

FoodSHIFT2030 Public Webinar Q&A.

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

17 November 2020

Answered Questions

Question: Interesting indeed. But could you elaborate on your enrollment measures? How do you make sure that it is not only for the "usual suspects" but is penetrating across social groups for instance?

Dirk Wascher (Susmetro) 03:39 PM

The citizen-driven approach is actually in place to avoid the classical 'usual suspect' approach: it thrives for being all-inclusive, addressing a possibly widest range of people, e.g. in supermarkets, at schools, in event management, via IT-communication in a wide range of channels and with a spatial approach that offers benefits for many actors inside and outside existing networks.

Question: Foodshift-very interesting approach. How are you financed?

Regine Berges (Agrathaer) 03:42 PM

It is an EU Horizont2020 project

Question: I still feel that a lot of cities co-creation efforts are still attracting only the usual suspects. Were there specific action targeting migrants families, for example? or people at risk of food poverty?

Dirk Wascher (Susmetro) 03:45 PM

It is true that those people being very interested in this matter are often the first in line to engage. However, they are often also very concerned about the question of inclusiveness. At FoodSHIFT we try to make sure that the cities support us - and we them - in reaching out to many people in the whole city.

Christine Pohl (BFPC) 03:47 PM

In Berlin we have a project called „All together at the table“ where we specifically engage with migrant families. But you are right in that it is a challenge to attract people who are not the usual suspects

Question: Have you had pushback from agro-industry/lobbyists etc?

Dirk Wascher (Susmetro) 03:50 PM

Not yet!

Christine Pohl (BFPC) 03:50 PM

I don't think that agro-industry want to openly position themselves against the goal of „climate-just“ and socially just food systems. But we have had disagreements in direct discussions when we talked about the way how to get there

Question: How many LMP would you need to feed/support Berlin

Christine Pohl (BFPC) 03:51 PM

I'm hoping that the research in the context of the FoodSHIFT project can help find answers to that - so far there is very little data on how much Berlin eats!

Question: I am wondering which people are reached by the activities in Berlin (food hubs). Usually low income people are more difficult to engage can you share some experience of this?

Christine Pohl (BFPC) 03:53 PM

We are developing our pilot project just now and are collecting experience. One way we are hoping makes sense is to engage with the neighbourhood, talk to people directly and join forces with local community groups

Question: A related question to Christine - what are the funding opportunities for food policy councils and partnerships in Germany and Berlin? I agree that this work very much needs resource to create these backbone food governing structures. And if there are other food policy councils in Germany, how are you connecting with one another? - Vera, Sustainable Food Places

Christine Pohl (BFPC) 03:55 PM

Funding opportunities may be different from city to city, in Berlin they are not very good :-/ Since 2016, food policy councils have started to develop all over Germany, I think now there are about 50-60. We are connecting in a loose network structure, via e-mails, Slack and more or less regular network meetings

Question: A question for Christine Pohl. Where can I find more information about the "food hubs"? Do you consider that it is possible to replicate the experience in the global south? I am writing from Argentina.

Christine Pohl (BFPC) 03:58 PM

There is a lot of info on food hubs online, but for our specific model of the LebensMittelPunkte, we are still in the phase of developing a handbook that is meant to help others adapt the model. Please get in touch directly so we can keep in touch and see how to adapt the idea to Argentina:
christine.pohl@ernaehrungsrat-berlin.de

Question: For Dirk and Maria: can you speak more about the processes of co-design you mentioned? Or is there a written output about the process you can share?

Dirk Wascher (Susmetro) 03:52 PM

The co-design process will to be developed at the FoodSHIFT lab-level (FAL). However, if you wish I can provide examples at a later stage.

Maria Selenia (CIHEAM) 04:01 PM

You can find all the information on our website <https://www.innovactioncoop.it/en/>. If you need further details you can write at this email address: roberto.paladini@innovactioncoop.it we will send you a document. Thank you!

Question: This is a fascinating idea. How does the organic waste get to the composted?

Maria Selenia (CIHEAM) 03:58 PM

Organic waste is brought directly by citizens or by the company that takes care of the collection

Question:: In HUMAN waste there are also rests of medicines. What are you doing with these rests.

Maria Selenia (CIHEAM) 04:03 PM

It is a management system for organic waste

Maria Selenia (CIHEAM) 04:08 PM

However we analyse compost produce which must comply with all legal limits and we do a careful analysis of the incoming waste and relative waste selection

Question: Is there w website for the community composting project?

Maria Selenia (CIHEAM) 03:59 PM

<http://www.compostcommunity.it>

Question: i have the same questions. In Berlin although there are many opportunities the majority of citizens either do not know know or do not care. Many imigrant families remain absent in this transformation process. Any ideas to help changing this pattern is welcome

Christine Pohl (BFPC) 04:07 PM

In Berlin we have a project called „All together at the table“ where we specifically engage with migrant families. But you are right in that it is a challenge to attract people who are not the usual suspects

Question: Maria Selenia, please could you repeat the name of the company you have mentioned aimed to rganise environmental tours? Thanks

Maria Selenia (CIHEAM) 03:55 PM

Puglia Eco Travel

Maria Selenia (CIHEAM) 04:10 PM

Check the website: www.pugliaecotravel.it

Question: Emily, why focus on urban diets rather than diets for all sectors of society/geographic settings?

Emily Norford (EAT) 04:06 PM

Hi Heidi, in this project we're focusing on urban diets because growing percentages of the global population are living in cities and by 2050 80% of all food produced will be consumed in cities - therefore we see cities as influential and crucial actors in food systems transformation

Emily Norford (EAT) 04:07 PM

Though of course healthy and sustainable diets are incredibly important in other areas as well!

Question: Hi Christine - Good morning from Miami, Florida. We've been trying to set up a food policy council for a few years now. I believe I missed how this council is funded. Is that under the Foodshift umbrella, and funded by the EU Horizon project?

Christine Pohl (BFPC) 04:02 PM

We are partly funded by FoodSHIFT, we also have some funding for specific projects from the Berlin senate and are constantly trying to expand our funding base (foundations). It is a big challenge, especially as all of our funding is project-based, but our core activities are not actually „projects“

Question: For Emily, I would be interested to hear more about whether and how the Shifting Urban Diets project will measure food related emissions at the city level?

Emily Norford (EAT) 04:12 PM

Hi Sophia, the project is measuring food-related climate emissions at the city level through two different approaches: a top-down multi-regional input-output analysis and a bottom-up life-cycle analysis. We're using a combination of national-level trade data and city-level procurement data, as well as some retail data. Happy to explain more if you'd like, feel free to contact me at emily@eatforum.org

Question: A question to Maria: Could you elaborate a bit more on the technicalities that this kind of project implies? how does the earthwarm composting process actually works, kind of equipment needed, temperatures, how much space is needed etc.? thank you:)

Maria Selenia (CIHEAM) 04:04 PM

You can find all the information on our website <https://www.innovactioncoop.it/en/>. If you need further details you can write at this email address: roberto.paladini@innovactioncoop.it we will send you a document. Thank you!

Question: We also have a city-wide composting project in Leeds, but our problem is that most of the people who care about compost are already doing it, and those who do not are not interested. Hard to build up the network of cascaded compost drops we envisage in these circumstances - so we're not making the progress we hoped:

<http://leedsrotters.org.uk/>

Maria Selenia (CIHEAM) 04:15 PM

Thank you for your interests, I leave you our contacts... we could share our experiences if you want! Write us an email to this address: roberto.paladini@innovactioncoop.it. These are the website: www.compostcommunity.it, www.innovactioncoop.it/en/!

Question: @ Emily, I am working on developing a similar project and would be interested on resources to get started. Is it possible to get help.

Emily Norford (EAT) 04:11 PM

H, you can contact me at emily@eatforum.org and I would be happy to share further information

Question: Hi Emily, where and when do you share the data and results from the projects?

Emily Norford (EAT) 04:19 PM

Hi, we'll focus on disseminating the project more in 2021 but do get in touch if you have specific questions of would like more information. My email is emily@eatforum.org

Unanswered Questions

Una pregunta para Christine Pohl. Donde puedo encontrar más información sobre the "food hubs"?. Considerás que es posible replicar la experiencia en el sur global? Estoy escribiendo desde Argentina.

I was wondering if there are any reflections on how the pandemic has impacted citizen engagement efforts (just generally, doesn't have to be within the project)? How can citizens be engaged with the food system during these times?

Thanks for the presentations. Great to see the focus on citizens as change agents. In a citizen-driven approach, what do you do when the citizens want to implement something not aligned with sustainability goals or the evidence base? Are there some 'guiding values' that are set from the start?

Is there a way to find if there is a food lab near to where you live? For example is there a directory that lists them all?

For instance, I live near a major agricultural center (dubbed "The Salad Bowl" of the world - the Salinas Valley in California). The irony is that the agricultural workers (mostly Latino) suffer the worst rates of obesity, diabetes, etc. from poor nutrition. In many rural communities, barriers such as low socioeconomic status, education, and culture drive consumption of unhealthy and unsustainable diets.

In Leeds and Lancaster colleagues have been looking at a Procurement-led approach. This has a citizen-level element, channelled via FoodWise / Feed Leeds, thought it's not citizen led. But it does however offer an alternative approach to only supermarket-driven (massive power) or citizen-led (little power / usual suspects only)

<https://leedsfoodpartnership.files.wordpress.com/2020/11/ff-procurement-report-final.pdf>

Please could the panelists reflect on 2 questions:

1) How important do you think it is to build alternative, grass roots food distribution systems that offer alternatives to the supermarket-dominated system? For example

<https://about.openfoodnetwork.org.uk/starting-out-on-your-ofn-journey/>

2) How important is it that we use open source tools rather than proprietary software to build these alternative systems

Devil's advocate here: What about citizen-driven food initiatives and demands which are explicitly not sustainable or healthy? Should they be given attention as well?

A question to all presenters: How do work/cooperate with private food companies? How do you avoid capture?

Thank you to all the participants. I live in London and here the food poverty has become a big issue in the last six months. How does food poverty fit in your strategies?

Hi Emily, where and when do you share the data and results from the projects?

I missed the beginning so apologies if this has been covered but does the panel have any experience of Community Supported Agriculture? Can it feed a significant number of people?

We are a Startup from Bonn, Germany. We are building a Social Network for the sustainable community.

More info, only in German right now on <https://karta.life>

@Emily: Sure. Though with Covid, there is much discussion about changing those projections regarding urbanisation, with more people moving out to suburban or rural areas, both for health/safety reasons but mostly because remote working is now becoming a viable alternative for many.

How can nutritional quality of food be prioritised?

Christine - you may be interested in using this platform to enable your food hubs to distribute the food from the producers to the eaters and the buyers - this is the German instance of the Open Food Network <https://www.openfoodnetwork.de/>

Does any of you also have an experience involving private actors, more mainstream food-retailers for example ?

Very interesting and active work of every one. Thank you, do you have any recomendatio for grants in Latin America.

are the two formations, "Citizen driven and consumer driven" identical?

I miss the reference to the external costs of current food system. this makes the current unhealthy unsustainable food too cheap. Important to raise attention on these costs.