

San Sebastian: consumer-oriented activities to promote sustainable food consumption

High Priority
↓
Low Priority

General barriers

The price factor in local production steers towards bigger and cheaper production: felt most in 2022-23 due to inflation, especially in the food sector

The challenge is to increase citizen's awareness about sustainability of the local products and the need to preserve and increase local production and consumption. Local consumers are committed with the local products and appreciate their quality, but the rule of easy and cheaper shopping determines their option for standard products, without questioning the origin, travel time or production conditions.

Moving from the 'days of the local product' to also work with a private actor, the EROSKI supermarket, to more structurally shorten supply chains and stimulate local food consumption

The economic situation is determined by the geo-strategic momentum with a high rise of food prices. Families can opt for a more conservative consumption: cheaper and easier buying channels; less expectations of including healthier and more sustainable food in the daily diet.

Meanwhile, the rise of food prices does not mean better income for producers, also affected by the rise of production prices (energy, fertilizers,..) and the effects of drought and climate emergency.

We thus continue our work that integrates the support for food producers (e.g. via Gustioza cluster, visibility efforts) with working to secure the visibility and availability of local food produce in shops, hospitality and canteens

The aim is to facilitate the go-to-market of local urban and regional and sustainable productions. The number of producers and first processors (wine, cheese, dairy products)

Day of the Local Product: 2-day market in the centre of San Sebastian with direct selling and promotion of local producers (30 stalls)

Market aim is to establish permanent contacts between local producers & potential consumers. As well: increasing the visibility of the agri-food sector in San Sebastian.

Collaboration with stakeholders from the **Gustioza cluster** and other producers to sell their products directly to consumers in San Sebastian.

Complementary activities: webinars, events, seminars on local food products for all stakeholders involved in the 'Gustioza cluster'

Continuous sharing of experiences of healthy menus in schools ... healthy breakfast' lunches in restaurants with the collaboration of private actors

Continuing to support food producers visibility to consumers

Award's ceremony: To enhance the work of best producers or distributors: media support to these local, healthy and sustainable products.

Day of the Local Product: market held second time (twice per year), aim for wide awareness about local production is achieved

Complementary activities, eg. pilot experiences of menus with local products and with collaboration of private or institutional stakeholders

Making public land available in Urban Lur. While more focused on production, it enhances the availability of sustainable local food produce for local consumption

Campaign needs new leadership, shared with producers and consumers' associations; study the possibility of decentralisation of local product showcase ...

Targeting short supply chain via local stores: Eroski Azoka is an digital and physical marketplace for local producers in San Sebastián

Eroski designed an **annual calendar** for the promotion of Basque food products, to gather stakeholders and promote local consumption & short supply chains in food production...

...carried out training activities aimed at its consumers

...developed activities related to the promotion of healthy and sustainable food based on local products

...promoted communication and training actions for the public on organic products

How to get effective **awareness** in city consumers driving to an effective **behaviour change** in food choice?

Also: how can the municipality play a more active role in changing consumer behavior? Integrating locally produced food in city protocols, e.g. for public procurement

There remains work to be done in analysing diverse economic factors, competition and economic rivalry between different actors of the food system.

How to define the best way to promote the **visibility of local and sustainable products** in **collaboration** with private stakeholders?

PHASE 1:
EXPLORING NEEDS
2022

PHASE 2:
PREPARATION
2022

PHASE 3:
ACTION IMPLEMENTATION
2023

PHASE 4:
ADAPTING
2023

PHASE 5:
EXPANDING
2023