



FOODSHIFT  
2030

30.09.2020

# FOODSHIFT 2030

We're empowering citizens to shift the European food system to a low-carbon, circular and plant based future!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 862716.

# ABOUT THE PROJECT

- Innovation action
- EUR 7.5 million budget
- Horizon 2020 (CE-SFS-24-2019)
- Innovative and citizen-driven food system approaches in cities



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# ABOUT THE PROJECT

- EU Food 2030
- Paris Agreement
- UN Sustainable Development Goals (SDGS)
- European Green Deal and Farm to Fork Strategy



# ABOUT THE PROJECT

- Coordinated by the University of Copenhagen
- Seven municipalities and local governments
- Seven non-governmental organization (NGOs)
- Nine small and medium enterprises (SMEs)
- Seven universities and research institutions



# WE NEED A TRANSFORMATION OF THE FOOD SYSTEM

- Citizen-driven
- Low carbon
- Circular
- Plant-based
- Resilient
- Localized

"In order to make real change that we can all believe in, we need to join forces to *transform the food system*"



# THE TRIPLE CHALLENGE



**Malnutrition**



**Climate Change**



**Urbanization**

# THE TRIPLE CHALLENGE

## Malnutrition

Currently 70% of all deaths in Europe can be ascribed to non-communicable diseases that are affected by what and how much we eat



# THE TRIPLE CHALLENGE

## Climate Change

In a business-as-usual scenario with increasing greenhouse gas emissions global average temperature is projected to increase by 4 degrees in 2100





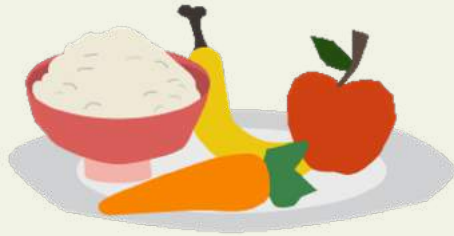
# THE TRIPLE CHALLENGE

## Urbanisation

GDP per capita in urban regions is 24% higher than the EU average and GDP per capita in rural regions is 30% lower than the EU average



# THE SOLUTIONS



**Healthy  
Food**



**Reducing GHG  
Emissions**



**More localised  
food systems**

# THE SOLUTIONS

## Healthy Food

Research shows that healthy food is primarily plant-based food



# THE SOLUTIONS

## Reducing Emissions

Plant-based food has lower GHG emissions



# THE SOLUTIONS

## More localised food systems

Localized foods systems may increase resilience and strengthen urban/rural cohesion



# THE FOODSHIFT 2030 APPROACH



**FALs  
& FELs**



**Citizens**



**Work  
Packages**

# GROUNDBREAKING MECHANISM TO INCREASE TRL AND SRL OF INNOVATIONS

- Maturing
- Combining
- Upscaling
- Multiplying

TRL - **Technological Readiness Levels**  
SRL - **Societal Readiness Levels**



# ESTABLISHMENT OF FALs AND FELs

- 9 FoodSHIFT Accelerator Labs (FALs)
- 27 FoodSHIFT Enabler Labs (FELs)





## FAL FEATURES

- Open innovation living lab
- Quadruple helix approach
- Specific innovation focus
- Relevant innovation actions



# FOODSHIFT ACCELERATOR LABS

9 Front-Runner City-Regions

The image displays nine colored rectangular boxes arranged in two rows. Each box contains the text 'FOODSHIFT 2030' in a white, bold, sans-serif font, tilted at an angle. Below this, the name of the city or region is written in a smaller, white, bold, sans-serif font. The boxes are: Row 1: Ostend (purple), Greater Athens (red), Avignon (dark blue), Greater Copenhagen (green), Wrocław (light blue). Row 2: Barcelona (green), Bari (light green), Berlin (light grey), Brasov (light purple).

City-Region	Color
Ostend	Purple
Greater Athens	Red
Avignon	Dark Blue
Greater Copenhagen	Green
Wrocław	Light Blue
Barcelona	Green
Bari	Light Green
Berlin	Light Grey
Brasov	Light Purple

# FOODSHIFT ACCELERATOR LAB



## **Open School Lab Athens, Athens, GR**

Schools as sites of food  
experience and food system  
transformation



## **Regional Lunch for All, Avignon, FR**

Public procurement as a driver  
for a more regional, sustainable  
and healthy food system



## **Food Tech 3.0, Barcelona, ES**

Solutions for local  
production in future cities

# FOODSHIFT ACCELERATOR LAB



## **Back to the land, Bari, IT**

Sustainable land use and food chain strategies for young entrepreneurs building on social innovation in food systems



## **FoodLifeCentre, Berlin, DE**

An innovation hub for sustainable regional food supply based on a decentralisation concept for food distribution and education



## **Interactive Food Lab, Brasov, RO**

Integrating traditional and local producers into an innovative and ambitious regional food system

# FOODSHIFT ACCELERATOR LAB



## **Kitchen of Tomorrow, Greater Copenhagen, DK**

Public procurement and professional kitchens for a sustainable regional food system, including rural and coastal areas



## **City Agro-Park, Ostend, BE**

Operationalisation of an agricultural park



## **Accessible Food Gardens, Wrocław, PO**

Strengthening of innovation potential of local sustainable food system

# FAL INNOVATION FOCUS AND MAJOR THEMES

Overview of the innovation focus and major themes covered by the nine FoodSHIFT Accelerator labs.

- Children and youth education
- Capacity Building
- Public procurement
- Food space and infrastructures
- Short food supply chains
- Fresh food from the sea
- Urban farming
- Professional kitchens
- Plant based nutrition
- Food waste solutions

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**ATH**  
**Open School Lab**  
Schools as sites of food experience and food system transformation.

**AVG**  
**Regional Lunch for All**  
Public procurement as a driver for a more regional, sustainable and healthy food system.

**BCN**  
**Food Tech 3.0**  
Solutions for local production in future cities.

**BRI**  
**Back to Land**  
Sustainable land use and food chain strategies for young entrepreneurs building on social innovation in food systems.

**BER**  
**Food Life Centre**  
An innovation hub of sustainable regional food supply based on a decentralisation concept for food distribution and education.

**BRV**  
**Interactive Food Lab**  
Integrating traditional and local producers into an innovative and ambitious regional food system.

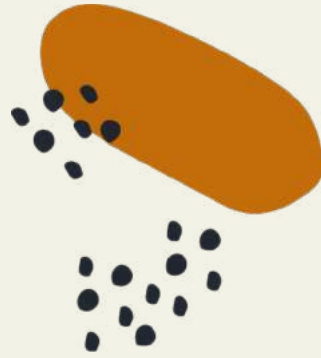
**CPH**  
**Kitchen of tomorrow**  
Public procurement and professional kitchens for a sustainable regional food system, including rural and coastal areas.

**OST**  
**City Agro-Park**  
Operationalisation of an agricultural park.

**WRO**  
**Accessible Food Gardens**  
Strengthening for innovation potential of local sustainable food system.

# FOODSHIFT 2030 STRUCTURE

8 Work packages  
4 Impact Pathways



Impact Pathway



Work Package

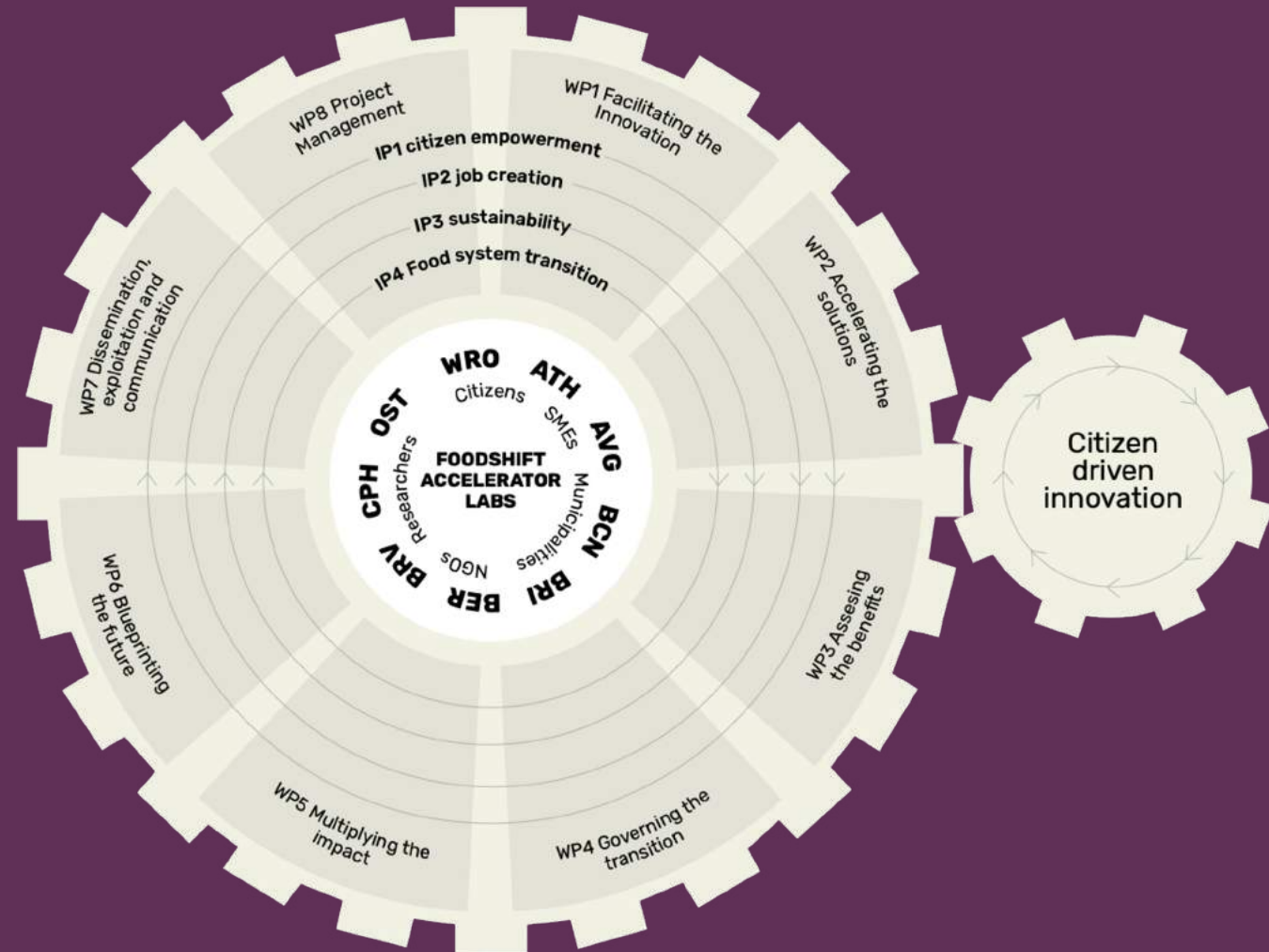


FoodSHIFT Accelerator Lab



Driving Gear

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# FOCUS ON SHIFT TO MORE PLANT-BASED DIETS

- Significant health and climate co-benefits
- Reduced mortality from non-communicable diseases
- Reduced food related GHG emissions





# CITIZEN EMPOWERMENT AND CITIZEN-DRIVEN INNOVATION




- Entrepreneurs in start-ups and NGOs
- Civil servants and local authorities
- Citizens and consumers

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