Stephanie Mantell
Brussels Environment
(Lead Partner)

An URBACT II Thematic Network 5/2012 – 4/2015
http://urbact.eu/sustainable-food
Why?

many initiatives in our cities to grow, deliver & enjoy food more sustainably

Political will to address food as a policy area of more sustainable & inclusive growth
- Governance
- Social inclusion, jobs & economics
- CO₂ & resource efficiency
Driven by people…
Public administrations
Elected officials
Local food stakeholders

… to meet, share & build
Transnationally & locally
Sustainable Food in Urban Communities
Developing low-carbon and resource-efficient urban food systems
THANK YOU...

Stephanie Mantell
Brussels Environment
(Lead Partner)

François Jégou,
Strategic Design Scenarios
Lead Expert

An URBACT II Thematic Network 5/2012 – 4/2015
http://urbact.eu/sustainable-food
CREATING SPACE FOR SUSTAINABLE FOOD SYSTEMS IN URBAN COMMUNITIES

Practical approaches and examples for cities

Based on experiences from URBACT II Thematic network Sustainable Food in Urban Communities (2012-2015)
3. SUSTAINABLE FOOD-RELATED ENTREPRENEURSHIP

 Participating cities, creating a food-related economy is essential for enabling economic activities and food-related sustainable entrepreneurship. This involves:

 - Utilizing urban land/space to enable food growing in the city;
 - Fostering the emergence of new urban food businesses with innovative income generation models;
 - Initiating the development of new retailing scenes with innovative models of intermediation between local food producers and city dwellers.

 Of peri-urban farming to reinforce local supply (see case studies p 21, 29, 30). The ‘Feed Bristol’ project combined both growing food and caring for wildlife (see case study p 28). It may also start as an arts project (see Herligheten Allotment Gardens, Oslo), an educational initiative, a pretext for new social connections or an activity facilitating social inclusion of marginalized groups as for instance the Prés Senty project in Lyon (see case p 29). These different motivations need to blur and most growing initiatives are multipurpose.

 This multipurpose characteristic is fundamental to understanding the role of food gardening in cities, which is limited in terms of scale and volume of produce. Challenges include: social innovation, partnerships, shared values, and local employment opportunities.

 INSIGHTS FOR CITIES

 - Promote all food growing initiatives, education, sustainable regeneration.
 - Encourage enrichment of each initiative’s scope, when possible;
 - Foster connections between the multiple initiatives;
 - Provide greater visibility for such projects and make available in public areas.

 3.2 Urban food businesses

 New entrepreneurship related to sustainable food in partner cities, nearby suburban areas gives rise to new and innovative income generation value creation models based on partnerships. It often involves social innovation, partnerships, shared value creation, and local employment opportunities.
CASE STUDY

FEED BRISTOL
PROJECT & SIMS HILL
SHARED HARVEST
BRISTOL

Situated in the outskirts of north Bristol on a 7-acre piece of land, the educational wildlife-friendly food growing project 'Feed Bristol' is twinned with 'Sims Hill Shared Harvest'. Feed Bristol provides opportunities for volunteers to grow food and care for wildlife. Sims Hill is a community-supported agriculture scheme with 68 members divided into 3 categories: growing members, vegetable sharing members and supporting members. The second category is particularly interesting: engaging people with nature and food is not always easy when they do not have time to take care of their own individual allotment. Vegetable sharing members help for 4 hours a week during 6 months and in exchange get access to vegetables year round.

PRÉ SANTY INCLUSION
GARDEN, LYON

The ‘Pré Santy’ is a vegetable garden aimed at improving social inclusion in a difficult social housing area in the South-East of Lyon. The gardening activities are more a pretext than an aim, but it is an interesting example of promoting sustainable food amongst an underprivileged population. The garden occupies a small piece of land surrounding a parking lot but it is large enough to enable 20 families to experience eating the vegetables they produce from time to time and to organize more than 20 neighborhood events around self-grown food per year.

NEW MARKET GARDENING
FARMER, VASLUI

Marius Gorea has been presented as one of the most outstanding representatives of the 4000 farmers registered in Vaslui City. Formerly a driver, he decided a couple years ago to set up a small market gardening business. Supported by EU subsidies for young farmers, he managed to pool 5000 m² of land from 14 different owners. With hardly any prior skills in agriculture he set up a vegetable production with better efficiency compared to family gardening and traditional small farms (i.e. larger land plots, irrigation, limited variety of vegetables to match the demand, etc.) but still keeping the fundamental assets of traditional quality food gardening.
FOOD PRODUCTION AREAS IN THE OUTSKIRTS OF OURENSE

In order to ensure market access and boost the subterranean food production, the municipality focuses on the rehabilitation of two traditional markets as 'food hubs' for the population of the city, developing social life around the traditional markets, enhancing local food use among the small bars and restaurants around these markets, and offering free public transport access for sellers and entrepreneurs coming to offer their horticulture products at the local markets.

Likewise, the municipality attempts to promote self-consumption in sectors of the population with low incomes, especially among producers themselves.

Today, Ourense has twelve markets in production and a waiting list of 24 sellers.
LANDWINKELS, SHOPS AT THE FARM GATE, AMERSFOORT

Marius Gorcea has been presented as one of the most outstanding representatives of the 4000 farmers registered in Vaslui City. Formerly a driver, he decided a couple of years ago to set up a small market gardening business. Supported by EU subsidies for young farmers, he managed to pool 5000 m² of land from 14 different owners. With hardly any prior skills in agriculture, he set up a vegetable production with better efficiency compared to family gardening and traditional small farms (i.e. larger land plots, irrigation, limited variety of vegetables to match the demand...) but still keeping the fundamental assets of traditional quality food gardening.

SUPER HALLE, LYON

The Super Halle is an innovative concept of a grocery shop based on sustainable food. It combines in one place: an organic shop, a producer shop (fresh produce direct from their farms), a restaurant and a food supply/distribution hub. Those businesses, run by 4 independent companies or cooperatives, are supporting each other. The restaurant and organic shop are supplied by the producers, who also do shifts at the shared cash desk. The organic shop doesn’t sell what is available at the producer shop, instead offering complementary foodstuffs. This multifunctional system, based on innovative cooperation and coordination schemes, provides an interesting new business model and a unique shopping experience for their customers.
4. FOOD LITERACY AND RESILIENCE

“Food literacy” is about ability and understanding in relation to food. Organisations promoting this concept define it in terms of personal behaviour: the ability to organise one’s everyday nutrition in a self-determined, responsible and enjoyable way; and as understanding the impact of your food choices on your health, the environment, and our community.

Resilience is not such a well-defined term. In this context we have used it to describe the capabilities of citizens to cope the capabilities of citizens to cope in a balanced and quality food diet and low income or perturbations in the usual food delivery system.

Creating space for food in the city therefore also relates to cultural and daily behaviour and practices. Convenience food has become a social standard or new social Mainstreaming historic calls for food.

At school and elsewhere since, in an increasing number of situations, it is less likely to take place at home; finally it requires solutions within an urban food system to reduce food poverty among low-income population groups.

4.1 Re-engaging the population with food

As explained in the introduction of this book, the participating cities represent different dimensions of the European food culture landscape. They range from weaker food cultures invaded by junk food and agro-industrial products to richer food cultures, which are often blind to the progressive loss of skill food by these.
THE SQUARE FOOD FOUNDATION
COOKERY SCHOOL AND KITCHEN, BRISTOL

The Park is home to the Square Food Foundation and its training kitchen. Knowle West is one of the more vulnerable neighbourhoods in Bristol where poor eating habits are quite entrenched. An attempt to establish a good quality wholesome food café next to the training kitchen failed through lack of interest from customers. The offering is now “transition food” so it stays to some extent familiar and accessible to local people. The Park, together with open cooking classes for customers, provides a progressive pathway to sustainable and healthy food.

FOOD CHALLENGE FOR FAMILIES, BRUSSELS

To support grass-root projects about sustainable food, almost every year Brussels Environment launches a call for proposals about sustainable food. Several calls for proposals have been focused on low-income households in order to increase sustainable food availability.

One of the supported projects was, “Food challenge” of Etterbeek (one of the 19 municipalities of the region). The idea was to coach a small number of households to create a positive momentum around sustainable food by empowering families to become ambassadors on the subject. Low-income households not yet aware about sustainable food issues were given priority.

Over a period of 6 months, 12 households were involved every fortnight in activities such as cooking classes, tasting workshops, etc. Behavioural and vision on food quickly evolved. A photo exhibition, a website and a brochure with recipes and advice given by the participating families helped reach out to the wider public. This interesting project was much appreciated by participants, and has been repeated a second time. The high cost of the intense coaching activities, however limits the number of families that can be accompanied.
LUNDBY LOCAL ADMINISTRATION IS SERVING ALMOST 50% ORGANIC MEALS IN PUBLIC CANTEENS, GOTHENBURG

The local administration in Lundby (part of the city of Gothenburg) is leading the way in serving organic food. They are now serving almost 50% organic meals (40.4%) in canteens for schools and for homes for elderlies. A couple of months ahead of schedule, the city of Gothenburg got qualified in the league of organic food in Sweden. (Ekonomisliga) because they are on average serving 33% of organic food in the local administrations in Gothenburg (canteens in the whole city). This shows that the local administration of Lundby is at the leading side. Organic food is a priority and we work with seasonal food. It takes more hours to cook food from "scratch", we use to aim even higher, says Johan Fogler, division manager and chef in the Ellia kitchen.

GEITMYRA CULINARY CENTRE FOR CHILDREN, OSLO

Geitmyra culinary centre for children is a non-profit foundation established by the food writer and TV-cook Andreas Westad. Based in the buildings of a former farm near Geitmyra allotment garden in Oslo, the place has been refurbished to host school children every day of the week in addition to kindergartens visits and classes for grown-ups who work with children and food. It also offers evening courses and Open Farm-arrangements. It hosts 30-35 classes per year for an entire week each. Kids have an immersive experience on a farm where they can experience the origins of food by feeding and slaughtering chickens, growing and taking care of the organic vegetable garden, baking bread, smoking and conserving fish, making yogurt etc. and eating the product of their labour.
ELEONAS' URBAN FARM PROJECT, ATHENS

The Municipality of Athens is supporting a large action towards reclaiming available urban space for growing food. It is implementing real urban farms on the larger pieces of land and urban gardening on smaller plots. Eleonas is a neighbourhood of Athens with mixed industrial and commercial areas. A large brownfield is planned to be turned into an urban farm (municipal property of approximately 20,000 m²). The project is about to start and foresees benefits both in terms of creation of jobs for unemployed people and of urban production of food for poor households. At the same time, small scale urban farming is being advanced through the identification of plots of land that can be used for cultivation aiming at educational and symbolic functions (e.g., local edible wild vegetation, vegetable, herb and tree gardens).

SOCIAL AND SOLIDARITY GROCERY SHOP, LYON

The original grocery “La passerelle d’Eau de Robec” is a social business enhancing social inclusion with a dual pricing system. The grocery works with two types of clients: ‘beneficiaries’ with low incomes accessing mainly food charity stock but also fresh organic food sold to them below the market price, and ‘solidarity clients’ attracted by organic food sold at fair but full market price to them. Both evolve in the same space: the solidarity clients are providing better margins to the shop. These margins are reinvested in order to give beneficiary clients a discount on organic, local and fresh food.
5. FOOD GOVERNANCE AND THE CITY AGENDA

Creating space for food in the city relates ultimately to the governance itself. Municipalities have traditionally had limited authority in the area of food. Cities involved in the URBACT network begin to develop a specific governance striving towards sustainable and quality food. They seek to raise awareness amongst decision makers on the strategic dimensions of food in an urban context and to foster proper food-oriented city leadership.

Partner cities also consider food an asset. They explore possible synergies of the city. Official authority in terms of food. Food issues are generally dealt with at higher regional and especially national and international levels. But food brings together a number of local insidious problems that present challenges to municipalities: food poverty, food-related diseases, unhealthy diets, unequal access to quality food, city food supply vulnerability, etc. These many problems with their complex interdependencies and rebound effects should urge motivate cities to engage in food policies.

The City of Bristol, inspired by Canadian and American examples, created a Food Policy Council (see case study p.60). This national advisory group of
JOB CREATION POLICIES IN URBAN AGRICULTURE & SUSTAINABLE FOOD BUSINESSES, BRUSSELS

A study of the economic potential of businesses related to sustainable food estimated that about 2000 jobs could be created by 2020, particularly in the field of food production. Regional ministers for environment & economy have collaborated to address this issue. Policies promoting urban agriculture and local food systems are being developed to support these initiatives.

BRISTOL FOOD POLICY COUNCIL

The Bristol Food Policy Council was launched in March 2011, as the first Food Policy Council in UK. It brings together a dozen stakeholders from diverse food-related sectors to examine how the food system is operating locally and to develop recommendations on how to improve it. Bristol Food Policy Council has established as an independent body including representative from the local government and a board of local key players. Internationally Food Policy Councils aims are educating officials generally and policy in a public, shaping public policy on food and issues such as food security and sustainable development.
A large and extensive report has been commissioned both by Bristol City Council and Bristol National Health Service (NHS). The report has been carried out by an independent expert, in collaboration with the food community in Bristol. It draws an in-depth and exhaustive overview of food issues in Bristol as a basis for a food systems approach. The report identified a range of challenges and actions that have provided direction in Bristol now articulated by the Good Food message, the framework for food planning in Bristol.

**Who feeds Bristol?**
Towards a resilient food plan

**FOOD MARKET PROGRAM IN VASLUI CENTRAL MARKET, VASLUI**

A new retail market was built from scratch on a former derelict market site, with local budget funds (approx. 3.5 million Euros) in the centre of the city as an energy efficient building. Work started in 2012, finished in September 2014, and the market is administered by the local authority. It is endowed with high European technical means needed to facilitate the direct sales of local products coming from the small-sized land holdings of Vaslui.

The market is divided into 5 well designed areas. Quality control laboratories for food safety and security (which plays an important role in increasing the trust of people, fruits and vegetables, fish products, meat, and diary products. Local producers are the main target of the market and they have special designated areas with special rent conditions in order to encourage local production of best quality products, shorten the food chain, and reduce CO2 emissions.
FAIRTRADE CITY, GOTHENBURG

Since spring 2011, Gothenburg has been certified a Fairtrade City. This means that the municipality must or should live up to criteria for fair trade procurement, conduct active information work on the subject and have a certain amount of Fairtrade products on supply in shops, cafes and workplaces. To meet the certification requirements companies, NGOs, organisations, unions, churches and the local authority work together, jointly contributing to a fairer and equal world. Fairtrade City Gothenburg is working on a local, regional and international level. url: fairtradecity.goteborg.se

SABORES DE OURENSE & "COME OURENSE" AWARD

The event "Sabores de Ourense" takes place twice a year, for two weeks in autumn and two weeks in spring, and has been organised for the past 4 years. Restaurants, pubs and taverns are invited to create small dishes ("tapas") on a topic proposed, usually the use of local and seasonal raw products, to enter a sort of popularity and quality contest. Several prize categories are awarded by public vote, professional jury, press jury, etc.

With around 6000 votes cast and around 40 businesses involved, this event is quite popular among neighbours and is also a tourist attraction.

In autumn 2014, for the first time, this campaign had a special award, called "Come Ourense" reserved for recipes based on local, seasonal and fresh ingredients. Seventeen different restaurants participated in this specific award.

The prize was the development of a workshop about the recipe at the next Xantar event, the international fair about gastronomy of the city. Next events of "Sabores de Ourense" Campaign are guaranteed by Tourism Department of City Council.