

A photograph of an urban community garden. In the foreground, an older man with white hair, wearing a light blue shirt and grey trousers, is bent over a raised garden bed, working with a large black pot. The garden features several raised beds with wooden borders, filled with various green and red leafy plants. In the background, there are large, white, arched polytunnels. Other people are visible working in the garden, including a woman in a blue shirt and a man in a dark shirt. The sky is blue with some clouds.

LAP ANNEX

SUSTAINABLE FOOD IN URBAN COMMUNITIES

Developing low-carbon and resource-efficient urban food systems

INTRODUCTION

The URBACT Thematic Network "Sustainable Food in Urban Communities" is a project involving 10 European cities that wish to grow, deliver and enjoy more sustainable food: they are looking for joint, effective and sustainable solutions to develop low-carbon and resource-efficient urban food systems.

Partners have exchanged knowledge and experience on sustainable food through 7 thematic workshops and 2 conferences to produce joint outputs and complete their Local Action Plans presented hereafter.

The 10 partners of the URBACT Thematic Network "Sustainable Food in Urban Communities" are:

- Brussels Environment of the Brussels Capital Region (Lead Partner -Belgium),
- Bristol City Council (United Kingdom),
- City of Messina (Italy),
- Municipality of Amersfoort (Netherlands),
- City of Lyon (France),
- City of Gothenburg (Sweden),
- Vaslui Municipality (Romania),
- Ourense City Council (Spain),
- City of Oslo (Norway)
- Athens development and destination management agency sa (Greece).

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AMERSFOORT

City Context

The city of Amersfoort is active on two integrated fields of interest: development of strong and independent communities, and stimulation of sustainable food in the city and the region. The municipality of Amersfoort stated that the three central values of the current coalition agreement are 'community involvement', 'decisive', and 'sustainability'. Participating in the Urbact Sustainable Food in Urban Communities project enables the city to continue their commitment and actions with regards to sustainable food. Sustainable food is a complex subject, which required more political attention and support. Furthermore insight in possible benefits of sustainable food topics on current policy priorities has been of added value.

Focus and Objective of the URBACT LAP

The city of Amersfoort very clearly aimed in developing a local action plan together with the city: citizens, entrepreneurs and stakeholders actively involved in sustainable food initiatives brought together in EEM (our Local Support Group). In the belief that a bottom-up approach is a key element of success for realization of the actions described in the plan, far more than a top-down, (food) policy in which the local community finds itself hard to recognize. Content based, the focus of the Local Action Plan has been on the benefits of sustainable food in relation to social, economic, health and environmental aspects, as well as appointing concrete actions to be realized in the field of growing, delivering and enjoying. With regards to the aim of reducing CO2 emissions and the focus on lowering the impact of food production, - distribution and –consumption on the environment, the objective has been to find ways for sustainable distribution solutions of local food (delivering).

Description of the process

Food has always been a part of the city's landscape. Since the 17th century farming has been strongly connected and been present in the city. Due to changes and growth throughout the years the landscape of the city has changed and the relation with food slowly decreased. New production methods, access to international food markets and the rise of fabrics and retail changed the food culture in the city. Until now. Awareness with regards to sustainable food, the importance of the presence of local grown food in the city with regards to (child) education and the benefits of natural food for health and well-being has increased.

Since 2005 Amersfoort has proactively been engaged in being the greenest city in the Netherlands and Europe, organisation of a work conference to recover the relation between farmer and city, and organisation of the Capital of Taste in 2012. Participation in the URBACT Sustainable Food in Urban Communities started in 2012 has been warmly welcomed to be able to create a following on all the good food initiatives taking place in the city. Soon members of the already existing food network in the city along with new, enthusiastic members joined together in a Local Support Group, which we very locally named EEM, short for Echt Eten Metwerk (free translated – Real Food Network), and at the same time the name of a river in the city and region.

The year 2013 has been used to shape the network and organize meetings on several sustainable food topics to be able to give direction and create content for the Local Action Plan. The process in writing the Local Action Plan has been intense, took time, asked for interaction with the involved members, required to listen very carefully to the real questions and needs behind those questions, to be able to bring it all together in an attractive, innovatory format in the end. Inspired by the good food plans of Bristol, Toronto and Vancouver along with work in progress input and feedback from our partner cities, a mid term result was ready and has been presented to the city council in January 2014. This moment of glory has been celebrated together with a local food tasting realized by our EEM-members during the council meeting and a local foodie bag to take home for each councillor. Food does connect. Everyone enjoys food or has a story to tell about their experience with food. A new experience was born in the City Hall of Amersfoort.

Not much later in March our meeting with regards to logistics and distribution of food took place, a matchmaking meeting with EEM-members and logistics professionals called 'City and Farmer searching for Transport' (Stad en Boer zoekt Vervoer). A key topic in our focus on sustainable food solutions, not only in Amersfoort but in general sustainable distribution is the missing link for a sustainable food system in the city, with regards to last mile solutions. By thinking out of the box, focussing on solutions and matching partners from different worlds, food and logistics, promising ideas, actions and cooperation's have been build from that day forward.

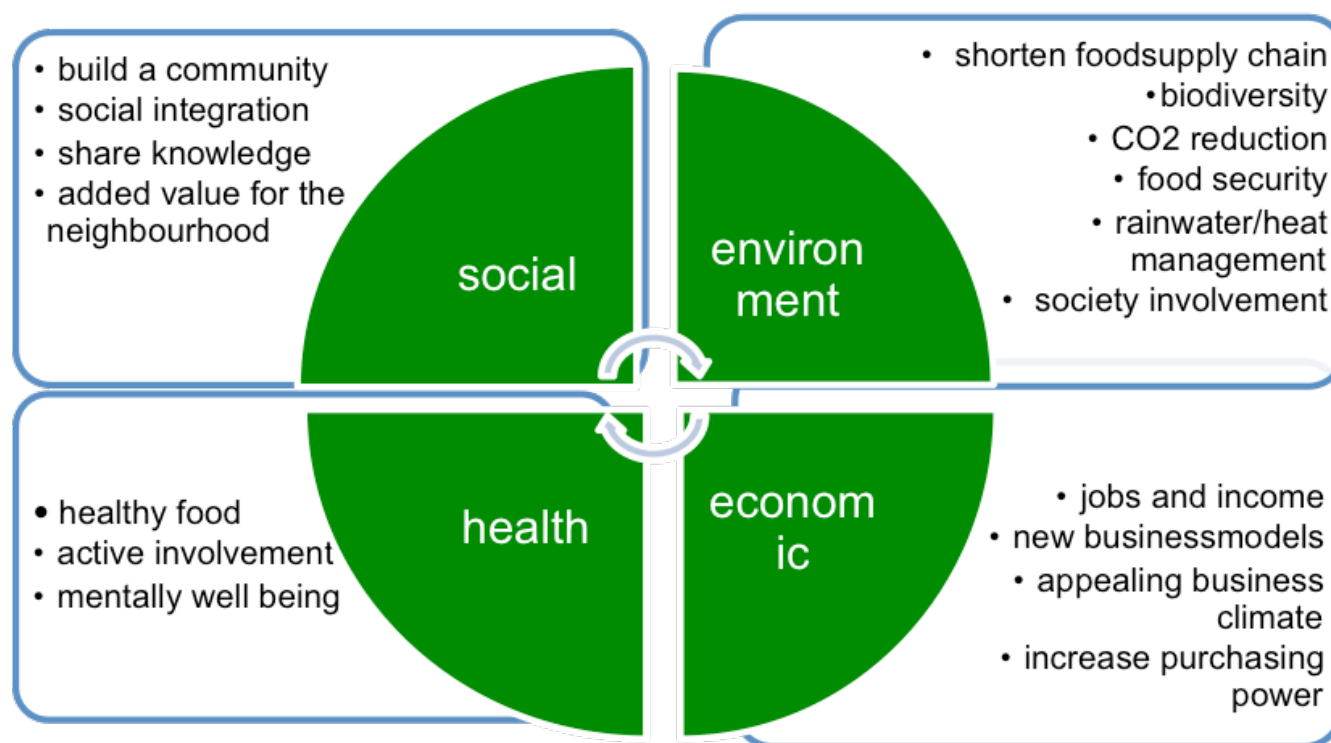
Based on the experience at the council earlier that year we felt the network needed a new boost, we should go where the energy of the network is, where we could reach a new target group and enlarge the community involvement. Luckily this was already in place at the quarterly organized local food market (Smaak van de Streekmarkt), at the EEM kade next to the river Eem. We changed our appearance, created a real logo for the network, made a dynamic offer and demand newsletter and along with hay bales and pictures of the different food initiatives we were ready for our first market. It turned out to be a great success and outstanding example of social innovation; being present as a civil servant at the local market matchmaking between food initiatives & professionals and citizens lowered the threshold and increased the visibility of the Local Action Plan and EEM-network. Also our EEM-members discovered the added value of the network, the benefit of having a chat on the hay bale and share what's on their mind, and 9 out of 10 a match was made to help each other, do business or create new ideas. EEM got a new meaning, as shortage for Echt Eten Makelaar (Real Food Broker), we became matchmakers between offer and demand on the local food market. Already on the first market over 60 matches has been made. This new approach is best summarized with our new slogan "EEM for all, All for EEM", based on the famous Three Musketeers. And as we know from this story from the 17th century, also our story became (world) famous, at least in the Netherlands and European partner cities. At several national and international events we, the EEM-musketeers, have been invited to tell our story and share our experiences to inspire others. With our munitions, in the form of our finalized Local Action Plan (approved by the city council in June 2014), an online city farming road map (a map of the city planning department, showing which public space is available for new (food) initiatives) and an overview of all food initiatives in Amersfoort, we were ready to shoot and spread the word. So we did in the following markets in September and December 2014.

However when the days became shorter and darker the uncertainty grew about what would happen after March 2015, when the URBACT project will end. So far it turned out no resources are available on regional, national, European level to secure a follow up of the network nor the implementation of the actions of the Local Action Plan. The city will have to rely on their strength, resources and capability to realize continuation of the network. On January 22nd we organised a joined 'Borrel met een Boodschap' (Drink with a message) with EEM and Smaak van de Streekmarkt. Aim and message was to evaluate the experiences and opinion of the LSG members about the last two years of cooperation in the URBACT framework. But most importantly to find out if there is willingness and a need to continue the network even though limited resources are

available. By a simple yes or no dividing of the people present, the result was YES. However it also reflected a lot of work and matchmaking still needs to be done to reach the wider audience and to make significant steps ahead. Still unsure where and how our story ends, we are now aiming at the celebration of our results from the last years, in February 2015. Along with our EEM members, representation of the city, local stakeholders and food professionals and civil servants from municipalities in the region our results and vision for the future will be shared, based on the four mainstreams identified in our Local Action Plan: health, economics, social cohesion and governance. The future of our food lies in our hands; let's shape a better tomorrow together!

Approach and composition of the Local Support Group

Participation in the Urbact Sustainable Food in Urban Communities started in 2012 has been warmly welcomed to be able to create a following on all the good food initiatives taking place in the city. Soon members of the already existing food network in the city along with new, enthusiastic members joined together in a Local Support Group, EEM. The members profiles vary from urban farmer, food coop representative, local retailer, entrepreneurs, coaches in creating a kitchen garden, a picking garden and compost, neighbourhood initiatives to improve the district by growing food creating interaction between cultures and so on. For some food is their main source of income, where for others they try to combine it with a part-time or fulltime job to be able to make a living. Although a group of over 250 people are part of the EEM network and informed by our regularly send newsletter, a core group of 15 members is actively involved in the EEM meetings and the Local Action Plan.



Benefits from sustainable food

Actions

The chosen format of the action plan is the cooperation with the EEM-members and their ownership of realization of the action. The action plan is a declaration of intent, a commitment to fulfil the action within a reasonable timeframe (by 2016) and make use of the network to acquire necessary tools, means and knowledge to accomplish. The city of Amersfoort is part of the network and responsible for achieving their actions, together with an active role with in the network to help and support others. The city council and the EEM members have approved and commit to all the actions and the content within the Local Action Plan. Taking this into consideration no further schemes, schedules or frameworks will be summarized.

GROWING

Already in place	Action
Self maintenance contracts (city – citizens)	Neighbourhood wormery (composting of food waste)
Urban farm - vegetables (EEMstadboerderij)	Permanent place for Tuinpark Laakzijde
Farmer at home, coach for gardens (Boer aan Huis)	Foodfocus (grow fruit and vegetables for foodbank)
Garden complex (citizens initiative – Soesmoes)	Land in Zicht (social entrepreneurship; growing food with minorities due to health problems)
Urban farm – livestock (Stadsboerderij Amersfoort)	Nieuwe stadsboeren (urban farming in wooden boxes around the city)
Community Supported Agriculture (De Birkenhof)	Growing mushrooms on coffee-grounds (circular economy, using leftovers for new products)
	Urban farming map (road map by urban planning department, showing available urban space for growing initiatives) – City of Amersfoort realized this action in June 2014

DELIVERING

Already in place	Action
Farmshop at the gate (Landwinkel – Kopermolen)	Beebox – search for logistic optimisation to have a wider reach with local products
Multifunctional farm (GrootWeede – livestock, events and farmshop with regional products)	Besseling – efficient use of transport, combining taxi transport with food logistics
Foodcollective (local food distributions from farmer to citizen)	Markethall Amersfoort – a centralized place in the city for local food, shorten foodsupplychain
Local food for retail and catering (Willem&Drees)	
Local food in supermarket (Plus Supermarket)	

ENJOYING

Already in place	Action
Food event - sofie op de wallen, outdoor vegetarian meal for 500 persons.	Smaak van de Streekmarkt – use market as platform for visibility of local urban farming initiatives realized this action in June, September and December 2014
Promotion - streekmenu, two times a year a week in which restaurants offer a regional menu.	Streekchef – organisation of cooking challenges and workshops, focus on economic healthy pop-up kitchen
Local restaurant – daphne in de kas, restaurant solely focussed on local food, with kitchen garden, educational lessons for children.	Label for authentic shops – create a label for entrepreneurs in Amersfoort to increase reliability and sourcing from the product
Food education – CNME Schothorst, educational projects and events for children on food and environment.	Streektafel – organise more local markets at schools together with children.
Kitchen gardens at several schools	
‘Greenbroker’ – 033Groen, connects people with green/food/their environment and improves social cohesion by growing food together.	

NETWORK

Already in place	Action
Website and newsletter of EEM – eem.smaakvandestreek.nl	Create synergy. EEM as part of the local market every season. To raise awareness and make matches between people. realized this action in June, September and December 2014
EEM meetings – matchmaking meeting on logistics and food in March 2014.	EEM will continue to search for additional funding possibilities on regional, national and European level.
A food network from the organisation of Capital of Taste 2012.	The city of Amersfoort as member of EEM is partner in the national network for urban farming and will stay part of this network in the future.

Main challenges

Secure continuation of the EEM network

- By additional funding
- By alternative funding (participation fee)
- By voluntary commitment of EEM-members

Secure continuously attention for the sustainable food topic high on the political agenda

- Should be one of the objectives and means of the EEM-network
- Has to remain the objective of the city councillors and involved staff

Next steps for the city in 2015 and beyond

To work together towards being the most healthy, economically sound, social and green city of the region, Netherlands, Europe, ...

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ATHENS

City Context

Athens is a unique European urban metropolis with a history of more than 3,000 years. It also forms one of the densest urban areas in the EU with many particularities and challenges to face. During the past two decades Athens has witnessed an explosion of immigrant population. Hence, it nowadays hosts all – maybe with a few exceptions – civilizations and nationalities of the world, a fact that has transformed Athens into an authentic metropolis.

Regarding its population profile, the municipality of Athens concerns a core area of the city center, hosting 660,000 inhabitants. The wider metropolitan area includes almost the whole region of Attica with 58 municipalities and a population, which is estimated at 3.75 million in 2014. Concerning food production, urban sprawl has reduced agricultural land in Attiki and has especially affected certain districts. For instance, Mesogheia in Eastern Attiki, which used to be a center of agricultural production, is now hosting the new E. Venizelos airport, a project that has created pressures for housing and business land uses. As a consequence, Attiki and Athens are importing agricultural products either from rural and semirural Greece, or abroad. Athens in particular has no agricultural production and has “achieved” a 0% food self-sufficiency ratio.

With regards to consumption, Greeks in general and Athenians in particular, have moved away from the traditional Mediterranean diet, which is connected to wellbeing and health. Within the last 35 years, households have completely changed their nutrition patterns moving away from traditional Greek diet towards a westernized diet based on meat, fat and ready-made food; for example meat household consumption per capita amounts to 4,5 kilos, instead of 1± kilo which was the case some decades ago.

Marketwise Athens is characterized by a structural oligopoly, where farmers’ markets, producer-consumer networks such as CSA or the “No middlemen” movement, i.e. the “Potato movement”, have not been legitimized by the state, and are persecuted at times. As a result consumers’ options are constrained.

In this context municipality of Athens and civil society organizations are planning and implementing actions towards a sustainable food system in terms of production, distribution-market and consumption. However, two links are fairly weak:

- (a) the connection between municipal authorities, civil society and economic actors and
- (b) the connection between the intention for a sustainable food system and the related actions.

Despite the difficulties, it is a highly positive fact that Athens Municipality has introduced and designated the position for municipal elected official responsible for Urban Sustainability.

We may summarise Athens Food System in 5 basic propositions:

- Athens has limited productive capacity and presently is 100% dependent for its food supplies.
- Market structure does have elements of structural oligopoly that rule out sustainable practices.
- Dominant nutrition patterns are unhealthy and unsustainable in terms of economic, cultural, social and environmental impact.
- There are actions advancing sustainable food practices, but there is no unifying policy about the food system as such.
- There is municipal provision for Urban Sustainability, giving the space for sustainable food policy to develop.

Focus and Objective of the URBACT LAP

Based on policy context and the facts above, Athens LAP focus is threefold:

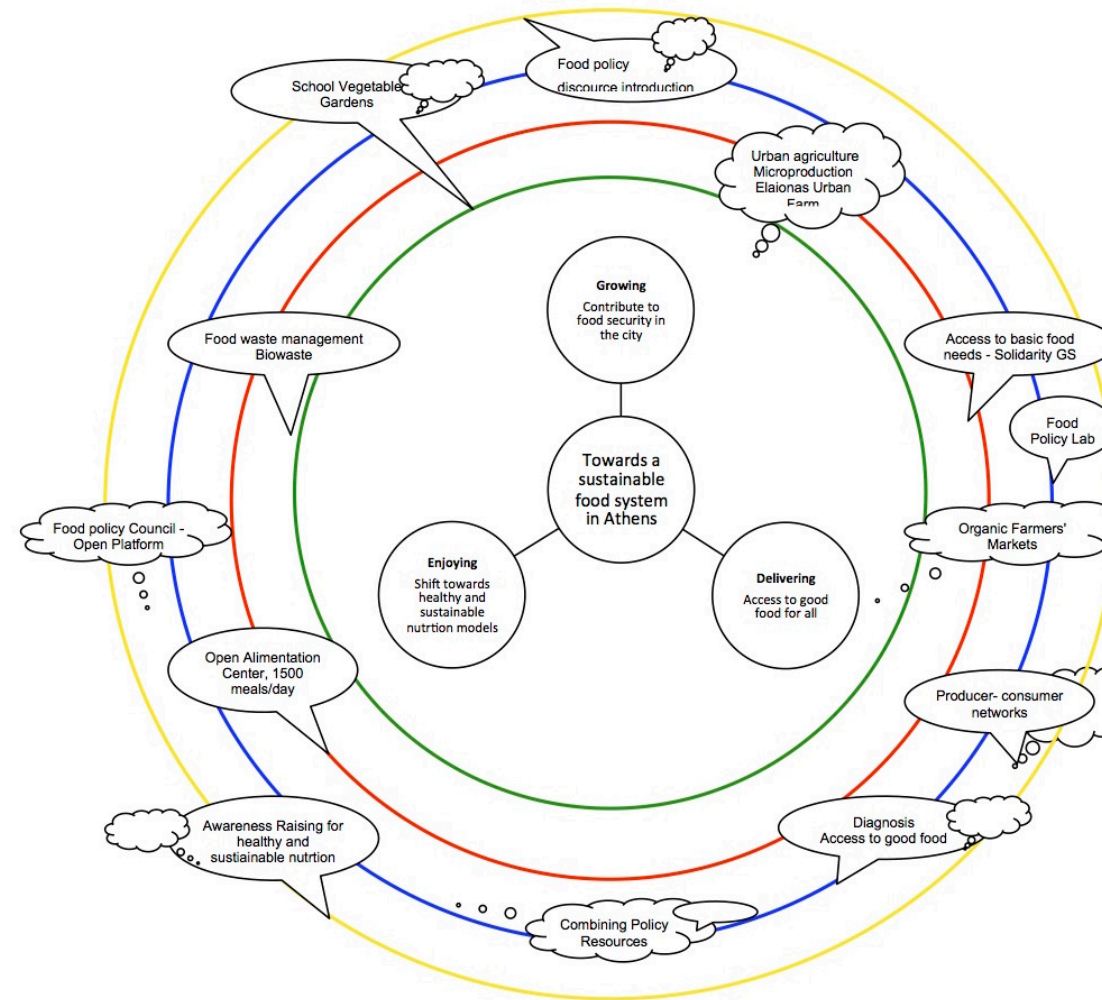
- awareness raising about sustainable food policy at municipal level and
- opening the dialogue with civil society
- problem solving in order to help the implementation of designated actions

In order to get there we recently formed Athens Urbact Food Policy Lab where Local Support Group members join and work together on designated issues. Food Policy Lab is one tool to achieve our focus. Combining resources with Synathina as the municipal institution and platform for bottom-up politics and ADDMA “Enterprise Socially” Program can have incremental effects.

The objective of the Action Plan is to contribute to the change towards a sustainable food system in Athens. This “grand” objective is supported by Urbact three thematic objectives of growing, delivering and enjoying and is perceived within four frames of reference, i.e. Urbact cross cutting issues, namely environment, economy, governance and society-culture

Accordingly we derive our sustainable food system LAP mandala depicting our objectives and actions (see Athens Sustainable Food System Mandala scheme). For each objective, targets, actual and potential actions and contributors are identified in a fairly elaborated mandala scheme based on impact assessment.

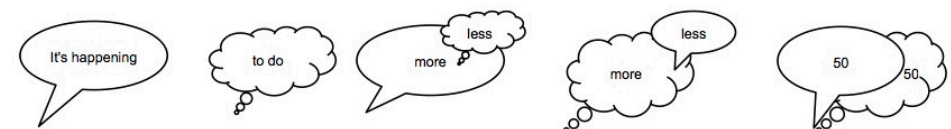
Sustainable Food System LAP Mandala



Symbols

Cross cutting issues: Environment, economy, governance, society-culture

Actualization degree:



Description of the process

Urbact process in Athens is continuously evolving and sometimes turbulent. “Food policy” was not known in current political dialect and seemed like a stranger at first. It took quite a time to explain to municipal officials and civil society members why we need an action plan. And then it takes quite an effort to explain why the action plan has to be realistic and time-bound, based on practices and evidence.

Members of the local support group are (a) municipal elected officials, (b) appointed functionaries and (c) civil society organizations’ representatives or individual citizens who are involved in sustainable food practices. As Urbact methodology suggests we have started with a few members; seven from civil society and eight from the municipality. So we could observe the pros and cons of the LSG at small scale and figure out how to advance its purpose. Eventually we have become around 35 with 15 of us meeting on a regular basis every Friday afternoon at the Food Policy Lab. Relations among LSG members are based on voluntary participation, leaving it sometimes to extreme voluntarism, a kind of “do nothing” approach. This allows for the creation of political space, a “revelation” of intentions, clear actions and trust.

Most LSG members are implementing and/or advancing good practices that form a d set of various actions leading towards the objectives of our mandala. Sometimes this requires patience and persistence, since it takes much more than the projected time to actualize proposals. It is also important to note that communication among LSG members is leading to synergies that solve problems or advance projects, as for example Plaka 1st kindergarten and Athens Municipality Green Spaces Administration, organic farmers’ markets association and relevant elected officials, and common spaces municipal department and elected officials advancing urban agriculture.

As of September 2015 participation in the Local Support Group increased on behalf of elected officials. As a result, the message for food policy is spreading within the municipality. Eventually, we formed the Food Policy Lab in order to advance solutions for specific issues, propose the structure and operation of a food policy council, and elaborate continuously on the action plan. Hence we may construct a realistic and applicable action plan.

One element missing for the time being from our LSG are representatives from the economy sector whose practices are sustainable. This step is forthcoming.

Content of the Local Action Plan

We have started building our action plan on the basis of actual good practices and potential ones that seem promising. The pool of actions comes both from municipal and civil society actors, as well as economic ones. Diverging a bit from Urbact SusFood three themes on Growing, Enjoying and Delivering, we have added the issue of Food Policy into our action plan as no such thing existed before in the City of Athens, not to say the entire country.

Next steps for the city in 2015 and beyond

In 2015 Urbact LSG got in a dynamic stage for advancing food policy and practical actions. Food Policy Lab shall be operating until May 2015 and potentially until October 2015 with 4 basic aims:

1. to advance and facilitate immediate - intermediate activities/actions
2. to elaborate a complete and realistic action plan within three time frames: short term (immediate to 2 years), medium term (3-5 years) and long term (6-10 years)
3. to promote synergies among municipal actors
4. to elaborate on the operation of a food policy council as an online and physical platform for sustainable food related actors from municipality, civil society and economy.

THEME	AIM	ACTIONS	ACTIVITIES	REALIZATION - OUTCOME
FOOD POLICY Governance	Implement Sustainable Food Policy in Athens	<ol style="list-style-type: none"> 1. <i>Parlez vous Food policy?</i> 2. <i>Food Policy Lab</i> 3. <i>Food Policy Council - Platform</i> 4. <i>Combine Policy Resources</i> 	<p><i>Introduce food policy into political discourse in Athens municipality and civil society.</i></p> <p>Event "Athens Metropolis of Taste" Press e.g. "Gastronomos" Within municipality dialogue through LSG structure.</p> <p>Bottom-up participatory procedure, provide context of discussion and creates the space for communication among LSG members. Examine actual activities, how they can be multiplied and facilitated by policy. Propose actions. Problem solving for actions facing obstacles</p> <p>research</p> <p>"Enterprise Socially" Program workshop - February 6th 2015. Gastronomic Tourism through ADDMA. Social Cohesion policy through immigration agenda. Food culture in cooperation with Athens Cultural Organization. "Synathina" participatory politics institution. Platform for connectivity and civil engagement. Entrepreneurship food hub in cooperation with Innovathens business incubator.</p>	<p>Intermediate, 1.5 year of actualization since September 2013 Food policy is known by now throughout the Municipal institutions and has been adopted by the Mayor of Athens. In Civil society FP discourse is already there, however not extensively.</p> <p>beginning - 3 months, December 2014 Getting interested parties together, provide a frame of reference for food policy introduced and worked upon, basic diagnosis of Athens food system as a guide, solving practicalities such as advancing organic farmers' markets implementation and urban farming.</p> <p>beginning- design phase Identifying good practices and modes of operation</p> <p>beginning - ongoing identifying synergies, workshop for social entrepreneurship and sustainable food systems and thematic on food, idea level for gastronomic tourism and food culture - "know your food" project.</p>

<p>ENJOYING</p>	<p>Change towards sustainable nutrition and consumption models</p>	<ol style="list-style-type: none"> 1. <i>Open Alimentation Center</i> 2. <i>Awareness raising for healthy and sustainable nutrition models</i> 3. <i>Gastronomic Tourism and food culture</i> 4. <i>Consumer Food waste management</i> 	<p>Athens Municipality Open Alimentation Center offers free food to people unable to cover their basic nutritional needs. It serves 1500 meals per day. Since the economic crisis AMAC's role became crucial and more necessary than ever.</p> <p>Collective Kitchens: As a response to crisis (Civil society solidarity institutions and individuals). As an opportunity to advance local, organic and seasonal products, local producers and a balanced diet. Nutrition Education in schools Hands on education by nutritionists and chefs for schools students and their parents. "Know your food" - under the auspices of Athens Cultural Organization</p> <p>Promote a sustainable food system in Athens through gastronomic tourist and cultural activities Combining resources with the tourist department in ADDMA, civil society and economic actors that already offer related services such as culinary tours, we are planning to promote greek and hosted cultures gastronomies in their sustainable version - i.e. local and ideally organic, local varieties and traditional nutrition per culture.. Cooperation with Athens Cultural Organization and awareness raising activities.</p> <p>BIOWASTE</p> <p>The Municipality of Athens received, on behalf of EDSNA, biodegradable bags with capacity of 10 lt and 30lt ,designed to be used for the separate collection of biowaste and composting LIFE+ project, ATHENS BIOWASTE.</p> <p>N.B. food waste in general is working all along the agrifood circle, and thus is better suited as part of the Environment cross-cutting issue. It is included in Enjoying as it concerns post-consumption food waste.</p>	<p>satisfying daily basic nutrition needs for 1500 people. Further synergies in need.</p> <p>It is estimated civil society actions have had impact on 3000 households that have been educated on sustainable nutrition and many of them changed their dietary patterns within 2 years. Design phase for "know your food".</p> <p>design phase - first discussion with Cultural Organization and ADDMA tourism department LSG members.</p> <p>Ongoing by Athens Municipality in cooperation with Kifissia Municipality. 2000 households targeted, plus 80 restaurants. 400 tonnes collected from November 2012 to May 2014.</p>
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Further Information

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BRISTOL

City Context

Bristol is located in the South West region of England. It is a dynamic and rapidly growing city with a population of 450,000 people and is part of a city region with Bath of 1.1 million. Bristol is diverse with 13.5% black and ethnic minority residents and over 91 languages are spoken in the city.

Bristol is European Green Capital 2015. Bristol was awarded this prestigious title because of many years of pioneering environmental efforts. Bristol has achieved real success in creating a happier and healthier city, through improvements in areas like energy, waste, food and travel. Bristol also has a willingness to take risks and look at new ideas, and has ambitious plans for the future. Action on creating a sustainable food system for Bristol has been taking place for many years. Bristol City Council was one of the first in the UK to establish a 'Food Links' project in the mid-1990's. One of the legacies of that work is the Bristol Farmers' Market, which began in 1997.

Currently there is a surge of interest in food growing in the city with oversubscribed allotments and smallholdings. New projects include several multi acre community food growing sites set up to both produce food, re-skill people in horticulture, and to generate more community based activity for health and wellbeing. The local food newsletter produced by the Bristol Food Network links and inspires food interests around and beyond the city. Bristol has a thriving local economy of shops, cafés, restaurants and markets selling a diverse range of food from around the world and from local producers. However parts of the city are recognised food deserts with poor access to fresh food, adversely affecting more vulnerable groups of people.

Some of the more thriving neighbourhood shopping areas are at risk, as large multi chain retailers plan a greater number of supermarkets in Bristol compared to other UK cities. There is also the challenge of creating more market opportunities - eg street markets, public sector meals in schools and hospitals, local shops, community shops and buying groups - within Bristol for farmers in the surrounding regions and developing new logistical routes to these markets.

Description of the process

The Starting Point: Bristol began the URBACT phase of its journey with some strong foundations including:

- The Who Feeds Bristol report (2011), which provided a pioneering baseline audit, analysis of the city's food system and a framework for development of future plans.
- The Bristol Food Policy Council and Bristol Food Network, which were able to become the "Local Support Group" for the URBACT project. The 'travellers' : URBACT participants have been drawn from the Food Policy Council and from the wider network of groups working on food in Bristol.

The Bristol City Council project coordinator has participated in every visit and each time has brought different people from Bristol's network of food organisations. These participants have helped to make more connections and links within the Bristol food community.

City LAP Summary- URBACT Thematic Network « Sustainable Food in Urban Communities »³ The Green Capital Partnership Food Action group, chaired by Bristol Food Network is a particularly significant part of the city's action planning process thanks to Bristol's success in achieving the Green Capital award 2015 and the funding that this has attracted. Participants are working on collaborative project ideas for 2015 and beyond that link back into the food planning framework.

The challenges and our responses: There have been four main challenges that we have addressed during the project:

1. Increasing the number and range of people involved in sustainable food planning and action. The URBACT Project has assisted this through the opportunities which Bristol people have had to visit and learn from experience in partner cities and through the outreach which the Local Support Group (i.e. the Bristol Food Policy Council, Bristol Food Network and other partners) have been able to achieve – for example, through a Local Food Newsletter supported by the project.
2. Encouraging co-ordination of existing and new food initiatives. The “Local Support Group” has provided forums for collaboration, for example annual conferences at City Hall and co-ordination of the Bristol Green Capital Partnership Food Action group, chaired by Bristol Food Network. The creation of the Bristol Good Food Plan has provided the framework for this collaboration.
3. Securing resources to support community led initiatives. Bristol was successful in securing funding for a grant programme for its year as European Green Capital and food was identified as one of the five priority areas. This has led to an unprecedented level of funding for community led initiatives that form a key part of this action plan. The Good Food Plan enabled the food community to clearly present its case and be successful in securing funding.
4. Engaging the wider public in Good Food issues and practical activities like cooking well and making good eating choices. Bristol has been successful in securing new partners to help promote Good Food. Two highlights are:
 - The Bristol Food Connections Festival, initiated by the BBC in 2014, it has provided a great way to showcase existing inspirational initiatives and involve much bigger audiences in enjoying food, and is now being led by the Bristol Food Network.
 - The focus on Good Food as a key theme for Bristol's year as European Green, bringing communication opportunities and a network of over 750 organisations in the Bristol Green Capital Partnership.

The URBACT achievements: Bristol faces many challenges in creating a sustainable food system, including food poverty in parts of the city, limited local food planning powers and competition for land in and around the urban area. Thanks to the hard work of many people in the city, Bristol has made good progress in the past three years putting Good Food firmly on the agenda in Bristol. The City LAP Summary- URBACT Thematic Network “Sustainable Food in Urban Communities”⁴ URBACT project has helped to support local co-ordination and collaboration, to link the climate change.

Content of the Local Action Plan

The action plan has been developed on the framework created by the Good Food Plan for Bristol, taking a Food Systems Planning approach. It identifies 8 distinct themes that Bristol needs to address in order to ensure that in the future the city has a healthy, viable and equitable food system that is as resilient as possible to any future shocks and challenges.

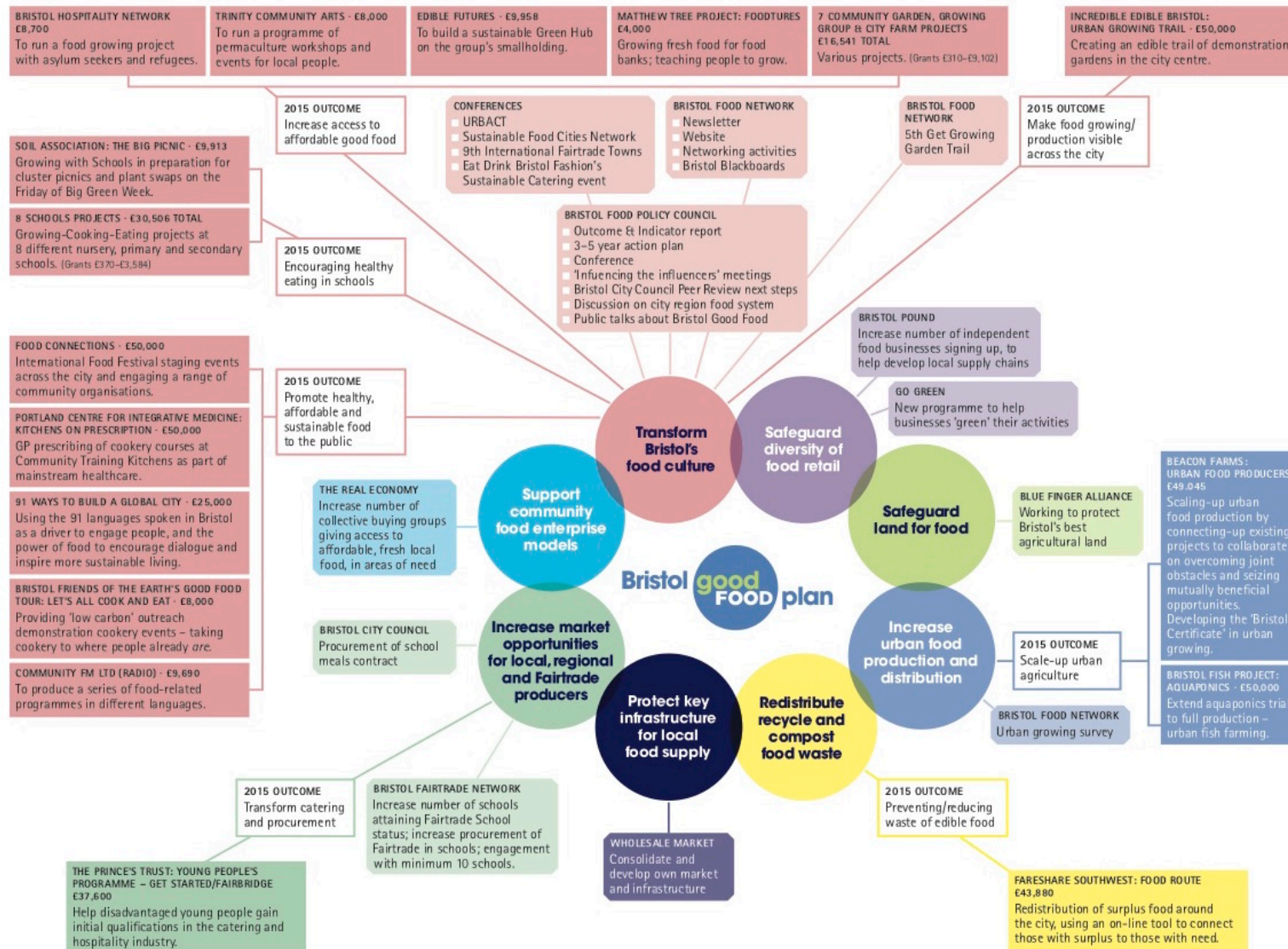
Food systems planning process



The action plan's current focus is on new action which we can take in 2015 and 2016, in part supported by the additional resources provided for food activities from the Green Capital programme. It does not map much of the on-going food-related activity in the city nor does it show the on-going meetings, annual conference and communication activities planned for this year. Longer term action will be developed during 2015 to carry forward the momentum created this year. The Food Policy Council is managing the development of this longer term action planning.

Funding

New funding of £450k has been allocated from Bristol European Green Capital 2015 funds for community-led food-related projects. These projects are summarised in the diagram below and more details can be found in the full version of this Local Action Plan. Framework for delivery Each of the projects/initiatives on the plan has their own delivery arrangements. Progress will be reported and reviewed by the Food Policy Council. Risk analysis/main challenges The action plan represents a significant scaling up of activity during 2015. An important task will be to help support and coordinate the new projects and to keep a good information flow and networking opportunities for new and existing projects.



2015

The Bristol Good Food Plan advocates a 'Food Systems Planning' approach for Bristol in order to build a food culture for the city that has the health of people and planet at its heart.

It identifies 8 distinct themes that Bristol needs to address in order to ensure that in the future the city has a healthy, viable and equitable food system that is as resilient as possible to any future shocks and challenges.

These 8 themes (the bubbles at the heart of the diagram) have in turn helped to shape the outcome priorities for projects funded during Bristol's year as European Green Capital.

The white, colour-coded-outline boxes show the priority outcomes for food projects during Green Capital year. Leading on outwards from these, at the edge of the diagram, are the projects which have been funded to-date (February 2015), through 3 different Green Capital funding streams. All of these projects will commence during 2015.

On the inner project ring, in the colour-coded but paler boxes (with the cut corners), we show some of the other major non-Green Capital activities which are happening during 2015.

The diagram attempts to reflect major new initiatives which will be happening in Bristol during 2015. It does not map much of the ongoing food-related activity in the city.



Next steps for the city in 2015 and beyond

Part of the work that Bristol Food Network/Food Policy Council will carry out will be to develop this first stage Local Action Plan into a longer term Bristol Good Food action plan.

Further Information

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URLs:

<http://bristolfoodpolicycouncil.org/>

<http://www.bristolfoodnetwork.org/>

<http://www.bristolfoodconnections.com/>

<http://bristolgreencapital.org/action-group/food/>

BRUXELLES

City Context

Brussels Capital Region is an urban centre made up of 19 municipalities with approximately 1.1 million inhabitants. This city-region is a dense urban area of 162 km. located within a larger metropolitan area of 2.5 million inhabitants. Brussels has a dense, cosmopolitan and growing population as it combines the roles of European capital, Belgian capital, Flemish community capital and French community capital. Indeed among many other languages, French, Flemish and English are commonly heard in Brussels' streets. The city population is made by 74% of Belgians and 26% of foreigners (in fact, 46% of foreign origin). Many workers and service users live outside the city borders and commute daily. A striking social feature of the city is the asymmetry between the considerable wealth produced in the area and a relatively low average income of its inhabitants which is 18% below the national average (12 750€ per year). The unemployment rate is quite high and a quarter of the population lives below the poverty line.

Food context

In terms of environmental impacts, in Belgium, food accounts for 17% of greenhouse gas emissions and 30% of the environmental impacts of a household. Even if, in Brussels, these impacts are mainly indirect, consumers can take action to reduce them by eating less meat and more seasonal fruits and vegetables, driving a demand for more sustainable foodstuffs.

In terms of the local economy, the food system plays an important role in Brussels. There are more than 25.000 jobs in the food service sector, 6000 in the food industry, 500 in production and plenty others in the distribution sector. The food industry represents 10% of industrial employment in Brussels and is the third industrial sector in the Region in terms of jobs. Some businesses are already engaged in Sustainable Food and employ 2.500 persons in Brussels Capital Region, of which about 1.000 are in delivering and the remainder in catering and processing. Sustainable food related businesses and continue to grow and create jobs, especially for local workers who are young and have low qualifications.

In terms of health, in Belgium, 1 out of 10 persons is obese, while 1 adult out of 2 and 1 child out of 5 children are overweight. The National Nutrition and Health Plan, target excesses and encourages increased consumption of fresh fruits and vegetables and decreased the amount of meat. People with low incomes are in the front line as the price of food continues to rise and strike the budgets of the poorest households. The purchase of low quality products purchased at bargain prices, exposes them to greater risks related to poor diet, raising issues about access to better quality foodstuffs and better diets for instance through social restaurants and groceries and the redistribution of unsold foodstuffs.

Food wastage in the Brussels-Capital Region represents some 15 000 tonnes for households (15 kg of food per person per year, the equivalent of 3 meals a day for 30 000 people for 1 year) and 10 000 tonnes for companies.. Actions are taking place to prevent food waste at the source, saving resources and CO2 emissions. Unsold foodstuffs are increasingly given to social groceries and economic activities created linked to the recovery and transformation of unsold foodstuffs.

Regional commitment

For many years, Brussels has taken numerous actions to address the environmental challenges specific to a green modern city-region. For example, as a signatory of the “Covenant of Mayors” Brussels aims to become a low carbon city by 2025. After having engaged in sustainable food research and actions for several years, “sustainable food” was explicitly established a regional priority in a governmental declaration in July 2009.

Emphasis was placed on sustainable gastronomy as a means for attracting tourism and the need to develop sustainable urban agriculture, food transformation, distribution, food services and health education thanks to public food procurement in canteens.

Focus and Objective of the URBACT LAP

In 2015, the new Minister for Environment & Energy committed to launch a consultative process leading to a strategic transversal action plan with a joint long-term vision.

From 2010 to 2014 the vision pursued has been a transition towards sustainability that entails producing and consuming local/sustainable food products :

- sustainable food shall be accessible to & adopted by all Brussels inhabitants – notably through 3 priority axes:
- urban production and self-production that is sustainable and innovative complemented by short structured supply chains (peri-urban production) to meet demand;
- mainstreamed sustainable practices in canteens
- education and behavioural change
- the transition shall be based on a strong collaborative process involving all stakeholders and based on collective commitments, support for innovative projects, networking of actors.
- the transition shall create local green jobs that cannot be relocated, including for job-seekers with few qualifications.

Besides seeking to relocate food production within the region, the region now wishes to integrate the strategy for the transition of the food system in a wider circular economy strategy; develop new jobs linked to the food system transition and engage urban consumer groups not previously reached or aware by adapting approaches to their specificities, e.g. low-income households, single person households, different food cultures...

The various actions, adopted, initiated, complemented or planned during the URBACT project are intended to pave the way towards and ambitious and pro-active sustainable food vision for the Brussels Capital Region further completing and prioritising existing policies/activities/processes.

Description of the process

Prior to initiating the URBACT project in 2012 and throughout its duration, Brussels Environment had been active in the area of food, through dedicated annual calls for projects, recurring awareness raising campaigns on local & seasonal produce & food waste prevention, the provision of information, guidance and coaching to canteens and public procurers, but also to school children and households around sustainable food consumer choices, kitchen gardening...

2012 was mainly dedicated to finding like-minded city partners for the network with relevant experiences to share and in Brussels drawing up a city profile of the starting situation, challenges and expectations for the Baseline study.

The Brussels-Capital Region already support a series of formal and informal networks of sustainable food actors (i.e. RABAD - Brussels

Sustainable Food Stakeholder Network). While some of the stakeholders knew each other, the setting up of the URBACT local support group and its successive meetings over the course of 2013 and 2014 enabled others key players to meet for the first time, to take stock of what was happening in this fast moving area and reflect strategically on specific issues (delivering food in Brussels, sustainable canteens, the role of municipalities).

Several workshops have been organized to meet stakeholders, learned from their experiences and identify their main recommendations for food sector.

About one hundred actions were proposed by stakeholders

these actions can be classified in 3 axes

1. Develop / share a common vision of sustainable supply for Brussels
2. Supporting the demand for sustainable food
3. Support the development of sustainable food supply

In parallel of this consultation process, over the course of 2013, the regional ministries for Environment & Economy engaged in an Employment-Environment alliance on sustainable food with various stakeholders through a participative action planning method leading to the adoption of a charter with 50 diverse concrete actions by government.

// 50 Employment-Environment Alliance actions approved by government in 2013

The 50 actions are classified in a variety of ways such as – Manage sector, Train workforce, Sell, Meet the needs of the market, Be known on the market, Develop, Invest, Recruit. Concretely actions roughly include:

- ⇒ • Research on food system (understand supply, distribution system, demand by households & food services, inventory of existing production, need for a public procurement centre...)
- ⇒ • Communication, training & support towards SMEs, start-ups, entrepreneurs, job seekers, retailers, food services, public procurers, teachers... including for innovation & experimentation, but also urban agriculture conference, web portal, recognition scheme for canteens...)
- ⇒ • Support the market through school procurement, logistics platform, wholesale market, purchasing groups, social groceries provisioning platform, redistribution & transformation of unsold food products...
- ⇒ • Sustain participative & governance processes (transversal planning)

Milestones

2008	Sustainable Canteen programme initiated by Brussels Environment
2009	Governmental declaration (2009-2014) identifying “sustainable food” as explicit regional priority in July
2010	Waste prevention plan (2010) that tackles food waste in canteens & households Launch of the Interreg IVB project GreenCook to address food waste prevention, in canteens, restaurants and supermarkets (2010 – 2014)
2011	
2012	Regional Action Programme of Support to Sustainable Food Demand Regional kitchen garden action plan Launch of URBACT Sustainable Food in Urban Communities Thematic Network as Lead Partner (May) Study “Sustainable food system, job potential in the Brussels-Capital Region”
2013	URBACT Local Support Group Meetings on specific themes: delivering (March), canteens (Sept), Municipalities (Nov), Social & cultural challenges (Dec) Employment-Environment Alliance on sustainable food led by the regional ministries for Environment & Economy with various stakeholders through a participative action planning method leading to the adoption of a <i>charter with 50 diverse concrete actions</i> by government in December.
2014	URBACT Local Support Group Meetings: schools (Jan) & urban agriculture (March), core group ERDF regional operational programme for the 2014-2020 programming period identifying sustainable food as one of 5 priority sectors to be funded and developed. Labels «Sustainable canteen» et «Sustainable HORECA(pilot testing) New regional government (2014-2019) elected in May & new Minister for the Environment & Energy Studies on food system (supply & demand) completed in 2014 Taste of Brussels Showcase of local food producers in September
2015	31 March: final dissemination event of URBACT project and launch of participatory processes for Transversal Sustainable Food Action Strategy to be completed by autumn 2015

Content of the Local Action Plan

// Actions & Schedule

- 1.build/strengthen knowledge through :
 - a.studies on food system (supply & demand completed in 2014)
 - b.mapping of existing initiatives (in progress, completion in 2015)
- 2.define clear common vision/objectives (in progress, march 2015)
- 3.develop a visual that helps to put all food related actions in the same umbrella , to make visible actions, the process and build support of all (in progress, february/march 2015),
- 4.evaluate, prioritise and coordinate existing and foreseen actions (in 2015)
- 5.initiate LT participative and governance processes & gain commitment notably through Transversal Sustainable Food Strategy (2015 and beyond)
- 6.Measure of success

Funding Scheme

A first phase of Employment-Environment partnership actions are initiated in early 2014, with regional funding related to Environment, Economy and Training, including notably the studies on the food system and the mapping of existing initiatives.

Larger scale actions that require substantial funding in successive phases required applications for ERDF funds by Brussels Environment or its partners to be submitted in July 2014. They are currently pending approval and will be initiated if successful in 2015.

Ongoing sustainable food actions within the competences of Brussels Environment will continue in 2015 and also beyond conditional to the approval of the new elected regional government.

Other actions resulting from the URBACT LAP process and the subsequent transversal planning in 2015 will only be implemented in 2015 or 16.

Main challenges to the process

Regional elections in May 2014 required the reassessment of longer term priority setting.

The sustainable food sector tends to develop faster than public bodies can adjust to it. The diversity of projects currently supported by different public funds and multiple objectives could lead to a lack of coherence of actions, a dispersion of funds, competing actions and a limited joint impact.

Increased collaboration between administrative departments and regions and the involvement of additional key stakeholders in the process will be needed to truly tackle the food system as a whole.

Next steps for the city in 2015 and beyond

On 31 March 2015, the final dissemination event of the URBACT project will also mark the launch of participatory processes for Transversal Sustainable Food Action Plan to be completed by autumn.

This process will ensure the continuation and broadening of the stakeholder involvement that took place during the URBACT project and foresee actions to be implemented from 2016 on.

Further Information

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www.leefmilieu.brussels/themas/voeding

GOTHENBURG

City Context

Each year, 19 million meals are served at nursery schools, primary and secondary schools and homes for the elderly in Gothenburg. This offers a significant opportunity to exert an influence and make a genuine difference.

The plan is not a complete and comprehensive presentation of everything that is being done. The aim is to emphasise the fact that as the second-largest city in Sweden we take full responsibility for how our consumption of food impacts on the environment and human health. This is clearly reflected in the City of Gothenburg Budget for 2015:

“The City of Gothenburg will also assume responsibility as a major consumer. Only organic meat will be purchased and the City will not purchase threatened species, such as deep-sea animals. Sustainable meals will increase, one of the primary reasons being to mitigate the food-borne spread of toxins. The city owns good agricultural land and better use must be made of this land to facilitate peri-urban cultivation and organic food production within the municipal area. We must assure the knowledge and expertise of catering staff and preserve small-scale kitchens wherever possible.”

Focus and Objective of the URBACT Local Action Plan

The ULSG identified key sustainable food issues in Gothenburg which then formed the basis for the three themes under which the measures in the plan will be implemented – locally produced food, education and knowledge and meeting places.

Description of the process

The Sustainable Food Plan is one of the outcomes of the city's participation in the EU thematic network Sustainable Food in Urban Communities. Ten cities are taking part in the project – Amersfoort, Athens, Brussels, Bristol, Lyon, Messina, Oslo, Ourense, Vaslui and Gothenburg. The aim is to explore and learn from each other about how to find solutions to the challenges associated with the production and consumption of food. As in the case in the other cities, we have set up a ULSG – Urban Local Support Group – in Gothenburg, made up of municipal employees and representatives from associations and NGOs.

The ULSG highlighted the importance of capitalising on the shift in attitude that is taking place around the dining table, both in the public sector and on a personal level. This shift in attitude centres on a desire to recreate the food chain and to be an active part of the food chain from field to fork – perhaps not directly in production but at least sufficiently close that we know where the food comes from, how it is produced and that it is as good, beneficial and nutritious as possible. The plan includes measures aimed at creating awareness of these issues in the city and how work related to sustainable food will be pursued in the long term.

The process has been overall good. The work in the ULSG has been dynamic and powerful. We have had stimulating discussions which has developed the whole process towards an LAP. During the years we have been using different workshop-tools to explore and conclude which theme are the most important. We want to achieve an even more sustainable food-city context. The measures in the Local Action Plan are only the beginning of a long journey to Gothenburg to become a “go-beyond” sustainable food- city. One measure in the plan will ensure that it really will come true. This is a planned “Who feeds Gothenburg” a food policy. This food policy will capture and ensure the dream and desire of the ULSG. We are used to work with the civil society and organizations, we although don’t have the routine to provide a document like an local action plan as a common document.

Content of the Local Action Plan

Policies that already favour this work

- City of Gothenburg Budget
- City of Gothenburg Environmental Objectives
- City of Gothenburg Environmental Programme
- City of Gothenburg Chemical Plan
- City of Gothenburg Climate Programme
- City of Gothenburg Meal Programme

Actions

// EDUCATION AND KNOLEDGE

1. A preliminary inventory Food Policy. We will produce a local Food Policy where the focus will be on environmentally and socially sustainable production and consumption of food. The aim is to improve food provision at a time when climate change and oil shortages are generating uncertainty regarding global food supplies.
2. Monitoring of food additives. Within our food monitoring programme, the city will prioritise the monitoring of food additives. There should be no substances that are harmful to the environment and human health.
3. Monitoring of harmful substances in food packaging materials. Within the framework of our food monitoring programme, we will prioritise the monitoring of materials that come into contact with food to ensure they do not contain substances that are harmful to the environment and human health.
4. Environmental training for local authority personnel. Training of local authority personnel in order to improve their knowledge of climate impact and how it affects the environmental objectives. The training will act as a foundation and will be a minimum requirement for all city authority employees. One of the areas in the training programme will deal with food and its impact on the environment and climate.

5. Training for catering staff in vegetarian cooking. Catering staff within the City of Gothenburg will be offered the opportunity to attend a course in vegetarian cooking. The course is intended to encourage the cooking of more vegetarian dishes within the City Authority operating areas.
6. Procurement of more organic food. The next step following the decision to only procure organic meat will involve making similar demands for several other product groups. The product groups that should be prioritised are potatoes, onions, carrots, eggs, soured milk and yoghurt.
7. A wider range of organic and vegetarian food in local authority catering establishments. All local authority establishment open to the general public that serve food – operated either by the city authority directly or by a contractor – must offer vegetarian and organic dishes. This applies, for example, to swimming pools and libraries. The food offered must comply with the city's definition of an environmental meal, i.e. environmentally and ethically labelled food or products that are seasonally adapted, and they must contain a high proportion of vegetables and legumes. All meat must be organic and fish must derive from stable stocks.
8. Pedagogical material dealing with the environmental impact of food. The city will produce material dealing with the environmental impact of food and which could be used in nursery schools and in primary and secondary schools. In the material we will highlight the environmental impact of production, consumption and food-related waste.
9. Reduced climate impact of food in our operations. The climate impact of meals within the City of Gothenburg operating areas will be reduced by 40 per cent through to 2030 using 2010 as the base year. We will reduce the consumption of foods that have a major impact on climate, such as red meat and dairy products. Climate-impacting food can be replaced, primarily with vegetable products. We will also reduce food waste in our operations and avoid throwing away food that is still edible.
10. Tools for making active, smart climate choices with regard to food commodities. Many public sector catering establishments have requested computer support in order to make climate-adapted choices when planning menus for schoolchildren and patients. The Västra Götaland Region and SIK, the Swedish Institute for Food and Biotechnology, have embarked on a project aimed at calculating and following up the climate impact of food. Local authorities and county councils throughout the country are taking part as well as companies involved in the development of food planning tools.
11. The Environmental Meals Strategy Group. Within the Gothenburg Meal Coordination Group, a decision has been reached to focus more strategically on work related to environmental meals. With this in mind, the Environmental Meals Strategy Group has been established. Within the Strategy Group, two focus groups have been brought together to work with waste and provide appropriate examples of how the city districts can learn from each other.

// LOCALLY PRODUCED FOOD

12. Grow more in Gothenburg. We will promote the cultivation of food for a more sustainable society and communicate the advantages of cultivation to the people of the city and provide them with an opportunity to take part.

13. Cultivation of fruit and berries for the general public. We will cultivate more fruit and berries in Gothenburg and the general public will be free to pick them. Public cultivation areas will complement private gardens and allotments and offer all the people of Gothenburg access to fresh fruit and berries. Berry bushes and fruit trees will be prioritised in conjunction with the establishment of new cultivation areas and in the production of new plans and programmes.

14. Rural development within the framework of Urban Agriculture. In north-east Gothenburg there are excellent opportunities for green, organic business development. The area has extensive natural resources and a population which in a variety of ways has invaluable knowledge in areas such as cultivation and food processing. To make this a reality, a rural development programme is required for innovative collaboration between the city and the countryside. Gothenburg could become a forerunner in development work of this nature.

// MEETING PLACE

15. GreenhackGBG is a campaign directed at the people of Gothenburg. The aim is to raise the level of understanding of the environmental impact of consumption and that the small choices we make in day-to-day life are of significance to our well-being and the environment. A good example could be eating more vegetables. GreenhackGBG will reach at least 5,000 people in Gothenburg. Within the network for organisations and other bodies involved in peri-urban cultivation, interest in peri-urban cultivation is growing at a record rate and many different organisations are involved. The city aims to establish a network where public, private and voluntary organisations and individuals can meet and exchange experience, present current projects and take on board and develop new ideas.

16. Creating a network for players in peri-urban cultivation. Interest in peri-urban cultivation is growing at a record pace, and many different actors are involved. We should start a network in which the different players can meet and exchange experience, talk about current projects and take care of new ideas.

// ACTIVITIES THAT BEEN CARRIED OUT BY NGOs

17. Local composting will generate green jobs and fertiliser for urban cultivation projects. The model describes how local composting can be developed in different areas of Gothenburg. A private company will offer training, which could create jobs in composting and cultivation.

18. Awarding of an environmental certificate to restaurants. The board of the Gothenburg Restaurant Association has decided that all restaurants that are members of the Association must be environmentally certified. At present, eight restaurants are certified and 30 are currently going through the environmental certification process.

Funding scheme

The majority of the measures in the LAP are also included as measures that were previously mentioned in other major programmes and plans and no further funding has been applied for in respect of the measures that will be included in the LAP. It was possible to apply for funding in 2014 and 2015 within the framework of the Environmental Programme in order to implement measures.

Framework for delivery

The plan includes 18 specific measures. The first 16 are measures decided by the City of Gothenburg and the administrations and companies concerned that will work together and act as a driving force in the pursuit of these measures. The two remaining measures are measures that are carried out by NGOs (Non-Governmental Organisations). Whilst the City of Gothenburg has no Direct influence over these organisations they are an indication that the ULSG for the project is made up of different bodies in the Gothenburg community, all of which have an interest in working with food. The administrations and companies report and follow up each measure in line with the instructions issued or formulated within the framework of each programme and plan.

The ULSG that was set up in conjunction with participation in the Sustainable Food in Urban Communities project meets twice a year and it will continue to maintain a dialogue on food and environmental issues. The work with measures has already started and the last measure is planned to be achieved until 2030.

Risk analysis

If changes were to take place on the political level, there is a risk that in the long term the measures will not be implemented as planned. Certain measures also require stimulus funding – the production of a Food Strategy for example. During 2015 we will carry out a preliminary study aimed at starting on the Food Strategy in 2016 although at the present time there is no guarantee that stimulus funding will be available in 2016.

Further information

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LYON

City Context

With about 500 000 of inhabitants, Lyon is the third city of France and the second in regard to whole the urban area (2.5 million of inhabitants). Lyon is the Regional Capital of Rhône-Alpes, a major agricultural production area in France. It's also the first region for the part of organic production. Based on this proximity to productive areas, the city has a strong culinary and gastronomy background history (some famous chefs such as Paul Bocuse), which gives some special place to food in the city. There are 65 well distributed weekly markets in the city that animate street life and foster social ties, and about half of shops in Lyon are cafes, hotels or restaurants.

In order to grant access for all the citizen to better food and services, the municipality is actively involved in promoting sustainable consumption, especially since 2009 with the label "Lyon, fair and sustainable city". This label, rewarding companies in all sectors acting for sustainable consumption, is supported by the 'Social and fair economy' policy. Gathering a lot of small and innovative initiatives, this sector is very active in the food related businesses and represent an important potential to foster local economy

Focus and Objective of the URBACT LAP

"Sustainable food for all !" is the focus of the municipality of Lyon from the early stage of the URBACT programme. In order to reach this goal and get actions implemented or funded or strengthened, we decided to target "the decision makers": anyone, at any level and in any organization being in a position to commit to change, even the smallest detail toward sustainable food.

Thus, the objectives of the LAP are:

- To give some keys to understand such a complex and wide topic
- To explain that regarding the various sectors connected to the food system, it can be approach through different angles
- To spot the potential benefits of a global approach with specific answer
- To prove that local authorities and stakeholders can play an important part

Therefore, the Local Action Plan tackle various scopes: ensuring sustainable food production, fostering local economy and raising general awareness.

Description of the process

// At the very beginning was a question: who does speak English?

French public administration is not well known for taking an active part in European programmes at local level. But, as for years the Department of Economy and Commerce hosts a mission about "Social and Solidarity Economy (Value-based Economy)" actively promoting sustainable consumption, we decide to take our chance with URBACT. After having found a local coordinator among the team able to interact on international level, we start to overcome a lot of internal administrative problems to set up the all process. But our chance is to already have a large network of stakeholders involved in the sustainable food topic, from the production to consumption (from Growing to Enjoying subtopic).

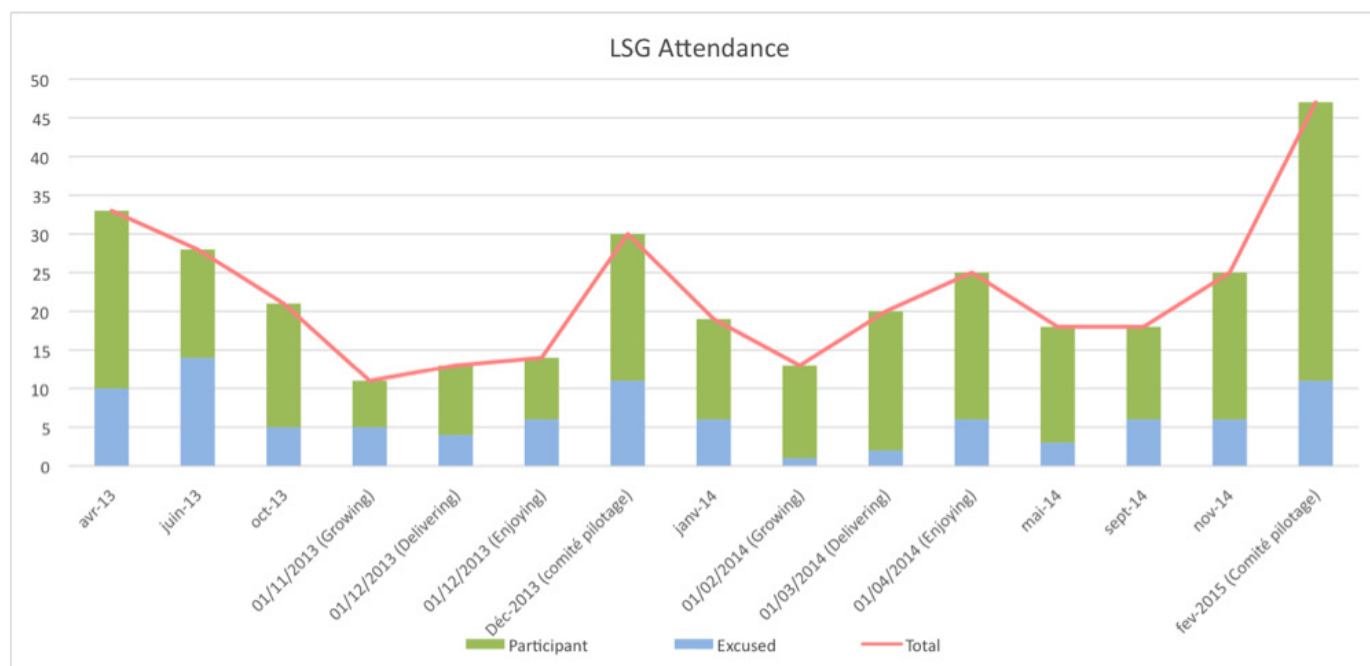
From the very beginning our ambition is to take advantage of the programme to boost the local synergy about the sustainable food topic led by the “pioneers”, the grassroots movement.

// 2013 : Finding the good angle and rhythm

During the first year of the programme, we have to face a sort of false start. Actually, in April, the first meeting organised with the local support group (LSG) seems to be quite a success with a lot of stakeholders attending...except the local coordinator, busy with the birth of a child ! Beside this family event, obviously we are not clear enough about our objectives because most of the stakeholders seem to be disappointed by an European programme without funds for their actions. All the dynamic collapsed!

Back from paternity leave, and having also missed the first transnational meeting, the local coordinator has face to face meeting with all the stakeholder with one baseline: “there is no money but we can change our (local) world !”. Maybe convincing enough and probably getting used with the animation tools inspired by the Lead Expert (François Jégou), the local coordinator starts to find a rhythm with the process and focus the LSG on (re)defining a common vision about “sustainable food for all !”.

Starting from September, the process falls into place. The local expert Caroline Brand join the team, adding some valuable academic feedback from her work on food system governance. The LSG meetings takes place during lunch time, prolonging on the afternoon, offering then 4 hours of working time. Thanks to the French tradition of having 2 hours for lunch, this little trick to gain some working time adds a lot of quality time! And we also succeed to have the 1st stakeholder attending the transitional meeting in Oslo. A small victory that will highly help the involvement by giving more concrete content to this project on local ground. This year 2013, the LSG achieves to meet 6 times and to tackle the local context following the 3 subtopics Growing, Delivering, enjoying. It ends with the first steering committee in December confirming the commitment from all to the main goal.



// 2014 : Speeding up the process and getting concrete

For the second year of the programme, the process starts to speed up, based on the involvement of stakeholders on both European and local level. The rhythm of LSG meetings, the coordination, and the animation are on tracks. Same for the core group of the LSG, with 8 to 10 people attending almost all of the meetings. Newcomers are joining the LSG, always adding new point of views. Debates and working sessions are more fluid, due to a better cohesion and understanding from each other. All along the year, the process is focusing on matching priority issues and challenges with existing cases collected and new actions.

From spring, everyone is getting ready to host and participate to the transitional meeting in Lyon in June. Great time and definitely highlight of the year! From this point, the core group of the LSG starts promoting the process outside the meetings and the political involvement is growing. Visibility of the programme is increasing, helped by an active lobbying from the local coordinator towards the decision makers. But, confronting our work rises also some expectations for more concrete results about the local action plan : “nice work, but what do you suggest concretely ?” Therefore, the second half of the year is about working on writing the LAP.

Beside, from the mid-term conference held in Brussels, appears the feeling of gaining some expertise on this hot topic. And then arrive solicitation from other network busy with the same theme: IUFN, Eating city, Urban Food Policy Pact,...

In 2014, 7 LSG meetings will be organised and 5 stakeholders will take part of transitional meetings abroad, and the second child of the local coordinator was born in November... but this time with no impact on the programme due to Christmas holidays!

// 2015 : Achievement and follow up

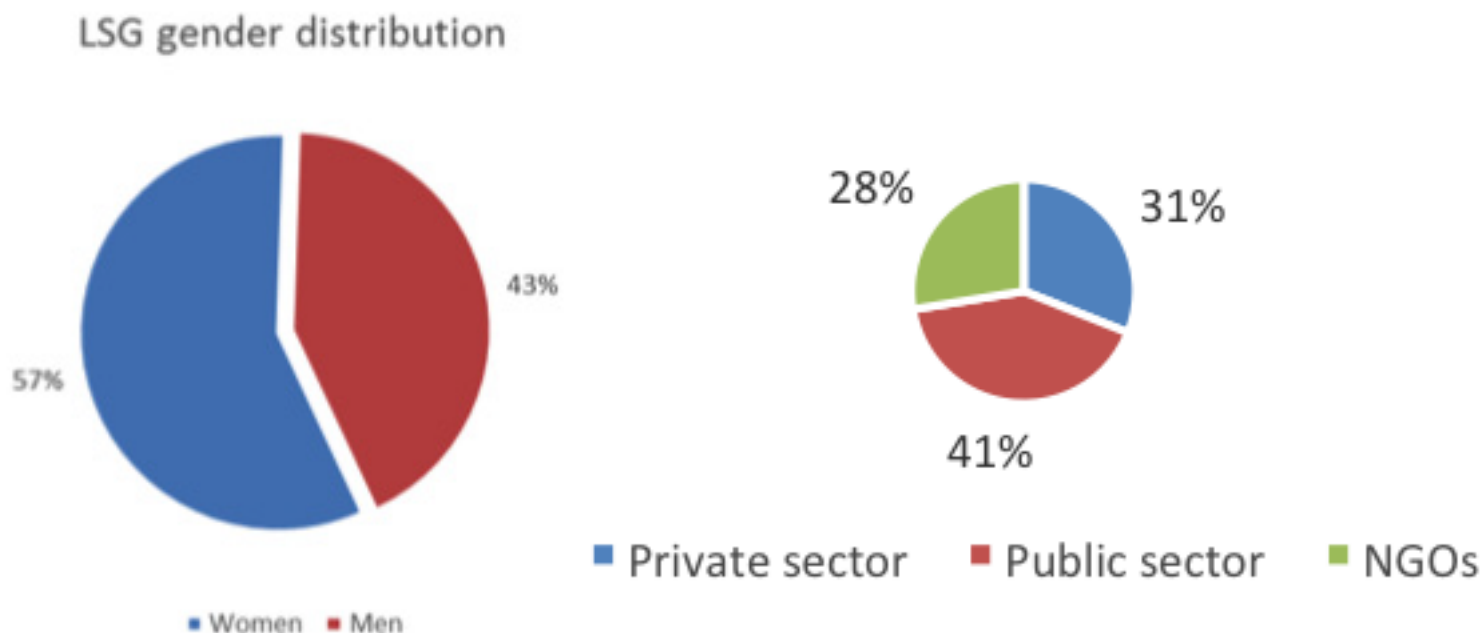
Achieving to write de Local Action Plan, we succeed to tackle a wide topic, by giving some keys of understanding about the food system and connecting a strategic intervention level on long term with illustrations of concrete cases already on going.

The final dissemination event is also a success. At the end of February, the City of Lyon hold a thematic stand about sustainable food during a major fair “Primevère”. During 2,5 days, with the participation of several stakeholders, we use a kind of “Good ideas Lotto” to expose part of all the cases collected and discuss the topic with more than 1 000 visitors... and the Mayor of Lyon has been one of them !

For the final steering committee, all the elected representative confirms the intention to keep the topic on the political agenda and create a “food policy council”, and the stakeholders commit keep on working together after the end of the programme. However, the question stays about securing funds for implementing of the actions.

Approach and composition of the Local Support Group

The Local Support Group is composed with organizations distributed among the food system, from organic producers to social and solidarity grocery shop, including several departments of local authorities such as public canteens, agriculture, ecology, economy, etc. NGOs, companies and public bodies are well balanced.



Content of the Local Action Plan

The first part of our LAP summarizes the context of the global and local food systems, why the question is now important and what could be the benefits to get the topic in the agenda regarding all the sectors involved: jobs and local economy, health and environment, education and formation, social cohesion and solidarity.

Decision was made to link both agricultural and urban context in a continuum following the “food thread”. Therefore the LAP is split into 4 main axes, each of them exploring a scope with various but specific issues:

1. Growing everywhere it is (still) possible: questioning the food production refers to the land availability, in and around the city, but also to the methods how food is produced and the soil pollution, and how to get new producers in and around the city.
2. Creating local values: how to keep added value in the local economy to the food system delivery and transformation schemes, to job creation, entrepreneurship, new business models, etc.

3. Giving the keys to access sustainable food : refers to raising global awareness of consumers regarding the different access issues to sustainable food : cultural, economic or geographic

4. Opening a space for governance : inspired by the food policy council model, this axe refers to our local context with “silos” organisations and the need of cooperation; this space should also be open to other actors of the food system eager to change

Growing everywhere it is (still) possible :

1	Protect peri-urban farmland with PSADER-PENAP administrative tool	Already in place, to be strengthened
2	Diagnostic of available or underused farmland	To be developed
3	Urban farming : use all available space such as rooftops, balconies, private gardens, etc.	Already in place, to be strengthened
4	Urban planning : insert growing areas in all urban projects	To be developed
5	Meetings between producers about to get retired and potential new producers to ensure transmission of agricultural activities : “cafés installation – transmission”	Already in place, to be strengthened
6	“Espace test agricoles” allow available farmland for free to starting producers	Experimenting phase, to be developed
7	Agroforestry in community gardens (demarche permaculturelle)	To be developed
8	Community garden hiring professional producers	Experimenting phase, to be developed
9	Urban organic farm based on educational program for future producers	Starting project
10	Research programmes on soil pollution in community gardens (JASSUR)	Ending project
11	Promote organic agriculture and better use of natural resources	Already in place, to be strengthened
12	Community garden charter	Already in place

Creating local values :

1	Organic markets street markets (5 weekly in the city)	Already in place, to be strengthened
2	Multifunctional “concept store” about sustainable food la SuperHalle	Already in place, to be strengthened
3	Labels to promote local and/or sustainable consumption	Already in place, to be strengthened
4	Education for public procumbent buyers	Experimenting phase, to be developed
5	Meeting between public canteens and local producers	Experimenting phase, to be developed
6	“Cluster” for sustainable food companies facilitating B2B business	To be developed
7	Speed dating between producers and small processing companies on local level	Experimenting phase, to be developed
8	Develop sustainable food catering major public events	Starting project
9	Collective farmers shops	Already in place, to be strengthened
10	Sustainable Food Hub	Experimenting phase, to be developed
11	Formation fund for sustainable food sector dedicated to employees	To be developed
12	Meetings in between all actors of the food system (pioneers and conventional)	To be developed

Giving the keys to access sustainable food :

1	Major public event about sustainable food (La Fête des Récoltes)	Experimenting phase, to be developed
2	Family coaching (Familles à alimentation Positive)	Already in place, to be strengthened
3	Workshop about food use and conservation	Experimenting phase, to be developed
4	Sustainable food kit or bulk kit in maternities and deprived areas	To be developed
5	Formation of public canteens staff	To be developed
6	Spontaneous citizen initiatives: "glanage", incredible edible, etc...	Already in place, to be strengthened
7	Insert sustainable food projects in all community cohesion centers	Experimenting phase, to be developed
8	Minimum quotas of deprived population in community gardens	To be developed
9	Solidarity food trucks in deprived areas	Experimenting phase, to be developed
10	Purchasing group or bulk in deprived areas	Experimenting phase, to be developed
11	Social and solidarity grocery shops	Already in place, to be strengthened
12	Direct link between social care center or groceries with producers : delivering fresh local products and sending deprived population to the farm	Experimenting phase, to be developed

Opening a space for governance :

1	Identify or create specific mission about sustainable food in all public institutions, and therefore a network	To be developed
2	Share data and diagnostic	To be developed
3	On site visits for actors	To be developed
4	Per-review or Micro-consulting sessions	To be developed
5	thematic working group	To be developed

Next steps for the city in 2015 and beyond

The topic is now in the political agenda, and we must try to keep it.

The stakeholders are committed to keep on working together in a sort of food policy council (Conseil local de l'Alimentation Durable) which should be coordinated by the City.

The LAP has to be approved by the city council and be promoted by all the stakeholders toward the defined target.

The Mayor of Lyon has committed to sign the Urban Food Policy Pact initiated by the city of Milan in the frame of the Expo2015. We are now working on drafting the document with 40 other cities such as Amsterdam, Barcelona, London, New York, etc...

Further Information

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MESSINA

City Context

// THE CITY PROFILE

The city of Messina is the third largest demographic area of Sicily. The area is a vital service centre not only for the city and the surrounding municipalities of the Province, but also for Calabria and the Straits area of Messina and Reggio. Messina is affected by several difficulties: steep and degraded slopes, land fragmentation, farm fragmentation. This prohibits farmers from enhancing productivity and, in many cases, agricultural mechanization.

The hinterland is made up of villages, wherein all the cultural heritage and traditions coexists. These villages should be protected and enhanced to maintain cultural identity. Messina has one of the most important Italian harbours in the south Mediterranean, especially for passengers, cars and trucks. In the 1980's, a rapid transition from agriculture to the service sector occurred.

// ANALYSIS OF THE TERRITORY

The province of Messina covers an area of 3.247.3 km² (12.64% of the region) and about 649.824 inhabitants (12,99% of regional population), in 280.324 households and a population density of 200,1 inhabitants per km², in 2011. The area has a predominantly mountainous morphology. It includes the territories of 108 municipalities: 53 municipalities are considered as mountainous and represent 59% of the population; while the other 55 municipalities generally situated in the hilly areas have a population of close to 41%.

In the 2011 Census, the City of Messina had a population of 243.262, with a land area of 211,2 km² and a population density of 1.151,6 inhabitants per km². The dispersion of the population in small settlements throughout the province also accounts for the small share of the population living in the City of Messina, the provincial capital. Only 37% of the province's inhabitants live in the city. This data reflects the average size of the capital towns of the provinces in Southern Italy, which do not account for an high share of the provincial population, since they are surrounded by other fairly large urban centres within networks of settlements that are particularly dense and distributed throughout the territory.

The extent of urbanization and, more recently, some initial phenomena of decentralization can be assessed by examining the population trends in the inhabited centres that show a progressive concentration of population in the coastal areas of the province.

In fact, the main urban centres in the province that through the years have amassed a large number of inhabitants (more than 10.000) are: the City of Messina, Barcellona Pozzo di Gotto (41.450 inh.); Milazzo (31.860 inh.); Patti (13.421 inh.); Capo d'Orlando (13.268 inh.); Sant'Agata di Militello (12.724 inh.); Lipari (12.159 inh.); Taormina (11.114 inh.).

// SYSTEM COMPLEXITY: ISSUES AND CHALLENGES

Challenges

Social Trends:

- High environmental quality and socio-cultural identity, the presence of conditions able to maintain social and economic cohesion.
- Existence of suitable conditions for typical crops and products obtained with organic farming.
- Existence of traditional activities that use ancient crafts.
- Presence of typical/traditional local products, especially in interior areas.
- Presence of agricultural traditions of the territory.

System Trends:

- In hilly areas, the presence of acceptable levels of accessibility for the population to urban centres with essential services.
- Potential for processing and marketing of local food products.
- Increasing number of farms involved in receptivity and tourist services (i.e. agritourism).
- Presence of beach tourism in coastal areas, that can be integrated with ecological/natural/rural tourism.
- Richness of the natural, historical and cultural heritage, the presence of uncontaminated natural environments, opportunities to practice sports and outdoor recreation.

Partnerships:

- Partner motivation to best meet the project's goals (ability to work and share ideas together).

Politics:

- Alignment with the regional strategy of development, with European funding opportunities: grants and programmes.

Issues or Obstacles

Social Trends:

- Ageing of the population and depopulation.
- Depopulation of villages and the exodus of young people.
- High unemployment.
- Distrust of economic operators to experiment with new forms of local development.

System Trends:

- Fragmentation of farms and the tendency to abandon farming.
- Lack of skills in agriculture.
- Lack of enterprises and/or enterprise dynamism.

- Lack of sensitivity and concern for the environmental and cultural heritage present within the area by residents and institutions.
- Poor marketing activity.
- Presence of small firms that constitute risky endeavours.
- Difficulty of access by public transport.
- Prevalence of beach tourism in the local tourist proposal.
- Lack of promotion of the local products at international and national levels.

Partnerships:

- Broader entrepreneurial, educational and training system restructuring, including possible cutbacks due to the current condition of economic instability.

Politics:

- Political direction that often does not align with the goals of project.
- Lack of funding to expand the agricultural sector.

Focus and Objective of the URBACT Local Action Plan

// FOCUS AREAS AND OBJECTIVES

Governance

- Creating the Supply Chain.
- Creating a network of stakeholders in order to reduce individualism (in order to share resources, information, etc.).

Quality

- Developing suitable business models.
- Creating “Umbrella Brands”.
- Improving eating habits.

Environment

- Improving the potential of the whole territory.

// THE ROLE OF AGRICULTURE

Agriculture plays a critical role in the economy of the territory. In addition to providing food and raw material, agriculture also provides employment opportunities to an important percentage of the population. The number of enterprises engaged in the “Agriculture, Forestry and Fishing” sector are 6.523 and contribute for 10,87 per cent to the economy in terms of industry value added.

Description of the process

The Local Support Group was created to integrate knowledge and experiences between local stakeholders of different natures (public and private) who have complementary knowledge and skills.

In order to better respond to these challenges, the process of synergy creation was articulated in several steps:

- understanding the actors: their strategies, visions and interests and how they interact with the territory;
- identifying themes along which to establish a dialogue;
- supporting the negotiation process amongst the actors in order to enter a possible socio-territorial pathway.

The actors' territoriality, or territorial vision, helped them to establish a common identity and to support the realization of their strategies and projects. In addition, a plurality of actors with different and sometimes conflicting interests and values has influenced, sometimes, the dynamics and interrelationships within the same group.

The Local Support Group, led by the Municipality of Messina, is composed of 41 partners and has promoted about 22 project ideas.

The cooperation network, created between local /regional institutions which have the same concerns, similar responsibilities and competencies in this field, has had a key role in promoting sustainable projects or short chain projects and in encouraging peri-urban agricultural practices.

In line with this objective, cooperation will be articulated through activities aimed at selecting those projects and activities which have proved most effective and efficient in promoting new agricultural models and business, highlighting the sustainability, social cohesion and economic development of the area.

Content of the Local Action Plan

// THE PROJECTS DEVELOPED BY THE LSG

The Food City Brand

Objectives of the Project

The Food City Brand is a part of the City Brand Strategy aimed to involve food producers and restaurants, but also food events, festivals, food fairs, local farmers markets or any activities which involve food in order to support the city's urban farming production and, in general, every local food product.

The Brand will be the first experience undertaken by the City of Messina specifically to promote its local food but, most of all, its urban agriculture.

The Brand will be able to support, as a next step, every traditional activity that uses the ancient crafts and/or locally made products, but also new and different types of local economic development or business (i.e. agritourism, natural tourism, farmers markets, etc.).

Main task of the project

- The Brand will encourage patterns of consumption of local products based on the "Mediterranean diet", with the aim to support the ability of people to identify "who" is growing the food around them or to let them know "where" they can get it (markets, grocers, restaurants, agritourism, etc.), and it will be a natural further step towards the goal to "buy, eat and enjoy local food".

The Sustainable Food Council of the Metropolitan Area of Messina

Objectives of the Project

The Sustainable Food Council of the Metropolitan Area of Messina is a network of public and private organizations in Messina, strongly active to promote food that is both good for people and for the environment.

The Sustainable Food Council of the Metropolitan Area of Messina will be the local food governance institution able to ensure that all new food practices will be developed in compliance with the agricultural policies identified and developed under the Program URBACT II, in order to promote the development of local, sustainable food systems, especially in the metropolitan area of Messina.

Main task of the project

- Becoming an example of excellence in food sustainability.
- Coordinating sub-groups that work on specific key issues.
- Recognizing the key role food can play in dealing with some of the most important social, economic and environmental challenges.
- Providing support for local food projects and other food related activities.

The Online Food Platform

Objectives of the Project

The platform aims to become a global reference point that facilitates the sharing of information to support the city's urban farming production and linkages between stakeholders including public bodies, communities and the private sector.

The platform allows stakeholders to stay tuned to relevant news and events and access links to online databases, information and social networks.

Main task of the project

- The platform can become a driving force to open up new opportunities for farmers, food producers, local gastronomic products and stakeholders.
- Knowledge transfer among participants (community organisations, government institutions, academics, civil servants, policy makers, community groups) will be assured by a specific mix of activities able to create a space for debate and mutual learning.

Educational Projects

Objectives of the Project

Educational projects will have the aim to provide students with a complete gardening education that they can use to further their own involvement in urban agriculture. Skills learned by the students will allow them to grow their own food and to spur the transition to a more sustainable food system, providing also education on food safety issues.

Main task of the project

- Rewriting the zoning regulations in the City of Messina which currently do not allow the existence of plots of land for creating urban gardens. In order to meet this project objective, the utilization of the green areas of schools has been proposed as a solution. During the project the children will have the opportunity to be real protagonists of the improvement of the school garden, thus modifying everybody's attitudes towards sustainability and creating skills and abilities for a shared change.

Urban and peri-urban Agriculture Projects

Objectives of the Project

The aim is to develop sustainable urban and periurban agriculture in the City of Messina and its surroundings, through the increase of local food production, but also the increase of capacities of the producers, who are supported in this endeavor by their associations and public institutions that encourage local development. Urban agriculture projects can fight the abandonment and neglect of the land and provide food.

Main task of the project

- Supporting the producers' activity and the economic development of the area, and adding income and employment opportunities to the agricultural sector; to contribute to the construction of a new agricultural sector that corresponds to the needs of the local community; to imply a radical redefinition of rural resources in and beyond the single farm enterprise.

The Messina Agri-Food Cultural Centre

Objectives of the Project

The Messina Agri-Food Cultural Centre provides agriculture information and advice to farmers, ranchers, fishers and the agriculture industry on topics ranging from crop and livestock production to new research and technology, regional programs, and farm business management, with the aim to encourage sustainable economic development in the City of Messina. The Messina Agri-Food Cultural Centre will be equipped with a Museum, a Specialist School of Agriculture, Biological Restaurants, a Winery, Retail Stores and areas for farmers markets, etc.

Main task of the project

- To reduce individualism because everyone works together as a team;
- To gather in a specific place the entire demand for "genuine products" offered by the whole area;
- To offer packages of different products (including the possibility to distribute products through the internet);
- To increase employment (workers, young graduates, experts, etc.).

External Considerations

Politics:

- Lack of policies and procedures
- Unforeseen regulatory requirements

Technical Conditions:

- Technological changes

Socioeconomic Conditions:

- Economic crisis
- Market or operational risk
- Price fluctuations
- Corruption

Partnerships:

- Constant partner motivation (a culture where actors trust and encourage each other).

The above Risk Analysis was conducted taking into account the main risk factors identified by the LSG. However, some mitigation measures were considered appropriate to mitigate some risks identified, e.g. a Trade Plate Logistics to sort out the logistics problems and establish a proper flow of stock to the markets, or the Sustainable Food Council of the Metropolitan Area of Messina to establish and maintain a collaborative relationship between partners.

Next steps in 2015 and beyond

The considerations, tools and strategies outlined in this brief are provided to support the process of improving the local production, quality and range of services available in the province of Messina, with the aim of:

- Creating a supply chain such as “Messina Zero Miles” (through the creation of supply chain agreements among: farmers, producers, processors, retail outlets and potential customers based on a set of actions regarding: public fresh water, sustainable mobility and zero waste).
- Recognizing and developing strategies to build on system strengths and proactively identifying potential challenges and addressing obstacles.
- Developing projects of strategic spatial planning for the urban area (Spatial planning - Land use planning - Spatial Citizenship).
- Improving appropriate business models (through the appropriation of the value of the territory, training, participation, and the creation of attractiveness for investments).
- The possibility to reduce individualism (through the opportunity to cooperate to support the promotion of the territory).
- Improving food lifestyles (creating patterns of consumption of local products or products based on the Mediterranean diet).
- Encouraging cooperation agreements between farmers, producers, processors, retail outlets.

Further information

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City Context

In 2012, when Oslo signed the letter of commitment to participate in 'URBACT Sustainable Food in Urban Communities', the main motivations were:

- Increasingly high rates of urbanization with incremental pressure on land use required to sustain an urban agriculture - suggesting innovative area development which fully integrates green structures.
- Increasing popularity around the practice of cultivating, processing and distributing food in or around Oslo.
- Exchange of ideas and learning processes with the focus on developing resource efficient urban food systems.

In 2014, The County Governor of Oslo and Akershus, Department for Agriculture, published a report on urban agriculture. The intention of the report is to clarify the concept of urban agriculture, in relation to Oslo, and highlight how urban agriculture has significance for the city's population, for the city and for the reputation of agriculture in general. The report contains a description of urban agriculture in Oslo, challenges and opportunities and provides many recommendations for future investments urban agriculture.

Oslo did not have a local agricultural policy or food policy until 2013 when Oslo started working on a new agricultural policy, focusing on urban and peri-urban agriculture (forestry will be added). In 2014 Oslo began the process of developing a local action plan on sustainable food as a part of the URBACT project Sustainable Food in Urban Communities. Both documents will be finalized in 2015.

Agricultural policy for Oslo: "Agriculture in the city"

The agricultural policy for Oslo contains a vision for agriculture in the city: Oslo is a green metropolis where agriculture plays an active role. Main goal for urban agriculture: The urban agricultural activity increases and is part of the municipality projects on public health, integration, entrepreneurship and safeguarding biodiversity.

Subsidiary goals:

- Oslo has a sustainable food culture and its people have good knowledge about how food is produced.
- Urban agriculture contributes to improving public health and social mobility, including recreation and integration.
- Urban agriculture is an arena for green and social entrepreneurship.
- The city's population has access to cultivation areas.
- Urban agriculture contributes to a continuous green structure that strengthens biodiversity and ecosystem services.

Main goal for peri-urban agriculture: Oslo forests, landscapes and farms are maintained and are available for the population.

Subsidiary goals:

- Farmland contributes to an understanding of food production and provides access to suburban agricultural activities.
- The farmland is a good venue for entrepreneurship
- The open cultural landscape with fields, meadows and pastures preserved and are handled through active operation.

Main goal 'closed loops': Oslo municipality recycles organic waste in a smart way.

Subsidiary goals:

- All garden waste in Oslo recycled.
- All food waste in Oslo is sorted.

Focus and Objective of the URBACT Local Action Plan

The working title of the URBACT Local Action Plan is "Sustainable Food in a climate neutral city 2050 – Action plan for a sustainable food culture in Oslo 2015-2018". The plan is rooted in Oslo's agricultural policy ("Oslo has a sustainable food culture and its people have good knowledge about how food is produced", the URBACT network develops an action plan for sustainable food in Oslo to follow up). The plan is developed based on overarching goals for Oslo as communicated in the municipal master plan "Oslo 2030 – smart, safe, green". For example:

- National knowledge capital
- Internationally leading cultural city
- Internationally leading environmental city
- o Reduce CO2 emissions by 50% by 2030 and to zero by 2050

Vision

A sustainable food system in a climate-neutral city - Oslo 2050.

Main objective

Oslo has a sustainable food culture.

Subsidiary objectives

- Indirect GHG emissions from Oslo's residents are low as possible (Urban Ecology Programme 2011-2026, City of Oslo).
- Meat consumption is reduced by 20% (recommendation by Norwegian Environment Agency).
- Food waste is reduced by 30% by the end of 2025 (Matvett).
- Recycling rate for household waste increases to at least 50% by 2018. In order to achieve this, some 60% of food wastes is gathered (Agency for Waste Management, City of Oslo).

- Oslo municipality recycles all garden waste and food waste in a smart way (Agricultural Policy for Oslo)
- 15% of food production and consumption is organic in 2020 (national goal).
- Consumption of Fairtrade food increases (Agency for Improvement and Development, City of Oslo).
- Oslo's population has knowledge of sprawling food, including berries, mushrooms, fish and game (new).
- The urban agricultural activities increasing and is part of the municipality projects on public health, integration, entrepreneurship and safeguarding biodiversity (Agricultural Policy for Oslo)
- Oslo forests, landscapes and farms are maintained and are available for the population. Accessible farmland contributes to an understanding of food production and provides access to suburban agricultural activities (Agricultural Policy for Oslo).
- Oslo's population has good knowledge of different ingredients and how to make good, healthy food from scratch (new).
- The food industries works actively with environmental initiatives and facilitate sustainable food culture (new).
- Oslo makes public procurement with emphasis on social and environmental aspects (Agency for Improvement and Development, City of Oslo).
- Oslo has events all year round that contribute to raising awareness about sustainable food.

Description of the process

As part of the project Sustainable Food in Urban Communities, Oslo established 'Network for sustainable food in Oslo'. Per 16th January 2015 the network Facebook group has 624 members and the mailing list has 242 recipients. On average 30 people attend the network meetings which are open to anyone.

Network for sustainable food in Oslo is a complex group, consisting of representatives from public sector, the food industry, media, volunteer organisations etc. We (Agency for Urban Environment) are very happy to have other sectors represented such as health and culture and national bodies such as National Agency for Environment and National Agency for Health are involved with our work. There seems to be a predominant interest for urban agriculture and 'food as a means to build community' in the network, which is reflected in the Local Action Plan.

The reference group was selected to represent a wide range of perspectives and the entire food system. All members of the network had the opportunity to be a part of the reference group who are developing the action plan in close cooperation with the project coordinator. Based on applications, 13 members of the network were invited to be in a reference group.

Further Information

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OURENCE

City context

Ourense is a medium-sized city in Galicia, in the Northwest of Spain, next to Portugal's borders.

The urbanised high density downtown is surrounded by a periurban zone with plenty of forest areas. Those lands are currently not exploited. Our city has been traditionally hit by 2 problems with consequences for citizens:

1. A demographic structure defined by a pronounced ageing process and a migratory tendency, namely focused on youth.
2. Present global and national economic crisis has notably increased our unemployment rate (26%), which becomes especially alarming on youth (53%). Along with this (and related) 3 main challenges are detected in our local area:
 3. A depressed local commerce: traditionally, the most important economic agent in Ourense, nowadays demands strong revitalization actions in order to stimulate and guarantee its economic viability. Local commerce is mainly focused in SMEs and also has been an important field on youth enterprises. Related to food business, Ourense holds 2 mains structures; 2 big traditional markets that concentrate around 80 small shops but also an important farmer's market: local small producers (usually allotment owners) sell their farming surpluses directly to the public, a traditional distribution channel locally "rianxo" and commonly develop by women. These markets have been losing sales for the last decades because of changes in consumer's habits and the progressive penetration of large centralized supermarkets.
 4. Progressive depopulation of rururban areas and fields abandonment: Our city holds an important rururban fringe area with several little villages that nowadays accuse an important depopulation with the resultant abandonment of land; allotment and community gardens transformed into uncultivated and unproductive lands because their former owners have moved to the city or disappeared. The same applies to existing housing stock, which has been suffering of chronic vacancy for years and now are left in almost ruins, uninhabited and without proper maintenance. On this, we have the risk of losing many samples of traditional architecture, which means losing part of our heritage.
 5. Loss of citizens' quality of life, specially aged one: Our municipality administration is concerned about how healthy eating habits linked to Mediterranean and Atlantic diets are disappearing, being substituted by a consumer orientation to low cost products (frequently imported ones, with subsequent increase of carbon footprint) as citizens are not usually aware of how what they eat affects their health and welfare, although the interest about food issues has been increased in recent times.

Because of that, Ourense City Council, leading by its Environmental Department, joined the URBACT Thematic network “Sustainable food for urban communities”. As a partner of this network we committed to work towards more sustainable food production, sale and consumption in urban communities and improve our future as a city.

Due to two extended phenomena: outsourcing and globalization on the economy, in the city of Ourense ,formerly a focus of agri-food commercial capital in the area, there was a major erosion in food production and traditional food culture , as well as there was a gradual reduction in the presence of the retail trade, traditional too, through a process of progressive substitution accompanied by an abandonment, also progressive ,on the primary sector activity , and in the gardens and production for self-consumption in the towns and villages around.

Focus and Objective of the URBACT Local Action Plan

Aiming to inverse depressed local commerce, Ourense City Council is nowadays involved in both projects to refurbished and make improvements in these infrastructures as well supporting their economic activity by developing dissemination and awareness campaigns and other actions. We strongly believe that a sustainable food commitment (organic, local and seasonal products) will provide these retailers an important competitive advantage.

We believe our progressive depopulation of rururban areas and fields abandonment could be redeveloped by young settlers now turned into small horticulture producers that will supply

Ourense with local sustainable products.

This will not only create new businesses and jobs but also will support existing rural communities.

Description of the process

We wrote our local action plan with our support group coordinated by the external expert leaded by the environmental councillor and as a finance manager we had the head of unit from the employment department of economy council.

One highlight of our ULSCG was the participation of councillors of all the rest of local opposition groups on the council : a plus of transparency on decision-making processes and budget execution.

The other participants were representatives of university; social, cultural, neighbourhood and ecological associations and councillors and the manager of central market from shops association.

The travel of LAP writing are made during the last year (first writing commission on first week of September on 2014) with regular mono-graphic sessions each 15 days, with some exceptions.

The final amount are 12 sessions of debate and writing.

We have presented the final draft of all this work to public last month during the local dissemination event embed on a gastronomy international fair on our city on the last debate with the help of Marianne Karstens, one of local experts of urbact network as international participant.

We are ending the final document with all these aportations to present on a local event at the end of this month.

Content of the Local Action Plan

// Actions completed

While much has been achieved in the city of Ourense during the period from 2013 to the present year, such as:

- To create the Garden bank with 21 new ones, increased more than 50 city gardens in the Park of Montealegre (public management),
 - Creation of itinerant and regular fair for exhibition, promotion and sale of local food,
 - To promote social and institutional strengthening among coordinated and cross-level work and actions within the local support group,
- creation of one more consumer cooperative than the existing one, called “*Xurumelo*”
- To place food policy in the first line of the local and institutional agenda as project of the city of Ourense
 - The creation of our own local food brand, called Come Ourense to certificate the origin of the products on sale.

// Ongoing actions

- Maintenance of the local food fair exhibition, strengthening the presence of consumer cooperatives and young producers.
- To promote the local food market through the traditional practice of “rianxo”
- To promote the Come Ourense brand and the Urbact project in the International Gastronomic Fair Exhibition (“Xantar”) through experts panel, show-cooking performance, permanent presence for disseminating completed, ongoing and future actions.

// Schedule

- “SharingGardens” set since January 2014 (ongoing and with three more projected areas to be implemented)
- Second Local Market/Fair exhibition is awaited for next month (28th March) with the following forecast: One fair per month to celebrate in a different neighbourhood each time, always on Saturday.
- Food Unit needs some co-financing. Planned setup to end of project.

Funding Scheme

Co-financing of other City Council departments -achieved-
INTERREG IVA/CREATIVE CULTURE /New URBACT lines
State, regional and Ourense provincial council grants.

Framework for Delivery

// Risk analysis / main challenges

No co-financing achievements more than local from other departments.

End of actual government on May.

Citizen's passiveness on our actions

Next steps in 2015 and beyond

- To increase the land area dedicated to food production in a sustainable way,
- To implement economic measures to help the development of the strategic objective
- The incorporation of city policies for local food production should be aimed to increase our own urban food system as strategic line to prioritize the development and implementation of local employment programmes,
- To develop the *ComeOurense* brand to identify our products coming from our farmland,
- To support the creation and development of more consumer cooperatives, as well our commitment and support to the practice of "rianxo" under the challenges of new european regulation,
- To support that the food system of the city should be focused on generating short chains of distribution as well as we are committed to promote and support the current ones, incorporating this support to the above-mentioned employment field-programmes,
- To design and develop an awareness campaign to promote the consumption of ComeOurense products, we are committed to develop campaigns and actions promoting local and sustainable food to all the citizenship, especially to seniors and youngsters,
- To integrate criteria of local food into city bidding,

Further Information

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VASLUI

City Context

Vaslui, the capital city of the county with the same name, with around 73000 inhabitants, 92% of the population living in urban areas in blocks of flats (18,274) and individual houses (2273), the remaining 8% living in the suburbs in 1789 individual houses.

Vaslui is placed in central-east side of the historical region Moldavia, in the north-east region of Romania, and it is situated at 70 km from the east border of Romania and EU with the Republic of Moldova.

Most of the population has completed an organized form of public learning (21% university studies, 19% post high school, 48% high school, 10% gymnasium studies).

The economic characteristic of Vaslui in the 60s was mainly agricultural, but in the period 1965-1985 a sustained industrialization of the city was made, being constructed many industrial production capacities (compound of synthetic fibres, fine mechanics companies, furniture compound, textile and clothing factories, food industries), in which the population around the city was attracted to work (population that previously was involved in agriculture).

The Revolution of 1989 and the fall of the Ceausescu's regime brought besides democracy, liberty, and market economy, also a series of negative economic effects. The transfer of state property to private led to the closure of several of the heavy industry factories and the dismissal of most of the qualified labour force (which had just been attracted from the agricultural area). The only companies that have survived, were those in the clothing and food industries, on which the properties transfer was made to local investors.

At this point, the branch structure of the industrial production is characterized by the large share of the processing activities, textile clothing industry is preponderant and it is based on the existing tradition in this area for almost 40 years, but also on cheap labour force (mostly women), which allows companies in this field to work in Lohn system with various Western countries.

The structure is completed by companies operating in the food industry (milk and meat industrialization, manufacture of vegetable oils and crude fats, milling and bakery, collection and processing of the grapes, vegetables and fruits etc.), and by those in the construction industry (production of construction materials and execution of construction works).

The commerce has become the most dynamic sector, rapidly adapting to the market economy and has attracted a part of the active labour force, immediately after industry (3200 people).

The dismissed labour force returned to agriculture, an area where since 1989, the cooperative property (characterized by working large areas of confiscated lands from owners between 1945 -1962, their own production being also confiscated by the state), was returned to former owners and so, the lands divided into small individual households.

Main characteristics in terms of food and sustainability

20% of the employees work in food industry, agriculture and food commerce. The 4.000 small agricultural farms registered in the Vaslui municipality, exploiting an agricultural area of 4,700 ha (70% of the municipality total area) could satisfy the entire demand on the local market for the food supplies needed by the 73.000 consumers with “sustainable” products, even uncertified from an ecologic perspective, provided that these farms produced more than their own needs.

Because of land fragmentation and because of unfavourable social and economic factors, in most of these farms (small subsistence exploitations) the land is worked barely without any mechanization involved and with no fuel-based agricultural equipment, with no use of fertilizers and synthesis pesticides, growing stimulators and regulators, hormones, antibiotics (as producers do not afford to buy these products), animals and poultry are bred close to a natural habitat (with no use of additives, complementary substances and chemical synthetic substances in their food), while animal products are not processed.

The resulting vegetal and animal products are close to their natural condition, but they are not certified according to the national and the Community legislation as a product of “ecological agriculture” (a protected phrase that EU has attributed to Romania to define this agricultural system, which is similar to phrases such as “organic agriculture” or “biological agriculture” used in other member states). Even though in 2011 Romania ranked first worldwide by the increase in the number of farmers certified within the ecological system, Romania being a leader in ecological agriculture for the south-eastern part of Europe, at the level of Vaslui Municipality, only 9 farmers are certified in the ecological system.

Almost 99% of the population provided with garden is growing vegetables and fruits. When living in flats, they tend to take it from relatives in the rural areas nearby (about 70% of them have this possibility). This tradition of self-production covers a large share of households’ need of fresh food.

Sustainable food Local Action Plan of Vaslui municipality

// OBJECTIVES

- Increased quality of citizens living standards by the development of a competitive, safe and healthy local food system, with low CO2 emissions.
- Contribution to reaching a better carbon footprint target than the EU target for 2020, as assumed by the adhesion to the covenant of mayors.

// SWOT ANALYSIS

Strenghts

- Political will – Establishing Vaslui Metropolitan Pole by the association of communities, and its financial planning within the Development Strategy for 2014 – 2020
- Increased share of the rural area within the “pole” limited area and natural resources, generally in a good state of preservation.

- Experience in the development of high-quality local food and non-food items
- Significant agricultural area with a large share of arable field and crop diversification potential.
- Most of the agricultural area is used in large market-oriented commercial holdings (i.e. Comcereal, Agricola Picioroaga, etc.)
- Tradition in animal breeding, both in intensive commercial farms and small farms.
- Positive dynamics of modern processing facilities, in full compliance with the European standards in force
- Diversified resources of forest products.

Weaknesses

- Negative demographic trend – decreasing (especially young people) and aging rural population.
- Low labour productivity and poor economic efficiency of traditional agricultural practices.
- Restricted access to financial resources for small entrepreneurs and new business initiatives.
- Increased fragmentation of agricultural lands and forests
- Low level of basic professional training and skills among farmers.
- Scarce and insufficient technical equipments in agriculture.
- Lack of cooperation among farmers, reflected in a low association level with impacts on the viability of agricultural holdings.

Opportunities

- Permanent increase of high-quality food on the local, national and international markets, including the demand of certified ecological food.
- Use of skills and capital assets by people who have worked on foreign agricultural markets.
- Financial support granted by PNDR (National Rural Development Programme) for rejuvenation of livestock generations in farms.
- Adults professional training programmes financed by SOP HRD and PNDR
- Establishing partnerships promoting transfer of knowledge and innovation
- Creating and developing local supply chains for food and agricultural products, as well as distribution networks connecting producers and consumers, and ensuring a better connection between rural and urban areas (see the Strategy).
- Possibility of using agricultural risk management instruments (insurance of crops, livestock and plants, opening mutual funds, income stabilization). Continuation and consolidation of basic training programmes, lifelong learning and entrepreneurial skills training programmes.

Threats

- Decreasing rural population, especially of young population
- Alteration and loss of cultural inheritance and rural traditions
- Failure in building strong local partnerships

- Increased competition of high value-added tax products coming from other markets, and increased pressure exercised over the retail sales sector.
- Volatility of prices for agricultural products
- Increased share of areas occupied by old, poorly productive vineyards and orchards.

Actions

DISTRIBUTION:

- Creating the premises for the distribution of local agricultural products by building markets administered by municipal authorities with local funds (3.5 million euros), (indirect) support restructure farms, especially small- and medium-sized farms, into market-oriented farms.
- Stimulation of short supply chains by increased mobility of people and merchandise within Vaslui Metropolitan Pole by developing the infrastructure for the efficient operation of the agricultural and food market - building an intermodal terminal of goods in Vaslui Municipality

PRODUCTION:

- Increased economic competitiveness of the agricultural-food sector within Vaslui Metropolitan Pole by establishing and supporting groups of agricultural and traditional producers within Vaslui Metropolitan Pole
- Increased environmental quality, fighting against climate changes in Vaslui Metropolitan Pole
- Development of appropriate local, regional/ national e-government services - Elaboration of a common e-broadband communication platform in order to ensure access of the urban and rural population, as well as of the food chain stakeholders to a range of high-quality services similar to the e-government services available in other EU Member States, including the dissemination of information, registration for various initiatives and schemes, participation in consultation processes, access to TIC services (labour employment, education, data forms, identification, mobility, social aspects, tax and finances, etc.).

ENJOYING:

- Preserving traditions - Organization of traditional events (annual fairs, harvest days, etc.), preservation and promotion of local brands of high-quality food items, educational projects focused on the maintenance of home cooking tradition and local gastronomy.
- Making Vaslui Municipality more attractive to inhabitants and tourists - Culture of traditions by the extension and diversification of the cultural infrastructure (Organization of events in a multifunctional cultural facility)
- Informed farmers, professionally trained for ecological agriculture - Providing agricultural consultancy services adapted to the real bio-sustainable demands of the market, keeping a low greenhouse gas level in the agricultural sector, supporting the transfer to a low carbon emission economy
- Performance achieved in the educational system and in the adults' professional training system, focused on the food and agricultural sector

Further Information

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**The 10 partners of the URBACT Thematic Network
“Sustainable Food in Urban Communities” are:**

- Brussels Environment of the Brussels Capital Region (Lead Partner -Belgium),
- Bristol City Council (United Kingdom),
- City of Messina (Italy),
- Municipality of Amersfoort (Netherlands),
- City of Lyon (France),
- City of Gothenburg (Sweden),
- Vaslui Municipality (Romania),
- Ourense City Council (Spain),
- City of Oslo (Norway)
- Athens development and destination management agency sa (Greece).

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