

FoodSHIFT2030 – Food System Hubs

Innovating towards Fast Transition by 2030

- The FoodSHIFT2030 project is a new 7.5 million euro Innovation Action project addressing the Horizon 2020 call on innovative and citizen-driven food system approaches in cities
- It is coordinated by the Climate and Food Security Group at the University of Copenhagen and features a multi-stakeholder consortium composed of 30 partners, including: seven municipalities and local governments, eight non-governmental organizations (NGOs), nine small and medium enterprises (SMEs), and seven universities and research institutions



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- The objective of the FoodSHIFT2030 project is to foster a food system transition of the European food system towards a low carbon circular future, including a shift to less meat and more plant-based diets
- The FoodSHIFT2030 project applies a groundbreaking mechanism for maturing, combining, upscaling and multiplying existing food system innovations in both the production, distribution, consumption and recycling/upcycling stage of the food value chain



Establishment and operationalization of FoodSHIFT Accelerator and Enabler Labs

- This mechanism will be implemented by establishing and operationalizing FoodSHIFT Accelerator FoodSHIFT Accelerator Labs in 9 front-runner city-regions: Greater Athens, Avignon, Barcelona, Bari, Brasov, Berlin, Greater Copenhagen, Oostende and Wroclaw
- Subsequently knowledge will be transferred between the FoodSHIFT Accelerator Labs and from the FoodSHIFT Accelerator Labs to FoodSHIFT Enabler Labs in 27 follower city-regions

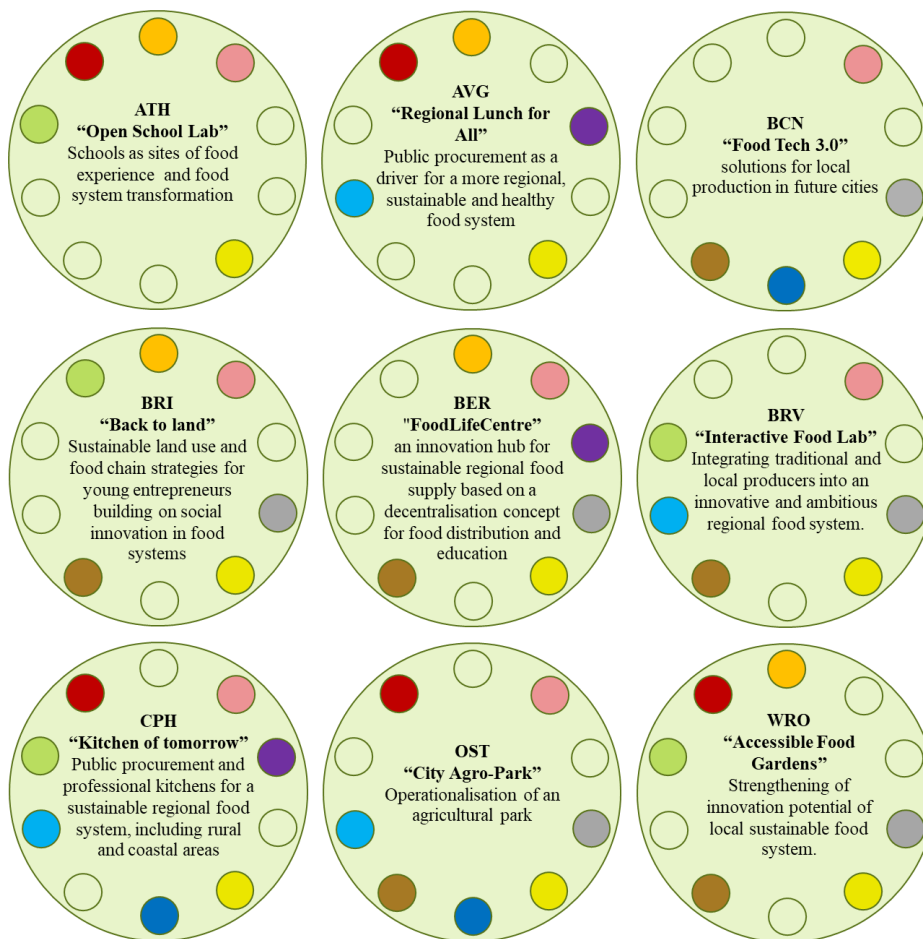


Innovation actions covering ten themes

- The FoodSHIFT Accelerator Labs will be established as open innovation living labs based on the quadruple helix approach featuring multidisciplinary collaboration between key stakeholders within food system innovation from private companies, local governments, research institutions and the civil society
- Each of the FoodSHIFT Accelerator Labs has defined an innovation focus and outlined a number of relevant innovation actions covering ten major themes and addressing eleven of the SDGs

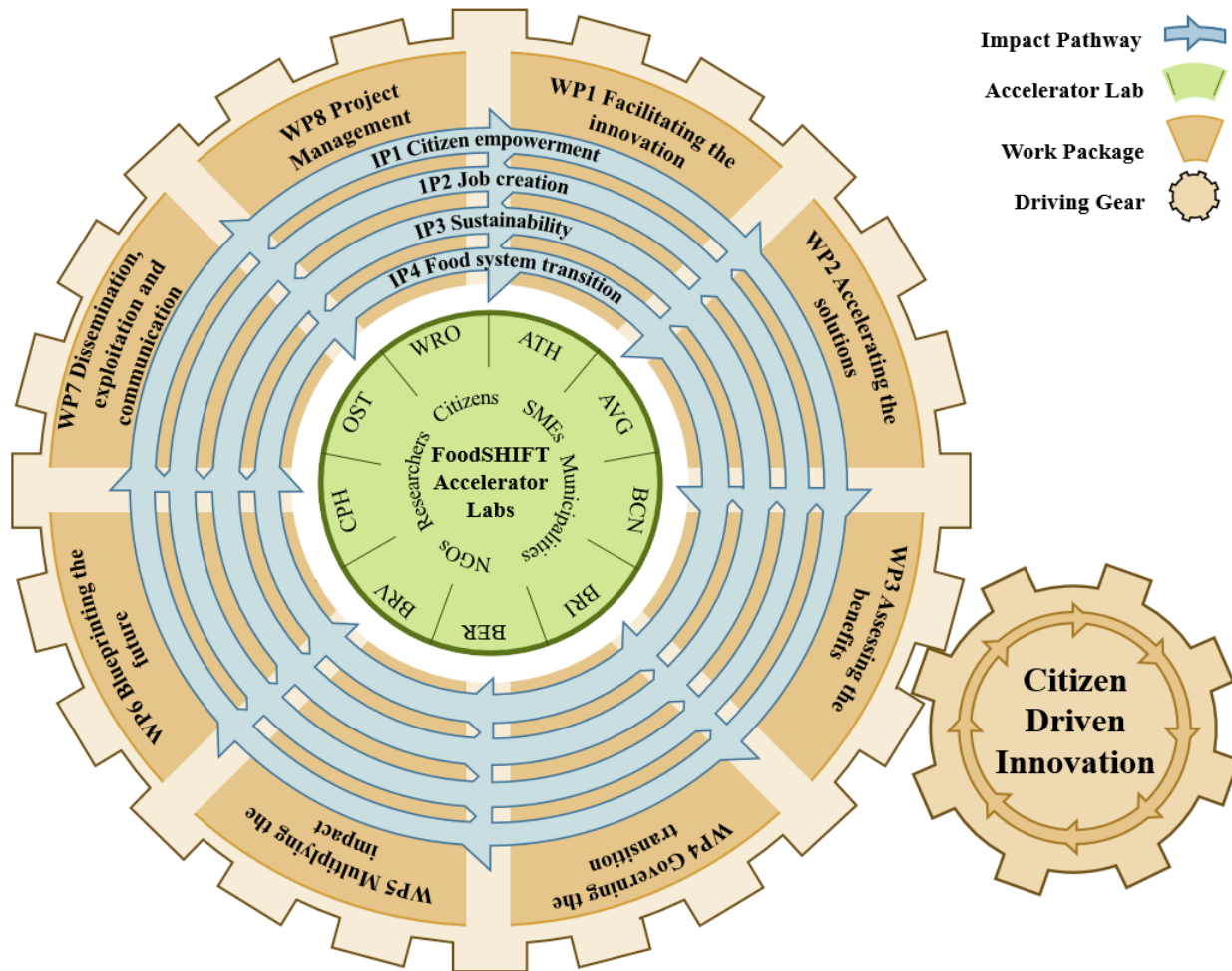


Innovation focus of the FoodSHIFT Accelerator Labs in the nine city-regions



- 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

FoodSHIFT2030 is structured in 8 WPs and 4 IPs



WP1 and WP2

- In WP1 the FoodSHIFT Accelerator Labs (FALs) will be established and explore the existing food system innovations within the front-runner city-regions, including the associated opportunities and barriers for further innovation
- In WP2 the FALs Labs will work actively on accelerating the food system transition in the front-runner city-regions by maturing, combining and upscaling existing food system innovations to make them economically viable, including the creation of business plans.



WP3, WP4 and WP5

- In WP3 the benefits of existing and accelerated food system innovations will be determined by assessing their effects on a set of FoodSHIFT Indicators
- In WP4 strategies and advisory plans for citizen-driven food system governance at the city-region level will be co-created in the FALs
- In WP5 knowledge transfer between FALs and between the FALs and new FELs will take place. A further transition of the food system beyond the FoodSHIFT2030 project will be obtained by creating a snowball effect of targeted knowledge transfer via a number of city and region networks



WP6

- In WP6 four Impact Pathways will be operationalized to ensure that citizen empowerment, job creation, sustainability and food system transition are adequately addressed and fully integrated across the WPs, and that the outputs of the individual WPs will have tangible outcomes and real life impact for the citizens, policymakers, businesses and the environment in both the participating city-regions and in the EU as a whole.



Focus on shift to more plant-based diets

- A shift to more plant-based diets has significant health and climate change co-benefits that may be exploited to avoid up to 10%, 20% and 42% of the deaths caused by cancer, coronary diseases and Type-2 diabetes, respectively
- At the same a transition to plant-based diets will be able to reduce food related GHG emissions by up to 79%
- It follows that more plant-based diets is the key to solve the food and nutrition security challenges in Europe and contribute to the EU commitment to achieve a 40% reduction of GHG emissions by 2030.

Citizen empowerment is key

- Citizen empowerment is key to achieve the required food system transition and throughout the FoodSHIFT2030 project great care will be taken to empower citizens, including vulnerable groups, and make it easier for them to make informed decisions about their food consumption, engage in food related grassroots movements and NGOs, build their own food start-ups, find jobs in the food sector and influence food policy and the way their food is produced and distributed within the city-regions.



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for more information about the FoodSHIFT2030 see
www.foodshift2030.eu