prof. Edward (Ted) Fischer**







Time: Friday 11 Feb 2022 09:35-11:05 am HKT

Venue: Online via Zoom Meeting ID: 992 9429 3542

Passcode: 850476



World

Edward (Ted) Fischer is a Cornelius Vanderbilt Professor of Anthropology. He also advises the World Health Organization on behavioral and cultural insights and directs a initiative on the Cultural Contexts of Health and Wellbeing. In 2009, Fischer founded Maní+, an award-winning social enterprise in Guatemala that develops and produces locally sourced foods to fight malnutrition, and he currently serves on the board of the Maya Education Foundation. His research focusses on issues of political economy, values, wellbeing, and development. He has authored or edited a number of books, including most recently The Good Life: Aspiration, Dignity, and the Anthropology of Wellbeing (2014). His new book, Making Better Coffee: How Maya Farmers and Third Wave Tastemakers Create Value, will be out in September.





