

FOODSHIFT

2030

DELIVERABLE D5.2
**KNOWLEDGE
BROKERAGE FACT
SHEETS FOR
GUIDING CITIES AND
FOOD ACTORS
THROUGH FOOD
SYSTEM
TRANSITION**

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Abstract (for public dissemination only)	At the heart of the peer learning and exchanges within and between the FoodSHIFT Accelerator Labs (FAL) is a series of FAL2FAL webinars on the topic of involving citizens and people in urban food communities and initiatives. The outcome is the following summary of fact sheets.

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EXECUTIVE SUMMARY

Peer learning within and between the FALs was at the heart of a series of FAL2FAL webinars on the topic of involving citizens and people in urban food communities and initiatives. The objectives were:

- Sharing experiences in establishing local food community and initiatives, and in contributing to the success of citizens/people led initiatives
- Discussing main bottlenecks and difficulties
- Brainstorming about pathways and communication tools which could help (=solutions)

The outcome are a Summary report and seven Fact sheets aiming to guide cities and food actors through different pathways in how to establish local food communities and initiatives.

ABBREVIATIONS

AGRA	agrathaer GmbH
DoW	Description of Work
EC	European Commission
knowledge hub	electronic online forum
FAL	FoodSHIFT2030 accelerator lab
FEL	FoodSHIFT2030 Enabler Lab
FoodSHIFT2030	Food System Hubs Innovating towards Fast Transition by 2030
FS2030	Food System Hubs Innovating towards Fast Transition by 2030
IAAC	Institute for Advances Architecture of Catalonia
Lab	Laboratory
PP	Participatory Processes
WP	Work Package



1. Summary Report

FAL2FAL (FoodSHIFT Accelerator Lab) peer learning Webinar Series

Involving citizens and people in urban food communities and initiatives

The FoodSHIFT 2030 project brings together urban communities committed to change in the way their food system operates.

A consultation process between cities has identified common themes for peer learning. Six cities actively participated in this learning process by exchanging experiences.


Involving citizens and people in urban food communities and initiatives was the topic of the FAL2FAL webinars which was one of the identified themes for peer learning.

There are two important dimensions to the places in which the communities in question participate. The first is the local food community. This community is a 'community of interest', i.e. a group of different people, who share a common interest in the city's food policy and related activities. But beyond a community of interest that offers a framework for collective reflection, community engagement can be active participation in "Citizen-driven innovation" which are grass-root initiatives, that are new (incrementally or radically) and initiated by city-region inhabitants.

The objectives of the webinar series were the following:

- Sharing experiences in establishing local food communities and initiatives and contributing to the success of citizen-/people-led initiatives;
- Discussing main bottlenecks and difficulties;
- Brainstorming about pathways and communication tools that could help to foster community engagement (=solutions).

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Initiators, resources, and finances

The exchange of experiences between the six cities shows very different starting points, which can be grouped into three types of situations:


- ✓ The initiators are motivated volunteers who share an ambitious common objective and work towards it in an organised group (e.g. association) (Bari, Berlin)
- ✓ The initiators are municipalities that seek to involve their citizens in a sustainable change of their local food system (Avignon, Ostend)
- ✓ The initiators are companies or other non-actors, and one of their objectives is the mobilisation of citizens in changing the food system (Barcelona, Copenhagen)

Due to their unique bottom-up configurations and varying human and financial resources, the good practices that emerge from these exchanges can be sometimes quite specific to regional needs.

Resources

	Volunteers	Municipalities	Private sector or Technology Competence Centre
Human Resources	Voluntary work that is inexpensive but sometimes complicated to manage	Paid work but can be perceived as politically charged	Paid but fund-raising work, which may have commercial connotations
Financial Resources	Difficult to obtain and consolidate over time	Dependent on the will of the elected representatives (possible changes depending on the outcome of the elections)	Difficult to establish over time as it depends on the business model

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Trajectories for initiating the participatory process with the inhabitants

Each initiative follows its own particular trajectory, which corresponds to its values, the operating culture and skills of the initiator and the human, technical and financial resources available to them.

Main goal of the FAL	Type	Initiators	City
Setting up a Children Parliament	Dialogue platform	Set up by the municipality with human and financial resources	Avignon (FR)
Community-led initiative around setting up a food hub	Dialogue platform	Facilitated by individuals without any start-up funding	Berlin (DE)
Creating an urban gardening community on abandoned land	Dialogue platform	Facilitated by individuals without any start-up funding	Bari (IT)
City dialogues around the AgriFood Park	Series of events	Facilitated and funded by the municipality	Ostend (BE)
Strengthening the regional food system by creating awareness, recognition, and learning, about food system transition based on selected innovation actions	Series of events and training	Facilitated by a mix of private start-ups, university with municipality support	Copenhagen (DK)
Socializing food tech as a tool to solve community challenges while building capacity in its use and hacking in communities of practice	Series of events and training	Facilitated by a Fab-Lab at University	Barcelona (ES)

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Participants in the discussion platforms being regular in attending events were identified as an important factor in initiating a real dynamic of collective participation. For this, access to public funding is an important key to sustaining the organisation of the dialogue events.

Another dimension is the communication around the events, relayed by social networks, but also by the local press or other networks (for example, the Food Policy Council Berlin). The moments of exchange between the participants, the conviviality around the meetings and the quality of the meeting place play an important role in the regularity of participants' participation and the motivation to get involved, almost always on a voluntary basis.


Challenges

Mobilising citizens and city dwellers is complicated. But mobilising farmers is often an even more difficult challenge.

Other issues that often came up during the webinars were the following:

- ✓ Enrolling a wider circle of citizens and inhabitants beyond the beginners, especially developing collaborations within a growing 'city food network'
- ✓ Finding a balance between the participatory and "democratic" functioning and the efficiency and economic functioning, that could improve the establishment of the initiative
- ✓ Finding a way of communicating and stabilising the relationship between the municipal administration and the way of developing citizens' rooted initiatives, which are often based on a mixture of voluntary work and salaried employment
- ✓ Developing unstructured spontaneous citizens' initiatives into a more formal organisation with sometimes legal existence and public funding, while retaining the enthusiasm and sometimes militant commitment of the initiators, e.g. in Bari transforming the collective gardening activity on abandoned land into a Community Supported Agriculture (CSA) initiative
- ✓ Funding investments to increase the size and scope of the actions
- ✓ Finding land in the city to establish market gardening initiatives
- ✓ Finding farmers close to the cities in order to supply food to consumers initiatives that are willing to buy local (and organic) food
- ✓ Spreading the message of "food low tech" and acting so that low tech carried by citizen collectives assert an identity and a capacity to resist the high tech of big business

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City dialogues help in:

- ✓ Raising awareness of new developments (wide communication needed!) and creating dialogue (pro & con) that could inspire people & create a positive vibe
- ✓ Thinking out of the box
- ✓ Involving politicians
- ✓ Coming back with changed plans and communicating the final plans.
- ✓ Raising awareness of the youth, for example, empowering children through a “Parliament of Kids), who can test the implementation of their projects and ideas, i.e. rendering concrete the essence of their future “citizenship”

Framework conditions that support the enrolment process

- ✓ Municipalities should care about setting-up conditions that really support the building up of long-lasting structures initiated by citizens and inhabitants
- ✓ City council programmes should address the support of civic involvement through grassroots movements
- ✓ Municipalities should dedicate a global budget to implement the actions and also to provide human support to the implementation of the food policy
- ✓ The municipality should care about proposing participatory ways to facilitate a dialogue with the grass root initiatives, as it is a key aspect of their success

Out-of-the-box - Thinking ahead

1. Participatory budgeting


This is an incentive given by the municipality, to make a local food strategy more citizen-driven. The municipality provides a budget, and its use is decided by citizens’ voting.


For a participatory budget it is necessary to predefine themes under which actions can be developed as well as predefining a budget that can be allocated to these different actions.

How?

- Citizens can turn in projects related to strategic or operational goals.
- Citizens can vote for which project should be implemented.
- Citizens can allocate predefined municipal budgets to projects.

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2. Change at farmers' school

Farmers' motivation to actively engage with citizens' initiatives is weak in many cases, and for many reasons. One may be linked to the education at farmers' schools. Here, farmers' schools could try to make them more aware of opportunities to enroll in citizens' led initiatives.

3. Be innovative in your "Access to land" strategy

There is an option for the municipalities to buy land and contract a farmer to produce according to specific requirements. This could solve the issue of not finding a farmer willing to join a citizens-led initiative.

Recruiting or contracting farmers is very demanding, there should be more experience sharing to perform it.

Terre de Liens in France has a good model to make land accessible to innovative farmers.

4. Develop social business models

There is a need to find ways to long-term finance the initiatives, and not depend only on the project's funding.

This is an important challenge and can be solved case by case. For instance, turning urban agriculture into Community Supported Agriculture, or developing training for the citizens.

Furthermore, competencies in setting-up social business models need to be developed within groups of interested citizens to become social entrepreneurs.

5. Think what kick-start a "citizen letter" to the Mayor could initiate

Some projects led by citizens can start from a citizen letter written to the Mayor of a municipality, e.g. a child asking for the "Parliament of Kids" in Ostend.


6. Argue about your impact with evidence

Transfer benefits into "numbers" to visualize them, show social return on investment. This may help raising long-term public funding.

7. Link with other cities

After the first year of scaling at the Barcelona level, joint work was initiated with Baumhaus in Berlin, to introduce the Food Tech 3.0 innovations at the Berlin FAL. Testing the innovations experimented in the Fab Lab in Barcelona (smart citizen kit) will be presented to the Baumhaus initiative in Berlin, to promote the concept of alternative food low tech, i.e. tech that is open, accessible, just and citizen-driven.

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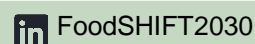


Annex

Ways to go, Difficulties and Recommendations by the FALs

	WAYS TO GO	DIFFICULTIES	RECOMMENDATIONS
OSTEND	<ul style="list-style-type: none"> • Communicate key principles (cooperation, sustainability, etc.) • Work with coaches to help citizens how to reach other groups • Give nuanced interpretation in terms of voting 	<ul style="list-style-type: none"> • Hard to link with every stakeholder who is needed for long-term success • Difficult to communicate with people from different backgrounds or with vulnerable groups 	<ul style="list-style-type: none"> • To get finance, apply for funds through call for projects, here some tips: <ul style="list-style-type: none"> › Track the proposals that did not make it. They might be helped by other means. › Scan the project proposals in terms of legislative barriers, etc.
COPENHAGEN	<ul style="list-style-type: none"> • Make the rationale of your action explicit • Communicate how easy it can be to be part of a sustainable food system • Offer several options for the citizens to make them easy to join your actions • Get the first support, because once money is in the system, entrepreneurs are encouraged to invest again 	<ul style="list-style-type: none"> • Onboarding food producers • Onboarding citizens 	<ul style="list-style-type: none"> • Establish cooperation across the food chain • Follow needs in society – eg Corona, climate • Include many types of stakeholders • be aware of local conditions/ issues • 3-steps approach: <ol style="list-style-type: none"> 1. Build system 2. Make it work with a few good cases 3. Scale up

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Annex

Ways to go, Difficulties and Recommendations by the FALs

	WAYS TO GO	DIFFICULTIES	RECOMMENDATIONS
BERLIN	<p>Combination of engagement practices:</p> <ol style="list-style-type: none"> 1. Welcome culture, 2. Narratives & News, 3. Early engagement in building up process, 4. Plat-form principle 5. Regular activities 	<p>“too many cooks spoil the soup”</p>	<ul style="list-style-type: none"> • Create sense of belonging and sense of ownership • Inform on multiple communication channels about the food hub initiative • Initiate regular feedback sessions • Co-develop narrative, system, logo, website content etc. • Collaborate in conducting an impact assessment, developing actions for the food hub, developing content for the website and food hub manual, • Involve citizens in the decision-making process through continuous engagement as this leads to empowerment
BARI	<p>Capitalizing upon a successful experience of an urban network is an excellent starting point to start other initiatives</p>	<p>Bureaucracy</p>	<ul style="list-style-type: none"> • Inform and involve continuously • Promote participation • Revitalize common spaces

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Annex

Ways to go, Difficulties and Recommendations by the FALs

	WAYS TO GO	DIFFICULTIES	RECOMMENDATIONS
BARCELONA	<ul style="list-style-type: none"> • Start slowly & build trust with your citizens' and inhabitants' network • Create familiarity with new food tech concepts & space for interaction • Create space for actors to demonstrate ownership of the new food tech definition • Share the message and facilitate onboarding of new actors 	<p>Difficulty in sharing the overall aims of food tech at the start of conversations with new actors (the idea was too new and there wasn't a trajectory for how to achieve the aims, which made actors uneasy)</p>	<ul style="list-style-type: none"> • Use artefacts to demonstrate new ideas to make them more relatable • Create spaces for key actors to demonstrate that they understand where we're going • Initiate open calls to invite new actors to participate once the new food tech concept is already established with frontrunners
AVIGNON	<p>Empower children who can test the implementation of their projects and ideas, i.e. make "citizenship" tangible</p>	<p>The main challenge is not to create an "empty shell" thereby taking also into account that knowledge transfer involving children needs to be different from interaction with adults. Children mainly do not have sufficient information to understand how the administration of a municipality works.</p>	<p>Try to experiment with the "Children's Parliament", giving it a real power of action by supporting them with human resources and funding</p>

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2. FAL2FAL Knowledge Brokerage Fact Sheets

- 2.1 Fact sheet Avignon
- 2.2 Fact sheet Barcelona
- 2.3 Fact sheet Bari
- 2.4 Fact sheet Berlin
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- 2.7 Fact sheet Ostend

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FAL2FAL Web#1: Citizens' involvement

Knowledge brokerage fact sheet

2.1 FAL AVIGNON

Main objective of the initiative

Our initiative is to set up a Children City Council, i.e. an institution consisting only of children, elected by children from all our city schools (public and private). All school children have to choose two elected representatives per school, for a 2 years term.

It aims at increasing their awareness of citizenship, testing the elected representatives' role and discovering various issues: mobility, social action, education, leisure and culture, and of course food.



Levels of citizens' involvement

The children are stepping into elected representatives' shoes so they are in charge to implement their projects (once validated by the Mayor herself!), organized in different thematic groups. Thus, they

- are informed about various issues,
- collaborate with some municipal services, supported by 2 dedicated adults in charge of their group,
- are empowered by experimenting with their projects' implementation from start to finish.


Starting point of the citizens' involvement

- It was a city project so the first input was given by the Mayor willing to create such an institution.
- It affected only one targeted and dedicated group, namely the city school children from 8 to 12 years old.

Economic rationale

- There is a dedicated budget.
- The budget did increase.

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Challenges at the beginning: getting human and technical resources

- The main challenge may be to make the children understand the “reality principle” that can affect the implementation of their projects or even stop them.
- For example: breeding hens in the central kitchen to provide daily fresh eggs (for our daily 4500 school meals!!)

Current challenges: Income

- Now we are at the beginning of the third term and one of the challenges is to embed their projects into the municipal services agenda and timing.
- We also have to be attentive not to transfer our projects to them but leave them “free” to propose some ideas in coherency with ours. (I.e. recycling biowaste and fighting against food waste from canteens is one of our projects so we suggest to them to participate by developing their ideas).
- One of their recent proposals is to elaborate a menu called by one child’s name and to give it to the central kitchen team to cook it for all children’s school canteens as well as to best the displaying menus, adapted to child-size and made more visual.



Key points relevant for my LAB – Lessons learnt


Good practice:

City dialogues are powerful to empower children who can test the implementation of their projects and ideas, i.e. concretise the "citizenship".

Mistakes and bottlenecks:

- Hard to link with all stakeholders who are needed for long-term success
- Trying to transfer our political and adults' projects to children
- Not giving the necessary resources to the children
- Not informing them enough to understand our internal way of working
- Main challenge: not creating an "empty shell"

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Key recommendations for other citizens' initiatives

- Excellent to experiment with the same type of institution in your city
- Give the children a real power of action by supporting them with human resources

Framework conditions

- Necessary to dedicate a global budget to implement the actions and also to provide human support: each thematic group works with 2 adults helping children + 1 person who is in charge of the global coordination

Q&A - Solution designs

Key-figures


- In 2021, there are 66 elected children from 33 public and private elementary schools
- Each child who candidates for the council writes a statement of objectives to inform his schoolmates of his projects, programme and priorities
- Many projects have been implemented and others are currently underway: «Le printemps des écoliers»



(Schoolchildren's Spring) is one of them. It's a big family event with lots of outdoors activities, stands with a big parade. Fun activities like «accrobranche», a free aerial obstacle course were built in a city park. Further, an intergenerational dance party was organised by the children, school restaurant menus were created by the children and road signs with explanations adapted to a child's height as well as an electric minibus to drive the children to and from school, to outdoors activities were implemented.

- Here is the full list of the thematic commissions:
 - Food (institutional food service, fighting against food waste, balanced diet)
 - Living together (social actions and solidarity)
 - Save the planet (environment, sustainable development)
 - My life my city (equipment, security, education)
 - Having fun in Avignon (culture and leisure activities)
 - Taking care of your health (sports and health)

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- The Children's City Council is integrated into other democratic participative bodies in the city: meet elected members and neighbourhood councils, participate in city participatory budgets, etc.
- Human resources needed and internal organization: 14 mobilizers, 1 leisure centre director and 1 project manager are present to organize the children's days and help bring the children's projects to life. Every month, the children participate in a community relations training day on Saturdays in different areas of the city.
- Twice a year, they meet the Mayor to present to her their work in progress.

How to start implementing a "Council" at the school level?

- Ostend: 1 child wrote 1 letter to the Mayor, asking for the creation of the Children Council

Arguments in favour of starting the process to get a Children Parliament:

- Having the level of the city creates a broadening of the perspective of the children
- Starting at the school level could open the possibility to make the city aware of food concerns and policy needs

Do the children really make an "election campaign"?

- Yes, this is really a replicate of a usual election campaign!

Why the age from 8 to 12?

- "Reality principle" may be the main reason to open this only from 8


Could older children be interested?

- Yes, for sure, but in France, the limitation is the competence of the municipality, which is only for the primary school

Place of food-related proposals in the activities of the Food Council?

- Food is only one aspect among many others: there are altogether 6/7 topics (mobility, leisure and sports, inclusive action, etc.).

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Further preceding activities in Avignon: Remunicipalisation of school canteens in Avignon since 2015

Measures implemented to provide balanced meals made from high quality, predominantly local products, while educating the children to "eat well":

1. Short distances: local products from producers in the region
 - Circularity (mainly purchasing through Agrilocal platform, but also from partnerships with producers of *en Direct de nos fermes* or *legumerie solidaire de Pernes les Fontaines*).
 - Bread as an exemplary product from artisanal bakeries in Avignon (7 partner bakeries in 2019/2020)
2. Educational workshops & awareness-raising on the topic of waste
 - Raising children's awareness through workshops and the implementation of the *Mission Zero Gaspi sur Avignon*
 - Aims of the activities:
 - Raise awareness of the importance of the fight against food waste
 - Encourage school cafeteria staff, teachers and parents to work together on food waste reduction
 - Understand and identify causes of waste (quantity, typology, quality of food, etc.) and implement measures based on the analysis of the results
 - Perpetuate the actions implemented and communicate the importance beyond the measures
 - Achievements:
 - Victory of the "Croustis" team of the Stuart Cille School in Avignon in the eco-friendly and cross-city Anti-Waste Olympics
 - Successful testing of a composter at Mistral School: food waste reduction by 90 % in 24 hours
 - Average waste per guest per meal down to 59 g in 2018/2019
3. Proportionate increase of organic products and products with quality labels
4. No price increases, tiered prices, and free meals for children of the most disadvantaged families

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FAL2FAL Web#1: Citizens' involvement Knowledge brokerage fact sheet 2.2 FAL BARCELONA

Main objective of the initiative

Development and piloting of open source food technology, and affiliated processes, that can facilitate the management, monitoring, socialization, and efficiency of food production, elaboration, consumption and recycling in cities.

Sub-objective (and the focus of the presentation):


Socializing food tech as a tool to solve community challenges while building capacity in its use and hacking in communities of practice.



Levels of citizens' involvement

- Citizen collaborating: steering committee (SC) & open call
- Informing: online events and participation in dialogues
- Consulting: attending events and talking with community members
- Empowering: educating on what open tech solutions are, why we should prioritize them, who can create them, and how they can be used in online events and our SC

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Starting point of the citizens' involvement: Our first target community on our path to do this: Barcelona's food activists

- Through 1-1 conversations and our participation in local dialogues
- Ownership of food tech in citizens and local initiatives. This enables policy makers to consider citizen food tech as an issue to take up
- 1 year of engaging with vocal actors in Barcelona's dynamic food community
 - Who are these actors: those leading the charge for innovation and policy in the food community
- Key actors were invited to the Food Tech 3.0 Steering Committee
- Key moments:
 - 2nd SC meeting at Connect Hort (local urban garden)
 - Remix el Barrio exhibition and activity at Connect Hort
 - Steering Committee participants (Doris and Edith) actively proposing methodologies for engagement and reflection with the Food Tech SC – U-theory method
 - Participation in local events related to food and stakeholder mapping with the Municipality

Economic rationale

- Securing funding is validation of an approach; in order to secure funding, and make alternatives appetizing to the market, we need to continue to socialize their potential and use
- How can we secure funding for open and citizen-centred projects? Especially when they do not propose to operate like traditional, capitalist ventures (i.e. economic gains are only 1 of their goals, not the only goal)
- The market is not currently designed to support alternative initiatives.
 - One of the main questions we have is how to secure competitive funding for citizen-centred projects. Now, there are ample groups of social impact investors but will that funding be enough or be accessible to support food tech innovators?
 - The second question is ensuring that there is funding available to support open initiatives.
- We plan to explore a variety of funding options, including public funding, crowd-sourcing, but also traditional forms of investment.

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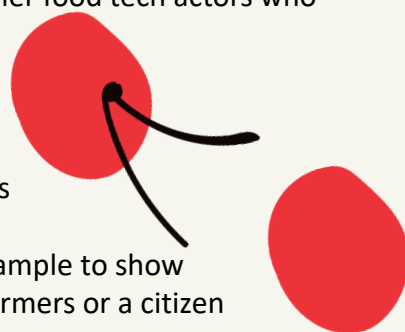
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Challenges at the beginning


- There was (and still is) a general lack of understanding about what food tech is, who creates it and who uses it. Currently, people associate food tech with large agtech groups like Monsanto or the wide variety of labs making meat in a petri dish.
- This became a central point in ALL of our meetings with steering committee members and stakeholders and presentations. It was clear we needed to explain what Food Tech was but also differentiate between the current field of food tech and the field of food tech that Fab Lab Barcelona and other food tech actors who are supporting open, equitable and fair solutions are striving for and HOW this could impact the food community at large. We worked to overcome this by offering existing, tangible examples and imagining hypotheticals using our steering committee's innovations as examples.
- For example, we frequently use the **Smart Citizen Kit** example to show how it could support professional urban or peri-urban farmers or a citizen working on their balcony gardens.
This was most effective when participants could actually engage with the tech artefact - conversations and powerpoints can only take us so far, which was a limitation during the first year of the project due to COVID-19.



Current challenges

- Ensuring that **there are** citizen-centred food tech initiatives to compete with big, traditional food tech
- **Creating support** for tech alternatives to ensure that there are **viable** citizen-centred food tech initiatives to compete with big food tech. The past year of talking about food tech and helping bring forward the idea of alternatives does not mean anything if the alternatives that are developed are not accessible to potential users. Here, accessibility might refer to the financial aspect or the socialization of the initiative or even legislative limitations.
- Another challenge is ensuring there is support, both from innovators and from the market for open innovation. Communities like the maker community associated with Fab Labs work with open practices, but there are worries, especially from non-practising innovators that are curious to incorporate open practices, that their work might be stolen, particularly by larger corporations, and scaled at a price that they are not able to compete with. We need to understand how we can balance protecting innovators' work and pushing for open innovation, which means that we're also experimenting with mixing open and closed practices.

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Key points relevant for my LAB - Lessons learnt

Good practices

- Start slow & build trust
 - Integrate into the food community: Fab Lab from passive to active participation
 - 1-on-1s to understand the city context & present our concept to key actors (--> steering committee)
 - Facilitated meeting with new actors
- Creating familiarity & space for interaction
 - Fostering familiarity with food tech through real examples
 - Providing space for SC to offer input on how their approach can impact food tech (2nd steering committee meeting, in-person October event)
- Key actors demonstrate ownership of new definition of food tech
 - SC explained their contribution to Food Tech and how Food Tech is relevant to what they're doing
 - Facilitate onboarding of new actors
- Sharing the message through an "Open call" for food tech initiatives: sharing the message and inviting innovators to participate in a holistic mission

Mistakes and Bottlenecks

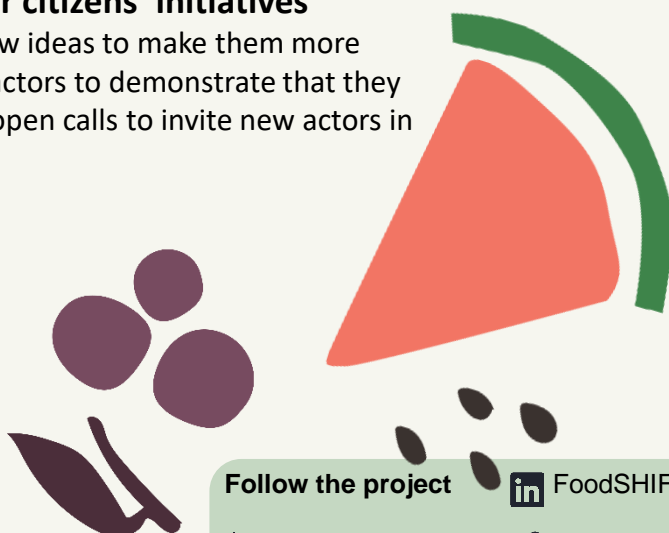
- Sharing the overall aims of food tech and FoodSHIFT at the start of conversations with new actors (the idea was too new and there wasn't a trajectory for how to achieve the aims, which made actors uneasy and created expectations that weren't necessarily in line with how the project actually evolved)

Key recommendations for other citizens' initiatives

- Use artefacts to demonstrate new ideas to make them more relatable; create spaces for key actors to demonstrate that they understand where we're going; open calls to invite new actors in once the message is solidified

Framework conditions

- Step-wise approach!!!
- Participatory technology



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Q&A - Solution designs

- Do you think some of the food tech solutions could be shared/implemented at Baumhaus?
- After the first year of scaling at the Barcelona level, we can work with Baumhaus to introduce the Food Tech 3.0 innovations in their community
- Baumhaus team could potentially serve as mentors for the food tech 3.0 acceleration program
- Testing the innovations we already have in Fab Lab (smart citizen kit) in Baumhaus to present the concept of alternative food tech (tech that is open, accessible, just and citizen-driven)



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FAL2FAL Web#1: Citizens' involvement

Knowledge brokerage fact sheet

2.3 FAL BARI

Main objective of the initiative

To recover an abandoned space (an overall area of 11.500 sqm) and create a citizen-driven urban garden where people may grow their food and interact with other organizations (people).

Levels of citizens' involvement

- There are about 150 associates. 60 allotments of urban garden,
- 10 associations, based on social, inclusive and environmental aims, animate events/initiatives in the area




Starting point of the citizens' involvement

- A group of 20 associations grouped in a civic network launched the idea to capitalize the experiences based on citizens' participation. They launched the ideas to their member and residents around the abandoned space
- Involvement of citizens/associations partner in an urban network experience
- They started consultation rounds (inspired by nonviolent communication principles) and events over 18 months addressing about 20.000 citizens through the associations in the network. Their societal readiness for the use of common goods as places to share ideas, values, and culture was already mature to shift towards a higher level of engagement. In addition, the idea to restore an abandoned public space just in front of a residential area represented the core element that favours citizens' engagement.

Economic rationale

- Membership fees, in addition to application for public funding and initiating crowdfunding campaigns

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Challenges at the beginning

- To have the concession by the city council to be permitted to use the space. It needed 2 years to award the site to the association, as it was the very first experience in the city.

Current challenges

- To transform the association into community-supported agriculture willing to purchase green energy.
- To replicate the model in other areas in the city and to create vertical gardens
- Capitalization of a successful experience of an urban network

Key points relevant for my LAB – Lessons learnt



Good practice

- Capitalization of a successful experience of an urban network

Mistakes and bottlenecks

- Bureaucracy

Key recommendations for other citizens' initiatives

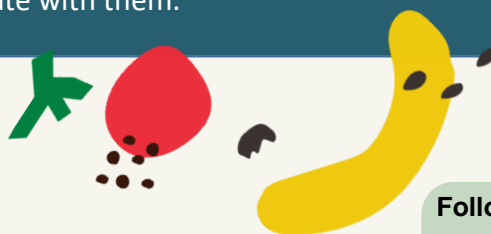
- Inform; involve; promote participation; revitalize common spaces

Framework conditions


City council programmes addressed to support civic involvement through grassroots movements

Q&A - Solution designs

- Transfer benefits into "numbers" to visualise them, show social return on investment; define indicators
- Experience (COP): technicians need trust; it needs someone to follow the process and communicate with them.



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Main objective of the initiative

A community-led approach to setting up and running a food hub



LebensMittelPunkte.



Levels of citizens' involvement

All forms of citizen involvement take place, it depends on the specific activity

Starting point of the citizens' involvement

- **Step 1:** A loose network and ideas already existed around the Baumhaus and Food Hub Vision (ca. 15 ppl), potentially interested people were contacted via **informal and direct dialogue**.
- **Step 2:** Interested people were **contacted again directly and informal** with possible points for participation.
- **Step 3:** Online meetings with the core **"steering group"**
- **Step 4:** A larger public was informed at various events and invited to participate if they want as a **"rowing group"**.

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Economic rationale

- Public funding and volunteers
- From public funding (which does not fund building up structures) to independent funding would be nice for the future, e.g. through the formation of collectives

Challenges at the beginning

- Balancing “steering” and “rowing”
- Balancing “democracy” and “efficiency”

Current challenges

- Building up structures and systems for continuation
- How to continue and sustain after FoodSHIFT2030

Key points relevant for my LAB – Lessons learnt

Good practice – How to start the engagement?

- Creating a feel-good & welcoming culture (sense of belonging)
- Narrative to connect global and local actions



- Actively engage people early on in the building up process (sense of ownership)
- Platform principle
- Sense of belonging and ownership = good conditions for continuation
- Continuous, regular activities



Continuous, regular activities

FOODSHIFT THURSDAYS

Innovation Goal 1: Development of Food Hub Prototype: 1 & 3 Thursday 7-8pm

Innovation Goal 3: Mechanism for Scaling the Food Hub: 1 & 3 Thursday 10-12 am

Innovation Goal 2: Impact Assessment of Food Hub: 2 & 4 Thursday 7-8pm

Innovation Goal 4: Creating Democratic Space: 2 & 4 Thursday 10-12 am

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Mistakes and Bottlenecks: “too many cooks spoil the soup”

Key recommendations for other citizens’ initiatives

- Skilled leadership, sense of belonging, sense of ownership
- **Informing** about the food hub initiative
- Getting feedback (**consulting**) and **co-developing** narrative, system, logo, website content etc.
- **Collaborating** in conducting an impact assessment, developing actions for the food hub, developing content for the website and food hub manual,
- **Empowering** as a result of the engagement process (involvement in decision-making → taking control over food hub development
- Inform; involve; promote participation; revitalize common spaces

Framework conditions

- Conditions for building up long-lasting structures




Q&A - Solution designs

- Q: Where is the food hub located? How accessible is it? How big is the space?
- A: The food hub is located in the inner city district of Berlin Wedding, with a good accessibility (via public transportation, by foot, bike, or car) and is about 100 sqm.
- Q: What is the nature of the organization of Baumhaus?
- A: GbR and Association
- Q: How did you get the public funding?
- A: By applying to an open call by the city.
- Q: How did you get the city interested in setting up a food strategy?
- A: That involved a larger lobbying process organized by the Food Policy Council of Berlin.
- Q: How did you get in touch with farmers? How do people get the food?
- A: Monthly payments, subscriptions and they just pick up the food once a week

Solutions

- Get citizens involved through tech solutions
- Find long-term funding to sustain the food hub independent from project-based funding

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Main objective of the initiative

The GCPH Lab will strengthen the regional food system by creating awareness, recognition and learning about food system transition based on selected innovation actions:

- Urban-rural cooperation towards sustainable food systems
- Citizen engagement platforms
- Upcycled food
- Empowerment of local society



Levels of citizen's involvement (informing – consulting – collaborating - empowering)

Citizens buy goods, invest in products or lend money to food producers.



Starting point of the citizens' involvement: COOP Crowdfunding


152 years ago, consumers came together in Coop to ensure good conditions and food for all. Today, Coop Crowdfunding brings consumers and businesses together to create better food.



Economic rationale

- Citizens get something in return: Either new and exciting products or interest on their loans.
- Companies they invest in producing the food we need now and in the future

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Key points relevant for my LAB - Lessons learnt

Good practices

- Easy to be part of sustainable food production
- Meaningful and numerous possibilities
- Once money is in the system, there is an encouragement to invest again



Mistakes and Bottlenecks

- Onboarding food producers
- Onboarding citizens

Key recommendations for other citizens' initiatives

- Cooperation across the food chain
- Follow needs in society – e.g. Corona, climate
- 1) Build a system 2) make it work with a few good cases, 3) scale
- Include many types of stakeholders
- Be aware of local conditions/issues



Photos © i

Q&A - Solution designs

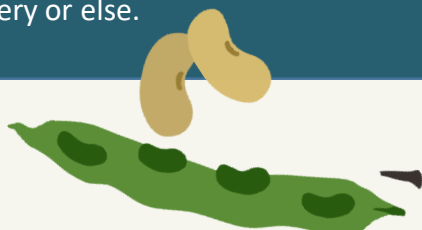
Q: What are your experiences with onboarding citizens?

A: They have their own magazine to raise awareness; the platform helped producers during Corona; successful funding makes a positive narrative; loans also provide information sharing thereby increase interest and awareness; loans are popular; people like to invest in things that are meaningful

Q: Are there similar platforms in other countries?

A: No, only crowdfunding platforms which are not targeted to consumers/producers; coops are still present in other countries; in Italy, the people have to pay a fee.

Food coops in Germany are groups of 20-100 ppl ordering organic food at the retail/ farmers for cheaper prices and more self-determination; in Germany: Regionalwert AGs are groups of citizens providing money to farmers to buy land, machinery or else.



Photos © Lejre municipality

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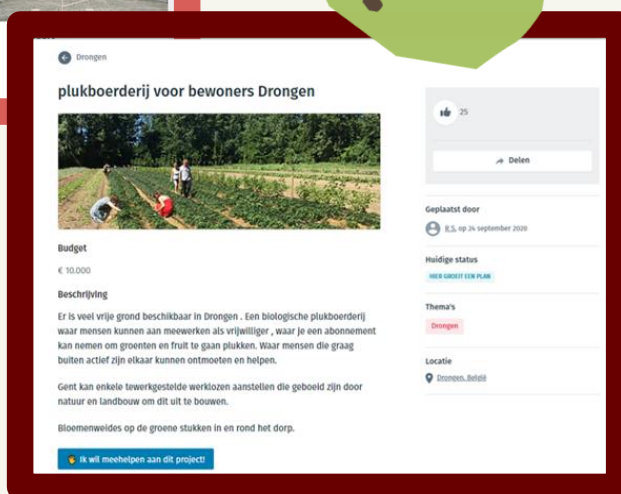
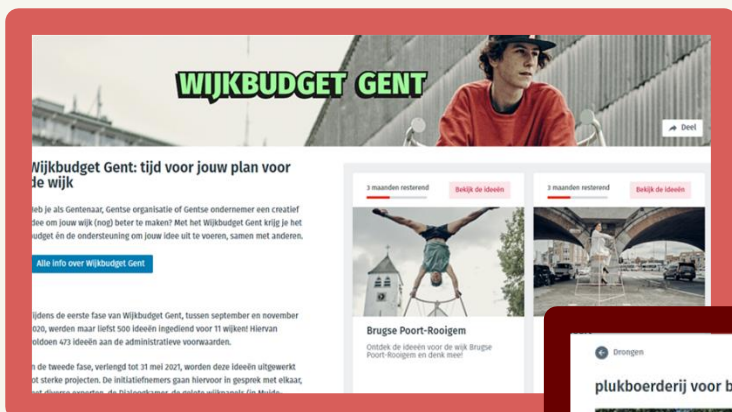




FAL2FAL Web#1: Citizens' involvement Knowledge brokerage fact sheet 2.6 CASE GHENT 'WIJKBUDGET'

Main objective of the initiative

'Wijkbudget', an initiative of the city of Ghent implemented in 2016 – 2019, is a form of participatory budgeting. Participatory budgeting is a process of democratic deliberation whereby citizens can decide how to allocate a predefined municipal budget. Citizens can turn in projects related to several themes (e.g., sustainability, use of public spaces), can vote for the accepted projects and allocate budget to these projects. In Ghent, there was a budget of 1.3 million euros under which citizens could turn in projects to improve their district (in total 25 districts of Ghent participated).



Levels of citizen's involvement

- Collaborating & empowering:
 - Participatory budgeting empowers citizens to decide together how public money can be spent.
 - Participatory budgeting can be a powerful tool for cities to educate, engage and empower communities and citizens.
- Citizens buy goods, invest in products or lend their money to food producers.

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Starting point of the citizens' involvement

Within the policy agreement of the city, citizen participation is enlisted as one of the goals. This translates to the setting up of a department of citizen participation, the organization of input procedures for citizens and organizations to partake in the establishment of policy documents as well as the organization of participatory budgeting for citizen-driven projects.



Economic rationale

- There was a budget of 1.3. million euro.
- 261 initial ideas were accepted (phase 1)
- 161 worked out a full plan (phase 2)
- 105 proposals were kept after evaluation by an expert panel (phase 3)
- 17 were selected on the basis of Ghent people casting a vote (15 .277 on a 250.000 population) + on the basis of the votes of the expert panel (70:30 weight; 70 for people's vote, 30 for experts' vote) (phase 4)




Challenges at the beginning

- The project proposals were not always so transformative in terms of sustainability, a lot of projects had a rather consumerist focus.
- The projects were not divided equally among different neighbourhoods.
- The success of the proposals was also dependent on the networks of the citizens. People with a large capacity to make promotions with friends, family, and on social media were privileged.
- Administrative problems, the city had not always checked the impact and legislative border of the project proposals. For instance, a project on tree planting could not be fulfilled because the department of green service did not allow this, etc.
- Citizens pointed out that it was difficult to communicate with people from different backgrounds
- or to 'vulnerable groups'

All of these challenges were addressed in the second round of the 'burger budget'. Insights into those challenges were laid down in a thorough evaluation of the first round. (See, in Dutch <https://ookmijn.stad.gent/burgerbudget/nieuws/evaluatie-van-het-gentse-burgerbudget>)

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Key points relevant for my LAB – Lessons learnt

Good practices: Several steps must be taken to successfully implement participatory budgeting (Not all should be taken in chronological order):

- **Step 1:** Preparation and groundwork (e.g., What is the goal of the program? Under which themes can citizens turn in projects? What public budget can be spent?)
- **Step 2:** Inform citizens (e.g., Communicate timeframe, process and rules, criteria projects)
- **Step 3:** Collect citizens' input (e.g., Digital platform? Social Media?), and make sure you reach all target groups (e.g., Vulnerable groups, youth)
- **Step 4:** Process the input (see key recommendations)
- **Step 5:** Citizens can vote and allocate budget to proposals (if not already done in the project proposals). Give citizens enough time to vote (2-3 months)
- **Step 6:** Communicate results to all target groups and all citizens of the district (also to those who did not participate)
- **Step 7:** Implementation phase. Involve citizens also in this phase!

Photos **Mistakes and Bottlenecks**


- Cf. 'Challenges at the beginning, above.

Key recommendations for other citizens' initiatives

- Communicate key principles (cooperation, sustainability) – tension between 'freedom' and collective agenda setting for sustainability.
- Work with coaches to help citizens how to reach other groups. In Ghent; two neighbourhoods will experiment with neighbourhood panels. Per neighbourhood 20 people have been selected as representative of their neighbourhood in terms of different selection criteria (age, family, education, ethnicity, gender). These panels will go into dialogue with the citizens to advise them on how to communicate with specific groups. They will also play a part in the evaluation.
- More nuanced evaluation in terms of voting: 60 % Ghent population (voting); 20 % neighbourhood panels; 20 % expert panel.
- Tracking of the proposals that did not make it. Will they continue on the momentum of writing the proposal, might they be helped with other means? Make links with other programs running in the city.
- Scan the project proposals in terms of legislative barriers, etc.



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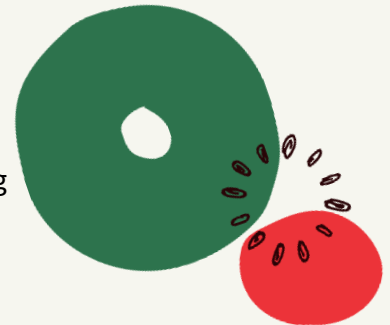




FAL2FAL Web#1: Citizens' involvement Knowledge brokerage fact sheet 2.7 FAL OSTEND

Main objective of the initiative

The Gardens of Stene become a dynamic agricultural park for citizens and visitors of Ostend, bringing people closer to locally grown food (vegetables, fruit, meat), celebrating sustainable food systems and providing outdoor space for recreation and education.



The collage consists of four posters for 'TUINEN VAN STENE' (Gardens of Stene):

- Top Left:** 'INFOFEEST TUINEN VAN STENE' (Info Festival). Features a blue tractor in a field. Text: 'UITNODIGING' (Invitation), 'Pilotprojecten Productief Landschap'.
- Top Right:** 'STADSDIALOG TUINEN VAN STENE' (City Dialogue). Shows people walking in a field. Text: 'UITNODIGING', 'Pilotprojecten Productief Landschap'.
- Bottom Left:** 'STADSDIALOG TUINEN VAN STENE'. Shows a field with a grid overlay. Text: 'UITNODIGING', 'Pilotprojecten Productief Landschap'.
- Bottom Right:** 'STADSDIALOG TUINEN VAN STENE'. Contains a detailed agenda and list of partners.
 - Ben je zelf bezig met voedsel voor de stad? • 19.00 uur Verwelkoming schepen Vandecasteele
 - Speel je met ideeën om een stadslandbouwinitiatief op te starten? • 19.15 uur Inspirerende stadslandbouwvoorbeelden door Jan Willems van de Schorre
 - Heb je interesse in het thema? • 20.00 uur Pilotprojecten Productief Landschap door Ilse Kintemans
 - 20.15 uur - Pauze
 - 20.25 uur Meetel voor Ostende en de Tuinen van Stene (antwerpteam Maat-Omgevings & Technum)
 - 20.45 uur Stadslandbouw in Ostende door Guido Vandendriekke (Eigen Rovers' veld)
 - 21.00 uur Receptie en netwerkbond

Partners and logos on the bottom right poster include: VLAAMSE REGIERING, maat, DEPARTEMENT LANDBOUW & VISSEL, TEAM VLAAMS BOUWMEESTER, WOENSDAG 2 MAART 2016 om 19.00 uur, VRUUSTAAT O. (Zeedijk 10), Pilotprojecten Productief Landschap, ILVO, TECHNUM, Ostend.

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Levels of citizens' involvement

- Citizen dialogues (4) during the planning phase of the garden: informing – consulting – collaborating – empowering
- Community-supported agriculture (CSA – membership-based system, where members pay an annual fee in return for fresh organic vegetables all year):
collaborating – the members are actively involved in the farming activities (voluntary), there is a yearly evaluation, and members can give input in the type of vegetables which are grown and can participate in activities (cooking, preserving, etc.)



Starting point of the citizens' involvement

4 city dialogues: inspiration, discussion, discussing plans, presenting the plans

Photos (Invited: citizens (focus on Stene), owners, users, farmers

- Farmers: sceptic, still today
- Users: interested, want to be actively involved
- Owners: some changed over the years

Economic rationale

- Public funding for the rent of the land and investments in infrastructure, CSA membership for veg & eggs (+ a lot of volunteering hours), and selling meat
- New concepts: fruit & flowers, guided tours, workshops (tourists, education), food-related events
- Collaboration with other farmers/organizations (ex VELT = organization managing the allotment gardens)

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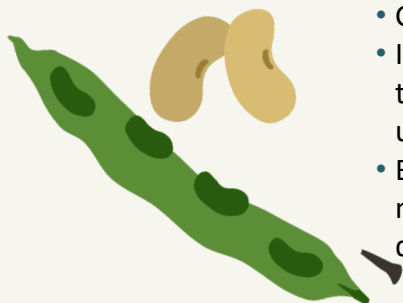
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Challenges at the beginning: getting human and technical resources



- Going from concept to concrete plan
- Involving the owners of the land in the perimeter of the agricultural park, the farmers in the city and the users of the land
- Buitengoed Oostende vzw (the organization managing the Gardens of Stene) was an important driver

Current challenges: Income

- Develop new collaborations (making each other stronger)
- Make the Gardens a lively space for food-related activities, involving citizens and visitors

Key points relevant for my LAB – Lessons learnt


Good practices: City dialogues powerful to:

- Raise awareness of new developments (wide communication needed!) and create dialogue (pro & con)
- Inspire people & create a positive vibe
- Start with thinking out of the box
- Involve politicians – owners – users
- Don't stop with one moment, but come back with changed plans and communicate the final plans.



Mistakes and Bottlenecks hard to link with every stakeholder who are needed for long-term success

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Q&A - Solution designs

Great opportunity for "new farmers" and employment, to collaborate with the city if the city buys land itself, and contract "new farmers"

- If the city owns land, and wants to recruit new farmers, there is as well a challenge to select the "right one"
- Other cities have similar experience: we could share the call for recruiting and selection process

The Non-Profit organization (NPO) is in charge and this may hinder a bit the involvement of third parties like farmers around

- Direct involvement of farmers may be a difficult way to manage on the part of City Council
- Coordination of the Edible Garden - City Council + 1 non-profit organization in charge of management (contract with City Council)

Private farmers, even involved in CSA are not keen when city authorities are involved in farming activities - The NPO wants to have everything organic, and there is only 1 organic farmer in the city


- Teach at school is mostly led by the vision of autonomous farmers: there is a need to change that
- 1 dairy farmer turned organic will work closer to Edible Garden

SAFER and Terre de Liens in France seem to have other solutions, that could be interesting to investigate

Participatory budgeting to make local food strategy more citizen-driven. How?

- Citizens can turn in projects related to strategic or operational goals.
- Citizens can vote for which project should be implemented
- Citizens can allocate predefined municipal budget to projects
- Participatory budgeting: necessary to predefine themes under which actions can be developed and predefine the budget that can be allocated to these different actions.

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