



D6.2

FOODMETRES Workshop Templates

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Contents

1. Introduction	4
2. Workshop Process.....	6
2.1 FOODMETRES Workshop Checklist	6
2.2 Workshop Planning	6
2.3 Preparing the Programme.....	8
2.4 Preparing Participants.....	8
2.5 Workshop Delivery	9
2.6 Post-workshop analysis.....	9
3. External Event Management Tools	11
4. Workshop Content – First Round of Participatory Workshops (April –Sept 2014).....	13
4.1 WP4 Guidance: Urban Gardening Natural Resources and Economics	13
4.2 WP5 Guidance: Sustainability Impact Assessment.....	14
5. Workshop Content – Second Round of Participatory Workshops (May-July 2015)	19
6. Appendices – Workshop Process Templates.....	20
6.1 FOODMETRES Workshop Checklist	21
6.2 Workshop Descriptions	22
6.3 Dissemination Plan.....	27
6.4 Workshop Agendas	28
6.5 Photography / Video Contract	31
6.6 Workshop Packs	31
6.7 Workshop Invitations	32
6.8 Final Mailings	34
6.9 Day Before Event Checklist.....	35

6.10 On the Day Checklist	36
6.11 Evaluation Questionnaires	37
6.12 Workshop Summary Reports	39
7. Appendices – Work Content Supplementary materials.....	43
7.1 Work Package 4 – Case Study City Boundary maps	43
7.2 Work Package 5 - Example Agenda for SIA Mini-Workshop (SME Consultation)	47
7.3 Work Package 5 – List of Food Chain Types	48
7.4 Work Package 5 – Examples of SIA on paper	49
7.5 Work Package 5 – Sustainability Impact Areas and Definitions.....	50

1. Introduction

This document (Deliverable 6.2) is the FOODMETRES Workshop Templates developed for use by all project partners. Over the course of the FOODMETRES project, two workshops were held in each case study area. The purpose of each workshop and timing was outlined in the DOW:

The first round of participatory workshop will be held in the scoping and planning phase and will focus on preparing the tools and scenarios and impact assessment, around month 16. p.21

The second round will be during the conceptual learning phase, where we commonly test and work with the stakeholders during months 26-33. p.22

In preparing for stakeholder workshops, discussions in relation to structure, content and logistics were held with partners on a number of occasions¹. These discussions directly informed the development of the participatory workshops proposal. Most significantly, agreement was reached in Berlin in January 2014 that:

“Case Study (CS) leaders will have some flexibility to set the focus for their workshops in order to match the workshop content as closely as possible to stakeholders’ interests. So for example in London, we are planning some workshop activities on innovations for increasing the supply of local foods to local markets, as well as running the Sustainability Impact Assessment for Work Package (WP) 5 and the questionnaire for WP4 (urban gardening task)”.

In other words, the workshops would be flexible to meet the demands, requirements and local circumstances prevalent in each case study area. As such, each Case Study (CS) workshop was run slightly differently in each region; in so much as the discussions held

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- ¹ Workshop Discussion, 2nd Consortium Meeting, October 2013, Buckow, Berlin (all partners in attendance);
 - Workshop Proposal and London Pilot Discussion, WP5 and Interlinkages meeting, January 2014, Berlin (WP/CS representatives in attendance);
 - First round of all-invite CS partner skype calls, December 2013
 - Second round of all-invite CS partner skype calls, February 2014
 - Third round of all-invite CS partner skype calls, November 2014

adopted a local perspective. However, there was consistency in terms of the data collection requirements specified by each work package.

Each FOODMETRES WP (2-5) was asked to provide templates and guidance, for use by partners, on what data could be collected for their respective WP via the participatory workshops with stakeholders. These guides are included in this report in the appendices. WP 6, meanwhile, provided guidance and frameworks on organisation and delivery of the workshops, along with an A-Z of knowledge brokerage tools (D6.1). Therefore, this document combines inputs designed by WP leaders and templates created by the WP6 team. This document is split in to two sections: Workshop Process – this includes guidance on the organisational and logistical processes which assist in workshop delivery (templates and materials are provided in the appendices) and Workshop Content – this section includes guidance and information provided by WP leaders in relation to the data collection required for their respective work packages (templates and any materials are provided in the appendices).

2. Workshop Process

2.1 FOODMETRES Workshop Checklist

The following checklist is sub-divided in to 5 phases to assist teams with: workshop planning; preparing the programme; preparing the participants; workshops delivery and post-workshop analysis. The steps proposed are not necessarily listed in order, and many of the activities can and will be running consecutively, the intention is that if all issues are addressed then the workshops should be well prepared. A schematic of this approach is provided in Figure 1.

Figure 1. The 5 stages of preparing and delivering FOODMETRES workshops



A summary table for completing the checklist is included in Appendix 6.1.

2.2 Workshop Planning

- Agree workshop committee and roles within the team – arrange who will take responsibility for each stage of organizing and running the workshop, who will be lead contact for queries and decisions (CS leaders?), how often will the committee meet in the lead up to the event?;

- Decide on the workshop focus - think about topics of interest to CS stakeholders – review Kick off meeting notes what was discussed/seemed important? Discuss potential focus with other FOODMETRES partners and during KB Skype calls to get an idea of what other CS are covering;
- Review WP strands – consider what data could be collected for other WPs within your workshops, review WP strand guidance notes, talk to each WP leader;
- Think through your audience – review your stakeholder analysis and identify targets – would it be appropriate at this point to invite a wider audience? Tie this in with the topic chosen. Compile a mailing list;
- Preliminary agenda and focus discussion – reality check with SMEs, consult experts on how to make the topic of interest / gain an idea of what people may talk about in relation to your chosen topic; (there is a chance here to refine or change altogether if necessary);
- Agree and set date(s) – consider sending brief ‘save the date’ notices to stakeholders especially those who were identified as key in your stakeholder analysis – the earlier you can tell people the better, or change the date if it transpires that it clashes with something else;
- Identify suitable site/venue – take into account remoteness, ease of travel, likely journeys of stakeholders, accessibility via public transport, also your needs i.e. break-out rooms, reception etc, what time your event will take place, is the space available in the day/evening or can you piggy-back on another event/meeting;
- Make provisional bookings - if necessary – try and negotiate delegate prices or better still ask to use University/SME facilities which may incur no charge;
- Consider transfer and travel time to the venue – check bus, train timetables and accommodate in start and finish times, provide route details and maps for all main points of arrival;
- Determine catering requirements – coffee, tea, drinks, snacks, lunches, dinner etc; can any participants assist or bring local foods;
- Prepare a brief description of the event (see Appendix 6.2) – to attract potential participants and circulate amongst networks, internally and via SMEs;
- Develop a dissemination plan (see Appendix 6.3) – think about how to advertise the event through networks, colleagues, could links be placed on appropriate websites; will there be a page on the Foodmetres webpage to direct people to, will there be a press release?

2.3 Preparing the Programme

- Confirm the agenda (see Appendix 6.4) – finalise which FOODMETRES WP strands will be addressed and undertaken in your workshop, ensure all guidelines and activities are understood and can be catered for;
- Complete any pre-workshop preparation – review WP guidance and ensure all materials required for discussions or activities are ready – create sufficient copies for the number of delegates attending;
- Agree participatory activities – consider the overall flow of the proposed event, how much time is given over to talks and discussions – could such activities be combined with participatory activities, review the KB tools in D6.1 to see if any could be utilized;
- Timings - finalise the running order of events on the day, ensure room bookings are for sufficient length of time to include set up, main event, close and clearing up;
- Invite Opening Speaker(s) – consider who will make the opening address and welcome;
- Confirm room arrangements – how many participants are expected, seating plans, table layouts for activities, break-out rooms? Will there be a display area – how should this be set up, pinboards required?
- Arrange facilitators / workshop assistants /runners – consider who will run activities, or chair discussions, will there be an open question and answer session – will runners be needed? Microphones?
- Photography / Video (see Appendix 6.5) – is there an opportunity for photographs or video to be taken during the event – who will do this, in-house or contracted – make appropriate arrangements;
- Prepare workshop packs (see Appendix 6.6) – what information will you want delegates to have at hand, i.e. FOODMETRES Brochure, information on the case study area, innovation handout from other CS, speaker/researcher/SME biographies,

2.4 Preparing Participants

- Invitations (see Appendix 6.7) – send personalized invitations to entire mailing list; consider printing if potential delegates are not on email or would appreciate hard copy invites. Are invites personal or can they be passed on?
- Registration – will there be a registration period and restricted no. of places available? This all needs to be communicated to participants. How do participants accept the invitations

and register – is email confirmation suffice or will they be alerted if a place has been reserved (i.e. if audience types are being monitored)

- Reminders – set up a communication calendar to ensure reminders are sent out to delegates (i.e. countdown for those who have confirmed and reminder of closing date for registration if having one)
- Final mailing (see Appendix 6.8) – consider what information could be sent out in advance – could people be asked to come prepared to contribute to certain activities/discussions?
- Compile final list of delegates – print delegate lists for on the day registration and also delegate packs, produce name badges (if required).

2.5 Workshop Delivery

- Day before the event checklist (see Appendix 6.9) – review and carry out where appropriate/possible;
- On the day checklist(see Appendix 6.10) – review and make sure all tasks are carried out/where appropriate;
- Evaluation (see Appendix 6.11) – make sure data capture is completed – facilitating knowledge brokerage

2.6 Post-workshop analysis

- Debrief – Hold a team meeting to discuss what worked well, what could be improved, any activities not completed etc
- Summary Reports (see Appendix 6.12) – complete the FOODMETRES summary reports for your workshop and send to WP6 Partners as well as saving on Media Fire.
- Distribution of materials – make sure feedback requirements for other work packages are completed and data provided to relevant WPS, store files on FOODMETRES Media Fire
- Outputs – Can any material be added to FOODMETRES project website, how can information be disseminated to the media, wider stakeholder networks.
- Ongoing Communications – Update Stakeholder Analysis and decide on future communication strategies i.e. newsletters
- Thank you correspondence – send an update email and thank you to participants, inform them of how research and findings from the workshop will be utilized.

There are several templates covering various aspects of workshop planning and these are all located in the Appendices to this document, a quick look-up table for convenience is provided below. As indicated at the outset of this document use of the templates is optional.

Table 1. Workshop Templates Look Up Table

STAGE	TEMPLATE	LOCATION
	Workshop Checklist	Appendix 6.1
Workshop Planning	Event Description	Appendix 6.2
	Dissemination Plan	Appendix 6.3
Preparing the Programme	Workshop Agenda	Appendix 6.4
	Photography / Video Contract	Appendix 6.5
	Workshop Delegate Packs	Appendix 6.6
Preparing the Participants	Invitations	Appendix 6.7
	Final Mailing	Appendix 6.8
Workshop Delivery	Day Before Checks	Appendix 6.9
	On the Day Checks	Appendix 6.10
	Evaluation Questionnaire	Appendix 6.11
Post Workshop Analysis	Summary Reports	Appendix 6.12

3. External Event Management Tools

In addition to the tools and templates developed specifically for the two rounds of participatory workshops with stakeholders in FOODMETRES; there are a number of external event management tools which may be of use to project partners (dependent upon local resources and circumstances). Here, we detail a few packages and tools that the Coventry/IFR team are familiar with:

Eventbrite (www.eventbrite.co.uk)

A free to sign up to service for managing and promoting your event online whether a small or large event, public or private. Three simple steps allow you to create an event: set up an event page with a description (make this public or private), promote your event via emails or social media and track registrations and then finally, manage the event either printing delegate lists or going paperless and using mobile technology.

Eventbrite was used in both the London Workshops. An event page was created (see Figure 2) and delegates were invited via the Invitation email to register for the event online. Once registration had taken place, delegates were sent an electronic invite (see Figure 3).

The screenshot shows the Eventbrite event page for the 'Workshop: Shaping a Metropolitan Agri-Food System for London'. The page includes the following sections:

- Event Title and Date:** Workshop: Shaping a Metropolitan Agri-Food System for London, FOODMETRES, Monday, 11 May 2015 from 09:30 to 15:30 (BST), London, United Kingdom.
- Ticket Information:** A table showing 3 tickets remaining, priced at Free, with a 'Register' button.
- Event Details:** Location: Bustain, Development House, 56 - 64 Leonard Street, London EC2A 4LT. Date: Monday 11th May, 9:30 - 3:30 (lunch included). Hosted by: The Foodmetres Project. Aim: To build a better understanding of the potential for developing a sustainable Metropolitan Agri-Food System (MAS) for London. Who can attend: Researchers, policy planners, and those working on alternative food retail and food producers.
- Highlights:** New research and mapping, insights from leading innovators, sharing lessons from Berlin and Ljubljana, and practical focus on actions.
- When & Where:** A map showing the location of the event in London.
- Organiser:** FOODMETRES, funded by the European Union, investigating sustainable food chain innovations for metropolitan regions.

Figure 2. Screenshot of the London 2nd Workshop Eventbrite Webpage

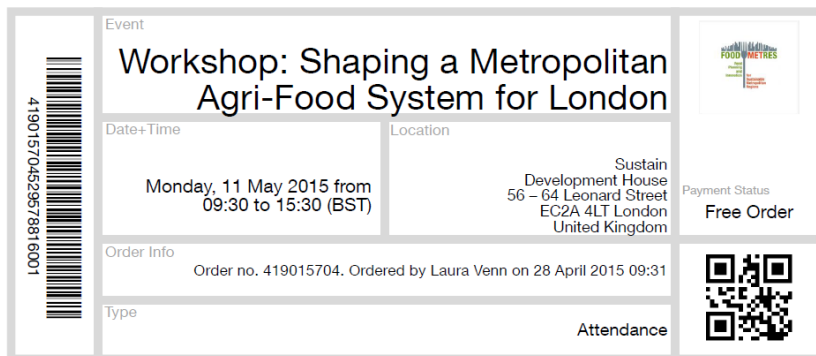


Figure 3. Electronic Invitation to the event received once registration completed

The benefits of using an event webpage and registration service is that numbers of registrations can be limited and registration will automatically close once this number has been met, the organiser receives regular email updates in relation to the numbers registered and delegate lists can be generated via the website.

There are other event websites available, but these have not been tested by the London Case study.

Event Espresso (www.eventespresso.com)

An event registration and ticketing management plug-in tool for WordPress websites. Subscription rates apply but does allow for multiple registration formats (i.e. free and paying delegates).

Tom's Planner (www.tomsplanner.com)

Tom's Planner is online Gantt chart software that allows anyone to create, collaborate and share Gantt Charts online with drag and drop simplicity. It is web based and registration is free for individuals with limited functionality. It can be used across Windows, Mac, ipad and i-phone devices. If wanting to share Gantt charts across teams then the project manager/coordinator will have to have a paid licence in order to invite collaborators, but they can access, read and comment on project plans using the free tool.

4. Workshop Content – First Round of Participatory Workshops (April –Sept 2014)

“The first round of participatory workshop will be held in the scoping and planning phase and will focus on preparing the tools and scenarios and impact assessment, around month 16”. p.21 FOODMETRES Description of Work

The first round of participatory workshops were generally focused on collecting data for Work Package 4, 5 and 6. Below are the specific details of work required and guidance provided by the relevant work package leaders.

4.1 WP4 Guidance: Urban Gardening Natural Resources and Economics

WP4 wish to collect data on the impact of allotment gardens (Urban Gardening) in the case study areas by collecting data on the available natural resources and several economic indicators during workshops.

A data sheet has been compiled which requires populating with data in respect of:

- **Natural Resources Data:** Location / Topography, Climate, Soils, Land Use, Land Management Regulations for allotment gardens in the city.
- **Agro-economic Data:** Area, Crops, Retail Price, Calculation for Av. Garden, Calculation for the city area.

NB: Some of the requested data is obligatory and some is optional – this is highlighted on the data sheet. A completed example for the City of Ljubliana is available on MediaFire:

[https://www.mediafire.com/folder/1j7y33cakpe1p/04 Layout Natural Resources and Economics](https://www.mediafire.com/folder/1j7y33cakpe1p/04+Layout+Natural+Resources+and+Economics)

Note for CS leaders: some data will not be available at workshops (i.e. soil data requires experts) but some data could be gathered from stakeholders.

The agro-economic part should be based on interviews with gardeners. Target of 50-100 interviews per case study area. Questionnaires could be distributed at the workshops for completion (paper or tablet), or promote address of the web-based questionnaire for people to complete at a later date.

In order for the WP4 team to assist case studies in analysing the data, data collected must be uploaded to MediaFire following this procedure:

Upload .shp, raster, aerial images and table data.

Upload under CASE STUDIES→your case (Milan, London)→DATA – Urban gardening

Data:

1. Digital elevation model (DEM) (25 × 25 m, raster)
2. Boundary of the city (look Appendix 1) (.shp, polygon)
3. Thirty years (1981 – 2010) annual and monthly average for temperature (avg, min, max.) rain, and sun hours (Excel table).
4. Land use/cover map (.shp, polygon)
5. City spatial plan (.shp, polygon) - with possible locations of land eligible for gardening
6. Map of allotment/private/urban gardens (if available, any kind, any format)
7. Aerial orto-photo images of the city (if available) – if the amount of data will be to large it could be send on DVD.

4.2 WP5 Guidance: Sustainability Impact Assessment

Overall objectives of the Sustainability Impact Assessment (SIA) in WP 5:

- Assess of non-spatial aspects, dealing with the qualitative side of the food chain itself
- A comparative benchmarking of highly distinct chain models on the level of generic chain types and regional examples
- Identify applicable food policy options
- Provide data based on **qualitative, expert and stakeholder-based estimations** for modelling procedures and avalidations (will be carried out by ZALF)
- Development of impact models to operationalize:
 - the cause-effect-relationships and trade-offs of food system changes

- and their consequences on sustainability including ecosystem services and quality of life (mainly consumers)

Research questions for Sustainability Impact Assessment (SIA)

- How is the sustainability performance of different chain types?
- Which perform best regarding sustainability? (benchmarking)
- Do trade-offs exist?

Procedure:

- **Part A: Online Survey** with selected European experts for generic chain types (organized by ZALF)
- **Part B: SME consultation** with regional stakeholders or FOODMETRES partners for specific regional chain examples like urban agriculture or farmers markets...(organized by case study leaders in the regions, WP 4 contribution) =>see following pages

Part B:

Objectives of the Sustainability Impact Assessment (SIA) in the case study regions:

- Participatory impact assessment to evaluate the sustainability impacts of innovative/alternative SFC, which have been developed in the regional case study regions
- Focusing on concrete examples of food chains and on in-depth knowledge of the local situation in the FOODMETRES case study regions
- Making different food chain alternatives comparable
- Holistic perspective (sustainability, embeddedness, governance, quality of life, etc.)
- Developing impact assessment applicable for practitioners and policy makers (discussion tool)
- Generating awareness about target system and trade-offs

Research questions

- How is the sustainability performance of different chain examples (types)?
- Which perform best regarding sustainability? (Benchmarking)

- Do differences between the case study regions exist?
- Is the set of impact areas feasible for answering research questions and work with regional stakeholders?

Some explanatory notes:

- For the implementation of the Sustainability Impact Assessment (SIA) exists two alternatives:
 - 1) You organise a SME-consultation with your SME partner or a mini-workshop with SME partner and other regional stakeholders (in Berlin we did it this way)
 - 2) Or the SIA become part of the KB workshops in May, where different regional topics and research themes were addressed
- The SIA for regional food chain examples (SME consultation) should take place as soon as possible, because the results are part of the deliverable 5.1. (due March 2014)
- ZALF provide you with guidelines and templates
- All in all the SIA would last not more than 2,5 hours, which means including preparation and wrap –up not more than 6-7 hours of work.
- In Berlin we rated five chain types: urban agriculture (community gardens and self-harvesting garden), community supported agriculture, farmers market and sale to retail
- We choose vegetables as commodity group
- We did the calculation always parallel on the board and in an excel chart during the discussions
- We made very good experiences with the mini-workshop (SME consultation) in Berlin:
 - People were very interested and engaged in the SIA exercise
 - Some of them signalized us in advance their special interest in the sustainability topic. That's why we prepared an overview about this topic in the mini-workshop.
 - We could collect the data we needed for the Sustainability Impact Assessment, but also got very detailed and concrete background information (we would not get in single interviews), because of the direct interaction and comparison of chain types/examples in group.

- We found the SIA a very useful tool for a structures discussion.

SIA Procedure: step by step

1. Invite your SME partners or other regional stakeholders which represent a minimum of one chain type (example agenda see annex 1, chain types see annex 2)
2. Prepare three tables with the impact areas (one for each sustainability dimension) on paper or whiteboard etc. and extra paper strips for each chain representative (example see annex 3)
3. Introduce impact areas (see annex 4) and chain types including definitions (see annex 2)
4. Explain the “rules” of impact assessment exercise
 - a) Decide for minimum of one commodity group (e. g. vegetables, milk...)
 - b) Baseline / reference system: large scale global food chain with distribution via supermarket (GAS-model), which provide urban population with food

Question: What are the potential impacts of these short and local food chain types towards a more sustainable food system (in comparison with baseline)? What each of them can contribute in particular to...? =>Focus on general estimations or expectations regarding the potential impacts! Please indicate, if not relevant for a certain chain tye example

- c) Use a 7-step scale (-3 to +3)
 - 3 very negative, -2 moderate negative, -1 little negative
 - 0 no impact
 - +3 very positive, +2 moderate positive, +1 little positive
5. Start Sustainability Impact Assessment of regional short food chain examples
 - d) Every representative estimate all the impacts from his/her chain example in advance on paper (max. 10 minutes)
 - e) Every representative presents his/her estimations to the audience and explain the reasons for the rating (max. 20 minutes depending from the number of studied chains)
 - f) Count sums chain examples according to their preliminary results in the SIA

- g) Group discussion and final rating as a group decision (10-20 minutes)

“Do we agree or disagree with this estimation? How do we estimate the chain examples in direct comparison with each other?” Evt. additional rating from group

6. Count sums and rank chain examples according to their results in the SIA group rating
7. Mark hot spots (positive impacts) and cold spots (negative impacts) with different colors and discuss them, also if there trade-offs exists (one sustainability aspect increases, while a other decreases =>goal conflict)

8. Discuss results

Which chain example performs best regarding environmental, economic and social aspects? Which one has the best performance at all? ...In which fields they perform all good? How this could be explained (e. g. scale, target system of the actors?...)

9. You can use the prepared excel template in order to visualize the results in a different way

10. Please document the results in all stages (single and group assessment etc.)

11. Submit the results of the regional SIA to the ZALF team and your participants

Further guidelines and templates are provided in the templates section of this report.

5. Workshop Content – Second Round of Participatory Workshops (May-July 2015)

“The second round will be during the conceptual learning phase, where we commonly test and work with the stakeholders during months 26-33”. p.22 FOODMETRES

Description of Work.

The second and final round of participatory workshops was oriented towards sharing the results of the project and in some locations, using the MapTable to undertake ‘serious gaming’ using the Metropolitan Foodscape Planner developed in WP5. Some partners also used their workshop as an opportunity to run a questionnaire survey for WP2. To an even greater extent than the first workshops, the second workshops were tailored towards local priorities and were another important opportunity to gain critical feedback on the project. Templates from the second London workshop are provided in section 6.2.

6. Appendices – Workshop Process Templates

All templates are designed in English, translation by teams will need to be factored in to workshop preparation time.

The templates have been designed to be purposely broad; recognising that all case study workshops will be organised, executed and analysed by different research teams in different EU countries.

The following templates are designed as guides only, and can be adapted, revised or changed entirely to represent local circumstances. It is for each case study team to use them as they see fit.

We would welcome comments, and if there are guides that you know of which are not included here but may be of use to partners then please bring these to our attention.

6.1 FOODMETRES Workshop Checklist

WS Phase	Activity	Completed	Notes
Planning	Agree workshop committee		
	Decide on workshop focus		
	Review WP strands		
	Consider Audience		
	Preliminary agenda and focus		
	Agree and Set Date		
	Identify site/venue		
	Make Bookings		
	Consider travel arrangements		
	Determine catering requirements		
	Prepare a brief description of the event		
	Develop a dissemination plan		
	Preparing the Programme	Confirm the agenda	
Complete any pre-workshop preparation work			
Agree participatory activities			
Agree timings			
Invite speakers			
Confirm room arrangements			
Arrange facilitators, runners etc			
Arrange photography / recordings			
Prepare workshop packs			
Preparing Participants	Send Invitations / Reminders		
	Organise registration / invite acceptance		
	Final Mailings		
	Lists of delegates		

6.2 Workshop Descriptions

First Participatory Workshop – Proposed Text:

The workshop is being hosted by FOODMETRES, a European research project on Food Planning and Innovation for Sustainable Metropolitan Regions (www.foodmetres.eu). The project is examining local and regional food systems in six cities including [*insert case study city*]. Within [*city*] the project focuses specifically on the [*insert geography i.e. regions / boroughs of*] as examples of innovative approaches to urban food planning.

We envisage that stakeholders will be able to discuss:

- *Topic 1*
- *Topic 2*
- *Topic 3*
- *Topic 4*

Example 1: London Pilot Discussion Points:

- Help develop a “Sustainability Impact Assessment” tool for understanding the impacts of different types of short food chains;
- Discuss how this can help us understand how to increase sustainable local food supply in Lambeth;
- Hear from our guest speaker about how urban gardening feeds the city of Ljubljana (Slovenia);
- Discuss the role and potential of urban gardening for feeding Lambeth; and
- Sample free local food and beer from Lambeth

Example 2: The Rotterdam Case study workshop description:

(1) Introduction

Objectives of the workshop

The workshops are meant to support regional actors in their efforts to establish innovative and more sustainable food chains at different scales and for different, yet specific food groups and/or products. Regional actors are groups or individuals who are involved in food production, processing and retailing targeting at the urban – hence Rotterdam – market. In the context of food chains, sustainability is defined along the three dimensions social, environmental and economic. The goal is to work towards a win-win situation, where more food with higher quality and good market prices is produced with less environmental impact and to the benefits of a wide range of regional stakeholders, customers and societal values

at large such as the quality and functions of the regional landscape, biodiversity and wider environmental services.

The role of the participants

The participant of the regional workshops can be divided into regional actors of the agro-food sector, policy makers and researchers. The regional actors provide their entrepreneurial ambitions, skills and tacit knowledge to re-design the food chain. Policy makers are there to provide input on planning, governance and financing opportunities that can help to facilitate the development of more sustainable food chains. Researchers provide their scientific knowledge, tools and data that help both regional actors as well as policy makers to come up with evidence-based decisions and strategies. One specific contribution in this respect will be the use of the digital mactable which will allow participants to engage in spatially explicit assessments and planning activities.

Knowledge Brokerage approach

The workshops are designed as knowledge brokerage (KB) events during which the exchange of tacit (producers, actors), instrumental (policy makers, planners) and scientific knowledge (research institutes) will learn from each other in a process of *co-creation*. We will draw upon three essential KB devices:

- (1) **Agreed Assessment Criteria** (these are the references developed by FOODMETRES, e.g. the Food Chain Typology, the Food Chain Impact Areas, the Food Quality and Safety criteria, Policy Assessment and Metropolitan Footprint Tool)
- (2) **Format of a Knowledge Café** (this is the concept of a rather informal environment in terms of setting and procedures)
- (3) **Visioning Exercises** (here we will make use of the Digital Mactable and interactive drawing exercises that shall lead to a future vision that goes beyond the own food chain ambitions but shall encompass the whole metropolitan region of Rotterdam.

Key this process is the assignment of a *Knowledge Broker* to ensure an open and unbiased management of the knowledge transfer throughout. Given the fair amount of FoodMetres references, the workshop organisation needs to put priority to the original objective mentioned above, namely to lend support to the regional actors.

The agenda setting for each workshop needs to combine two essential goals: namely (1) building (1) a *Community of Practice*, and (2) a *Knowledge Brokerage*, making use of knowledge items from both research and food business. The latter is based tacit knowledge claims by regional stakeholders.

(1) Community of Practice (CoP)

- start with a common lunch or coffee, informal exchange
- keep research objectives short and pragmatic, the participants don't need to go through lengthy presentations of what has been done

- give key actors immediately the opportunity to make some statements regarding their needs and expectations (what do they want to get out of it?)
- allow early discussion on priorities and feedback

(2) Knowledge Brokerage

- Make sure to honestly address research needs, make clear that these need to support the CoP efforts.
- Key KB issues to be addressed:

2.1. Innovation Dimension

- Make use of the FoodMetres Figure and allow participants to discuss their position and ambitions

2.2 Food Chain Types

- show typology and again ask them whether the allocations of their food chains within the system are correct

2.3 Sustainability Impact & Policy Assessment

- explain the concept but make sure that this can be really done during this workshop – it might be too lengthy; we propose to announce mailing & phone interviews

2.4 Metropolitan Footprint Tool

- explain that this is not identical with their food chain CoP needs, but that the participants are considered as regional experts with knowledge on how to improve the overall regional food supply of the urban centre.
- Participants tend to enjoy this part and get lively; allow discussions to go into different directions, but monitor results
- Work in groups and allow competition between them
- Make sure each group explains the rationale for their land use change plans, monitor this in detail (more important than new maps)

(3) Conclusions and Follow-up Actions

- Allow enough time and be specific
- Announce the interviews and make appointments

Second Participatory Workshop:

At an earlier FOODMETRES workshop in [*insert date*] we discussed [*insert key topics discussed*]. This second workshop is about [*insert focus*]. The workshop is meant to provide a

‘thought-space’ for building a better understanding of the potential and opportunities for, as well as the barriers to [insert topic and focus]. The workshop is aimed at [insert key stakeholders].

Example 1: London Pilot – example topics for discussion:

- What can we learn from MAS food planning in other metropolitan areas across Europe?
- What is already going on in the London MAS and how can this be linked together further? What policies, governance and campaigns are needed to shape a MAS for London further?
- Can we use existing funding to make a multi-stakeholder MAS network happen? (This could be for organic food chains as in Berlin but could also be designed to develop other ethical/local food systems)
- Which body can carry such a network and bring it forward within a 5-10 year timeframe?

Example 2: London Pilot – fuller workshop description:

Workshop: Shaping a metropolitan agri-food system for London

Objectives of the workshop

1. The workshop is meant to provide a “thought space” for building a better understanding of the potential and opportunities for – as well as the barriers to developing London’s Metropolitan Agro-Food System.
2. The workshop is aimed at a range of people involved in efforts to establish innovative and sustainable food chains for different food groups at the Metropolitan Scale. The value of the workshop will lie partly in bringing together different actors e.g. researchers, policy, planners, food chain actors including producers, processors, retailers for ‘knowledge brokerage’. The focus is on actors involved / interested in sustainable short food chains and scaling these up for markets in London.
3. The Metropolitan Agro-food system aims to be sustainable. Sustainability is defined along the three dimensions social, environmental and economic. The goal is to work towards a win-win situation, where good quality, affordable food is produced with less environmental damage, delivering positive environmental impacts (e.g. regional landscape functions, biodiversity and wider environmental services), social impacts (health and wellbeing, employment) and enabling producers and other food businesses to develop economically viable business models.

The role of the participants

The participants of the regional workshops can be divided into regional actors of the agro-food sector, policy makers and researchers. The regional actors provide their entrepreneurial ambitions, skills and tacit knowledge to re-design the food chain. Policy makers are there to provide input on planning, governance and financing opportunities that can help to facilitate the development of

more sustainable food chains in the metropolitan regions. Researchers provide their scientific knowledge, tools and data that help both regional actors as well as policy makers to come up with evidence-based decisions and strategies.

Aim and potential questions for the workshop

At an earlier Foodmetres workshop in London-Lambeth we focused on LAS (Local Agri-Food Systems) and urban gardening. This workshop is about the MAS (Metropolitan Agri-food System) and how to link Greater London to the surrounding Home Counties and the South East and East Region of England.

6.3 Dissemination Plan

TIMELINE	ACTIVITY	WHO WILL ACTION?	DONE
4 Weeks to go	<ul style="list-style-type: none"> *Consider, Discuss, Consult partners on the intended contents of the workshop (topic, focus, aim and activities). Construct a draft agenda *Prepare a brief description – to go on promotional materials (i.e. flyer, invites) *Compile key audiences list *Register on event website (if using) Send invites *Start promotions – distribute flyers to key networks, via SMEs, announce event with local forums, make links on websites – create a webpage? *Make arrangements for personal visits (if necessary) with desired delegates to discuss event and obtain commitment to participate 		
3 Weeks to go	<ul style="list-style-type: none"> *Monitor interest levels and revise promotional work if necessary *Send an invite to reminder to those who have not replied *Complete preparatory work *Liaise with internal partners – planning, contacting and confirming venue 		
2 Weeks to go	<ul style="list-style-type: none"> *Finalise Agenda *Purchase workshop materials * Prepare participatory activities / materials (do a dry run with colleagues) *Discuss any questions with WP leaders 		
1 Week to go	<ul style="list-style-type: none"> *Send final mailing to all confirmed delegates *Chase non-responses via personal telephone calls *Update website/webpages with final details 		

6.4 Workshop Agendas



[CITY] FIRST PARTICIPATORY STAKEHOLDER MEETING

[Date / City / Venue]

MEETING TOPIC: [INSERT BRIEF DESCRIPTION]

00:00 Arrival and Coffee

00:00 Welcome by.....Opening Speaker

00:00 Introduction to the Project and Focus for the session

00:00 Short introductions from European Partners

Activity 1

00:00 First participatory activity

00:00 Feedback

00:00 Coffee

Activity 2

00:00 Second Participatory activity

00:00 Feedback

00:00 Question and Answer Session

00:00 Next steps

00:00 Thank You and Close

Example 1: Rotterdam First Workshop Agenda

(1) Welcome, snack and introduction of participants (45 min)	0:45
(2) Introduction to the workshop agenda, questions (15 min)	1:00
(3) Presentation of Food Chain types with innovation proposals, key performance indicators and perceived obstacles by regional actors on board/flip charts (each one max. 5 min, total max 45 min)	1:45
(4) Identification of common opportunities and strategies – formation of a Community of Practice (45 min), addressing <ul style="list-style-type: none">- Governance (15 min)- Impact Areas (15 min)- Markets (15 min)	2:30
(5) Coffee Break (30 min)	3:00
(6) Vision Building making use of Metropolitan Footprint Analysis on the digital map table (45 min)	3:45
(7) Summary and Follow-Up (15 min)	4:00

Example 2: London Second Workshop Agenda

Introduction

9.45 Setting the Scene – London’s Food System. Rosie Boycott, Chair of the London Food Board.

10.00 Introduction to the Foodmetres project. Dr Dirk Wascher, Project Co-ordinator, (Wageningen University, Netherlands).

10.10 Aims and Agenda of the Workshop. Prof Moya Kneafsey (Coventry University).

Part 1: Sharing Experience from other Cities

10.20 Balancing food demand and supply in the Metropolitan Agro-food System: A comparison of Berlin and London. Dr Ulrich Schmutz (Coventry University) and Dr Ingo Zasada (Leibniz Centre for Agricultural Landscape Research, Germany).

11.00 Linking Urban Agriculture into the Metropolitan Agro-food System: The case of Ljubljana, Slovenia. Dr Matjaz Glavan (University of Ljubljana).

11.20 Coffee.

Part 2: Scaling up Local Food Systems: Practical Initiatives

11.40 Creating an organic food producers network in Berlin. Mark Füssel FÖL Berlin-Brandenburg.

12.00 Creating alternative retail networks: the case of Growing Communities. Julie Brown – Growing Communities.

12.10 Community food production London: insights from the Harvestometer. Sarah Williams - Sustain.

12.20 Questions and Discussion.

12.45 Lunch – provided by Hackney Growers.

Part 3: Action Planning

13.30 Parallel Workshops on policy and action need to shape the London Metropolitan Agro-Food System (Groups rotate after 45 minutes)

1. Planning for London’s Food Zones: Using Maptable and the metropolitan footprint tool
2. Policies for supporting regional food supply chain innovations (e.g. ‘radical retail’) and governance innovations in the London MAS.

15.00 Plenary and next steps.

15.30 Finish.

6.5 Photography / Video Contract

If your organisation has its own in-house provision or contracts for arranging video/photography please defer to these. Otherwise, the following may assist in arranging Photographs / Video;

1. Look through the entire programme and consider when and where it would be useful to have photographs / video on the day;
2. Make contact with photographer, explain event, seek availability, take references if necessary;
3. Details to discuss should include –
 - a. Workshop site
 - b. Date and times
 - c. Estimated group size
 - d. Specific pictures required – delegates, panel discussions etc
 - e. Size and number of photographs required
 - f. Black and white and/or colour – for what future purposes they will be used – and what format required
 - g. Delivery date
4. The photographer should visit the site prior to the event to identify the best indoor and outdoor shooting sites
5. Remember that consent is needed from people who will be in photographs. They should be fully aware of what the photographs will be used for and should be made aware that they can opt out of being photographed.

6.6 Workshop Packs

Depending on the budget, time available and number of expected delegates, it may be of use to organise workshop packs containing all necessary information for delegates. The contents will differ for each case study site and organisation but contents could include:

1. Foodmetres specific information
 - a. Copy of the case study flyer / workshop flyer or case study brochure
 - b. Foodmetres flyer / brochure
 - c. Details of case study partners (biogs of partners / speakers) and contact details
 - d. Invitation for participants to join the community of practice
2. General workshop materials
 - a. Note paper (and pencil / pen – or these could be available on the tables)
 - b. Agenda
 - c. List of delegates
 - d. Copy of evaluation forms
 - e. Any materials required for the participatory activities – guidelines, post it notes etc

6.7 Workshop Invitations

Dear Sir/Madam,

We would like to invite you to attend a workshop in [city] as part of a European project on short food supply chains. FOODMETRES, a European Framework Seven Research Project – Food Planning and Innovation for Sustainable Metropolitan Regions.

The focus of the workshop will be on [*insert the topic as described on the agenda and workshop flyer – important to describe it consistently across formats*].

The workshop is intended to [*insert aim of the meeting*] and will involve discussions and activities based on [*insert WP themes to be discussed*].

The event will take place at [*insert venue*] on [*insert date*] between [*insert times*].

We do hope that you can join us for what we hope will be an interesting meeting that contributes to a wider European project. If you think the meeting would be of interest to anyone else please do not hesitate to circulate the attached flyer.

If you require any further information please do not hesitate to contact [*insert main contact person*].

We would be grateful if you could indicate whether you are able to attend by return, so that we may send you all the relevant details in advance.

Kind regards

[*insert team details*]

Example 1: London Second workshop email invite

Workshop Invitation: Shaping a Metropolitan Agri-Food System for London

WHEN: Monday 11TH May 2015, **TIME:** 9.30 – 3.30

WHERE: Sustain, Development House, 56 – 64 Leonard Street, London EC2A 4LT (nearest tube Old Street)

HOSTED BY: The Foodmetres Project (which includes Coventry University, Sustain and Garden Organic) and introduced by Rosie Boycott, Chair of the London Food Board.

AIM OF THE WORKSHOP: The workshop aims to build a better understanding of the potential for developing a sustainable Metropolitan Agri-Food System (MAS) for London.

We will present new data, examine the challenges and discuss options to increase the sustainable food supply into Greater London from the farmers and producers in the Home Counties, the South East and East Region of England.

HIGHLIGHTS:

- ❖ New research and mapping providing insight into the proportion of food that could be produced in London's Metropolitan region
- ❖ Insights from leading innovators into current activities to regionalize London's food supply
- ❖ Sharing of lessons from the cities of Berlin and Ljubljana, with guest speakers
 - ❖ Practical focus on actions, agenda-setting and innovation targets

WHO CAN ATTEND? Anyone involved in efforts to establish innovative and sustainable food chains for different food groups at the Metropolitan Scale.

The workshop aims to bring together researchers, policy, planners, and those working on alternative food retail and food producers.

The focus will be on those involved or interested in sustainable short food chains and scaling these up for markets in London.

Please register on the Eventbrite page by **Monday 20th April:**

<https://www.eventbrite.co.uk/e/workshop-shaping-a-metropolitan-agri-food-system-for-london-tickets-16397319825> (further details will be circulated to participants after registration)



6.8 Final Mailings

Dear Sir / Madam,

[workshop title, date and venue]

We are very much looking forward to our forthcoming workshop and hope you that you still intend to join us. There has been a healthy interest in the event and we are expecting delegates representing a number of organisations and backgrounds.

Please find attached to this email **include or delete as appropriate - [the agenda for the meeting, a map of the venue, local transport details and reception arrangements]*.

In order for everyone to get the most of the meeting we would be grateful if you could **insert as appropriate [complete the attached questionnaire in advance; consider the following issues and their relevance to your business prior to the meeting; bring along ,y and z]*.

We intend to record/video some of the meeting but if you would prefer not to appear on camera then please alert workshop staff on the day of the event.

Should you have any questions about the event in the meantime, please do not hesitate to contact [*insert main contact details*]

We look forward to meeting you on [*insert date*]

Example 1: London Second Workshop Final Mailing

Dear colleague

Thank you for signing up to attend the Foodmetres workshop: **Shaping a metropolitan agri-food system for London** on 11th May, at Sustain's offices.

We are really looking forward to working with you in order to share experiences, research and ideas about how to develop London's metropolitan food region. We'll learn from research and practical examples from London as well as Berlin and Ljubljana, and we'll also get to use a digital Maptable to help our discussions about land use around the city's periphery.

Please find attached the agenda for the day. We'll be starting at 09.30, and will be keeping our energy levels up by eating cakes and lunch provided by Hackney Growers!

We look forward to meeting you on Monday,

On behalf of the team,

6.9 Day Before Event Checklist

FOCUS	ACTIVITY	WHO WILL ACTION?	DONE
Venue	Confirm arrival time for workshop set up staff / gaining access		
	Ask for names of technical staff to approach on the day for assistance		
	Confirm room(s), expected numbers of delegates		
Speaker(s) arrangements	Email with mobile contact details for any last minute issues		
	Arrange collection from station (if necessary)		
Participatory activities	Compile list of runners/helpers and their contact details (reserve list as well)		
	Prepare materials box – pens, spare paper, post its etc		
	Name badges for all delegates – denote break out groups if appropriate on badges		
	Print /Pick Up printing of all materials for the workshop		

6.10 On the Day Checklist

FOCUS	ACTIVITY	WHO WILL ACTION?	DONE
Room arrangements	Signs to meeting rooms and other areas		
	Prepare display area for promotional materials e.g. posters / leaflets		
	Set up registration desk / meet and greet / name badge table		
	Table layout (audience and panel), drinks, workshop packs		
	Coordinate recording equipment, where, when, meet photographer and assist in set up		
	Confirm refreshment arrangements/times/locations		
Speaker(s) arrangements	Arrange meet and greet for key speakers		
	Brief chairperson(s), speakers about event/agenda changes		
	Arrange who will give housekeeping info (evacuation, toilets)		
	Arrange who will introduce video/photography details and obtain permissions		
	Coordinate technical support for speakers with presentations		
Participatory activities	Brief runners/helpers		
	Take materials box / arrange materials (where flipcharts needed, post its etc)		
	Distribute evaluation qns (if not in packs)		
	Set aside an area for notes/comments/questions		

6.11 Evaluation Questionnaires

WORKSHOP EVALUATION QUESTIONNAIRE



1. What part of the meeting have you found most useful today?

2. What was the most interesting thing that you heard at the meeting today?

3. Was there anything else that you think should or could have been discussed today?

Example 1: London Second Workshop Evaluation Questionnaire

WORKSHOP EVALUATION QUESTIONNAIRE

1. What part of the meeting have you found most useful today?

2. What was the most interesting thing that you heard at the meeting today?

3. Was there anything else that you think should or could have been discussed today?

4. What type of organisation do you represent? (e.g. Local Authority, Government Agency/Dept, Food Producer, Community Network etc)

6.12 Workshop Summary Reports



WORKSHOP SUMMARY REPORT

This short summary report is designed to capture key information on the First Participatory Workshop in each FOODMETRES Case Study. Workshops were held with stakeholders in each city between March and May 2014 and data from this sheet will allow comparison across the events.

Event Details

Date:
Venue:
Agenda added to MediaFire? Y / N
Leaflet created? Y / N (please add to MediaFire)

Event Attendance

Total no. expected / registered:
Total number in attendance:
No. of new contacts made:
No. of existing stakeholders in attendance:
No. of team members:

Data Collection

What WPs were addressed in your workshop (please circle appropriate ones) 1 2 3 4 5
Was data successfully collected (i.e. you have results to share with WPs)? Y / N
Will feedback on each activity/task be provided to relevant WPs? Y / N (please add to MediaFire)

Workshop Evaluation (from stakeholders)

Were evaluation forms given out to stakeholders? Y / N (If yes, how many were returned with comments __)
Summarising the responses received what were the main positive points made by stakeholders?

Summarising the responses received what were the main negative points made by stakeholders?

Workshop Evaluation (from partners gathered during the debrief)

Please summarise key points gathered during your workshop debrief and use additional sheets if necessary.

Lessons Learnt (positive / negative / improvements on both organisation and delivery):

Workshop Evaluation (from partners continued.....)

Lessons Learnt (positive / negative / improvements on both organisation and delivery):

Top 3 points – that make for a successful participatory workshop

- 1.
- 2.
- 3.

Knowledge Brokerage

Did you include any KB tools/activities in your event? Y / N
What KB activities/tools from 6.1 did you include in your event?

What worked well in your opinion?

What did not work as planned and why?

In your opinion did KB, as we describe it in FOODMETRES, happen in your event? Please explain....

Did you find the guidance and templates in Deliverable 6.2 useful? Y / N
How could / should either 6.1 or 6.2 be developed or improved?

6.1-

6.2 –

Next Steps?

Second Workshop Summary Report



WORKSHOP SUMMARY REPORT

This short summary report is designed to capture key information from the Second Participatory Workshop in each FOODMETRES Case Study. Workshops were held with stakeholders in each city between May –July 2015 and data from this sheet will allow comparison across the events.

Event Details

Date:
Venue:
Agenda added to MediaFire? Y / N
Leaflet created? Y / N (please add to MediaFire)

Event Attendance

Total no. expected / registered:
Total number in attendance:
No. of new contacts made:
No. of existing stakeholders in attendance:
No. of team members:

Data Collection

What WPs were addressed in your workshop (please circle appropriate ones)	1	2	3	4	5
Was data successfully collected (i.e. you have results to share with WPs)?	Y / N				
Will feedback on each activity/task be provided to relevant WPs?	Y / N (please add to MediaFire)				

Workshop Evaluation (from stakeholders)

Were evaluation forms given out to stakeholders? Y / N (If yes, how many were returned with comments __)
Summarising the responses received what were the main positive points made by stakeholders?

Summarising the responses received what were the main negative points made by stakeholders?

Workshop Evaluation (from partners gathered during the debrief)

Please summarise key points gathered during your workshop debrief and use additional sheets if necessary.

Lessons Learnt (positive / negative / improvements on both organisation and delivery):

WORKSHOP SUMMARY REPORT

Workshop Evaluation (from partners continued.....)

Lessons Learnt (positive / negative / improvements on both organisation and delivery):

Top 3 points – that make for a successful participatory workshop

- 1.
- 2.
- 3.

Knowledge Brokerage

Did you include any KB tools/activities in your event? Y / N
What KB activities/tools from 6.1 did you include in your event?

What worked well in your opinion?

What did not work as planned and why?

In your opinion did KB, as we describe it in FOODMETRES, happen in your event? Please explain....

Final Project Dissemination and Outputs

Have you completed your Project Dissemination Output template? (Please attach)

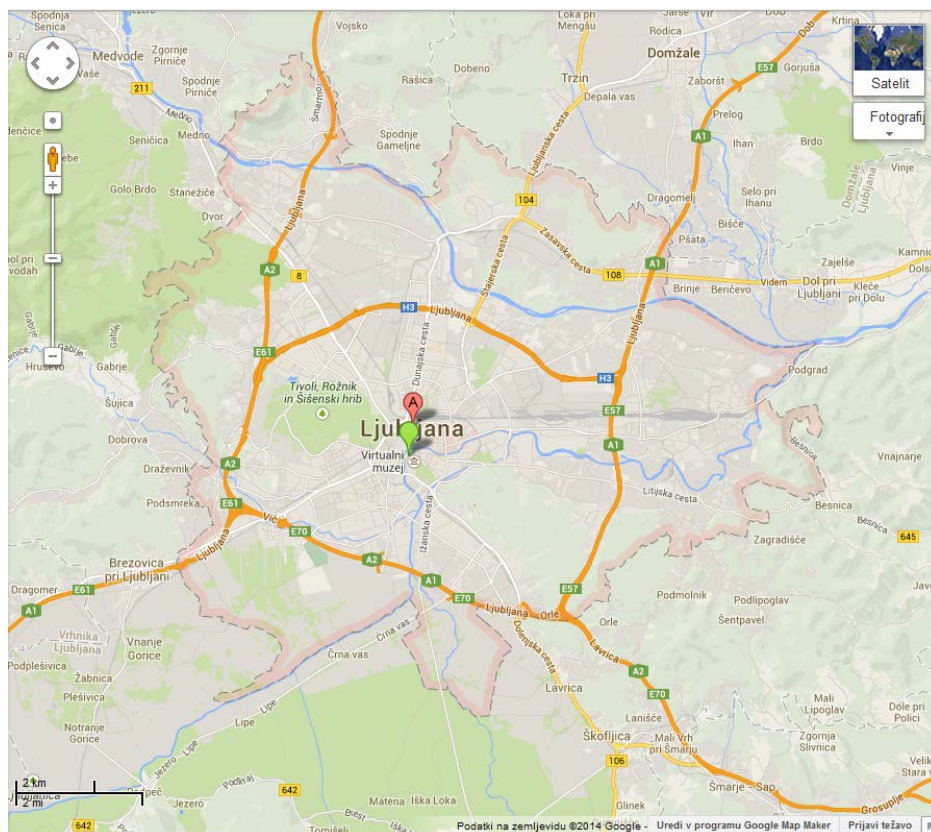
What information from your Case Study needs to be added to the FOODMETRES portal?

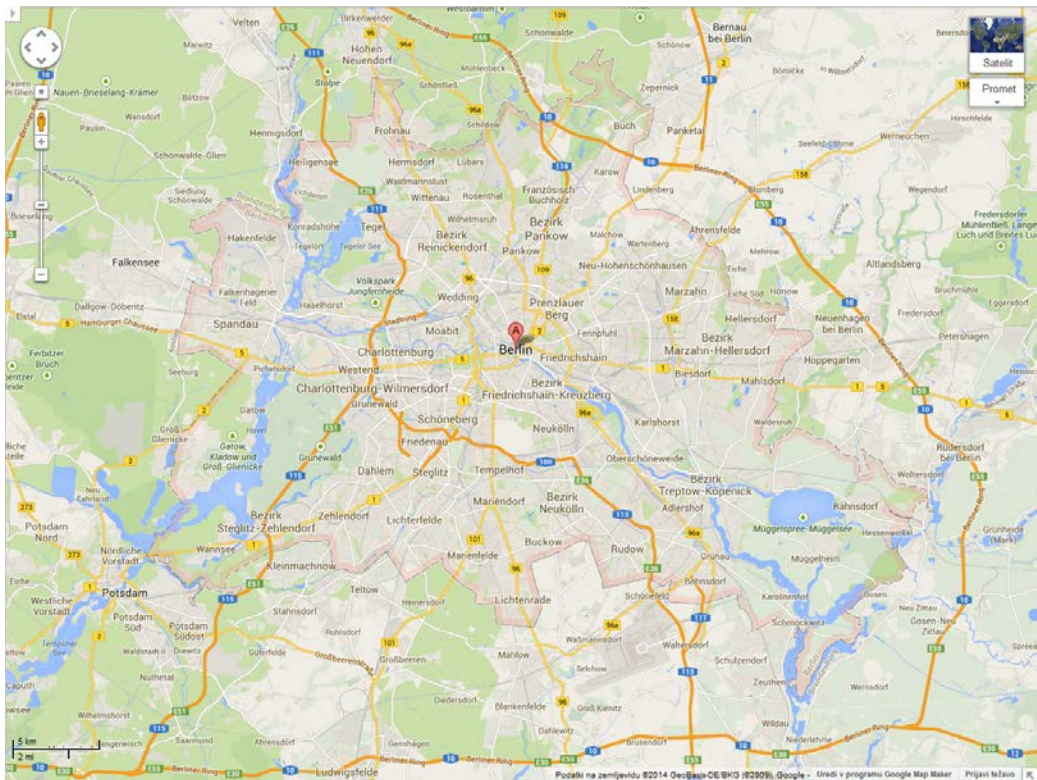
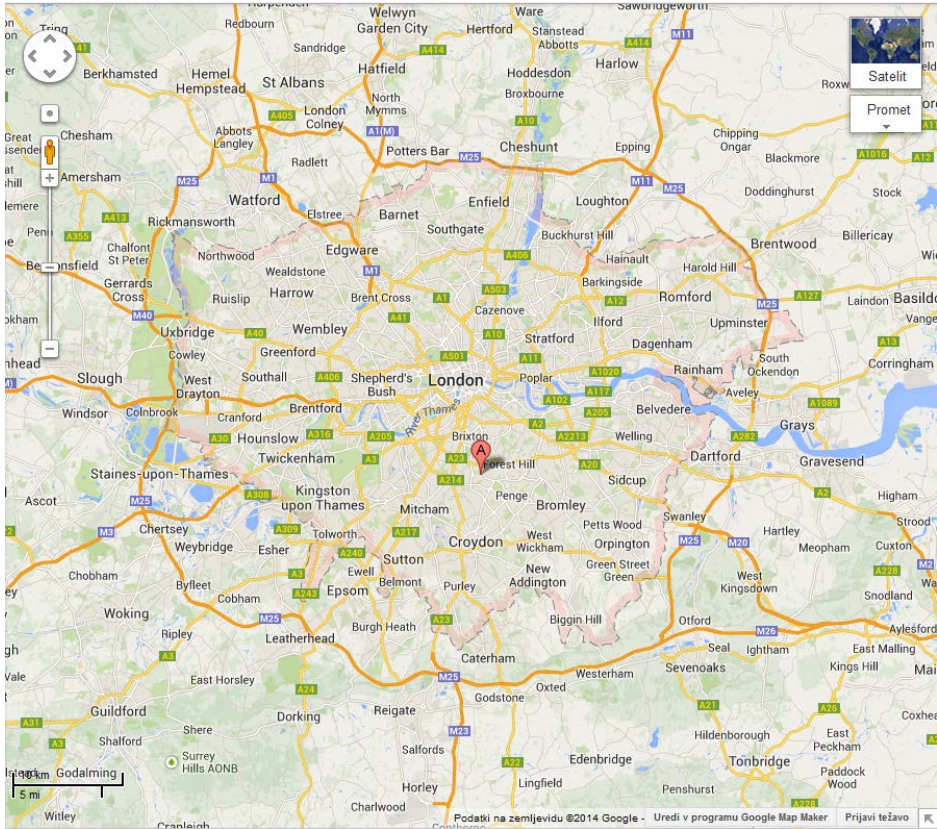
7. Appendices – Work Content Supplementary materials

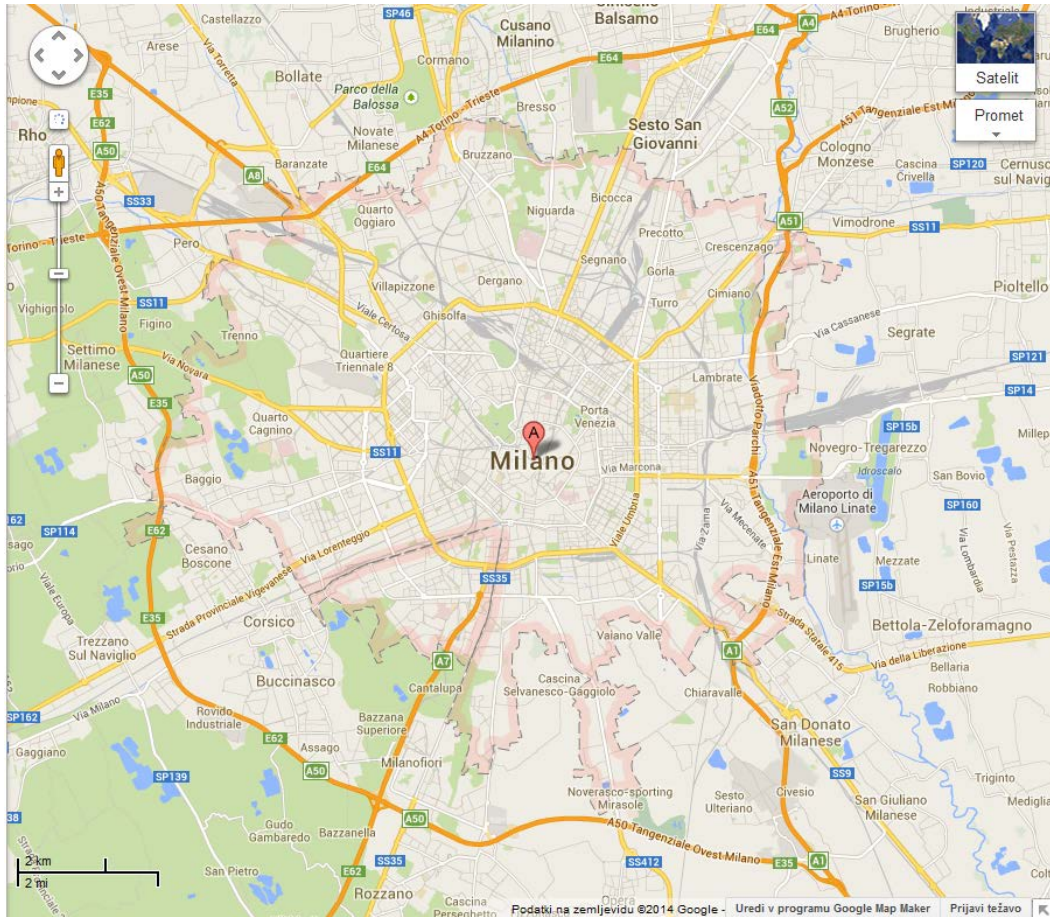
7.1 Work Package 4 – Case Study City Boundary maps

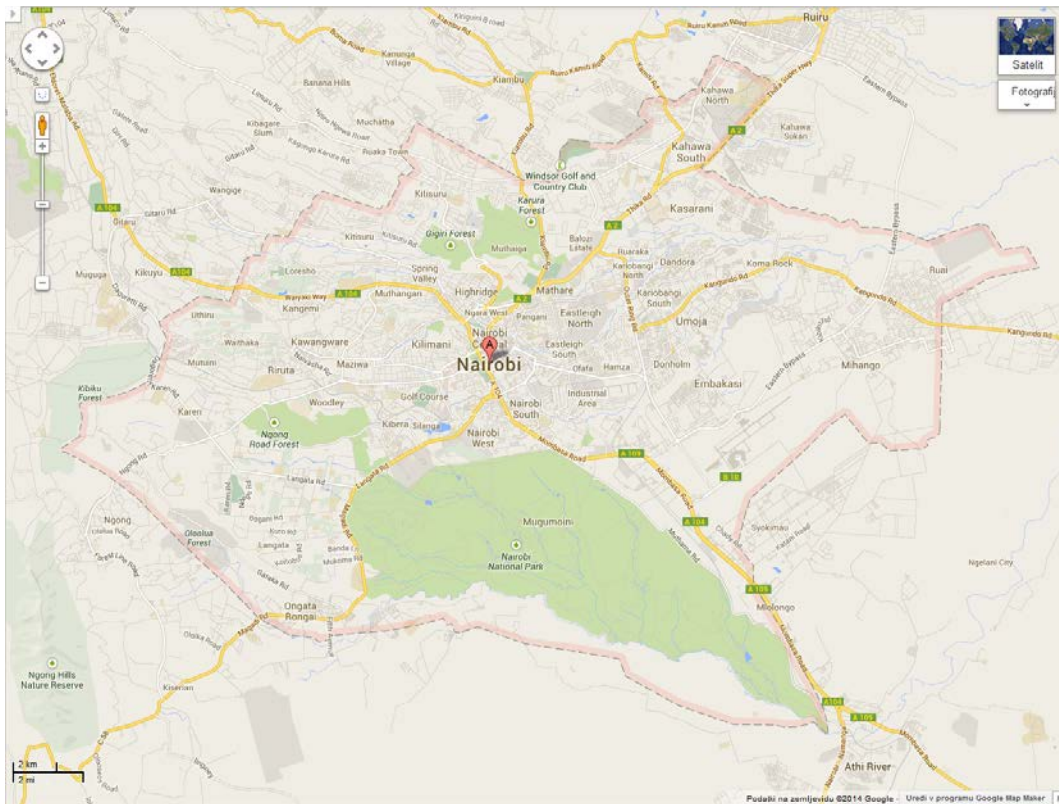
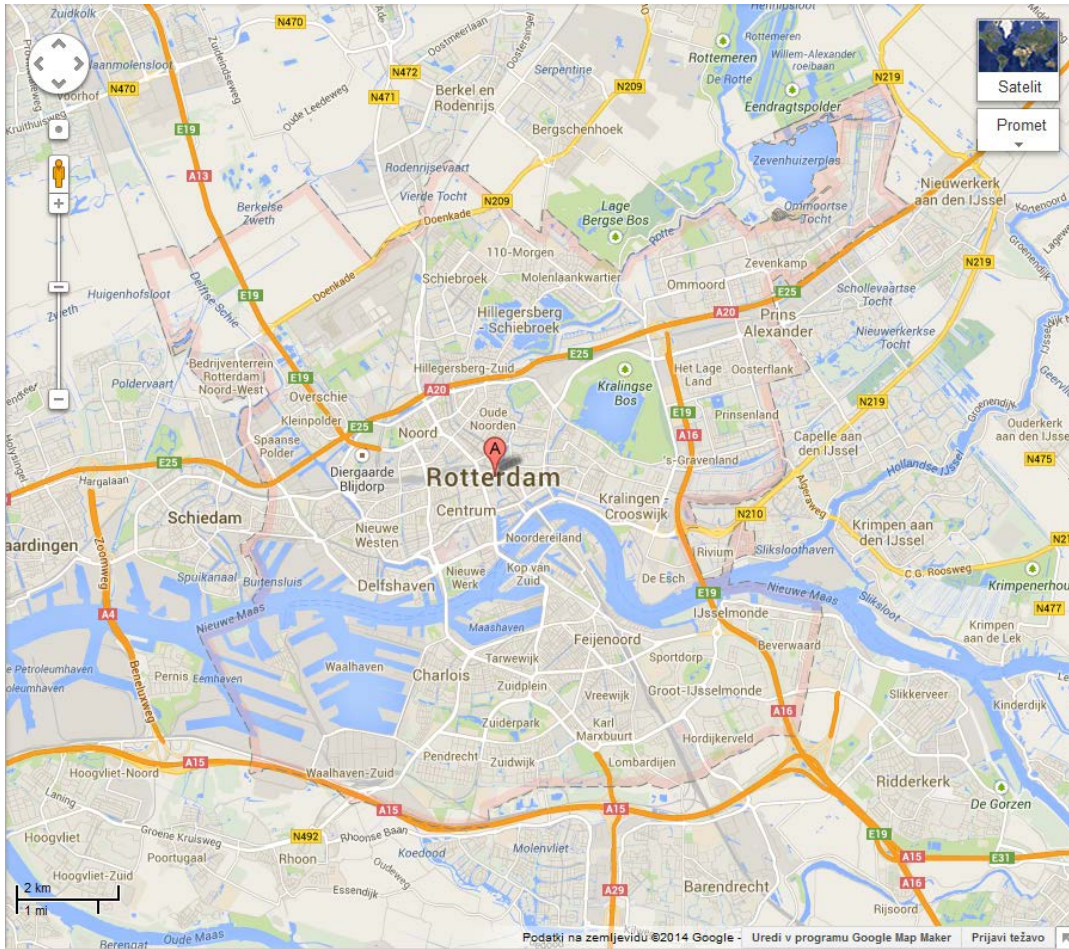
The following maps, prepared by Matjaz Glavan - Ljubljana, show the city borders for each case study, which were extracted from Google. The area of the analysis and interviews should not exceed the City borders.

WP4 - Areas under analysis









7.2 Work Package 5 - Example Agenda for SIA Mini-Workshop (SME Consultation)

- 9:30 Start of the mini-workshop: round of introductions, presentation of the agenda (Dr. Annette Piorr)
- 9:45 – 10:15 General introduction into sustainability impact assessment of food chains and food systems (Alexandra Doernberg)
- 10:15-10:30 Explanation of the impact areas used in the workshop (Dr. Annette Piorr)
- 10:30-10:45 Description of the food chain types and the regional examples (Alexandra Doernberg)
- 10:45-11:15 Sustainability Impact Assessment (SIA) for 4-5 regional food chain examples
- 11:15 Break
- 11:30 Presentation of intermediary results (benchmarking), continuation SIA
- 13:00 Presentation of final results and discussion
- Which chain types fits best for improving sustainability of the existing regional food system? What are their potentials? Under which conditions they can develop their potentials?
- 13:30 Next steps and outlook on the next FOODMETRES workshop in May
- 13:45 Lunch

7.3 Work Package 5 – List of Food Chain Types

- a) **Urban gardening for self-supply / private consumption (subsistence):** food production in the urban setting for own consumption.
Relation type: Consumer as (co)-producer
Subtypes: allotments, community gardens, self-harvesting gardens (offered by a farmer).
- b) **Urban gardening for commercial purposes:** profit-oriented food production in the urban setting.
Relation type: business-to-business.
- c) **Consumer-producer-partnerships/cooperatives:** network or association of individual consumers who have decided to support one or more local farms and/or food producers/processors.
Relation type: Consumer-producer-partnerships/cooperatives
Subtypes: Community Supported Agriculture (CSA), Ethical Purchasing Groups (EPG), Solidarity Purchasing Groups (SPG), and food-coops.

Direct sales/marketing on-farm to the private consumer: farmers sell directly their products on their farm.
Relation type: business-to-consumer.
Subtypes: farm shops and stands, pick-your-own.
- d) **Direct sales/marketing off-farm to the private consumer:** direct selling of products from a farm on the market in the urban area.
Relation type: business-to-consumer.
Subtypes: farmers and weekly markets, market halls, home delivery...
- e) **Sale to regional enterprises like retail or hospitality industry** (e. g. restaurants, hotels, pubs), which provide food for urban population.
Relation type: business-to-business
- f) **Sale to public procurement and public catering:** Preparation and delivery of meals for collective consumers in the urban area. Include intermediaries like wholesale.
Relation type: business-to-business
- g) **AgroParks / Metropolitan Food Clusters (MFC):** are “spatially clustered agro-food systems in which several primary producers and suppliers, processors and/or distributors cooperate to achieve high-quality sustainable agro-food production...” MFC are oriented towards the markets in the Metropolitan Region providing food for the urban population, but also to the world market.
Relation type: business-to-business

7.4 Work Package 5 – Examples of SIA on paper

	Σ	UAI	SEG	CSA	WM	EH
Σ						
1	0	0	0	0	0	0
2	34	-1	0	10	0	0
3	9	0	0	0	0	0
4	9	0	0	0	28	0
5	9	0	0	2	0	0
Σ		53	56	81	76	34

Columns on the left side show the impact areas for the social-cultural dimension of sustainability, first line represent chain types and related regional examples



Each representative of a chain type estimate the impacts first alone and present it later with some explanation to the whole group

7.5 Work Package 5 – Sustainability Impact Areas and Definitions

Environmental sustainability

1. **Enhance eco-efficiency in abiotic resource use (land/soil, water, nutrients):** food chain is related with a **farming systems** which use efficient abiotic resources (good input-output-relation under given regional conditions)
2. **Enhance provision of ecological habitats and (agro-)biodiversity:** food chain type is related with **farming practices**, which support indirect measures contributing to habitat provision, cultivation of a wider range of crops and life stock incl. breeding of traditional or rare species
3. **Animal protection and welfare: Farming system** related condition of life stock, animal diseases and ethical considerations
4. **Enhancing the reduction of transportation distance:** chain type is related with a shorter transportation distance from place of production to place of consumption (“reducing food miles”)
5. **Enhancing the reduction of packaging: chain type related reduction** of the amount of packaging along the whole food chain from place of production to place of consumption

Economic sustainability

1. **Generating employment along the food chain:** create new paid jobs (full- and part time) within the Metropolitan region
2. **Generating income and profitability:** generate income and surplus for the actors along the value chain, which support the economic viability of the farm households / food enterprises and allows investments
3. **Enhance rural viability and competitiveness:** chain type related regional multiplier effects through e. g. regional value added, income and employment generated, tax revenues etc.
4. **Enhance transportation efficiency from producer to consumer:** food chain type is related with an efficiency of transport mode which includes e. g. adequate vehicles, capacity utilization, reducing number of travels and unloaded drives etc.
5. **Reduces of food loss and waste along the whole food chain:** Chain type support the minimization of food loss and waste at both the pre- and post-harvest stages of food production and supply, and by consumers at home.

Social sustainability

1. **Food safety and human health:** absence of pathogens and pollution in the food. Food complies with legal limits regarding microbiological, chemical or physical hazards.
2. **Food quality (freshness, taste and nutritional value):** provision of food which is fresh, tasteful and has a good nutritional value

3. **Viability of food traditions and culture:** preservation of cultural distinctiveness and local food including seasonal variation and local food traditions. Knowledge about its preparation, religious or ethnic food.
4. **Transparency and traceability:** transparency refers to information for the consumer about the way the food they is grown and raised by direct trust-based consumer-producer relation or the use of labelling schemes (e.g. regional & fair, PDO, PGI, organic). Traceability refers to availability of information at each stage of the supply chain.
5. **Food security (availability and accessibility of food):** all people, at all times, have physical, social and economic access to sufficient food.