

INNOVATION PORTRAITS

TRANSFORMING THE EUROPEAN
FOOD SYSTEM



FOODSHIFT
2030

FOODSHIFT 2030 PARTNERS:



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FOR SUSTAINABLE DEVELOPMENT



INTRODUCTION

ABOUT FOODSHIFT2030

FoodSHIFT 2030 aims to launch an ambitious citizen-driven transition of the European food system towards a low carbon circular future, including a shift to less meat and more plant based diets. This transition is necessary in order to address the pressing challenges for food and nutrition security, contribute to the EU commitment of reducing GHG emissions by at least 40% by 2030, and revitalize urban-rural linkages and partnerships.

To do so, it establishes FoodSHIFT Accelerator Labs for maturing, combining, upscaling and multiplying existing food system innovations across nine front-runner city-regions. In turn these innovations contribute to the FoodSHIFT vision.

FoodSHIFT2030 features a strong multi-actor consortium composed of 31 partners comprised of 7 municipalities, 11 SMEs, 6 NGOs and 6 research institutes from 11 European countries.



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ABOUT THE PORTRAITS I

The following Innovation Catalogue will snapshot each of the Food Innovations connected with each of the FoodSHIFT Accelerator Labs (FALs) across the 9 city regions. Each FAL has a dedicated innovation focus (see Figure 1) and each chapter will present innovation cases from a particular FAL.

For each of the innovations presented, a snapshot of the innovation concept and purpose will be given, alongside the key impacts the innovation has in relation to the FoodSHIFT Impact Pathways (below) and the acceleration ambitions of the innovation.



Citizen
Empowerment



Job
Creation



Sustainability



Food System
Transition



FOODSHIFT
2030

ABOUT THE PORTRAITS II

In addition, each innovation portrait is also categorized according to its *Innovation Dimension**. These dimensions indicate what kind of innovation is being presented, and where in the value chain it plays a role. This is indicated by these tabs. The dimensions are defined as follows:

Product - Innovations in this category address new or updated products, including quality, safety and market impact.

Process - These innovations are relevant to new technologies for processing, logistical improvements, infrastructure and new/improved services.

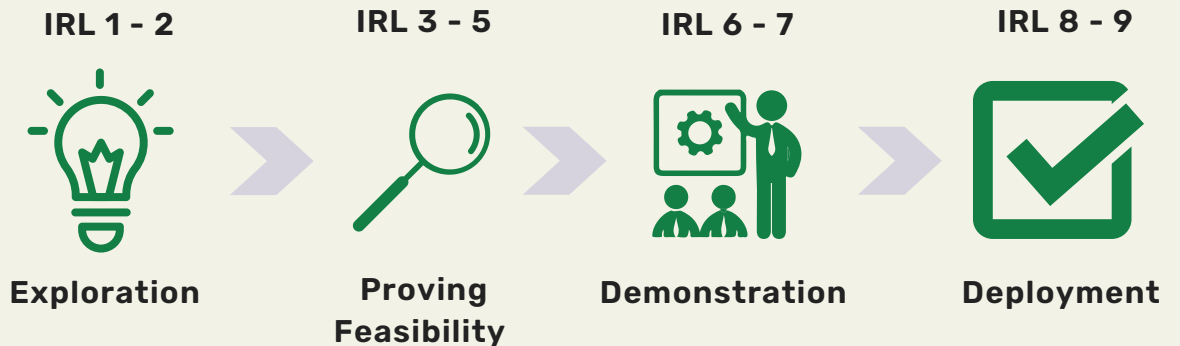
Social - Innovations in this category are relevant to changes in behaviour (e.g. consumers/citizens), development of new relationships and inclusiveness.

Governance - The innovations address policy developments, including food planning, subsidies, taxing, certificates & labelling.

*(Derived from Wascher et al. (2015) Food planning and Innovation for Sustainable Metropolitan Regions - Synthesis Report.

ABOUT THE PORTRAITS III

For each innovation case presented, the current Innovation Readiness Level (IRL) of the case will also be indicated. The IRLs are used to establish at what level of maturity the innovation currently is, usually consisting of 9 levels. For the purpose of these portraits, these levels have been grouped as follows:



For each case, the section 'Looking Ahead' will address the acceleration ambitions of the innovation that will likely result in an increased IRL level. The key acceleration modes included are **Maturing** (increased IRL), **Combining** (developing partnerships, co-creation), and **Upscaling** (increasing capacity, roll-out).

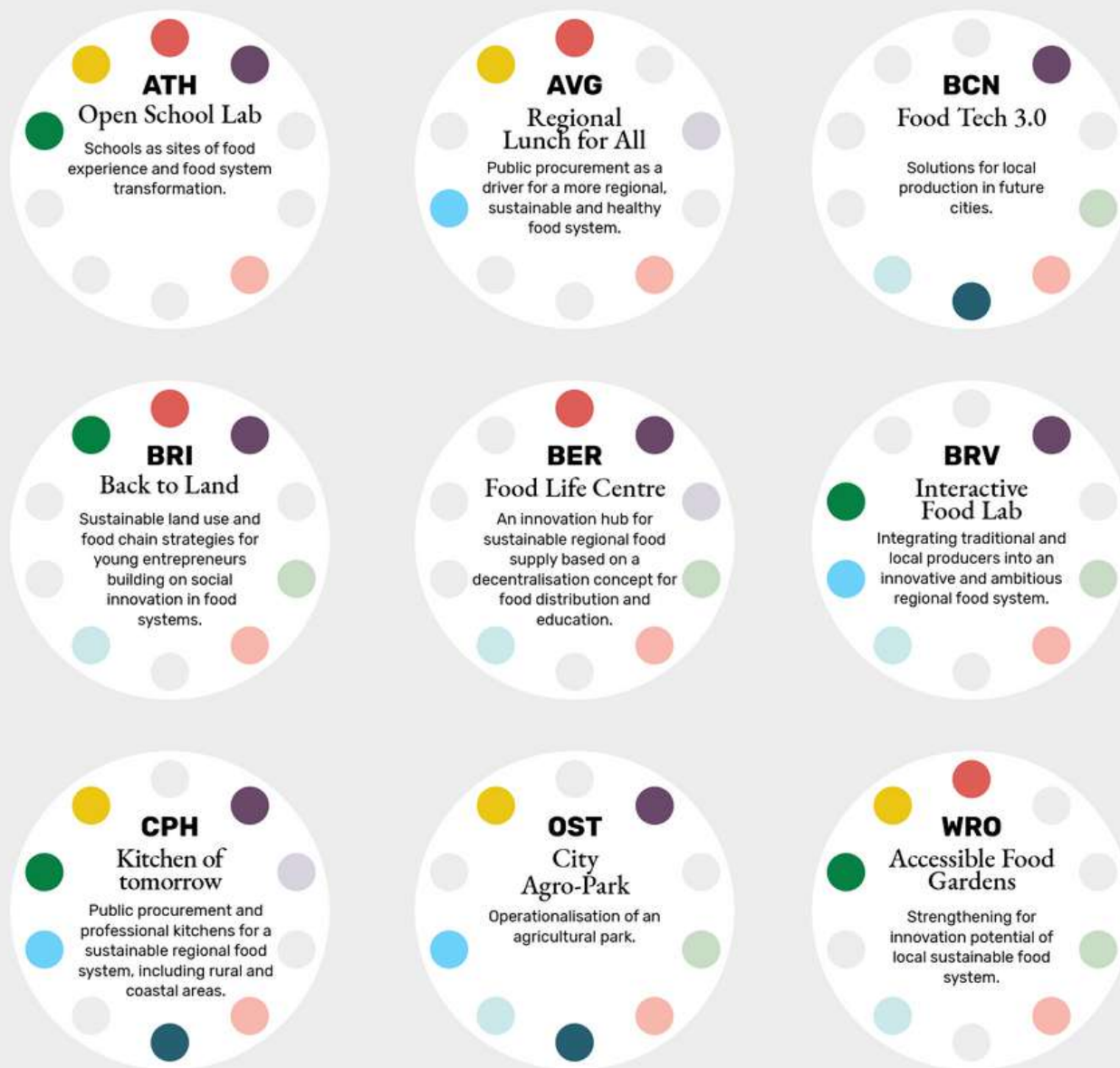


Figure 1. Overview of the innovation focus and major themes covered by the nine FoodSHIFT Accelerator labs.

- Children and youth education
- Capacity Building
- Public procurement
- Food space and infrastructures
- Short food supply chains
- Fresh food from the sea
- Urban farming
- Professional kitchens
- Plant based nutrition
- Food waste solutions

FAIS

CHAPTERS

01 **ATHENS, GREECE**
OPEN SCHOOL LAB

02 **AVIGNON, FRANCE**
REGIONAL LUNCH FOR ALL

03 **BARCELONA, SPAIN**
FOOD TECH 3.0

04 **BARI, ITALY**
BACK TO LAND

05 **BERLIN, GERMANY**
URBAN FOOD HUB LAB

06 **BRASOV, ROMANIA**
INTERACTIVE FOOD LAB

07 **COPENHAGEN, DENMARK**
KITCHEN OF TOMORROW

08 **OOSTENDE, BELGIUM**
CITY AGRO-PARK

09 **WROCLAW, POLAND**
ACCESSIBLE FOOD GARDENS



05. BERLIN, GERMANY

BERLIN URBAN FOOD HUB LAB

RESTLOS GLÜCKLICH

BERLIN, GERMANY

THE INNOVATION:

RESTLOS GLÜCKLICH (RG) started in 2015 with its 2 founders triggered by the amount of food waste, and called by the fact that the topic isn't publicly recognized enough. The initial idea was to set up a whole restaurant based on saved food (food ingredients that would have been thrown away otherwise). The restaurant was a success but also very challenging. As RG wanted to raise even more awareness around the topic of food waste and how to minimise it, the team decided to close the restaurant and focus on educational projects. Thus, since the beginning of 2018 RG offers interactive workshops and (team-) events for kindergardens, schools, companies and citizens inspiring kids and adults to treasure our food, minimise waste and eat climate friendly.

THE IMPACT:



LOOKING AHEAD:

The RG team aims to work in a more integrated way with society (**maturing**) and to reach out to more people in order to raise awareness in the general population (**upscaling**). This will also mean that wider themes must be addressed, such as trade, agriculture, supply regulations and food retailers.



Deployment

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Denkwerkstadt Nahrungswandel

BERLIN, GERMANY
THE INNOVATION:

The people behind Denkwerkstadt Nahrungswandel (DWN) find it frustrating how little society values food and allows food waste on a massive scale. This led to an increased curiosity in fermentation processes as a means to preserve food in a simple, healthy and delicious way and as an encounter with nature and the exciting and beautiful works of microorganisms. This resulted in DWN, a social project offering workshops in fermentation, mushroom growing and other DIY techniques as well as city walks, inquiring how we live and want to live in Berlin. DWN is also collaborating on a number of projects contributing to a sustainable food transition including agroforestry, greening urban environments, and food hub initiatives.

THE IMPACT:



LOOKING AHEAD:

DWN aims to create social and ecological impact through its activities, by engaging and raising awareness among citizens on the topic of food - from soil to sauerkraut. This awareness can sensitize people to the connection between how we treat ourselves and the soil, and to set-up concrete activities to support the linking of city and agricultural areas (**maturing**).



Social

More Information:

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PlantAge

BERLIN, GERMANY

THE INNOVATION:

The PlantAge cooperative was founded on September 15, 2018 as a vegan Community Supported Agriculture initiative to produce vegetable boxes. Since July 2019, they have been delivering fresh vegetables weekly to distribution stations in Berlin, Frankfurt Oder, and the surrounding area, comprising 800 members. The project is supported by many people who promote ecological, social, vegan and regional principles. In this way, PlantAge creates living space for humans and animals, treats all living beings with respect and protects the environment with short transport routes. PlantAge uses the principles of Open Innovation to develop their activities and planning, with a focus on sustainability aspects.

THE IMPACT:



LOOKING AHEAD:

In the long term, PlantAge would like to supply more households, doubling to 900 shares (**upscaling**). PlantAge has other goals, such as expanding food processing and fruit growing, self-production of plant milk, and creating experimental fields (e.g., by integrating permaculture and forest gardens).



More Information:

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Querfeld

BERLIN, GERMANY

THE INNOVATION:

Motivated by tackling the problem of food waste, Querfeld was founded in 2016 out of a student project with the vision to supply fair and sustainable food for all. Once a rather small team with few connections to farmers, Querfeld grew into a bigger group of motivated people to prevent food waste, by trading unconventional or "crooked" organic fruits and vegetables - meaning the products are in nonconform shapes or sizes which are not suitable for the regular market. Querfeld has numerous long-term relationships with growers, and logisticians with whom they deliver weekly to kitchens ranging from daycare centers to company restaurants, and to private customers via drop off points throughout the city - named by Querfeld as "Feldbotschaften".

THE IMPACT:



LOOKING AHEAD:

Querfeld's larger vision is to ensure a sustainable food supply for all people, by saving food that deviates from the norm and thus counteracting food waste. To reach this goal, Querfeld aims for expanding to more regions in Germany (**upscaling**).



Product

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Gemüse Syndikat / Auenhof Havelland

BERLIN - BRANDENBURG, GERMANY

THE INNOVATION:

The Gemüse Syndikat (vegetable syndicate) is a CSA project, initialized by the Auenhof together with the Karolinengarten, two family farms in the state of Brandenburg. It is based on the idea of partnership and cooperation and aims to share work and responsibility, join power and ideals and have vital exchange. The combination of the CSA model and the cooperation allows us to implement an agriculture that is in line with our ideals - nature friendly, sustainable, healthy, diverse etc. - and that is at the same time fair for the producers and social for the takers, with a price system that allows lower and higher prices to even out.

THE IMPACT:



LOOKING AHEAD:

We want to make Gemüse Syndikat a sustainable project (**maturing**) providing regional food fairly, socially and cooperatively. This could include more producers of vegetables, fruit and other basic foods. With this we aim to give producers a basis to live and develop their projects, takers to relate to and understand food production reality, and everyone to share a reasonable way of living.



Social

More Information:

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BioKräuterei Oberhavel

ORANIENBURG, GERMANY

THE INNOVATION:

BioKräuterei Oberhavel is a small organic vegetable farm (7ha) with more than 80 vegetables and herbs in the north of Berlin. The farm exists since 2006 and operates since 2015 as a CSA with more than 200 shares. In addition to the cultivation methods of organic farming, BioKräuterei implements knowledge of regenerative agriculture. Regenerative agriculture aims to improve soil health and reverse climate change by supporting topsoil regeneration, increasing biodiversity, and improving the water cycle.

THE IMPACT:



LOOKING AHEAD:

The BioKräuterei seeks to build up soil and hummus and store CO₂ as a positive outcome of regenerative agriculture, create good jobs in the region and provide access to affordable, healthy, high quality food for all. To continue to do so, financing structures (co-op) must be developed to allow for investments in improved infrastructure (**maturing**).



Demonstration



More Information:

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Photo Credits: BioKräuterei Oberhavel

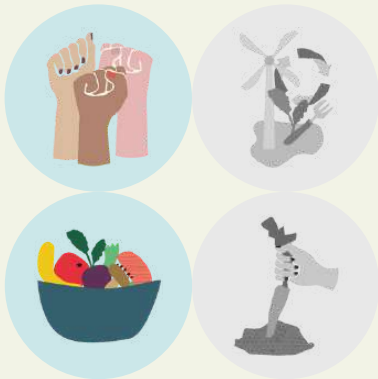
SuperCoop Berlin

BERLIN, GERMANY

THE INNOVATION:

The SuperCoop is a Berlin based citizen initiative working to open a community-owned member-managed food market in the multicultural district of Wedding. Their plan: Each member works 3 hours per month and can help shape the food market through a democratic voting system. Only a few employees take care of orders and coordination. Inspired by a film about New York Park Slope Food Coop (17.000 members, since 45 years), the initiative grew from just a few people in 2018 to a registered coop with more than 600 members in 2021. After a successful crowdfunding collecting over 70.000 €, they signed a lease, renovated the space and opened their first supermarket in September 2021.

THE IMPACT:



LOOKING AHEAD:

The SuperCoop is working on expanding: leasing more space, having a growing number of diverse members who make their consumption more sustainable, gain knowledge and become multipliers (**upscaling**). In addition, setting up a delivery system with decentral pick-up stations in other districts will be a key step (**maturing**).



More Information:

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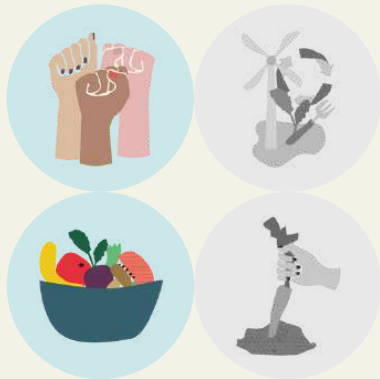
WO KOMMT DEIN ESSEN HER?

BERLIN, GERMANY

THE INNOVATION:

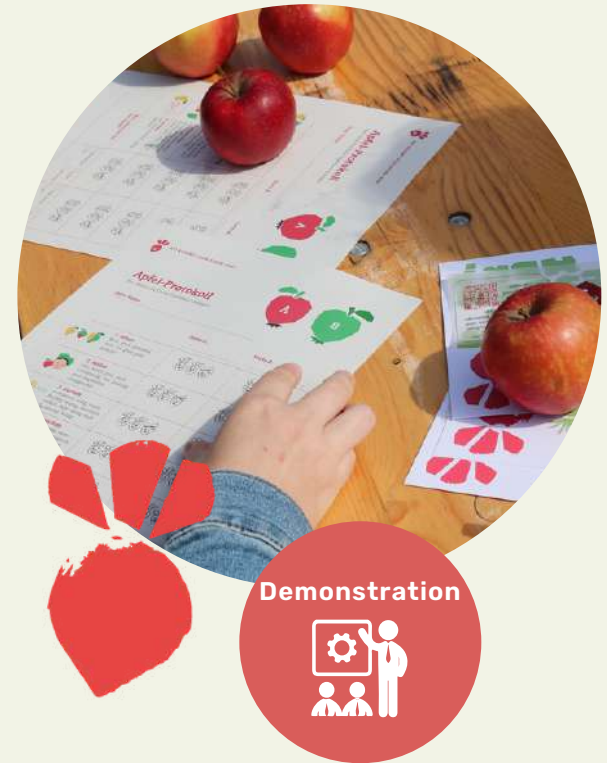
WO KOMMT DEIN ESSEN HER? aims to increase the share of regional organic food in communal catering and to raise the same issue in schools. Communal catering is a great lever towards a sustainable food system, and children, the civil society of tomorrow, need to be educated about the subject to be able to have a say in the issues surrounding it. The project follows a systemic approach towards public procurement and supports building food literacy among pupils and teachers. The project of the Association of German School and Kitacaterer e.V. (VDSKC) is funded by the Berlin Senate Department for Justice, Consumer Protection and Anti-Discrimination and the Berlin Senate Department for Environment, Transport and Climate Protection.

THE IMPACT:



LOOKING AHEAD:

In the long term, WKDEH supports the transition towards more regional organic food in public school cafeterias. The initiative is working to have its label, a red beet, become a permanent part of the canteen menus and a familiar logo for all children, caterers, teachers, and parents (**maturing**).



Governance

More Information:

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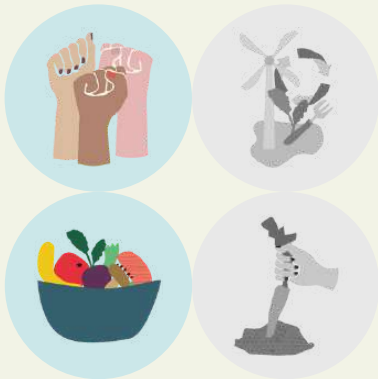
LebensMittelPunkt (LMP) Lichtenberg

BERLIN, GERMANY

THE INNOVATION:

The LMP Lichtenberg is one of more than 12 LMP initiatives in Berlin; the FoodSHIFT 2030 Berlin Lab is collaborating with all of them. The LMP Lichtenberg is a citizen-driven initiative founded in 2018, which seeks to build up a Food Hub as a space for trading, sharing, preparing, and consuming food, while simultaneously enabling inclusive community building and empowerment. The Food Hub Lichtenberg started with workshops, implemented a CSA and planted fruit trees in local schools. The LMP was set-up to address the lack of space for alternative food networks in the city, the urgent need for food system transformation and stimulation bottom-up initiatives.

THE IMPACT:



LOOKING AHEAD:

The environmental and social impact the LMP Lichtenberg would like to reach and to contribute to in the long term is to shift the food system of the district – accelerating access to good local food, knowledge about it and creating a community. The LMP plans to **upscale** and become a manager of food system change.



Social

More Information:

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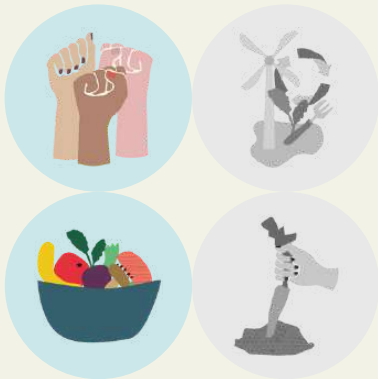
LebensMittelPunkt (LMP) Torhaus

BERLIN, GERMANY

THE INNOVATION:

The LMP Torhaus is one of more than 12 LMP initiatives in Berlin; the FoodSHIFT 2030 Berlin Lab is collaborating with all of them. Founded in 2020, LebensMittelPunkt Torhaus is a Food Hub located in the 55m² gatekeeper's house at the former Tempelhof Airport. The building is shared with the THF radio and wider Torhaus community; it is currently being renovated to include a kitchen, radio studio and collective space. The area is small, but it provides a multimedia vision for collaboration, in the pursuit of a communal city. LMP Torhaus aims to unite the diversity of south central Berlin using the instrument of sustainable food.

THE IMPACT:



LOOKING AHEAD:

The Torhaus is now addressing organisational challenges including financial strategy development, legal obstacles regarding the use of the hub kitchen, and the utilization of limited space (**maturing**). In the near future, LMP Torhaus aims to grow as an example by which diversity and inclusivity can be achieved through food and community in a modern city.



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