FOODSHIFT 2030

Public Webinar

SHAKING UP THE FOOD SYSTEM

How citizen-driven innovation is shifting the way we produce and consume food.

Tuesday 17 November
15:15 -16:15 CET

Regsister online:
www.foodshift2030.eu/events

Presented as part of the EAT@Home Forum

E@H EAT AT HOME

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement number 862716.

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15:15 **Welcome and Introduction**

Christian Bugge Henriksen, UCPH (FoodSHIFT2030 Coordinator)

Stephanie Kennedy, Sustain (FoodSHIFT2030 Network Partner)

15:20 **What does citizen-driven innovation look like?**

Dirk Wascher, SUSMETRO (FoodSHIFT2030 Innovation Manager)

15:25 **Sharing Experiences from across FoodSHIFT2030**

Berlin (Christine Pohl - Coordinator of the Berlin Food Policy Council)

Bari (Maria Selenia and Roberto Paladini, COMPOSTIERA DI COMUNITA)

Copenhagen (Emily Norford: EAT Policy Manager, Urban Food Systems EAT)

15:55 **Panel discussion** with questions from audience

16:10 **Conclusion**

Recording is ON

Twitter @FoodSHIFT2030 #FoodSHIFT2030
#foodcanfixit
@eatforum

Use the Q&A section to direct questions to speakers

Use the chat for technical issues

ABOUT FOODSHIFT2030

- We're empowering citizens to *shift* the European food system to a low-carbon, circular and plant based future!
- Project is funded under EU's Horizon 2020 research and innovation programme, coordinated by the University of Copenhagen
- Project Coordinator is Christian Bugge Henriksen cbh@plen.ku.dk
- 9 city-regions in Europe involved, called FoodSHIFT Accelerator Labs, made up of private companies, local governments, research institutions and civil society
- Each FoodSHIFT Accelerator Labs has a defined innovation focus.

WHAT DOES CITIZEN-DRIVEN INNOVATION LOOK LIKE?

Dirk Wascher, SUSMETRO
(FoodSHIFT2030 Innovation Manager)

Citizen-driven Innovation

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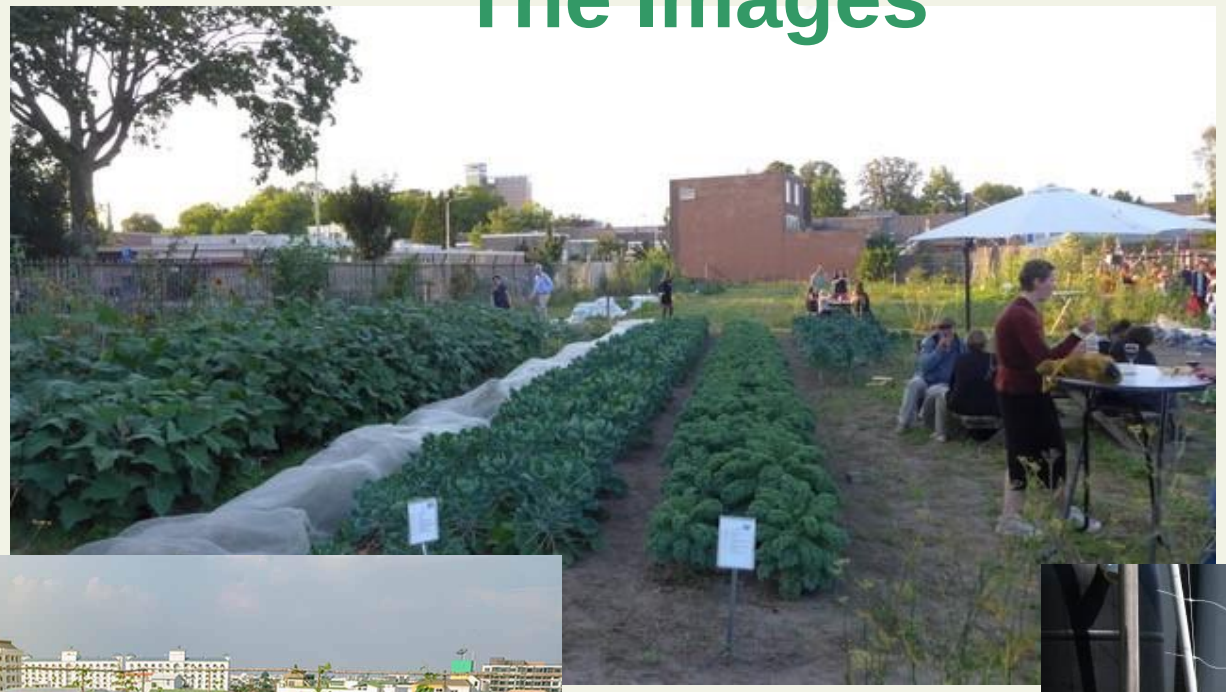
A multitude of pathways for changing food systems

Dirk Wascher, Susmetro & Maarten Crivits, ILVO

The Images




BACKYARD FARMERS
Grow Your Own Food
888.544.GROW
BackyardFarmers.com

Urban Agriculture in Rotterdam

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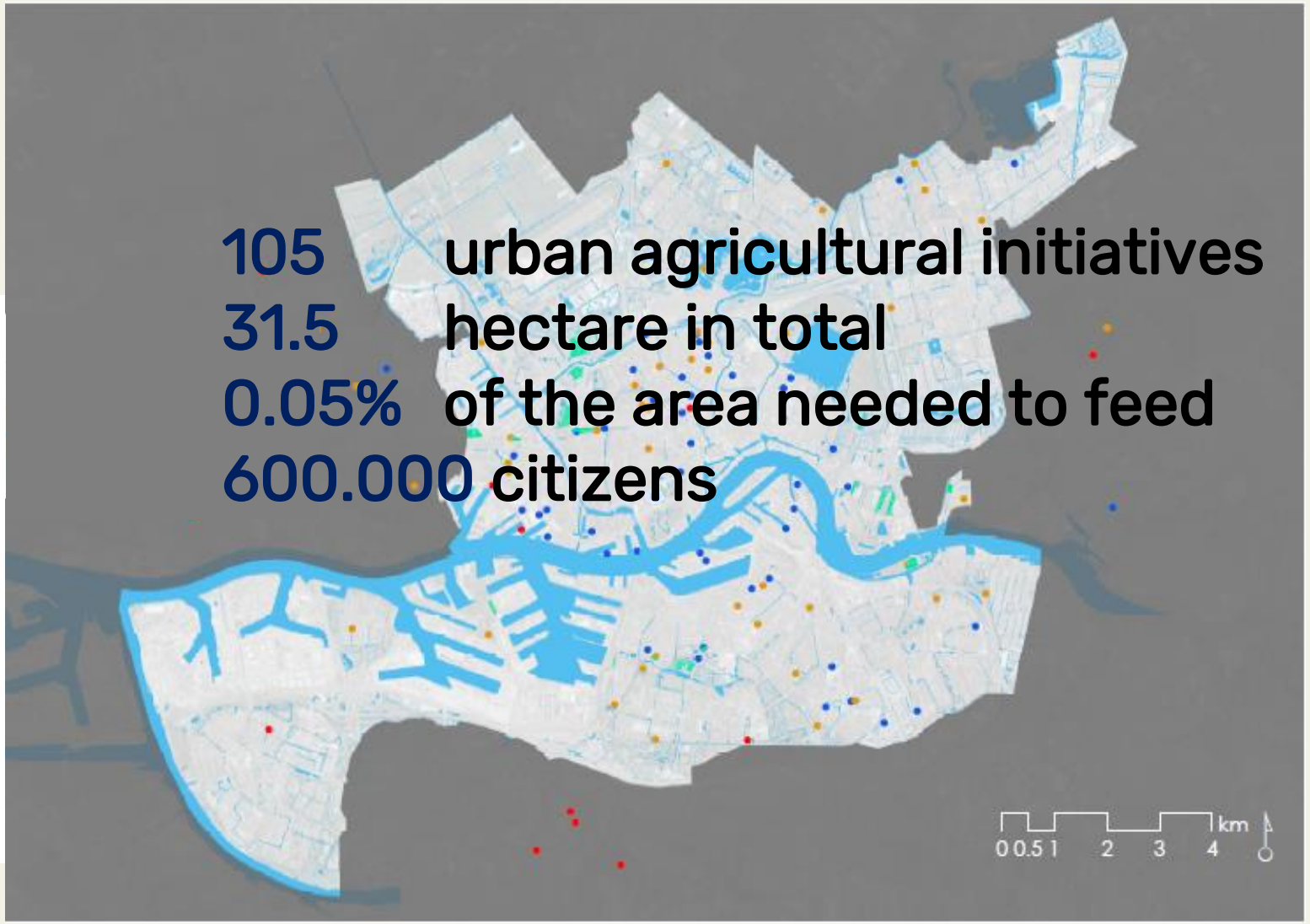
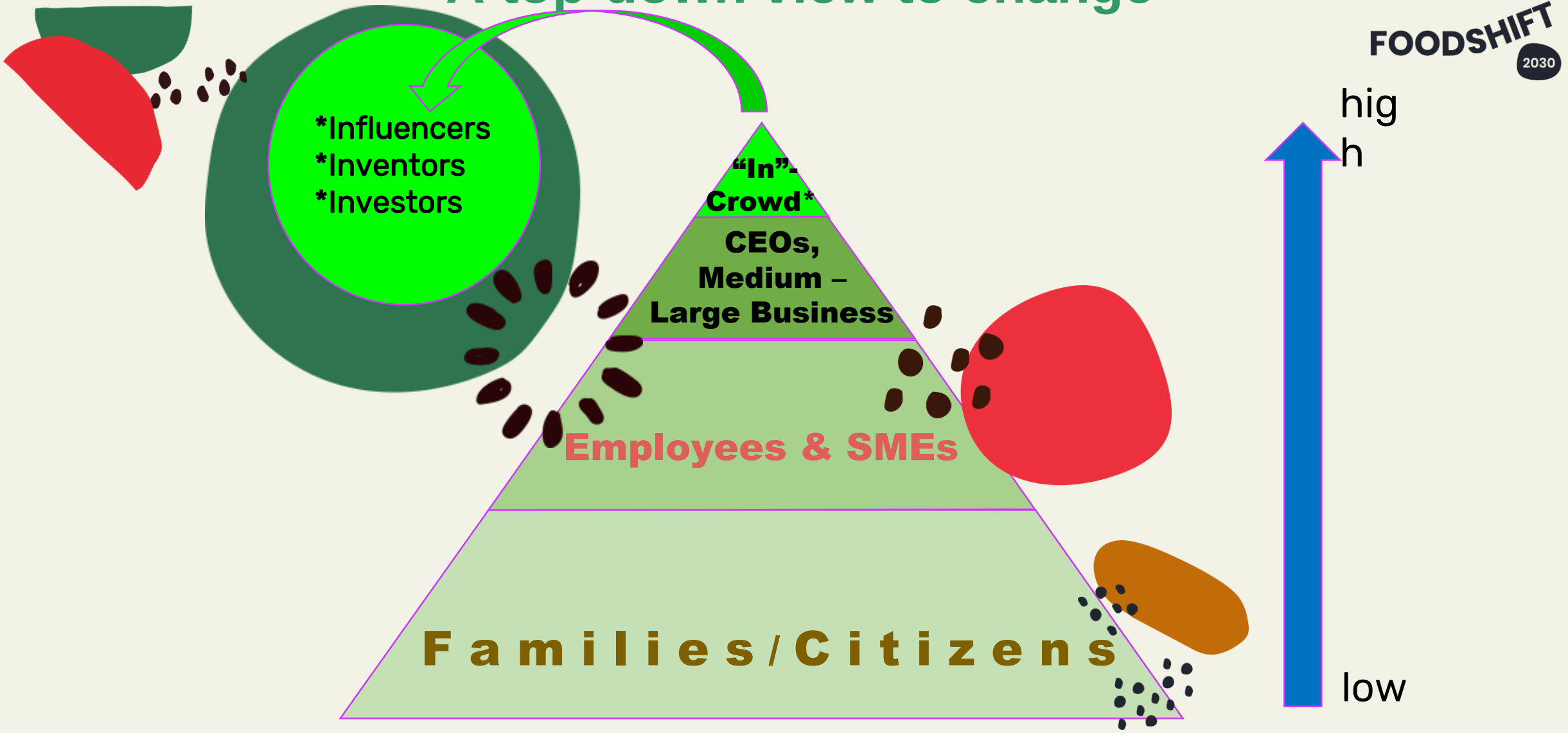


A socio-ecological paradigm

Citizen-driven food systems are considered as a **models for a democracy of space, people and knowledge** ensuring transparency and control over food security, safety and quality.

It is in principle about "*revolutionizing the agro-industrial paradigm with the goal of establishing bottom-up self-support food systems with cities as their nuclei*".

A top-down view to change



Subhash Chandra 2017: Where are you on the Impact Hierarchy?

Different factettes of citizen-driven innovation

Citizen initiatives:

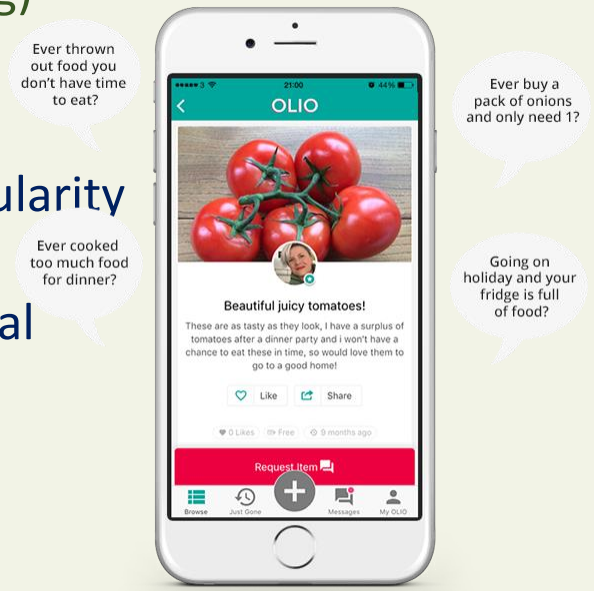
- Citizens setting up a local food chain (e.g. Heerenboeren)
- Citizens co-creating a food landscape (e.g. Tuin van Stenen)
- Citizens asking action from government (e.g. 013 Food)
- Citizens reflecting and sharing (e.g. Citizen Science)

Citizen choices:

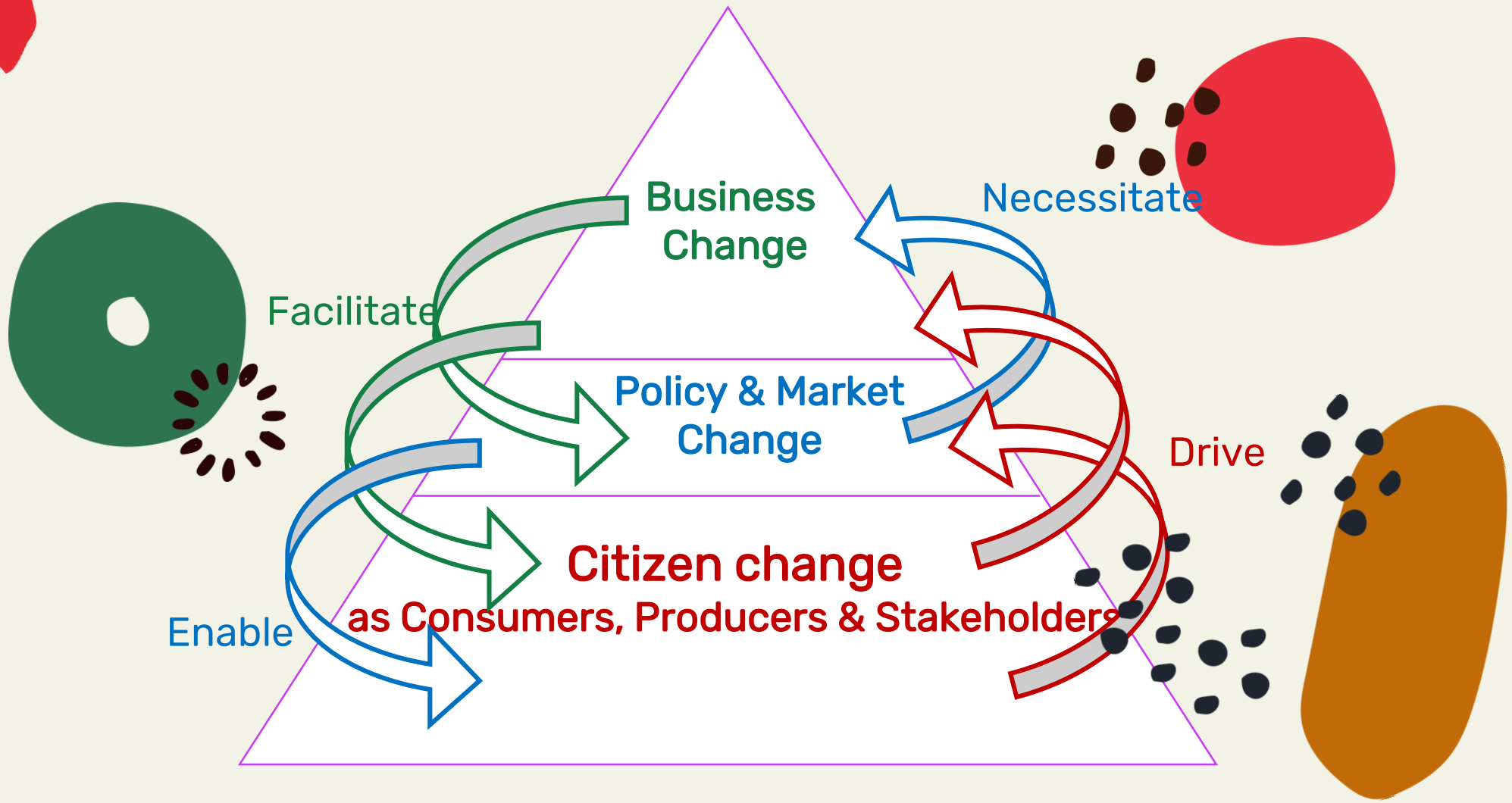
- Citizens as consumers (> less meat, more organic)
- Citizens as co-manager of food systems (>avoiding waste)
- Citizens as democratic agents (> voting, protesting)

Citizen support:

- Household devices for waste management & circularity
- Decision support apps
- Investment/crowd sourcing for supporting regional producers



A bottom-up/multi-directional view to change



Living Labs as Drivers of Change

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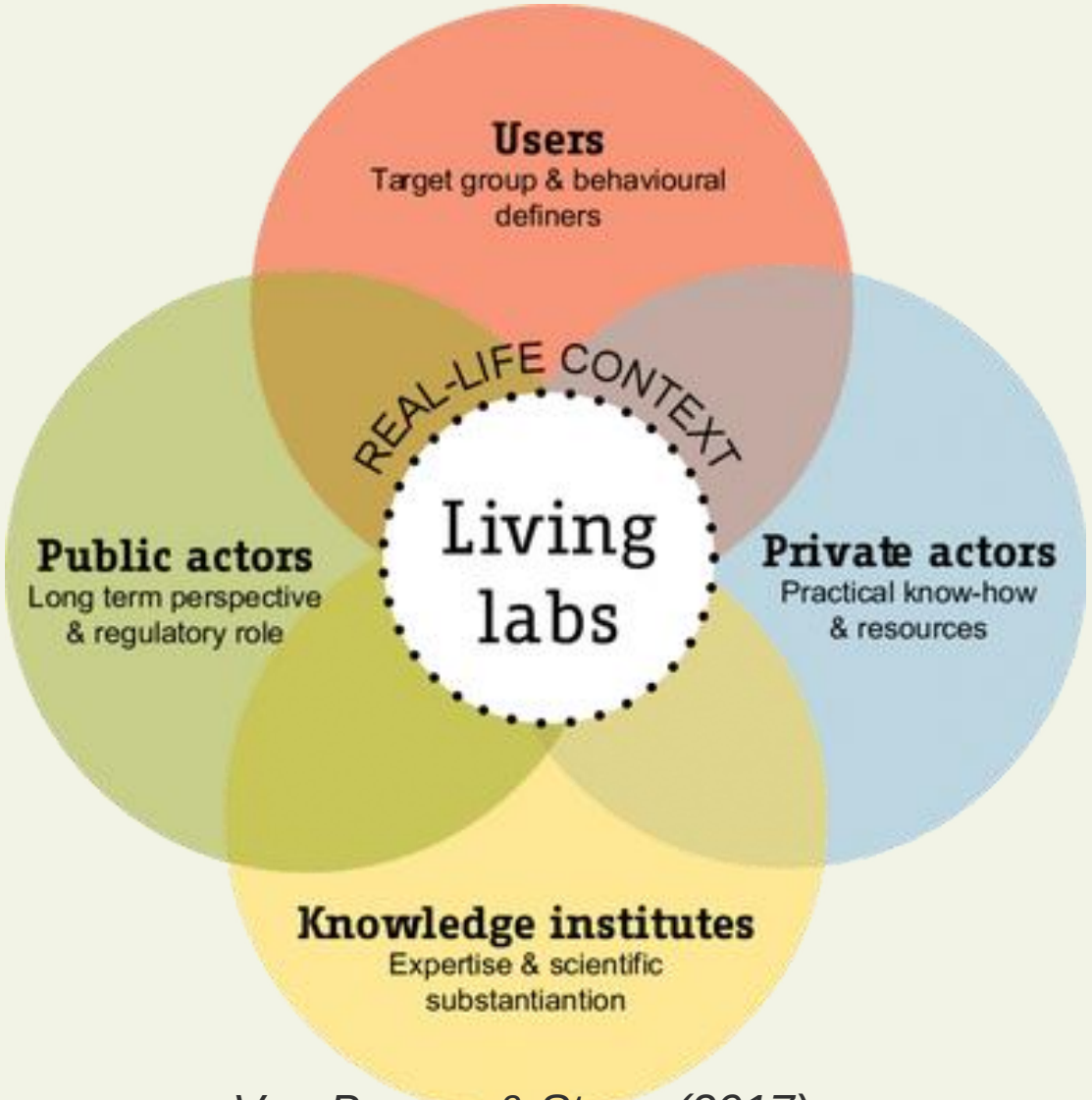
PAST

- ***Citizen engagement as an episodic consultation process,***
- ***Urban Living Labs as occasional experiments of service innovation***
- ***Marginal to the city government's main mission***



Van Bueren & Steen (2017)

NOW

- ***Co-design has become the norm***
- ***Institutionalisation of citizen-involvement***
- ***Business offering open innovation,***
- ***Spatial planning at level of city regions***
- ***ICT as key enabler for creative exchange and transition***

SHARING EXPERIENCES FROM ACROSS FOODSHIFT

Christine Pohl
Berlin Food Policy Council

Our Food System: Dead End!

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Shaping the food system

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Ernährungsrat BERLIN

BERLIN GEMEINSAM GESTALTEN.
SOLIDARISCH. NACHHALTIG. WELTOFFEN.

Koalitionsvereinbarung 2016–2021

Coalition Agreement

Ernährungsdemokratie für Berlin!

Wie das Ernährungssystem der Stadt demokratisch und zukunftsfähig relokalisiert werden kann

Catalogue of demands

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BERLIN
2030

Lebens Mittel Punkte

Food Hubs

FOODSHIFT
2030

Images: Philipp Striegler, Tomma Hinrichsen, Uta Tietze

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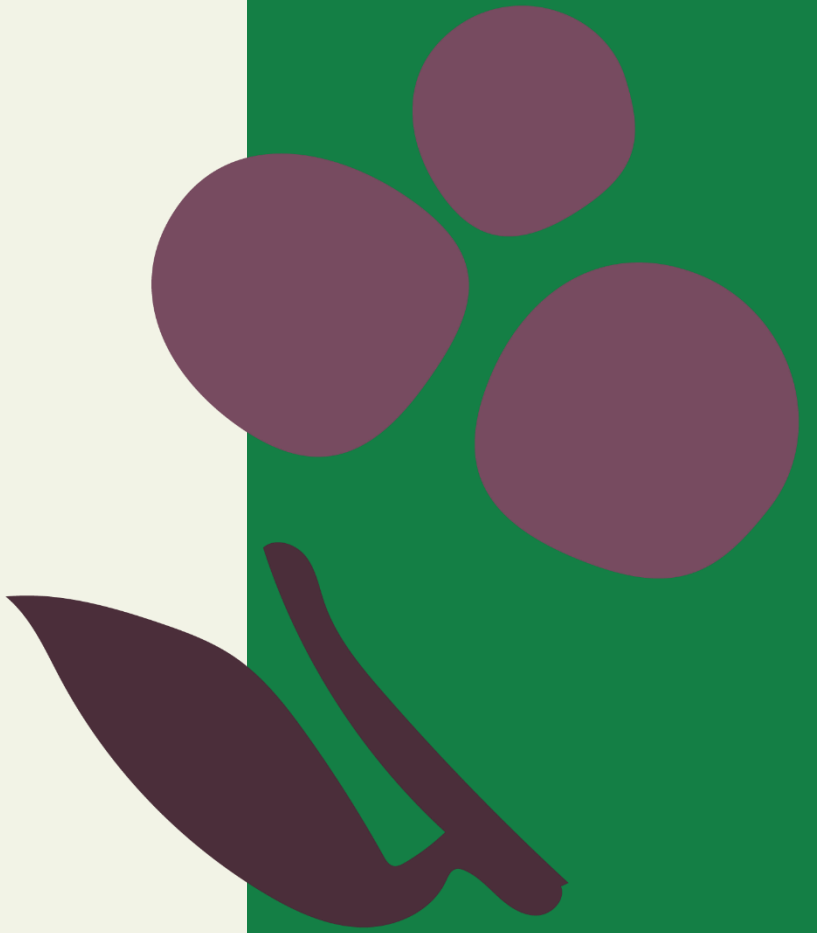
SHARING EXPERIENCES FROM ACROSS FOODSHIFT

Maria Selenia and
Roberto Paladini
COMPOSTIERA DI COMUNITA



COMMUNITY COMPOST

ORGANIC WASTE A RESOURCE FOR THE COMMUNITY

Maria Selenia Manganiello

Roberto Paladini

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WE ARE IN LECCE - SOUTH OF ITALY

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Create plants where the citizen is the protagonist

SOCIAL PLATFORM

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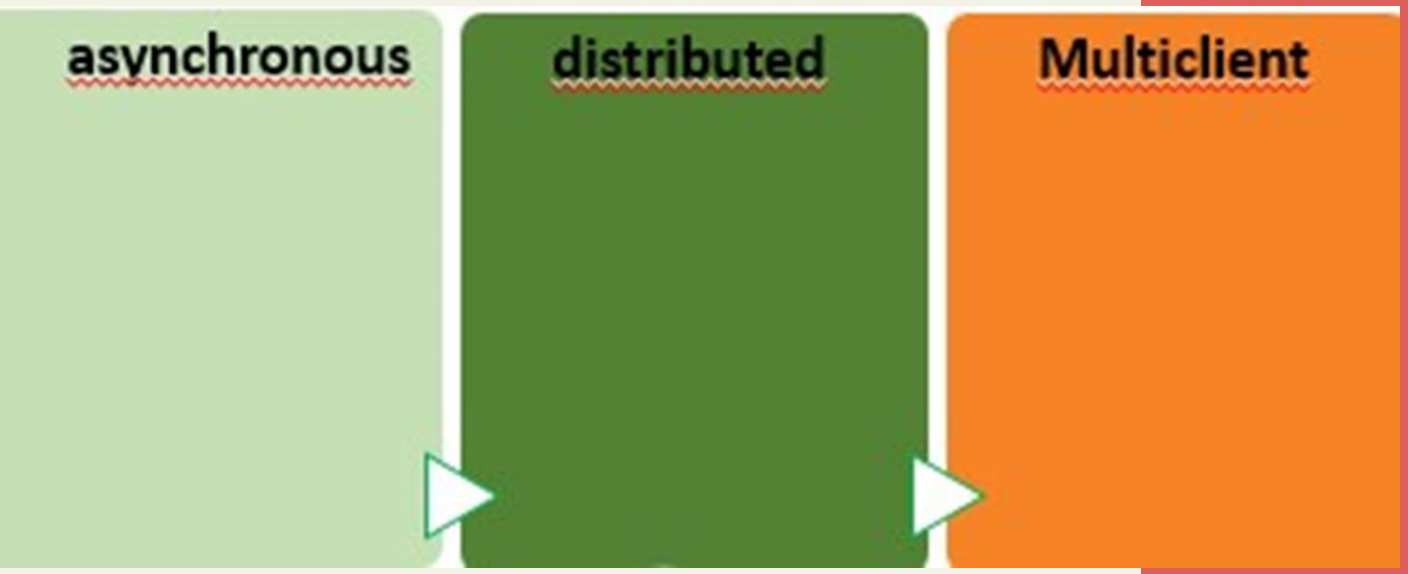

Develop a community management model of composters

creation of a plant management network

compost sales chain

optimization of management costs

worm composting

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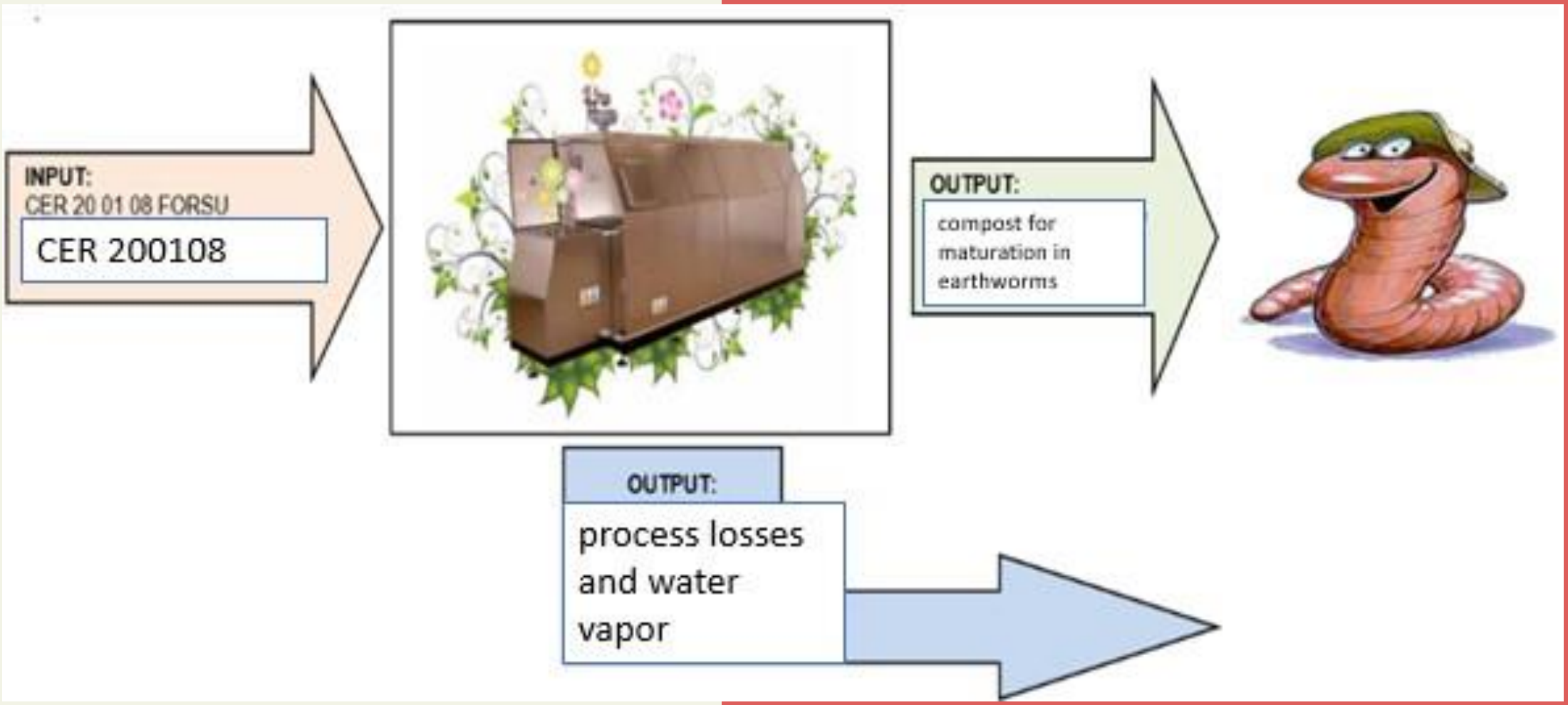


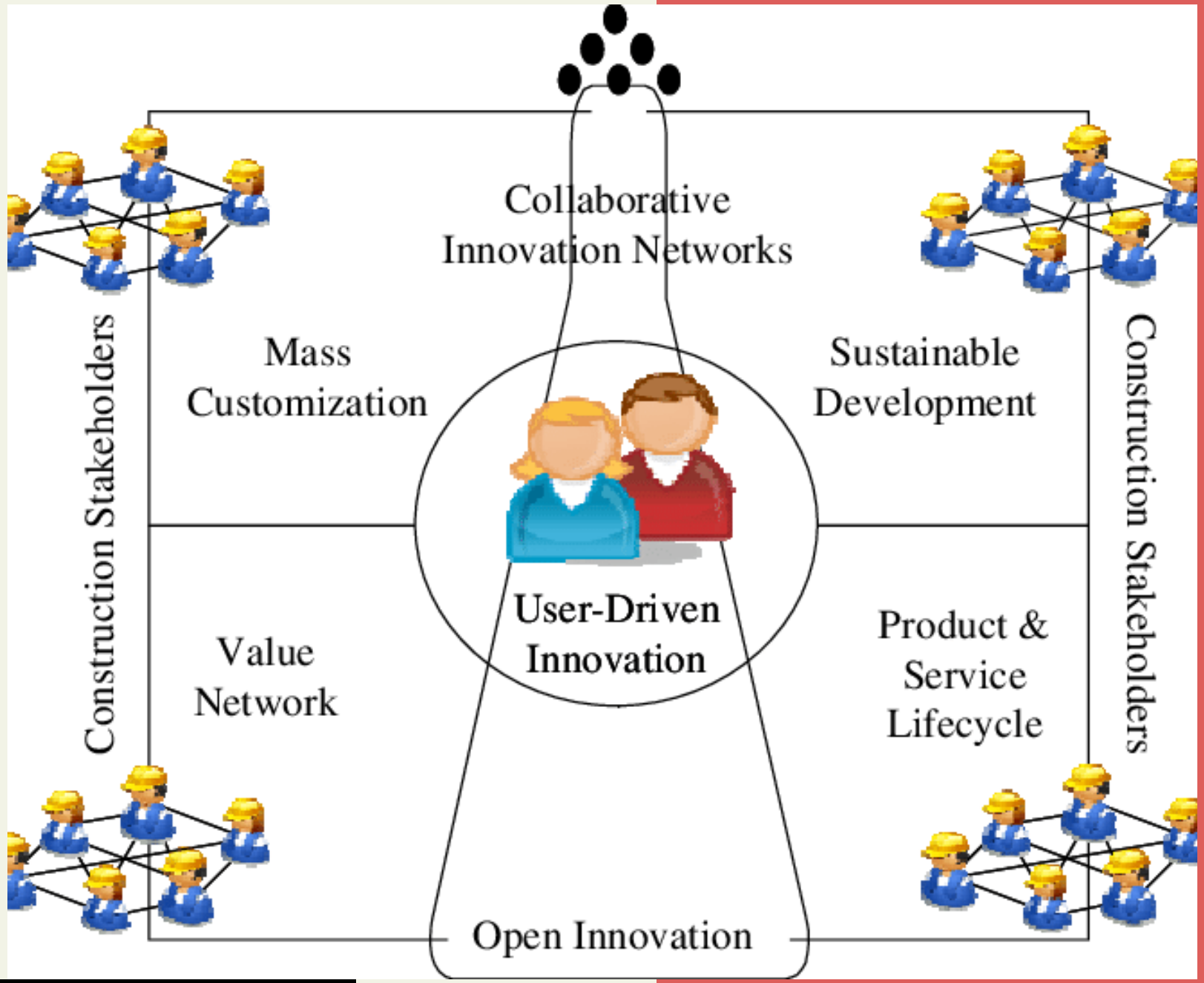
Innovative solution according to the Living LAB approach

A living lab is a model of Open Innovation = an innovation that does not end within the company, but involves

IN AN ACTIVE WAY, A PLURALITY OF SUBJECTS

USERS AND STAKEHOLDERS

citizens, businesses, public administrations, land managers



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Worm composting is a sustainable management system for organic waste. We have introduced an innovative model that integrates community composting and earthworm cultivation.

The two combined solutions have exponentially increased the capacity of the composting plant. The first trial was recently completed in Melpignano (Italy) with excellent results: increase in waste management in tandem with a reduction in investment costs.

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EARTHWORM PLANTS

CONVENIENT ECONOMICALLY

An earthworm composting plant allows you to reduce the cost of transporting organic waste while also saving on the waste tax. It allows the production and sale of humus to sustain the land.

ENVIRONMENTAL ADVANTAGE

The worm composting system allows the activation of a virtuous system in themanagement of organic waste. An economical, sustainable and intelligent solutionthat allows the production of humus that can be sold as fertilizer.

The earthworm composting plant transforms organic waste into compost in about90 days. In the first 15 days it decomposes, in an odorless way. For the remaining days, the semi-finished product is passed into earthworm tanks to improve its quality.

HIGH QUALITY

The solution is designed for public and private structures. Municipal bodies, farms,citizens and environmental hygiene companies can obtain an economic advantage from the plant.

EASY AND FAST ACTIVATION

ADVANTAGES

QUALITY HUMUS

The humus obtained from our plants is of superior quality, the technique used allows the production of more nutritious fertilize because it has undergone all the chemical and microbiological transformations.

DISPOSAL AND RECOVERY

The presence of a composting plant can reduce the production of urban waste by as much as 40%, often with an associated reduction in the cost of collection, transport and disposal.

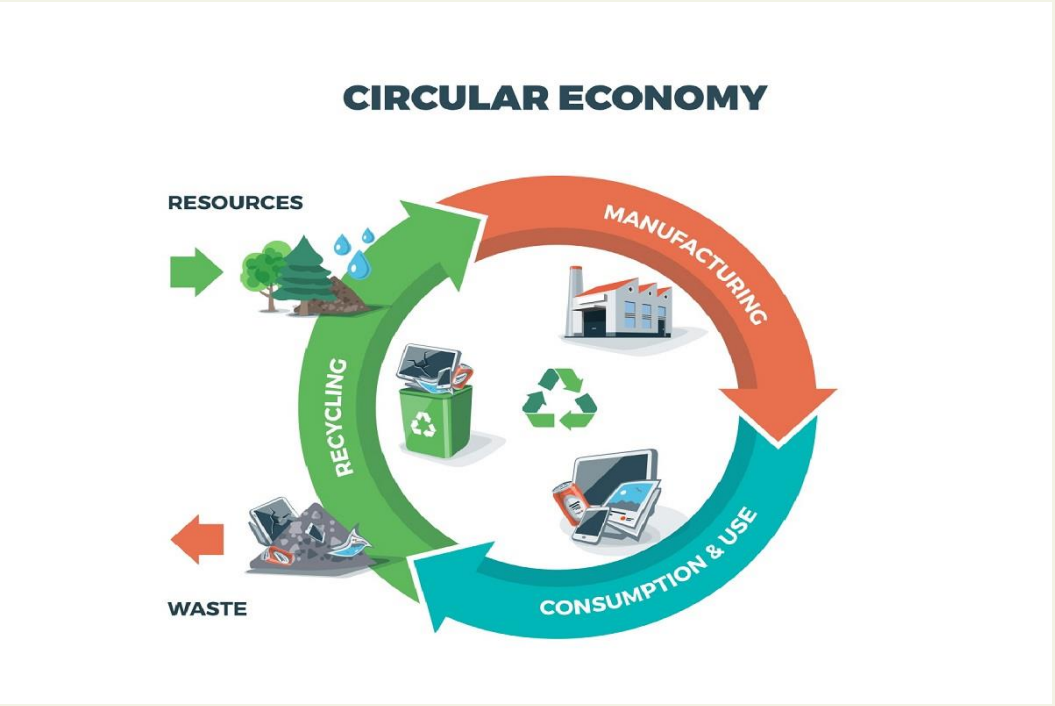
ECONOMIC INCENTIVE

Our solution is developed to guarantee our customers an increase in business.

SOCIAL ACTIVATION

An earthworm composting plant becomes th hub of virtuous activities in a community. It can boost employment, alongside citizens' awareness and involvement in proper waste management.

End of waste



sustainable inputs: from renewable sources, reuse and recycling

increased useful life sharing: increase of the utilization factor with use, access, shared possession

product ad as service end of life: regeneration, reuse, recycling

THANK YOU FOR THE ATTENTION

InnovAction Soc. Coop.

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www.innovactioncoop.it

EAT AND FOODSHIFT

Emily Norford
Urban Food Systems EAT

Citizen-driven innovation for urban food environments

Emily Norford, EAT

17 November 2020

Climate-KIC is supported by the EIT, a body of the European Union

About EAT

We are a global non-profit working at the intersection of science, policy, business, and civil society to **catalyze a food system transformation.**

Shifting Urban Diets

- Translate the EAT-*Lancet* global science to the city level
- Make healthy and sustainable food the **default** for city dwellers
- Focused on Copenhagen as a **pilot**, with potential for scaling

EAT

eit Climate-KIC

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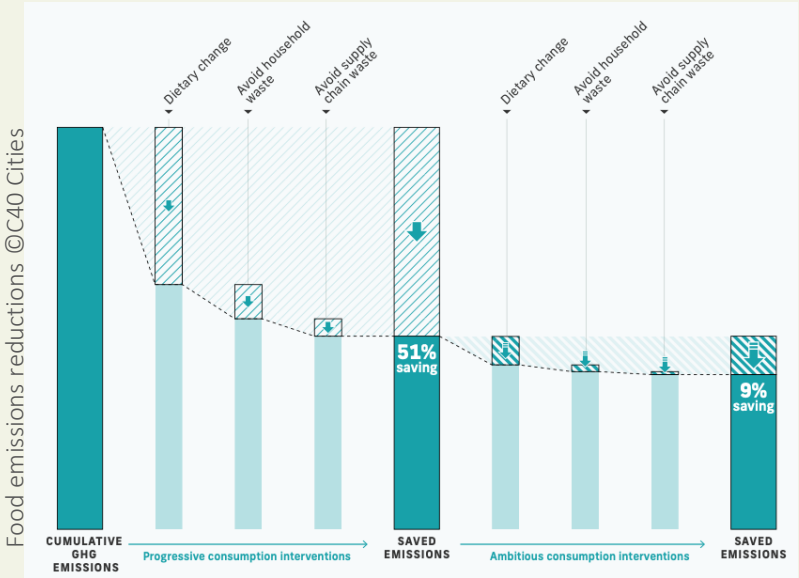
Shifting Urban Diets



1. Science-based targets (SBTs) for food-related GHG emissions, at the city-level

2. Improving neighborhood food environments through planning & design

3. Capacity building in public (and private) kitchens, aligned with the EAT-Lancet

4. Dissemination and scaling

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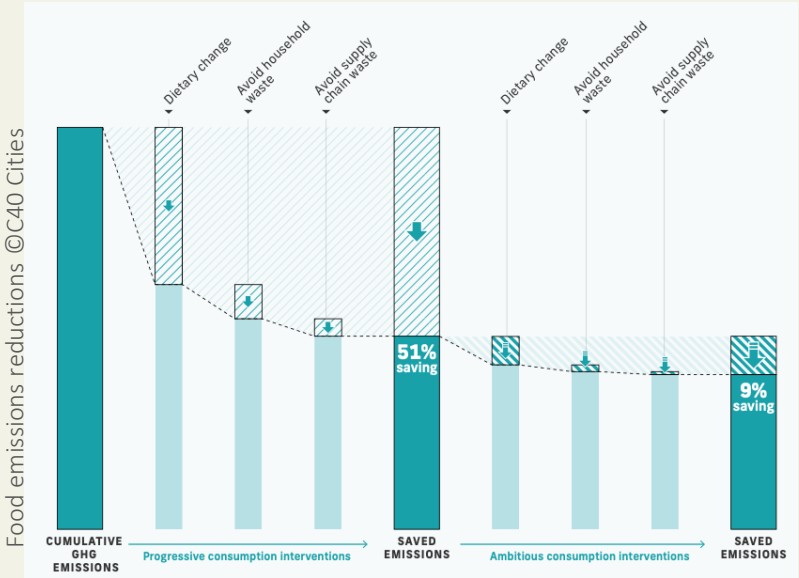
Shifting Urban Diets



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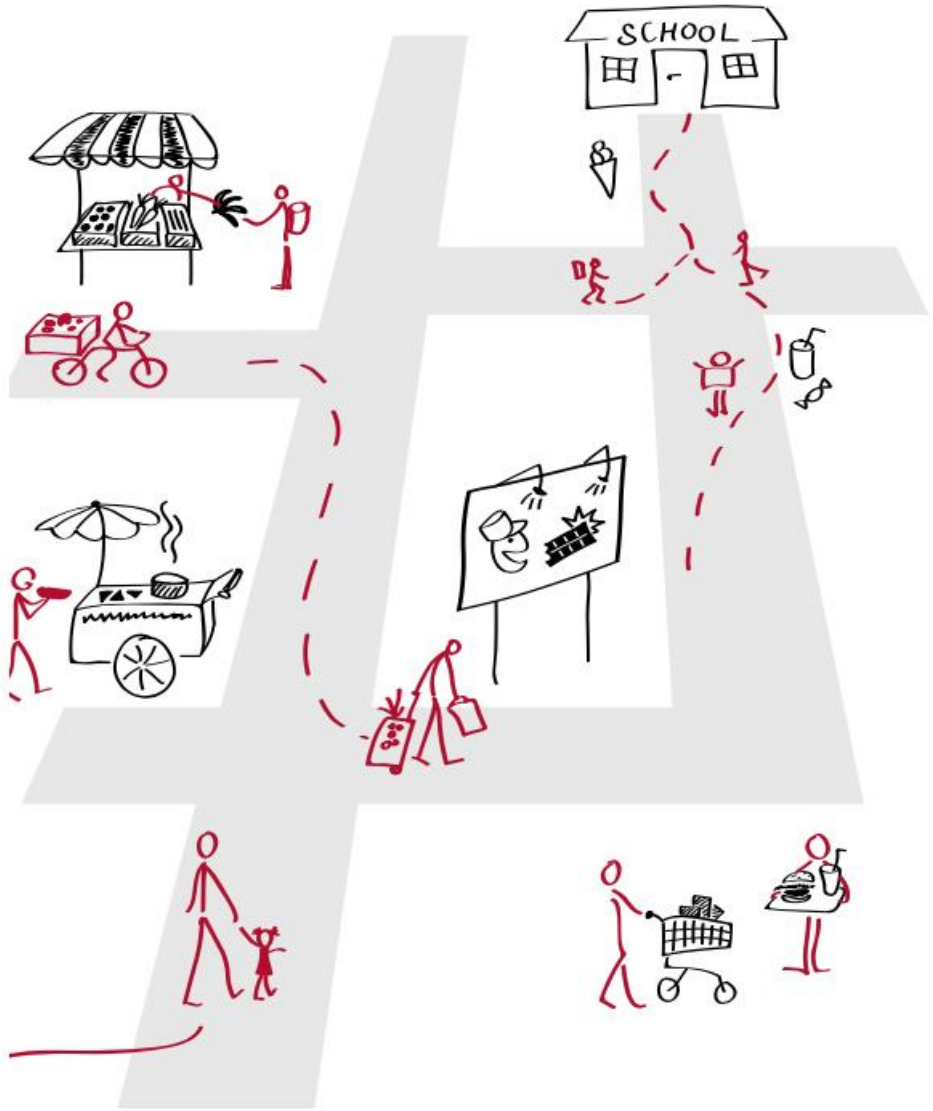
"the physical, social, and economic **interface** where people interact food system to acquire & consume foods"

(Turner et al., 2018)

But what is the urban food environment?



Food environments: Photo-elicitation

- Study inspired by Photovoice, conducted by City University's Centre for Food Policy
- Used participatory visual methods to explore how the food environment shapes household food consumption
- 11 local participants*
- 3 workshops over 3 weeks
- Public exhibition
- Findings helped inform local food environment prototypes

*Participants: primary household shoppers who lived in/near Vesterbro neighborhood. Preference set for participants who had children living at home (8 out of the 11 participants). Ages ranged from 34 to 68, with 6 women and 5 men.

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Food environments: Photo-elicitation

Concept with hiding cigarettes, maybe hiding unhealthy foods.

I would like more healthy options, and I would like it to be easier for people to access. If people are applying for a food truck license, perhaps the more sustainable, healthy options could be prioritized and the decision makers could tailor the take-away food scene. Food trucks should be more decentralized and not collected into tourist traps.

There's potential in all the new metro stations with space for accessible healthy food. Not something that spends energy on making it presentable, that should come with the quality of the goods. Main focus should be the health and taste of it.

Everything looks great and looks right except the price. This prevents me from buying here.

Credits: City University London, Centre for Food Policy

Food environments: Prototype process

- 2019 research to select neighborhoods/sites & identify target group (ages 12-16)
- 2020 participatory and inclusive design process to develop food environment prototypes:
  - 2 design criteria workshops with youth
  - 1 evaluation workshop with youth

Photo credit: Gehl

Design criteria workshop with youth in Nørrebro

Design outcome by youth for the site, pinned to an A1 poster

Students from the Guldberg school participating in the evaluation workshop

Food environments: Prototypes

- Prototypes include 3 components:
  - Pop-up furniture & gardens
  - Food trucks with Planetary Health Diet menus
  - Supermarkets with Planetary Health Diet deals
- Focused on children & youth in the schools nearby
- Data can shed light on progress towards city food system targets & commitments

Photo credit: Gehl

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Towards an integrated approach

- FoodSHIFT's Greater Copenhagen "Kitchen of Tomorrow" Lab
  - Developing **models for public authorities** on **climate-friendly food policies**
  - Using **gastronomy** to promote a sustainable plant-based regional food system.
  - Working with **public kitchens** and restaurants to **convert menus**
  - Cooperating with public authorities for circular economy solutions

- Shared partners & focus areas → opportunity for more widespread & holistic impact

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PANEL DISCUSSION

Shaking up the food system

How citizen-driven innovation is shifting the way we produce and consume food

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