

Baseline Report



(an URBACT II Pilot Transfer Network Programme)



May, 2014

Lead Partner: Södertälje, Sweden

Project partners: Mollet del Vallés, Spain, Lomza, Poland, Molétai, Lithuania

DIET FOR A GREEN PLANET

Södertälje Municipality has converted its public kitchens to the Diet for a Green Planet concept, which means environmental and climate friendly food with high quality.

This has been done without increasing the budget for the operational costs, and has been possible through structural changes and more professional staff.

A key factor was the cooperation with the BERAS Implementation project, during which funding was given during three years for developing the concept, for training and for knowledge exchange both on national and international level in the Baltic Sea region.

Södertälje, May 2014



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Executive summary

The Diet Unit in Södertälje Municipality started in 2006 to convert its public kitchens from a centralized to a decentralized organization where cooking and menu decisions are made at the respective units (kitchens). This created a basis for developing the Diet for a Clean Baltic concept together with the BERAS Implementation project, an EU funded project in the Baltic Sea region. The aim of BERAS Implementation was to reduce the negative impact of agriculture and food production on the Baltic Sea. It worked with three main concepts:

- Ecological recycling agriculture, ERA
- Sustainable Food Societies
- Diet for a Clean Baltic

Södertälje's Diet Unit led the implementation of the Diet for a Clean Baltic concept. A key factor for the success was that funding was given during three years mainly for training and knowledge exchange, both on national and international level in the Baltic Sea region.

Criteria for the Diet for a Clean Baltic concept in short:

- Tasty and healthy food
- Organically grown, ideally from Ecological Recycling Agriculture
- Less meat, more vegetables and wholegrain
- Seasonal and locally produced food
- Reduced waste

This has been implemented in the public kitchens of Södertälje without increased budget for operational costs. It was made possible through structural changes and more professional staff. The concept has shown to be both adaptable and inspiring in other parts of the world, and the further development to a Diet for a Green Planet has therefore begun in 2013.

General context

Diet for a Clean Baltic / Diet for a Green Planet

The “Diet for a Clean Baltic” concept was developed by the BERAS projects in the context of the EU Baltic Sea Region Strategy. However, it is one which is applicable in all corners of the world as “Diet for a Green Planet”. These names refer to the same concept. “Diet for a Clean Baltic”, which is used when referring to the work performed in or by BERAS, while “Diet for a Green Planet” is used when looking forward and describing this project.

Diet for a Green Planet in short

Food and agriculture accounts for a significant part of global environmental challenges including climate change, biodiversity, nitrogen and phosphorus leakage. Thus, changes in food production and consumption can be a driver for sustainable development. This realization forms an important basis for Södertälje Municipality’s decision to make public meals more sustainable. The Diet Unit of Södertälje has had a key role in the development of this practice by successfully implementing it in public kitchens (schools, kindergartens and homes for elderly care). The practice has changed attitudes around food and shown a potential to be a powerful tool for combating climate change and other key global ecological challenges. At the same time it has raised the general quality of the food served, promoted health and empowered the kitchen staff – all within the same strict food budget.

Through projects that the Diet Unit has been involved in and through close cooperation with the BERAS projects, the development of the practice has had a continuous connection to research, global network resources and especially the Baltic Sea Region. Thanks to this, the Diet for a Green Planet concept stands on sound scientific ground. The concept is closely connected to two other concepts developed within the BERAS projects – Ecological Recycling Agriculture (ERA)¹ and Sustainable Food Societies (SFS)². ERA is – simplified – organic regenerative agriculture practices with additional requirements of balanced crop rotation and balance between animals and crop production. SFS is the further local societal development, where the food chain and especially the farmer are put in focus in a Triple Helix development. For further information on these concepts, see www.beras.eu.

The basic principles of Diet for a Green Planet are:

- **Good and healthy food.** For food to be popular and make an impact, it must be well prepared and well balanced.
- **Organically grown and ideally from Ecological Recycling Agriculture (ERA) farms.**
- **Less meat, more vegetables and wholegrain.** The animals are needed on the farm, but the number of animals should not exceed the farm’s capacity to grow its own fodder. A benchmark is for a maximum 20% of the ingredients to be meat and fish.
- **Seasonal food.** Products which can be produced in an environmentally friendly and energy efficient way, in the area where the consumer lives, are automatically seasonally appropriate.

¹ Ecological Recycling Agriculture is a concept developed by BERAS. It shows a way for agricultural practices to be more sustainable. More information: <http://beras.eu/what-we-do/ecological-recycling-agriculture/>

² Sustainable Food Societies (SFS) is another concept developed by BERAS. More information: <http://beras.eu/what-we-do/sustainable-food-societies/>



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- **Locally produced.** The definition of “local” varies according to product and market. A maximum of 50 to 250 kilometers from the consumer is a rough measure.
- **Reduced waste.** Wastage must be minimized; in production, processing, distribution, catering and from the plate itself. The food waste that is still generated should be recycled to the greatest extent (animal fodder, biogas production etc.).

This concept has shown to be applicable anywhere in the world (projects for adaptation to Dominican Republic/Haiti, Ladakh in north India and Tamil Nadu in south India are under start-up) since its principles are dynamic and obviously require local adaptation work.

An interesting aspect of this strategic and implementation oriented concept is that it – in a longer perspective – triggers engagement from the whole local society. It has far-reaching positive potential not only on the quality of the public meals but on the environment, on health, on local business life, on pedagogical approaches in schools and pre-schools and on general public awareness of the environmental footprint of food.

The policy landscape

The Diet for a Clean Baltic concept was developed within the BERAS Implementation project in the context of the EU Baltic Sea Region Strategy. This project – Diet for a Green Planet – targets the action “Green Economy” in HA Sustainable development in the EUSBSR, contributing to realizing the potential of the BSR to be a model region for environmental, economic and socially sustainable development.

The project has a macro-regional approach to the problem of diversity with respect to socio-economic developments mentioned in the EUSBSR and it addresses environmental and socio-economic challenges with the help of integrated work in the food sector.

Furthermore this project supports the transition of the BSR into a sustainable and prosperous macro-region that results in “improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities”.

As pointed out in the CBSS strategy on Sustainable Development 2010-2015, lots of different interactions between urban, suburban and rural areas exist which call for better management of urban-rural linkages. This project contributes to increased coordination and synergy by supporting best practices and innovative development in the BSR involving public sector, NGOs, projects, business sector and research.

Link to EU 2020 strategy

When it comes to the five targets for the EU in 2020, this project primarily contributes within “Climate change and energy sustainability”³. The main direction of the project in terms of topics related to the pillars of the EU 2020 strategy for innovative, sustainable and inclusive cities is “Developing Low carbon and energy-efficient urban economies”.

However, Diet for a Green Planet also has the potential to contribute within other topics related to the pillars of the EU 2020 strategy:

- Promoting innovation and the knowledge economy (e.g. new business ideas in the tourism sector, new markets for local and sustainable food).

³ http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/targets/index_en.htm



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- Promoting social innovation (e.g. food as a tool for integration of immigrants).
- Promoting entrepreneurship (e.g. more local companies in the food sector).
- Enhancing urban planning performance (in particular urban-rural integration).
- Promoting the inclusion of specific groups (the key target group is staff in public kitchens – and they are to a large degree women from the immigrant population. Key target groups are also school students and elderly people).
- Fostering regeneration of deprived neighborhoods and combating poverty (free hot meals to all school children and students are a powerful and non-stigmatizing way of supporting the poor).

Diet for a Green Planet – highly relevant for cities

Most food is produced in rural areas, but consumed in cities. If the global problems with climate change, eutrophication of the seas etc. are to be tackled, we need to see systemic changes in production, but also in consumer awareness and behavior. This creates a link between the rural and urban areas that is absolutely vital if a change is to come. And even more so since the detachment between rural and urban areas is just getting bigger.

Farmers and agricultural experts cannot accomplish the necessary transition unless there is a strong and dedicated support from consumers in cities. Urban citizens need to understand where the food comes from, and what the consequences are in different kinds of production methods – that our daily choices of food matter.

Concepts like Diet for a Green Planet have an important role to play here. It raises awareness and offers concrete solutions for consumers and other members of society in cities. Södertälje is a good example of this. On the one hand it offers groundbreaking and state-of-the-art organic agricultural practices and people (in the rural parts of the society) who are totally aligned with that type of thinking and consuming. On the other hand, citizens in downtown Södertälje have totally different (often opposite) attitudes and behavioral patterns.

More and more we see that cities consider food issues in urban planning and developing. The following is an extract from *“Food, agriculture and cities: Challenges of food and nutrition security, agriculture and ecosystem management in an urbanizing world”* (FAO, 2011):

“How is food and agriculture part of the “urban mix” of what local authorities and planners need to consider? Even where local administrators are dealing with overwhelming challenges in both poor countries and rich countries, the food sector became a priority. Local municipal governments often come to food and agriculture issues first in terms of urban and peri-urban agriculture, horticulture and forestry and there are many such projects and innovations underway across developing and developed nations. Recently, the food system considerations of local governments and planners have begun to include the rural dimension of food production and distribution, as most cities depend on rural food and fibre production for the majority of their food supply and long-term food and nutrition security.”⁴

Working to promote local food systems is also an issue of resilience of cities. As stated in the Report of the Special Rapporteur on the right to food, Olivier De Schutter during a session in the United Nations, Human Rights Council:

⁴ http://www.fao.org/fileadmin/templates/FCIT/PDF/FoodAgriCities_Oct2011.pdf

“The strengthening of local food systems would also improve the resilience of cities. It is vital that cities assess their food dependencies, identify weaknesses and potential pressure points and, where possible, develop a variety of channels through which they can procure their food. Urban and peri-urban agriculture, as well as the development of short food chains connecting cities to their local food shed, will therefore play an increasingly important role.”⁵

Part of the solution

The contribution made by Södertälje municipality, reinforced by its partnership in the BERAS projects can be seen as part of a mosaic of ecological regenerative agriculture and food systems, which is what the world needs. As described in the UNCTAD report: “Trade and Environment review 2013” – “Wake up before it is too late – make agriculture truly sustainable now for food security in a changing climate”: *“Developing and developed countries alike need a paradigm shift in agricultural development: from a ‘green revolution’ to a ‘truly ecological intensification’ approach. This implies a rapid and significant shift from conventional, monoculture-based and high external-input-dependent industrial production towards mosaics of sustainable, regenerative production systems that also considerably improve the productivity of small-scale farmers. We need to see a move from a linear to a holistic approach in agricultural management, which recognizes that a farmer is not only a producer of agricultural goods, but also a manager of an agro-ecological system that provides quite a number of public goods and services (e.g. water, soil, landscape, energy, biodiversity, and recreation)”.*

In this UNCTAD report, more than 60 international experts contribute with their views to a comprehensive analysis of challenges and most suitable approaches for dealing holistically with the inter-related problems of hunger and poverty, rural livelihoods, social and gender inequity, poor health and nutrition, climate change and environmental sustainability.⁶

Global perspective

To understand the many layers of the Diet for a Green Planet concept, we will provide a background, which accounts for the problems and challenges that our planet is facing today.

Half of the world's CO2 emissions come from the food chain

Recent research put ever more emphasis on the food chain as a key for global environment challenges as climate change, biodiversity, water and key elements cycles (nitrogen and phosphorus). According to an FAO/OECD expert meeting in 2011⁷, around half of the world's CO2 emissions come from the food chain. See diagram below.

⁵ United Nations, Human Rights Council, Twenty-fifth session, Report of the Special Rapporteur on the right to food, Olivier De Schutter. Final report: The transformative potential of the right to food

(http://www.srfood.org/images/stories/pdf/officialreports/20140310_finalreport_en.pdf)

⁶ The “Trade and Environment review 2013” can be downloaded here:

<http://unctad.org/en/pages/PublicationWebflyer.aspx?publicationid=666>

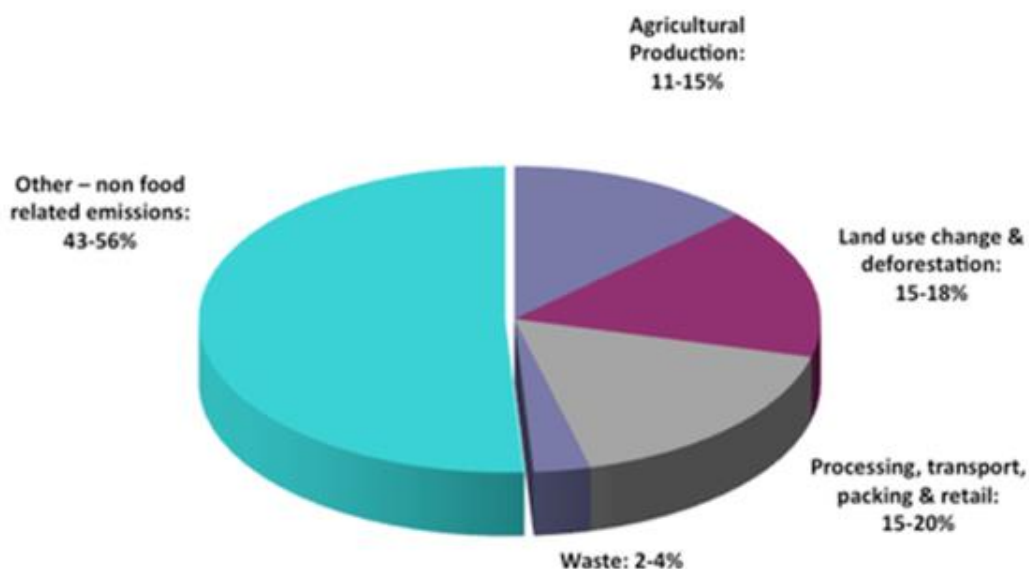
⁷ “Sustainable farming can cost-effectively cool down the earth”, FAO/OECD Expert Meeting on Greening the Economy with Agriculture, Paris 5 September 2011, Ulrich Hoffman, UN Conference on Trade and Development. Link:

http://www.fao.org/fileadmin/user_upload/sustainability/fao_oecd_meeting/11_12_2_FAO-OECD_Paris_summary_report.pdf



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Source: FAO/OECD, 2011

This shows that:

1. The food sector is more important when it comes to climate change than many think.
2. All layers of the food sector play important roles. Actions need to be taken on an overall systemic level, rather than being focused on end-of-the-pipe solutions.

Modernization of agriculture – a threat to the seas

The modernization of Swedish and European agriculture in the past century has increased yields immensely. At the same time, agriculture's current dependence on fossil energy and conventional cultivation methods with a specialization of farms to produce either animals or crops, and thus linear flows of energy and resources, has led to a uniform, biologically depleted agricultural landscape and a number of other negative impacts. Most serious of these impacts are reduced biodiversity, pollution of water and the air, the spread of toxins in the environment, climate-changing emissions and loss of soil fertility.

It is clear that agriculture must undergo a systemic change. Otherwise we risk cementing an untenable environmental situation and will lose, once and for all, the vital ecosystem services that the seas can produce. A solution to this problem must be able to go deep into the ecological system questions on the farm and at the same time engage the whole food chain to support the conversion on farm level, which in reality requires a conversion also in the food chain and in food habits.

The Baltic Sea is endangered

The Baltic Sea is a clear example of the negative consequences of a non-sustainable agriculture practice. The Baltic Sea basin gathers around 90 million people and it is affected by water flowing from 10 countries. Today it is severely suffering from eutrophication caused by leakage of nutrients from farms in the region. Today, around 30% of the bottom of the Baltic Sea is suffering from severe lack of oxygen. It is in fact dead. But it is important to note that the situation of the Baltic Sea is not unique. It is just one of

many “dead zones” in the world. The number of known oxygen-starved areas has doubled since 1990 to nearly 150, according to the UN Environmental Program (UNEP)⁸.

Hence, finding ways of combatting the eutrophication of the seas is highly relevant in all corners of the world.

BERAS projects 2003-06 and 2010-13

In order to tackle the negative environmental effects of agriculture, the transnational BERAS project was created and executed in 2003-06, part-financed by the European Union and Norway (the Baltic Sea Region Programme)⁹.

The target of the BERAS project was to overcome the eutrophication of the Baltic Sea, and the project showed that ERA, if implemented over the whole drainage area, would diminish the agricultural contribution by half – at the same time as conventional strategies would lead to continued increase of the eutrophication in spite of other environment protection measures.

BERAS was followed by the Interreg IIIC project LOF – Local Organic Food (Lead Partner in Estonia and other partners in Sweden and UK), that further developed some aspects of the local food system. On local and national levels BERAS has led to several follow up projects.

In 2010-13 BERAS had a comprehensive follow up in the “BERAS Implementation” project in BSR Interreg IVB Program¹⁰. BERAS Implementation established 20 learning centers plus a mobile unit based on ERA farms in 9 countries. The project also produced an education package including i.a. Guidelines for ERA aimed at farmers and advisors (presently available in English, German, Danish, Latvian, Estonian, Lithuanian and under production in Swedish, Russian and Polish) and the handbook “Diet for a Clean Baltic in Practice”¹¹.

The BERAS Implementation project also led to the establishment of the BERAS International Network Agreement (BINA)¹² with currently 24 signing partners from 11 countries.

BERAS Implementation took on a fully integrated approach in the food sector – from farmer to consumer. This was based on the realization that a systemic shift in agricultural systems alone would not be sufficient. In conclusion, the BERAS projects have led to the creation of three concepts, which encompass the entire food sector, and thereby have possibilities of making a substantial contribution to saving the Baltic Sea and other seas. More information on these concepts – Ecological Recycling Agriculture (ERA), Sustainable Food Societies (SFS) and Diet for a Clean Baltic can be found at www.beras.eu.

Scientific background

As part of BERAS, a study was conducted in 2004, which supported the creation of the Diet for a Clean Baltic concept. 15 “eco-consuming” families in Järna (a part of Södertälje) were compared to Swedish average consumption. On average, these 15 families had a more lacto-vegetarian orientation than the

⁸ Link: <http://www.unep.org/dewa/Assessments/Ecosystems/IAASTD/tabid/105853/Default.aspx>

⁹ Link: <http://www.bsrinterreg.net/programm/project.php?id=10234>

¹⁰ Link: http://eu.baltic.net/Project_Database.5308.html?contentid=61&contentaction=single

¹¹ Diet for a Clean Baltic in Practice: <http://beras.eu/wp-content/uploads/2013/10/Baltic-sea-friendly-food-in-practice.pdf>

¹² Link to BINA: <http://beras.se/wp-content/uploads/2013/08/BINA.pdf>



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Swedish average. They ate 80 percent less meat, more dairy products and fewer potatoes but more of other roots and greens.

The results were astounding. The study showed that the total reduction of carbon footprint could be as much as **73 percent** by implementing the BERAS principles of agriculture and food! The results of this study are available in the book “Farming for the Future” by Professor Artur Granstedt and on www.beras.eu¹³, in which a full description of the scientific basis of the BERAS projects is also available.

Taking into account the United Nation’s (FAO/OECD) report from 2011 showing that around half of the world’s CO2 emissions come from food production, we are really looking into a sector with a huge positive environmental potential.

A multi-stakeholder effort with widespread positive effects

BERAS’ three concepts contribute on many levels: to changing the agricultural system, shortening of distances between food production and consumption and promoting processing facilities near the source. In addition, there are environmental advantages in the form of shorter transports, economic stimuli and employment opportunities in rural regions, which will benefit farming and food industries of the future.

BERAS’ work is the result of common efforts by the partnership from nine countries around the Baltic Sea, Russia and Norway. The partnership includes national and local authorities, universities and research institutes, advisory services, ecological and environmental NGOs, farmers’ organizations, food chain actors and finance institutions.

Södertälje’s approach and commitment

Features of Södertälje

Södertälje is an industrial city with 90 000 inhabitants about 30 kilometers from Stockholm. It has been, and still is, the home of large industrial businesses like Scania and AstraZeneca. However, in recent years, more and more industry job opportunities have been outsourced to other regions and countries. Instead, the amount of SMEs (Small and Medium Enterprises) is increasing.

Södertälje is known for its generosity in receiving refugees from war zones, particularly Syria and Iraq. This has made Södertälje an international, multicultural city with a wide range of influences and traditions, but also with integration challenges.

On the geographical side, Södertälje offers a fairly unique blend of rural and urban possibilities, situated near Stockholm with all the potential that comes with it. The combination of attractive city life, active agriculture and food production offers great possibilities for Södertälje.

Public meals as a tool for sustainable development

As one of many measures to tackle the challenges of a diminishing industrial sector and a growing population, Södertälje municipality aims at developing and promoting the municipality as a center for local, vibrant and sustainable food production.

For the municipality, part of these efforts has been to actively take part in the BERAS projects. In BERAS Implementation (2010-13) the Diet Unit took an active part to integrate the ideas of Ecological Recycling

¹³ *Farming for the Future* by Prof. A. Granstedt: <http://beras.se/wp-content/uploads/2013/08/Farming-for-the-future-web.pdf>

Agriculture, Sustainable Food Societies and Diet for a Green Planet in public food in the whole municipality – and to define the Diet for a Clean Baltic concept by working hands-on with schools, pre-schools and homes for elderly care.

Södertälje's approach to working with public meals as a tool for sustainable development is strategic and long term, based on reliable science and a commitment that is well anchored in local government. A Diet policy (adopted in 2010) is the steering document¹⁴.

Concretely, Södertälje's work, mostly channeled via the Diet Unit, has been widely acknowledged regionally, nationally and internationally. Among other things The Diet Unit has been awarded an honorary prize of the Earth Hour Challenge from WWF. Södertälje was also awarded "School meal municipality of 2014" by Junior White Guide. The head of the Diet Unit has a clear task, given by the city council, to transform the public kitchens into a more sustainable and environmental friendly way of producing public meals. The management team of the Diet Unit is deeply involved in the implementation.

Engaging in food = engaging in long term sustainability

Using food as the basis for sustainable development makes sense in many ways, besides the fact that it constitutes a major positive element in saving the global environment. By changing the food sector we can also contribute to tackling issues like the increased detachment between urban and rural areas, rural development and local business life.

School meals also play an important role in supporting the poor – for example children of unemployed people. Södertälje has experienced a wave of refugees from Iraq and Syria. This has put constraints on the city. School food is a means of support that does not point at a person in a stigmatizing way, and since many of the kitchen staff in schools have immigrant backgrounds, it has become a powerful integration tool, where cultural differences can be turned into something positive, for example via increased creativity and stimuli for new interesting methods and recipes.

Challenges

There are plenty of challenges in implementing the Diet for a Green Planet concept in a municipality. These challenges will vary from country to country, but are likely to be shared to a certain extent.

Budget

All children and youth in Swedish schools are by law entitled to a free public meal every day. However, the free meals are subject to local decisions and budget and the long-term trend is to minimize the price of the inputs – at the cost of quality and environmental impacts of the food production.

The problem for a municipality is that it often does not have extra budget to pay more for organic products. Municipalities, generally, operate with tight budgets and little or no space for investments. This goes for Södertälje as for many municipalities in Europe and the world. For this reason it is important to note that the transition to Diet for a Green Planet has been accomplished with a strongly limited budget. Every step in the transition has had to be taken by savings in order to save budget for buying in higher

¹⁴ Link to Diet Policy in Swedish: http://www.sodertalje.se/upload/barn_utbildning/skolm%C3%A5ltiden/Kostenheten_SKOLAN_A5-folder-CMYK-L%C3%85GUPPL%C3%96ST.pdf. The Diet Policy has been translated into English, but it is not yet available on www.sodertalje.se.

quality raw food stuffs. An example of ways how the existing budget has been well used is a conscious effort to professionalize the kitchen staff. A higher salary level, which is the consequence when choosing a trained chef instead of a non-trained chef, is compensated by better ability to save and use raw stuffs, buy less meat of better – and organic – quality, reduce waste and use more seasonal vegetables.

Local products on local markets

As the food industry is structured today there is a lack of structure for connecting local producers to local markets. In this area Södertälje has done some work, although more needs to be done.

Public procurement

The rules and regulations in the Public Procurement Act are comprehensive. To some extent, it is possible to choose a supplier on the criteria of organic food. But to choose a supplier based on geography (local presence and/or production) is not allowed.

Inclusive to key stakeholders

A challenge for the Diet Unit in Södertälje has been to extend the good practice from small scale voluntary networks to a middle size town with industrial background in a way that includes all important key stakeholders, for example kitchen staff. In an extensive implementation phase there will be people, or groups of people, who do not feel included or respected. In spite of these challenges, this expansion has been successful, although it is still an ongoing process.

One of the challenges in this pilot transfer network will be to transfer and adapt the concept to the receiving cities. It is a process, during which Södertälje will gain a lot of knowledge and input that in turn will strengthen the concept even more.

Transfer potential

The Swedish system of by law providing a free hot meal every day to all school students is not common outside Sweden. In spite of this there have already been exchanges made with other countries, which has shown a practical potential for transfer. There are in all systems points of waste, unnecessary use of prefabricated food, excessive use of meat or lack of adaption to season, that can be used to start a conversion process within a limited budget to create winning situations that make it possible to invest.

Based on the above, the concept of Diet for a Green Planet is applicable in many places around the world. However, it must be implemented with deep consideration of local preconditions.

Also, the fact that Södertälje is a city with a large migrant population – including kitchen staff speaking different European languages – indicates that a transfer can probably be accelerated by professional exchange.

Another factor when it comes to the transfer potential is that the BERAS network will serve as a platform for spreading the Diet for a Green Planet concept. Within BERAS, there is expertise and know-how that will help facilitate the transfer.

Detailed description of practice to be transferred

Analytical template: Diet for a Green Planet, Södertälje Municipality

BACKGROUND INFORMATION

Name of Pilot Transfer Network

Diet for a Green Planet

Practice title

Diet for a Clean Baltic

Partner City

Södertälje municipality, the Diet Unit

Member State

Sweden, Stockholm County, Södertälje

Geographic size

Södertälje Municipality has a population of 91.000 inhabitants and a total area of 610 km².

The central urban area has 72.000 inhabitants and there are four communities (Järna, Enhörna Hölö, Mölnbo,) with 1.000-7.000 inhabitants, where there are schools and elderly care centers.

One-liner description of the practice

Public kitchens, chefs, policy makers, researchers, farmers and food companies cooperate to align eating habits to create an ecologically sustainable development – Diet for a Green Planet!

Timeframe of the practice implemented and proposed for transfer

The implementation started in full scale 2010, but prior to that a political decision was taken already in 2001 to use the purchase of food as a tool to reach environment goals.

Funding

The Diet Unit in Södertälje has not received any extra funding for running costs for implementing the concept in its kitchens.

Maximum 10 million SEK/year (approximately EUR 1,1 million) during 10 years (starting 2007), are assigned for equipment of the kitchens, but only approximately 6,5 million SEK/year in average have been invested the last 7 years. This means that this process has taken a long time and is still ongoing.

For exchange, training and research there has been extra funding through the cooperation with the two BERAS (www.beras.eu) projects.

- From the BERAS project 2003-2006 Södertälje Municipality got only 10.000 EUR for a small pilot. The total budget was 2.156.000 EUR.
- In the BERAS Implementation project 2010-2013, the Södertälje Municipality budget was 393.000 EUR for four years. Total network budget in the Baltic region: 4.452.130 EUR.

LEADER project Södertälje Locally Grown has had 29 months funding to study and develop the local market and production. Total budget: 1.131.700 SEK.

Operational Programme

Baltic Sea Region Programme 2007-2013

CCI no : 2007CB163PO020. Number of decision : C/2007/6550.



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Final approval date : 2007-12-21

Projects within the Baltic Sea Region Programme

- BERAS (2003-2006) identification number:10234
- BERAS Implementation (2010-13) identification number: #053 BERAS Implementation.

Central Baltic Programme

CCI no : 2007CB163PO066. Number of decision : C/2007/6599.

Final approval date : 2007-12-21

Managing Authority (MA – if relevant)

Managing Authority for Baltic Sea Region Programme:

European Territorial Cooperation:

Investitionsbank Schleswig-Holstein, Joint Technical Secretariat Rostock

Grubenstrasse 20, D-18055 Rostock, Germany

Managing Authority for Central Baltic Programme

European Territorial Cooperation:

Regional Council of Southwest Finland

P.O. Box 273 Ratapihankatu 36, FIN-20101 Turku, Finland

Link to EU 2020

EU2020 sustainable growth

Main reason for Highlighting this case

Diet for a Green Planet raises awareness of environmental impacts of food on different levels. It uses existing resources and structures to increase the amount of environmental friendly consumption and reduce the climate effects of food. By using local and organic products it contributes to sustainable rural development and cooperation between urban and rural areas.

Key Contact person

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Keywords/Tags

BERAS, Sustainable food societies, ERA, Diet for a clean Baltic, Diet for a green planet

1. PRACTICE DESCRIPTION

Overall objective

The overall objective is to develop a knowledge base regarding means of significantly decreasing consumption of non-renewable energy and other limited resources, and of reducing negative environmental impacts at the same time as ecological, economical and sociological sustainability is enhanced in everyday living, especially in the agriculture sector and food systems. See <http://beras.eu/publications/research-publications/> (BERAS 2003-2006 reports no 3, 5 and 6).

Description of activities

A beginning step was to convert the public kitchens from a system where the food was produced in a central unit and distributed and heated at the local schools, to a decentralized system where food is locally prepared in each unit from raw food stuffs. The local personnel decide the menus in the new system.



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At the same time there were careful recruitments of professional chefs as well as work to develop the competence of all personnel. This development could take significant steps by being a partner in the two BERAS projects (see above). In the latter project, Diet for a Clean Baltic was developed as a concept in order to combat eutrophication of the Baltic Sea, through cooperation between the public sector, business sector and research.

The concept Diet for a Clean Baltic/Green Planet is based on the following criteria:

- Tasty, attractive and healthy food
- Organically produced
- Less meat, more vegetables & wholegrain
- Seasonal food
- Locally produced
- Reduced waste

To stop transporting prepared food and reducing waste, were important steps to create economic space to do other things. One of the public schools got the task of running a pilot kitchen to test the complete concept.

Today all municipal kitchens are certified organic by KRAV (www.krav.se/english) and nearly 43,5% of purchased food stuffs were certified organic in 2013 (calculated on purchase sum), compared to 18% in 2010. These figures are valid for schools, kindergartens and homes for the elderly. For schools only, the percentage is nearly 50%.

Another goal is to further reduce meat consumption. This has fallen by 22% since 2010 and is currently 56 g meat/portion in average. Yet another goal is to develop the use of seasonal and local products to diminish emissions of greenhouse gases.

Södertälje serves 23.000 portions/day, of which 17.000 are lunch meals. The practice in schools is to always serve a salad buffet (4-10 choices), which is adapted to season and nutritionally complete. There is always a hot soup and usually two warm main dishes – always one of them vegetarian. 1-2 days per week no meat or fish is served.

Recipients

- The main recipients are the staffs of the public kitchens, the teachers and the pupils who are all involved in influencing and changing eating habits.
- Other recipients are local food producers, but also bigger food suppliers.
- Municipality officials at the Diet Unit and local politicians are also affected.

Mainstreaming of gender equality and non-discrimination

Traditionally the kitchen staff was usually 100% female. One part of the conversion strategy has been to change this and in all recruitment work consciously strive towards a staff that better represents the whole population. Now, in most kitchens, there is male staff, which has made it easier to get all pupils, both boys and girls, to accept the new food-concept. The mixed staff has also created a better social environment in the canteens. Also the management team at the Diet Unit it is now a mixed group which has created a more creative atmosphere, a better social situation and a more serious receiving from the operating environment.

2. POLITICAL AND STRATEGIC CONTEXT

2.1 National and regional framework



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The national Swedish goal to reach 25% organic in public procurement until 2010 was not reached. Some municipalities, among them Södertälje, are far ahead of the goal, whereas many are lagging behind. (Follow-up of organic production and consumption 2010/11 RFR1, [click here for more information](#). The project is also in line with the national goal to strengthen the Swedish food sector and create new employments and sustainable development (På god väg. Måldokument för Matlandet mot år 2020 – [more information here](#).)

A specific Swedish situation is that all children and youth in schools are by law entitled to a free public meal every day. Therefore school meals are an important area for advocacy work.

2.2 The planning context

Södertälje has high ambitions for sustainability and environment protection. The overriding goal is to leave a society where environmental problems are solved for the next generation.

There is broad political agreement that food and food production is a priority in the municipality, expressed in the environmental program for 2013-2016 adopted by the Södertälje City Council. It includes goals for 'consumption and behavior', energy and climate as well as city and land planning, all referring to actions within the food sector.

Södertälje municipality set up goals for the creation of favorable conditions for a vibrant, sustainable local food production (primary production, processing and wholesaling) and goals for its own catering activities from procurement to collection of food waste.

According to the Diet Policy, Södertälje shall work for the benefit of purchasing locally produced products. All public kitchens must be certified organic and ensure environmentally friendly practices, as well as environmentally friendly purchasing patterns. The meals should be prepared in proper kitchens as close to the guest as possible. The goal is to increase the proportion of organic food yearly so that Södertälje shall be one of the 3 best municipalities in Sweden in this aspect. The amount of purchased meat, especially from conventional production, shall be lowered in favor of meat from grazing animals and other healthy foods.

3. IMPLEMENTATION

3.1 PRACTICE DESIGN AND PLANNING

3.1.a) Where and from whom did the idea of the practice or approach come from?

The Diet for a Clean Baltic concept was developed in order to combat eutrophication of the Baltic Sea and ensure food production that is sufficient to feed the Baltic Sea Region population, by supporting farmers to adopt the Ecological Recycling Agriculture (ERA) standards. Both ERA and Diet for a Clean Baltic concepts were developed in the Baltic Sea Region Interreg IVB project BERAS Implementation, where Södertälje was one of 24 partners.

The implementation practice for public kitchens has been developed by the Diet Unit in Södertälje municipality.

3.1.b) Was the project based on specific needs assessment and analysis?

The scientific basis for the Diet for a Clean Baltic in terms of consequences on eutrophication, climate change and biodiversity was mainly developed by the BERAS project (2003-6), see above: 1.overall

objective. The book "Farming for the Future" by Professor A. Granstedt, is a full description of the scientific basis and the whole system, also available at www.beras.eu.

3.1.c) Had a similar project been run in a previous period?

During BERAS 2003-06 a pilot project was tried in two schools in Södertälje (Hölö and Ene).

3.1.d) Who was/ is on the project steering group?

The BERAS Implementation project had a Project Steering Committee where each of the project partner countries had one member to follow up the progress of the project. It also had a Secretariat, which was a cooperation between Södertörn University, Södertälje municipality and The Biodynamic Research institute, for the day to day management of the project.

For development of Diet for a Clean Baltic there was an international workgroup led by Södertälje Municipality. In the day to day work a Swedish based workgroup with Södertälje municipality (with representatives from International Unit and Diet Unit), Saltå Kvarn and The Biodynamic Research Institute worked together. This Swedish based group met approximately once a month during the whole project period.

3.2 MANAGEMENT

3.2.a) How was/ is the management structure organised?

The BERAS Secretariat has had a coordinating role, but the municipality led the work group.

3.2.b) Was/ is the management structure able to adapt in case of unexpected obstacles and what was/ is done to solve the problems? How many people/months were/ are used for the management and delivery of this project?

When the key person Sara Jervfors (head of the Diet Unit) was on parental leave, others in her management team could take over her leading tasks, because she had involved her staff thoroughly in the development of the concept. Thanks to the coordinating role of the BERAS secretariat this functioned well.

- For 1 year 2 experts were employed 35% and 25% part time financed with BERAS budget.
- For "Södertälje Locally Grown" a project leader was employed 50-60% for 29 months.
- A chef has worked 50% during three years.
- From the management team 2,5 persons have been engaged fulltime during 3 years.

3.3 MONITORING AND EVALUATION SYSTEM

3.3.a) How was/ is monitoring organised?

Monitoring is made through the municipality statistical data base for purchase (named Basera), where particular products or groups of products can be studied. The results are regularly analyzed and evaluated by the management team and an administrator of the Diet Unit.

Members of the management team of Diet Unit have lunch at the canteens to test the food regularly. An evaluation document for the established standards is used at visits. It shows what every meal should contain and how it shall be prepared and served. The canteen atmosphere is also evaluated

3.3.b) Were/ are the results clearly specified?

What a meal should contain and how it should be prepared is specified in general terms in written standards. These are aligned with the recommendations of "Skolmat Sverige", a cooperation of different

Swedish authorities and public institutions working for ensuring good quality of school meals in accordance with the Swedish nutritional recommendations.

Quantified targets exist for the amount of:

- meat (reduce) monitored in purchase data base.
- organic products (increase) monitored in purchase data base.
- waste (minimize) monitored daily at each kitchen.

3.3.c) What has been/ is the evaluation approach?

- Self-evaluation by the head and the management team at the Diet Unit has in principal been the approach, see above 3.3.a.
- Surveys are distributed to kindergarten parents and to pupils in class 5 and 8 at primary school, and class 2 at secondary school.
- The organic certification (KRAV) of all kitchens includes an external evaluation both on the percentage of organic products purchased and if the kitchens in general are run in an environmental friendly way.
- Södertälje signs up to participate in the competition for best school meals in Sweden, that the Swedish organisation White Guide (initially a restaurant guide) awards. A test panel tests around 300 school kitchens in Sweden every year. In “White Guide Junior 2014” Södertälje won both as best “school meal municipality” and best “head of public meals”.

3.4 GOVERNANCE: PARTNERSHIP, PARTICIPATION AND EMPOWERMENT

3.4.a) What is or was the governance mechanism for this practice?

The head of the Diet Unit has got a clear task to transform the public kitchens into a more sustainable and environmental friendly way of producing public meals, decided by the city council. The management team of the Diet Unit is deeply involved in the implementation.

A Diet policy (elaboration started 2006, adopted in 2010) is the steering document.

Practical standards are set by the management team at Diet Unit.

3.4.b) What is/ was the composition of the partnership involved in the development and implementation of the practice?

- The Diet Unit and its head and management team steer the process.
- City council has taken political decisions.
- Cooperation with BERAS project(s), where the work has been connected to researchers and academic studies, but also to private stakeholders in the food chain, and given inspirational input through a lot of exchange with other regions and countries.
- Baltic Sea Region programme (funder of BERAS).
- External chefs have given courses.
- New professional chefs have been employed.
- All staff in public kitchens has received training.
- Pupils have been involved in food preparing.
- Office for public procurement (Telge Inköp) develops the procurement process to get demanded products without violating the Public Procurement Act.
- Farmers/gardeners involved to deliver products directly or via contracted distributors.

- Food processing companies involved to develop the demanded products.
- Distributors involved to being able to offer the demanded products in their product range.
- Leader project Södertälje Locally grown studied and developed the local market for food.
- Local action group “Leader Södertälje landsbygd” (funder of Södertälje Locally Grown).

3.4.c) What are/ were the roles of partners?

See above.

3.4.d) How are/were residents, tenants, service users, businesses involved in the project? Are/ were any innovative participative methods used to involve people?

- Food councils have been created at every school and elderly care centre, with representatives for the pupils/lunch guests, the managing team of the school/centre and the kitchen manager. The aim is to keep a dialogue going with parties concerned at each unit.
- Pupils (service users of the meals at schools) have been involved in the preparing of food, especially the vegetarian dishes (e.g. the seasoning) which is a strategy to make vegetarian dishes more popular.
- Pupils also get involved in reducing waste from food: The food on the plate that is not eaten is thrown into a small bucket and weighed every day. The amount of waste from the plates is noted on a board in the canteen and evaluated in economic terms and if it reaches the goal or not. The pupils can follow the results and when they have reached the goal for a certain number of days they may request their favorite dish.
- The central menus are now abandoned. Each kitchen decide their own weekly menu, which develops the creativity of the kitchen staff. Menus are adapted to local knowledge and taste. It also reduces waste from the kitchen as it opens for improvisation. When there are leftovers from one dish they might be used in e.g. a soup the next day.
- School canteens are used for representation lunches in official visits to Södertälje.
- Food processing companies, restaurants and farmers offer courses for the kitchen staff.

3.4.e) What is/ was the role of the city?

A political decision in the early 2000s and later in 2004 the employment of a new head of the Diet Unit who got a clear task to implement what was decided. Regular renewal of the political support is important and could be more developed.

3.4.f) Who does/ did provide leadership and steer the process?

The head and management team of the Diet Unit, during 2010-13 in cooperation with the BERAS Implementation project - a partnership that has been functioning very well.

4. INNOVATIVE ELEMENTS AND NOVEL APPROACHES

4.a) What is the key innovation in this practice?

The key innovation in Diet for a Green Planet is to serve healthier and more environmentally friendly food without increasing costs. This is achieved through structural changes and raised awareness among kitchen staff and consumers.

The concept is based on scientific principals from research on the entire food chain, all the way the farming level to consumption habits.

4.b) Which organisation was the initiator of new approaches and who drove them?

The Diet Unit was the initiator and its management team drove the new approaches.

4.c) Did the project include practices different from common practice?

- Yes, there is a new approach in leadership including both a central organization for all the kitchens with a clear concept followed by all units, combined with decentralized decisions of menus and an involvement of all levels of staff for the development of the practical implementation of the concept.
- A vegetarian meal is compulsory every day and is offered as a free choice.
- The salad buffets contain less lettuce, tomatoes and cucumber (the most common salads in Sweden) and are instead based on more local root crops and cabbage, leguminous and whole grain according to the season. Thus the salads are more nutritious.
- When purchasing meat ethical aspects are now taken in account, which has led to e.g. purchase of game meat. Organic hen meat has been introduced to substitute industrially produced chicken.

4.d) What efforts have been made to scale up, and spread the practice?

- Receiving visits from other Swedish municipalities.
- Giving lectures at other municipalities or other organizations/projects.
- A lot of international exchange during the BERAS Implementation project.
- Publishing a handbook based on the Diet for a clean Baltic, with recipes and the description of the concept, but also the background and the transformation process.
- Environmental policy, which points out this concept to be spread to all educational staff.

4.e) Were there innovative aspects to the partnership?

Public, academic and business sector was involved in cooperation for a common goal, in a regional context with 10 countries involved (Baltic region). Different workgroups have been ad hoc structured, and worked as long as it made sense.

5. FUNDING**5.a) What was the total project funding?**

See above: *Background information /Funding.*

5.b) How much funding came from ERDF and ESF programmes? How much co-financing came from national sources, from regional or local? Were there problems in obtaining co-financing?

- There was no problem to get co-financing.
- For the BERAS projects 75% was from ERDF, 25% from national, regional or local sources.
- For the Leader projects 40% was EU-funding, 30% national and 30% local funding.

5.c) How much private sector leverage was generated by public funding?

Difficult to measure, but several local companies are now delivering to the Diet Unit.

5.d) If funding came from EU what procedures were required to obtain funding?

The initiative for EU-funding was taken by an external part and Södertälje Municipality and its Diet Unit was asked to participate.

For the BERAS Implementation project it took four years and three refused applications, from 2006, before it was approved.

6. PROJECT ASSESSMENT**6.1. FINANCIAL SUSTAINABILITY**

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The implementing of Diet for a Clean Baltic/Green Planet in the public kitchens goes on in Södertälje and is still developing. As the implementation was done without any extra money to prepare the meals, the daily implementation is not threatened by the end of a project.

6.2 ISSUES AND PROBLEMS

- There has been resistance from kitchen staff to the changes. They have been overcome mainly by continuous training of all staff and by employing professional kitchen chefs.
- School management, teachers and parents are sometimes questioning the new menu concept – especially that less meat is served. Information and practical demonstrations of food is the way to react on this. Some parents and pupils are afraid of uncommon vegetables and request the pre-manufactured food that they are used to. Continuous work is still needed.
- No support from government for organic production, no national goal any longer for the total area of organic farming, which leads to scarcity of organic produce. The government budget for “Matlandet Sverige” does not prioritize organic produce.
- Swedish conventional farmers are not always happy with the decision to increase the purchase of organic products in public kitchens, which sometimes leads to confrontations. The Diet Unit then refers to political decisions and the established Diet Policy.

6.3 PROJECT OUTPUTS & RESULTS

A broad conversion of all the public kitchens in Södertälje municipality has been carried out without extra budget. The concept used is possible to use in any part of the world, but what will be served on the plate will differ a lot from region to region although it is based on the same sustainable and environmentally friendly concept.

7. SUCCESS FACTORS, LESSONS LEARNED, AND TRANSFER CONDITIONS

7.1. SUCCESS FACTORS

- Employing a new head of the Diet Unit in 2004 with a clear task. It is crucial that there is a very engaged person to succeed in such a transformation. Also, the fact that the Diet Unit has got clear objectives that are internally evaluated continuously is essential.
- Implementing without extra budget means that no one can criticize that it costs a lot of money. It also makes the conversion strong and permanent.
- Starting with reducing waste is a good way to create a better economy which permits the purchase of better quality products e.g. organic. Everyone can agree to this.
- Employing professional staff makes it easier to increase the quality, both referring to kitchen logistics and to the general quality of the food.
- Abandon central menus and let every kitchen decide their own menu. This boosts creativity and let a lot of knowledge amongst staff be shown.

7.2. LESSONS LEARNT

- A political decision is needed.
- Involve politicians from the beginning and ensure their continued regular involvement.
- Make sure that there are adequate products fitting the concept in your purchase contracts.
- Increase the knowledge about what implies local seasonal food.
- You must not be extreme or fanatic in the public food sector.

7.3. TRANSFERABILITY



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After a test period in one kitchen in Södertälje it was transferred to the whole municipality.

Other Swedish municipalities (Strängnäs, Sigtuna, Norrköping, Lund, Huddinge, Motala) have been inspired to use this concept and methods. Södertälje has provided facilitation and the Head of the Diet Unit has visited them. Also BERAS partners from Norway, Finland, Lithuania and Poland have got this kind of support and to varying extent adopted the model.

7.4. TRANSFER CONDITIONS

- Consciousness about at least one of the general issues addressed, i.e. the Baltic Sea situation, climate change, health and food.
- A political decision.
- An engaged person with a clear task to implement the concept. A social entrepreneur!

8. FURTHER INFORMATION

8.a) Bibliography

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- <http://www.sodertalje.se/Sprak/Engelska/>
- <http://www.krav.se/english>

8.b) Contact

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8.c) Name and contact of expert who did the "case study"

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ANNEX 1. Contact Names and organisations of interviewees

Sara Jervfors and Kerstin Sjölin, the Diet Unit, Södertälje Municipality

Roger Svanborg and Christine Strandberg, Unit for investigation and sustainability, Södertälje Municipality

Hans von Essen and Jostein Hertwig, BERAS International Secretariat

Baseline situation in Receiving Cities

Analytical template: Mollet del Vallès, Spain

BACKGROUND INFORMATION

Pilot Transfer Network Title

Diet for a Green Planet

Receiving City (Name of partner city institution)

Mollet del Vallès City Hall

Member State (Member State, region)

Comarca Vallès Oriental, Province of Barcelona, Catalonia, Spain

Geographic size

Mollet del Vallès has 52.002 inhabitants and a size of 10.834 km². The rural area of Gallecs covers almost the 50% of the territory.

Operational Programme if relevant

The operational programme for Catalonia is structured around five priorities and some of them meet the criteria of Diet for a Green Planet:

Priority 2: Environment and risk prevention (around 8% of total investment)

The fundamental aim of this priority is to improve the environmental potential of Catalonia in order to further sustainable economic development while protecting the natural environment.

Priority 4: Local and urban sustainable development (around 19.3% of total investment)

The Spanish national and regional authorities have decided to base their approach on the URBAN Community initiative, introducing aid for integrated projects for local and urban development.

Managing Authority (MA – if relevant)

Regarding the scope of our project there are several authorities involved in the *Legal framework which regulates the school canteen service*:

- Central government (Ministries in Madrid)
 - Law 30/2007, 30th October for Contracts in the Public Sector
 - Law 7/2011, 5th of July, for Food Safety and Nutrition
 - Order of the Ministry of Culture and Education (MEC), 24th of October 1992, which regulates schools canteens.
 - Royal Decree 82/96 and 83/96, organic regulations of primary and secondary schools and kindergarten.

Legal framework for health hygiene

- Royal Decree 3484/00, 29th of December, it establishes the hygiene standards that must met when cooking and distributing food to school canteens
- Royal Decree 191/2011, 18th February, about Registration

Government of Catalonia

- Decree 160/1996, 14th may, which regulates school canteens services in primary and secondary schools and kindergarten.

- Decree 219/1989 states that County Councils manage subsidies related to costs of school canteen services, for families with economic needs or for geographic location reasons.
- The Department of Education establish the maximum price of the school canteen services; for school year 2013-14 6.20 Euros per diem for one student, incl. VAT.

Key Contact person

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Keywords/Tags

Ecological food, Gallecs local food producers, healthy habits

1. DESCRIPTION OF INITIAL LOCAL SITUATION

Policy challenge

We intend to promote ecological and locally sourced food in the school canteens of Mollet del Vallès. The current situation of the public contracts for school canteen services in the public kindergartens which are managed by the city hall of Mollet, is that there is no reference to ecological and locally sourced food and this is the same situation for 95% of school canteens in Catalonia. There are more than 2.400 primary schools in Catalonia and less than 50 schools have a school canteen based on ecological food. So, we are networking with many institutions and associations to raise awareness about this issue in our region.

We expect that if we achieve our goals in this project it would enable us to show The Government of Catalonia the necessity to pass a law regarding this issue. We are also trying to succeed in another political challenge - supporting our local producers in creating economic activity in this sector. We aim to increase the demand for ecological products in school canteens in the future by emphasizing its importance to the parents associations.

Another policy challenge is to improve the management of the rural area of our city, called Gallecs, which covers almost 50% of our territory as a city. Until now this natural area has been successfully managed with its use aimed at the citizens practicing healthy exercise (running, rambling, etc.). From now on we want to create another pole of attraction creating ecological menus in Gallecs and including them in the handbook Diet for a Green Planet in Practice, and thereby strengthening the link between the rural and urban areas of our city.

Rationale behind the transfer of the practice

It may sound simple but the situation in our city, and the rest of the Catalan territory, is that the private companies offering school canteen services claim that they are offering ecological and locally sourced food at different degrees: 60%, 70% but there are no audits to prove it.

Main objectives and expected results

- Healthier and greener diet in our city.
- Stimulation of local farmers to grow more ecological products
- Genuine ecological approach
- Contribution to education

Main Activities foreseen

Due to many differences between giving and receiving cities it is not possible to transfer the whole concept. However, three main activities that will be carried over as part of the transfer:

1. Get policy makers to start the process to decide the necessity of a future Diet Policy.



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2. To create ecological menus with products of the natural area from Gallecs and to include them in the handbook Diet for a Green Planet in Practice.
3. We will also make a deep analysis about how we are offering the school canteen service in the three public kindergartens and the handicapped public institute.

We will also print a handbook to complement the work with key stakeholders, politicians, schools, food producers, parents etc. The handbook will contain Södertälje's good practice organized in two parts: the management of school canteens and the BERAS research outputs. Furthermore, we will include articles of key players to achieve the goals in our city and region: parents associations, school principals, private companies, Gallecs manager, University of Barcelona, Catalan Government, relevant institutions/associations and of course our mayor in the city hall.

Timeframe

2014

- Every month starting from March: Project Steering Committee meeting the last Thursday.
- February- March- April: meetings and visits to get all key players on board our project and to have access to valuable information regarding our project.
- March-April: meetings in schools (public and private) to explain the project Diet for a Green Planet to parents associations and the principals.
- April: Creation of the LSG.
- April: between the 2nd and 4th of April the leader will visit us to help to explain the Diet for a Green Planet in Practice to local stakeholders and to set up a work plan to achieve the handbook print in December.
- April: to sign an agreement with the School Canteen Association of Catalonia in order to create a partner that will help us with their expertise during the whole project.
- May: Meeting in Södertälje with politicians, members of the School Canteen Association of Catalonia and the LSG, association and institutions related to the project, etc.
- May-June: Stakeholder meetings in order to outline the 100% ecological Gallecs menus.
- May-June: preparation of the International meeting about Diet Policy in our city.
- June and September: 1 meeting of the LSG
- June: staff exchange: we will host some stakeholders from Södertälje.
- International Meeting about Diet Policy in Mollet del Vallès from September 17-20th, 2014.
- Widespread media coverage of the event and dissemination in civic and cultural centers, schools, etc.
- Local meetings about Diet Policy with politicians in all cities (October 2014-January 2015).
- Oct-Jan: 1 meeting of the LSG monthly
- October-December: 1 meeting of the LSG monthly
- December: presentation of the miniwebsite Diet for a Green Planet
- December: Dissemination of the website in the local media (web, local newspaper, etc.)
- December: The finalized handbook of Diet for a Green Planet in practice

2015

- February-March: 1 meeting of the LSG monthly
- January-February: Participation in Final Conference
- Feb-March: Approval of a Manifesto by the City hall of Mollet del Vallès committing to develop a diet policy in the following years.



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- March: Kick off meeting of the Council of Infants in Mollet del Vallès. We do not have further information now but we will have in the following months.
- March-April:
 - Presentation of results for all citizens of Mollet del Vallès in the City Council
 - Presentation of results for the Consortium of Gallecs members
 - Open seminar with the participation of members of the LSG

** During LSG meeting we will deliver information on project level activities to achieve a smooth practice transfer. We will also transfer all outputs generated in our LSG to the project activities.*

After Diet for a Green Planet:

We will submit a new proposal with more ambitious goals:

- Achieving that the Diet Policy will be a reality in our city.
- Transform our conventional school canteen services into ecological ones in the three public kindergartens and the handicapped public institute.
- Ensuring that a higher degree of agricultural hectares in Gallecs are cultivated by ecological agriculture (today it is only 50% of them).

Target beneficiaries

If we take into account our main goals, the target groups of our project are the following:

- Policy makers: they have to take the decision of beginning to work in order to have a Diet Policy in the future.
- Associations located in the natural area of Gallecs: Agro ecological Association of Gallecs and Slow food in Vallès Oriental Region.
- Children attending primary school, kindergarten, etc.
- Parents Associations managing the school canteen services.
- The 52.002 inhabitants of Mollet del Vallès. However, the population who would potentially benefit from the project could reach a number of 151.903 inhabitants due to the cities which are members of the Consortium that manages the natural area of Gallecs.
- Private companies offering the school canteen service will be affected by the project but also be key players in the project: Apren Jugant, BCN Lleure, Serunió, CECOC and Ecomenja.

However, we think that for this URBACT II project we should focus on the companies that we can control by signing new contracts and forcing them to work under the criteria of Diet for a Green Planet. These companies offer the school canteen services in the three public kindergartens and the disabled institute. For URBACT III the goal will be to transform the school canteen services of the primary schools which are not in municipal control, by showing them the results achieved in our kindergartens and the disabled institute.

Mainstreaming of gender equality and non-discrimination

We will introduce a certain balance between the number of male and female members of the LSG:

- | | |
|----------------------------|-----------------------------------------------------|
| 1. Consortium of Gallecs: | 4. Private companies responsible of School Canteens |
| 2. Parents Associations | 5. Agro ecological Association of Gallecs |
| 3. School management teams | 6. Slow food in Vallès Oriental Region |



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7. Civil servants of the City Council of Mollet del Vallès

We will try to ask the aforementioned members to appoint a man and a woman as representatives for their association. Furthermore we will discuss the gender equality and non-discrimination approach of the project during the meetings of our LSG.

2. POLITICAL AND STRATEGIC CONTEXT

2.1 National and regional framework

Analysis of school canteen services sector in Catalonia

The parents associations are empowered by law to manage the school canteen services in primary schools but not in the kindergartens. The service can be offered in the following conditions:

1. Provision of the service to a private company that cooks the food in the school kitchen.
2. Hiring a daily service of centrally cooked meals (catering) including distribution and service.
3. Agreeing the service with municipalities or County Councils that are interested, with appropriate agreements with the Department of Education of the Government of Catalonia.
4. Through direct management hiring cooks by the competent body, acquiring the appropriate supplies and using their own resources.

It is important to note that almost 95% of the ways to offer school canteen services are related to conditions number 1 and 2.

County councils may (but are not required by law) provide school canteen services to schools that request it. For this, and in agreement with the Education Department of the Government of Catalonia, each County Council announces public contracts for the hiring of catering companies.

In 2011, together with Bureau for ecological food in school canteens, the Government of Catalonia published the Manual for the introduction of organic and locally sourced food in school canteens. This book represented a milestone. However, due to political changes these projects were slowed down and now we expect that the government of Catalonia develops a new legal framework to show a real commitment to ecological and locally sourced food in school canteens.

After studying publications and attending meetings we know that in the rest of the 19 autonomous communities of Spain the school canteen service sector has completely different characteristics.

2.2 The planning context at city level

MUNICIPAL ACTION PLAN, Mollet del Vallès 2013-2015

General services, innovation and planning

STRATEGIC LINES

- To promote healthy habits among citizens
- To create economic activities to support local producers
- To collaborate with Gallecs and the catering industry to create products and menus with local and quality food.
- To protect the natural area of Gallecs and perform dissemination activities to ensure that Gallecs becomes a touristic asset of Mollet del Vallès

CITY STRATEGIC PLAN, Mollet del Vallès 2025



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The plan was produced through a very extensive and participatory process. This second strategic plan of the city shared ideas and perspectives to advance together. Agreed guidance for the future of the city with a central objective: Mollet should be a healthy, attractive and educative city.

Among the four strategic areas of the plan there is one fully connected to our project:

- To promote healthy and economic activities.

Four elements of external projection of the city were identified. One is the Gallecs natural area.

3. IMPLEMENTATION

3.1 PROJECT DESIGN AND PLANNING AT LOCAL LEVEL

3.1.a) *Who is the prime mover? What is the motivation for participating in the pilot network?*

There are two reasons behind the decision of joining the project. Mollet del Vallès City hall was looking for a project that could enable the natural area of Gallecs to further its development. We were already interested in promoting ecological agriculture in 2005 but we did not have the possibility to offer our local producers a way to promote their products.

We think that Södertälje's experience is interesting for our municipality because it covers many approaches like: environment protection by eating ecologically and producing ecologically, further in healthy habits with the children, local producers, etc.

Diet for a Green Planet gave us the possibility to connect our rural and natural area at the same time connecting health, environment protection, children and economic activity. The summary of these arguments was the reason for us to join the project.

3.1.b) *Will a specific needs assessment or feasibility study be undertaken?*

We will sign an agreement with the Ecological School Canteens Association in order that this association will carry out a feasibility study about the creation of the ecological menus in Gallecs and a deep analysis of the school canteen services in our three public kindergartens and the public disabled institute which are under our control. Based on the advice from the Ecological School Canteens Association we will modify the contracts for the public kindergartens that are managed by the municipality.

3.1.b) *Has anything similar been tried before?*

As far as we know, there is no previous experience in our city or region in this direction. However, ecological and locally sourced food is a working field which is currently in the media and many things are happening right now in Catalonia, like the creation of a cooperative company called "2147 hands" which aims to supply supermarkets with ecological food as one of the many problems of this sector (ecological food) is the distribution. We will also visit "2147 hands" to create some collaboration. As we will keep extending our meetings with all kind of key actors of this sectors. We are currently networking with medium cities in Catalonia (> 50.000 inhabitants) and soon we will attend a seminar in Zaragoza about strategic city plans where we plan to network with our project Diet for a Green Planet.

3.2. MANAGEMENT

3.2.a) *How will the transfer process be managed? (project team, allocation of tasks, etc.)*

Project manager: Albert Garcia Macian. Key actor and coordinator. Tasks: contact person, managing project related documents, writing documents and press releases, attending project related meetings, providing arguments for politicians and arranging local/international project related events.

Manager of the City Strategic Plan: Raúl del Pozo. Tasks: advising the project manager to develop a municipal strategy related to the project Diet for a Green Planet with strong dissemination.

Manager of the Consortium of Gallecs: Gemma Safont. Tasks: key actor to coordinate the project actions among the local producers. At the same time coordinating the creation of four ecological menus from Gallecs with the Agro ecological Association of Gallecs and the Slow Food movement.

Communications Manager: Ainhoa Martín. Tasks: giving advice in the creation of press releases and all kinds of dissemination activities at local level.

Responsible for the Education Department: Núria Duñó. Tasks: helping the project manager by facilitating access to principals of the schools in Mollet del Vallès.

Social Services Manager: Antonio Martínez. Tasks: facilitating access to private companies, which are offering the school canteens services, today there are more than five.

Council Manager: Anna Gómez. Tasks: the highest manager at the city hall – facilitating access to the Mayor and also taking the main decisions about the budget or civil servants involved in the project.

3.2.b) How many people/months will be used for the management and delivery of this project?

In the City Hall of Mollet del Vallès there will be 7 civil servants involved in the project for 15 months. However, there are two aspects that need further explanation:

1. There is only one civil servant, the project manager, who is full time engaged for this project. The rest of the team is combining their jobs with the needs of the project.
2. There will be more people managing the project than the civil servants. Mollet del Vallès City Hall, will sign agreements with the Ecological School Canteens Association (a key partner in the project) – auditing the real degree of ecological and locally sourced food in public schools and by rewriting a new standard for public schools canteens contracts.

3.3 MONITORING AND EVALUATION SYSTEM

3.3.a) How will monitoring be organized?

The project manager will be the leader at local level for project monitoring, collecting outputs of the project and arranging internal meetings in the City Hall with the project team in order to analyze them and at the same time arranging a presentation of the monitoring outputs with the local support group. On the other hand, there will also be a monitoring organization at network level by a continuous follow-up via Project Steering Committee meetings.

3.3.b) What will be the output indicators used for monitoring?

During the kick-off meeting in Paris, the PP and LP agreed overall indicators for the project. Consult the Evaluation section of this Baseline report for more information. While attending meetings to explain the project to key players and inviting citizens and associations to join the LSG, a new goal has been set: the creation of four ecological menus to be added to the handbook Diet for a Green Planet in practice. Unfortunately we still do not have an agreement about the output indicators to monitor it but they will go in the following direction:

- Number of cooks and nutritionists involved in the creation of the menus
- Number of Press releases or dissemination actions

3.3.c) What indicators will you use for measuring the achievement of the expected results?

The results we aim to achieve are the following:



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To raise awareness about the necessity of a Diet Policy that would result in a more sustainable development for our city. Our policy makers should create a basis in order to create a Diet Policy the coming years. Indicators:

- A new policy developed, supported and resourced with staged targets.
- Procurement changes for the catering contracts.
- Stakeholder buy in - parent associations, schools, caterers, local producers.
- Number of meetings in which politicians discuss the necessity of a Diet Policy for the city.
- Number of political parties involved in discussions to decide the Diet Policy development.

To create 100% ecological menus from Gallecs which will be included in the handbook Diet for a Green Planet in Practice and maybe in the future, in an URBACT III project, we can set the goal of selling them to the private companies which are offering the canteen service or to the primary schools and kindergarten in the city once a week, supporting them with a pedagogical project and with a seminar to the cooks to teach how to cook the menus. Indicators:

- Number of menus developed
- The creation of a seminar to teach how to cook
- Number of attendants to the seminar
- Number of stakeholders involved in the development of the menus

To print a locally adapted edition of “Diet for a Green Planet in practice”. We want to print a handbook that will enable readers to know the state of the art in our region of the ecological and locally sourced food in school canteens. The indicators will be the following:

- Number of key institutions and associations, which contributed with an article to the handbook (ex: University of Barcelona, Alicia Foundation, Ecological School Canteens Association, principals of schools, Parents associations, etc.)
- Number of copies and its distribution
- To sell the handbook in the city bookshop
- Number of handbooks in city library, distributed to kindergartens, primary schools, high schools etc.
- Impact on the local media: mentioning of the handbook in TV, radios, libraries, etc.

To support local producers from Gallecs creating economic activity. Indicator:

- To measure if (because of the handbook) there has been an increase in their sales.

Genuine ecological approach for the city of Mollet del Vallès. Indicators:

- Political support
- Policy adopted
- New procurement for school canteens services in the public kindergartens and handicapped institute
- Number of new projects created from the experience of Diet for a Green Planet

3.3.d) What will be the evaluation approach?

There will be two different types of evaluation coexisting simultaneously.

1. An ongoing self-evaluation during the whole project. Due to its innovative approach in our city, the project has to be constantly evaluated and readapted if needed.
2. Within the agreement signed with the Ecological School Canteen Association there will also be ongoing advice that sometimes could work as an external evaluation:
 - a. Updating of the public contracts for the school canteens service.

- b. Advice on the preparation of the 100% ecological menus in Gallecs.

About the Evaluation

The two different levels of the evaluation process will be shared with the Project Team and the ongoing evaluation will also be shared with the local support group.

3.4 GOVERNANCE: PARTNERSHIP, PARTICIPATION AND EMPOWERMENT

3.4.a) What are the partners/ local stakeholders behind the implementation of the practice? 3.4.b) What are the potential roles of partners?

We are currently explaining the project to main stakeholders, creating the LSG, and thereby forming the basis of the project. In the following months we will provide a diagram and use the toolkit tools to structure the project management. However, we already have some information:

1. **Local producers in natural area Gallecs.** Organized under the Agro ecological Association of Gallecs. Will be involved in creating the 100% ecological menus from Gallecs.
2. **Consortium of Gallecs.** Deeply involved, wants to create a new frame to further the management of this area. The consortium wants to deepen its transformation into ecological agriculture (in 2013, 55% of the area was conventionally managed) and to promote the knowledge of the natural area.
3. **The three public kindergartens and the public disabled institute.** The first ones to be transformed during this project. We aim to achieve a transformation of the school canteen service.
4. **Principals of schools.** They all have knowledge about the concept. The following months will show which positioning they will take in the project. So far, the attitudes are positive.
5. **Parents associations.** An absolute key actor in the coming project URBACT III since in Catalonia the school canteen service is managed by parents associations by law and it is only them who can make the decision to change from conventional to ecological food. Until now they have been informed about the project with different reactions depending on the background of the group of parents, which is managing the association.
6. **Ecological school canteens Association.** This association is deeply committed to the project and they will contribute with their expertise by counseling, advising and assessing the project and furthermore they will contribute to the dissemination of the project.
7. **School and kindergarten children.** School children are directly affected by the project and the project team thought of ways to involve them more deeply. We decided to dedicate the Council of Infants of Mollet to the topics of our project this year. *(Every year the municipality of Mollet runs the project of Council of Infants, which consists in choosing representatives of all schools, who will work as city councilors for one year. The project team proposed the Mayor to introduce the concepts of Diet for a Green Planet in the next edition of the Council of Infants and the proposal was accepted.).*

3.4.c) What will be the role of the city? How strong is political support?

The city hall of Mollet del Vallès is going to be the absolute leader of Diet for a Green Planet in our city and the Mayor himself decided to go for it as he saw great opportunities for the city to learn, network, improve its services and connect stakeholders already working in this direction, achieve the goals in this baseline study and strengthen the connection between the rural and the urban. We may have the opportunity to invite the Government of Catalonia to the September conference.

3.4.d) How will the partnership work? Experience of this type of multi stakeholder group?

The City Hall of Mollet del Vallès has already a very successful experience working with a multi stakeholder group and on the Mollet Strategic Plan 2025. This is the reason why we invited the manager of the strategic Plan to be a part of the project team. We are contemplating a certain degree of coproduction but the Consortium of Gallecs and the city hall of Mollet will have the control of the projects to ensure that the direction is followed properly and that goals are achieved.

4. INNOVATIVE CAPACITY**4.a) What is the key innovation in this project?**

- A proactive way of acting from a public body unlike the usual reactive one.
- To audit companies (degree of ecological or locally sourced food) offering the service in the three public kindergartens which are managed by the municipality. It may sound very normal in Sweden but it has never been done in Barcelona.
- To set up strong links between local producers and schools thus creating real economic activity to tackle the economic crisis in Spain. We think that by linking a strong demand from school canteens to local producers, we will be able to work with limited budgets.
- To make a real contribution with a very innovative Diet Policy approved by our city government, and achieving through that a formal commitment that inspires other cities.
- To make a contribution to the ecological food sector in Catalonia by printing a handbook targeted at stakeholders, politicians, citizens, etc. to know the state of the art about the ecological and locally sourced food in the school canteens of our region. It is important to note that only 40 out of 2.500 schools in Catalonia have an ecological school canteen.

4. b) What is the innovation capacity of the receiving organization?

The most relevant track record of innovation related to this project is the Collaboration agreement between Gallecs and the University of Barcelona. The working fields are the following:

- Develop ecological agriculture
- Control the fertilization
- Skip crops for animal feed to human food
- Introduce crop rotation
- Remove single crop model
- Revitalize Gallecs, create workplaces
- Direct sales without intermediaries
- Agro ecological shop

Currently Gallecs and the University of Barcelona are networking at European level in a Tillman project. Scientific work on 15 organic and 15 conventional farms in Catalonian landscapes provided the basis for coordinating the conversion of the Gallecs rural area to organic agriculture.

5. FUNDING**5.a) Funding available for this type of project from EU, national, regional and local sources?****5.b) What specific priorities or programmes could it come from?****5.c) What are the requirements and timelines for application?****European cohesion policy 2014-2020- Urban and Territorial Dimension**

As our country is going through many (economic) difficulties we have been seeking European funds for 2014-2020 based on Sustainable Urban Development (SUD) with an integrated (economic, environmental and climate challenges), participative and inclusive approach.

We are looking forward to two new tools for SUD:



- Integrated Territorial Investment (ITI) which allows us to bundle investment under more of the priority axis or one or several programmes to ensure an integrated approach: options for ERDF, ESF, Cohesion Fund, etc. as an integrated territorial strategies.
- Community-led local development (CLLD) which is a joint initiative of four EU funds to support implementation of joint bottom-up local development strategies (based on the “Leader” approach) with options for ERDF, ESF, EMFF, compulsory for EAFRD.

“Diet for a Green Planet” could match with CLLD as the whole strategy could be based on the natural area of Gallecs. The multiple goals of our project enable us to meet several thematic objectives, such as R&D and Innovation, SMEs competitiveness, Low-carbon economy, Climate change adaptation and risk prevention and Environment and resource efficiency.

It is important to note that the 80% of the ERDF funds will meet 4 of the 5 thematic objectives in Catalonia mentioned above. However, it is still too early to speak about requirements and timelines for application because it will be in December 2014 when the first ERDF calls for proposals will be ready in Catalonia. The managing authority will be the Government of Catalonia. Nevertheless, we look forward to submitting an URBACT III application with our LP and PP as this URBACT II project will remain a municipal strategy for years and we are convinced it will lead us to new challenges.

6. SUCCESS FACTORS, LESSONS LEARNED, AND TRANSFER CONDITIONS

SUCCESS FACTORS

Regarding success factors in Södertälje, we have to admit that the main success factor – the fact that free school meals are compulsory by law to all children in Sweden – will never be a reality in Catalonia. Nevertheless, the existence of the Swedish good practice allows Mollet to work on the Diet for a Green Planet and take advantage of the current conditions of this sector. The deregulation of the sector in Catalonia and the existence of some social initiatives to change the service and an important presence of this issue in the media could also be success factors for Mollet del Vallès. Another success factor in Södertälje has been the creation of the Unit Diet and through that the possibility to hire workers and to use it as integration tool for a city with a really high degree of foreigners. As we pointed out before, the Swedish conditions will never be applicable to Barcelona but we can adapt them to our situation. The local administration in Spain is suffering constant budgetary cuts and over the last years many thousands of civil servants have lost their job and in these circumstances it is impossible to think about creating new departments and hiring nutritionists. However, we have signed an agreement with the Ecological school canteens association to give us advice during the project Diet for a Green Planet and it includes nutritionist expertise.

It is important for Mollet de Vallès to be aware of the success factors from Södertälje and try to adapt them to the current circumstances of the city.

LESSONS LEARNT

The lessons learnt from the practice with Södertälje will be shared with all stakeholders involved in the project: principals, parents associations, private companies, children, etc. and for us it is the best way of taking the LP work into account; to give it a wide spread coverage. Furthermore, we will include an article in the handbook referring to what we have learnt from Södertälje because it gives us the possibility to show that the service can be managed in a completely different way.



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The lessons will be a part of the knowledge that Mollet will have thanks to its participation in Diet for a Green Planet and the lessons will be used in all actions that we will lead in this project: Council of Infants, ecological menus from Gallecs, Diet policy, etc.

TRANSFER CONDITIONS

The main conditions regarding Mollet's capacity for a successful concept transfer are present. Some of them are:

- A natural area, called Gallecs, which covers almost 50% of Mollet's territory
- A conversion to ecological agriculture which began in 2005
- 17 local producers ready to supply ecological and locally sourced food for school canteens
- A current situation in the 10 school canteens (there is only one offering ecological food from Gallecs) where there is no ecological or locally sourced food offered to the children
- Desire of local government to approve a Diet policy that can allow bigger changes

7. FURTHER INFORMATION

Bibliography

* [Action Plan for ecological food and ecological agriculture 2008-2012](#)

(Department of Agriculture, Food and Rural Affairs Government of Catalonia)

* [Handbook for the introduction of locally sourced and ecological food in schools](#)

(Government of Catalonia – 2010)

* [Ecological food production in Catalonia - 2006](#) (Government of Catalonia)

* [School canteen services in Spain](#) (Carles Soler and Gustavo Duch)

Contact of city partner

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Analytical template: Lomza, Poland

BACKGROUND INFORMATION

Pilot Transfer Network Title

Diet for a Green Planet

Receiving City (Name of partner city institution)

Municipality of Lomza, Poland

Member State (Member State, region)

Poland, east-north part of Masovia, podlaskie vivodeship.

Geographic size

Lomza is a city in north-eastern Poland. The number of inhabitants in the entire municipality of Lomza is 63 572 people and the area is 1 387 km². In Łomża community lives 10 148 inhabitants, and the area is 208 km². The whole podlaskie vivodeship has got 1 120 925 inhabitants and the area is 20 187,07 km². Lomza is situated alongside the Narew river and it is one of the economic, educational and cultural centers of Masovia. It lends its name to the protected area of Lomza Landscape Park.

Operational Programme if relevant

Baltic Sea Region Programme

CCI no : 2007CB163PO020. Number of decision: C/2007/6550. Final approval date: 2007-12-21

Operational Programme 'Lithuania - Poland'

CCI no : 2007CB163PO031. Number of decision: C(2007)6530. Final approval date: 2007-12-20

Operational Programme 'Podlaskie'

CCI no : 2007PL161PO014. Number of decision : C(2007)5085. Final approval date : 2007-10-11

Managing Authority (MA – if relevant)

Managing Authority for Operational Programme 'Podlaskie':

Council of the Podlaskie Voivodeship, Marshal's Office of the Podlaskie Voivodeship
ul. Wyszyńskiego 1, PL-15-888 Białystok

Key Contact person

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Keywords/Tags

Lomza, organic food, school canteens, eco farming.

1. DESCRIPTION OF INITIAL LOCAL SITUATION

Policy challenge

In our town there are 8 kindergartens, 6 primary schools, 6 high schools and 3 boarding schools. All kindergartens and primary schools have their own canteens. In kindergartens and boarding schools students eat three meals, in primary school children eat just lunch during the day. Parents are obligated to pay for meals. Kitchen staff prepares meals from ingredients which are bought in warehouses. These products are not of good quality - they are cultivated with the use of fertilizers, but on the other hand, they are very cheap.

Łomża is situated in an agriculture area. In the surrounding areas there are many small, traditional farmers, who inherited the land from their parents (from generation to generation). The average area of such a homestead is about 10 hectares. These farmers are able to cultivate organic vegetables and fruits. There is one problem that they don't have access to cool storage. What is more, there are not enough eco-farmers to supply all canteens in our town. That is why these small farmers should cooperate together and create a "cooperative company".

Owing to this fact, one of our policy challenges in Łomża is that authorities should create a legal contract between eco-farmers and public institutions (kindergartens, primary school and boarding schools). At present in Łomża, there is only one kindergarten that buys fruits and vegetables directly from eco-farmers.

In the future, we would like to create a Diet Policy; we are thinking that a legal contract between eco-farmers and public institutions will be one of the parts of a Diet Policy.

Rationale behind the transfer of the practice

We believe that our work towards implementing contracts between eco-farmers and public institutions will encourage more eco-farmers and more public educational institutions to cooperate. Through this regulation we would also like to encourage farmers to change their homesteads into organic farming homesteads, since there are not enough eco-farmers to supply all public canteens in Łomża.

Main objectives and expected results

"Diet for a Green Planet" is a project which concerns environmental issues that is why, by implementing the project, we expect that:

- We would reduce the number of pesticides use in farming
- We would protect biodiversity in our local area
- Arise the quality of Łomża inhabitants' eating habits
- We will learn how other countries and regions work to increase ecological and health consciousness.
- Development of the agricultural economics.
- Promotion of the region, increase of the regions' attractiveness.
- By Educating young children and their families we can reduce transmission of carbon dioxide.
- Supporting the institutions interested in promoting a healthy lifestyle.
- Promoting good nutrition practices in media.
- Get access to knowledge and reports from research made on food and food production.
- Increase in number of public schools which buy eco-products from local farmers.

Main Activities foreseen

The whole practice cannot be transferred because our cities have different political, school and agricultural situations. We will attempt to transfer selected elements.

Main activities:

- Informing the farmers about the possibility to convert to organic farming homesteads.
- Organizing a conference, showing a play that presents a good practice. About the play: Children and teachers from Kindergarten No 8 are planning to prepare a play about healthy diets and lifestyles. This play will be performed in other Kindergartens and presented to the authorities.



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- Monthly Project Steering Committee meetings.
- Local meetings with stakeholders.
- Participating in transnational conferences.
- Preparing contracts for eco-farmers and public canteens.
- Publish a handbook adapted to conditions in Lomza.
- Sharing experiences with the project partners.
- Reporting and documentation.

Timeframe

- December-March: Informing farmers about the possibility to change their homesteads into organic farming homesteads.
- February: Presenting the project to Lomza Education Commission.
- February: Visit of Lead Partner, baseline preparation.
- April-June: Organizing a seminar conference with representation from stakeholders and Lead Partner, showing the play to the audience, presenting a good practice.
- May: Transnational conference in Sodertalje.
- May-July: Training for kitchen staff.
- September: Transnational conference in Mollet de Vallès.
- March-December: Production of handbook, publication in December.
- January-March: Meetings with dietician for children and parents.
- January-February: Final conference.

Throughout the project:

- Local meetings with stakeholders.
- Sharing experiences with the partners.
- Reporting and documentation.

Target beneficiaries

- Kindergartens
- Schools
- Other educational institutions
- Farmers
- Parents
- Politicians

Mainstreaming of gender equality and non-discrimination

In Lomza, only women are working as kitchen staff. The beliefs that women take care of the home and men earn the money are strongly connected to Polish traditions. As for now, we do not have a solution, but we are discussing these issues in our local support groups.

2. POLITICAL AND STRATEGIC CONTEXT

2.1 National and regional framework

In Poland, the Ministry of Agriculture and Rural Development prepared a special campaign; “Ecological agriculture for children”. It published two books entitled “Where do eco-products come from”. These books were distributed to all kindergartens and primary schools in Poland.



Other campaigns exist which deal with closing school cafeterias that sell unhealthy products (fizzy drinks, sweets, crisps etc.). Through this programme the government wants to fight child obesity. There is also a regulation, which states that each child should eat one fruit or vegetable per day in school.

The Ministry of Agriculture and Rural Development also offers special supplements for farmers who would like to change their homesteads into organic farming homesteads.

What is more, the city is a part of the Green Lungs of Poland, which is a region unique on a European scale. The economy of Lomza is closely connected to its natural environment, with agriculture and forestry industries at the forefront of the region's economic development. The largest companies employ less than 1 000 workers, even though a number of firms are listed among Podlasie Top Hundred Entrepreneurs. Among them, the Lomza Brewery, Domel (producer of unleaded windows), Kondrad (importer of farm animals) and PEPEES (producer of potato starch). Lomza is a registered office of the Podlasie Agency for Restructuring and Modernization of Agriculture.

2.2 The planning context at city level

In a document titled "Developing strategy of Lomza" it is written that our town needs to increase entrepreneurship among inactive small farms.

Also, in the "Program Environmental Protection of lomzynskie community", priority 4 is relevant to our project. It concerns the issues of:

- Increase of ecological consciousness.
- Popularizing of ecological lifestyle, production, and consumption.
- Creating a local center of ecological education.
- Ecological farming.

3. IMPLEMENTATION

3.1 PROJECT DESIGN AND PLANNING AT LOCAL LEVEL

3.1.a) Who is the prime mover from the receiving city for participation in this transfer network? What is the motivation for participating in the pilot network?

Agnieszka Bućkowska is a prime mover, she is the headmaster of a Kindergarten and the first to start buying eco-products from local farmers.

The main motivation for participating in the pilot network is improving the agricultural economics and developing environmental awareness of Lomza citizens beginning with the youngest members of local society.

3.1.b) Will a specific needs assessment or feasibility study be undertaken?

A specific needs assessment or feasibility study concerning this project will not be undertaken. The needs assessment will be confined to round-table discussions with interested persons and institutions.

3.1.b) Has anything similar been tried before?

Nothing similar has been tried before.

3.2. MANAGEMENT

3.2.a) How will the transfer process be managed? (project team, allocation of tasks, etc.)

- Project management: Agnieszka Bućkowska (Administrative assistance, Municipality of Lomza)

- Executing payments: Bożena Szypulska (Department manager, Municipality of Lomza)
- Ordering Payments: Maria Kamalska (Department manager, Municipality of Lomza)
- Communication: Daria Lutrzykowska (Municipality of Lomza)

3.2.b) How many people/months will be used for the management and delivery of this project?

One person is employed part-time (25%) during 13 months. One person gets a special addition (40%) to the wage during 13 months.

3.3 MONITORING AND EVALUATION SYSTEM

3.3.a) How will monitoring be organized?

The monitoring and evaluation process (results, indicators) has been agreed among all project partners. We refer to the two tables that have been prepared by the Lead Partner and approved by the project partners. These tables are featured in the Evaluation section of the Baseline Report.

3.3.b) What will be the output indicators used for monitoring?

3.3.c) What indicators will you use for measuring the achievement of the expected results?

Our basic expectation is to involve a larger number of eco-farmers in cooperation with public canteens. Furthermore, we wish to develop local eco-farming and to increase the quality of Lomza's citizens eating habits.

When it comes to indicators, we refer to ones prepared by the Lead Partner and approved by the project partners. These indicators are featured in the Evaluation section of the Baseline Report.

3.3.d) What will be the evaluation approach?

We will prepare questionnaires after each meeting/seminar with eco-farmers. These questionnaires will touch upon aspects of quality of meetings, presentation of information and fulfillment of requirements.

We will also evaluate what steps have been taken towards signed contracts between public canteens and local eco-farmers, and how many canteens and farmers are involved. Another thing to evaluate is the progress in getting new farmers to start converting their farms into organic agriculture.

3.4 GOVERNANCE: PARTNERSHIP, PARTICIPATION AND EMPOWERMENT

3.4.a) What are the partners/ local stakeholders behind the implementation of the practice?

Our partners/local stakeholders are:

- Public institutions (kindergartens, primary schools, boarding schools).
- The Agency for Restructuring and Modernization of Agriculture.
- The Centre of Agriculture Advisement
- Local eco-farmers.
- Chefs, canteen staff.
- Politicians from Lomza Commission of Education.

3.4.b) What are the potential roles of partners?

- Public institutions: Kindergartens, primary schools and boarding school buying food from local eco-farmers, educating children and parents about healthy diets etc.
- The Agency for Restructuring and Modernization of Agriculture: Supporting development of agriculture and modernization of rural areas.

- The Centre of Agriculture Advisement: Organizing meetings with eco-farmers, helping them in changing their homesteads into organic homesteads.
- Local eco-farmers: Producing eco-products, delivering to public institutions.
- Chefs, canteen staff: Learning how to prepare tasty meals from eco-products.

3.4.c) What will be the role of the city? How strong is political support?

The role of the authority is to approve for the public institutions to buy fruit and vegetables directly from eco-farmers. The Lomza Commission of Education takes an active part in the project. It has presented the project to the Town Council.

3.4.d) How will the partnership work? What experience is there of this type of multi stakeholder group in the receiving organisation?

In this project many people from different institutions are involved. They need to cooperate to achieve success. The Agency for Restructuring and Modernization of Agriculture and The Centre of Agriculture Advisement collaborate with farmers. These institutions advise farmers in many aspects (for example on how to change their homesteads into organic homesteads, how to gain subsidiaries from the European Union, negotiating a good price of their products etc.).

Public canteens (in kindergartens, primary schools and boarding schools) try to cooperate with local organic farms by buying their eco-products.

4. INNOVATIVE CAPACITY

4.a) What is the key innovation in this project?

The key innovation in this project is the ambition to start creating a Diet Policy, during the process of which there will be cooperation between local farmers and public institutions.

The other key innovation is the publishing of a handbook/handbook, which in itself constitutes a method of including and engaging local stakeholders.

4. b) What is the innovation capacity of the receiving organisation?

The most relevant innovation capacity in our organization related to this project will be the contracts between eco-farmers and public canteens.

Other innovation capacities include:

- The play that will be prepared by children and teachers from Kindergarten No 8 about healthy diets and lifestyles.
- The capacity to contribute to reducing waste.
- Training of kitchen staff in aspects of healthy diets.

5. FUNDING

5.a) Funding available for this type of project from EU, national, regional and local sources?

The European Cohesion Policy 2014-2020 - Urban and Territorial Dimension (80% from European Regional Development Fund, 20% from regional budget).

Similar funding is available from EU structural funds, the Leader program, Lifelong learning program Erasmus+. On national level we can receive funding from the Ministry of Agriculture and Rural Development and the Ministry of Education.



5.b) What specific priorities or programmes could it come from?

The municipality is waiting for the details regarding the 2014-2020 EU programming period. It is hard to refer to appropriate programs at this moment, since there are no definitive rules or descriptions. Funding could come from Leader, URBACT, ERASMUS+ and others.

5.c) What are the requirements and timelines for application?

Different programs have different requirements and timelines for applications. We are continuously monitoring the calls and invitations to the respective programs.

6. SUCCESS FACTORS, LESSONS LEARNED, AND TRANSFER CONDITIONS**SUCCESS FACTORS**

- Training kitchen staff in aspects of increasing the quality of meals (we would like to engage very strongly our kitchen staff in this transformation, train them how to prepare meals using eco-products to a larger extent, create innovate menu).
- Training stewards (these people in Polish canteens are responsible for ordering food, they should find good supplier of eco-products, and teamwork with kitchen staff)
- Reducing waste which allows us to save money. In Poland the price of waste removal is quiet high. By limiting waste we could save money, and offer better prices to our eco-farmers.
- To not increase the price of the meals in public institutions. An increased price might discourage parents who are paying for the meals.
- Create tasty and interesting menus which encourage children to maintain a healthy diet.

LESSONS LEARNT

A political decision is needed – we have already presented “Diet for a Green Planet” to the Commission of Education they were very enthusiastic to this idea, now we are planning to present the project to the Town Council and to workers of the Department of Environmental Protection in Municipality of Łomża, together we would like to make some activities which ensure that the project will be regularly developed, we are thinking of implementing two compulsory days in the week when kitchen staff will be required to prepare meals only from eco-products.

During the training for the kitchen staff we want to show them the importance of seasonal products which are cheap and very tasty. In Poland we have got four seasons in the year.

We consider the fact that changes in aspects of healthy diet and lifestyle should be made continuously but not violently; this could discourage many people involved in the process.

TRANSFER CONDITIONS**Increasing environmental awareness:**

When it comes to the public education institutions and the food sector, the transfer conditions seem to be favorable; there is a growing interest in promoting sustainability and local produce in these groups. Also among the general public, the interest for issues related to sustainable development is growing.

Political decisions:

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There are good possibilities to maintain a dialogue with the politicians, across party boundaries. There is generally a consensus with regards to the need of improving food quality and promoting sustainable development issues.

An engaged person who clearly got the task to implement the concept. A social entrepreneur:

The person responsible for implementing the concept is Agnieszka Bućkowska, she is the prime mover of the "Diet for a Green Planet ". She teams up with headmasters of the educational institutions and cooperates with eco-farmers. What is more, she is running The Kindergarten No 8. That is why she is familiar with the issue of kitchen staff, menus, parents' expectations etcetera.

7. FURTHER INFORMATION Half page

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Analytical template: Molėtai, Lithuania

BACKGROUND INFORMATION

Pilot Transfer Network Title

Diet for a Green Planet

Receiving City (Name of partner city institution)

Molėtai Municipality Administration

Member State (Member State, region)

Lithuania, Utena County

Geographic size

The city of Molėtai has approx. 6 300 inhabitants. It is the regional center. The Molėtai region has 23 000 inhabitants. This project has the potential of reaching not only the population in the region (23 000) but in the Utena County (approx. 150 000). The size of the Molėtai District Municipality is 1,368 km².

Operational Programme if relevant

Baltic Sea Region Programme

CCI no : 2007CB163PO020. Number of decision: C/2007/6550. Final approval date: 2007-12-21

Operational Programme 'Lithuania - Poland'

CCI no : 2007CB163PO031. Number of decision: C(2007)6530. Final approval date: 2007-12-20

Operational Programme 'Promotion of Cohesion'

CCI no : 2007LT161PO001. Number of decision : C/2007/3738. Final approval date : 2007-07-30

National/Regional:

The Molėtai region has its own development plan for 2011-2017. As the Molėtai region is part of Utena County, the regional development plan is incorporated in the 2009-2016 Utena County development plan. Financing Operational programme(s) for the whole region are used according to Public sector accounting and financial reporting standards.

Managing Authority (MA – if relevant)

Managing Authority for Operational Programme 'Lithuania - Poland':

European Territorial Cooperation:

Ministry of Interior of the Republic of Lithuania, Regional Policy Department

Šventaragio str. 2, LT-01510 Vilnius, Lithuania

Managing Authority for Operational Programme 'Promotion of Cohesion'

Ministry of Finance of the Republic of Lithuania

Ministry of Finance of the Republic of Lithuania

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Keywords/Tags

Molėtai, Diet for a Clean Baltic, Baltic Sea, organic food, BERAS



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1. DESCRIPTION OF INITIAL LOCAL SITUATION

Policy challenge

Molétai town and the region itself receives more and more attention due to its greatest asset – clean nature and unique landscape. The main vector of the regional development is directed to tourism, recreation and environmentally friendly living.

Nevertheless the Molétai town and the region itself are facing the serious threat of economic stagnation, and more than that, decline of business environment. The young population is leaving the town and region for a variety of reasons – education, job possibilities and quality of life factors (kindergartens, schools etc.). Taking in account that this small-sized town is the center of the region, these factors clearly determine rural depopulation and at the end the possibilities for urban development.

But the generic features of such a town like Molétai particularly are the human scale, the livability and the historical character. That's why city-people are disposed to spend summers in the Molétai and rural area around, buying old farms as their second home.

For this, small towns must be animated for the balanced rural development, cohesion and sustainability. New ideas are necessary for developing diversification of the rural economy and the provision not only of modern services but also healthy living.

Rural development is one of the most complex areas in local self-government and national policy. Improvement of the standard of living in the region, taking into consideration varieties of regional peculiarities, very much depends on supporting and promoting small-scale family business. Innovative ideas can be generated by mobilizing the assets of rural areas – the people, culture, heritage and the environment – in new ways. This is where skills, competences and creativity are needed to be widely dispersed among the population. And this requires cooperation between rural stakeholders and capability to transfer innovative ideas and policies.

Transnational cooperation could provide an important arena for exchanges which would accelerate the diffusion of innovations in organic agriculture and new ideas in healthy living.

Rationale behind the transfer of the practice

Health determinants in all EU policies highlight the relationship between health and wealth, that's why it is important to co-ordinate all activities concerning environment, economic and social communities.

Instead of developing separate ecological policies, transnational and inter-territorial cooperation in transferring concepts as Diet for a Green Planet could become an attractive and important arena which can help to accelerate the diffusion of innovative ideas to neighbors living around the Baltic Sea.

Environment provisions of the Molétai town and region highlights the marketing slogan “Molétai – everything is real here” (direct translation). Sustainable communities, ecological recycling agriculture and healthy living is behind this marketing slogan. It stands to reason that a Diet Policy could bring more sustainability not only for the town Molétai but to the whole region.

Main objectives and expected results



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The general objective of the transfer project is local policy change by learning from Lead Partner openly giving knowledge and slowly turning that knowledge into local political and economic action in Molétai and the whole region.

Specific objectives:

- transferring usefulness of the Diet for a Green Planet concept for local stakeholders;
- promoting wider understanding of sustainable food habits;
- disseminate sustainable living ideas among the young population;

Expected results:

- to focus local politicians' attention to sustainable living;
- recommendations for healthy food in schools and kindergartens;
- dissemination of healthy diet habits among population;
- improvement of sustainable development competences, healthy living and ecological farming;
- assessment of local capacity to implement the ideas of the concept.
- A handbook including organic and seasonal food

Main Activities foreseen

It must be remembered that in spite of the fact that all project partners are EU members, countries have different economic strengths, hygienic requirements, legal systems, cultures and different understandings of the city and region sustainability. That's why the whole project policy and outcomes cannot be automatically transferred.

Main activities:

- meetings, local seminars, round-table discussions about project goals, objectives and expected results;
- dissemination of information about sustainable healthy living, possibilities for implementation of Diet policy in our town and region;
- articles in local newspapers and on our web-page.
- collecting very local recipes which could be placed in the upcoming handbook;
- participation in transnational conferences in May, September and January-February.
- Continuous Project Steering Committee meetings.
- Continuous Reporting and documentation.

Timeframe

The local activities are forecasted as such:

- establishment of Local Support group: January, 2014.
- kick-off seminar(Paris): January, 2014.
- local dissemination seminars: February, 2014.
- baseline seminar with LP representatives: February, 2014.
- seminars, round-table discussions with local target groups: March, April, 2014.
- Diet for a Green Planet- seminars with LP; April-May, 2014
- preparation of local handbook concept and lay-out: May-October, 2014.
- transnational meeting in Södertälje: May, 2014.
- local dissemination meetings: June, July, 2014.
- preparation of recommendations to the local-government policies: September, 2014.

- transnational meeting in Mollet des Vallès: September 2014.
- presentation of recommendations to local stakeholders: October, November, 2014.
- local “cook conference” using recipes placed in the cook-book: December, 2014.
- Final conference: January-February 2015.
- dissemination of project activities, results, outcomes to local agriculture school and to Utena county interested stakeholders: February, March, 2015.
- preparation of final report: March, April, 2015.
- distribution concept of “Diet for Green Planet” and local outcomes through all possible channels: 2015, 2016

Throughout the project:

- Continuous Project Steering Committee meetings.
- Continuous Reporting and documentation.

Target beneficiaries

Organisations effected by project ideas intervention:

- schools, day-care centres, kindergartens;
- community’s centres, NGO;
- local government;
- local small and medium entrepreneurial association;
- local rural tourism homestead association;
- members’ of organic farming community “Gojelis”;
- NGO region development movement “Plėtrossajūdis”.

Mainstreaming of gender equality and non-discrimination

Gender equality and non-discrimination are fundamental principles of the EU. That’s why we, when planning the project activities and setting up a support group in accordance to above mentioned principals, tried to uphold equality and eliminate discrimination on the grounds of sex, race or ethnic origin, religion or belief, disability, age and sexual orientation.

2. POLITICAL AND STRATEGIC CONTEXT 1 page

2.1 National and regional framework

National framework policies/plans/laws:

- Lithuania progress strategy: “Lithuania 2030”.
- Sustainable development strategy (2009 updated).
- Law on education of the Republic of Lithuania.
- Lithuanian health program 2011-2020.
- Government of the Republic of Lithuania resolution: “The state of the Strategic plan approval of Waste”.
- Lithuanian rules for Organic agriculture.

Regional framework policies/plans/laws:

- Utena County development plan 2009-2016.
- Utena region waste management plan.
- Moletai district municipal waste rules

2.2 The planning context at city level

The Molėtai region has its own development plan for 2011-2017, which this project relates to. As the Molėtai region is part of Utena County, the regional development plan is incorporated in the 2009-2016 Utena County development plan.

Regional:

- Master plan territory of Utena County.

Local:

- Master plan of Molėtai region,
- General plan of Molėtai city,
- Molėtai region development plan 2011-2017.

3. IMPLEMENTATION

3.1 PROJECT DESIGN AND PLANNING AT LOCAL LEVEL

3.1.a) *Who is the prime mover from the receiving city for participation in this transfer network? What is the motivation for participating in the pilot network?*

The initiative to participate in the project came from the Molėtai municipality administration with the motivation of sustainable development and improved quality of life.

3.1.b) *Will a specific needs assessment or feasibility study be undertaken?*

A specific needs assessment or feasibility study concerning this project will not be undertaken, it will be confined to round-table discussions with lively interested persons and institutions. During participation in other different projects (EQUAL, Grundtvig, ALF) we have carried out surveys about diversity of services, expectations and needs of population.

3.1.b) *Has anything similar been tried before?*

Yes, it was tried before on national and local levels. The topic was different – mostly rural development and family socio-economic responsibility development.

3.2. MANAGEMENT

3.2.a) *How will the transfer process be managed? (project team, allocation of tasks, etc.)*

Project team: 3 persons will be employed. A created Support group will be a great helper in different phases of project activities.

3.2.b) *How many people/months will be used for the management and delivery of this project?*

3 persons – civil servants – employed for the whole project cycle:

- Manager & contact person, 35% of weekly working hours
- Communication, 25% of weekly working hours
- Finance, 15% of weekly working hours

3.3 MONITORING AND EVALUATION SYSTEM

3.3.a) *How will monitoring be organized?*

The monitoring and evaluation process (results, indicators) has been agreed among all project partners. We refer to the two tables that have been prepared by the Lead Partner and approved by the project partners. These tables are featured in the Evaluation section of the Baseline Report.

3.3.b) What will be the output indicators used for monitoring?

When it comes to indicators, we refer to ones prepared by the Lead Partner and approved by the project partners. These indicators are featured in the Evaluation section of the Baseline Report.

3.3.c) What indicators will you use for measuring the achievement of the expected results?

The main target through the transfer: greater use of local organic products. We will try to compare (by percentage) the increase of usage of local organic food in schools and kindergartens.

3.3.d) What will be the evaluation approach?

The evaluation process of the project activities can be divided into two basic parts:

1. Evaluation of general project activities in connection with the support of all partners.
2. Evaluation part of the project local activities which will be conducted by each partner separately.

In our case evaluation of local project activities will be conducted by the council of the Local Support Group. The main tool of evaluation of local project activities will be questionnaires and reflections after each seminar, round-table discussion or other types of activities. These will connect to direct or indirect participation in actions, quality of meetings, quality of the presentation of information about the main concept and outcomes taking into consideration European dimension and equal opportunities.

We expect to, after the transnational conference in May, try to invite school chefs to assess the usefulness and feedback of the handbook, in the production of which they will be main actors.

3.4 GOVERNANCE: PARTNERSHIP, PARTICIPATION AND EMPOWERMENT**3.4.a) What are the partners/ local stakeholders behind the implementation of the practice?**

The local stakeholders behind the concept will be:

- schools (canteens representatives)
- kindergartens (dieticians and canteen representatives)
- local organic farmers
- local government representatives
- local small and medium business representatives

As the “Diet for Green Planet” concept will be widely disseminated and enhanced by Molétai’s marketing slogan all interested local actors will probably feel that it is a necessity to be part of the concept implementation.

3.4.b) What are the potential roles of partners?

As the project only started it is very difficult to predict each partner’s preferences of their interest. This question will be better answered towards the end of the project activities.

3.4.c) What will be the role of the city? How strong is political support?

The project activities have started and we feel political support from local government. At this moment they are supporting us with budget as the project is not getting any money in advance to start activities.

There was a project presentation during a Municipality Council meeting and the ideas and outputs were accepted.

3.4.d) How will the partnership work? What experience is there of this type of multi stakeholder group in the receiving organisation?

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The partnership works differently in different projects. We cannot move the partnership ideas from one project to another. The project only started. Hopefully it will give us new partnership ideas and attract a lively interest throughout the partnership during the implementation of the project.

4. INNOVATIVE CAPACITY

4.a) What is the key innovation in this project?

For Molėtai as receiving city the key innovation is the new approach to creating regional development by combining a healthy lifestyle and sustainable development with the support of local farming.

The main innovation factors are:

- intersectional actions
- supportive physical, economic and social environments
- equality in health system.

4. b) What is the innovation capacity of the receiving organisation?

The Molėtai Municipality administration is open to innovations. During the 2007-2013 programme period around 65 projects concerning general infrastructure of the region were implemented. The administration participates as partner in different types of “soft” projects with an innovative approach.

5. FUNDING

5.a) Funding available for this type of project from EU, national, regional and local sources?

Similar funding is available from EU structural funds, Leader program, Lifelong learning program Erasmus+, Life+ or Nordplus programs. On national level it is possible to use The Lithuanian Environmental Investment fund (LAAIF) if the project application corresponds to defined priorities

5.b) What specific priorities or programmes could it come from?

Municipalities are waiting for the 2014-2020 EU programming period. It is currently hard to specify or give reference to appropriate programmes since there are no definitive rules or descriptions. It could come from Leader, URBACT, ERASMUS+, Cross-border cooperation program, Twin-town programs.

5.c) What are the requirements and timelines for application?

Different programmes have different requirements and timelines for applications. We are continuously monitoring the calls and invitations to the respective programmes.

6. SUCCESS FACTORS, LESSONS LEARNED, AND TRANSFER CONDITIONS

SUCCESS FACTORS

As the local management system and rules are different from country to country and even in the country, not all success factors and transfer conditions could be directly transferred and adopted. The most useful parts for us we will try to implement in the schools and kindergarten kitchen. This is the best medium to start transfer the ecological ideas to the population. It will create deeper understanding of the linkages between environmental policy and economic development of the whole region.

- The vector of the attention will be directed to the eating behavior and consumption patterns, ecology and teaching.
- The official talk about the food waste, food adaptation to the season and locality will start in the local newspaper and communities.

- To insist to start measure the food waste in order to show that to lower the amount of it could give economic space for wider usage of organic food.
- As introduction of organic food in kindergartens and schools depends on the qualification of involved personnel, nutrition education program for staff and caterers will be prepared.

LESSONS LEARNT

- Local government will make a revision of the existing policy instruments concerning healthy living and sustainable development.
- It may be necessary to make corrections of the regional development plan.
- The Local Support Group will prepare package of suggestions to the existing policy for schools and kindergartens food preparation.
- Attention will be directed to the proportions of eco-farming products in the total food preparation.
- Dissemination of the information about the usefulness of organic seasonal food to the parents, children and the population in general.

TRANSFER CONDITIONS

A present condition that will pose challenges for the transfer is the fact that Moletai is a small town in a struggling rural area. The population is ageing and many young people move out. Generally, as a region, however, the conditions are favorable. This is mainly due to features as a vivid tourism sector, a living agriculture and living culture and traditions. Also see section 1 about Moletai's marketing slogan that refers to health and ecology, and section 3.4 about the presence of political support.

7. FURTHER INFORMATION Half page

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Methodological framework

In this section we will describe the framework with which we will ensure the transfer process of the Diet for a Green Planet concept.

General approach to the transfer process

The key element in the transfer is to balance practical handheld knowledge with concept development. The success of the transfer strongly depends on the engagement on institutional and political level in the city and from people who are concerned with the environmental challenges, health issues and food habits.

The strength of the Diet for a Green Planet is that it is globally valid on a concept level, but on a practical level it requires careful local adaptation. It must be adjusted to the reality of each receiving city's preconditions. This depends on the political context, climate zones and other preconditions for food production, the system according to which public meals are organized and purchased etc. The depth of understanding of the concept reveals itself by the ability to creatively adapt it to local conditions.

It is vital that key stakeholders in the receiving cities:

1. Understand the concept on a systemic level. It is not just about eating healthily and increasing the amount of organic products. It is about an integrated approach, which will have positive effects on the environment, offer new pedagogical approaches, put pressure on the entire local food system, challenge attitudes and behaviors and much more.
2. Find dedicated people that will drive the process forward – on practical grass root level as well as on policy making level. Engagement on both levels is a prerequisite for a successful transfer. Both knowledge and willingness are important, as is a commitment to continued local concept development after project end.

Project objectives

Practice transfer of "Diet for a Green Planet" concept

Political process towards adoption of Diet Policy

Long-term commitment to concept implementation

Main outputs

"Diet for a Green Planet in practice" handbook

Policy Work Plan

Road map for future applications

Methodology

In essence, the methodology in this project is to use the following tools:

- The scientific background, both from the BERAS projects and from international research (e.g. different UN reports).
- The Diet for a Green Planet handbook that describes the concept and the practical Södertälje conversion process in an easy understandable language.
- Södertälje's adopted Diet Policy and the process behind it.

The political process and the policy work plan will be assured by:

- The involvement of politicians and municipality office bearers.
- The identification of persons or workgroups, which will elaborate Diet Policy drafts and drive the process forward.

When it comes to transferring the policy work process, it is in some ways more difficult and more delicate. Each city has its own political colours, shapes and ways, which must be taken into account when “lobbying” for the creation of a Diet Policy. In this process the Project Leader and Communication Manager keep a tight dialogue with the PP representatives, and through them the LSGs. Each report from a bilateral meeting will bring up the current status of the policy transfer and recommend ways forward, as will reports from the transnational conferences.

The Diet for a Green Planet practice transfer and handbook elaboration will be assured by:

- Presentations of the political and scientific background, the concept criteria and the conversion process in Södertälje. Including questions and discussions.
- Going deeper into the concept in seminars and workshops, and analyzing the differences between giving city and the local context in receiving cities.
- Starting the adaptation process where the elaboration of the handbook is an important element.
- Peer exchange on different levels (e.g. politicians, civil servants, managers, chefs, kitchen staff) between stakeholders from giving city and receiving cities will strengthen the transfer process.

The handbook is not only a product/deliverable in this project. The elaboration itself is also a process and a method during which knowledge and creativity will be gained and transferred. If the concept is not thoroughly understood this will be revealed during this process.

The concept that the handbook must follow (the six criteria of Diet for a Green Planet) are quite complex and include understanding of both the scientific background and the way this could be implemented on a broad scale in public kitchens (organization, procurement, political mandate, menu decisions, supply of the right food stuffs etc.). Via continuous project steering committees, bilateral meetings/reports and hands-on support this will be carefully monitored by the Lead Expert, the Project Leader and involved managers and chefs from The Diet Unit in Södertälje.

Long-term commitment and roadmap for future applications will be assured by:

- Identification of key stakeholders
- Forming of Local Support Groups
- Starting production of Local Action Plans
- Identification of partners in future projects
- Production of applications

Transfer process

The main transnational and “checkpoints” will be:

- **Bilateral meetings.** There will be a total of 15 bilateral meetings including baseline seminars (three meetings) and the stakeholder exchange (three meetings).
- **Transnational conferences.** There are three transnational conferences; in Södertälje in May, in Mollet del Vallès in September and then the final conference in January/February 2015.
- **Project Steering Committee meetings.** A total of 8-12 meetings where LP and PP are represented.
- **Hands-on support and communication activities.** The main work in the project of course takes place in between the meetings. Continuous contacts related to the daily work as well as coordination of communication activities will offer natural check points to monitor the transfer process.



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Planned activities and timeframes:

January-March 2014

- **Baseline seminar in Södertälje** (January) in combination with visit from Mollet del Vallès in order to prepare Mollet del Vallès for the Diet Policy conference in September. Features:
 - Stakeholder participation: Managers from the Diet Unit, senior civil servants, research organisation, kitchen staff, farmer, advisor, teachers and others.
- All cities participation in **URBACT kick-off meeting in Paris** (January).
- **Lead partner visits to receiving cities** (January-March) in order to start exchange of experiences and preparing Baseline Report. Features:
 - Start of policy work by meeting with key stakeholders.
 - Identification of key stakeholders and start formation of LSG.
 - Stakeholder participation in the three resp. baseline seminars: directors, civil servants and managers of different municipal departments, farmers, farming organisation representatives, headmasters, teachers, kitchen staff, agricultural advisors, researchers and others.
 - Length of the resp. visits: 1-2 days.
 - Methodology for the visits: Presentations, seminars, discussions, stake-holder meetings and study visits.
 - Reports from these visits will be produced. They will include activities and contents, participation from stakeholders and conclusions.

April-June 2014

- **Lead Partner (including Lead Expert) second visit to Mollet del Vallès, Lomza and Molétai** in order to give basic presentation of the practice to be transferred including its political and scientific basis and get practical knowledge transfer started to relevant stakeholders. Features:
 - A work plan for production of local editions of the "Diet for a Green Planet in Practice" handbook will be set.
 - Active participation of proposed members of ULSG under formation.
 - Engagement of relevant stakeholders for the transnational policy meeting in Mollet in September will be secured.
 - An outline of a Policy Action Plan in each city will be started and the use of the handbook in policy work after project end will be discussed.
 - Expected stakeholder participation in meetings during the three resp. visits: policy making representatives at municipal level, teachers, kitchen staff, headmasters, parent organisation representatives, local food producers, agricultural advisors, local business organisation representatives and others.
 - Length of the resp. visits: 3 days.
 - Methodology for the visit: Seminars with invitation to all relevant stakeholders, workshops, working sessions with local project management and study visits.
 - A report will be produced from each visit including overall meeting objectives, methodology, key contents and reflections on the results and key messages from the conference. It will also bring up the status of the concept transfer and where we are in the process.

- **International meeting for “Diet for a Green Planet in practice” in Södertälje (May).** The purpose of the conference is to transfer the Diet for a Green Planet good practice to the receiving cities by deepening concept understanding in order to prepare for local adaptation. LSG participation ensures that the transfer takes place and is further disseminated in receiving cities. The goal is to complete the formation of the stakeholder group and give them tools for independent work as ULSG. If the exchange is successful the ULSG group formation will be completed and the group will be able to sketch a plan for producing a Local Action Plan (LAP). Features:
 - For all partners with broad participation, including stakeholders from the receiving cities to start professional exchange between a broad range of key stakeholders.
 - Participants at the meeting from receiving cities will be interviewed on arrival in order to document where they stand before start of exchange. These persons will be followed up during the whole project in order to make the transfer process visible.
 - Expected stakeholder participation: Municipality representatives (different levels of management), chefs, headmasters/teachers, researchers, farmers, food suppliers and others.
 - Length of the conference: 3 days.
 - Methodology for the visit; Presentations, seminars, workshops (i.a. practical level with direct demonstration), study visits and peer reviews.
 - A conference report will be produced including overall meeting objectives, methodology, key contents and reflections on the results and key messages from the conference. It will also bring up the status of the concept transfer and where we are in the process.

June-August 2014

- **Three meetings (Mollet del Vallès, Lomza and Molétai respectively) for bilateral exchange** between professional key stakeholders in order to further deepen the concept understanding through practical implementation. The bilateral exchanges start at the Södertälje conference in May where stakeholders from the receiving cities begin to bond with Södertälje experts and continue with Södertälje expert revisits to the receiving cities (a plan is to send 5-10 experts from Södertälje to each of the receiving cities to optimize exchange), where bonding continues and good practices are exchanged at a deepened level. The goal is also to achieve some transformation on personal level among persons who have been identified as important for the production of the LAP. The bilateral exchange will be evaluated in terms of effect on the different groups of key stakeholders and documented in the interim Thematic Output “Report on stakeholder exchange process”. Features:
 - Expected stakeholder participation in these bilateral exchange meetings: chefs, kitchen managers, food experts, teachers and others.
 - Length of the resp. visits: 2-3 days.
 - Methodology for the visit: Peer review, study visits, presentations and workshops.
 - A stakeholder exchange process report will be produced from each visit including conclusions, analysis on how the stakeholders were identified, tools/methods for connecting and bonding, conclusions, discussions and, if possible, display of changes in mindsets/practices of the stakeholders. Also, status/analysis of concept transfer.

September-October 2014

- **Three meetings: Lead partner including Lead Expert visits to Mollet del Vallès, Lomza and Molétai** in order to follow up on started local processes and assisting with difficult issues. The meetings are prepared by contacts between Giving city and representatives of ULSG who define issues to be handled. If possible with participation of representative of relevant Managing Authority. Features:
 - Actual content of the visit will depend on local needs expressed by the receiving cities. The handbook as well as the policy process will be followed up. The goal is to make sure progress is made and that deliveries will be timely and that the concept is correctly understood and implemented in the local interpretation.
 - Expected stakeholder participation in meetings during the three resp. visits: policy making representatives at municipal level (managers at different levels), local food producers, agricultural advisors, local business organisation representatives, teachers, kitchen staff/managers, headmasters, parent organisation representatives and others.
 - Length of the resp. visits: 1-3 days.
 - Methodology for the visit: Working sessions with local project management, meetings with stakeholders and study visits.
 - A report will be produced from each visit including overall meeting objectives, methodology, key contents and reflections on the results and key messages from the conference. It will also bring up the status of the concept transfer and where we are in the process.
- **International Meeting about Diet Policy; Mollet del Vallès (September).** The goal of the conference is to boost the work towards a Diet Policy in the receiving cities. ULSG participation ensures that the conference results are further disseminated in the receiving cities. Special attention will be given to Lomza and Moletai. Features:
 - Review of receiving cities progress so far.
 - Exchange of experiences and discussions in relation to sustainability of project results after project end and applicability in other cities of learnings so far.
 - Monitoring systems issue to be discussed.
 - Expected stakeholder participation: Municipal managers at policy and decision making level, relevant civil servants, agriculture advisors, NGOs, local business representatives and others.
 - Length of conference: 3 days.
 - Methodology for the visit: Presentations, workshops, discussions, study visits and peer reviews.
 - A conference report will be produced including overall meeting objectives, methodology, key contents and reflections on the results and key messages from the conference. It will also bring up the status of the concept transfer and where we are in the process.

November-December 2014

- **Lead Partner visits to Mollet del Vallès, Lomza and Molétai** in order to finalize Policy Action Plans and Roadmap for Applications (one of the project outputs with the purpose of supporting cities that have started working with the Diet for a Green Planet concept and inviting new cities to take part in joint applications to relevant Operational Programs and/or other funding sources) and prepare for

the final conference. The meetings are prepared by contacts between Giving city and representatives of ULSG who define issues to be handled. If possible with participation of representative of relevant Managing Authority. Features:

- Focus on follow up with key stakeholders/ULSG to produce concrete local action plans in harmony with EU 2020 that can be used in applications to relevant Operational programs including URBACT III, Central Baltic, Baltic Sea Region and others identified during the work.
- Expected stakeholder participation depending on relevance for each city: Representatives at municipal level, headmasters, teachers, NGOs, local business representatives, parent organisations, farmers/farmer organisations and others.
- Length of the resp. visits 1-2 days.
- Methodology for the visits; Working sessions with local project management, and if relevant meetings with stakeholders and study visits.
- A report will be produced from each visit including overall meeting objectives, methodology, key contents and reflections on the results and key messages from the conference. It will also bring up the status of the concept transfer and where we are in the process.

January-March 2015

- **Final conference** where the project results are presented and future plans are further elaborated. Members of the respective ULSG will participate in order to seek participation as partners in future projects and networks. Place and date will be held open (most likely not in Södertälje) and negotiations with other Pilot Transfer Networks or other related events will be held in order to find synergies and if possible make the conference together. Features:
 - Expected stakeholder participation: Municipality representatives (from both partner cities and potential partner cities), organisations, other networks and others.
 - Length of the conference: 1-2 days.
 - Methodology for the conference: Presentations and workshops.
 - A conference report will be produced including overall meeting objectives, methodology, key contents and reflections on the results and key messages.

Further facilitation of the transfer process – stakeholder exchange

An important point in the knowledge transfer is the “bilateral” exchange between Giving and Receiving cities. There will be a bilateral exchange between professional key stakeholders in order to further deepen the concept understanding through practical implementation. The bilateral exchanges start at the Södertälje conference in May where stakeholders from the receiving cities begin to bond with Södertälje experts and continue with Södertälje expert revisits to the receiving cities (a plan is to send 5-10 experts from Södertälje to each of the receiving cities to optimize exchange), where bonding continues and good practices are exchanged at a deepened level. The goal is also to achieve some transformation on personal level among persons who have been identified as important for the production of the LAP. The bilateral exchange will be evaluated in terms of effect on the different groups of key stakeholders and documented in the interim Thematic Output “Report on stakeholder exchange process”.

Evaluation framework

The Diet for a Green Planet concept initiates change on many levels. On city level it integrates different sustainability issues into coherent actions in how the city purchases, prepares and serves food in public kitchens. On global level it is a systemic approach to tackle major environmental challenges such as food security and food quality, loss of biodiversity, soil erosion and degradation, eutrophication of seas and CO² emissions. On an individual level it offers a way for people to develop awareness of how to eat tasty, healthy food at an affordable price that at the same time helps saving the environment.

Overall long-term goal

The overall long-term goal (reaches beyond this project) is a change in eating habits that supports a local and sustainable food production and environmental friendly development.

Final indicators for this overall long-term goal:

- Key stakeholder involvement reaches “ownership level” (see stakeholder involvement matrix below).
- Adopted Diet Policy by the municipality.
- Commitment of resources from the municipality.
- Signed contracts between municipality and local companies/associations/farms for e.g. product supply, canteen services, advisory services that are linked to the Diet for a Green Planet concept.

The project objective final indicators (see below) will function as interim indicators for the overall long term goal.

Project objectives

In this time limited pilot transfer network project there are three main project objectives:

1. Practice transfer of the “Diet for a Green Planet” concept. This objective targets a wide group of relevant key stakeholders representing different sectors and competencies.
2. Getting politicians to start the process of outlining a diet policy in each of the receiving cities. This objective targets mainly local municipality representatives, but also other relevant stakeholders.
3. Long-term commitment to concept implementation. This objective targets a wide range of stakeholders on that may drive the process after project end.

A set of objectives, outputs that will support these objectives and final and interim indicators are listed in the tables below. These objectives, outputs and indicators are shared by all partners in the project. On local level, there may be further detailed versions or elaborations of these objectives and indicators, but the ones mentioned here encompass the common ambitions of the project network.

OBJECTIVE AND INDICATOR MATRIX FOR "DIET FOR A GREEN PLANET"			
<i>Overall long-term goal: A change in eating habits that supports a local and sustainable food production and environmental friendly development</i>			
MAIN OUTPUTS	Project objective: Practice transfer of Diet for a Green Planet concept	Project objective: Political process getting started towards adoption of Diet Policy	Project objective: Long-term commitment to concept implementation
"Diet for a Green Planet in practice" handbook	X		
Policy Work Plan		X	
Road map for future applications			X
OTHER OUTPUTS	Project objective: Practice transfer of Diet for a Green Planet concept	Project objective: Political process getting started towards adoption of Diet Policy	Project objective: Long-term commitment to concept implementation
Bilateral meeting reports	X	X	X
Transnational conference reports	X	X	X
Project Steering Committee meetings	X	X	X
Stakeholder exchange report	X	X	X
Final conference report	X	X	X

Table: Outputs in relation to project objectives.

OBJECTIVE AND INDICATOR MATRIX FOR "DIET FOR A GREEN PLANET"			
<i>Overall long-term goal: A change in eating habits that supports a local and sustainable food production and environmental friendly development</i>			
TARGET GROUPS	Project objective: Practice transfer of Diet for a Green Planet concept	Project objective: Political process getting started towards adoption of Diet Policy	Project objective: Long-term commitment to concept implementation
Teachers	X		X
Students	X		
Policy makers	X	X	X
Civil servants	X	X	X
Farmers	X		X
Food chain actors	X	X	X
Researchers	X	X	X
NGOs	X	X	X
General public	X		
Transfer Network	X		X
Headmasters	X	X	X
Kitchen staff	X		X
Chefs	X		X
Parents	X		
Agricultural advisors	X		X

Table: Target groups in relation to project objectives

OBJECTIVE AND INDICATOR MATRIX FOR "DIET FOR A GREEN PLANET"			
<i>Overall long-term goal: A change in eating habits that supports a local and sustainable food production and environmental friendly development</i>			
FINAL INDICATORS	Project objective: Practice transfer of Diet for a Green Planet concept	Project objective: Political process getting started towards adoption of Diet Policy	Project objective: Long-term commitment to concept implementation
Official commitment to the concept by the local municipality. (Y/N for each receiving city)	X	X	X
Support for development of a diet policy among policy makers and civil servants. (Y/N for each receiving city)		X	X
Commitment of resources from the local municipality. (Y/N for each receiving city)	X	X	X
Number of schools / kindergartens / homes for elderly working with concept implementation	X		X
Agreements/contracts between city owned catering and local food chain actors.	X		X
Changes in procurement procedures facilitating purchase of local organic produce. (Number of transferred procurement practices)	X	X	X
Increased market opportunities for local sustainable food production (Descriptive)	X		X
New methods or techniques used in public kitchens as result of practice transfer (Number of methods/techniques)	X		
Active involvement from relevant stakeholders in local activities (number & level of involvement). See separate matrix.	X	X	X
Active involvement from relevant stakeholders in bilateral meetings (number & level of involvement). See separate matrix.	X	X	X
Active involvement from relevant stakeholders in transnational conferences (number & level of involvement). See separate matrix.	X	X	X
LSG commitment to continue working on concept implementation after project end. (Measurement: Descriptive for each partner city)	X	X	X
Changes in mindsets/practices of the stakeholders participating in the exchange. (Survey)	X		X
Number of copies of printed and distributed of "Diet for a Green Planet in practice" handbook.	X		
Number of schools using the "Diet for a Green Planet in practice" handbook.	X		
New pedagogic possibilities or ideas in schools/kindergartens (number/descriptive)	X		
Other projects, network or activities started in receiving cities as an effect of, or inspired by, the project. (Number of networks)	X		X
Media attention for the project and/or the concept and its components. (Number of articles in local newspapers)	X	X	X
Number of new project ideas			X
URBACT III application.	X	X	X

Table: Final indicators in relation to project objectives

OBJECTIVE AND INDICATOR MATRIX FOR "DIET FOR A GREEN PLANET"			
<i>Overall long-term goal: A change in eating habits that supports a local and sustainable food production and environmental friendly development</i>			
INTERIM INDICATORS	Project objective: Practice transfer of Diet for a Green Planet concept	Project objective: Political process getting started towards adoption of Diet Policy	Project objective: Long-term commitment to concept implementation
Mentioning of concept / project / policy in municipality meetings or official documents. (Y/N)	X	X	X
Meetings in which politicians discuss Diet Policy related issues, (Descriptive: number of meetings, political level, governing/opposition, level of involvement).		X	X
Identification of/discussions with schools/kindergartens/homes for elderly to start concept implementation. (Descriptive)	X		
Identification of local food chain actors to approach about agreements. (Descriptive)	X	X	X
Identification of prime mover(s) in receiving cities. (Identified - approached - accepted)	X	X	X
Active involvement from stakeholders in project activities: lists of meeting participants, documentation, follow-up etc. (Descriptive)	X	X	X
Active involvement from politicians and civil servants in the project (number & level of involvement). See separate matrix.		X	
Creation of LSG including wide range of relevant stakeholders. (Descriptive)	X	X	X
Mid-term follow-up on stakeholder exchange to discover possible changes in mindsets/practices. (Descriptive)	X		
Setting up a team of editorial staff in charge of text, translations, design etc. when it comes to the "Diet for a Green Planet in practice" handbook.	X		
Media attention for the project and/or the concept (Descriptive, documentation of local newspaper articles, radio and TV programs etc.)	X	X	X
New project ideas in progress ready for partner search.	X		X

Table: Final indicators in relation to project objectives

Level of stakeholder involvement

In order to measure the progress of this project we have identified that stakeholder involvement is crucial to its success. There are several aspects to the involvement of the stakeholders:

- **How many** stakeholders are involved in the project work? The actual number is of interest.
- **Which** stakeholders are involved in the project work? Are stakeholders from different sectors and interests represented?
- **How involved** are the stakeholders? Here we have identified three levels of involvement: 1. Information, 2. Participation, 3. Ownership. Identifying the level of involvement will be valuable when evaluating the project and identifying key players when continuing work on the concept after the project.

For this purpose we have created a matrix, which will indicate the stakeholder involvement according to the aspects above. See below. This matrix will be used on a local level in the giving and receiving cities, as well as on project level.

Level of stakeholder involvement												
	Information (knowledge of)				Participation (understanding)				Ownership (doing)			
	Practice transfer	Diet Policy	Long-term commitment	Number of people	Practice transfer	Diet Policy	Long-term commitment	Number of people	Practice transfer	Diet Policy	Long-term commitment	Number of people
Chefs												
Other kitchen staff												
Headmasters												
Teachers												
Students												
Parents												
Policy makers												
Farmers												
Agriculture advisors												
Food chain actors												
Researchers												
NGOs												
Governing parties												
Opposing parties												
Civil servants (environmental)												
Civil servants (business)												
Civil servants (Education)												
Policy makers (environmental)												
Policy makers (business)												
Policy makers (education)												
Procurement												
Business organisations												
Tourism sector												
General public												
Summary	0	0	0	0	0	0	0	0	0	0	0	0

Table: Matrix for measuring the level of stakeholder involvement

Monitoring

The continuous monitoring of the progress of the project will be performed in different ways, among these are:

- Reports from transnational conferences, bilateral meetings and stakeholder exchange.
- Project Steering Committee meetings.
- Financial reporting.
- Partnership policy documents.
- List of participants in activities.
- Protocols from local activities.
- Informal contacts.

The reports from bilateral meeting and transnational conferences together with Project Steering Committee meetings will provide us with the main framework for continuous monitoring of the progress in the receiving cities. These will bring up project critical issues and give room for bringing up difficulties and challenges along the way. On partner level as well as on network level.

Who does what?

A competent project organization has been built up at both Lead Partner and Project Partner level to make sure that the project monitoring functions well. The following key persons share the responsibility of continuously monitoring the progress of the project and gathering vital documentation:

Södertälje (Lead Partner)

Sara Jervfors, Head of the Diet Unit in Södertälje Municipality: Project Coordinator. Sara is the person who got the clear mandate from Södertälje Municipality to implement the concept in the public kitchens

– and also to work on achieving the adoption of a Diet Policy. Sara’s experiences are absolutely vital to a successful transfer of Södertälje’s good practice.

Daniel Dworetsky, Project Management and Communications, BERAS International. Daniel offers experience and expertise from the BERAS project and its valuable contribution to the creation of the concept.

Helena Nordlund, Lead Expert. Helena offers invaluable expertise when it comes to the six criteria of Diet for a Green Planet, the adaption of these criteria into local conditions and the ways and methods of successfully transferring a deep understanding of the concept. Helena has 20 years of experience from international projects and she recently finished a 30 month LEADER financed local implementation project (“Södertälje Locally Grown”) based on the Diet for a Green Planet concept.

Mollet del Vallès (Project Partner)

Albert Garcia Macian, European project manager at Mollet del Vallès City Council.

Lomza (Project Partner)

Daria Lutrzykowska, Lomza Municipality administrative.

Molétai (Project Partner)

Loreta Stelbiene, Moletai Municipality administration.



Connecting cities
Building successes





DIET FOR A GREEN PLANET is a Pilot Transfer Network within the URBACT II Programme, consisting of Södertälje in Sweden, Mollet del Vallès in Spain, Lomza in Poland and Molėtai in Lithuania.

Diet for a Green Planet raises awareness of the environmental impacts of food on different levels. It uses existing resources and structures to increase the amount of environmental friendly consumption and reduce the climate effects of food. By using local resources and encouraging local and organic producers it also contributes to sustainable rural development and cooperation between urban and rural areas.

The overall project goal is to make relevant key stakeholders in each receiving city aware of and understand Diet for a Green Planet – and willing to act in accordance with the concept.

www.urbact.eu/dietforagreenplanet

www.sodertalje.se

www.beras.eu/what-we-do/diet-for-a-green-planet/

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy.

www.urbact.eu

May, 2014: This baseline report was prepared by the Lead Expert and the Project Manager of the Lead Partner, Södertälje Municipality, with valuable contributions from project partners.