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AGRICULTURE & INNOVATION

EIP-AGRI WORKSHOP CITIES AND FOOD
21-22 SEPTEMBER 2016 - KRAKÓW, POLAND

funded by  European Commission

EIP-AGRI Workshop 'Cities and Food – Connecting Consumers and Producers'

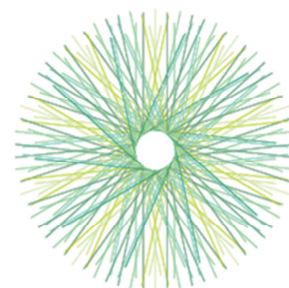
Wednesday 21 and Thursday 22 September 2016 - Kraków, Poland



On 21 and 22 September 2016, the European Commission - DG AGRI is organizing a two-day workshop "**Cities and Food – Connecting Consumers and Producers**", within the framework of the **European Innovation Partnership for Agricultural Productivity and Sustainability (EIP-AGRI)**. The workshop will take place in Kraków, Poland and will include a field visit in Malopolska Region to illustrate challenges in food supply systems. The workshop has been prepared in kind cooperation with representatives from the Milan Urban Food Policy Pact (MUFPP) and the Polish Environmental Partnership Foundation.

The workshop aims at building innovative food systems and supply chains which improve connecting producers with consumers. The aim is to look at it from the perspective of the farmer as well as from the perspective of the city:

- **Cities:** DG AGRI is collaborating with the Milan Urban Food Policy Pact (MUFPP) which has the aim to link the city with food producers in a sustainable way. This gives us the perspective of the cities, e.g. how they work with public procurement or how they facilitate farmers to access the city market. The Milan Urban Food Policy Pact (MUFPP) was signed in October 2015 by 53 cities from 15 EU member 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, a large part of the total EU population is located in cities, and this represents an enormous potential for producers engaged in supply chains near and in the cities. In particular the MUFPP actions on 'Food production' and on 'Food supply and distribution' are important in this regard. Questionnaires were sent to the cities and from their replies 20 cities were selected. The list of invited cities is attached to this provisional programme.



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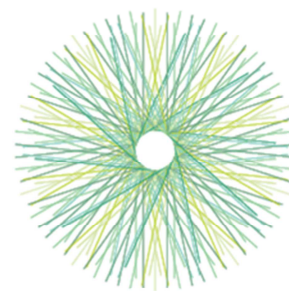
- **Farmers:** From the farmers' perspective, there is a wish to work towards **stable supply chains and to improve their income**. The EIP-AGRI Focus Group Short Food Supply Chains (SFCs) has identified and analysed different food supply models existing in Europe and identified those models that substantially improve farmers' income and have potential for innovation in other regions/countries. Read more on https://ec.europa.eu/eip/agriculture/sites/agri-eip/files/eip-agri_factsheet_short_food_supply_chain_management_2015_en.pdf

Both perspectives aim at 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 contributing to local economic development. The workshop combines the networks of the EIP-AGRI and the MUFPP.

Main objectives of the workshop are:

- to stimulate **connecting** at least 20 European cities with producers/producers' organisations and involving Rural Development Policy makers, to prepare them for taking action in tuning city policies and action/rural development programmes to the potential of short food chains in order to establish 'local and healthy food approaches';
- to explore **common actions**, including mechanisms to share experiences, to develop a local and healthy food approach and concrete steps to be taken in the cities which are present in the workshop. (What are steps to be taken at home? How can actions be supported by the Rural Development Programme measures or by the cities?);
- to disseminate a workshop package containing **examples** and references of effective city / producer cooperation in food supply systems. It will be presented to inspire the participants and support strategic thinking for the promotion of city-region food systems.

All time available (programme, coffee breaks, lunches, field visit, networking diner) will be put in service of the aim to connect people for further action. At the end of the workshop we hope to have a set of innovative 'AMICI' actions for Cities and Food. **AMICI** stands for **A**ctions for **M**obilizing **I**nnovation through **C**ooperation and **I**nteraction. An AMICI is a first common expression of interest to start cooperation on innovation: an initial step to set up an innovation project or action.



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Programme

Day 1 – Wednesday, 21 September 2016

08:30-09:00 **Registration**

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

Sharing experiences in breakout sessions

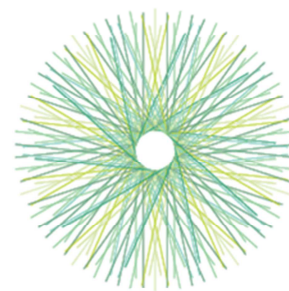
11:00-12:30

Breakout sessions – Discussing cases in three groups

1.1 Public procurement for connecting consumers and producers

Future Green public procurement in the municipality of Copenhagen – Ms Bettina Bergmann Madsen, Copenhagen municipality, Denmark

Criteria for Green Public Food Procurement in Vienna: Status Quo and prospects for the future – Mr Bernhard Kromp, Vienna Municipality, Austria



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1.2 Education and awareness raising on city - region food systems

'Wiem, co jem' (I know, what I eat) - education and awareness raising about the importance of good food systems in schools and kindergartens in Warsaw – Ms Marta Jeruszka-Bielak - Center for Public Communication, Warsaw Municipality, Poland

Public campaigning for organic local food in Berlin, Brandenburg – Mr Mark Füssel, Federation for organic farming Berlin-Brandenburg (FÖL) e.V. Germany

1.3 Infrastructure and logistics for efficient access to city markets

Good practices to fulfil the Right to Food of Turin citizens – Ms Maria Bottiglieri, Turin, Italy

Local distribution and smart joint logistics in the Kempen region in Flanders – Mr Patrick Pasgang - Innovation Support Centre for Agriculture, Flanders, Belgium

12:30-13:00 **Harvest time – Defining actions and connections**

Lunch break with regional projects

Inspiration from practice

14:00-14:30 **Brief history of activities in Malopolska region. Topics for the field visit.**

Introduction by Mr Rafal Serafin, President of Polish Environmental Partnership Foundation

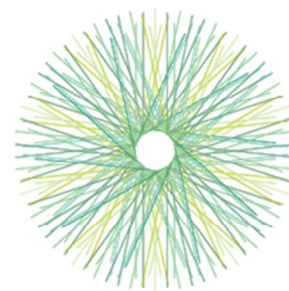
14:30-17:30 **Field visit Malopolska region**

Divided in five groups the following topics will be addressed:

1. Local food sourcing in public procurement, hosted by Malopolska Regional Authority.
2. Education and awareness raising on local food systems, hosted by the Polish Eco-schools programme
3. Infrastructure and logistics for efficient access to city markets, hosted by the Liszki Basket Buyers Club
4. Setting up and funding of short supply chains, hosted by the Higher School of Banking
5. Local food in private sector procurement, hosted by Aspire, the Association representing Krakow's outsourcing industry

All field visits start at the workshop venue and end at the Rohatyna Centre in Liszki where there is a local products trade fair, involving those participating in the 'Local Products from Malopolska' local food system.

Networking dinner in Rohatyna Centre



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Day 2 – Thursday, 22 September 2016

Warming up for the second day

09:00-09:30

Opportunities for knowledge exchange and cooperation

Implementation of the supply chain measure funded under Rural Development Programmes – an example from Nouvelle Aquitaine Region – Mr Bastien Farges, Nouvelle Aquitaine Region, France

Learning from research and knowledge exchange projects focusing on connecting consumers and producers: FOODLINKS, Strenght2Food, SUPURBFOOD, MUFPP and TRADEIT (to be confirmed)

Sharing experiences in breakout sessions

09:30-11:00

Breakout sessions – Discussing cases in three groups

2.1 Setting up and funding of short supply chains

Setting up a farmer cooperative to serve the urban market of Ljubljana – Ms Vesna Erhart - Jarina rural development cooperative, Slovenia

Involvement of small scale growers and citizens in the urban food system of Manchester – Mr Rob Alderson – Manchester Veg People, England

2.2 Business Models to access new markets

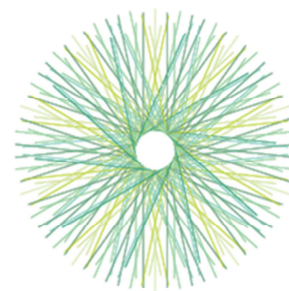
Local2Local, a business model to access new markets in Utrecht region – Mr Mark Frederiks - Amped - Local2local - Herenboeren, The Netherlands

How to run a successful short food supply chain enterprise in Cambridge, Box Schemes and Food Hubs – Mr Duncan Catchpole - The Cambridge Organic Food Co. Cambridge, UK

2.3 Facilitating and integrating urban and peri-urban producers into the regional food system

Land for young farmers and short food chains and related funding in Brittany – Mr Gilles Maréchal - Terralim / Espaces et Sociétés ESO, France

Urban gardens as part of the city food system of Madrid – Ms Nerea Morán – Madrid Agroecologico, Spain



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Coffee

11:30-12:30

Harvest time – Defining actions and connections

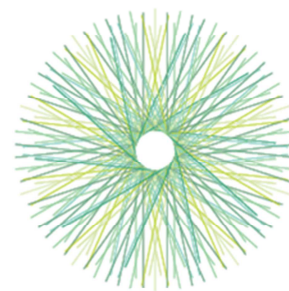
Sharing the outcome

12:30-13:00

Overview of actions for follow up

13:00-14:00

Light lunch



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Annex – List of invited cities

1	Vienna	Austria	11	Torino	Italy
2	Bruges	Belgium	12	Riga	Latvia
3	Ghent	Belgium	13	Utrecht	Netherlands
4	Zagreb	Croatia	14	Rotterdam	Netherlands
5	Copenhagen	Denmark	15	Warsaw	Poland
6	Bordeaux	France	16	Bucharest	Romania
7	Berlin	Germany	17	Ljubljana	Slovenia
8	Frankfurt am Main	Germany	18	Madrid	Spain
9	Athens	Greece	19	Valencia	Spain
10	Rome	Italy	20	Birmingham	United Kingdom