

Side Event - High Level FOOD2030 Event in Plovdiv

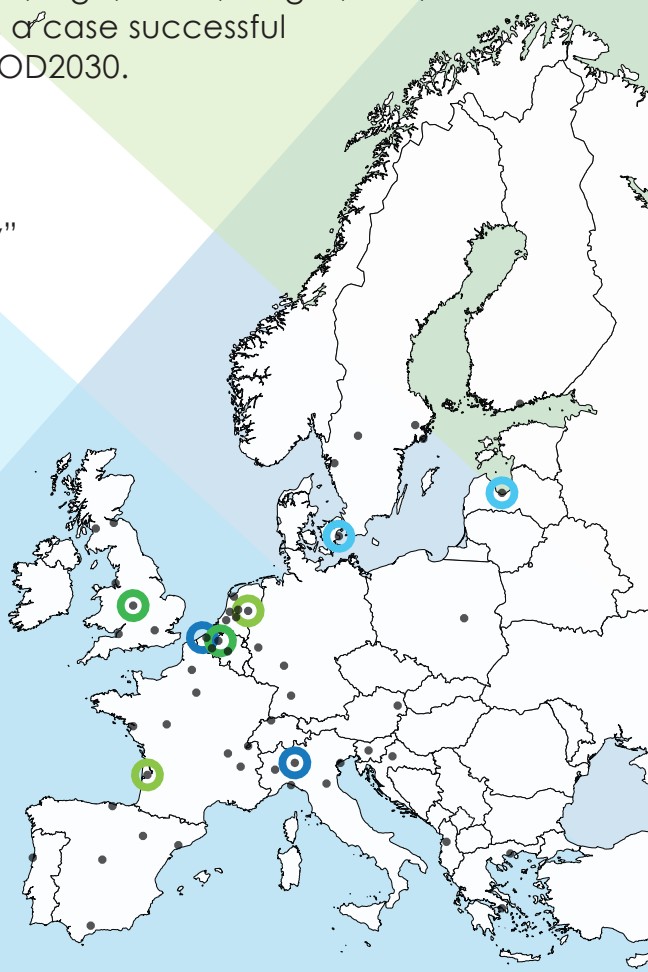
SUSTAINABLE FOOD SYSTEMS FOR EUROPEAN CITIES

During the workshop a set of European city cases from Birmingham, Ghent, Copenhagen, Riga, Milan, Bruges, Ede, Bordeaux were explored to identify what makes a case successful by using criteria developed by FIT4FOOD2030.

Wednesday 13 June 2018

14.00-17.00 House of Culture "Boris Hristov"
Gladston Street, 15, Plovdiv - Bulgaria

REPORT



#FOOD2030EU #EUFoodCities #MUFPP



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774088



www.fit4food2030.eu

www.milanurbanfoodpolicypact.org

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With the support of:



The texts of the 3rd session were delivered with the support of EStà research center.

In the context of:

FIT4FOOD2030 project

www.fit4food2030.eu

@SciFoodHealth

#FOOD2030EU

Following actors participated in the definition of the Side Event:

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Comune di
Milano



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Introduction

The Side Event “Sustainable Food System for European Cities” was organized by the City of Milan, chair of the Milan Urban Food Policy Pact, and the consortium of the European project FIT4FOOD2030. The event was designed to be a workshop about cities experiences in the field of food system transformation.

The European Commission invited the FIT4FOOD2030 project and the Milan Pact to organize the Side Event in order to further explore the potential role of cities inside FOOD2030 priorities, this policy framework is addressing food system issues and must reinforce the action at the different institutional scales.

The aim of this report is to present an overview of place based solutions implemented by cities under the framework of the Milan Urban Food Policy Pact and the fruitful debate developed among the Side Event participants: European Commission officers, researchers and city officers.

During the discussion participants were invited to work with the main tools useful to define the elements of success of food policy actions and to assess the content of these actions. The tools were defined by FIT4FOOD2030 consortium as a set of criteria with which assess cities cases and they were linked to the 37 recommended actions of the MUFPP.

The report is organized in four chapters. The first contains the debate on the role of cities as creative hubs of innovation among EC, Milan Pact, FIT4FOOD2030, Cariplo Foundation and Cardiff University. The results of a breaking ice activity, called Human Food Bingo, follows. The third chapter is the core of the report, that looks into eight best cases from European cities, assessed by participant through criteria of FIT4FOOD2030. The fourth conclusive chapter explains how the role of cities was inserted in the declaration, in the expert report and in the call for action as a bridge theme with the High Level Event.

1 Cities as creative hubs of innovation for Food Policies

European framework of FOOD2030

FOOD2030 is an initiative, a policy framework, a programme, however you want to call it. **Now the European Commission is ready for action.** System thinking is important. It is about production and consumption but we think broader. We're all stakeholders: research, member states, industry, regions and cities, citizens, etc.

Barend Verachtert

European Commission DG RTD
Head of Unit FOOD2030

The MUFPP and FIT4FOOD2030 organized this workshop together. We try to develop a framework and try to create efficient investments. The EU Commission allocated an **investment of 10 billion euros** specific in Horizon Europe on the **topic of food**. FOOD2030 was created to take the best decision on how to address these funds.

In its FOOD 2030 initiative the European Commission has recognised this challenge to make our food system future-proof. Several publications and conferences have been dedicated to the need for a food system approach with improved governance. To take further steps towards implementing FOOD2030, DG RTD has established a group of experts to appraise the current research landscape relevant to food systems and to formulate missions that can direct the future research and innovation actions in Europe.

In the coming months the European Union will discuss its investments for the future, in financial discussions and in allocating budgets to research and innovation programs.

We need moments like today's to focus on themes and understand how we can also act at local levels, like cities.



Cities action on Milan Urban Food Policy Pact

Andrea Magarini

City of Milan, Food Policy Coordinator
Eurocities Working Group Food Chair

The Milan Urban Food Policy Pact (MUFPP) is one of the main legacy of the Universal Exhibition "Expo Milan 2015" Feeding the Planet, Energy for Life. The Milan Pact is a global commitment of mayors, from around the world, that considers food as an entry point for the sustainable development of growing cities. It represents the main framework for cities and international stakeholders active in the definition of innovative urban food policies for the management and governance of local food systems. The Pact is a new arena of debate and cooperation among cities on the topic of food policy.

The Milan Pact is the result of a participatory process among a task force of 46 cities that worked together in 2014 on the definition of **37 recommended actions** structured into 6 integrated categories: governance; sustainable diets and nutrition; social and economic equity; food production, urban-rural linkages; food supply and distribution; food waste.

Cities can select, adapt and organize several recommended actions to suit their particular situations and **create their specific food policy**.

The Milan Pact gathers today **167 cities from 62 countries**. The governance of the Pact is ensured by its Steering Committee and the City of Milan is the chair.

These cities belongs to different contexts, from North to global South. Aware of this geographical challenge, since 2016 different **forms of regionalization stemmed** in Africa, United States, Latin America and the most interesting is in Europe.

Thanks to the inputs of the Pact, the **Eurocities Working Group Food** was established. The Working Group is focusing on design common EU project; advocacy to different European initiatives (such as Food2030 and Food Waste for EU circular economy package); knowledge sharing though workshop and meetings.

In two years the Working Group has become a relevant shareholder at EU level.



FIT4FOOD2030 Project

The project FIT4FOOD2030 is a consortium of 15 partners, was established following up results of the World Food Day in 2016.

FIT4FOOD2030 supports the development and implementation of the European Commission's FOOD 2030 policy framework, we want to **overcome barriers to find solutions** to the challenges facing our food systems, such as obesity, malnutrition, hunger, climate change, scarce resources and waste through research and innovation.

The project has two key approaches: on **food systems** including socio-economic aspects and on **RRI**, towards inclusiveness. During the process, we aim to build the FOOD2030 platform with stakeholders to achieve more coherent R&I. We are trying to build competences and raise awareness and sustain this platform in the future after the end of the project.

An important outcome of the project is to develop an EU think tank, connected to city and policy labs. The labs are: multi-actor and policy focused on national level. City labs are focused on city/regional level (to build competences on food systems and RRI).

Chrissie Brierley

ZonMW

FIT4FOOD2030 Consortium

European Foundations fostering engagement

Cariplo Foundation from 2014 is supporting the City of Milan in the definition and now implementation of the food policy. We think that European Foundations can play a **strong role in the engagement of relevant shareholders and stakeholders**. We learn a lot during our participation in the project RRI Tools to fostering the Responsible Research Innovation principles at the base of our work as grantmaker. We think that in the future the topics of innovation in FOOD2030 need to be reinforced for create new jobs opportunities and leading the transition to a transformative sustainable food system.

We are trying to create a Food Policy Incubator in Milan involving business companies, with their needs, and engaging startups SMEs and CSOs for test and pilot innovative solutions. We try to develop the link what merges from these two engagement.

Valentina Amorese

Research Area Food Policy focal point

Cariplo Foundation



Four research areas for food cities nexus

As conclusion of this first session I have four questions on the future of our food system in which cities can play a central role:

- 1. The first one relates to integration.** We know that food systems operate in a governmental and policy context. The sector based approach fails to rise interconnections, interdependencies and inter-sectoral relationships. The first success of the MUFPP is the recognition of food as a multifunctional public good. That also raises the importance for multi-disciplinary research. One barrier however, is the tendency to have a too rigid interpretation of scale. E.g. whenever the environment is being discussed, we tend to address it as a global problem. When we talk about economics though, it is often about the local region. We need to address the topics at various scales, cross-level. Food for thought on the issue of scale: how do we ensure that policy makers address the multi-scalar challenge that food is facing?
- 2. The second, participation means involving citizens and society.** This makes policy more responsible. This entails building capacity between sectors. The problem with participation is that it is very rooted and horizontally wide spread. It often does not address the vertical policy level. There is little involvement from national nor superregional governments. The problem is then that it remains fragile if it only stays within the local governments. What happens for example when the mayor changes? Hence, how to sustain the food city approach? And anything that has to do with infrastructure, falls under the responsibility of national government. We need higher level policy officers should be involved. A lot of cities are not optimising their means as they could. There are really interesting instruments. It is an amazing power but very difficult to optimise it without discussion on national government level. The national level should support the cities with a multilevel drivers, rules and laws.
- 3. The third question involves rural urban linkages.** Often is present an emphasis on local food, but local food system is seen as part of wider strategies. This is how it should be promoted. The lack of institutional frameworks can be considered an issue, cities and regions need to create feedback loops. For these linkages, the feedback between urban and rural areas need to be both down and upstream?
- 4. The final question: initiatives like the MUFPP are a clear evidence that cross-over connections can be made.** Best practices should be disseminated, to bring topics on the agenda, to foster the food system approach. These shared practices help us to develop a more empowered citizenship. Do trans-local pacts bring about new visions? Where do we see potential for a global entity? If some cities are following behind, what can we do to make the new approach inclusive for all and not for some?

2 Human Food Bingo;; play with the Milan Pact recommended actions

The Human Food Bingo is a breaking ice tool tested during Eurocities Working Group Food meetings to explore the interconnections among actions on a specific food policy areas.

During the side event a selection of MUFPP recommended actions were selected and clusterized on the four priorities of FOOD2030, the team asked to the participants to go around and interview other people, asking them if they work on the same recommended action and mark them on a box of the bingo form, then move to the next person.

When a sheet has a line, column, diagonal that person achieve bingo and must say FOOD BINGO aloud!

During the side event the bingo was achieved from Copenhagen city representative on the priority of circularity.

The recommended actions of the Milan Pact are the heart of the MUFPP, the signatory cities can select, adapt and organize these actions to create their local food policies. A monitoring framework of the Milan Pact related with SDGs target, delivered with FAO and with 13 pilot cities, will be launched on the next Milan Pact Annual Gathering hosted by signatory city of Tel Aviv the 4-5 of September.

Facilitator:

Chiara Minotti

City of Milan, European Affairs Unit



NUTRITION	Promote SUSTAINABLE DIETS through relevant programmes (7) 97%	Address NON-COMMUNICABLE DISEASES associated with poor diets and obesity (8) 45%	Develop sustainable DIETARY GUIDELINES (9) 23%	Encourage JOINT ACTION by health and food sectors (12) 85%
CLIMATE	Promote and strengthen URBAN AGRICULTURE (20) 62%	Apply an ecosystem approach to guide holistic and integrated LAND USE planning (22) 57%	Protect and enable secure ACCESS TO LAND (23) 17%	Develop a DISASTER RISK reduction strategy (6) 23%
CIRCULARITY	Convene food system actors to assess and MONITOR food losses and waste reduction (34) 51%	RAISE AWARENESS of food loss and waste (35) 80%	COLLABORATE with the private sector along with research, educational and community-based organisations (36) 97%	Save FOOD by facilitating RECOVERY and redistribution for human consumption of safe and nutritious foods (37) 45%
INNOVATION	Review PUBLIC PROCUREMENT and trade policy (30) 40%	Facilitate COLLABORATION ACROSS city agencies and departments (1) 68%	Develop or improve MULTISECTORIAL information systems (5) 40%	Enhance stakeholder PARTICIPATION at the city level through political dialogue (2) 80%



3 Working with 8 European cities cases

Cities action on Milan Urban Food Policy Pact

European cities are becoming living laboratories that play a role as thinkers, facilitators and enablers. In urban areas, innovations are carried out in real-life contexts, generating local solutions to food system sustainability. Several worldwide cities have adopted food policies that act at different stages of food systems: production (1), transformation (2), logistics (3), distribution (4), consumption (5) and waste (6).

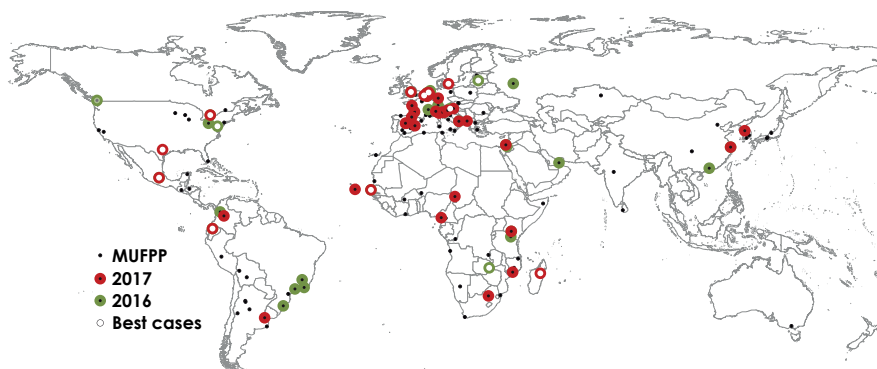
For their mission, local authorities provide generic services (mobility, education, waste and water management, urbanism, social, housing, sport, trade...) that are urban infrastructures permitting living in cities. Food topics are spreading in several actions, initiatives, policies, departments, municipal agencies.

Research and Innovation can support cities to see the added value of putting in place multiobjective food policy initiatives, working with an integrated governance, engaging stakeholders of the quadruple helix.

During this part of the Side Event the participants were engaged on working with 8 European cities cases. The selection of cases were inside the European winning cities of Milan Pact Award, an action to reward the most innovative cities and collect practices among the members of the Pact. Each participant has a "Potencial Impact Case" form to fill out on several criteria developed by Milan Team and FIT4FOOD2030 Consortium. In next pages a description of each practices and the results of the impact assessment will follow.



Food System scheme



Milan Pact Awards Map



Cases impact assessment

In each parallel session were assess the potential impact of each European cities action related with FOOD2030 priorities. Participants interact among themselves to evaluate the level of innovation by a set of these criteria developed by Milan team and Fit4Food2030:

Generic impact

- A.1 How much does the case cover a **relevant issue**? low ☐ ☐ ☐ ☐ ☐ high
- A.2 Has the city case potential to **create jobs**? low ☐ ☐ ☐ ☐ ☐ high
- A.3 Has the city case potential to **co-create action within citizens**? low ☐ ☐ ☐ ☐ ☐ high

FOOD2030: how much does the case address the FOOD2030 priorities on:

- B.1 **NUTRITION** for sustainable and healthy diets low ☐ ☐ ☐ ☐ ☐ high
- B.2 **CLIMATE** smart and environmentally sustainable food systems low ☐ ☐ ☐ ☐ ☐ high
- B.3 **CIRCULARITY** and resource efficiency of food systems low ☐ ☐ ☐ ☐ ☐ high
- B.4 **INNOVATION** and empowerment of communities low ☐ ☐ ☐ ☐ ☐ high

SUSTAINABILITY: how much does the case impact on the three pillars of sustainability:

- C.1 **SOCIAL** (cultural identity, empowerment, accessibility, equity) low ☐ ☐ ☐ ☐ ☐ high
- C.2 **ENVIRONMENTAL** (ecosystem integrity, biodiversity, nature) low ☐ ☐ ☐ ☐ ☐ high
- C.3 **ECONOMIC** (growth, productivity, development) low ☐ ☐ ☐ ☐ ☐ high

FOOD SYSTEM: how much does the case impact on the different food system elements:

- D.1 **PRODUCTION** low ☐ ☐ ☐ ☐ ☐ high
- D.2 **TRANSFORMATION** low ☐ ☐ ☐ ☐ ☐ high
- D.3 **LOGISTICS** low ☐ ☐ ☐ ☐ ☐ high
- D.4 **DISTRIBUTION** low ☐ ☐ ☐ ☐ ☐ high
- D.5 **CONSUMPTION** low ☐ ☐ ☐ ☐ ☐ high
- D.6 **WASTE** low ☐ ☐ ☐ ☐ ☐ high

ACTORS: how much does the case involve urban actors of the quadruple helix of innovation:

- E.1 **LOCAL AUTHORITIES** government & public sector low ☐ ☐ ☐ ☐ ☐ high
- E.2 **UNIVERSITIES** academia & research centers low ☐ ☐ ☐ ☐ ☐ high
- E.3 **COMPANIES** industries & businesses low ☐ ☐ ☐ ☐ ☐ high
- E.4 **CITIZENS** civil society organizations & informal groups low ☐ ☐ ☐ ☐ ☐ high

SCALE: how much does the case generate outcome at geographical scale

- F.1 **NEIGHBORHOOD** intra-urban & local scale low ☐ ☐ ☐ ☐ ☐ high
- F.2 **MUNICIPAL** urban & entire city scale low ☐ ☐ ☐ ☐ ☐ high
- F.3 **METROPOLITAN** extra-urban & regional scale low ☐ ☐ ☐ ☐ ☐ high

Cities actions can be observed under FOOD2030 perspective

Connected to each priority there are several Milan Pact recommended actions that European cities are now designing and implementing. For each priority 2 cases were selected as contribution of 8 cities to the localization of this European framework.

1. NUTRITION, Birmingham and Ghent

A shift in diets, involving a rising demand for protein, staple foods sometime shipped from remote locations, malnutrition and hunger from macro/micro nutrient shortages, alongside increases in obesity and noncommunicable diseases from unhealthy diets, make up the current global picture for nutrition.

Chrissie Brierley

ZonMW

2. CLIMATE, Copenhagen and Riga

Building climate smart food systems adaptive to climate change, conserving natural resources and contributing to climate change mitigation, particularly developing a disaster risk reduction strategy. It seeks to support healthy, productive and biodiverse ecosystems.

Amy Berkhout

Amsterdam University

3. CIRCULARITY, Milan and Bruges

Implementing resource-efficient circular economy principles across the whole food system while reducing its environmental footprint. Circularity is applied for sustainable and resource-efficient food systems and food losses and waste are minimized throughout.

Filippo Gavazzeni

City of Milan

4. INNOVATION Ede and Bordeaux

Boosting innovation and investment, while empowering communities. A broad innovation ecosystem leading to new business models and value-added products, goods and services, meeting the needs, values and expectations of society in a responsible and ethical way.

Bettina Schelkle

ILSI Europe



City networks on FOOD2030 priorities

Urban networks play a fundamental role for exchanging experiences, inspiring and training city officers, on the priorities of FOOD2030.

These are the most fitting city networks with which the European cities are working.

NUTRITION

WHO HEALTHY CITIES

On NUTRITION the global WHO Healthy Cities Project was launched in 1978 to promote health and well-being through action at the local government level, including actions related to the food environment, health inequalities and social determinants of health. The WHO European Healthy Cities Network (one of six regional networks) consists of almost 100 cities and towns, while the 30 national Healthy City networks count over 1,400 cities and towns as members.

<http://www.euro.who.int/en/health-topics/environment-and-health/urban-health>

Twitter [@WHO_Europa](#)

CLIMATE

C40 FOOD SYSTEM NETWORK

It is a workstream of C40, in cooperation with the EAT Initiative, it supports the efforts of 80 global cities to develop and implement measures to reduce carbon emissions and increase resilience in food systems (C40, 2016).

www.c40.org/networks/food_systems
www.eatforum.org

100 RESILIENT CITIES

It is an initiative of the Rockefeller Foundation to help cities in the network become more resilient, not just to shocks such as floods and earthquakes, but when faced with chronic physical, social and economic stresses. Such stresses include food security, water scarcity, endemic violence, etc.

www.100resilientcities.org

Twitter [@100ResCities](#) [@c40cities](#)

CIRCULARITY

CE100

The Circular Economy 100 is a pre-competitive innovation programme established to enable organisations to develop new opportunities and realise their circular economy ambitions faster. It brings together corporates, governments and cities, academic institutions, emerging innovators and affiliates in a unique multi-stakeholder platform. Specially developed programme elements help members learn, build capacity, network, and collaborate with key organisations around the circular economy.

www.ellenmacarthurfoundation.org/ce100

Twitter [@circulareconomy](#)

INNOVATION

EUROCITIES WG FOOD

The Working Group Food is a creative hub for sharing information, ideas and best practices on urban food issues among City Officers of 51 European cities.

http://www.eurocities.eu/eurocities/working_groups/Food&tpl=home

CITYFOOD

The CITYFOOD network on resilient city-region food systems and urban agriculture was launched by ICLEI and RUAF in 2013 as a platform for information, training, technical and policy advice among cities, and to help access financial assistance.

www.iclei.org/index.php?id=1348

Twitter [@EUROCITIESweet](#) [@ICLEIeurope](#)

In Birmingham 25% of children are obese by the time they leave primary school. The **Birmingham Childhood Obesity Partnership** are leading a coordinated effort to impact on childhood obesity at all levels, the project includes policy change, partnerships, communications as well as specific interventions. Since signing the Milan Pact, Birmingham has been exploring and implementing innovative approaches to tackle childhood obesity, improve health and tackle health inequality. **Birmingham City Council** (BCC) is involved in several initiatives to tackle childhood obesity by working focusing on the food environment rather than the individual. This includes:

1. **Implementing an action plan** to increase the usage of Healthy Start vouchers. Vouchers are for low income families with child aged 0-4 or pregnancy and redeemed in shops for milk, fruit and/or veg. Current uptake is 70-75%. Plan to increase registration and usage to 85% as way of tackling health inequality.
2. **Hosting a Birmingham University NIHR fellow** who is co-ordinating action with local retailers to promote the purchase of fruit and vegetables focusing efforts in the most deprived communities; and working with schools to measure the impact of physical activity interventions and food choice in school canteens.
3. Working with innovative social enterprise "Shift" to create healthier food environments. Poorer families are turning to hot, pre-prepared food more often as it provides the perfect solution to putting a meal on the table with the life pressures they experience. But currently this food is high in fat, sugar and salt, comes in large portions and was designed as an occasional treat. Shift and Birmingham City Council are piloting "No more same old takeaways, proper dinner for the kids delivered hot to your door" to provide a healthier alternative.
4. Engaging in the national 'Peas Please campaign' led by the Food Foundation. BCC and partners have committed to several pledges to increase the availability of vegetables including increasing the number of portions of veg in school meals.
5. Taking part in a Smart City initiative called BINDI. The Food Foundation is facilitating a 'Nutrition Smart City' initiative which involves the development of policies and practices through a learning partnership between Birmingham, UK and Pune, India to tackle all forms of malnutrition.
6. Commissioning Crowdfunder to support/matchfund innovative community-based health and well-being projects.
7. Working with commissioning and procurement officers to encourage healthier, more sustainable food public procurement.

The systemic response to childhood obesity set up by municipality presents several learning points: through a partnership approach, the group brought together a range of organisations that had not worked together previously; crowdfunding demonstrated how it is possible to raise funds and amplify public sector funds for social, health and wellbeing projects; the food projects/pilots take place in areas of multiple deprivation/need to address social and economic equity.



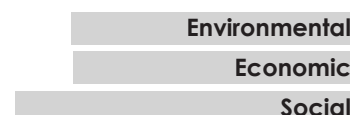
FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES



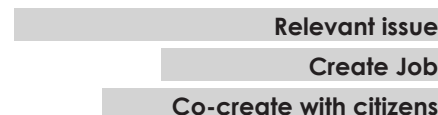
SUSTAINABILITY DIMENSIONS



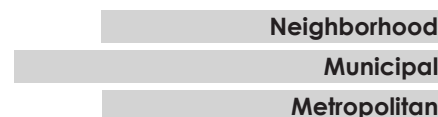
ACTORS INVOLVED



GENERIC IMPACT



SCALE



2016 start (after MUFPP)
#ChildhoodObesity
#CommunityCookingClasses
#PhysicalActivity

Birmingham

United Kingdom (English)

Population: 1.100.000

Administration: Municipality

City size: 2nd UK city

Development: More Dev region

Rural-Urban: Predominantly Urban

Climate vulnerability: Low Negative

MUFPP City: Yes (2015)

Milan Pact Award: Special Mention 2016

Eurocities WG Food: Yes (2016)

Contact person: Shaleen Meelu

Role: City's Nutrition Advisor

Email: shaleen@healthy-futures.net

Link: www.birminghampublichealth.co.uk

www.birminghamfoodcouncil.org

www.foodfoundation.org.uk/veg-pledges

<https://bit.ly/2lQUhbe>

Twitter: @HealthyBrum



NUT GHENT Healthy and sustainable school meals

FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES

Nutrition

Climate

Circularity

Innovation

SUSTAINABILITY DIMENSIONS

Environmental

Economic

Social

ACTORS INVOLVED

Local authority

Civil social

Private sector

Research centre

GENERIC IMPACT

Relevant issue

Create Job

Co-create with citizens

SCALE

Neighborhood

Municipal

Metropolitan

2017 start (after MUFPP)

#SchoolMeals

#RuralDevelopment

#Beekeeping

#Education

Ghent

Belgium (Dutch)

Population: 259.000

Administration: Municipality

City size: 2nd Belgium city

Development: More Dev region

Rural-Urban: Predominant urban

Climate vulnerability: Medium neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Submission 2017

Eurocities WG Food: Yes (2016)

Contact person: Tamara Bruning

Role: Head of Catering Services

Email: tamara.bruning@stad.gent

Link: www.gentengarde.be

Facebook: [@gentengarde](https://www.facebook.com/gentengarde)



Since January 2017 the city of Ghent serves healthy, tasty and sustainable meals through its schools, daycare centers and boarding schools to around 4.500 youngsters every day. The new lunches are part of a **multi-faceted approach**: maximizing positive health and ecological impacts, preventing food waste, involving pupils and service personnel, and ensuring that the meals remain affordable for vulnerable children. These results came from a novel approach where the city's sustainable food strategy was translated into tender criteria with actors from different city departments working together to implement shared policy objectives.

Substantial market research and expert consultations were first required to ensure that the tender was ambitious yet realistic. The contract, won by a local catering company, includes demanding criteria relating to health. The meals are balanced according to the **Belgian High Health Council's recommendations** and are composed together with a dietician. Plant-based protein is used as a complement or replacement of animal protein, refined sugars and additives are avoided, and more green salads and fewer sauces are offered. There are additionally environmental and social criteria: ingredients are seasonal and 20% organic; fair trade products, free range eggs and fish with a MSC or equivalent label are used. Lastly, lunch on **Thursday is vegetarian**. Attention was also paid to the consolidation of deliveries by suppliers to reduce food kilometres, and the reduction of packaging and food waste. The catering contract furthermore generates regular and "social" jobs: the city is currently employing 235 FTE service, logistical and catering staff.

It was a challenge to combine high ambitions concerning health and sustainability with affordability. The contract's size was beneficial but still the prices increased by about 20%. To ensure that the meals remain affordable for lower income families, social fares were introduced and are used by 12% of pupils.

The city engaged with the children, teachers and service staff about the story of the **new healthy meals through a campaign called "wijze (w)eters" (savvy savourers)**. School canteens were decorated and educational booklets were circulated. Special taste panels for children will be set up that take pupils' views into account and explore how new or less known ingredients can be made attractive to children.

The tender is adaptable and has already been shared with other Belgian cities and organizations. The city of Ghent has helped other cities and organisations, by drafting a **"decision tree"** with concrete steps and information for schools who want to make their catering more sustainable.



COPENHAGEN 90% Organic food procurement CLI

Since 2002 the Municipality of Copenhagen has a food strategy that aim to **use 90% of organic ingredients in the meals** of the whole city's public food system. An average rate of 88 % was reached in 2016. The 90% organic strategy has been a dual effort of both training and up-skilling kitchen staff, and simultaneously restructuring the methods of procurement to ensure supply of quality organic ingredients.

The organic conversion of approximately **900 kitchens across the city** has been undertaken by departments within the municipality and with the help of various consultants and trainers. The main idea behind the strategy is to **train kitchen staff** in cooking techniques, so that they are able to plan their menus sustainably and cook food from scratch, as opposed to using processed and pre-prepared food. The city invested 5.5 Million Euro in knowledge, education and counseling to facilitate the change (1,6 % mark-up of the total food procurement budget). The task was to convert within existing budgets.

The city put much effort into ensuring that the organic transition in the kitchens will be supported by quality, organic procurement and tenders that encourage the market to develop the organic and sustainable parts of their product ranges. Copenhagen **organize 4 'Market Dialogues' meetings annually** prior to tender, to ensure supply and gain knowledge of possibilities in the market, where officers discuss visions and upcoming political developments and future demands. As a direct result, there has been a **professionalization of the organic supply lines** for canteens, schools, hospitals and nursing homes, and an increased diversity in the offer of products.

The organic conversion can be done adapting the consumption and the production in the kitchen, this process of change will entail a variation in the produce and the nutritional composition. In Copenhagen they call it a '**conversion of heads and sauce pans**'.

The City of Copenhagen in 2007 established the **Copenhagen House of Food** an independent, non-commercial foundation to improve the quality of meals offered by the city to its citizens and to create a healthy, happy and sustainable public food culture.

Data of School Canteen Service

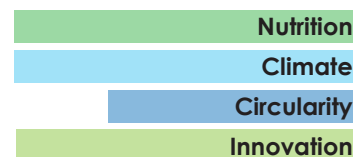
80,000 daily meals, 40,000 daily dinners
7.375 Tons of food procurement, 142 Tons weekly
1.100 kitchens in 925 locations, 1.700 kitchen staff
40.300.000 EUR



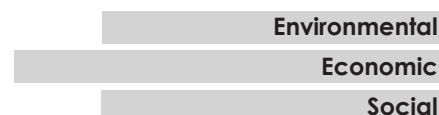
FOOD SYSTEM ELEMENTS



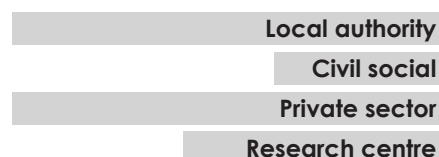
FOOD2030 PRIORITIES



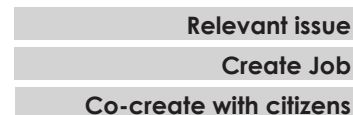
SUSTAINABILITY DIMENSIONS



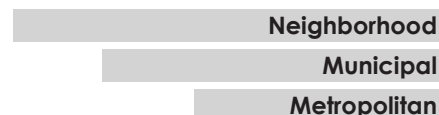
ACTORS INVOLVED



GENERIC IMPACT



SCALE



2002 start (before MUFPP)

#Biodiversity
#RuralDevelopment
#Beekeeping
#Education

Copenhagen

Denmark (Danish)

Population: 1.100.000

Administration: Municipality

City size: Capital and largest city

Development: More Dev region

Rural-Urban: Predominant urban

Climate vulnerability: Low neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Special Mention 2017

Eurocities WG Food: Yes (2016)

Contact person: Betina Bergmann
Madsen

Role: Head of Food Procurement

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Link: www.en.kbhmadhus.dk

Facebook: [@kbhmadhus](https://www.facebook.com/kbhmadhus)



CLI RIGA Biomass heat for greenhouse production

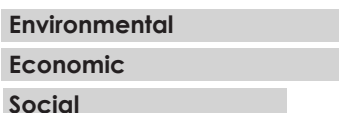
FOOD SYSTEM ELEMENTS



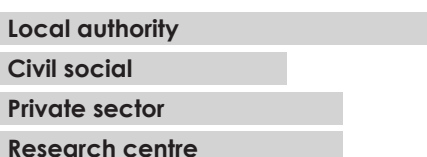
FOOD2030 PRIORITIES



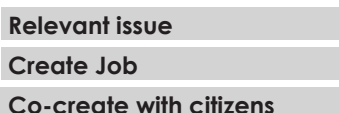
SUSTAINABILITY DIMENSIONS



ACTORS INVOLVED



GENERIC IMPACT



SCALE



2011 start (before MUFPP)
 #GreenEnergy
 #Biogas
 #FoodWaste
 #UrbanInfrastructure

Riga

Latvia (Latvian)

Population: 709.000

Administration: Municipality

City size: Capital and largest city

Development: Less Dev region

Rural-Urban: Predominantly Rural

Climate vulnerability: Marginal impact

MUFPP City: Yes (2015)

Milan Pact Award: Special Mention 2016

Eurocities WG Food: Yes (2015)

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"Getlini EKO" is an environmentally friendly, high-technology ecological **waste management** company owned by the Municipality of Riga (in its majority) that operates the waste landfill "Getlini". It is responsible for the collection and ecological management of waste within the Riga waste management area. About 50% of all waste produced in Latvia, or **300'000 tons of waste annually**, is transported to "Getlini".

Food waste is 41,50% of waste biomass. The efficient use of this waste has been an issue to solve for the municipality for many years, because the food waste is creating a huge volume of waste deposit. Due to environmental safety, the well-being of surrounding areas and limited opportunities to grow territorially, this growth had to be limited. The food waste, when disposed, is **creating landfill gas** that should be properly gathered and used; otherwise it creates a very negative impact to the environment and soil. The practice plan for the landfill is based on 2 main pillars: operational practice and social education.

Food waste is deposited in environmentally safe biodegradable cells. The landfill gas that forms in the cells is channelled to the Getlini power unit and **transformed into energy**. The impact of waste on the environment is reduced to a minimum. The gas is transformed to the energy. Getlini ecological landfill is one of the largest producers of green energy in Latvia (in 2015 - 33'718'200 kWh). The side-product of energy **production is the heat** (in 2015 - 21'336'800 kWh). The heat is used for the **needs of greenhouses** that are located in the territory of the landfill and operated by "Getlini EKO".

The greenhouses team is **growing tomatoes** during the local vegetables off-season and supplying Riga municipality's citizens via the largest **supermarket chains**. The possibility to have vegetables is an important aspect since Latvia as a Nordic country is experiencing insufficient quality vegetable supplies in winter and spring seasons. Only organic solutions and natural organisms are used to grow tomatoes as healthy and valuable products. The amount produced during the off-season period is **390 tons**. The product quality and nutrition value of the products is higher compared to the ones of imported tomatoes. This ecological management practice has created a chain of benefits: food waste turned to green energy and nutritive food, with huge positive impact to environment. Due to Riga practice our atmosphere is protected from 2000m³ environmentally harmful gases per hour. An intensive **educational practice is performed** to educate society about the lifecycle of household waste, recycling and food waste reduction. The company is organising **free field trips** to landfill or visiting seminars. The field trips are available for pre-schools, schools and universities, for companies and groups of environmental activists, etc.



The City of Milan developed in 2015 the Milan Food Policy that acts on the urban food system with a multidimensional approach around five key priorities; among them food losses and waste reduction is one of the most important, engaging several local actors such as: research centers, private sector, non profit organizations, foundations.

Tax reduction on food losses for donation. In 2018 Milan adopted a reduction on the waste tax for food losses donation. The new regulation aims at reducing 20% of the tax for the first year in favour of food businesses (supermarkets, restaurants, canteens, producers etc.) that donate their food losses to charities. The action involves different departments of the municipality (Fiscal, Environmental, Food Policy dpts.), creating a multisectorial working group. The measure will also support the mapping, strengthening and spreading of food donation ongoing initiatives in the city led by non profit organizations.

Local Food Waste Hub. The municipality facilitated an agreement between a university lab (model management and data analysis) and a private sector union (that gathers supermarkets and companies with canteens) to develop a pilot project in three neighbourhoods for food losses redistribution at local level (in each hub: 70 Tons per year). The first "Local Food Waste Hub" will be hosted in a space offered by the Municipality of Milan. During the pilot year the input and output flows of donation in the hub will be monitored and this knowledge will be spread to other 35 local organizations mapped by the Food Policy Office.

Multilevel governance with Regional authority. The city is part of the EU project INTERREG CircE stakeholder group, led by Lombardy Region, on circular economy focused on food waste. The project concentrates on developing new competences and new urban and regional policy tools to promote circular economy. CircE project gathers several stakeholders of private sector clusters, research bodies and local authorities to explore new kind of incentives.

Raising awareness campaigns. In order to prevent fruit waste at the end of each lunch, the municipal agency for school canteens designed a program called "Morning break with fruit": children receive fruit in their classrooms as a morning snack., instead of at the end of their lunch. In addition to this preventive action, 31.000 reusable doggy bags were distributed to children to bring home non perishable leftovers. 106 school canteens (on a total of 418) are now connected by non profit organizations that redistribute 140 Tons of fruit and bread.



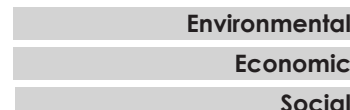
FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES



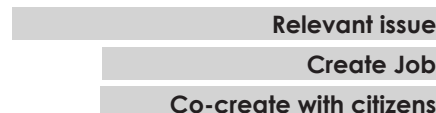
SUSTAINABILITY DIMENSIONS



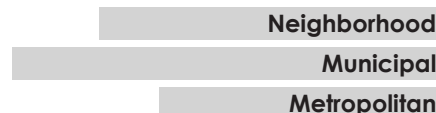
ACTORS INVOLVED



GENERIC IMPACT



SCALE



2017 start (after MUFPP)
#TaxReduction
#SocialActors
#Market

Milan

Italy (Italian)

Population: 1.366.000

Administration: Municipality

City size: 2nd Italian city

Development: More Dev region

Rural-Urban: Predominantly Urban

Climate vulnerability: Low Neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Organizer

Eurocities WG Food: Yes (2016)

Contact person: Andrea Magarini

Role: Milan Food Policy Coordinator

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Link: www.comune.milano.it/foodpolicy

Twitter: @FoodPolicyMi



FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES

Nutrition

Climate

Circularity

Innovation

SUSTAINABILITY DIMENSIONS

Environmental

Economic

Social

ACTORS INVOLVED

Local authority

Civil social

Private sector

Research centre

GENERIC IMPACT

Relevant issue

Create Job

Co-create with citizens

SCALE

Neighborhood

Municipal

Metropolitan

2017 start (after MUFPP)

#Hospital

#FoodCouncil

#ParticipatoryProcess

#UrbanInfrastructure

Bruges

Belgium (Dutch)

Population: 117.000

Administration: Municipality

City size: 6th Belgium city

Development: More Dev region

Rural-Urban: Intermediate Close to a City

Climate vulnerability: Med Neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Special Mention 2017

Eurocities WG Food: No

Contact person: Karine de Batselier

Role: Climate Coordinator

Mail: karine.debatselier@brugge.be

Link: www.foodlab.brugge.bewww.foodlab.brugge.be/voedselverlies-in-de-zorgsector

In 2015, the city of Bruges facilitated a bottom-up process to build a sustainable food policy focused on food waste reduction in public organisations. A recent research shows that food waste is a major problem in the healthcare sector and could reach up to **40% of the total waste**. The health sector faces unique challenges: healthcare structures create personalized dietary options based on the health status of patients, they frequently serve non-voluntary consumers and unpredictable numbers of clients. On top of that, it is often not straightforward to gather the different stakeholders along the food chain of the health care institutions. This makes food waste reduction a complicated effort. To tackle this issue, the **Municipality of Bruges coordinated an immersive, participatory process** of measurement, ideation, evaluation and refinement of food waste reduction approaches in the healthcare sector.

The overall objective was to find solutions to reduce food waste in healthcare institutions, through a participatory approach. **Bruges counts 19 health care institutions**, 4 of them are actively involved in the project that started in 2017 (3 centers with 1.479 total patients and a catering operator linked to 6 care institutions).

The first step of the process was to measure and analyse current food waste and its economic impact in the 4 selected health care institutions. The following step was to **support them in reducing food waste by coaching employees**, developing successful methodologies to reduce food waste in health care institutions. The personnel of the healthcare structures was **trained in measuring food waste** and was actively involved in an innovative process to find specific solutions. Furthermore, **surveys were conducted** among personnel, patients and visitors to gain information on the quality, quantity, choice and timing of meals and the way they were being served. The solutions were **transferred to other healthcare institutions** in Bruges and the region of Flanders through a manual. Besides healthcare institutions, **FoodWIN** (European Food Waste Innovation Network supporting European cities to reduce food waste) and the Food Lab of Bruges were involved in the innovation process.

Results and lessons learned. Food waste can yearly be reduced by 27.652 kg, which results in yearly 88.487 kg CO₂ equivalents. Besides prevention, the project also focuses on valorisation of food waste, through donations to local food banks. Beyond quantifiable results, the main innovation introduced by this **practice lies in its participatory approach**, which was fundamental to address the complexity of tackling food waste in the healthcare sector. Nurses, nutritionists and kitchen staff are in key positions to create tailored solutions.



The City of Ede adopted its first integrated **food strategy in 2015**. A careful process followed, in which many different stakeholders from the society were consulted to create a bottom-up food policy. Whereas many municipalities develop their strategy as a voluntary tool that provides guidance, Ede's food strategy was officially **adopted by the city council**, which gives it a very strong status. The city council showed that the strategy was not to remain a paper strategy by **allocating a large budget upon adoption**. Through this integrated food strategy Ede works on achieving healthy and sustainable food for all its citizens by focusing both on improving and strengthening both the economic and social conditions of Ede.

Ede is the first municipality in the Netherlands that truly achieved a food governance shift towards healthy and sustainable food for all its citizens. Through its integrated food strategy, food issues are addressed in a systemic and coherent way. Ede goes even further by having a **food program** to operationalize this strategy, a **budget** to implement it, a **municipal food team of 5 full-time staff** and the first municipal food councilor in the Netherlands with food as the primary subject in his portfolio. The political and administrative commitment is in fact rooted in the municipal organization, which works closely together with a wide range of societal actors.

The Municipality of Ede is also **in close contact with other cities** (through City Deal Food on the urban agenda), the **province** of Gelderland (regional level) and the **national level** (Ministry of Economic Affairs and Internal Affairs). Together with these partners, the city is integrating its own role as a local government within the food system, in coordination with the province and the national government.

Results and lessons learned. By using an integrated food strategy Ede **connects several elements of the food system**: food education, public health, food waste, short food chains, sustainable and innovative food production and integrated governance. Ede applies a **multilevel approach**, focused on territorial and social inclusion. The best example of this is the **"FoodFloor"**: a concept developed by several citizens groups. **Citizens can pitch an idea** for healthy/sustainable food in Ede and apply for a small subsidy to bring their project to the next level. The subsidies are provided by the municipality. The foodfloor is hence a nice example of an innovative collaboration between societal groups and the municipality for a modern way of assisting food initiatives. Getting food issues on the political agenda is a complex journey, for which a **specific food team can be an important catalyzer**.



FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES

Nutrition
Climate
Circularity
Innovation

SUSTAINABILITY DIMENSIONS

Environmental
Economic
Social

ACTORS INVOLVED

Local authority
Civil social
Private sector
Research centre

GENERIC IMPACT

Relevant issue
Create Job
Co-create with citizens

SCALE

Neighborhood
Municipal
Metropolitan

2015 start (after MUFPP)

#FoodStrategy

#LocalEmpowerment

#FoodGovernance

Ede

Netherlands (Dutch)

Population: 110.000

Administration: Municipality + City Deal

City size: 23rd Netherlands city

Development: More Dev region

Rural-Urban: Predominantly Urban

Climate vulnerability: Low Neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Special Mention 2017

Eurocities WG Food: No

Contact person: Froukje Elske Idema

Role: Programme Manager Food

Link: <https://bit.ly/2HBKzNh> (RUAF review)

<https://reut.rs/2KmKRFu> (article)

Mail: Froukje.idema@ede.nl

Twitter: [@teamFoodEde](https://twitter.com/teamFoodEde)



FOOD SYSTEM ELEMENTS



FOOD2030 PRIORITIES

Nutrition

Climate

Circularity

Innovation

SUSTAINABILITY DIMENSIONS

Environmental

Economic

Social

ACTORS INVOLVED

Local authority

Civil social

Private sector

Research centre

GENERIC IMPACT

Relevant issue

Create Job

Co-create with citizens

SCALE

Neighborhood

Municipal

Metropolitan

2017 start (after MUFPP)

#MetropolitanGovernance

#ActorsInclusion

#FoodCouncil

Bordeaux

France (French)

Population: 774.000

Administration: Metropolitan Authority

City size: 9th France city

Development: More Dev region

Rural-Urban: Intermediate Close to a City

Climate vulnerability: Low Neg impact

MUFPP City: Yes (2015)

Milan Pact Award: Submission 2017

Eurocities WG Food: Yes (2016)

Contact person: Morgane Scouranec

Role: Project Manager Food Governance

Mail: mscouranec@bordeaux-metropole.fr

Link: <https://bit.ly/2JDfPba>

In 2011, the **Quévremont Report**, commissioned by the Urban Community of Bordeaux, revealed the causes of the disappearance of the urban greenbelt of the agglomeration and stressed the **limit of its food self-sufficiency: only one day**. The territorial diagnosis of Bordeaux Metropolis and the mapping of actors, both carried out in 2014 by the International Urban Food Network (IUFN), made it possible to put a spotlight on these territorial problems (urban sprawl, increasing distance between producers and consumers, public health issues), while at the same time identifying the many initiatives taking place related to food. In this context, a need was felt to **invent a new mechanism for the governance of territorial initiative**, which could articulate the actions of public and private actors and civil society on different scales. Moreover, the theme of sustainable food has become a subject of national and territorial questioning, with the promotion of the **Territorial Food Projects (PAT)**, a mechanism promoted by the Ministry of Food and Agriculture. Bordeaux Métropole is also a pilot territory of the GouTer project (IUFN, IRG and RUAF). The project aims to strengthen the territorial authorities' capacity in **Local Governance of Food Systems**. Against this background, and strong of the experience that it has been driving locally for several years, Bordeaux Metropolis decided to bring the subject of **food governance also to its 28 municipalities**, in parallel and in strict correlation with the topic of Agriculture, while investing in partnerships with neighbouring territories. The metropolis represents the right level for the steering of this food governance body, because of its consumption pool, its broadened powers and its links with rural territories.

On **19 May 2017**, the Bordeaux Metropolitan Council approved the creation of the **Consultative Council for Sustainable Food Governance in Bordeaux Métropole (CCGAD)**, enabling the Metropolis to pool its competences in relation to sustainable food in a single body. Thus, the objective of the Advisory Council is to offer communities and actors in the territories the means to create **original initiatives, new tools and innovative methodologies for a relocation of the food system**. Its main aim is to ensure that the issue of sustainable food is highlighted in the metropolitan strategy, following a **participatory approach**.

The Council will also address the issues of sustainable food at the supra-metropolitan level, while assessing the impact of actions taken to work in the perspective of an ecological transition. The Council aims to **include the various "actors"** of the territory, divided into five colleges. These actors will be represented in the 4 thematic workshops, which will integrate all the 6 thematic areas of the **Milan Urban Food Policy Pact**.



4 High Level FOOD2030 Event an innovative role for European cities

For the first time at EU level, during the Conference cities are quoted as new kind of actors that should become a strong stakeholder for Europe, integrated in the other institutional level as Commission and Member States. In the conclusions of the expert groups, declaration and call for action, this innovative role surfaced.

The **FOOD2030 Expert Group** define cities as a new kind of actors that can make a difference for the food system transformation and proposed cities as an innovative partner for Europe in defining of a multi-objective and multi-actor drive for responsible innovation across the food system.

Cities and other local authorities need to introduce a proactive and evidence-based food policy that creates healthy, sustainable urban environments to make healthy and sustainable choices appealing for consumers. Make sure that city neighbourhoods are connected with the surrounding green countryside and seaside for a healthy lifestyle. Multi-party innovation should be an important part of urban food policies.

The **FOOD2030 Plovdiv Declaration** promotes with the European Commission and Member States an agenda for the future-proof food systems, that will have important positive effect on Europeans in terms of healthier lives, cultural and societal benefits for urban and rural communities, cleaner environment, more sustainable production and consumption, lower import dependency and more vibrant enterprises.

Transforming our food systems is an opportunity for building new and stronger partnerships and developing improved approaches, technologies and business models that concurrently place environmental sustainability, health and inclusion at their centre.

This can be achieved by fostering place-based innovative food systems in rural and urban areas that provide job opportunities, prosperity, a wellbeing and empower communities.

Cities are also quoted in the 7th point of the **call for action** to “stimulate European regions and cities to implement novel solutions and showcase good practices”.



The member of FIT4FOOD2030 Consortium were engaged in several breackout sessions during the High Level Event:

Jacqueline Broerse (VU)

Breakout Session 3:

How to foster inclusiveness of food systems by 2030?

Diana Banati (ILSI)

Breakout Session 5:

How to strengthen competitiveness of food systems by 2030?

Laura Fernandez (EUFIC)

Breakout Session 6:

How to strengthen diversity of food systems by 2030?

Andrea Magarini (MUFPP)

Breakout Session 8:

Building R&I ecosystems and place-based solutions

Patrizia Brigoli (UNIBO)

Breakout Session 8:

Building R&I ecosystems and place-based solutions

Breakout Session n.8 Building R&I ecosystems and place-based solutions to support food systems transformation

In order to connect the output of the Side Event with the debate of the High level Event, during this session Andrea Magarini (City of Milan) and Roberta Sonnino (Cardiff University) reported some results of the discussion to present the framework of the Milan Pact and explored the role of European cities in the localization of place-base solutions related with FOOD2030 priorities.



Side Event - High Level FOOD2030 Event in Plovdiv

Sustainable Food System for European Cities

Wednesday 13 June 2018

14.00-17.00 House of Culture "Boris Hristov"
Gladston Street, 15, Plovdiv - Bulgaria

#FOOD2030EU
#EUFoodCities
#MUFPP

REPORT

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EUROCITIES Working Group Food
#EUFoodCities

www.fit4food2030.eu
www.milanurbanfoodpolicypact.org



This project has received funding
from the European Union's Horizon 2020
research and innovation programme under
grant agreement No 774088

