

Strat

Final Conference



Innovative Strategies for Public Catering:
Sustainability Toolkit

October 13th 2021

Streaming starts at 9.30 CEST



Strat

Final Conference



Innovative Strategies for Public Catering:
Sustainability Toolkit



PRACTICAL INFORMATION

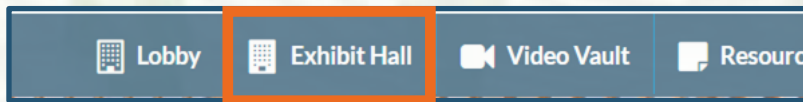
QUESTIONS?

Use the chat to ask your questions for the panel discussion at the end of the conference.

In need of more inspiration?

Check out the **booths** in the **Poster Exhibition Hall**

- Click on the button “Exhibit Hall” in the upper, dark blue band of the screen.



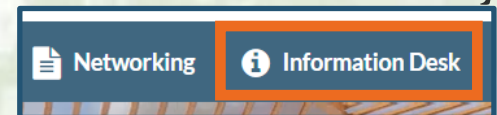
TECHNICAL PROBLEMS?

Have you updated your Zoom client? We recommend using the **latest version of the desktop ZOOM app.**

For other issues, consult our Info Desk



← in our virtual lobby



or through the blue menu at the top ↑

Have a look at some of our results on <https://www.stratkit.eu/>

SoMe: #StratKIT #SustainablePublicMeals

OUR UNIVERSE



- Lobby
- Exhibit Hall
- Video Vault
- Resources
- Swag Bag
- Auditorium
- Networking
- Information Desk
- Lounge



vFairs Technical Support

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OUR UNIVERSE



Lobby Exhibit Hall Video Vault Resources Swag Bag Auditorium Networking Information Desk Lounge



Exhibitors Index

- PILOT: School Gardening for Sustainable Food Education
- PILOT: Waterless cleaning - Uralla Institute
- The power of vegetables - No meat imitation needed
- Using public food procurement to promote organic consumption: The role of the regulatory f
- Venturis HoReCa

How It Works

1. Scroll the exhibitor booths above from left to right, or top to bottom in the Exhibitor's Index to the left.
2. Click on the pictures to learn more about each exhibitor.
3. Click "Chat" to join a group discussion and click on a user name for individual chat or to schedule a video meeting.

vFairs Technical Support

SoMe: #StratKIT #SustainablePublicMeals

INFORMAL NETWORKING

after the panel discussion

Free or by topic



AGENDA

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9.45 A Farm to Fork Perspective

StratKIT Project results

10.25 5 min. break

10.30 Pilots

Toolkit

Sustainable School Meal recommendations by ICLEI

11.20 10 min. break

11.30 Panel discussion

12.30 Voluntary networking

Green procurement in a Farm to Fork perspective

Alexandra NIKOLAKOPOULOU
Head of Unit SANTE D1 Farm to Fork strategy
StratKIT conference 13 October 2021

European Union



Goals of the F2F Strategy



GENERAL OBJECTIVE: Fair, healthy and environmentally-friendly EU food system



BUILD A SUSTAINABLE FOOD VALUE CHAIN

- 1) Ensure sustainable food production
- 2) **Stimulate sustainable food processing, wholesale, retail, hospitality and food services practices**
- 3) **Promote sustainable consumption & facilitate shift to healthy and sustainable diets**
- 4) Reduce food loss and food waste
- 5) Ensure food security, combat food fraud



ENABLE SUSTAINABLE TRANSITION

- 1) Research & innovation
- 2) Advisory services, data and skills



PROMOTE A GLOBAL TRANSITION: coherent global EU food policy



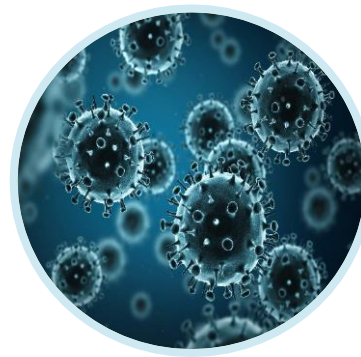
2030 Targets for sustainable food production



Reduce by 50% the overall use and risk of **chemical pesticides** and reduce use by 50% of more hazardous **pesticides**



Reduce **nutrient losses** by at least 50% while ensuring no deterioration in soil fertility; this will reduce use of **fertilisers** by at least 20 %



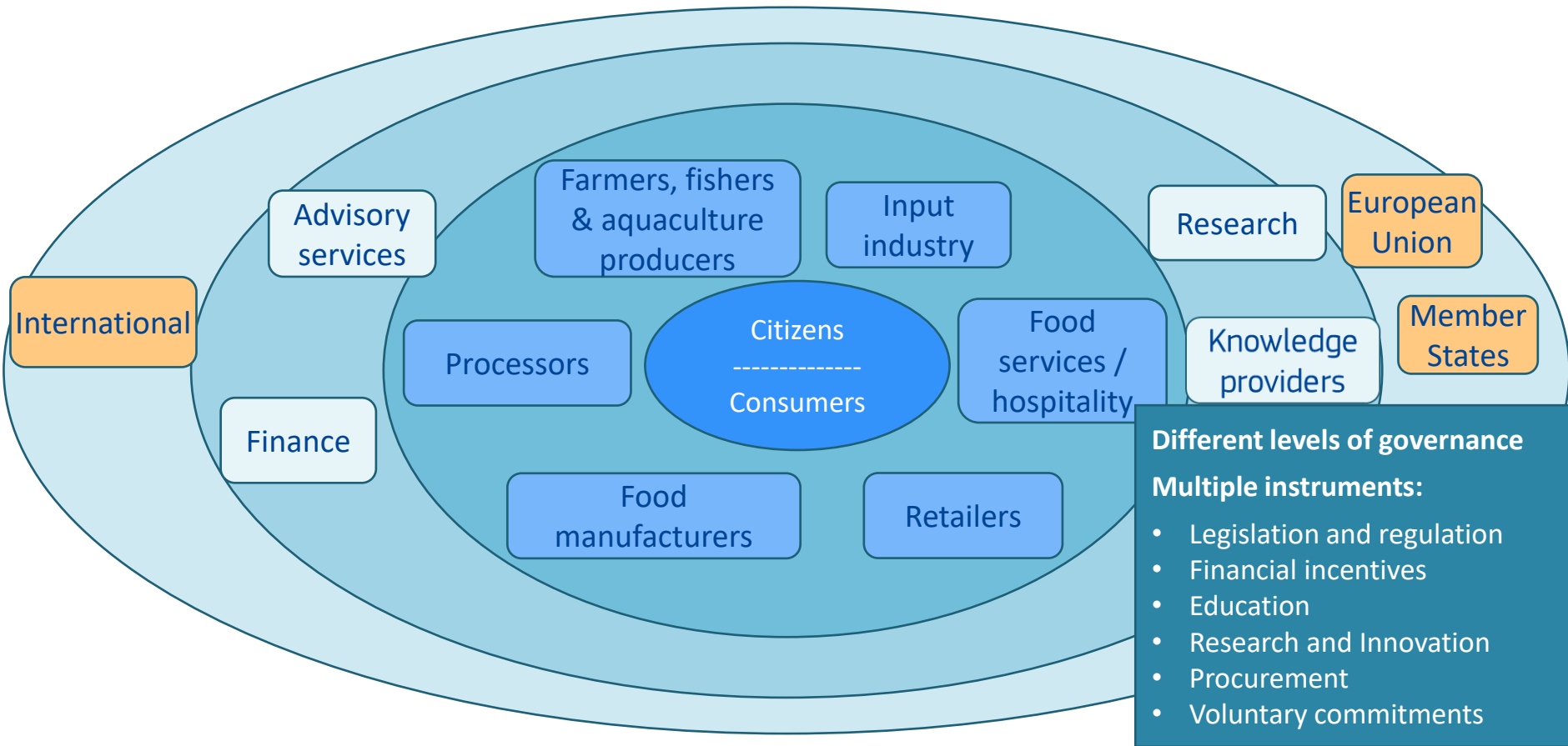
Reduce sales of **antimicrobials** for farmed animals and in aquaculture by 50%



Achieve at least 25% of the EU's agricultural land under **organic farming** and a significant increase in **organic aquaculture**



Integrated approach from farm to fork needed



Farm to Fork Strategy: 27 actions

New legislative proposals

Revision of current legislation

Non legislative such as Code of conduct, action plans



Actions for various actors in the food system

Actions to ensure sustainable farming practices



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service



Actions for sustainable fisheries and aquaculture



Actions to promote shift towards healthy, sustainable diets



The transition will not happen without a shift in diets

- Overall, European diets are not in line with national dietary recommendations, and the 'food environment' does not ensure that the healthy option is always the easiest one.
- If European diets were in line with dietary recommendations, the environmental footprint of food systems would be significantly reduced.
- Buying sustainably is one of the most active and powerful ways of enhancing the sustainability of food systems, protecting the environment and health.
- Every individual, public authority and private company have a role to play in promoting and achieving sustainable diets (favourable food environment).



Minimum mandatory criteria for sustainable food procurement / new framework legislation on a Union sustainable food system

- The two initiatives are closely linked and work in synergy.
- Objective of the new framework legislation: **ensure that all foods placed on the EU market increasingly become sustainable through a socially responsible food value chain.**



Cut out least sustainable food & operations

Incentivise choice of higher sustainable food

Encourage development of new, more sustainable food & operations



Mandatory minimum requirements

Sustainable Labelling Framework

Sustainable Public Procurement

Support Innovation: Voluntary initiatives

Relative sustainability of food operations/food

Low

High



Minimum mandatory criteria for sustainable food procurement

- These minimum criteria will enable to improve the availability and price of sustainable food and promote healthy and sustainable diets in institutional catering.
- Cities, regions and public authorities will be able to play their part by sourcing sustainable food for schools, hospitals and public institutions.
- Preparatory work, including the related impact assessment, that will precede the adoption of the legislative proposal on sustainable food systems, will also cover the mandatory sustainability criteria for public procurement.
- Joint Research Centre preparatory work to define sustainability food criteria is needed: starting point EU GPP criteria + nutritional/health and social criteria.



Next steps

- ✓ Launch the work of JRC on criteria for sustainable food procurement.
- ✓ Examine the more detailed modalities/options on procurement within the scope of the future legislative framework.
 - Consultation on inception impact assessment until 26 October 2021: https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13174-Sustainable-EU-food-system-new-initiative_en
 - Launch of the work on the impact assessment.
 - Adoption of the initiative in 2023.



For healthy people,
healthy societies
and a healthy planet.

The Farm to Fork Strategy

IT'S DOWN TO US!



Thank you



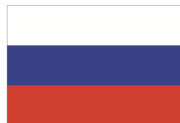
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Joint Baltic Sea Region (BSR) efforts towards Sustainable Public Procurement and Catering Services – StratKIT Project's wrap-up

Leena Viitaharju
Project Coordinator
University of Helsinki Ruralia Institute



StratKIT:
Innovative strategies for public catering –
sustainability toolkit across Baltic Sea region

StratKIT project (2019-2021)



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- **The aim:**

to make public procurement and catering services more sustainable in the BSR, by:

- 1) identifying solutions to the challenges
- 2) developing and testing regional strategies
- 3) inspiring and motivating procurers and caterers to use their opportunities

Cooperation and knowledge sharing across different countries in the Baltic Sea Region (BSR).



StratKIT partnership



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Strategische Landnutzung

Daily

Central Denmark EU Office



Ammatti- ja Osaajat



SEI Stockholm Environment Institute

Tallinn



UNIVERSITY OF HELSINKI RURALIA INSTITUTE



StratKIT

StratKIT's approach



- Mapping the current situation and collecting both the challenges and the **best practices**.
- Showing how strategic progress can be made towards increased sustainability. These **models** include international knowledge and mainly base on innovative approaches by BSR professionals.
- Bringing together the professionals so that they can **network** and become animated about sustainable developments in the sector.
- Tuning the results into the BSR **Sustainability Toolkit**, which is an easy-to-follow and bottom-up guidance for sector's professionals.

Main Outputs of StratKIT



- *“Joint Baltic Sea Region Report for Sustainable Public Procurement and Catering Services”*
- *“Baltic Sea Region Dynamic Sustainability Model for Public Procurement and Catering Services”*
- BSR Sustainable Procurement and Catering Network, Sustainable School Meal Recommendations
- StratKIT Online Open Knowledge Platform
- Sustainable Public Meal Toolkit (including Sustainable Public Meal Principles)

ESTONIA School and kindergarten

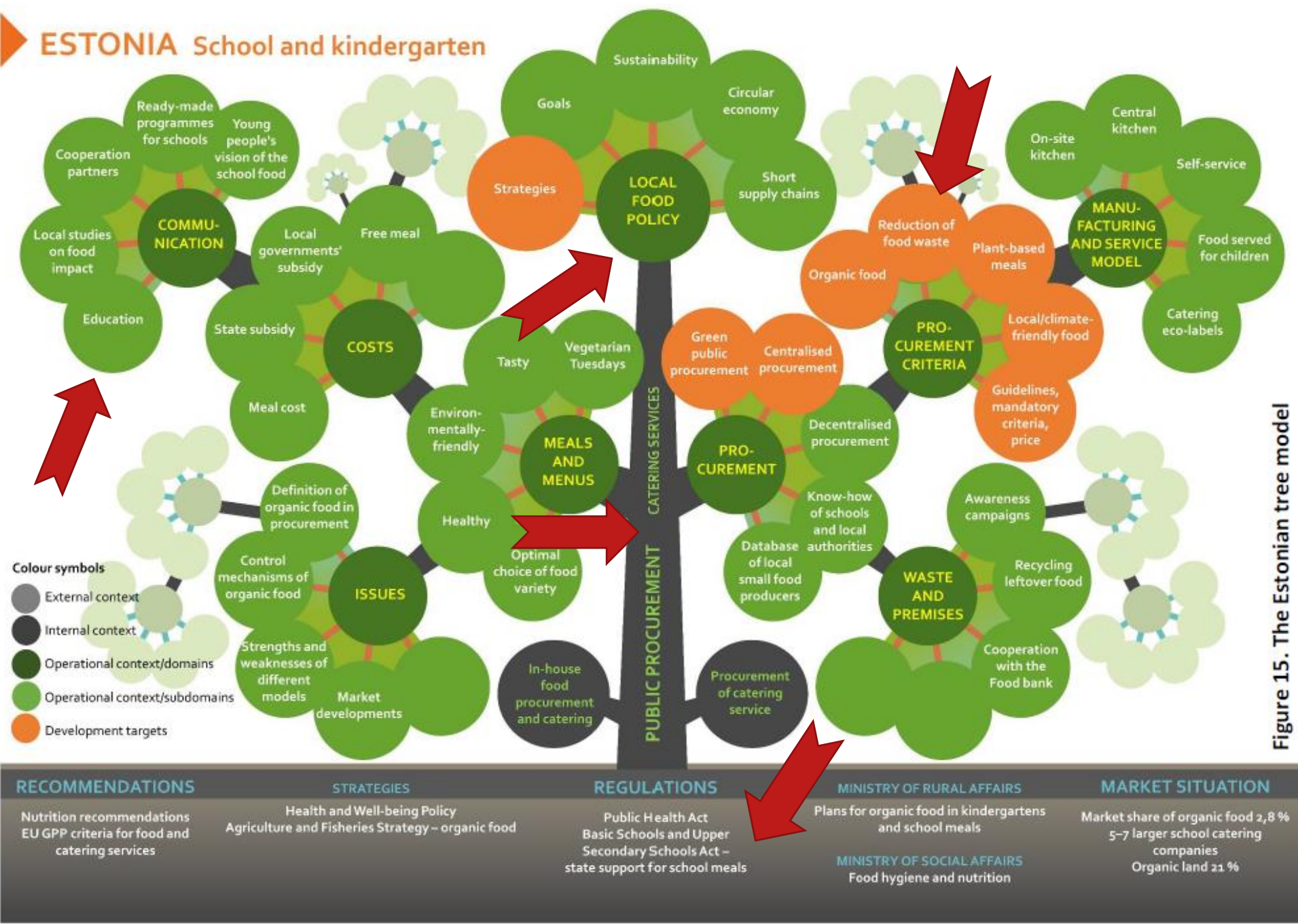


Figure 15. The Estonian tree model



Network

- Various public and private sector stakeholders from different countries.
- Beneficial professional connections.
- Sustainable Food Procurement City Interest Group.
- Three thematic national stakeholders' engagement events per country, two international events.
- Only in the first two years no. of enterprises receiving non-financial support reached 106, and no. of enterprises cooperating with research institutions 100.

StratKIT platform

<https://www.stratkit.eu/en/>



StratKIT platform



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Thank you!

Leena Viitaharju
University of Helsinki Ruralia Institute
leena.viitaharju@helsinki.fi

SHORT BREAK

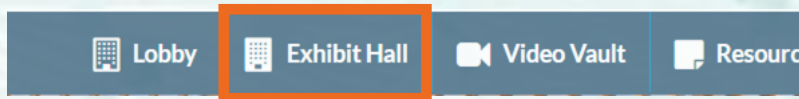


The conference will continue after 5 minutes.

In need of more inspiration?

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- Click on the button “Exhibit Hall” in the upper, dark blue band of the screen.



OR

have a look at some of our results on **<https://www.stratkit.eu/>**

Need for networking?

After the conference, all attendees and speakers are invited to our **networking canteen** at **wonder.me!** A direct link will be shared at the end of the conference.

Link: <https://app.wonder.me/?spaceId=9f032cao-31cc-4c1d-a370-a91e960b1a23>

1. After the conference, follow the direct link shared in the chat
2. Close Zoom, as wonder.me needs your microphone and camera
3. Enter password: **stratkit**
4. Enter your name followed by your affiliation
5. Click and hold anywhere or on anyone to start networking!

AGENDA

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10.25 5 min. break

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Piloting sustainability transformations across the BSR

Urszula Ala-Karvia and Minna Mikkola
University of Helsinki Ruralia Institute

StratKIT Final Conference
13/10/2021



- Before publishing Sustainable Public Meal Toolkit the entailing tools needed validation by (real-life) piloting - *making a small-scale experiment, trial, process, use of a method and learning from it to extend or scale up*. Piloting took place between September 2020 and October 2021.
- The themes for piloting were selected based on stakeholders' expressed needs. Transnational piloting has been highly encouraged. Both national and BSR stakeholder round tables verified the tools template and type of information to be presented. StratKIT partners were supervising pilots' evaluation.
- The main obstacle was the COVID-19 pandemic and the uncertainty that it has brought. Some of the pilots were delayed and some were heavily modified.

Pilots in nutshell

- ✓ 18 *real-life* pilots
- ✓ 8 transnational pilots
- ✓ 35 different stakeholders involved
- ✓ Online and on-spot evaluation
- ✓ 22 validated tools
- ✓ 34+ press releases
- ✓ 19 social media posts
- ✓ 13 plans for further uptake of the activities

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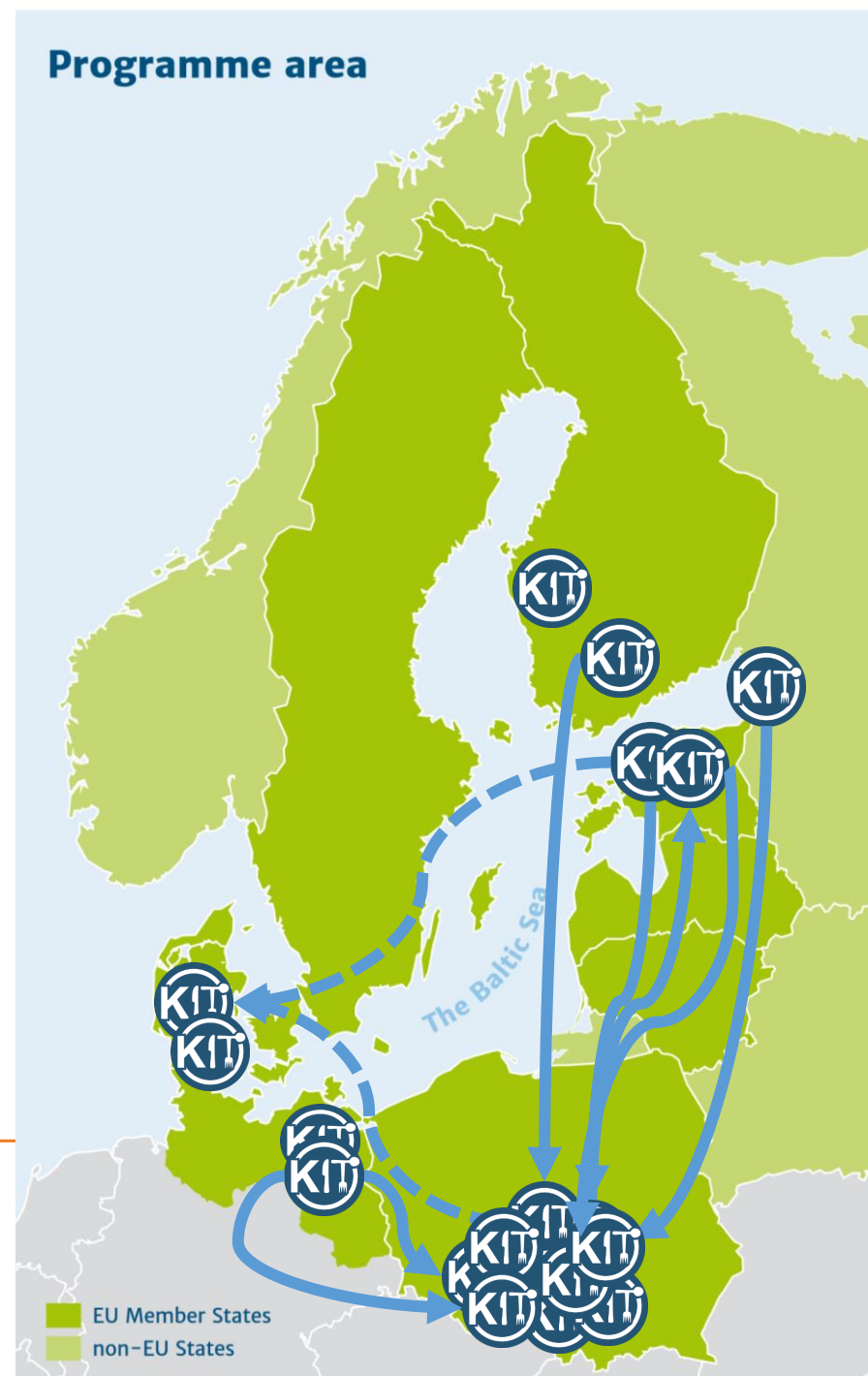




Photo: W. Troszka



Photo: W. Troszka



Photo: L. Tyl



Photo: Antti Kallio

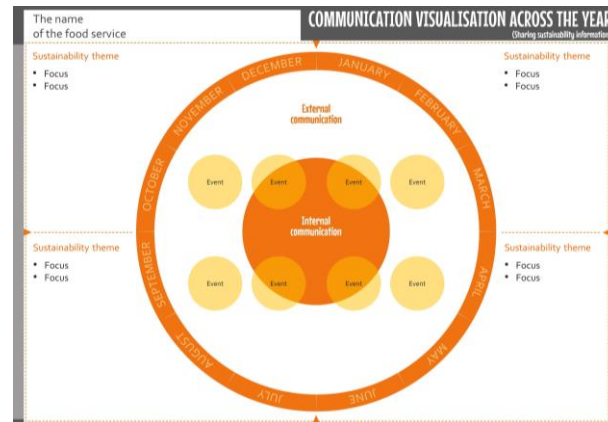


Photo: K. Kesten

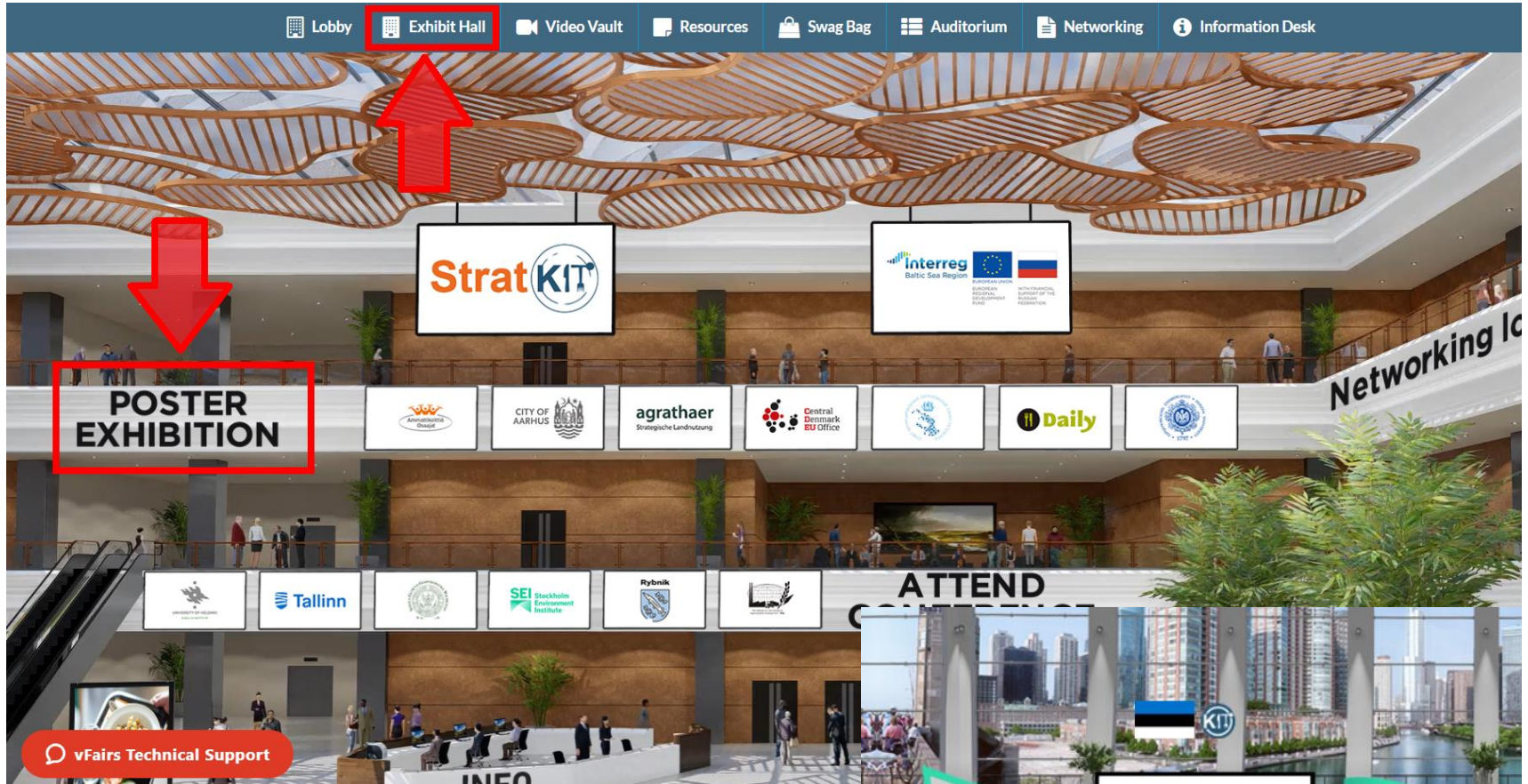


Photo: R. Góralaska-Walczak

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Visit selected pilot stands in the Poster Exhibition Hall



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Thank you!

**Pilots from Poland and Russia will
be now presented in more detail.**

Urszula Ala-Karvia
University of Helsinki Ruralia Institute
urszula.ala-karvia@helsinki.fi



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Green dietary transformation in Social Welfare Home in Rybnik, Poland

RENATA KAZIMIERCZAK & RITA GÓRALSKA-WALCZAK
Warsaw University of Life Sciences



Sustainability in Public Procurement and Catering Services?



Challenges

- Rybnik is situated in the south of Poland, in Silesia Province, which is highly polluted due to hard coal mining and heavy industry; therefore, any organic food should be ordered from environmentally cleaner regions of Poland.
- Citizens are accustomed to Silesian cuisine, rich in meat consequently, they are skeptical about innovative and modern plant-based meals.
- Lack of food/environmental education is causing misunderstanding in the sustainable actions for change.



How to introduce organic products and sustainable diet and how to diminish the food waste in Social Care Home?

1) FOOD WASTE REDUCTION

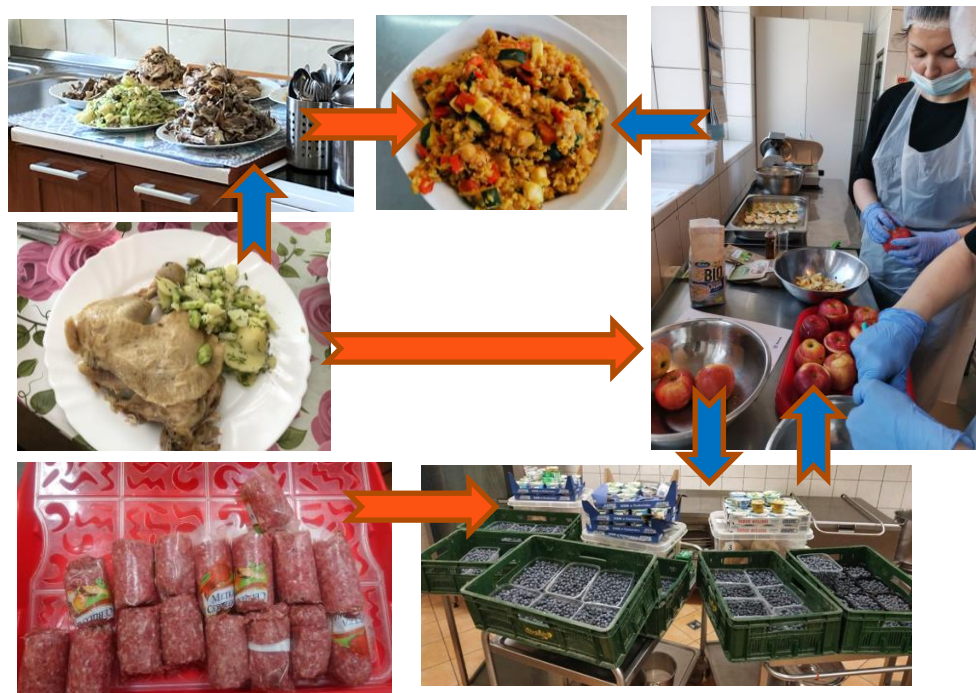
Food waste measurement

2) SUSTAINIBLE DIET

Practical culinary workshop

3) ORGANIC FOOD IN PUBLIC PROCUREMENT

Mapping of organic farmers



Green dietary transformation in Social Welfare Home in Rybnik, Poland



Link: <https://www.youtube.com/watch?v=39ifQJlJy6s>



Thank you!

Renata Kazimierczak

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Ewa Maria Rembalkowska, Warsaw University of Life Sciences

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Monika Kubisz, Municipality of Rybnik

gospodarka@um.rybnik.pl



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School Green Garden as an educational tool

Ekaterina Filippova, Herzen University, Russia

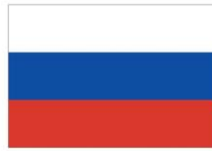
Julia Slav, St Petersburg Council of municipalities, Russia

Pavel Rozov, Lyceum №126, St. Petersburg, Russia



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~1700 students

55 classes

> 200 employes



Lyceum 126 Saint-Petersburg (RU)



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Game of Goals



Green Garden



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Green Garden



Green Garden



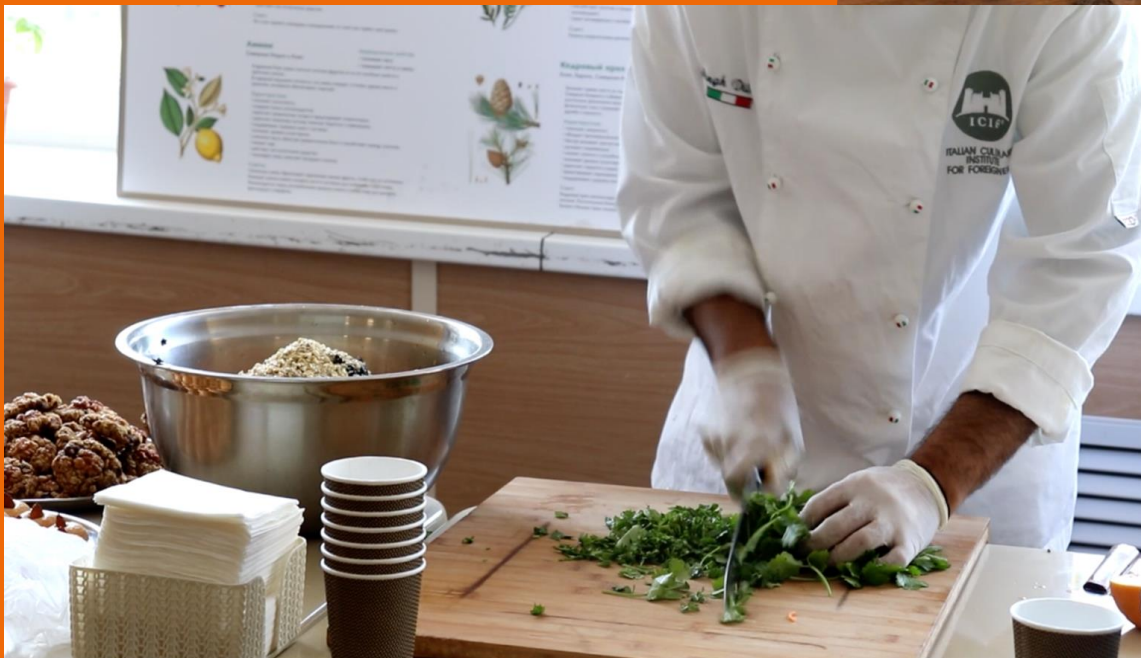


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Cafe Botanica Master Class



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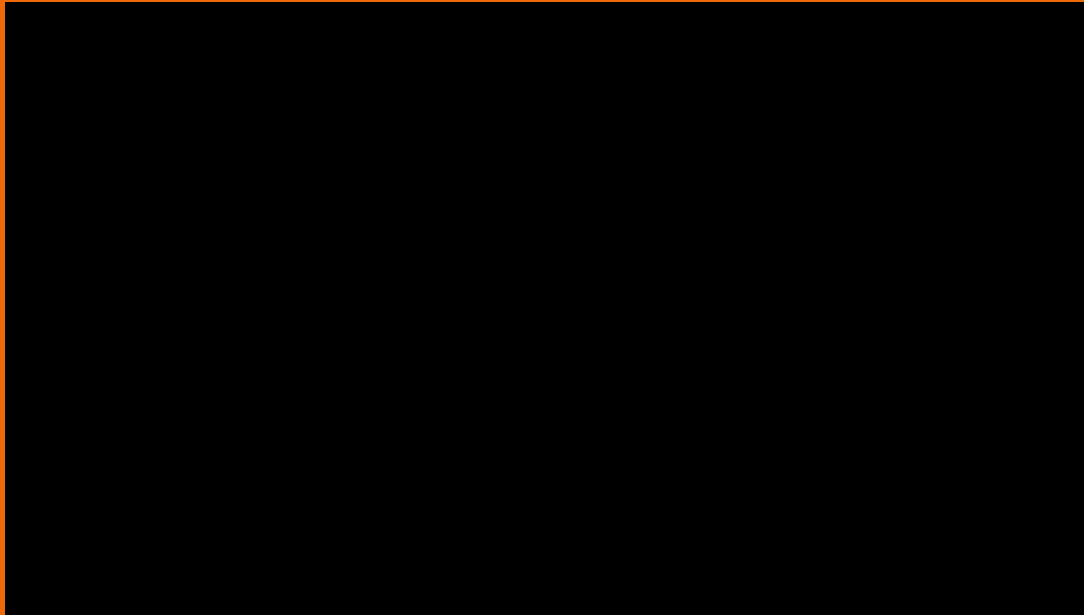


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Watch our pilot video here (in Russian)

Link to video: <https://cloud.mail.ru/stock/kQiGW74bcPYmkh8n2LVAxTb>





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Thank you!

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Sustainable Public Meal Toolkit

Why and how to use it?

Karen Hamann (IFAU), WP4 leader

Regine Berges (agrathaer), WP5 leader

Why is the Sustainable Public Meal Toolkit needed?

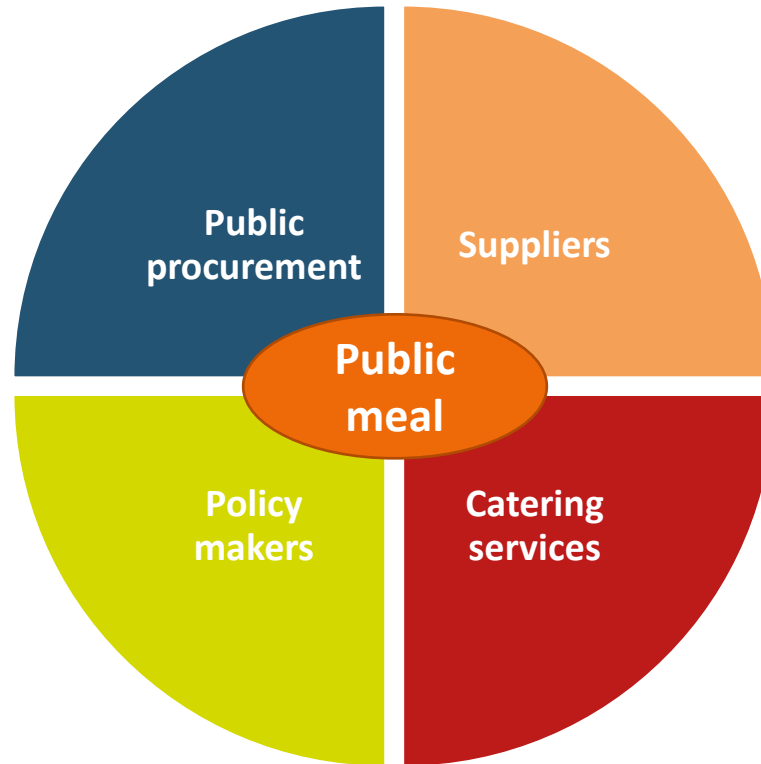
- Public procurement and public meals can have a significant impact because of their scales
- Make „*sustainability*“ a key parameter in procurement and provision of meals – very nice but how could this be done?
- Sustainability initiatives occurring by catering services and locally => it can be done

Toolkit for starting and implementing a change process towards „sustainability“

Toolkit provides

- Support to implement a strategic approach to change
- Support to replicate local initiatives from practice
- Support to identify partners for a sustainability initiative

Users are the stakeholders involved in the procurement and provision of public meals



How to use the online toolkit?

- More than 50 tools
- Aim: Create an easy to use online toolkit that guarantees for high accessibility
- www.sustainable-public-meal.eu



An easy to use online toolkit



www.sustainable-public-meal.eu



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Thematic gateways

| | | | |
|---|---|--|---|
| <p>Strategies for Change</p> <p>Strategic tools to change the way public meals are sourced, procured and delivered in general.</p> <p>more</p> | <p>Public Procurement</p> <p>Tools to introduce sustainability into the procurement of public meals.</p> <p>more</p> | <p>Communication and capacity building</p> <p>Tools to raise awareness on sustainable public meals and sharing know-how with professionals.</p> <p>more</p> | <p>Healthy and plant-based diets</p> <p>Tools to make plant-based, healthy dishes take centre stage on public meal plates.</p> <p>more</p> |
| <p>Food Waste</p> <p>Tools to reduce food waste in public catering.</p> <p>more</p> | <p>Organic Food</p> <p>Tools to increase the share of organic food in public meals.</p> <p>more</p> | <p>Resource Efficiency</p> <p>Tools to prepare public meals in a more resource-efficient way while motivating circular approaches.</p> <p>more</p> | <p>Working with farmers</p> <p>Tools for connecting with the roots of the food system – the farmers.</p> <p>more</p> |

Tools

- Summary, step-by-step description, issues to consider
- Background information
- Links, pictures, videos, documents

School catering tackling food waste

In a nutshell

This tool consists of various measures which help catering providers and the people working in kitchens and dining halls to take action in tackling food waste. Reducing food waste is not only beneficial for the environment, but can also have economic benefits for the catering provider.

Necessary Steps

- Measure food waste generation regularly and identify the causes of food waste (for more details, see [Measuring food waste in school canteens](#)).
- Adjust the menu or recipes according to the leftover food.
- Order the right amount of food products and use the First-In-First-Out system for food storage; place items with the soonest best-before or use-by dates at the front of the storage space, and put food items with the furthest dates at the back.
- Store food under proper conditions (e.g. frozen, chilled, etc.).
- Prepare and serve the right amount of food; use self-serving or offer smaller portions with the option to add.
- Use leftover food items during another meal service in compliance with food safety requirements.
- Redistribute surplus food: e.g. in cooperation with a food bank.

About this tool

 This Tool has been piloted by StratKIT

Stockholm Environment Institute
Tallinn Centre, Tallinn, Estonia

<https://www.sei.org/centres/tallinn/>

Country of origin:

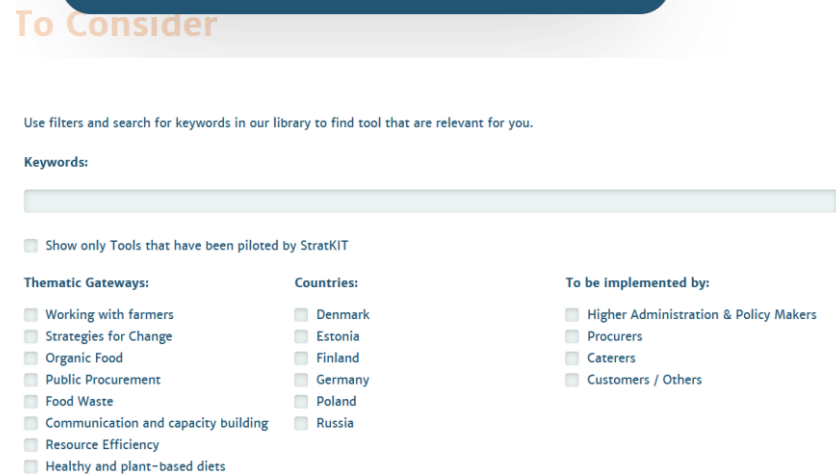
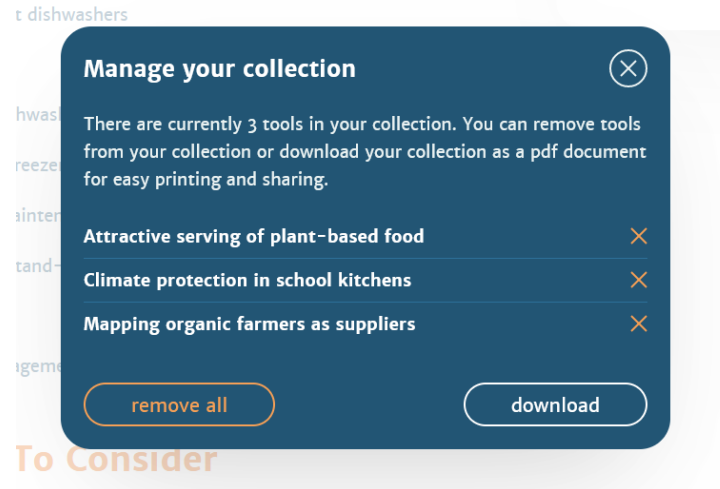
 Estonia

Who can implement this?

[Higher Administration & Policy](#)
Makorc

Special features

- Create your own collection and download selected tools as pdfs
- Filter all tools according to keywords, gateways, user groups, countries of origin



And now its up to you!



[Video link: https://www.youtube.com/watch?v=49kEpZF7v7k&t=1s](https://www.youtube.com/watch?v=49kEpZF7v7k&t=1s)

And now its up to you! We invite you to...

- Browse the **Sustainable Public Meal Toolkit**, select interesting tools, adapt them to your needs and start to implement them.
- Share your own **best practice experience** as an inspiration and join the **network** on the **StratKIT platform** www.stratkit.eu
- Share your thoughts and follow us on **Twitter**



#stratkit

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Thank you!

Karen Hamann
WP4 leader

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Regine Berges
WP5 leader

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Sustainable school food recommendations

Amalia Ochoa

Coordinator, Sustainable Economy & Procurement

ICLEI European Secretariat, Freiburg Office

StratKIT Final Conference 13.10.2021



1. City Interest Group on Sustainable School Food Procurement

About the Group..

Members:

City partners from the StratKIT project(4) plus additional recruits. Total of **nine** members



Aims of the group:

- The cities use the Group as a means for sharing know-how and experiences between procurers from different countries with the aim of applying new measures towards sustainability through their own purchases
- Cities should become familiar with StratKIT and provide input into project outputs where possible
- We have had three online meetings this year, and there will be one or two more coming up
- The group will remain active as part of ICLEI's work on sustainable procurement ([Procura+ Network on Sustainable Public Procurement](#), for instance)



Image: Unsplash. Jonathan Borba

Members of the Group

Belgium: City of Ghent

Denmark: City of **Aarhus**, City of Copenhagen

Estonia: City of **Tallinn**

Finland: City of Helsinki

Lithuania: City of Ladzijai

Latvia: City of Riga

Poland: City of **Rybnik**

Russian Federation: **Lyceum No. 126, St. Petersburg**



Image: Unsplash. Lucas George Wendt

Discussions so far

- Translating sustainable food and procurement strategies into tenders, i.e. putting policies into practice
- How to decide which sustainability criteria to include in a procurement process
- Experiences in involving parents and suppliers
- How to reduce food waste? More healthy food can result in more waste!
- What could or should be changed to enable greater action on sustainable food procurement for schools...

Getting involved



HOW CAN YOU GET INVOLVED?

You need to be a Participant or Strategic Partner of the Procura+ Network. Interest Groups can be facilitated by Procura+ Participants, who will receive a 50% discount on their Procura+ participant fee.

If your authority is interested in starting an Interest Group, or would like to join an existing Interest Group, approach ICLEI by [email](#), or complete this [online form](#).

meetings per year

- Updating the Procura+ Network on group exchanges and actions
- A typical period of one to two years, with no more than two days per year required for participation



Procura+ Interest Group on Sustainable School Food Procurement

Why sustainable school food procurement?

Public Procurement is a key tool when it comes to fostering the sustainability of food systems. This Interest Group focuses on school food/meals and how public procurement can act as a mechanism for sustainability. Cities from across Europe are gathering to share their experiences, gain new ideas and improve their food procurement performance. Learn more [here](#).



Procura+ Interest Group on Socially Responsible Public Procurement of ICT






Why socially responsible public procurement of ICT?

This Interest Group aims to support public authorities in procuring information and communication technology (ICT) products in ways that improve the social responsibility of ICT supply chains. Public authorities have the power to use procurement to create better working conditions and protect the rights of workers and communities by purchasing products that have been procured in a socially responsible manner. Learn more [here](#).








2. What's needed to increase action? Our recommendations


Making the business case for sustainable food procurement

-  Should be strategic and support systemic change
-  Can be cost-effective
-  Is working across Europe
-  EU Public Procurement legislation needs to clarify issues of local/regional food procurement
-  Is a low hanging fruit

Cost-effective sustainable procurement

-  *less* (but better) meat
-  *more* plant-rich foods
-  *smart* menu planning
-  child-friendly portions
-  market dialogue
-  division into smaller lots
-  PPP
-  on-site kitchens

-  strategic procurement
- +
-  awareness raising
- +
-  capacity building
- =
-  healthy meals with no additional costs

-  enormous social return on investment (1€-6€)

Recommendations for policy makers

1. Establishing a favourable **policy framework** is fundamental
2. Integrating national **health dietary guidelines**
3. Creating **minimum mandatory** public procurement criteria for food embracing sustainability and health
4. **Restructuring** public procurement to create and maximise synergies
5. Fostering **cooperation** among smaller-scale farmers and social economy enterprises

Recommendations for policy makers



6. Supporting **local and regional development** through sustainable and healthy food procurement

7. Encouraging and enabling **education** about food systems and healthy diets to be included in school curricula

8. **Resources** are needed to help bridge gaps

Thank you for listening!



Contact for questions or more info:
amalia.ochoa@iclei.org



AGENDA

Strat
Final Conference



- 9.45 A Farm to Fork Perspective
StratKIT Project results
- 10.25 5 min. break
- 10.30 Pilots
Toolkit
Sustainable School Meal recommendations by ICLEI
- 11.20 10 min. break**
- 11.30 Panel discussion
- 12.30 Voluntary networking

SHORT BREAK

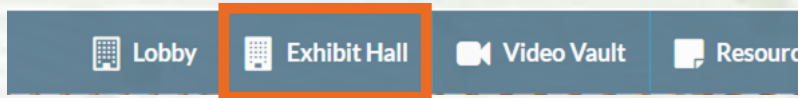


The conference will continue after 10 minutes

In need of more inspiration?

Check out the **booths** in the **Poster Exhibition Hall!**

- Click on the button “Exhibit Hall” in the upper, dark blue band of the screen.



OR

have a look at some of our results on **<https://www.stratkit.eu/>**

Need for networking?

After the conference, all attendees and speakers are invited to our **networking canteen** at **wonder.me!** A direct link will be shared at the end of the conference.

1. After the conference, follow the direct link shared in the chat
2. Close Zoom, as wonder.me needs your microphone and camera
3. Enter password: **stratkit**
4. Enter your name followed by your affiliation
5. Click and hold anywhere or on anyone to start networking!

Panel discussion and questions from participants



ALEXANDRA NIKOLOPOULOS

Farm to Fork Strategy Unit, DG Sante



PETER DEFRANCESCHI

Head of Brussels Office, ICLEI and ICLEI's Global Food Program Coordinator



JAANA HUSU-KALLIO

Finnish Ministry of Agriculture and Forestry (FI)



RITA GÓRALSKA-WALCZAK

Warsaw University of Life Sciences (PL)



EMIL ANDERSEN

Perfectseason, Supplier of plant-based food (DK)



AARO LODE

Baltic Restaurants Estonia AS (EE)



Contact

StratKIT team:

info@stratkit.eu

Project coordinator Leena Viitaharju:

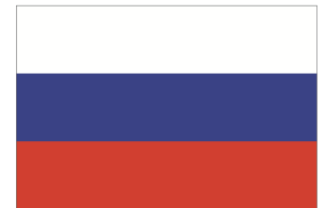
leena.viitaharju@helsinki.fi

StratKIT official website: <https://www.stratkit.eu/en/>



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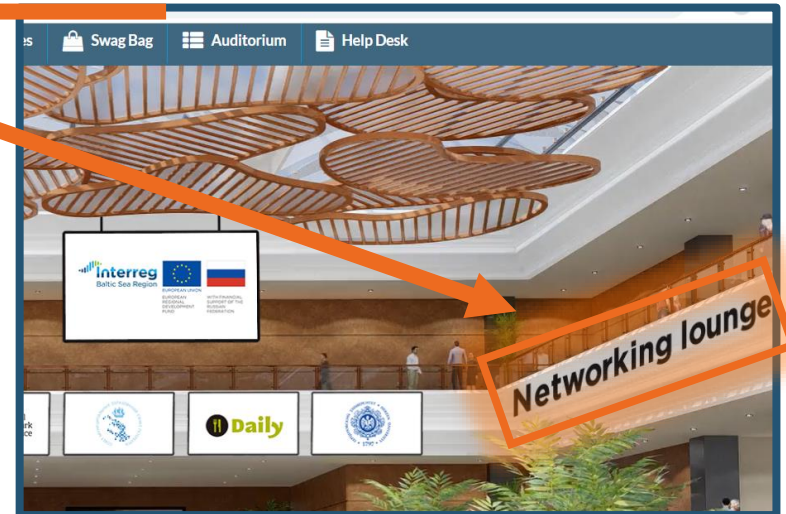
#stratkit
@stratkit



Informal Networking at Wonder.me

1. Follow Wonder.me link (will be shared in chat shortly) or go to the Networking Lounge through the lobby

2. Enter the password “stratkit”
(no capital letters)



Some useful information on the use of wonder.me:

- Make sure to close Zoom before you start to use wonder.me
- Be prepared to use your camera and microphone
- Enter your name followed by your affiliation
- Once you're in a networking space, click and hold anywhere you want to be in the Room—your avatar will move to where your cursor is.
- When you get close to another avatar, you'll form a Circle, your camera and microphone will be switched on and you can talk.
- Within the space, we prepared some areas with specific topics. Everybody interested in sharing and learning about these topics might steer their avatar there.