

# EIP-AGRI Workshop

## Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri  
AGRICULTURE & INNOVATION



Agriculture  
and Rural  
Development

funded by



## Programme September 21

### INTRODUCTION AND SCOPE OF WORKSHOP

09:00-09:30 Introduction

Welcome – Mr Pawel Szabelak, Ministry of Agriculture and Rural Development of Poland and by the Marshal from Malopolska region

***Setting the scene – Ms Inge van Oost, Directorate General of Agriculture and Rural Development, European Commission***

09:30-10:30 Getting inspiration

Malopolska Region in the context of Cities and Food – Mr Rafal Serafin, President of Polish Environmental Partnership Foundation

Reconnecting consumers and producers in the food chain: trends and challenges – Ms Moya Kneafsey, Coventry University, United Kingdom  
Cities and Food and the Milan Urban Food Policy Pact – Ms Cinzia Tegoni, Milan Municipality

Distribution of added value in the chain: a few practical cases – Mr Jan Willem van der Schans, Wageningen University and Research, the Netherlands and Mr Patrick Pasgang, Innovation Support Centre, Flanders, Belgium

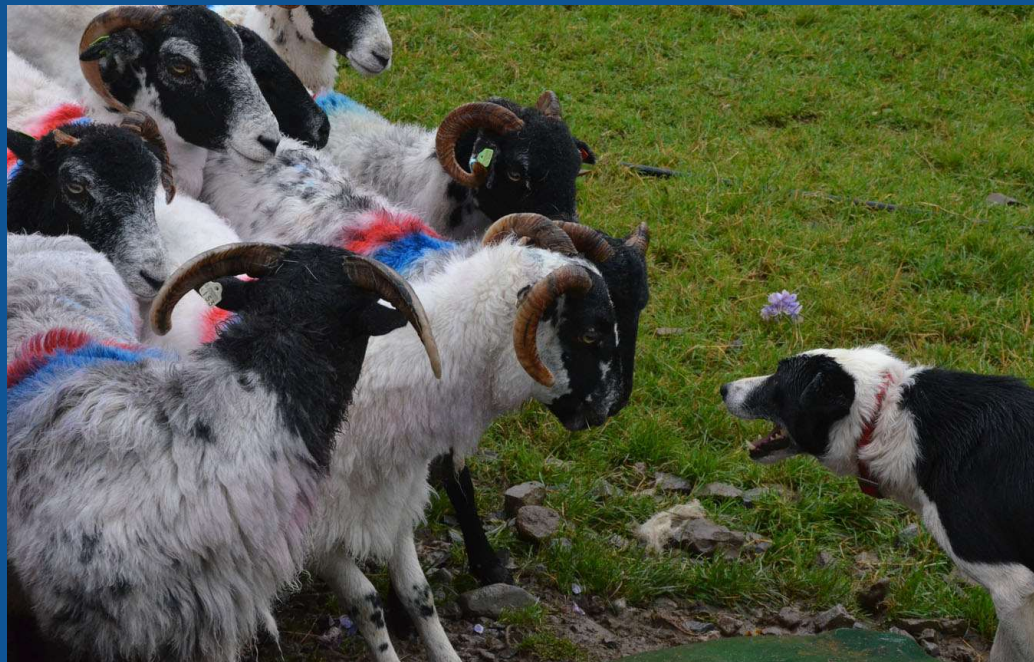
Coffee with regional bites





# The European Innovation Partnership (EIP) „Agricultural Productivity and Sustainability“

## Speeding up innovation to connect consumers and producers



EIP Workshop Cities and Food – 21 September 2016 - Krakow

Inge Van Oost - DG Agriculture and Rural Development



## ***Connecting Consumers and Producers - Why ?***

- Current challenges for food systems : how to **adapt to consumer needs/wishes and to producers' challenges** (fresh minimal processed foods, traditional, regional (local) and artisanal prepared food for different consumer groups (age, lifestyle, health and culture)
- We need innovation to make smart and sustainable food systems: **rethinking the organisation of the food value chains**, empowering consumers and local, short(er) value chains where farmers, cooperatives and small companies are an important engine
- **Cities' food system policies** are key and can incentivize new business models and a food system approach (MUFPP)
- *Listen to Moya Kneafsey in this workshop on 21 Sept*

## *Europe supports innovation under the CAP & H2020*

- 2010: European Innovation Partnerships speed up innovation through **linking** existing policies and instruments
- **EIP "Agricultural productivity and sustainability"** launched in 2012: "more and better from less", "ideas put into practice with success", impact by end-users becoming "actors" and motivated
- The EIP-AGRI applies an overarching concept based on the **interactive innovation model** (applied in RD Operational Groups and H2020 Multi-Actor projects)

Collaboration between various actors to make **best use of complementary types of knowledge** (scientific, practical, organisational, etc) **in view of co-creation** and diffusion of solutions/opportunities **ready to implement in practice**

- **EU wide EIP network** linking actors: communication, partnering, dissemination, knowledge flows and collecting practice needs:  
EIP-AGRI

"I not only use all the  
brains that I have,  
but all that I can  
borrow"

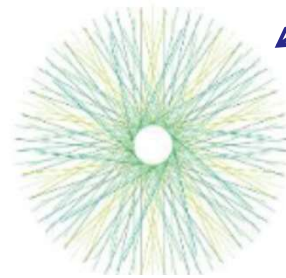
Woodrow Wilson –  
President of the USA, 1913-1921

# ***EIP: Funding interactive innovation projects***

## ***Rural Development*** ***(regional/national level)***

## ***Horizon 2020*** ***(EU level)***

- Funding for **setting up** of an "Operational Group" (OG) : farmers, advisors, agribusiness, researchers, NGOs, etc) **planning** an innovation project
- **Project funding** for the **Operational Group's project**
- Supporting **innovation support services**



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**EIP  
networks  
MS/regions**

Agriculture  
and Rural  
Development

- **Research projects**, to provide the knowledge base for innovative actions
- **Interactive** innovation formats: **multi-actor projects and thematic networks** genuinely involving farmers, advisors, enterprises, etc.... **"all along the project"**

Involvement of OGs is strongly recommended

## ***Operational Groups – Rural Development Programmes 2014-2020***

- The EIP implementation via rural development programmes aims at a **flexible and open system** for the creation of a multiplicity of operational groups (OGs)
- **96 MS/regions** implementing the EIP in their 2014-2020 Rural Development programmes with **regular calls for Operational Group projects during this period**
- More than **3200 OGs** planned in 2014-2020
- Budget estimation M16: 2,8 bio €
- Situation in your MS/region: see

[http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/index\\_en.htm](http://ec.europa.eu/agriculture/rural-development-2014-2020/country-files/index_en.htm)





## **(1) Rural Development Programmes** (within RD prog areas)

- **Operational groups** (setting-up of groups and funding for their projects from 30.000 till 1 mio €)
- *Listen to Bastien Farges explaining the funding for **supply chain Operational Groups in Aquitaine** (in this workshop on 22 Sept at 9:00)*

## **(2) EIP-AGRI networking** activities at EU level: Workshops, Seminars and Focus Groups

**The Focus Group on Short Supply Chains** collected and analysed different short food supply models existing in Europe, including a set of practical cases with potential for innovation in other regions/ countries (*see your workshop package*)

(2015 report – coordinating expert Moya Kneafsey)

[https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip-agri\\_fg\\_innovative\\_food\\_supply\\_chain\\_management\\_final\\_report\\_2015\\_en.pdf](https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip-agri_fg_innovative_food_supply_chain_management_final_report_2015_en.pdf)



## ***Funding for EU projects on food systems and novel supply chains***

**(3) Horizon 2020** – EU research and innovation projects

*various finished/ongoing food system projects in this workshop on 22 Sept at 9:15*

- European **multi-actor "research" projects** (2- 10 mio € per project): 370 mio € in 2016-2017
- **Thematic networks: "coordination" actions**  
"Compiling knowledge ready for practice"  
(2 mio € projects)

**SKIN: Short Supply Chain Knowledge and Innovation Network** (2017-2019): *project starting soon, listen to the pitch tomorrow*



## ***EIP workshop "Cities and Food: Connecting consumers and producers" 21-22 September, Krakow Poland***

Combines the 2 perspectives from cities and producers

- 1. Cities:** collaborating with the Milan Urban Food Policy Pact (MUFPP) which has the intention to move towards linking the city with food producers in a sustainable way.

**The Milan Urban Food Policy Pact (MUFPP)** was signed in October 2015 by 53 cities from 15 EU members states (in total by 116 cities worldwide). By signing the Pact, cities commit themselves to upgrade their policies on sustainable food systems, to engage all sectors in the food system (e.g. small scale producers, private sector and civil society) and to take action to address the food system. After all, the majority of EU population is located in cities, and this represents an enormous potential for producers engaged in supply chains in and near the cities. In particular the MUFPP **actions on 'Food production' and on 'Food supply and distribution'** are important in this regard (see the text of the Pact on <http://www.foodpolicymilano.org/wp-content/uploads/2015/10/Milan-Urban-Food-Policy-Pact-EN.pdf> ). Questionnaires sent to the Cities and from their replies **20 cities were invited** to this workshop



## ***EIP workshop "Cities and Food: Connecting consumers and producers" 21-22 September, Krakow Poland***

Combines the 2 perspectives from cities and producers

**2. Farmers:** improve producer incomes, promote sustainable farming systems

Both perspectives aim at the building a **city-region food system approach**, giving city populations the opportunity to get easy access to fresh, safe and healthy food produced in the local environment, benefiting local and regional producers and entrepreneurs involved.

This workshop combines the networks of the EIP-AGRI and the MUFPP, by connecting "**trios**" (1=city/2=RD man.auth/3=farmers) + experts

## ***(1) The perspective of the Cities***

# **Highlights from EU cities' food policies**

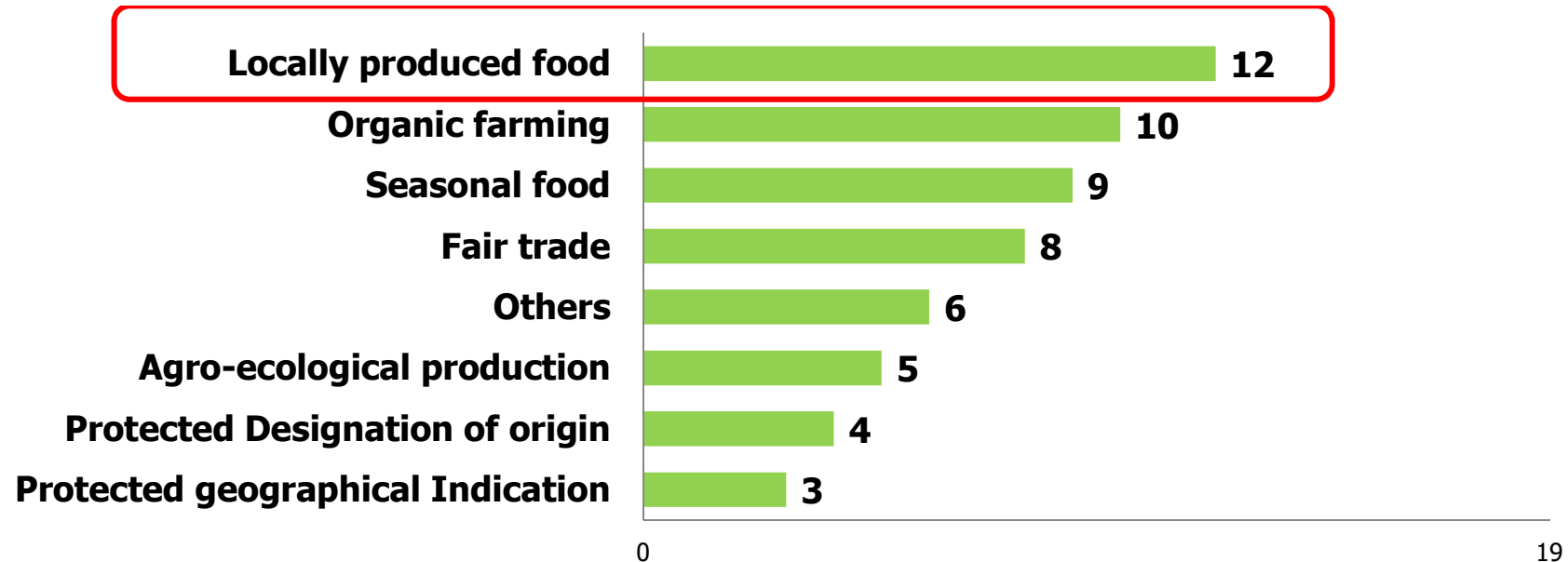
Cooperation with the MUFPP

### **What did we learn from cities already?**

(replies from the cities from the MUFPP – *see your workshop package*)

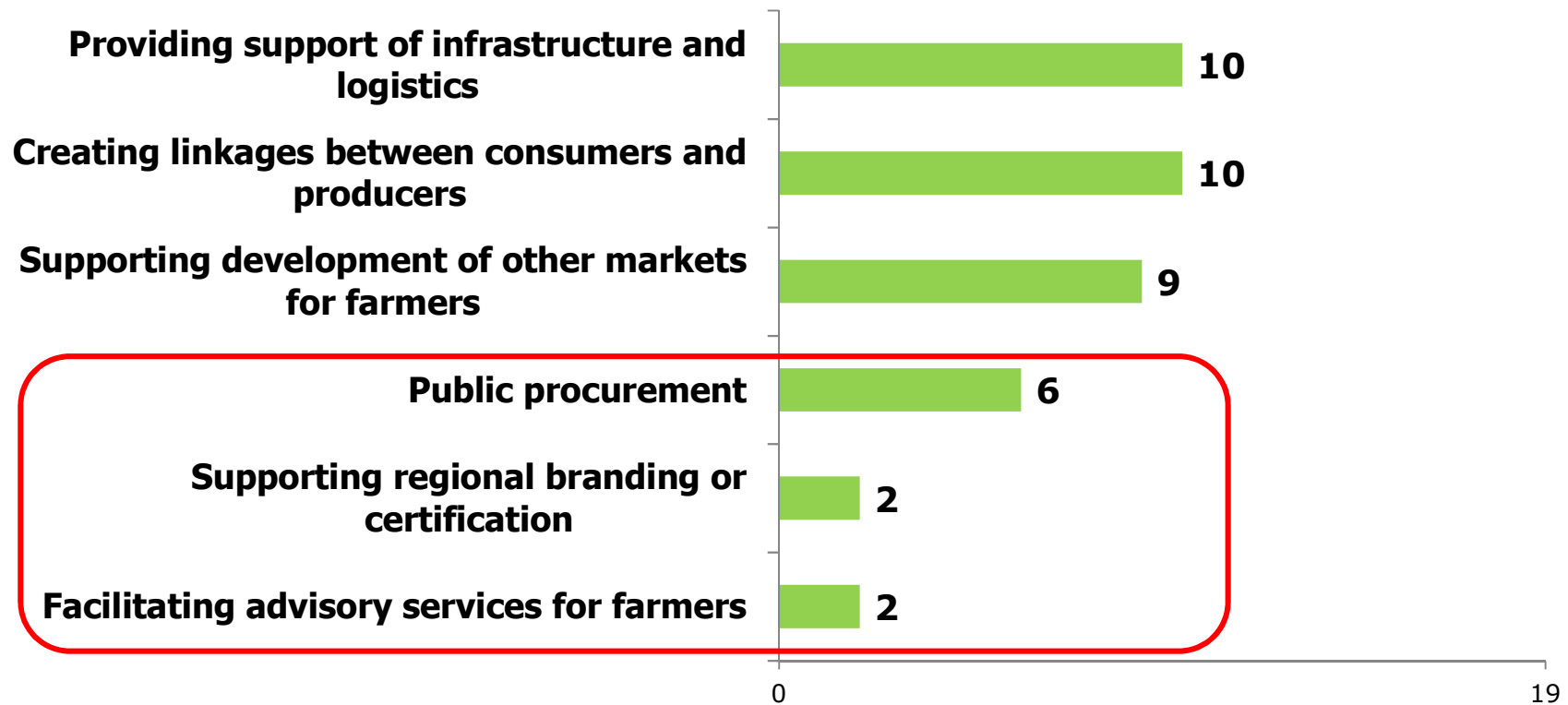


- **17** out of 20 City administrations **support collaborative short food supply chains**
- **Focus of the city food policy**  
(certification or qualification requested)

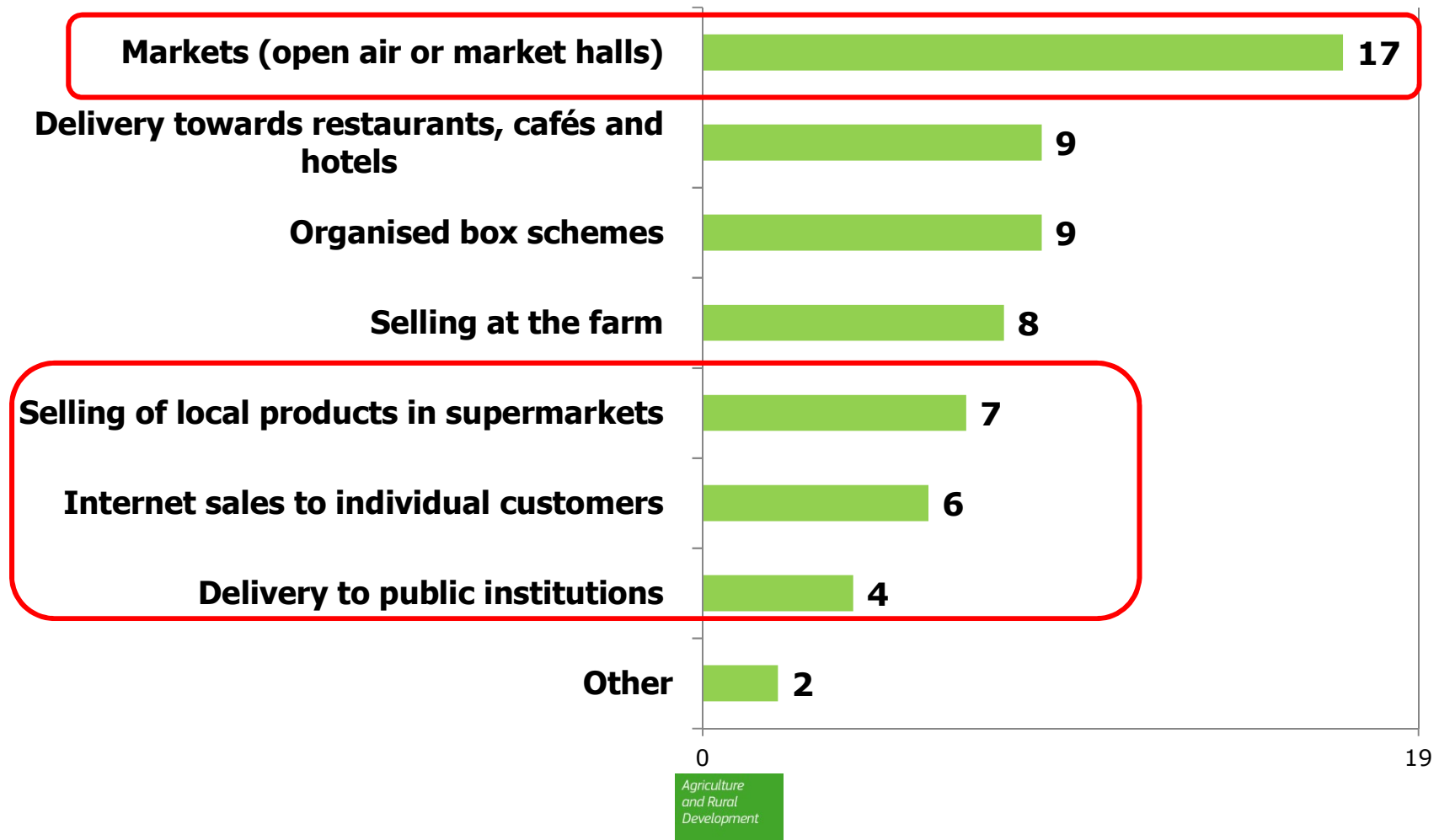


- **Educational activities:**  
**16** out of 19 cities organise educational activities or training to stimulate city/rural linkages
- **Public procurement:**
  - **9** out of 19 cities focus on organic farming
  - only **5** on seasonal food
  - only **4** on local food

- **How do cities facilitate** or support the role of **farmers** for sustainable food in their region:



- **Most important market channels of local/regional farmers** to your city in terms volumes sold



## ***(2) The farmers' side***

### Pay attention to pricing and costs

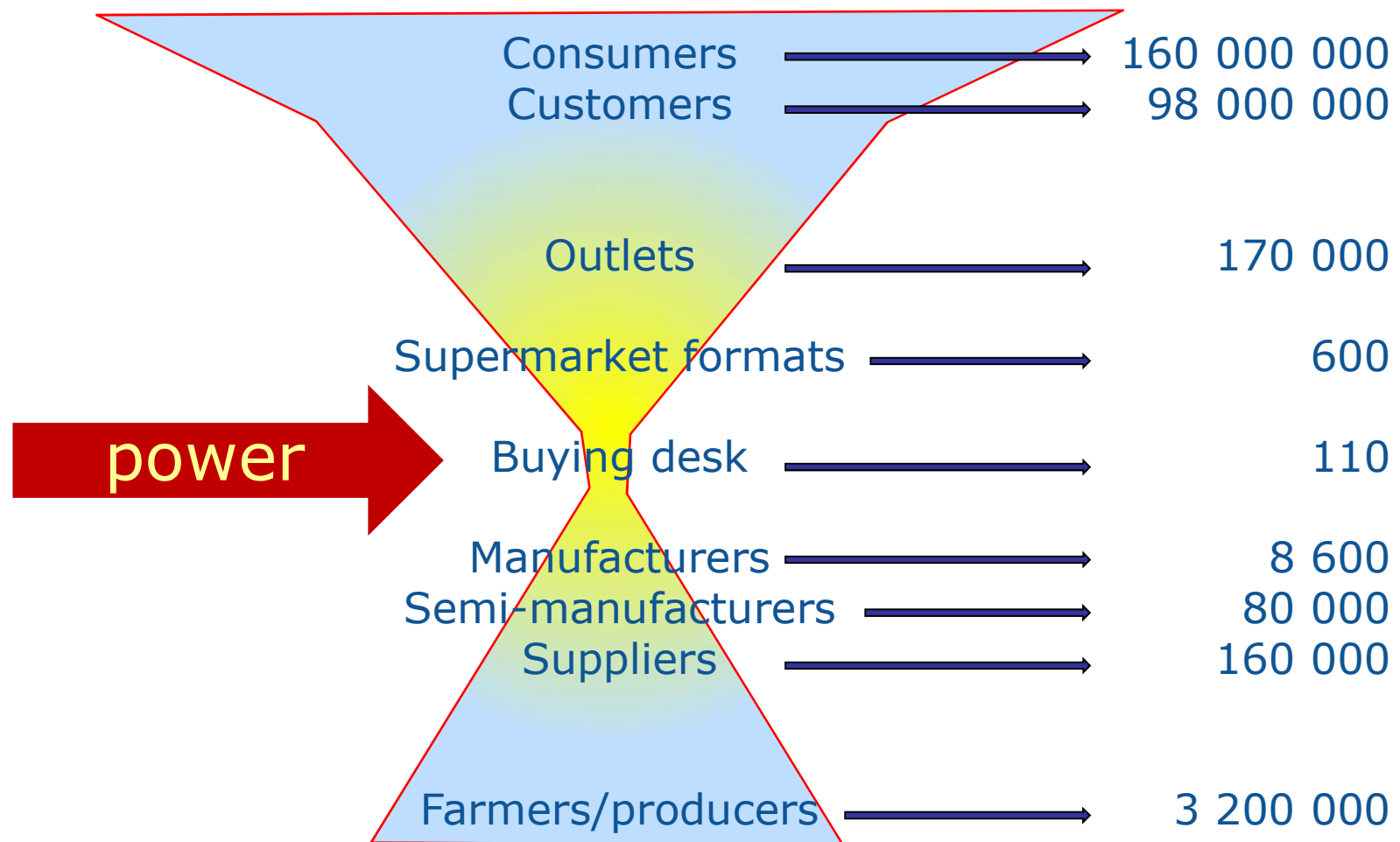
- *Listen to Patrick Pasgang and Jan-Willem van der Schans in this workshop on 21 Sept*

**Price setting** is essential: shared responsibility, transparency, thorough calculations on costs and remaining margins are key

Making a decent income also will depend on type of food products and type of delivery chains, and the costs related to bringing the products from producer to consumer (logistics, packaging, transforming, food waste along the chain, etc.)



## Illustrating the typical Supply Chain funnel



“The next big thing  
will be a lot of small  
things”

21 September 2016  
(Thomas Lomme)

- *Never before have the **possibilities for action** been so abundant. Never before has the potential to **interconnect** all these actions been so great*  
*Therefore the time for putting the blame to those in power lays behind us and the time for kickstarting small but massive action lays in front.*
- *In a networked society the **transition to a more sustainable living environment will not only be realized by a handful of large-scale projects that are orchestrated by a few** it will mostly be shaped by a billion of tiny interrelated actions that are initiated by all of us.*
- *In a networked society we, as **citizens, have power.** we can influence decision making by posting, forwarding, grouping, choosing and approving.*  
*we can reshape our living environment by initiating, exchanging, sharing, improving and building upon what was developed by those who came before us.*
- *It's now simply up to us to **be aware of this new opportunities in order to exploit them to the fullest.***

## ***Connecting Consumers and Producers - Why ?***

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***Innovation is: an idea put into  
practice with success !***

**To an  
„*Agriculture of Knowledge*“ ...  
Join the **EIP****



*More information:*  
[www.eip-agri.eu](http://www.eip-agri.eu)

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***Thank you for your attention!***