

Diet for a Green Planet

– Roadmap for Applications

Introduction

Diet for a Green Planet (DGP) is more than just a project – it opens a path with many entry points for societal transformation towards ecological, social and economic transformation. The industrial food system is responsible for 44-57% of the global Greenhouse gas emissions (Source: GRAIN/UNCTAD 2011), and likewise has a key role in loss of fertile soils, biodiversity and emissions of active nitrogen. By eating consciously we can all play an important role in a transformation towards a sustainable food system. DGP gives anyone who eats food a tool to do something at the same time for the health of the globe – and for his or her own health. At the same time DGP is a tool to achieve health and development objectives – and not least inclusion.

Depending on a city's specific conditions and stage of development, including income level of the people, the entry point will be different.

A DGP project has the following characteristics:

- Biodiversity, Nitrogen cycle and Climate change mitigation is always the long term goal
- Synergies with human health and local socio-economic goals – employment creation
- Balanced development rural – urban
- Real life learning; human transformation
- Result and process communication with the global BERAS network

The work with the diet will raise the interest for local farming and farms and how to support development in the local area towards Ecological Regenerative Agriculture (ERA – see definitions at www.beras.eu) . It will raise the interest for education and youth and inclusion and equality. The DGP is an entry point to holistic development.

The purpose of this paper is to present some concrete entry point that are realistic and strategic on an EU level and openly invite interested cities to join the work.

The ideas will be presented together with specific funds, that could finance a project. Where it is relevant – a partner search is highlighted.

The criteria for a project idea in this paper is that it must



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1. present a real win-win including all three sustainability sectors: ecological (especially reduction of greenhouse gas emissions and plant nutrient leakage, preservation and promotion of biodiversity and soil humus build up), social (human health, employment, social health) and economy
2. Potential to release a self-going development after project end

In this paper we will discuss:

1. Promoting continued work in the 4 partner cities – Södertälje, Mollet del Vallès, Lomza and Molétai – in regional respective Operational Programs
2. Further developments through URBACT III
3. Continuation of cooperation between the four cities through Cross border projects (Interreg A strand), Erasmus+, Interreg B strand, Interreg Europe, Horizon 2020 and other

Background

Diet is an important factor of human health. Diets of many people with moderate and higher incomes have shifted towards eating more meat, empty calories such as calories from refined fats, refined sugar, alcohols and oils. A major trend is also eating more processed food. This dietary change is associated with increases in non-communicable diseases including type II diabetes, coronary heart disease and cancer, and with higher all-cause mortality rates. A shift towards alternative diets may have significant positive health effects. In a study performed by David Tilman and Michael Clark (Tilman & Clark, Nature 2014) summarizing results from ten million person-years and compared to three alternative diets (Mediterranean, pescetarian and vegetarian) results of magnitude were discovered:

"Relative to conventional omnivorous diets, across the three alternative diets incidence of type II diabetes were reduced by 16% - 41%, and of cancer by 7% - 13%, while relative mortality rates for all causes combined were 0% - 18% lower."

A new scientific report "SUSTAINABLE AGRICULTURE WITHIN THE BALTIC SEA REGION: DO POLICY MEASURES RESPOND TO POLICY OBJECTIVES?" by Spijkers, Isacs and Hahn, Stockholm Resilience Center points directly at the Diet for a Green Planet example:

"the minimum annual cost for society of achieving the BSAP targets (cost-effective measures including effects on farm profitability and food prices) has been estimated to €4.7 billion (Wulff et al. 2014). However, a Swedish municipality, Södertälje, has already made large efforts to transform agriculture and the whole food chain and achieved, at least partly, all four policy objectives discussed here without additional costs. The secret is an integrated approach including public procurement, low-intensive animal stocking, and adaptation of meals e.g. in schools. Such synergy approaches, discussed at the stakeholder



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dialogue, can be contrasted to the dominant scientific approach of analysing cost-effectiveness of individual measures on individual policy objectives. Reductionist scientific approaches have a tendency to underestimate society's adaptive capacity and exaggerate the costs for transformation and thereby contribute to society's inability to save the Baltic Sea.¹

This is an important background for all application work – and it points at the need of intensifying the involvement of researchers in the mix of follow-up applications. (Preferably to have a separate research project with a strong direction towards communication and stake holder dialogues than having a bit of research in every project).

If “Diet for a Green Planet” has a potential to save €4.7 billion in the Baltic Sea Area countries and overcome a serious block against solving the great environmental challenges of our times – we obviously have arguments for releasing EU project funds - if we can present well planned project ideas!

Strategic points of departure

Diet for a Green Planet is a concept with a powerful potential and a big need of broad basic work. The concept has a potential for all kinds of local conditions, since it is open. At the same time local adaption of the concept takes investments in time, effort and resources to show real success. It is very far from copy-paste! Understanding the concept in theory must be tested in real life, where it will be confronted with local culture, the temptations of cheap food stuffs and “junk food” made easy to eat and even addictive with added sugar and tastes etc., irrational or exaggerated fears connected to food security, and any local prejudices and habits.

The initial investment in time and resources should not be underestimated. It is about eating habits! On the other hand, the potential is powerful once the critical mass is reached.

For this reason the basic development strategy is to invest in continued capitalization in the cities where initial successes are reached in order to in full scale realize the potential in the form of cluster development and triple helix – and to continue investing in these prime examples in order to be powerful enough to overcome prejudice that stand in the way of further development on the global level.

The national pilot cases should be given resources to be fully transparent and communicate with top level research, decision makers and industry nationally. Research should be cross disciplinary and have a strong communication focus. Important is not only information about research results but also the feedback from target groups (people who eat, process, distribute and produce food) to the researchers. At the same time the integrity of the pilot cases must be carefully

¹ <http://beras.eu/publications/policy/>



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kept – and the initiative to formulate and reformulate the concept (concept “ownership”) be kept by those actors who in real action develop the concept by implementing and expanding it. The overriding aim is the win-win with human health, global ecology health and sound and well balanced social/economic development.

A global structure should grow out of the real life good examples.

General strategy

The partner cities in the Diet for a Green Planet Pilot Transfer Network should in the first hand consider local, regional and national funding programs to ensure the sustainability of the work. However international projects are important also for the original partner cities in order to keep up to date with the scientific development, to optimize the further development and capitalize on innovation and ideas.

Spreading the concept beyond the partner cities should in each country go out from cities with positive results. When several good example cities in the same country exist they can build networks and start building national structures.

Spreading the concept in other countries than Sweden, Spain, Lithuania and Poland can be facilitated by URBACT III, Interreg, Erasmus+ and other EU level projects. DGP is not a final concept. It can be further developed by meeting with other sustainable food concepts and organizations. Its potentials in different directions can be capitalized. It can also grow to higher political levels and reach broader recognition. And especially – the feedback from research about the real parameters as global loss of biodiversity, nitrogen cycle and climate change will influence on the concept development.

In work with international projects a key is to have the right partnership. The partners must be engaged and have an internal dynamic that amplifies the benefits of the project – and have powerful implementation actors with them. Once a project idea is formed by a willing lead partner a next step is to identify and engage key partners for the implementation – ministries, a university with renowned competence in the area, NGO´s with active grassroots work et.c. Are they concretely committed to spread results from a project when they accept to be a partner? These big organizations are slow. Therefore it is a key to approach them early in the application work to prepare the dissemination plan and invite them to take part in the project.

Regional level - Operational Programs

Operational Program Stockholm

Södertälje is planning to build up a new Science Park with the pillar Sustainable Food as a unique selling point. An application to the Regional Fund Stockholm



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county which includes several points connected with DGP will be filed in February 2015.

Operational Program Podlaskie

The OP includes a point about getting new businesses started, which correspond to the need to build up an innovation center for farmers cooperation. The lack of logistic capacity among small farmers in Lomza region is a bottleneck for the further development. It is a goal to keep the small scale structure of agriculture in the area and improve by cooperative strategies and social innovation rather than by the standard merging of small farms to ever bigger. This will require a way to inspire youth to work with farming.

Operational Program Utena County

The OP for Utena County is not yet written. The Moletai Strategic Plan is a part of this. A recommendation to include development of food in public schools will be submitted to the program. Contacts will be taken with persons who write the program.

Operational program Catalonia

Mollet is already committed to Diet for a Green Planet with a political decision of a Diet Policy taken even before project end! This is far beyond what could be expected with such a short project as this! Work continues with the consortium of cities that together are responsible for the Gallecs agricultural park.

First priorities – international projects in URBACT III

Agricultural Park (preliminarily an URBACT III Transfer project):

“10 QUESTIONS TO SEE IF YOUR MUNICIPALITY IS IN NEED OF AN AGRICULTURAL PARK”

(by Sonia Callau)

1. Does your region have an “agrarian law” or “agricultural spaces” law?
2. Does the comprehensive plan in your municipality identify and protect primeland? (Primeland is described as - land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber.)
3. Is your municipality self-sufficient in food...or as much as possible?
4. Does the comprehensive plan calculate how much land is needed to feed the citizens for the next 20 years?



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5. Does the comprehensive plan calculate the environmental impacts of food imports?
6. Is the average age of your farmers below 50 years?
7. Do farmers sell their products through mainstream channels or do they sell directly to consumers?
8. Is agriculture an attractive job to young people living in the city?
9. Is it easy to gain access to farmland to start farming in your municipality?
10. Do you know where the food you eat comes from? Any idea?

If you answered "no" to more than 4 of the questions, your municipality could be a suitable candidate to create an agricultural park.

AGRICULTURAL PARKS TRANSFER PROJECT

- Mollet del Valles has accepted the role of Lead Partner and giving city.
- Södertälje Municipality has expressed strong interest joining as a receiving city.
- Further work needs to be done at home in Södertälje in order to have a strong application in September.

"European Food Challenge" – an URBACT Implementation or Action Planning network?

Workshop coordinator: Sara Jervfors, Head of Diet Unit, Södertälje Municipality

Summary notes: Jostein Hertwig, Head BERAS International

The group discussed primarily concepts related to a new application within the framework of URBACT III and under the heading "Urban – Rural development, social issues and employment".

It was noted that the discussions had the character of brain storming and that the parties needed to further look at the issues in light of own priorities.

The group agreed that a further discussion on possible EU application must be taken also following the announcement of URBACT III and the various parameters and objectives outlined there. The noted however that Eddy Adams, URBACT Thematic Pole Manager, had mentioned the new possibilities in Urban – Rural relationships.

Common issues discussed:

- Unemployment to employment - create new "green jobs" including the youth!
- Raise awareness about the concept
- Continue development of the concept



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- Develop a "city for a green planet" concept – form an association of cities for a green planet.

Challenges

1. Societal- environmental- health- economy

Societal challenges largely related to unemployment, immigration from other countries (Södertälje) and migration from rural to urban areas.

Up to now the DGP concept had focused on positive environmental elements related to the diet. However in the future also health aspect could be added.

2. Lack of understanding in cities (urban areas) of food production (farms)
3. Ageing of farmers (Sweden 60+)

Can we find a "New balanced contract" between rural and urban areas?

Opportunities

1. Employment opportunities in the whole food chain: Farming/gardening – processing of food- distribution- sale- kitchens (chefs)
2. Creating new SMEs (ref example from Södertälje "hen meat")
3. New cooperation schemes between producer and consumer
4. Consumer awareness raising
5. Strategic plans at municipality level related to agriculture land
6. Important to involve the school system from kindergarten to university level and in particular the education and participation of chefs.

Key issues mention from each municipality/country

Lomza (Poland):

- Need for education in the whole food chain from farmer to consumer
- Help farmers to find new products (processing)
- Better cooperation between farmers and the municipality
- Need to stop the migration of young people from rural areas

Ourence (Spain):

- Empowerment of farmers
- Help in marketing and markets for organic products

Södertälje (Sweden):

- Unemployment of young people and particular questions related to integration of people from other cultures



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- New opportunities in the establishment of Södertälje Science Park

Burgos (Spain):

- A particular attention on health issues related to food

Mollet (Spain):

- Consolidation and further integration of DGP in kindergartens and primary schools
- Need for contact and involvement of key actors
- Need for education related to DGP

Moletai (Lithuania):

- Need to shorten the chain from farmer to consumer in order to help economy for farmer
- Education related to food in urban areas

Reversed study plan – Erasmus+

There are demands for exchange on several different levels – professional education of cooks, veterinaries etc., elementary schools, “Farmers University” (agriculture universities and organic farmers organizations), civil society for community change that fits well to meet with ERASMUS+ projects.

ERASMUS+ program has two parts – Exchange (K1) and Development projects (K2). We are here discussing K2. Four program areas are relevant for DGP:

- Elementary school development
- Professional school development
- Adult educations development
- University/Higher education development

We are interested in developing pedagogic methodology. In particular Reggio Emilia methodology may be mentioned. The preschools in Södertälje have after an internal process decided to adopt this methodology and wishes to include partners with deeper knowledge in this area – like partners from the Emilia region in Italy.

An entry point that is relevant for DGP on all levels is integrating practical and theoretical learning. A carrying idea is here discussed as “Reversed study plan”, which means that instead of just traditionally teaching subject after subject to fulfil the study plan – a real life project is set up to achieve real goals and students are given support to fulfil these goals. And when the project is completed – the learning goals are checked. “Reversed study plan” methodology is developed by the Agricultural University of Norway. Another entry point is to



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put education at the centre of community development. Reggio Emilia pedagogic is a modern example of this that is interesting to explore in connection with DGP.

There may be other pedagogic tools to work with. For project development it will be important that we are clear on this point.

The Erasmus program and in general education will be an important part of the next step for Diet for a Green Planet. All four DGP cities have pointed at the ERASMUS program as important, and it is strategic to involve education institutions in different levels in the process. It is also important to involve and integrate not only actors at the eating end of the food production chain, but to really integrate with education of farmers and farms. We are really discussing community development through education initiatives and exchange.

Even though there are good practice examples in all the parts of the chain, and Södertälje shows good results with integration it is important to point at that there is a long way to go – also for Södertälje and existing good practice examples. The best of the good practice examples have long ways to reach an ideal stage. In other words: There is a great potential for improvements!

A key success factor for DGP is empowerment of food chain workers at the “grassroots level” by combining education and inspiration to cadres with already existing silent knowledge. International exchange between professionals with enough similar background within an education program is clearly a key for further development of DGP.

There are four relevant programs for DGP:

1. Schools and preschools

DGP in preschools and elementary schools starts with the school lunch. But it does not end there. Bringing questions around our daily food into the classroom is an engaging entry point at any level and can awaken engagement in practically any subject that is taught in school. ERASMUS+ offers partnerships for school development based on a theme. A school can cooperate with at least two other schools in different countries in EU to develop this theme. It can also be cooperation between the school unit of a municipality that cooperates with the corresponding in other countries.

Precondition to start application work: Two willing partners (schools or education units) that have practical experience with DGP, engagement from management and teacher level and political back-up. They will need to make an inventory of good practice in the field, sketch a work plan and search for at least one more partner. The partnership will need a basis in pedagogic research and therefore contact with university level pedagogics and an expressed pedagogic idea is essential. The education unit of Kaunas district municipality which was a partner in BERAS Implementation and had exchange with Södertälje developing Diet for a Clean Baltic is probably interested and should be asked.



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Concrete proposal from Lomza: Exchange between professional secondary schools (age 14-19 year old) – Lomza, Poland and ask Naturbruksgymnasium (agriculture high school) in Järna, Sweden to participate.

2. Universities

There is a concrete project “Farmers University Practice Course” started as a test-pilot involving Aleksandras Stulginskis University in Lithuania, Grodno State Agrarian University, International Rural Exchange (IRE) and BERAS International. This is a six month program based on a full seasons work on an organic farm with an integrated study program. Eligible for the program are both agronomy students and qualified farm workers. The program gives a certificate worth 5 ECTS.

A pilot (reports about the pilot project can be read at <http://beras.eu/belarus/en/enpard/>) was realized within a Swedish Institute Thematic Partnership with 5 students from Belarus, one from Lithuania and one from Sweden. The second year with 5 students from Belarus and practice farms in Sweden is in progress and the need is to develop the course to offer the possibility for youth in other countries – and engage practice farms in other countries.

Concrete proposal: Aleksander Stulginsky University in Kaunas (Lithuania), Associera Agriculture Advisors (Sweden), Organic Farmers Union (Sweden) and BERAS International (Sweden) are already working with an integrated Farmers University idea for farmers and youth. A key idea is to give university level accreditation to experienced ERA farmers and give opportunity to other farmers and youth to join. Lomza Professional high school in agricultural economics, technology of learning exchange (Poland) has declared interest to participate. Contact person Hans von Essen, BERAS International.

3. Professional education

There are requests from Lomza and Moletai to develop professional schools programs with practice based learning.

The “ERASMUS+ branch specific knowledge alliances” program supports mapping of competence and development gaps within an economic sector and development of joint education programs to match needs on the labour market including implementation of study plans and communication of results.

Precondition to start application work: A partner who is willing to take the lead of a project development work and that the proposed schools agree to include new courses in their programs.

Concrete proposal with a willing Lead Partner: Exchange between professional high school (age group 18-25 years old) for cooks (Lomza, Poland)



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4. Civil Society/Adult learning

Willing Lead Partner in Lithuania – Baltic Foundation. Other partner in Sweden – BERAS International.

Adult training of opinion builders of key target groups to create a new tool for learning.

Important additional task is community development using Reggio Emilia methodology to support parents in areas with high unemployment and low general education level.

Key Target groups: cooks, dieticians, parents, school leaders.

See http://ec.europa.eu/programmes/erasmus-plus/index_sv.htm.

Other relevant EU Programmes

ERDF Interreg A, B and C strands

The three levels of Interreg are A = Cross border cooperation, B = Regional ("Transnational") and C = Whole Europe ("Interregional") – the 2007-14 program overview is published at

http://ec.europa.eu/regional_policy/archive/interreg3/abc/voleta_en.htm. The new program is still under development. In the 2014-20 program the C strand is renamed "Interreg Europe".

Central Baltic (Option for Södertälje; An idea within Program Priority "Sustainable Use of Common Resources", Specific Objective 2.4 "Reduced nutrients, hazardous substances and toxins inflows into the Baltic Sea" - <http://www.centralbaltic.eu/programme-pages/sustainable-use-common-resources> - is under discussion). See <http://www.centralbaltic.eu/>.

Latvia-Lithuania (Option for Moletai) – see <http://www.latlit.eu/>

Polish-Lithuanian (Option for Lomza) – 2007-14 program see <http://www.lietuva-polska.eu/> (the new program seems not yet launched, but some news from the preparations can be seen at <http://media.efhr.eu/2014/08/20/public-consultation-on-a-polish-lithuanian-programme-will-be-held/>).

France-Spain-Andorra (Option for Mollet) – <http://www.espaces-transfrontaliers.org/en/resources/territories/borders/borders-in-europe/border-france-spain-andorra/border-france-spain-andorra-3/>

Interreg B strand – Mediterranean

(Option for Mollet) - <http://www.programmemed.eu/en>



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Interreg B strand- Baltic Sea Region (BSR) Interreg VB

The program is based on the EU Strategy for the Baltic Sea Region – EUSBSR: http://eu.baltic.net/Baltic_Sea_Region_Strategy.7428.html. For developing project ideas it is recommended to be in contact with the Project Area Coordinator (PAC) or Horizontal Action Leader (HAL) of the area of the project idea.

It is notable that other regions in Europe are taking after the example of the EUSBSR, which is a pilot for regional cooperation in Europe.

BERAS Implementation was mentioned at the program launching meeting in Warsaw (November 2014) as one of the good examples with Ecological Recycling Agriculture as an example of how we can clean the Baltic Sea waters. BSR only accepts new ideas – no third BERAS – but new ideas that build further on results by BERAS Implementation should be a good entry point. Cities are good partners in Interreg since they can generate co-financing – if they only have enough synergy.

European Neighborhood Partnership Instrument – ENPI

ENPI funds projects with partners in an EU country and in a neighboring region in a non EU country – see <http://www.enpi-info.eu/>.

The Eastern Partnership or EU Supporting Ukraine may be of interest for Södertälje, Moletai or Lomza and EU Supporting Arab spring and Union for the Mediterranean may be interesting for Mollet or Södertälje. For Södertälje considering its large arab speaking population and current load of refugees from the Middle east wars.

Translating “Guidelines for Ecological Recycling Agriculture” to Mediterranean conditions and to Spanish and Arab language is a project that could engage recently arrived agronomist refugees from Syria to Södertälje. Such a project has a potential to motivate remigration to the arab countries, soothe the conflicts by working with a theme that is as important for all and finding relevant work to the agronomic competence among refugees.

The specific Latvia-Lithuania-Belarus program may be an option. See - <http://www.enpi-cbc.eu/>

Interreg – Europe

This program has less money than the others and strong competition, but capitalizing ERA, SFS and DFG in all Europe should be checked as project idea. <http://www.interreg4c.eu/programme/2014-2020/>

EUSBSR – Baltic Sea Region Strategy

The BSR Interreg and Central Baltic program (also other A strand programs that concern Baltic Sea Region countries) are now based on the EUSBSR and following



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the EUSBSR will open up for even other funds. BERAS International scanned the strategy in 2013 for entry points for BERAS and found quite many. EUSBSR has no own funds – but Interreg programs in the area coordinate with it.

Rural Development program

This is complementary to URBACT III. Both these programs look for CLLD – Community Led Local Development like the LEADER program for Rural Development. A strength for DGP is that it is possible to have complementary applications in Rural and Urban Development that can capitalize on cooperation with each other. This program is important for national/regional implementation of the Farmers University for farmers.

Horizon 2020

The program has been scanned for BERAS synergies in spring 2014. The competition in this program is quite high and it is much work behind an application. Since there are funds available for coordination and support without cofinancing and DGP has a strong network – it may be worth the effort, and it should be checked with BERAS International and thereafter with key actors in the EU food sector. See <http://ec.europa.eu/programmes/horizon2020/>

COSME (Competitiveness of Enterprises and Small and Medium-sized Enterprises)

To support enterprises that are interested in developing Diet for a Green Planet based business ideas.

COST (European Cooperation in Science and Technology)

“Food and Agriculture” is one of the key areas and the program should contribute to reduce the fragmentation in European research investments. A project in COSME may have a goal to integrate DFG into the EU scientific community. A project may last 4 years.

The list is not exhaustive.

March, 2015. Report author: Hans von Essen, Thematic Expert



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