

F2F Web#1 FAL COPENHAGEN Citizens' involvement

Main objective of the initiative

The GCPH Lab will strengthen the regional food system by creating awareness, recognition and learning about food system transition based on selected innovation actions

- *Urban-rural cooperation towards sustainable food systems
- *Citizen engagement platforms
- *Upcycled food
- *Empowerment of local society

Levels of citizen's involvement (informing - consulting - collaborating - empowering)

- Citizens buy goods, invest in products or lend money to food producers.

Starting point of the citizens' involvement: COOP Crowdfunding

152 years ago, consumers came together in Coop to ensure good conditions and food for all. Today, Coop Crowdfunding brings consumers and businesses together to create better food.

Economic rationale

- Citizens always get something in return: Either new and exciting products or interest on your loan.
- The companies you invest in make the food we need to eat now and in the future



Key-points relevant for my LAB - Lessons learnt

Good practices

- Makes sense
- Easy to be part of sustainable food production
- Several possibilities
- Once money is in the system you are encouraged to invest again

Mistakes and Bottlenecks

- On boarding food producers
- On boarding citizens

Key recommendations for other citizens' initiatives

- Cooperation across food chain
- Follow needs in society – eg Corona, climate
- 1) Build system 2) make it work with a few good cases, 3) scale
- Include many types of stakeholders
- Awareness of local conditions/issues



Q&A - Solutions designs

Q: What are your experiences with onboarding citizens?

A: They have an own magazine to raise awareness; platform helped producers during Corona; successful funding makes a positive narrative; loans also provides information sharing > increases interest and awareness; loans are popular; people like to invest in things that make sense

Q: Are there similar platforms in other countries?

A: No, only crowdfunding platforms which are not targeted to consumer/producer; coops are still present in other countries; in Italy the people have to pay a fee;

Foodcoops in Germany are groups of 20-100 ppl ordering organic food at the retail/ farmers for cheaper prices and more self-determination

In Germany: Regionalwert AGs are groups of citizens providing money to farmers to buy land or machinery or else

