



Hungry for Exchange

Webinars for knowledge exchange around urban food system transformation



Edition #4

“Local Solutions: Building self-sustaining urban food networks”

📅 **11:00-12:45 CET**
Thu 11th April
📍 **Online**



#HungryforExchange



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000717.

Edition #4

“Local Solutions: Building self-sustaining urban food networks”

📅 **11:00-12:45 CET**
Thu 11th April

📍 **Online Webinar**



**Oleksandra
Deineko**

Associate Professor in
Sociology at V.N. Karazin
Kharkiv National University

Kharkiv, UA



Paola Baravelle

FUSILLI Project
Coordinator and
management support

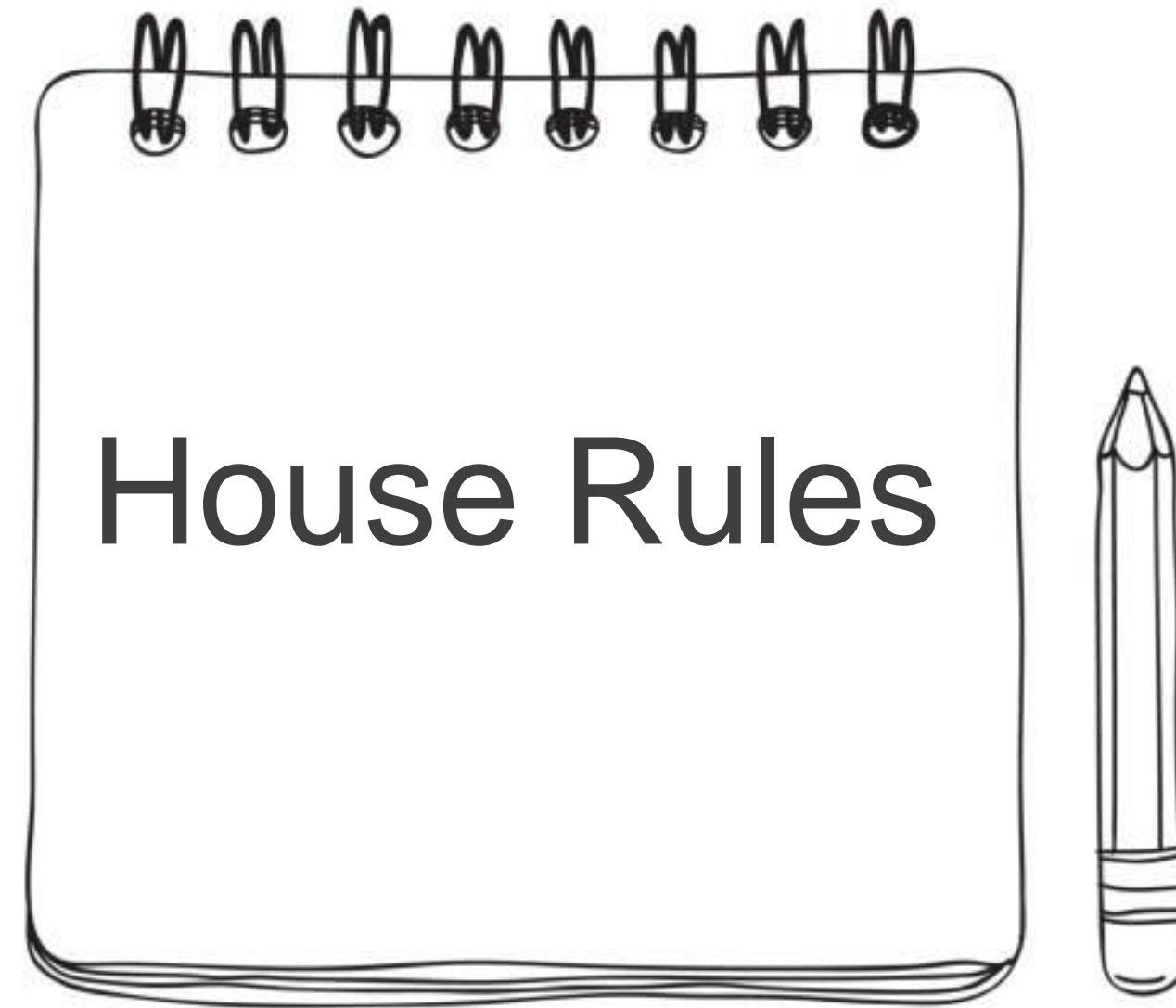
Turin, IT



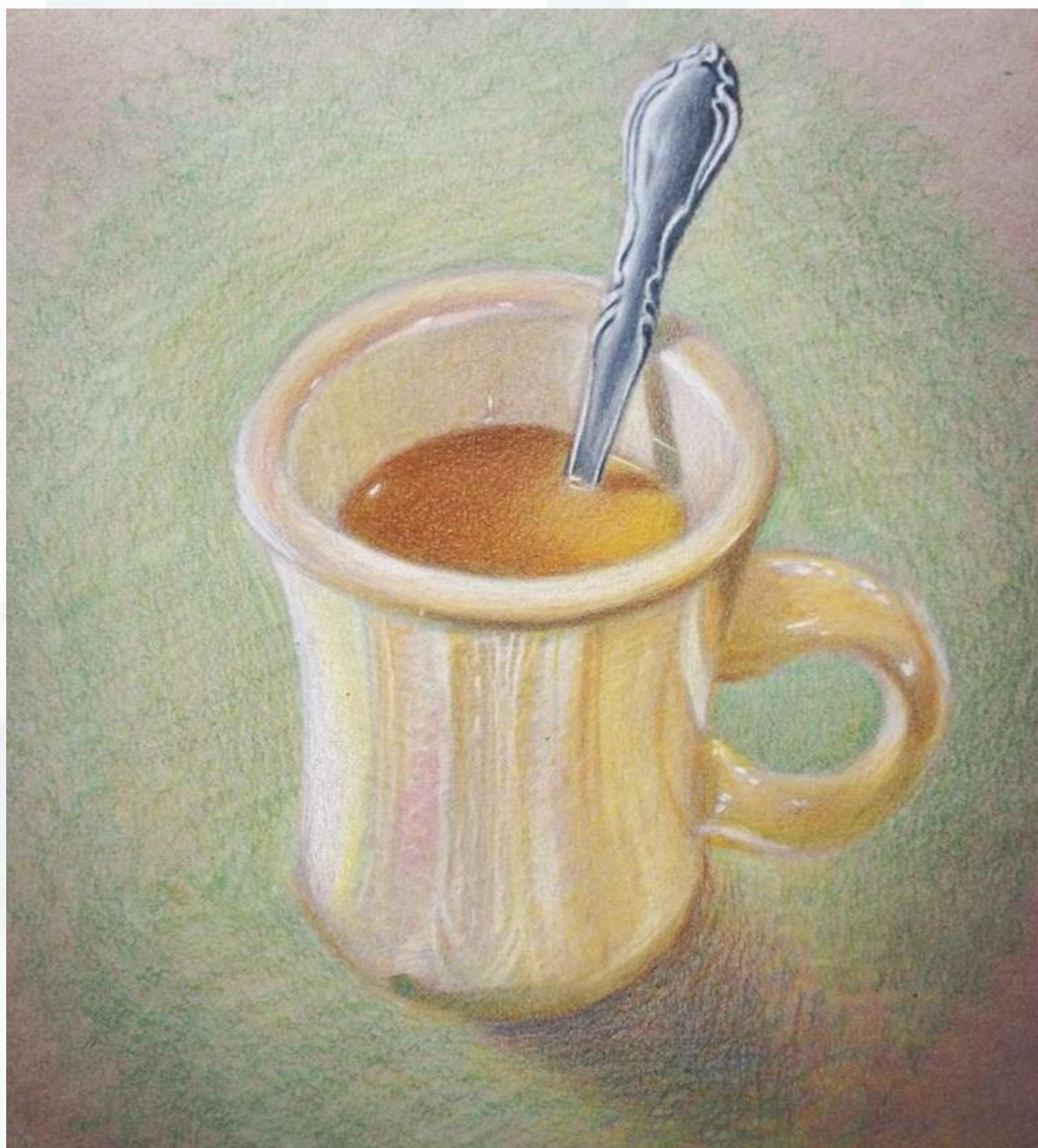
Coline Questiaux

Good Food Strategy 2
coordinator

Brussels, BE



- 11:00 Hungry for Exchange: welcome!
- 11:05 Presentation Paola - Turin | FUSILLI
- 11:15 Q&A and discussion
- 11:30 Presentation Oleksandra - Kharkiv | FUSILLI
1 meditative minute: eye-openers + questions on Jamboard
- 11:40 Q&A and discussion
- 11:55 Presentation Coline - Brussels | GOOD FOOD STRATEGY
1 meditative minute: eye-openers + questions on Jamboard
- 12:10 Q&A and discussion
- 12:25 Closing



1 meditative minute: eye-openers + questions on Jamboard



Hintergrund festlegen

Seite löschen



Oleksandra | Kharkiv

What are the 'eye opener'
or take away messages?



Do you have solutions, experiences
or tips for Oleksandra?



March 30
2023

June 8
2023

November 8
2023

April 11
2024

Summer
2024

Fall
2024

Hungry for
exchange #1

Hungry for
exchange #2

Hungry for
exchange #3

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exchange #4

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exchange #6

Part of: Feeding Cities

A transdisciplinary
conference on sustainable
urban food systems

Feeding Cities 2024



easst
4S
Amsterdam
16-19 July
2024
making and doing
TRANSFORMATIONS



A transdisciplinary conference on sustainable urban food systems

📅 Tuesday July 16 - Friday July 19 2024

📍 Vrije Universiteit,
Amsterdam, Netherlands



Feeding Cities Conference X EASST-4S Conference 2024



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Challenges in the Food System Transformation

“ Our main concern is to find new **funding** that allows us to continue our **temporary projects**: To create something **meaningful** under temporary conditions ”

Funding and projectification

“ It is difficult to find **funding for food-related topics**. Often, municipalities prefer other topics, such as climate change or mobility “

Challenge 2



Initiatives for food system transformation on all scales both within and outside governments, **rely strongly on funding from projects**

What to do?

Explore ways for food system transformations to exist without institutional support

Create alternative spaces for food to exist in cities



How to create something self-sustaining beyond projects

How to enhance advocacy for long-term support

?

?

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**Oleksandra
Deineko**

Associate Professor, School of Sociology at
V.N. Karazin Kharkiv National University

**Kharkiv,
UA**

Hungry for Exchange - Webinar Series



Creating Alternative Spaces for Sustainable Food Existence in War-Torn Kharkiv

Oleksandra Deineko and Olena Muradyan

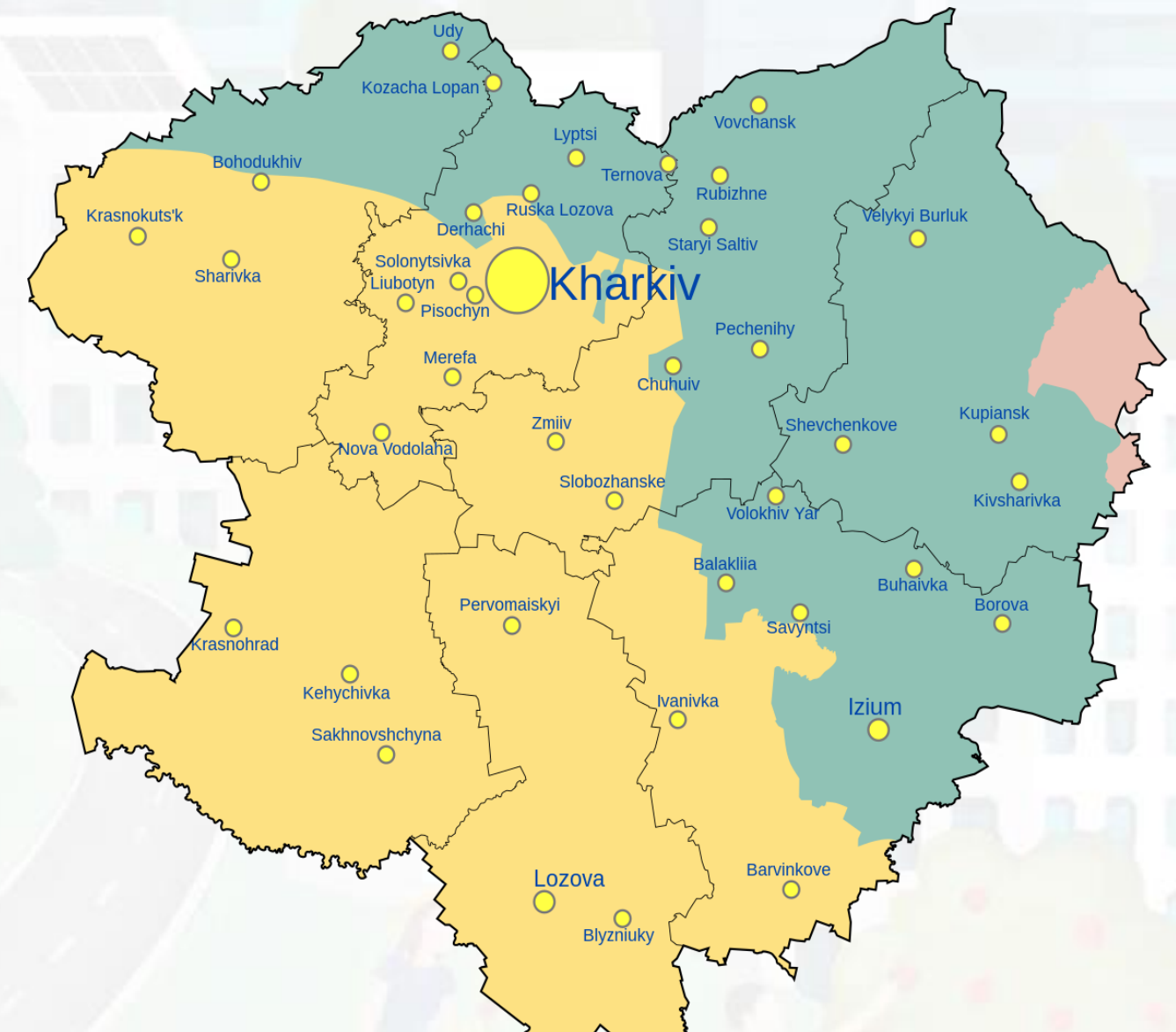
Fostering the **U**rban food **S**ystem transformation through **I**nnovative **L**iving **L**abs **I**mplementation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000717.



The ongoing war as a key factor



How to maintain the urban food sustainability under the war times?

Key challenges

- Demolishing and mining (agriculture and farming)
- New vulnerable groups
- Disruption of well-established food supply chains and logistical networks
- Blackouts
- Food sustainability and new food strategies (?)
 - Alternative solutions and innovative practices



Alternative spaces and multileveled actors

- City Kitchen Project (Kharkiv City Council)
- Mobile kitchens (State Emergency Service)
- Food train (Ukrzaliznutsya)
- “Factory Kitchen” project in Kharkiv region (Olena Zelenska and Howard Buffett).

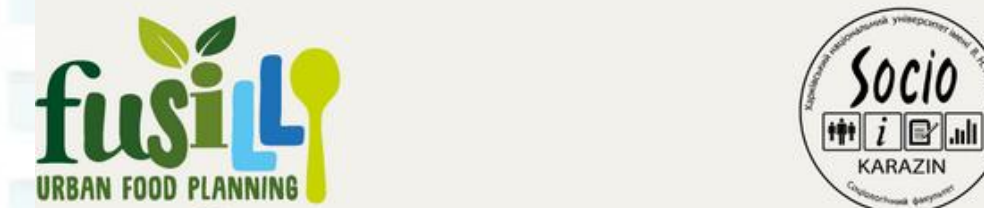
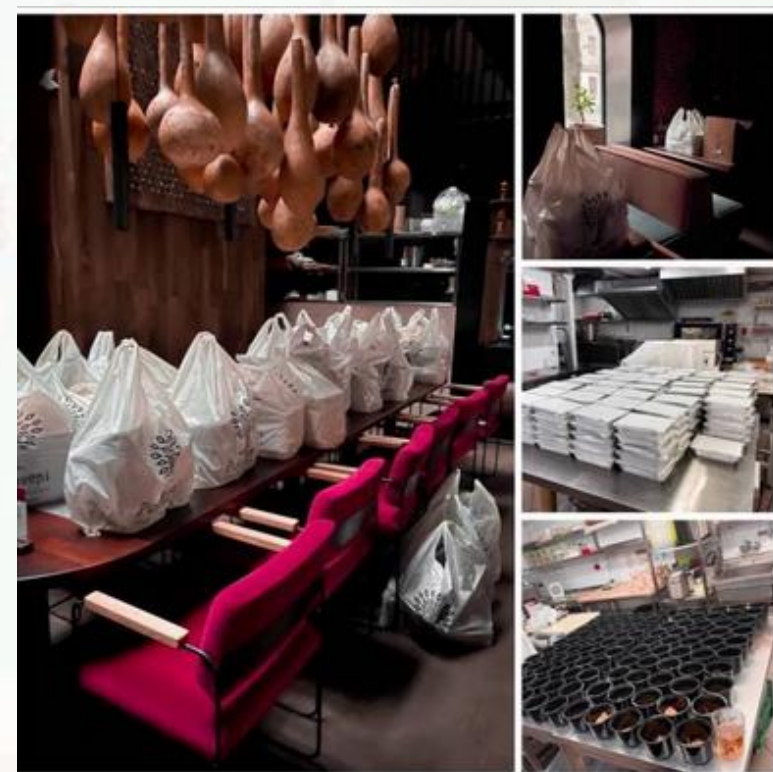


Alternative actors

- International actors
- Local business
- Local NGOs
- Active citizens



Fusilli Kharkiv team
during the war



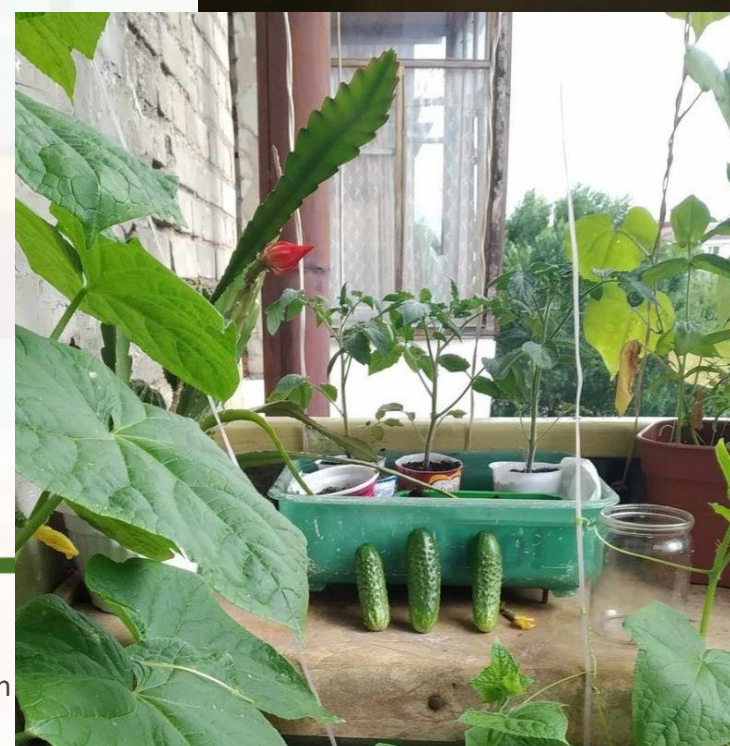
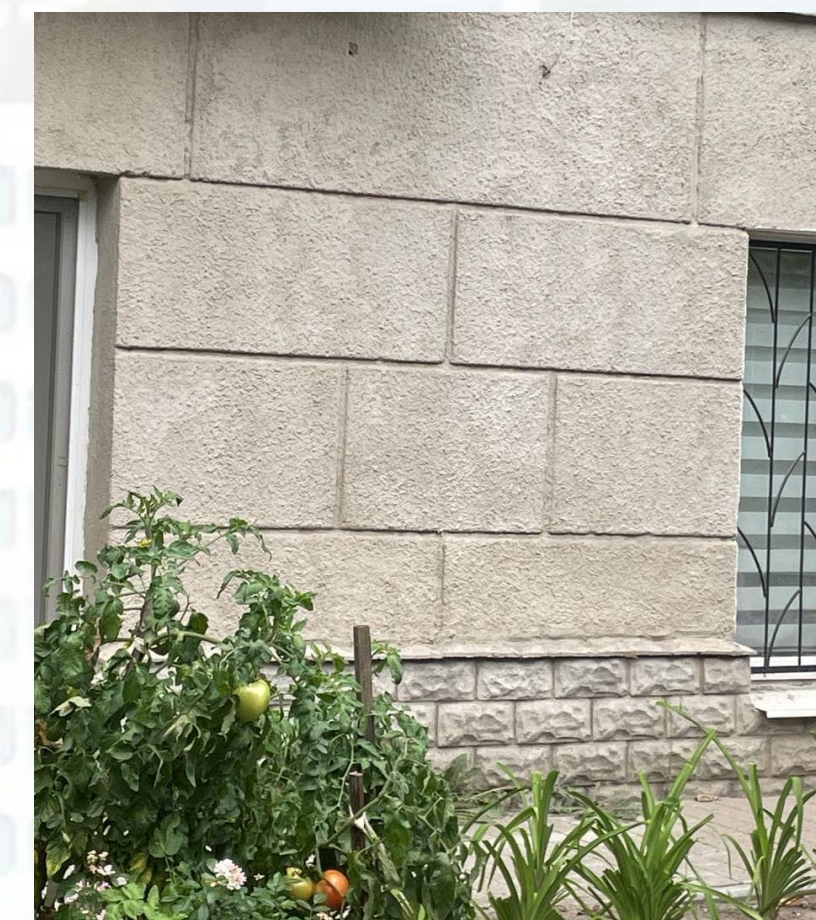
Їжа для ЗСУ від харківських
закладів харчування



Food for the Armed Forces from Kharkiv
food establishments

Innovative solutions

- Green for you (food production adapted to blackouts);
- Cultivation of greenery and vegetables within apartments and adjoining plots as a response to the food crisis (individual level)



Food-space changes as alternative solutions

"private gardens in public spaces"

- previously municipal land between urban houses is now being used for individual and collective farming;

"private gardens in one's own apartment"

- the cultivation of greens and vegetables has shifted into urban residents' personal spaces, with many taking up microgardening on balconies, in spare rooms, or within abandoned buildings;

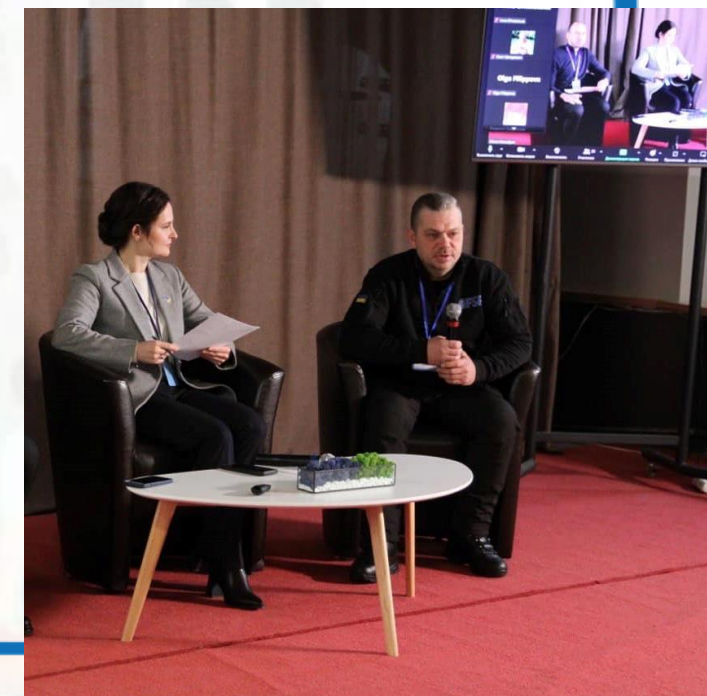
"private production instead of public one"

- urban residents who have remained in Kharkiv during the war are attempting to self-sustain their food supply through home gardening practices



Lessons learned

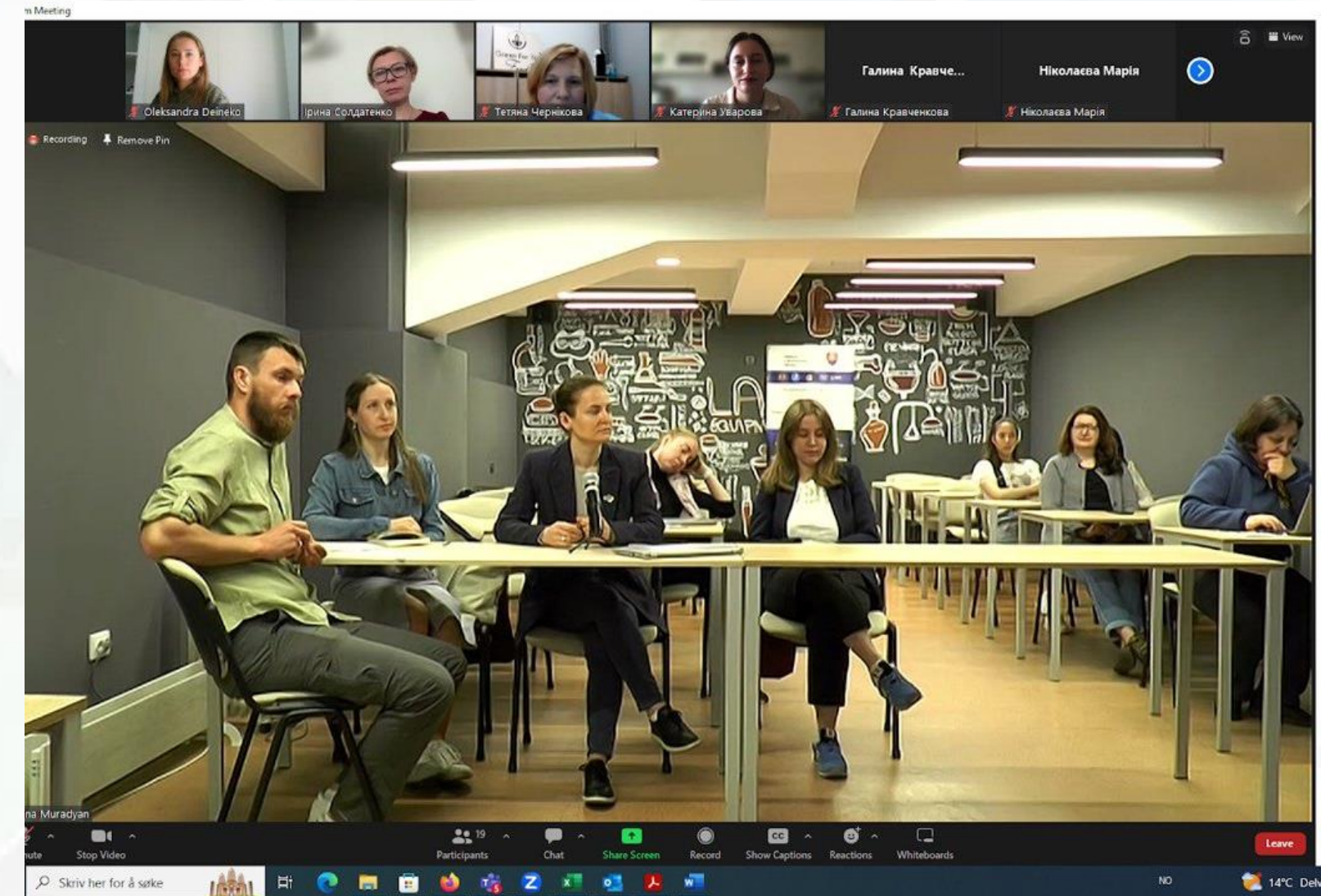
- grassroot initiatives plays an important role in managing food sustainability;
- network approach is useful;
- to have a lot of stakeholders;
- common practices that unite different stakeholders;
- information exchange plays the important role in maintaining cooperation between different stakeholders;
- digital cooperation can become a useful form to proceed with ordinary tasks, but offline events and projects give much more energi to maintain fruitful cooperation among stakeholders



Closing: questions

How to make existing approaches sustainable over time?

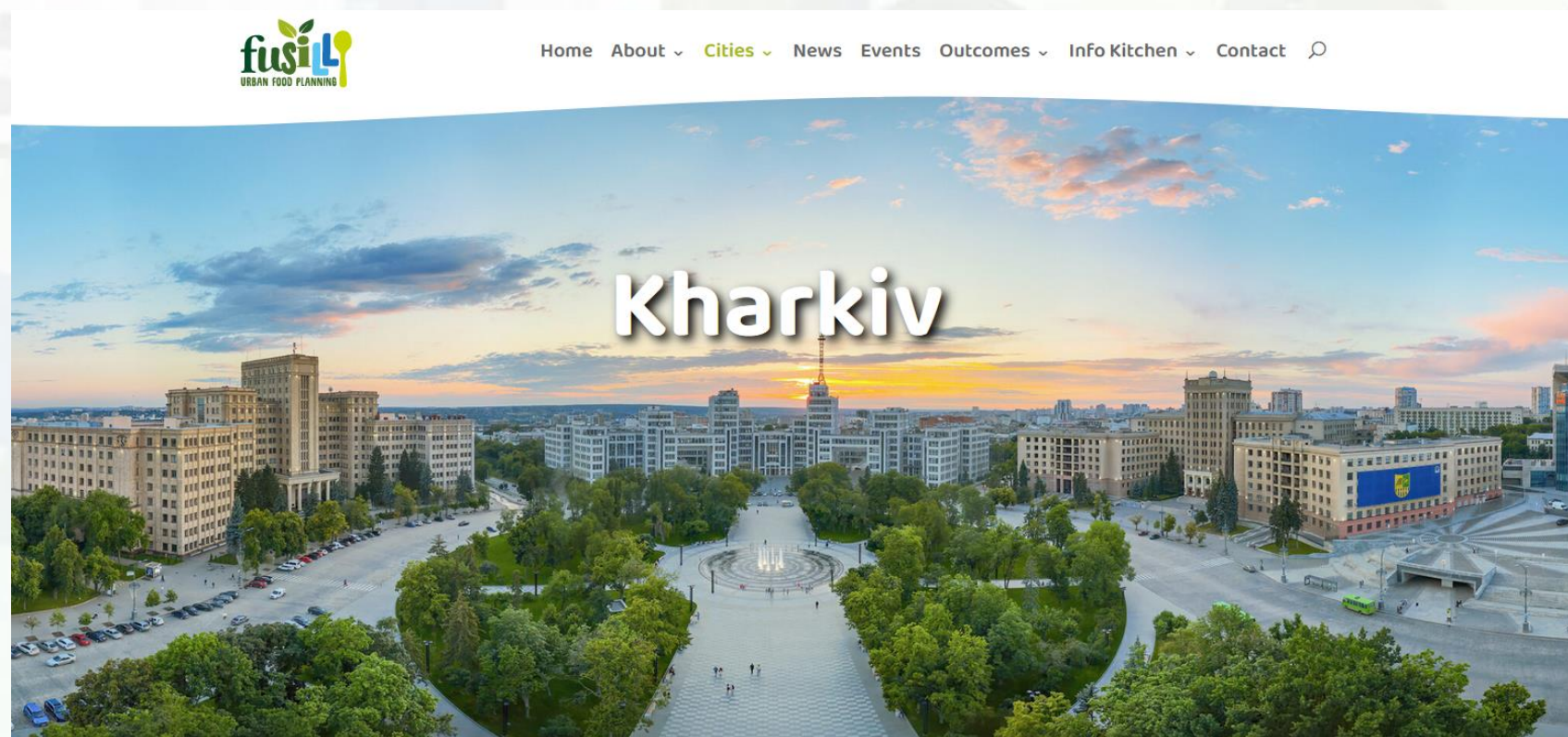
How to enhance the cooperation between different stakeholders – local authorities, business and representatives of non-governmental organizations?



Kharkiv Fusilli Team

https://www.instagram.com/fusilli_kh/

<https://www.facebook.com/FusilliKh>



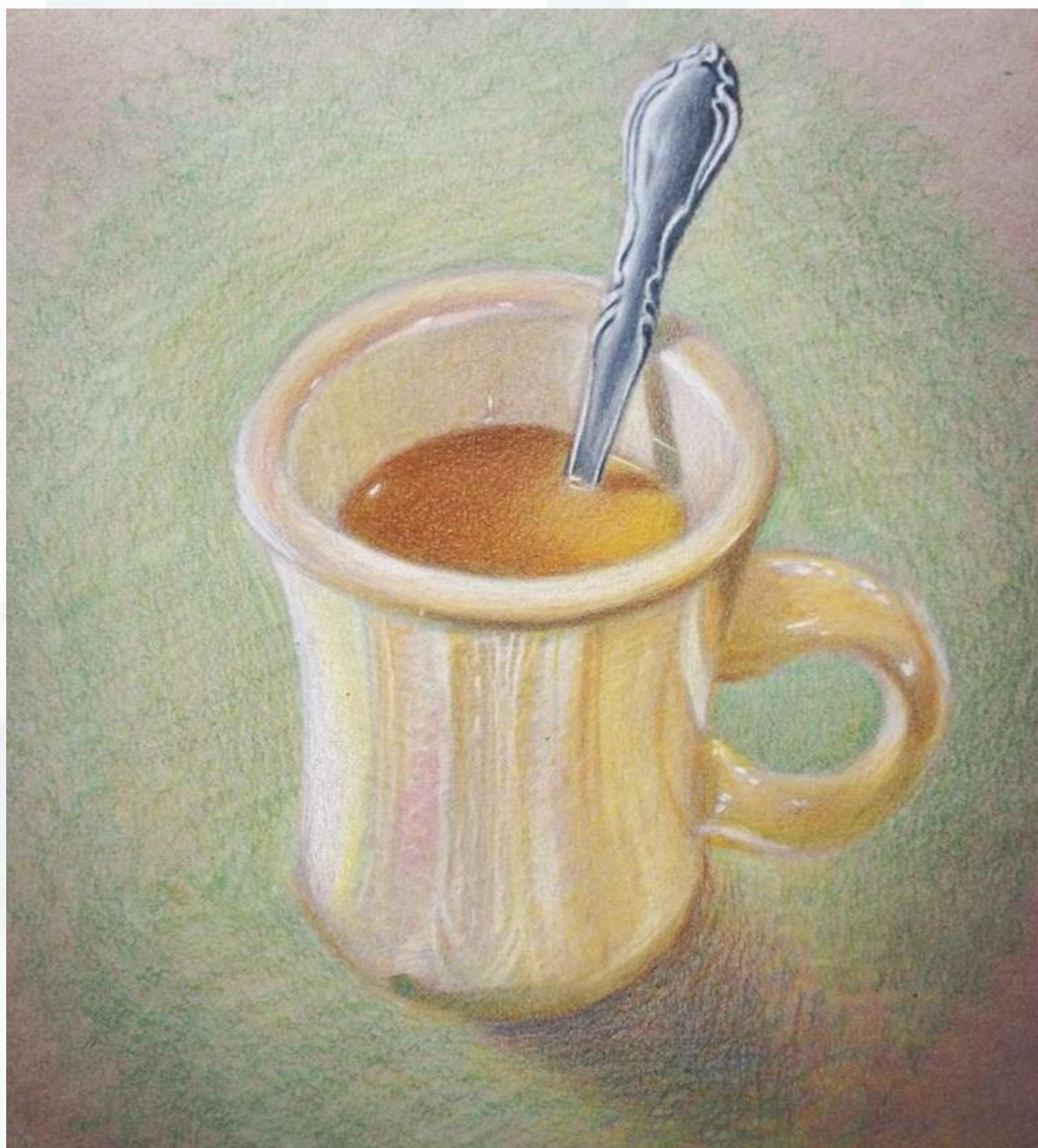
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1 meditative minute: eye-openers + questions on Jamboard

Edition #4

“Local Solutions: Building self-sustaining urban food networks”



Paola Baravelle

FUSILLI Project Coordinator and
management support

Turin, IT

Experiences and local solutions for a sustainable development



Dr. Paola Baravalle

City of Turin – FUSILLI Project Coordinator and management support

Fostering the **U**rbane food **S**ystem
transformation through **I**nnovative
Living **L**abs **I**mplementation

Hungry for Exchange - Edition #4

2024.04.11

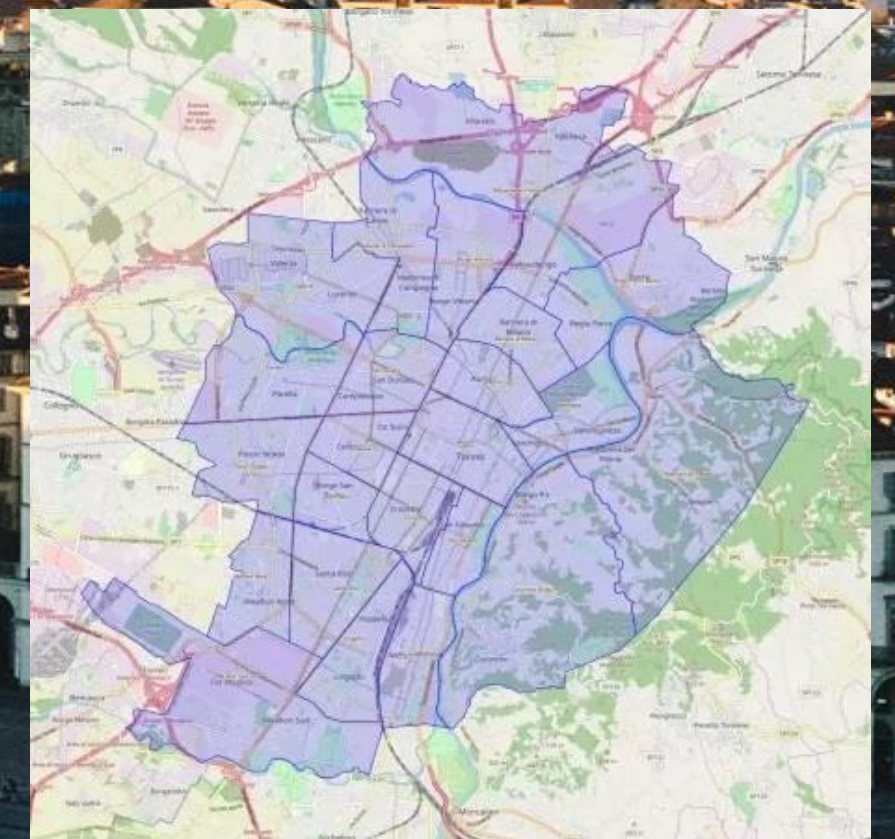


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000717.



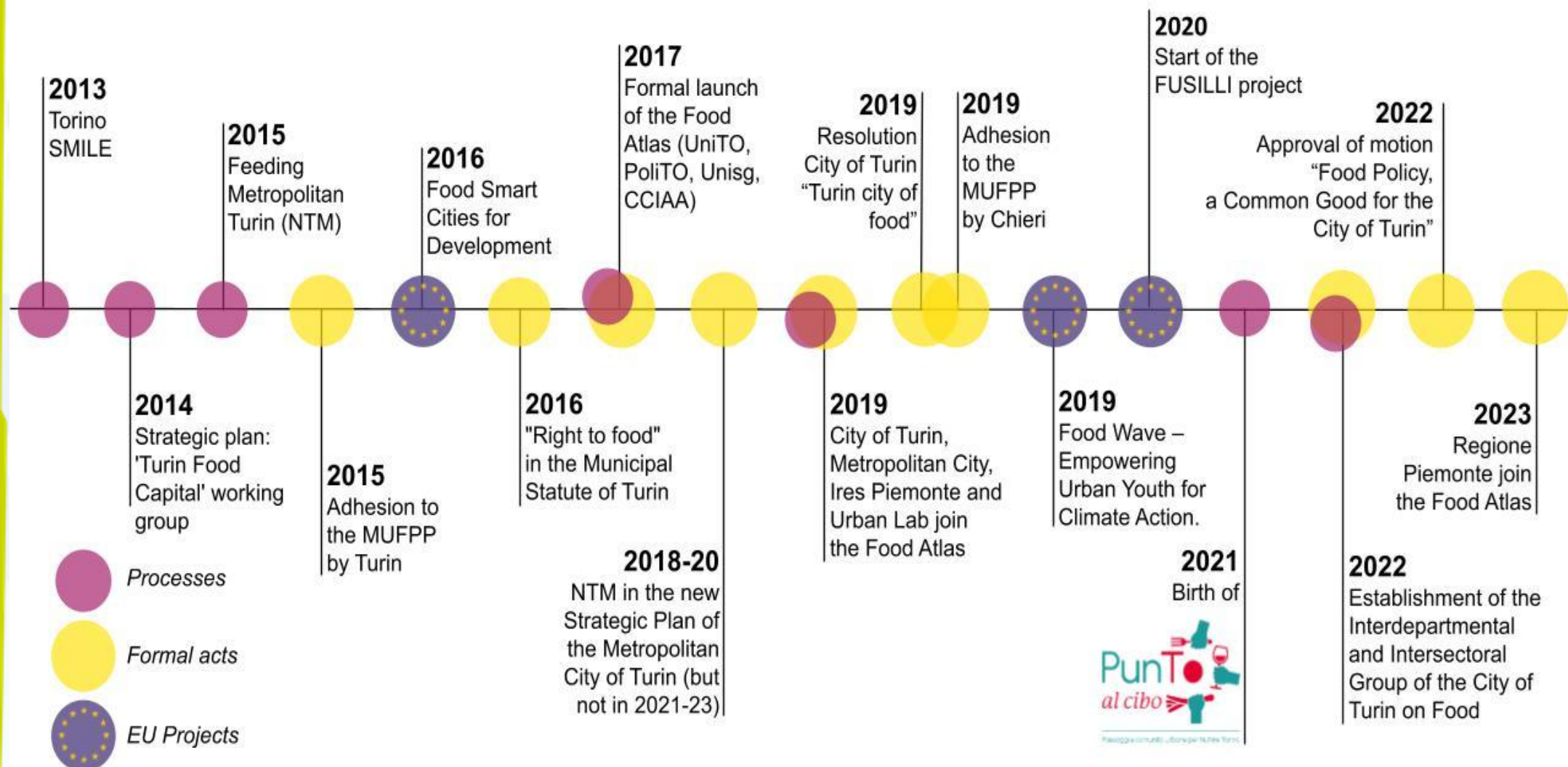


The city of Turin is the capital of the Piedmont Region located in northwestern Italy
It covers an area of 130.01 km² and has approximately 845,000 inhabitants



The Turin's Food Policy development process over time

Toward Urban Food Policies in TURIN (City and Metropolitan Area)



Main steps

- **2015**
Adhesion to the MUFPP
- **2017**
Inclusion of the right to food in the Municipal Statute
- **2020**
Signing of the collaboration agreement with the Food Atlas
- **2021**
FUSILLI project: a new opportunity to boost the City's commitment to foster a sustainable transformation of its local food system

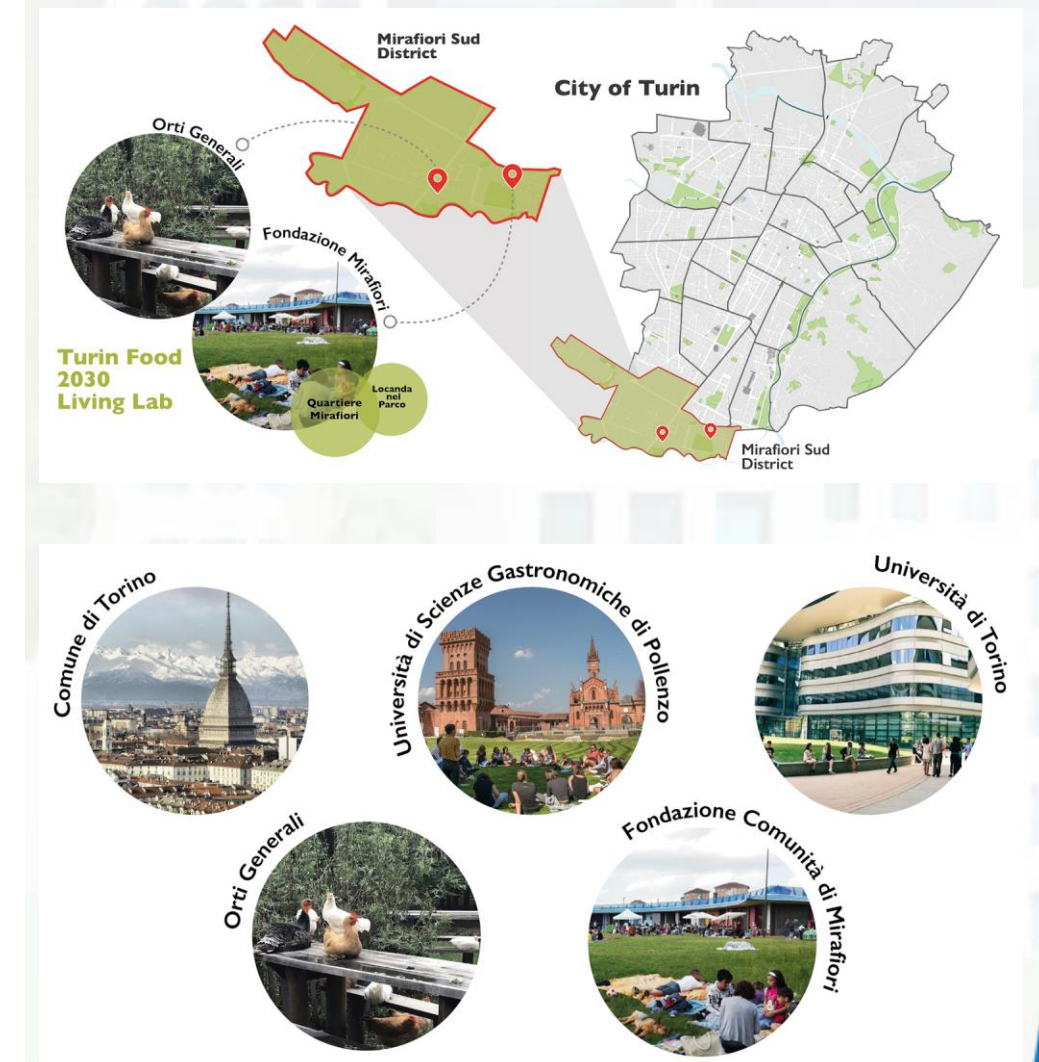
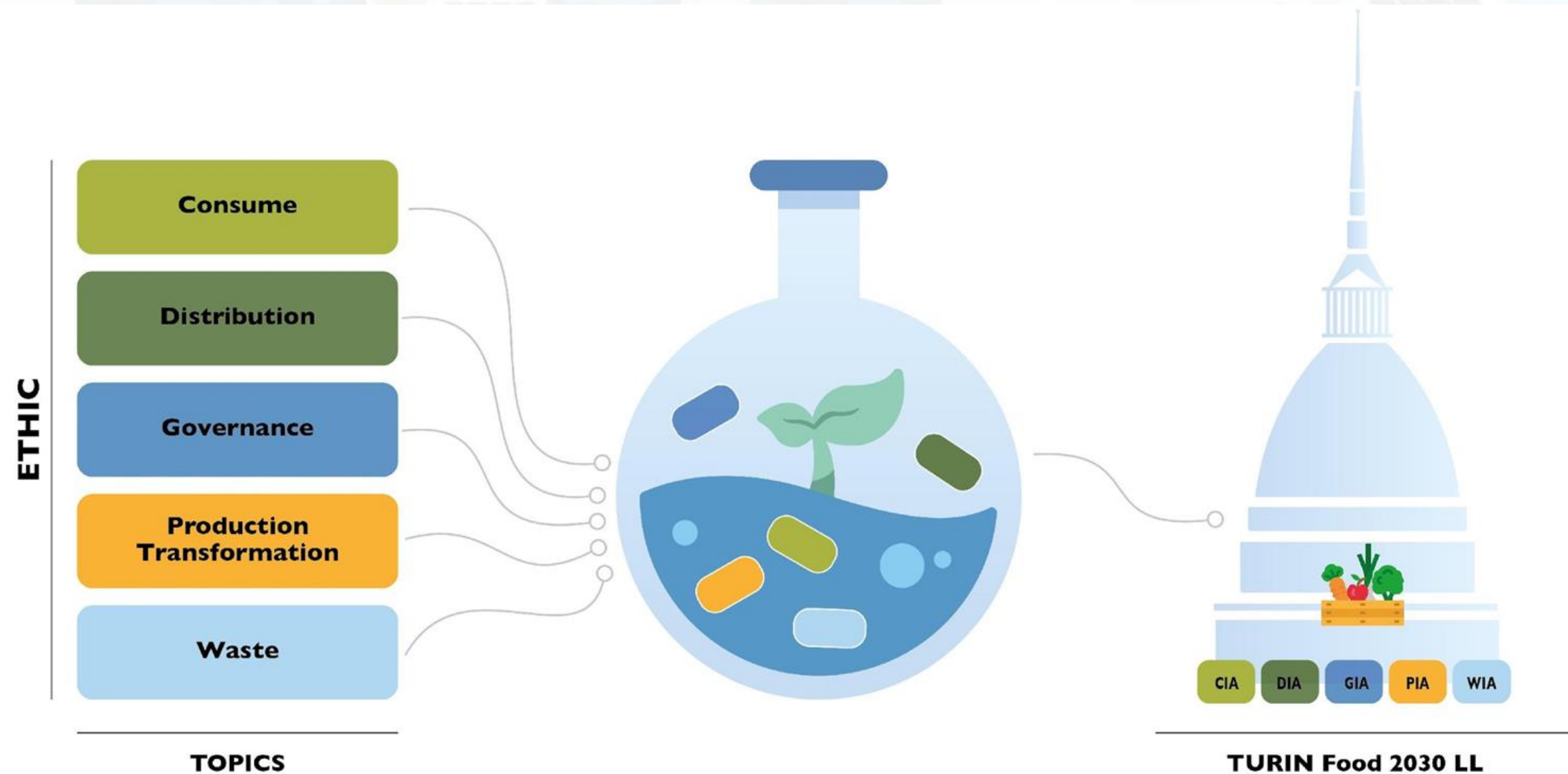
Key Question

🚩 **HOW** do foster and promote a local urban food system transition aimed at generating lasting sustainable development opportunities?

🔑 To answer the question, the first steps were to identify a suitable way and a shared leitmotiv, i.e. a common thread capable of involving the various actors operating in the food supply chain dimensions.

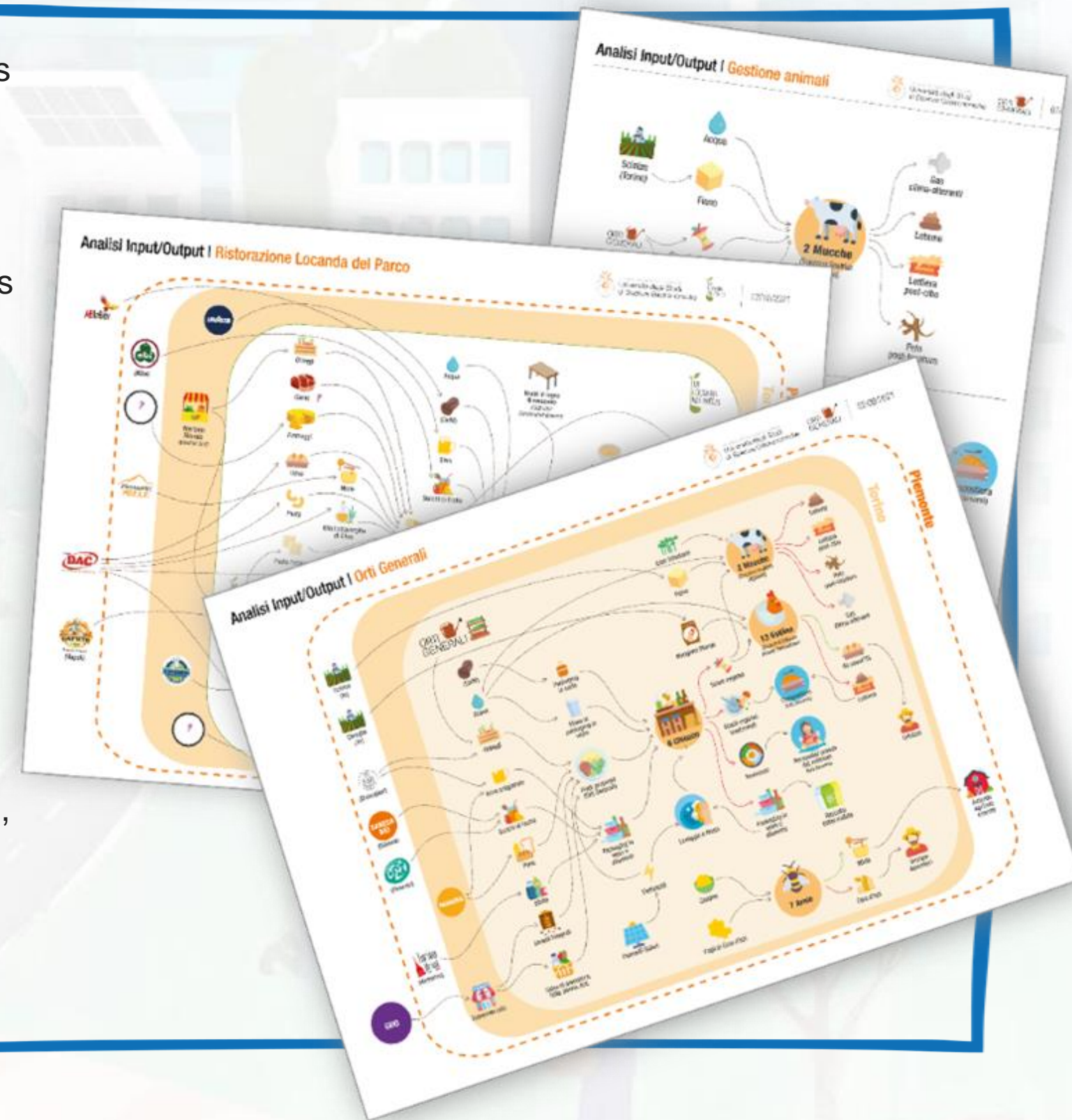
The Turin Food 2030 Innovation Living Lab | a Circular perspective

*The Turin Food 2030 Living Lab is an **experimental test bed** to promote a sustainable transformation of the urban food system aiming to extend, harmonize and replicate at a later time, the successful solutions on a city scale.*



A Circular Model for Food | GOALS

- Promote the transformation of the urban food system by adopting sustainable solutions in terms of policies, planning and initiatives according to a circular perspective characterized by a shared, participatory and inclusive systemic and integrated approach.
- Design of a flexible Circular Business Model applied to food-producing and transforming and more broadly, to urban agriculture, to be tested and validated among the Living Lab pilot actions and demonstration activities ("Circular Kiosk" and a "Circular Restaurant")
- Promote a food circular model that is flexible, adaptable and replicable in other city areas
- Promote the reduction of food waste, food surplus, organic and inorganic waste at all stages of the supply chain through the application of the circular model to generate sustainable restoration models
- Promote environmentally friendly solutions aiming to reduce the ecological footprint
- Raise awareness of local actors and stakeholders on the circular economy of food and innovative and sustainable business models for the production, distribution, and use of food at the local level also through initiatives of active participation and co-planning of shared solutions, interactive workshops, experiential laboratories
- Encourage sustainable responses in citizens through awareness-raising, education, and training activities relating to the circular economy model applied to all phases of the food system to reduce waste and improve the recovery and distribution of surplus



Involved Actors | Stakeholders



Local farmers, green-grocers and trasformers



Cooks, Chefs and and Gastronomes



Citizens and volunteers



Local administrators



Social workers and community manager



Universities and Schools



Agricultural Experts



Researchers



Nutritionists and Health Professionals



Local traders

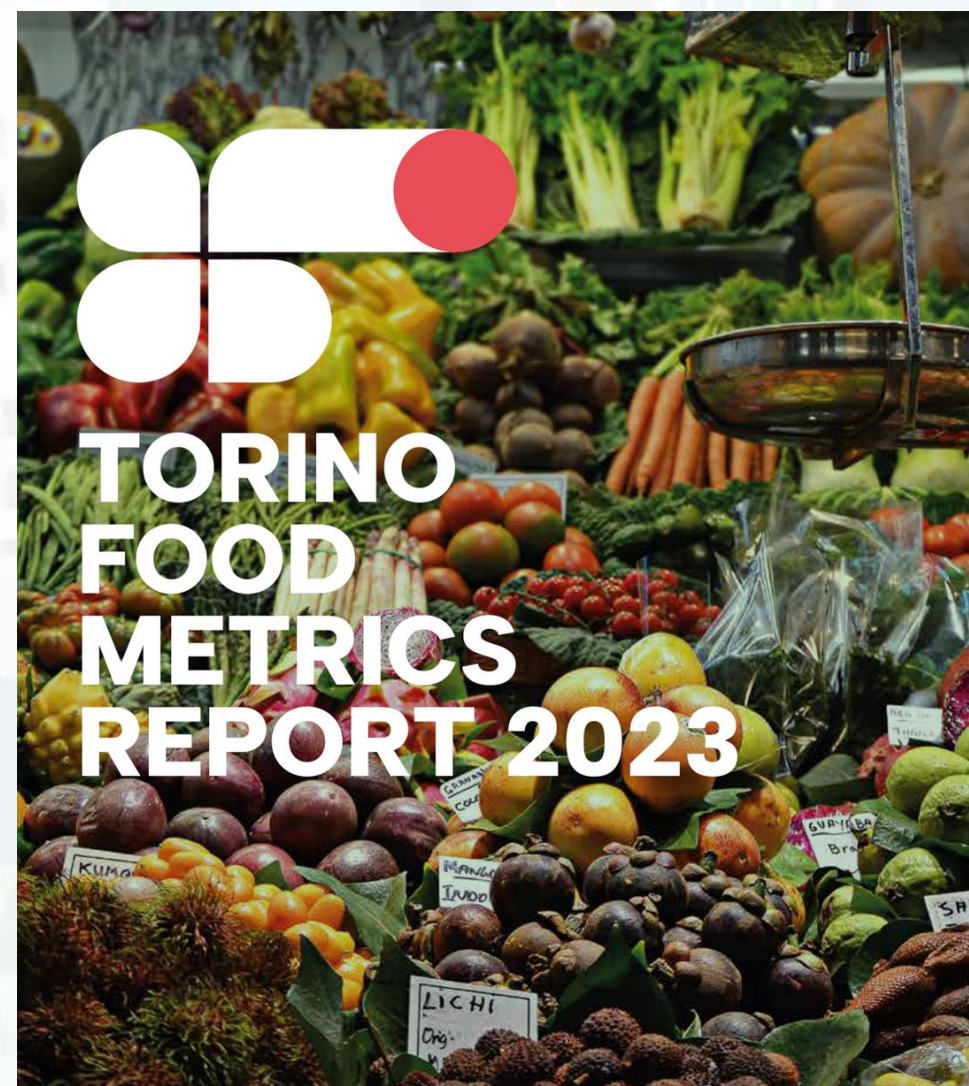
Undertaken action to support the general strategy

- Testing a collaborative governance within the ToFILL
- Establishment of the GIPA
- Design and testing of a circular business model applied to food
 - Prevent the generation of food waste.
 - Optimize the internal or external use of food waste
 - Use renewable energies
 - Use compostable or reusable packaging and components for food consumption
 - Develop virtuous relationships with local stakeholders
- Promotion and consultancy on the application of CBM to SMEs
- Evolutions in the application of circular perspective
- Development of new synergies with other initiatives and projects promoted by the City

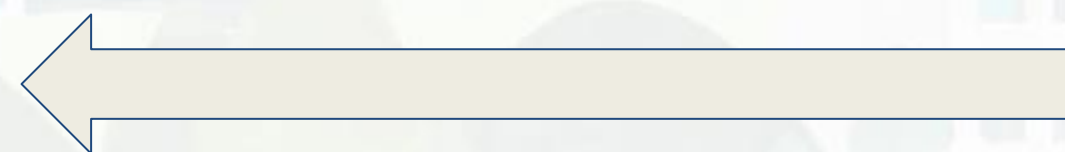


Circular Food Call: Seeking Startups and SMEs in the Food Sector

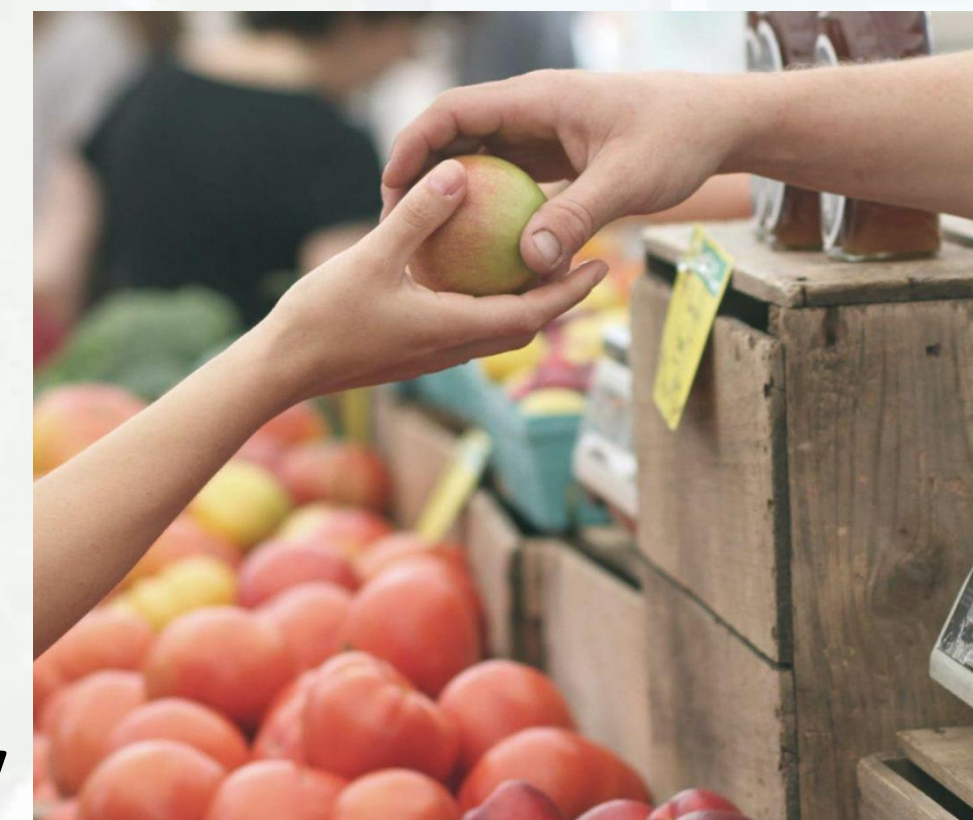
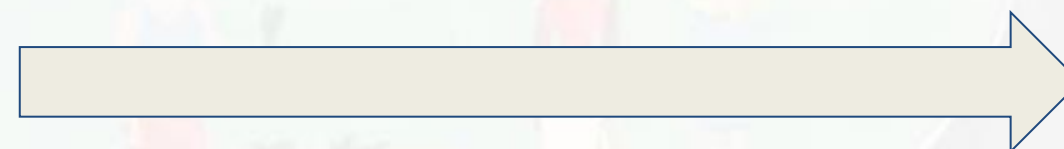
Supporting tools and guidelines



The Turin Food Metrics Report



Guide for a City of Turin food policy



GUIDA PER UNA POLITICA DEL CIBO DELLA CITTÀ DI TORINO



Closing questions

- ? *How can the City support several stakeholders over time in this transition process in addition to defining targeted policies, launching awareness campaigns and accompanying the path with calls for testing?***
- 😊 *What complementary actions could strengthen the general strategy and extend and stabilize the process over time?***

Thanks

Dr. Paola Baravalle

City of Turin

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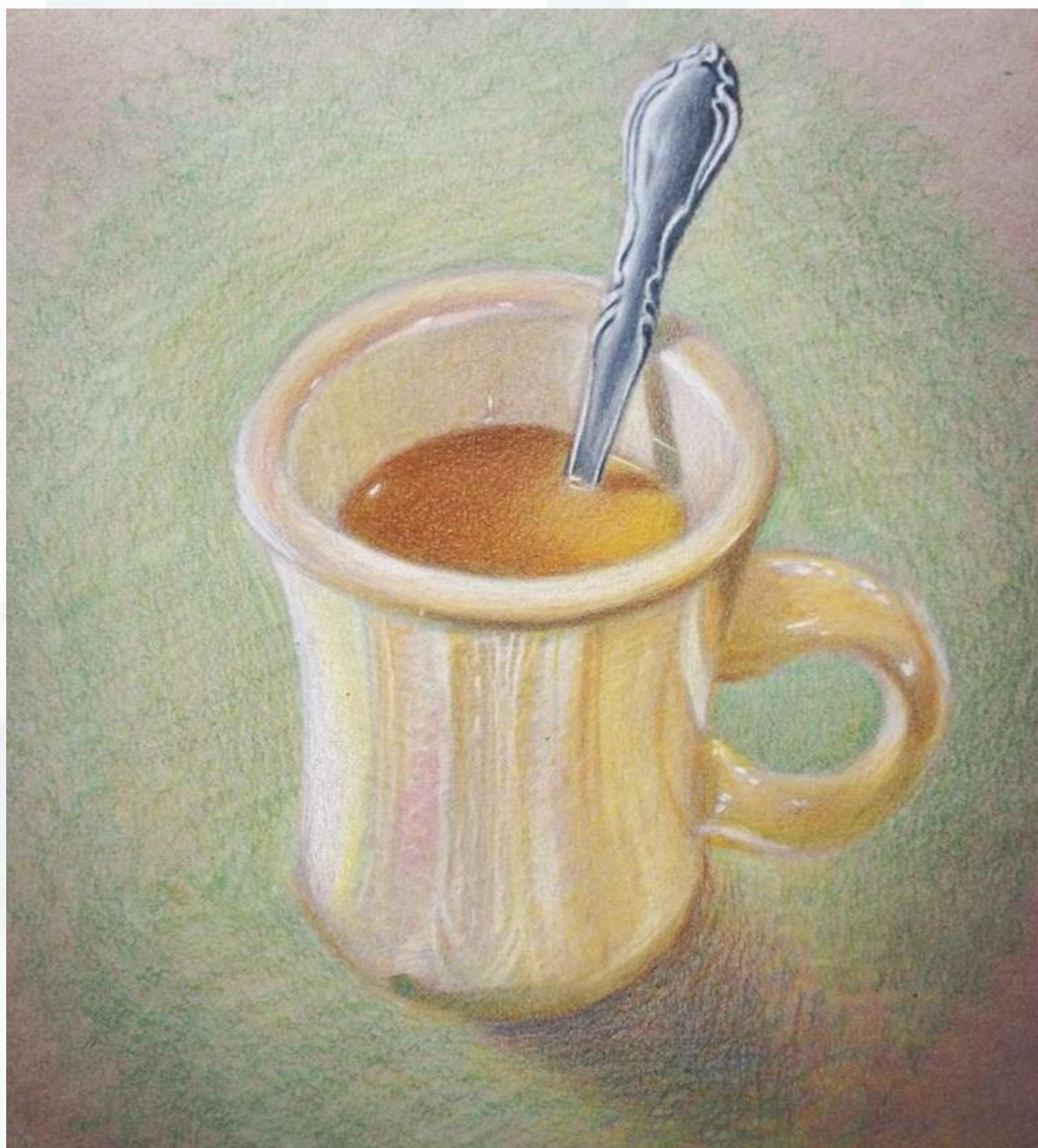
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1 meditative minute: eye-openers + questions on Jamboard

Edition #4

“Local Solutions: Building self-sustaining urban food networks”



**Coline
Questiaux**

Good Food Strategy 2 coordinator

**Brussels,
BE**

THE GOOD FOOD STRATEGY 2

2022 – 2030

Coline Questiaux, Coordination



 **BRUXELLES ÉCONOMIE ET EMPLOI**
BRUSSEL ECONOMIE EN WERKGELEGENHEID
SERVICE PUBLIC RÉGIONAL DE BRUXELLES
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL

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our business is to help yours

 **innoviris**
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we fund your future

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GoodFood
MIEUX PRODUIRE, BIEN MANGER
BETER PRODUCEREN, GOED ETEN

.brussels

 **slrb-bghm**
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 **horeca**
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Repro

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 **COMMISSION COMMUNAUTAIRE COMMUNE**
GEMEENSCHAPPELIJKE GEMEENSCHAPSCOMMISSIE

 **Francophones**
Bruxelles

Introduction



Our ambition :

A Structural shift of the food system towards a more sustainable future by 2030, from production to consumption

The government of the Brussels-Capital Region adopted the **Good Food strategy 1** on 17 Dec 2015.

2015

2016
-
2020

Brussels Environment and the Agency for Economy & Employment coordinated the **implementation** of the strategy over **5 years**.

Co-construction of the Good Food 2.0 strategy with all stakeholders involved in the field

2021

39

2022

The Good Food strategy 2 (2022-2030) was **approved** by the Brussels government on 2 June 2022.

Implementation of the GF2-strategy co-sponsored by the economic, environmental and social-health sectors

2022
-
2030



GOOD FOOD ?

« Good Food diets » / « Good Food meal »

These diets reduce their **environmental impact** on climate change and biodiversity and respect **animal welfare**. They are acceptable and **affordable** for everyone, including low-income groups. **Healthy** and **sustainable** diets must combine all the dimensions of sustainability to avoid any undesirable consequences.

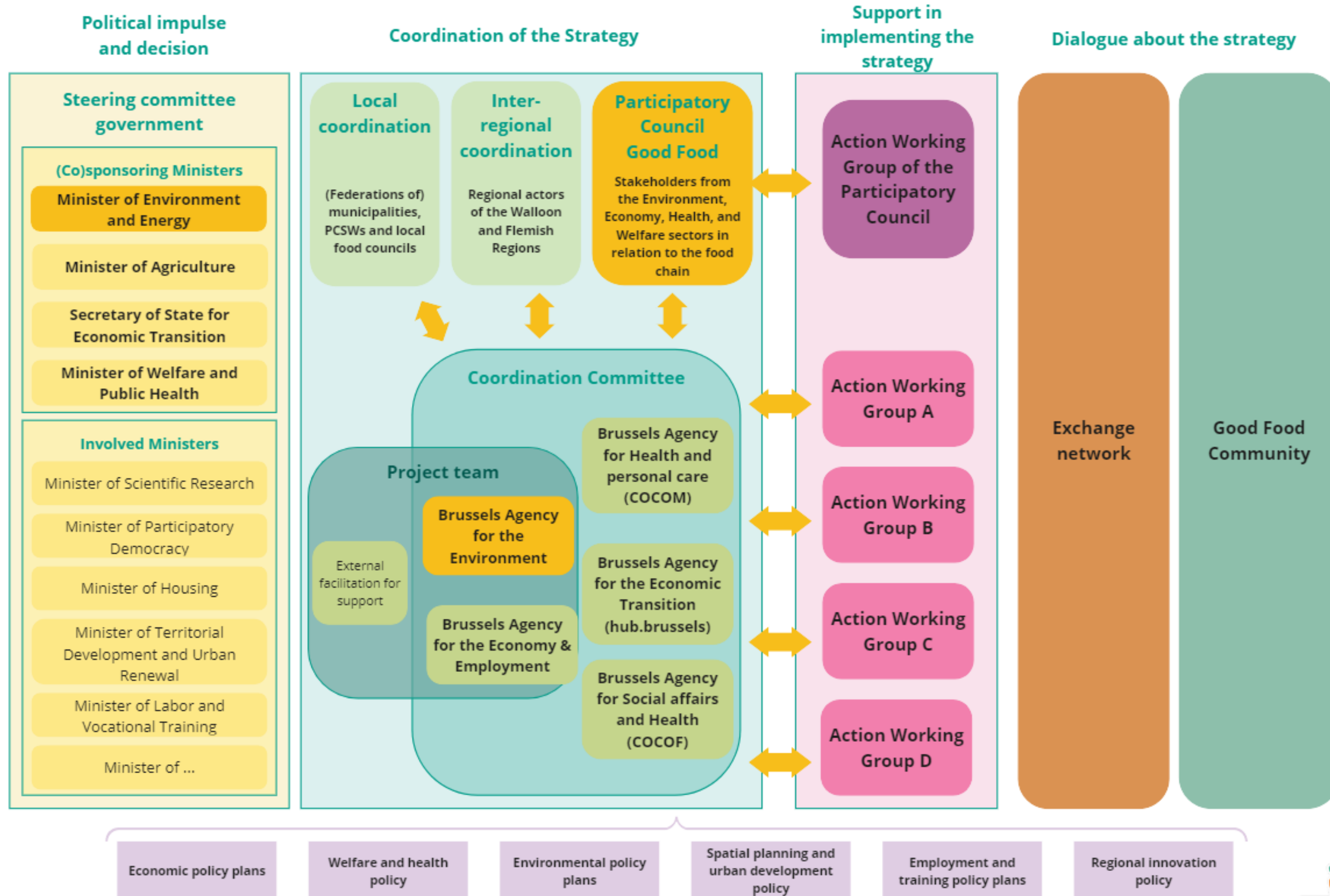
In concrete terms ?

The Good Food diet consists of a **healthy** and **tasty** menu, giving a special place to fruit, vegetables, pulses, nuts and wholegrain cereals, and limiting sugars, salt and excessively fatty foods.

The Good Food ⁴⁰meal is cooked with **fresh, seasonal ingredients**, preferably organic and as local as possible. It limits animal proteins (less and better quality), favours vegetable proteins and drastically limits food waste.

Definition based on the FAO definition of a sustainable food system.

Governance bodies



Strategy overview

22/02/21

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The Good Food strategy 2022-2030



PRINCIPLE 1

Participative,
decompartmentalised
governance



PRINCIPLE 2

Combating and adapting
to climate change and protecting
and enhancing biodiversity



PRINCIPLE 3

Solutions adapted
to the diversity
of urban contexts



PRINCIPLE 4

Socially inclusive approach,
health promotion
and food sovereignty

THEME 5

- 9 Reduce food waste at source, in particular through large-scale information campaigns
- 10 Support the processing of unsold food

THEME 4

- 7 Fund projects to make Good Food more accessible financially, geographically and symbolically through training for social and health professionals and through calls for "Environment-social-health" projects
- 8 Make Good Food available in all school canteens, by introducing a Canteen Ordinance for example

THEME 3

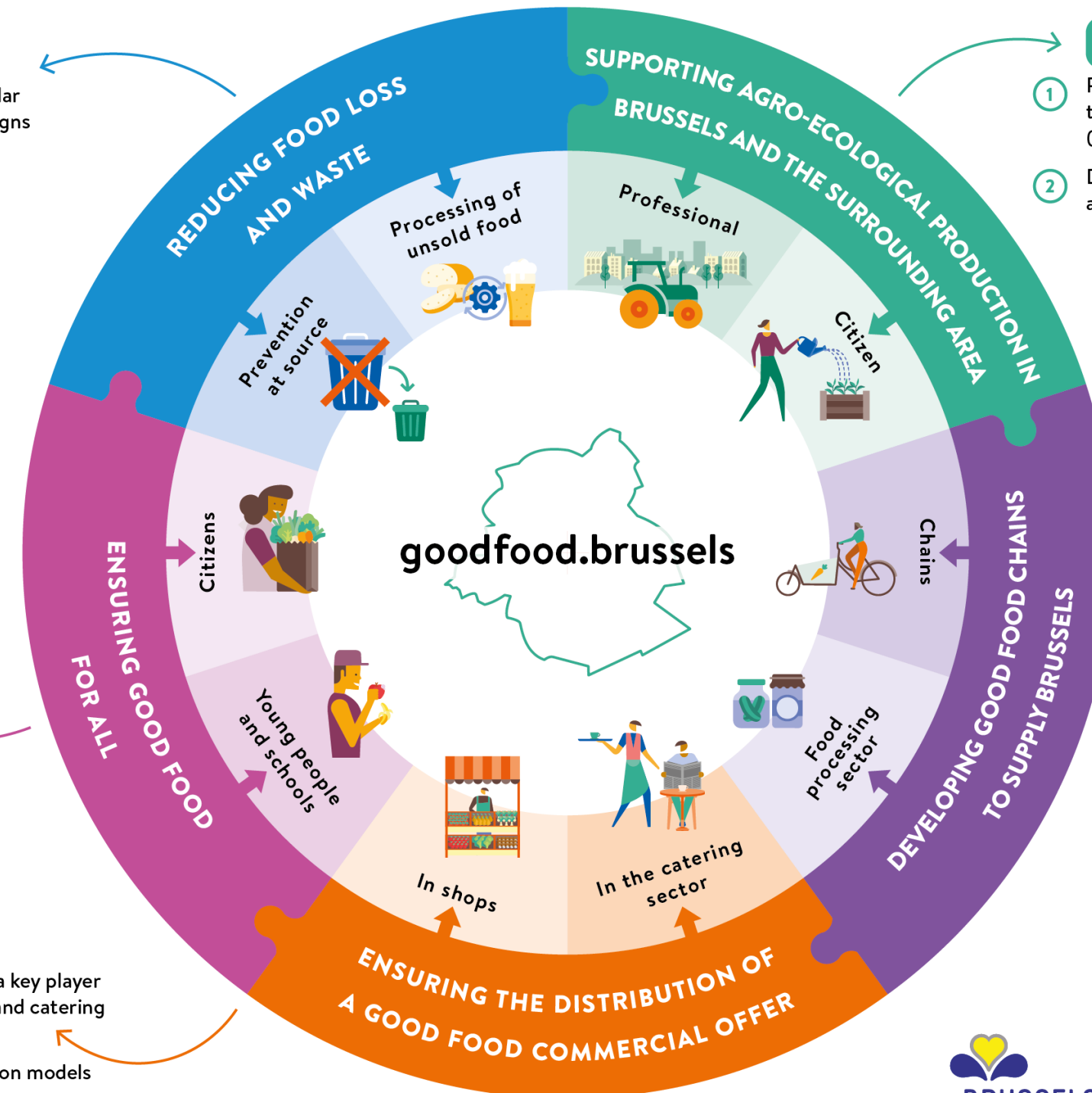
- 5 Mobilise the food and catering industry as a key player in Good Food in Brussels by training hotel and catering staff and promoting the resto label
- 6 Support the spread of alternative distribution models

THEME 1

- 1 Preserve and make available agricultural land in Brussels through the reform of the Regional Land Use Plan (PRAS) and the provision of regional spaces
- 2 Develop community production projects, particularly around social housing

THEME 2

- 3 Link demand in Brussels with food supply in Flanders and Wallonia via the Good Food B2B service, and set up mixed logistics centres
- 4 Build a food-processing test centre that is also a support centre for Good Food entrepreneurs on the Ferme Termonde site



BRUSSELS CAPITAL-REGION



GoodFood
.brussels

4 transversal principles



Participative, decompartmentalised governance



Combating and adapting to climate change and protecting and enhancing biodiversity



Solutions adapted⁴⁴ to the diversity of urban contexts



Socially inclusive approach, health promotion and food sovereignty

THEME 1: supporting agro-ecological production

1.1 Professional production



STRATEGIC OBJECTIVE

- Support for existing or new producers (agroecological model)



TARGET FIGURES

- At least 30 new Brussels projects in agro-ecological production (in-ground and above-ground) have been launched.
- 30% of open-ground land certified or in conversion to organic farming (50% of producers)⁴⁵
- 50 new hectares of land mobilised (Brussels and suburbs)
- 100% of legal agricultural land (registered with the PRAS) is still legal agricultural land.

THEME 1: supporting agro-ecological production

1.2 Citizen and mixed production



STRATEGIC OBJECTIVE

- Develop citizen production
- Reach out to a diverse and disadvantaged public
- Objectives related to social and educational issues, reconnecting eaters with their food, contributing to food accessibility and ecosystem services



TARGET FIGURES

46

- Min 3 urban production pilot projects in social housing (SISPs)
- Fruit production in public spaces has increased
- 50% of households claim to produce part of their own fruit and vegetables
- ...



Theme 2 : developing good food chains to supply brussels

2.1 Structure and strengthen the Good Food chains



STRATEGIC OBJECTIVE

- Stimulate and structure (Belgian) supply and (Brussels) demand



OPERATIONAL OBJECTIVES

- Stimulate the development of GF chains
 - Sustainable public procurement⁴⁷
 - Logistics network
- Support the creation/transition of GF businesses



THEME 2 : DEVELOPING GOOD FOOD CHAINS TO SUPPLY BRUSSELS

2.2 Developing the food processing sector



STRATEGIC OBJECTIVE

- Stimulate the creation/transition of GF food processing companies and job creation
- Meet infrastructure needs → prevent them from leaving Brussels after the test phase



OPERATIONAL OBJECTIVES

- Develop a favourable ecosystem for the development of the processing sector
- Develop/support GF incubator
- Support accommodation and provision of suitable infrastructure

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THEME 3: ENSURING THE DISTRIBUTION OF A gf COMMERCIAL OFFER

3.1 In the catering sector



STRATEGIC OBJECTIVE

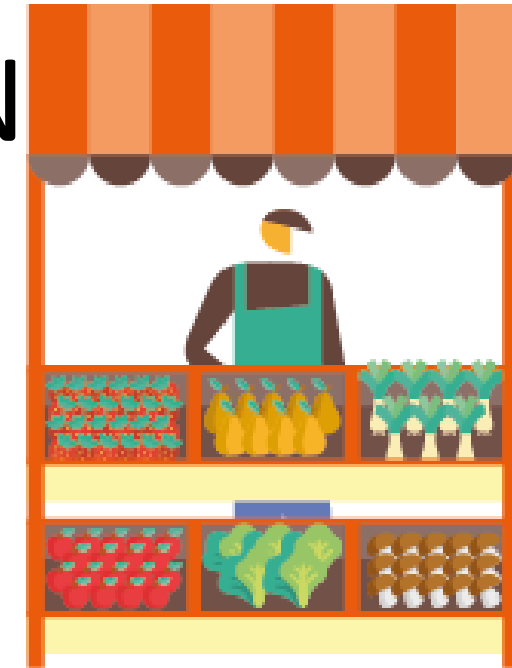
- Increase and diversify GF establishments (snack, fast-food...)
- Regulatory tool for canteens
- Exemplary public authorities and priority schools



OPERATIONAL OBJECTIVES

- Supporting canteens in implementing GF practices and obtaining the label⁴⁹
 - information and communication
 - Exemplary behaviour by public authorities and school canteens, and transition by Les Cuisines de Bruxelles
- Supporting **restaurants** in implementing GF practices and obtaining the label
 - Support for the transition, promotion

THEME 3: ENSURING THE DISTRIBUTION OF A gf COMMERCIAL OFFER



3.2 In shops



STRATEGIC OBJECTIVE

- Improving the financial, geographical and cultural accessibility of the offer



OPERATIONAL OBJECTIVES

- Development of supply in areas with low GF supplies
- Awareness campaigns targeting retailers
- Engagement with the mass retail sector
- Promoting the GF offer to the public
- Support for alternative distribution models

THEME 4: ENSURING GOOD FOOD FOR ALL

4.1 For citizens



STRATEGIC OBJECTIVE

- Develop the **geographical, financial and cultural accessibility** of GF
- Changing diets (“greening” the plate)
- Collaboration with social/health stakeholders



TARGET FIGURES

- GF "project" accessibility: 10-15 min radius
- Flexitarian diet (3 days without meat/fish): 50% of Bxl; reduced consumption of dairy products; less meat/more quality meat



OPERATIONAL OBJECTIVES

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- Develop local, non-commercial food accessibility projects, based on the needs of a neighbourhood and in close collaboration with local stakeholders (associations, citizens, the social and health sector, etc.).
- Facilitate the implementation of initiatives by intermediary actors (training social/health intermediaries)
- Support and assist accessibility projects (call for projects, neighbourhood kitchen network, etc.)
- Develop accessibility of the Good Food concept for all (communication, ongoing education)



THEME 4: ENSURING GOOD FOOD FOR ALL

4.2 In schools and with young people



STRATEGIC OBJECTIVE

- // environmental education ; // school canteens
- Quality of the food offer outside the canteen
- School gardens
- Eating habits



TARGET FIGURES

- 30% of schools have carried out a project between 2022 and 2030



OPERATIONAL OBJECTIVES

- Facilitate the integration of Good Food into school food practices
- Include young people in neighbourhood food transition projects



Theme 5: reducing food loss and waste

5.1 Prevention at source



STRATEGIC OBJECTIVE

- A very important theme, integrated across the whole strategy
- For all audiences (professionals, citizens, schools, canteens, etc.)



TARGET FIGURES

- Alignment with European objectives (defined in 2023)
- (reduce waste by 30% by 2025 and 50% by 2030)

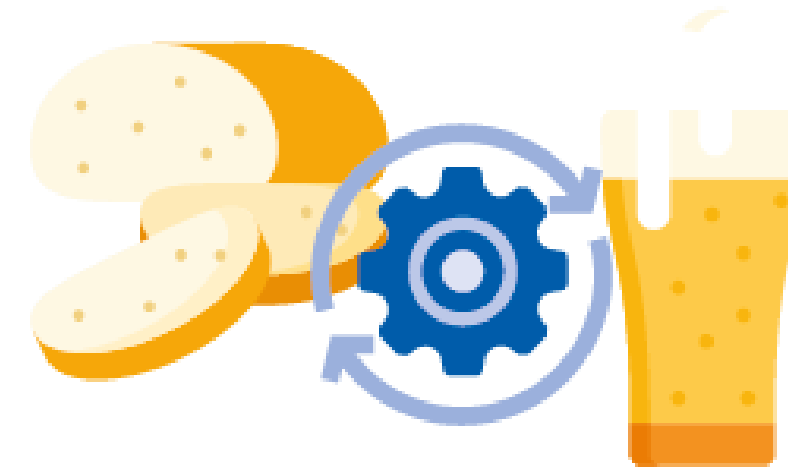


OPERATIONAL OBJECTIVES

- Implement data monitoring
- Reduce waste at source – households
- Reduce waste at source - professionals

Theme 5: reducing food loss and waste

5.2 Processing of unsold food



STRATEGIC OBJECTIVE

- Stimulate the development of unsold food processing projects
- Avoid creating harmful competition with food aid projects



TARGET FIGURES

- 500 tonnes of surplus/unsold food is recycled via supported projects

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OPERATIONAL OBJECTIVES

- Stimulate the development of projects to process unsold food for human consumption




Curious?
Taste it!

22/02/21


55

Curious? Taste it!

A map of Good Food restaurants



What to doAgendaWhere to eatWhere to stayPlan your trip



Good Food/ Brusselicious

☒ Good Food

Michelin

▼

Commune

▼

Gault&Millau

▼

By cuisine


▼

By budget

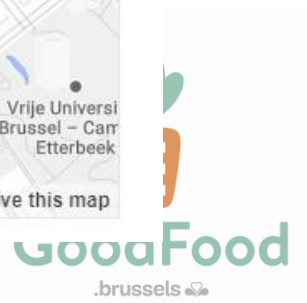
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By facilities

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© Mapbox © OpenStreetMap Improve this map



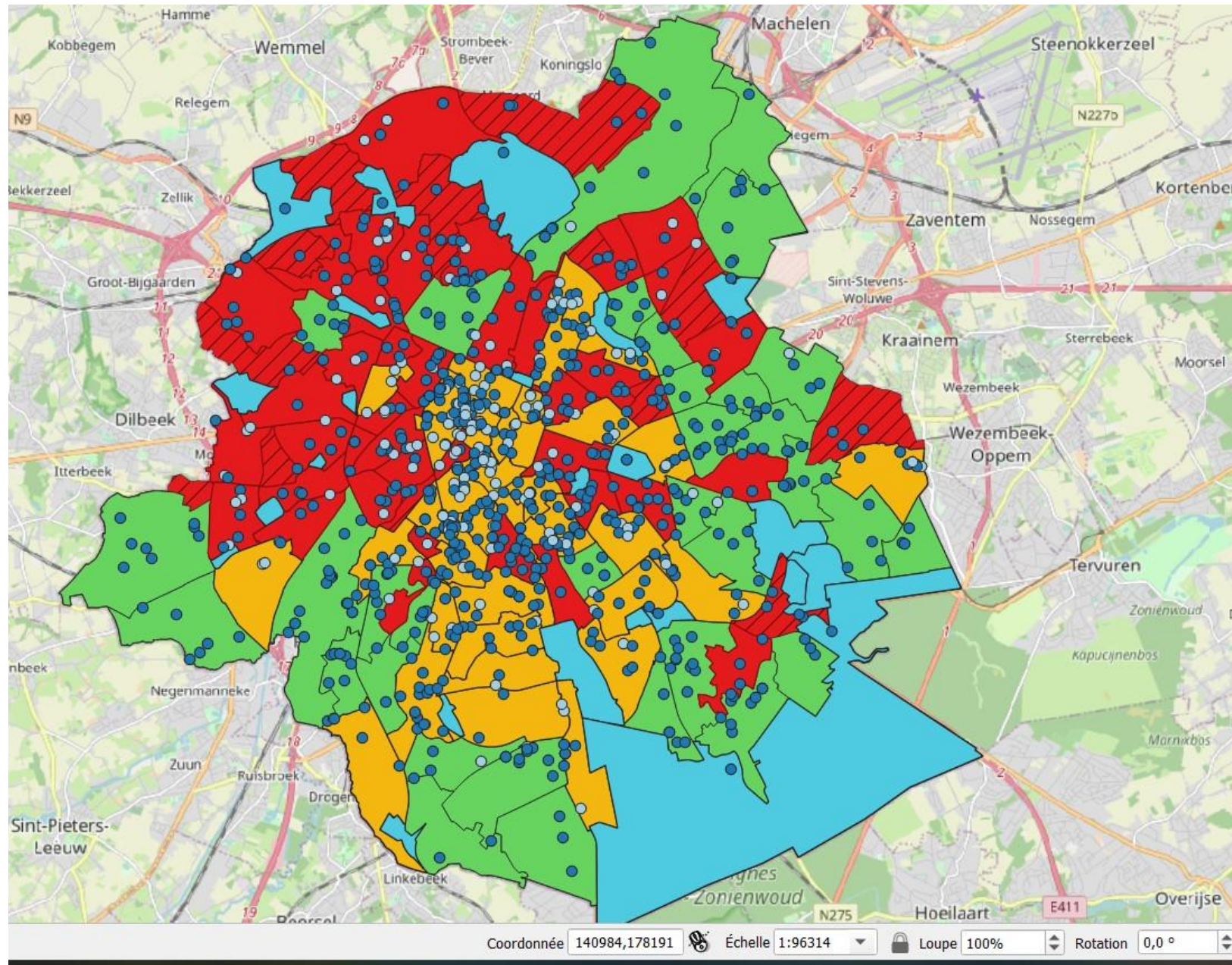
Our challenge

22/02/21

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Our challenge

Fishing for ideas

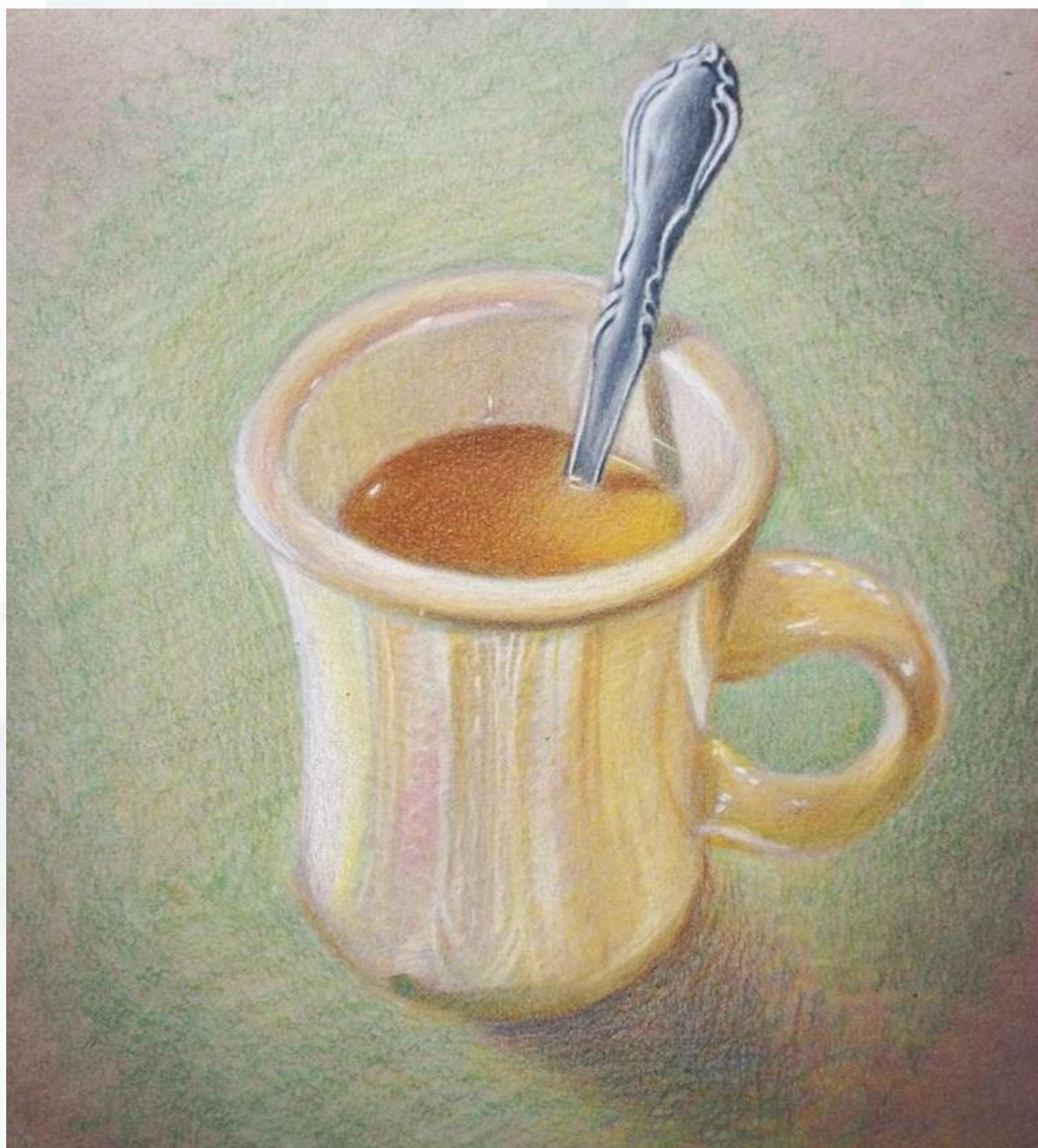


What could we do to improve the geographical accessibility of Good Food in neighborhoods (including food deserts)?



More info? www.goodfood.brussels





1 meditative minute: eye-openers + questions on Jamboard



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Hungry for
exchange #1

Hungry for
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Hungry for
exchange #3

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2024
making and doing
TRANSFORMATIONS

fusiLLI
URBAN FOOD PLANNING

A transdisciplinary conference on sustainable urban food systems

📅 Tuesday July 16 - Friday July 19 2024

📍 Vrije Universiteit,
Amsterdam, Netherlands



Feeding Cities Conference X EASST-4S Conference 2024



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Hopefully until next time!

Thanks to:

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Corine Questiaux

Interested to present during one of the next webinars?

Would you like to connect to the speakers?

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