



Hungry for Exchange

Series of 6 webinars with FUSILLI cities and outside initiatives and organizations exchange on specific topics related to food

30 March 2023, 11:00 AM-12:15 PM CEST

Edition #1: Connecting with people

4 speakers

Lessons learned on kickstarting urban food system transformation

#HungryforExchange



- 11:00 Hungry for Exchange: welcome!
- 11:10 Presentation Helle Vilsbøll (Kolding)
1 meditative minute: eye-openers + questions on Jamboard
- 11:20 Presentation Célia Ferreira & Mário Cristovão (Castelo Branco)
1 meditative minute: eye-openers + questions on Jamboard
- 11:30 Panel discussion
- 11:45 Presentation Francesco Lombardo (Bologna)
1 meditative minute: eye-openers + questions on Jamboard
- 11:55 Panel discussion
- 12:10 Still hungry? Future events and closing



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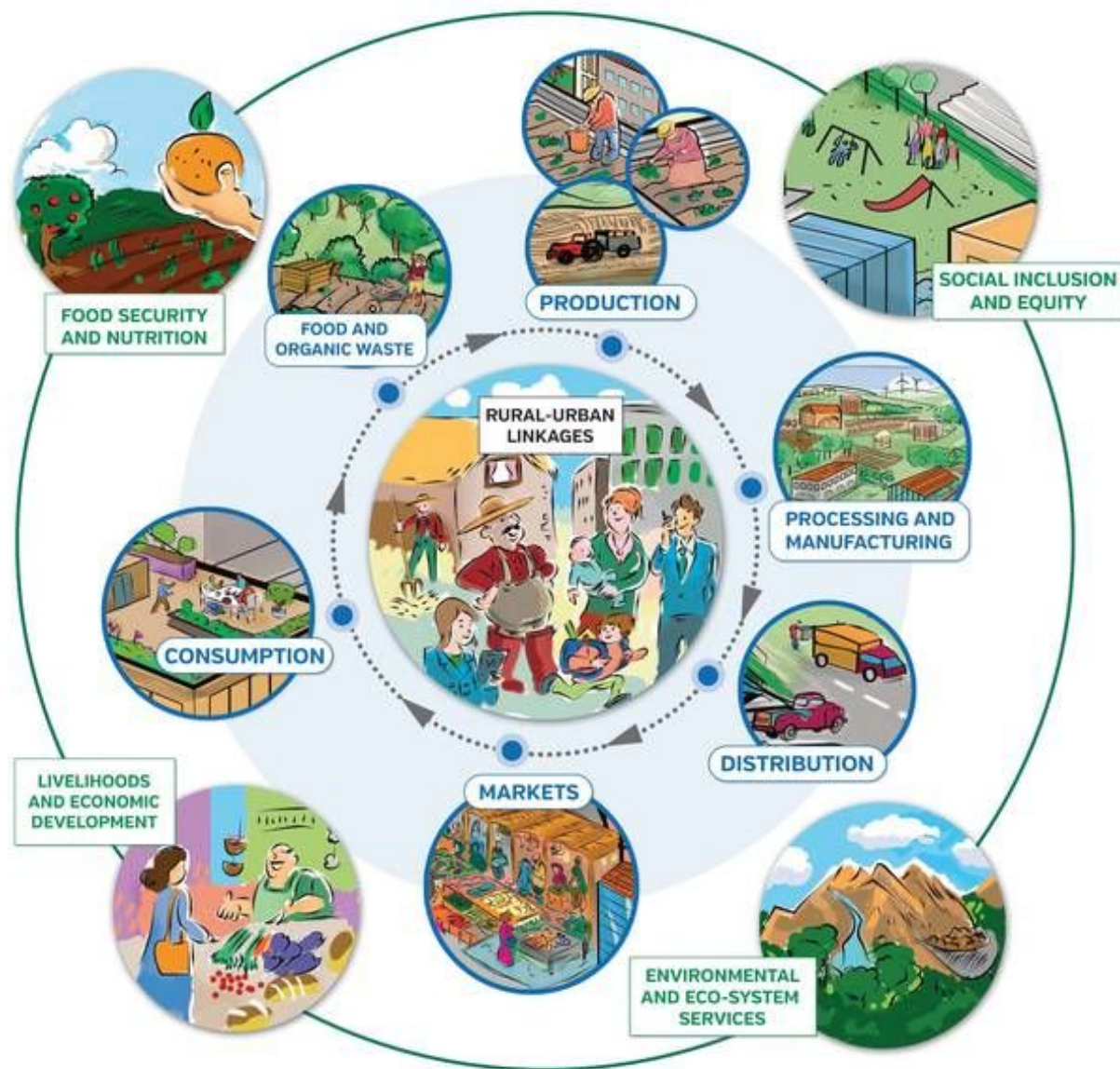
MILAN URBAN FOOD POLICY PACT



[Source: MUFPP](#)

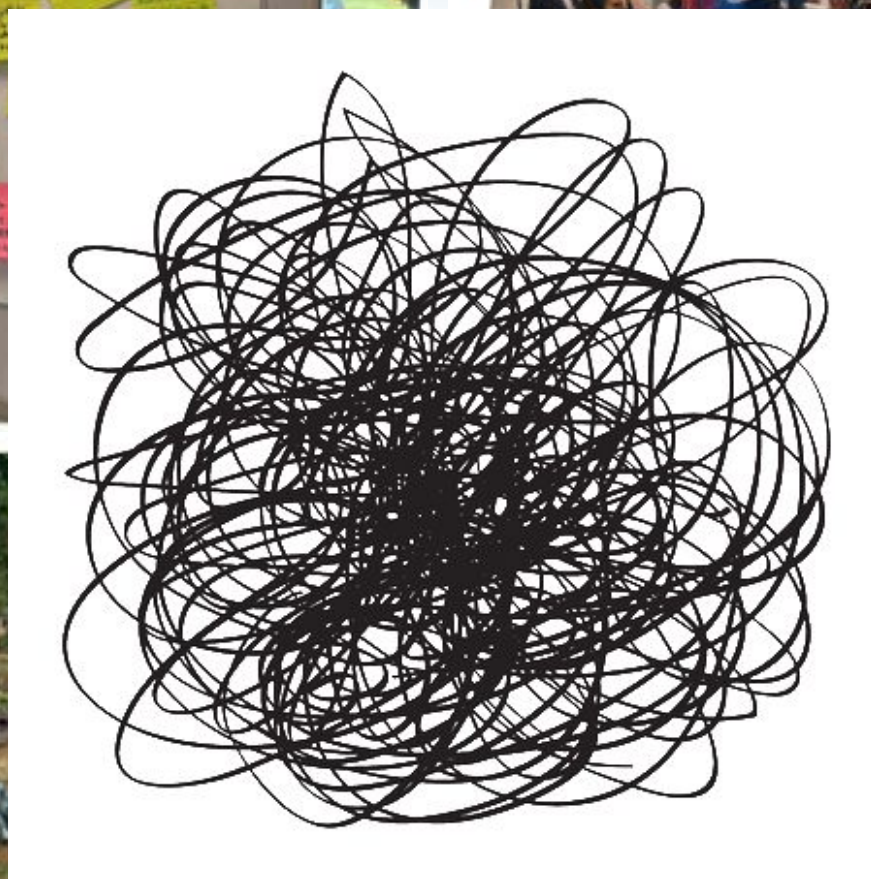
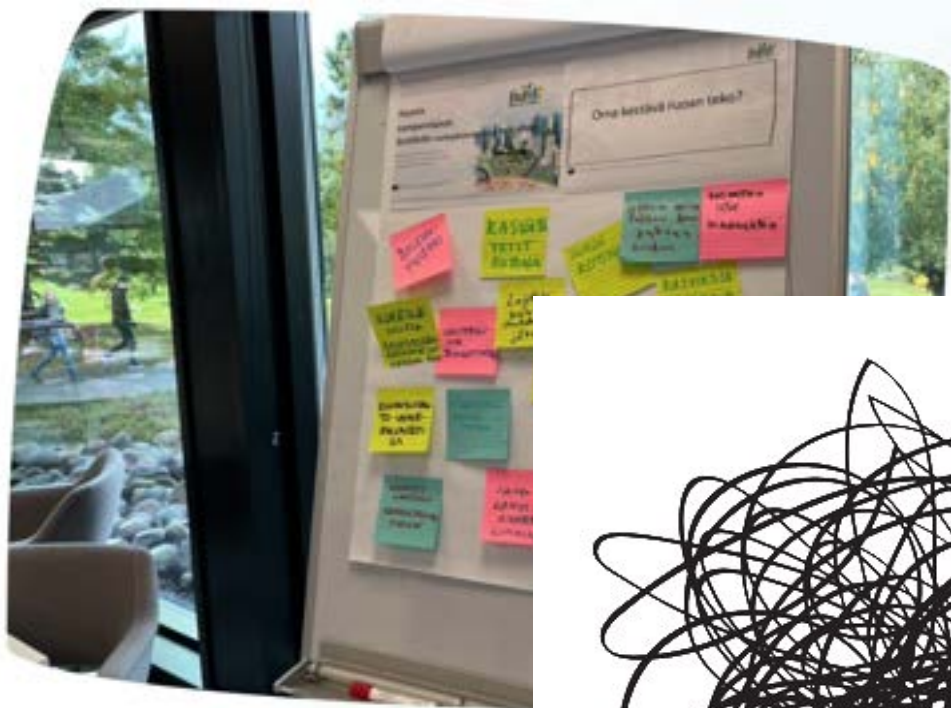


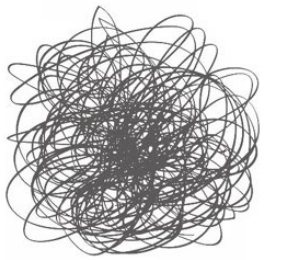
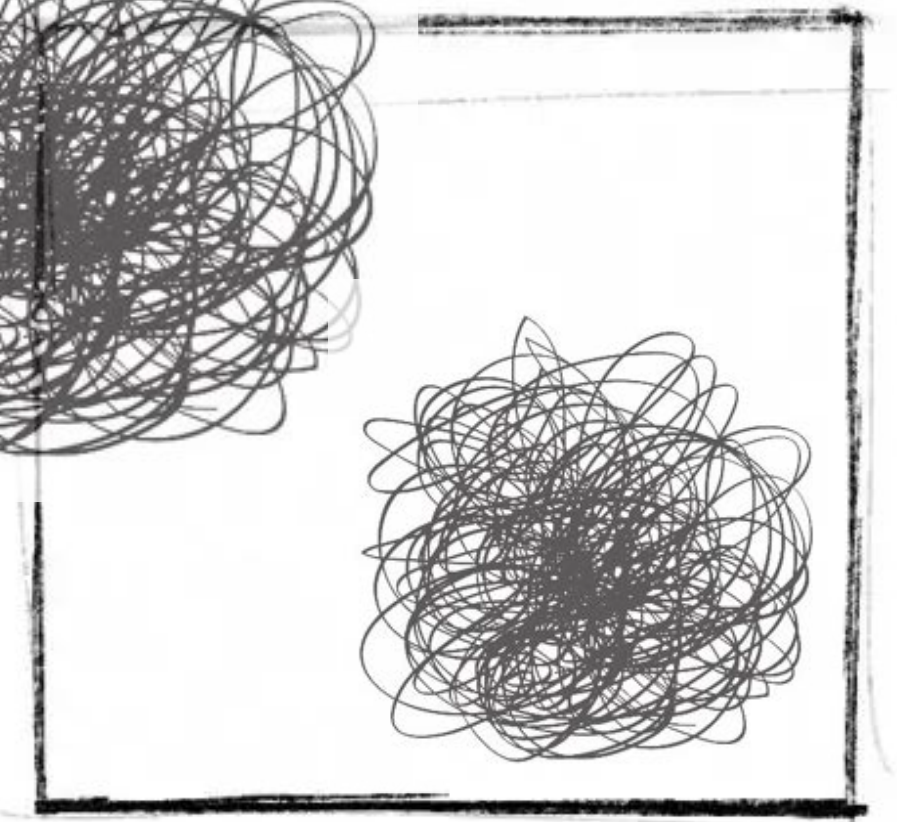
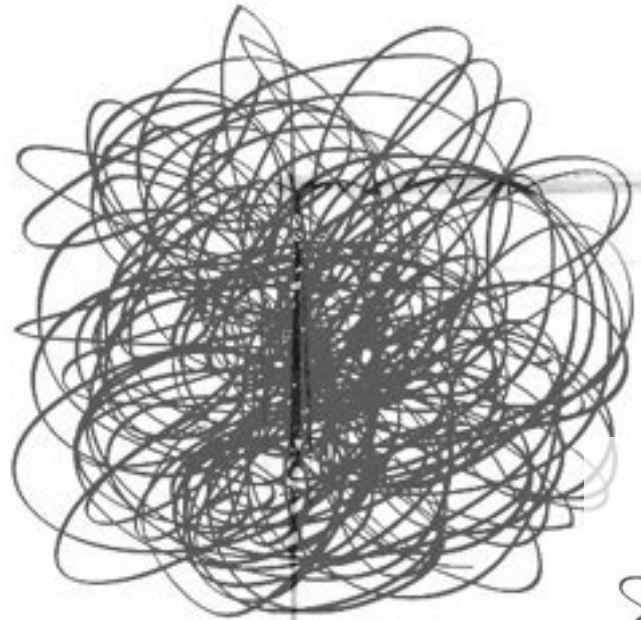
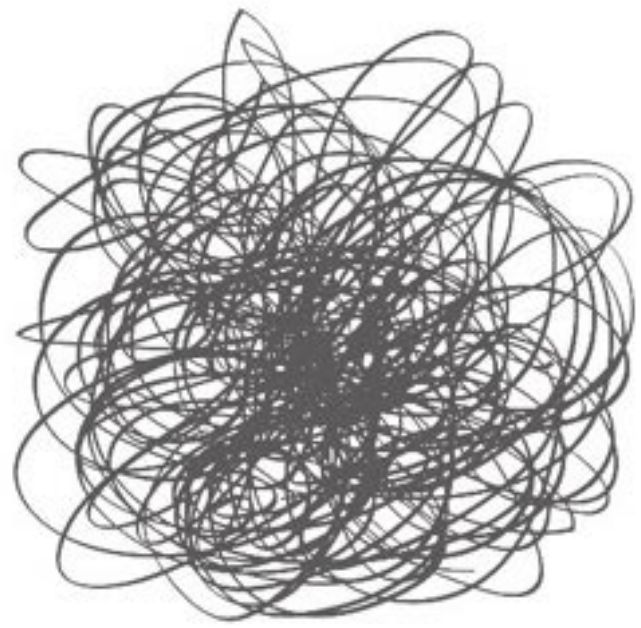
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000717.



Source: FAO



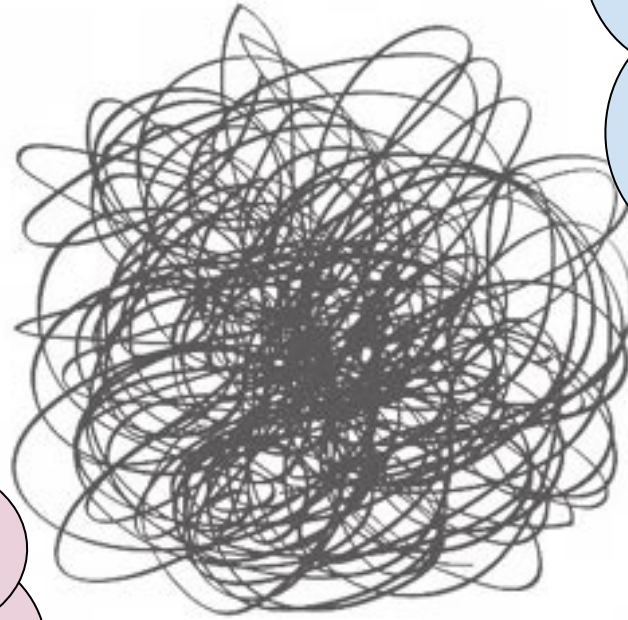


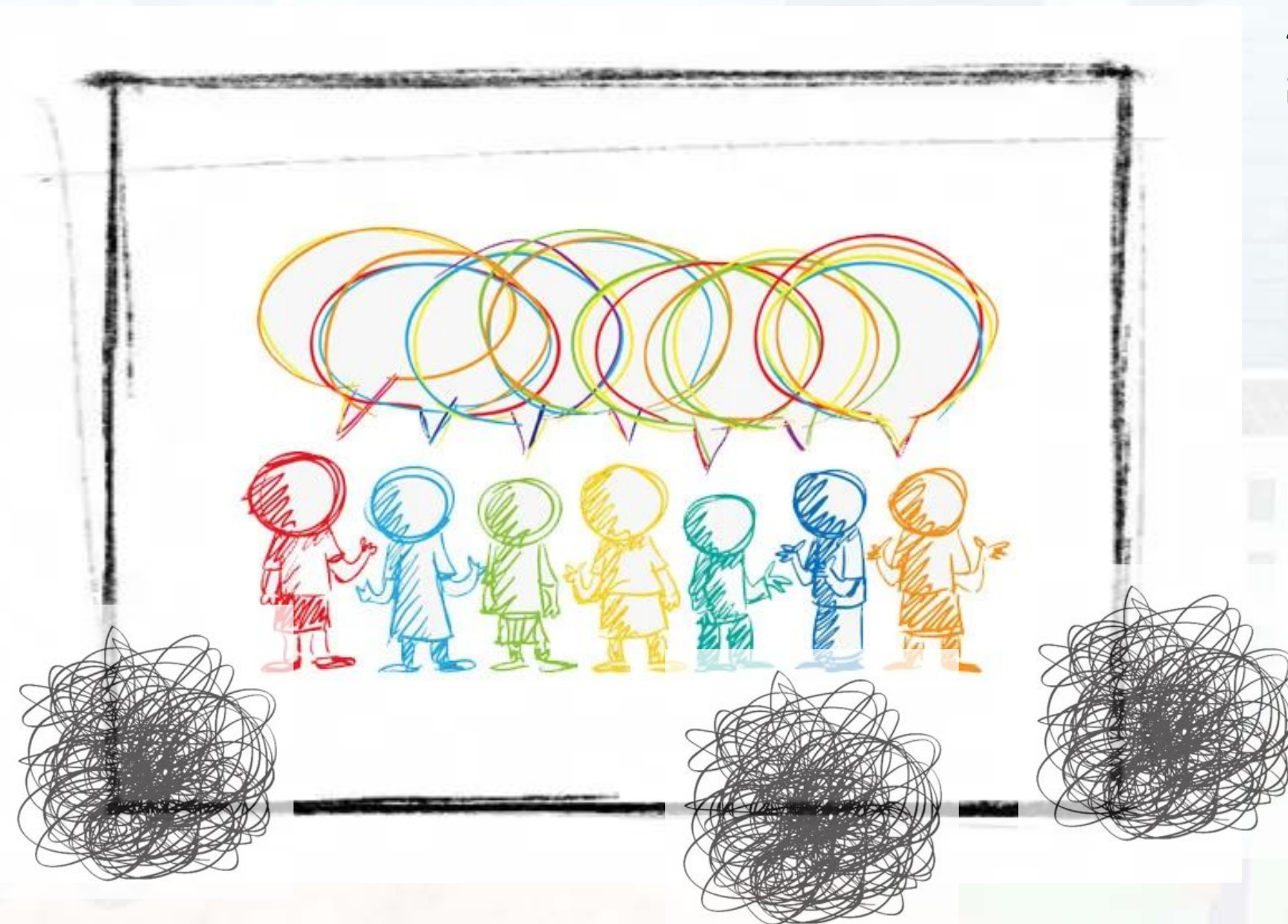


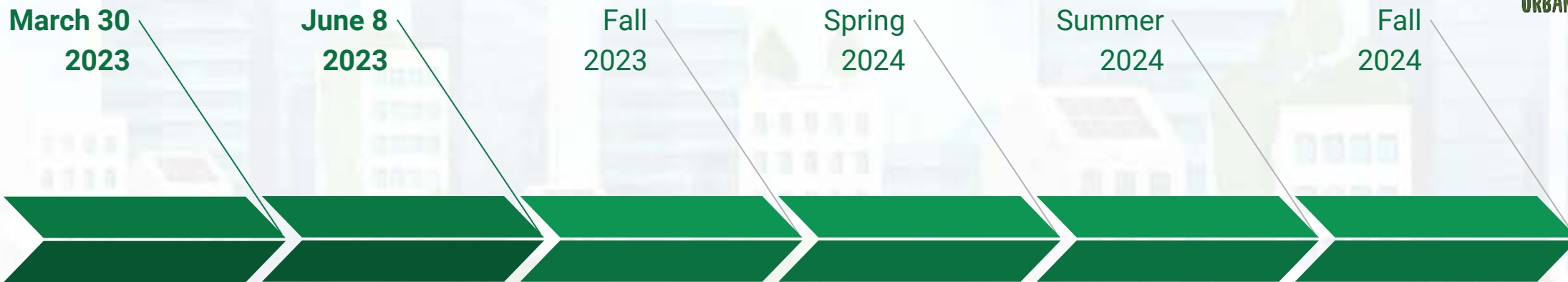
How to convince our **political leaders** of the importance of sustainable food and have them support sustainable food initiatives?

How to overcome the **economic dependencies** of producers and other food system actors in a **globalized food system**?

How to improve **collaborations** between and engage new **stakeholders**?







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Part of FUSILLI conference

June 7 & 8 10-13 CET

Feeding Cities

A transdisciplinary
conference on sustainable
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Hungry for Exchange #1



Connecting with people:

lessons learned on kickstarting urban food system transformation

30 March 2023, 11:00 AM-12:15 PM CEST



Helle Vilsbøll

Project Manager FUSILLI & specialist in sustainable growth

Kolding, DK



Francesco Lombardo

CEO & PM of Aquaponic Design S.r.l

Bologna, IT





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Célia Ferreira

FUSILLI Project Manager

Castelo Branco, PT



Mário Cristovão

New Products R&D at CATAA

Castelo Branco, PT





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Francesco Lombardo

CEO & PM of Aquaponic
Design S.r.l

Bologna, IT

For the development of models of urban, social and innovative agriculture

2 pilots in Bologna: Serre Kilowatt & Salus Space



That's Serre Kilowatt

...in brief

+10.000 m² regenerated garden center

+250.000 annual visitors

first urban aquaponics system in Italy



What is aquaponics?

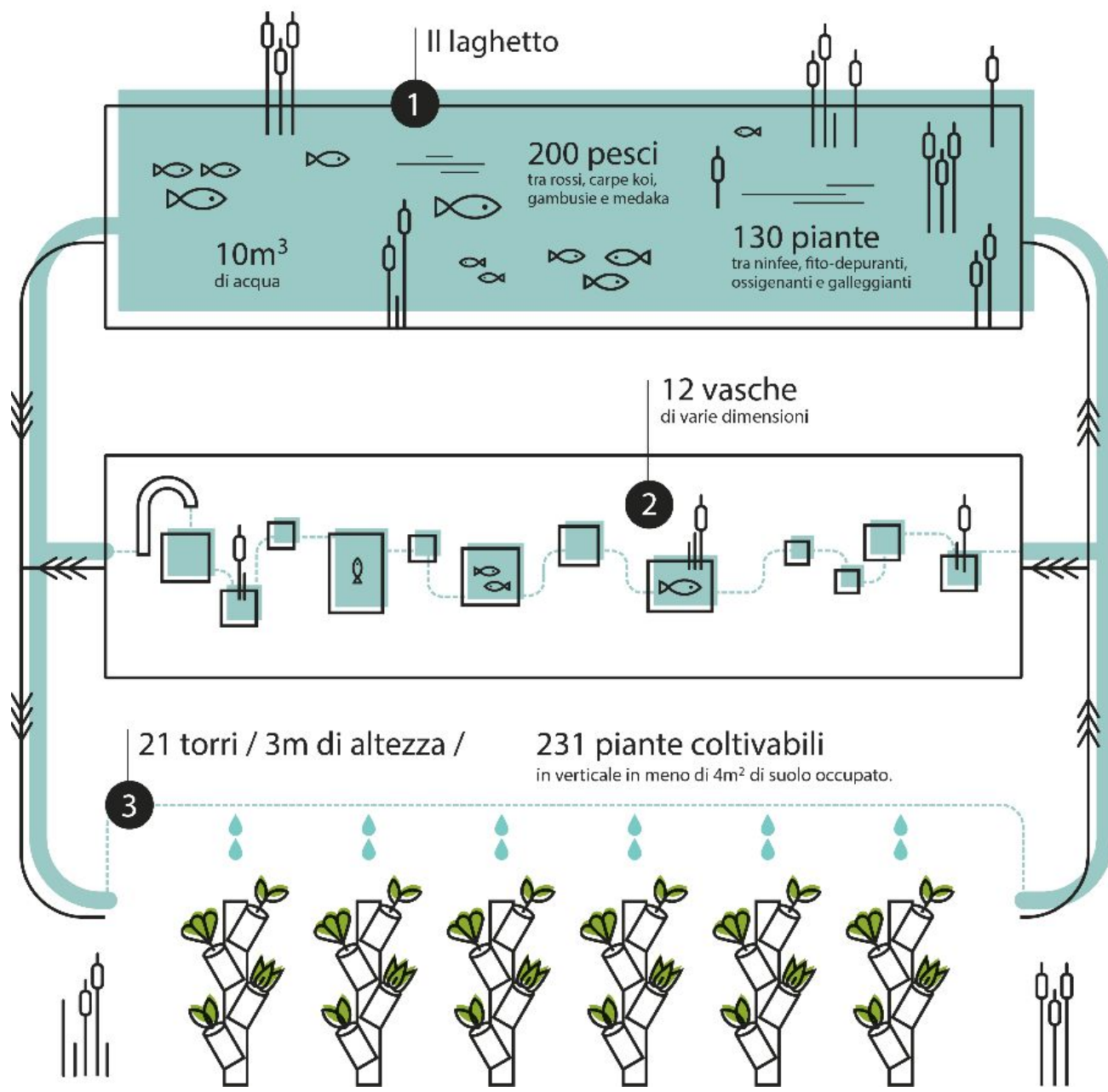
A method of growing without the use of soil to allow the cultivation of vegetables in synergy with the breeding of freshwater fish. This system does not require the use of fertilizers or pesticides, guaranteeing an environmentally sustainable system.

How it works

The water is continually recycled: from the pond (1) and the table (2) to the collection tank (3) at the bottom of the garden, where a pump redistributes it to all the parts of the system. The aquatic plants live in harmony with the fish, whose droppings are transformed into feed for the plants placed in the cultivation towers.

The advantages

- 90% saving on water compared to traditional agriculture
- Sustainable cultivation and quality food
- Energy saving and a reduction in CO2 emissions compared to conventional cultivation
- Higher density cultivation per m2 compared to soil produced vegetables
- It can be replicated anywhere, even in small urban spaces
- Creates a harmonious environment between man and nature
- A cultivation method suitable for the creation of educational and social initiatives
- A resilient system and an example of circular economy





An aquaponic vertical farm for restaurant

A free space for students and freelance



to promote urban agriculture



+2.000 citizens already involved



NEXT ? LEVEL

Focus on new Serra Madre project

+600 m² regenerated green house

+3.000 m² aquaponic garden



Until April 2021...





Summer 2021-22



Summer 2021-22



Now



Summer 2024



Summer 2024



Summer 2024

3.000 vegetables/month

200m² Aquaponic
Vertical Farm

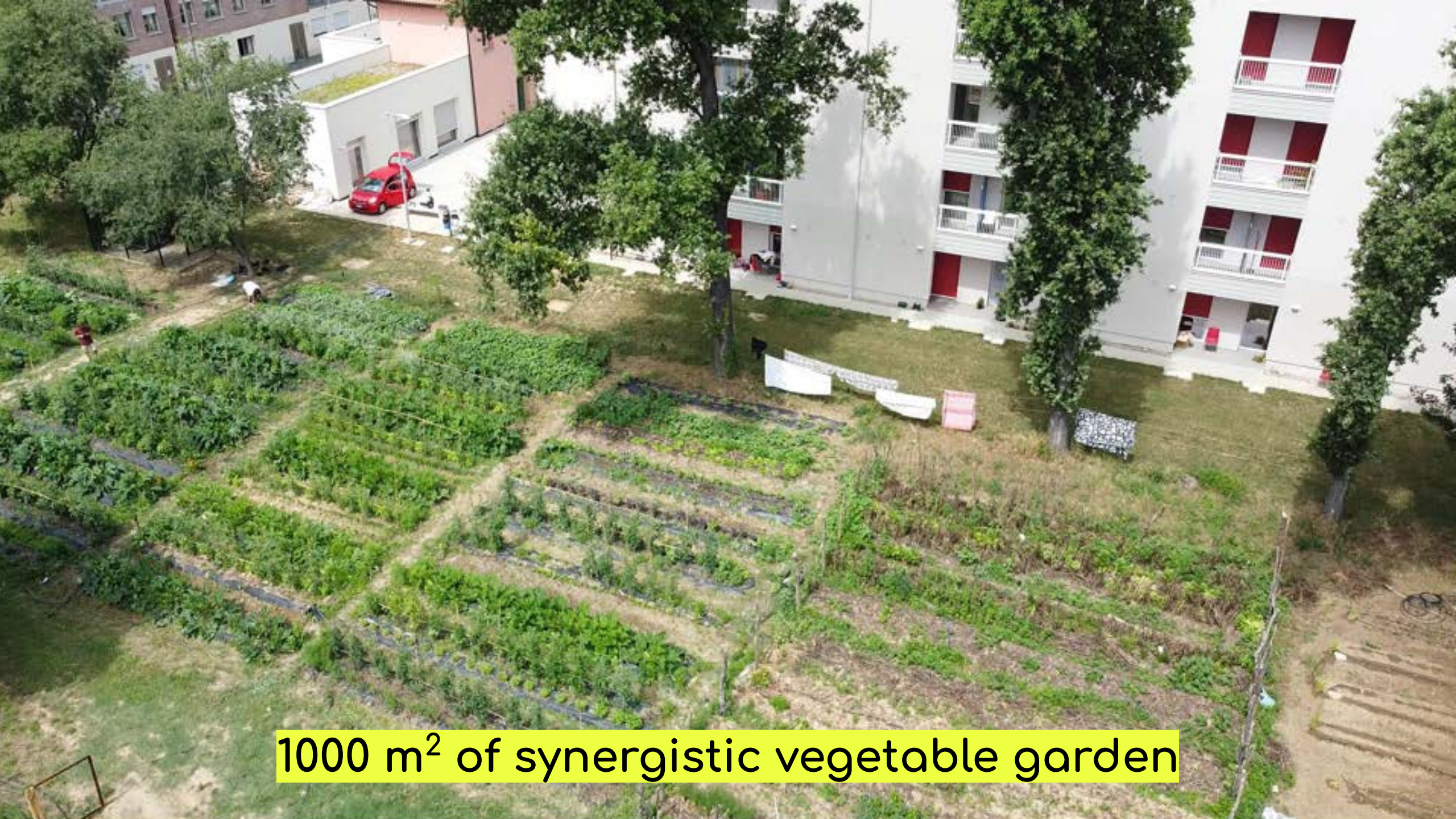


That's Salus Space

...in brief

multifunctional center with housing, arts and crafts workshops, a theater, a study center, an emporium, a weekly farmers' market, vegetable gardens, an inn, and above all, a community.





1000 m² of synergistic vegetable garden



2 regenerated containers for mushroom and baby leaf production



Up to 500 kg of mushrooms produced per month



40 square meters of vertical cultivation with led lighting



200 m² of biolake and 100.000 liters of stored water

Thanks



1 meditative minute: eye-openers + questions on Jamboard

https://jamboard.google.com/d/123zhjllZ4h0KgW6Te368TZPLyvsBadkKrJ_m7TBSokk/viewer?f=0

Slide 1



Panel discussion





Helle Vilsbøll

Project Manager FUSILLI &
specialist in sustainable
growth

Kolding, DK



Hungry for exchange #1

Where and how to start the
Food Transformation in your city

Fostering the **U**rban food **S**ystem
transformation through **I**nnovative
Living **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.

When you start from *ground zero*

STEP 1

UNDERSTAND YOUR STARTING POINT



The context of Kolding

- No Food Council
- No Food strategy/policy
- No anchoring
- No food unit/organisation
- No "Food System" perspective

STEP 2

UNDERSTAND YOUR FOOD SYSTEM

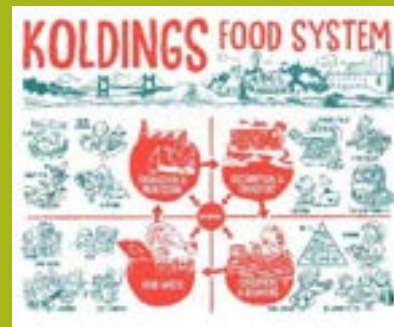


Food System Mapping

- Stakeholders
- SWOT
- Policies
- Build a baseline: Food Behaviour, industry, district, agriculture, local producers etc

STEP 3

BUILD A SHARED UNDERSTANDING & AWARENESS



Make it visual!

- Help others tell the story
- Activate the stakeholders
- Start the activism
- Get buy-in

STEP 4

SETUP ORGANISATION & START ANCHORING



Involve key stakeholders!

- Identify Change Agents
- Internal steering group (Food Commission)
- Organizational anchor point
- City Council
- Food Council

STEP 5

CREATE A VISION FOR YOUR FOOD SYSTEM



Start the strategic process

- Identify the burning platform
- Strategy, Policy or Pledge
- Ownership & Anchoring
- Participatory process

BUILD THE FOUNDATION

BUILD THE GOVERNANCE STRUCTURE



KOLDINGS FOOD SYSTEM 2021



Who are the Game Changers



Science & Technology



Financial Institutions



Industry & Corporations



Civil Society



Media



Government institutions



Legal Frameworks



Consumers

Key Questions to raise

- Top Down or Bottom-up process?
- What is your organisation ready for?
- Is there a need for a strategy or policy?
- What is the Burning Platform?
- Who are the Key Change agents?

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Slide 2





Célia Ferreira

FUSILLI Project
Manager

Castelo Branco, PT



Mário Cristovão

New Products R&D at
CATAA

Castelo Branco, PT

<https://www.youtube.com/watch?v=zs-IHSGtbfE>





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Slide 3



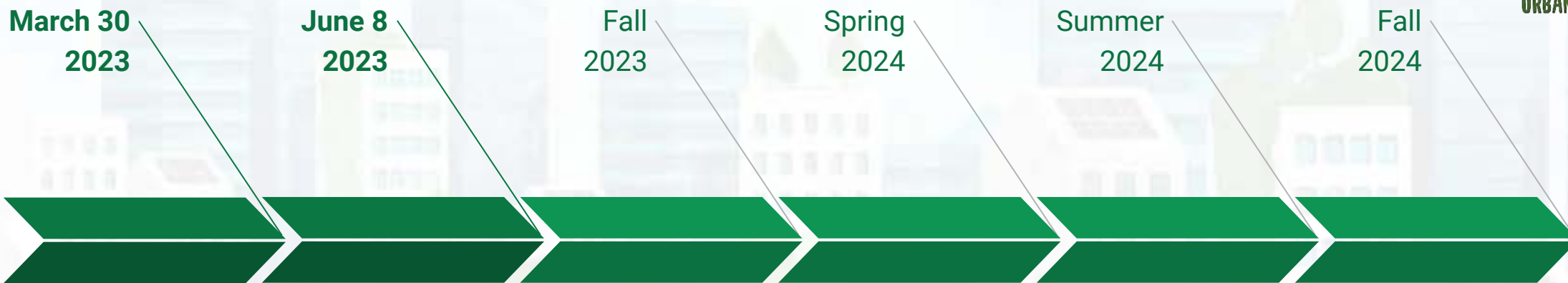
Panel discussion

Castelo Branco:

- How does having direct contact with people change the way we can implement actions for food system transformation?

Kolding:

- Top Down or Bottom-up process?
- What is your organisation ready for?
- Is there a need for a strategy or policy?
- What is the Burning Platform?
- Who are the Key Change agents?



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Upcoming
Event

Feeding cities



A transdisciplinary conference on sustainable urban food systems

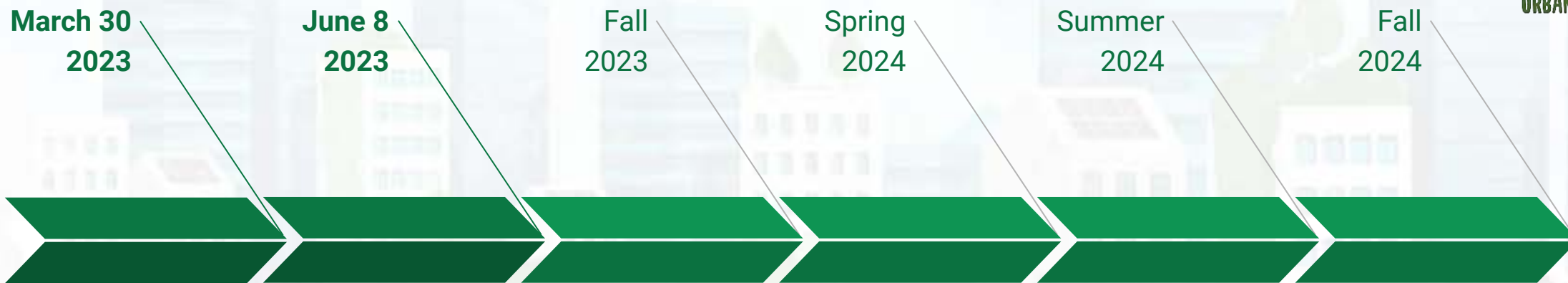
Wednesday June 7, 10.00 – 13.00 CET
Thursday June 8, 10.00 – 13.00 CET

Online-Event

Amidst social, environmental, and economic pressures on food systems worldwide, cities increasingly take up a crucial and leading role in food system transformations. This conference aims to bring together city-region practitioners along food chains to set a common research agenda.

- Keynote speaker: **Jacqueline Broerse**
- **Workshops** on facing systemic challenges
- Anyone needs help? Open-call for **coaching**





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Hopefully until next time!

Thanks to:

Francesco Lombardo (Bologna)

Helle Vilsbøll (Kolding)

Célia Ferreira & Mário Cristovão (Castelo Branco)

Interested to present during one of the next webinars?

Would you like to connect to the speakers?

Send us an email: j.luger@vu.nl

www.fusilli-project.eu



@fusilli-project



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