



TEL AVIV - YAFO ISRAEL

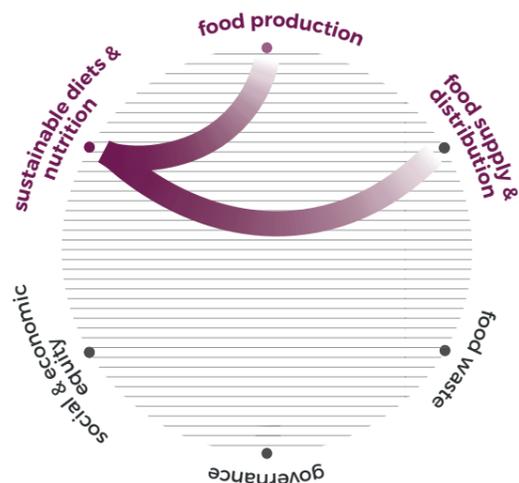
Title of Practice

TEL AVIV: HEALTHY FOOD FOR THE SCOUTS

Milan Urban Food Policy Pact Category

SUSTAINABLE DIETS AND NUTRITION

Main impacts on other
MUFPP categories



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Context

With a population of 411 800 inhabitants, Tel Aviv is the second most populous city in Israel. Being the second largest economy in the Middle East after Abu Dhabi, it represents an attractive hub for jobs availability and entertainment. However, the natural resource base in the area surrounding Tel Aviv is characterized by **vulnerable environmental conditions** with an eroded arid and semi-arid soil and water scarcity. Over centuries, this has required the development of agricultural technologies to **lessen the depletion of natural resources** to ensure the sustainability of the Israeli food system. The rapid population growth that Tel Aviv is currently experiencing adds further pressure on its capability to guarantee food security for its citizens.

At the national level, Israel's Ministries of Health and Education have addressed urban food security, nutrition and local sustainability through the publishing of several **guidelines and recommendations on proper nutrition and nutrition education**. The Municipality's initiatives are meant to fill gaps in the national initiatives. Municipal initiatives are designed to be complementary rather than substituting national recommendations and guidelines. Through pilot projects the Municipality hopes to determine the best possible way to achieve local goals and meet the national nutritional agenda.

Overview of the food practice

The **Urban Food Policy team** was established in October 2015 and, along with local non governmental organizations and other civil society groups, developed urban food policies and practices. Tel Aviv – Yafo's urban food policy currently includes initiatives aimed at tackling food security, equity and education issues.

The **Scout Food Movement** represents an approach to emphasizing education as a means of increasing access to healthy and sustainable foods for children aged 0 to 18. During the summer of 2016, approximately 8 000 scouts from Tel Aviv – Yafo, aged 9 to 18, attended summer camps and were served **alternative daily meals with increased nutritional value**. The menus included healthier alternatives to sweets, an increased use of tahini (a traditional local healthy food product), reduced sugar in chocolate milk, local fruits and vegetables, more grains and lentils, and less meat. This partnership, along with other informal education projects, was implemented with the idea that **informal educational institutions** (such as the Israeli Scout Movement) combined with community engagement can be effective in influencing the next generation. These initiatives aim to **increase both parental and youths' understanding of local food supply chains**, to promote the development of healthy cooking skills, and to increase the trendiness and attractiveness of healthy and sustainable eating. Furthermore, the Municipality's response

to emerging communities and bottom-up initiatives is a crucial element in policy development.

In summer 2017, the menu included vegetables for every meal, lentil-based soups, and shakshuka. This food is all local and original from Israel. Parents were taught recipes to prepare at home throughout the workshops, as well as educated on sustainability and how to achieve it in their family lifestyle.

Results and lessons learned

As a result of their first successful cooperation, the National leadership of the Scout Movement adopted these improved daily menus which will directly impact approximately 80 000 scouts throughout the nation. Other examples of positive impacts include **critical thinking** in terms of food advertisement and an **enhanced environmental awareness**. These pilot projects are preliminary milestones in achieving the implementation of the Municipality's Urban Food Policy.

The programme was first implemented during the summer 2016. Key lessons were taken from this implementation and applied to the programme for the next summer. One key change, for example, was the inclusion of the parents in the education process through training and accompaniment courses. Lessons learned will be shared with other cities in Israel and around the globe.



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- www.tel-aviv.gov.il/en/WorkAndStudy/Documents/SMART%20CITY%20TEL%20AVIV.pdf
- Forster, T., Egal, F., Renting, H., Dubbeling, M. & Milan Urban Food Policy Pact. Selected Good Practices from Cities, Henk Renting, Marielle Dubbeling and Arthur Getz Escudero, Fondazione Gian Giacomo Feltrinelli