



BIOCANTEENS TRANSFER NETWORK

ROSIGNANO-MARITTIMO'S TRANSFER PLAN



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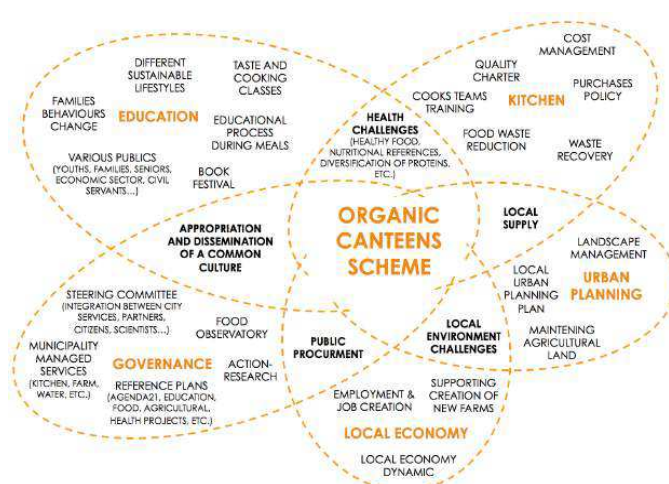
BioCanteens – Rosignano Marittimo

1. Our Starting Point

1.1. Brief description of the good practice

Mouans-Sartoux, a city of 10,000 inhabitants on the Côte d'Azur, in the past has been characterized by strong real estate interests, high pressure and use of the soil and mass tourism. The gem of this city, today "sustainable city", is a school canteen service that daily serves about 1000 meals between the 3 kindergartens and the municipal staff. Since 2012 all the raw materials of school canteens are 100% organic. The vegetables are mostly produced by a municipal farm that supplies the canteens of the products which are necessary for the production of daily meals. Generally the average cost of a meal in French school canteens is between € 1.5 and € 2, the organic meal served in the canteens of Mouans-Sartoux costs € 2.01 (in 2017). Parents pay between € 2 and € 6.6 based on their income. The total price of a meal (including staff, etc.) is € 8.39 without food education support and around € 9 with food education support included. Organic canteens are the heart of good practice, but Mouans-Sartoux is much more. The good practice can be represented with a diagram depicting the school canteen service at the centre and 5 key axes around:

- n A _ sustainable KITCHEN and food waste management
- n B _ Healthy food education and sustainable behaviour change
- n C _ URBAN PLANNING Sustainable and use of agricultural land
- n D _ LOCAL ECONOMY linked to food and job creation
- n E _ sustainable integrated GOVERNANCE



1.2. Our city's position in relation to the good practice

Basically Rosignano Marittimo has a clear position in good practice, generally characterized by a series of assets already affirmed in this field which that can be improved and implemented.

Among the **assets** which are available for transfer we can identify:

A good level of organic products used in the school canteens. Today the school canteen service foresees a percentage of use of organic raw materials that is around 60%. Only some products aren't organic such as bread and fish.

Low level of food waste. To date of the level of food waste is 5% - This number refers to the quantity of product discarded during the production of the meal and at the end of the division of meals (not served food). The level of food which is not eaten we believe that it is higher than 5% and in this respect, we will still work hardly.

Good family involvement. The Municipality of Rosignano Marittimo has set up a collaborative body called "Canteen Commission" which involves all the actors of concerned by the canteen service, such as: families, cooks, teachers, municipal officials and political representatives. This commission has the task of monitoring the service highlighting critical issues such as to fix them promptly without creating inconvenience to users.

Strong political support to development of local organic agriculture. Basically the municipality doesn't have a properly developed agricultural policy, also because of the national law that delegates some tasks to the municipalities in this field. Although this, the offices are constantly involved to supporting farms to solving administrative problems. Today the Agriculture Office has started a census between the farms of the area and is planning, thanks to BioCanteens, a series of activities aimed at promoting agriculture and organic production.

Faced with this series of assets that can facilitate the transfer process, Rosignano Marittimo also has a series of barriers that could slow down and / or limit the transfer process.

Among the main **barriers** identified we can find:

School canteens system divided into two parts. Rosignano Marittimo has a canteen service divided into two different service areas. Some canteens are directly managed by municipal staff and other canteens managed by outside company. The cost of public procurement for the canteens is about 10.000.000€ even 5 years (the cost also includes cleaning service).

Regulations. The Municipality of Rosignano Marittimo must follow a series of indications given by the Region and the Local Health Authority that oblige the canteens in terms of: management of the production cycle, menus and portions of meals. This can sometimes cause canteens not to quickly solve problems. Any change must be approved by the institutions mentioned above.

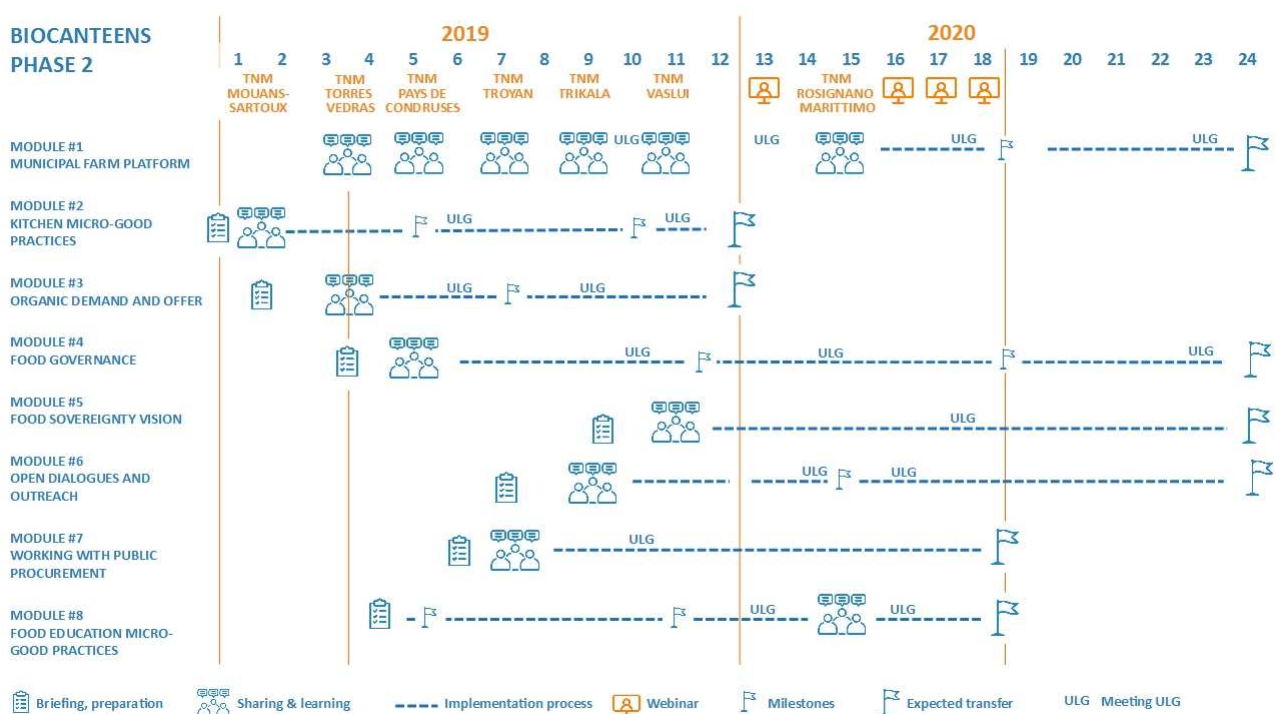
More 0 km products than organic ones. On the territory it is more diffuse the consumption and production of products 0 km food is more common than the

organic ones, therein lies the necessity to develop a clear strategy at local level to clarify their differences stimulating a change of course.

Small and family-run farms. Whilst this can be an advantage because in some way it is possible to find small productions of excellence, in terms of availability of the products available, there is a clear limit to the possibility of connecting local farms to the school canteens.

2. How we are going to do this

2.1. Our transfer methodology



DATE	TNM	DATE	ULG MEETING – THEME
01\2019	TM#1 kitchen Mgps		
03\2019	TM#2 Demand e supply		
		04\2019	1) Presentation of the project and the TP to the city and to the stakeholders. Division of thematic groups for future ULG meetings.
05\2019	TM#3 Food governance		
		06\2019	2) Kitchen Mgps 3) Demand e supply

07\2019	TM#4 Public procurement		
09\2019	TM#5 Dialogues and outreach		
		09\2019	4) Demand e supply 5) Municipal Farm platform
10\2019	TM#6 Food sovereignty		
		10\2019	6) Kitchen Mgps 7) Food governance 8) Public procurement
		01\2020	9) Food Education Mgps 10) Municipal Farm platform
		02\2020	11) Food governance 12) Dialogues and outreach
03\2020	TM#7 Food Education Mgps		
		04\2020	13) Food Education Mgps 14) Dialogues and outreach
		05\2020	15) Municipal Farm platform
		06\2020	16) Food sovereignty
		11\2020	17) Food governance
		11\2020	18) Municipal Farm platform

2.2. Our city's transfer network journey

Rosignano Marittimo intends to work on all transfer modules provided in the Transfer Plan in different cotumized ways. Below we try to explain how we intend to address each module by specifying objectives, involved stakeholders and ULG time lines.

MODULE # 1_Municipal Farm Platform

Objective: for this module, the goal we want to achieve is not only the creation of a municipal farm, but of a place for the exchanging of experiences and knowledge (Rural Hub) aimed at strengthening the local agricultural system in order to structure a future platform which will be able to support the food necessity of Rosignano Marittimo to generate new jobs and increase organic production.

ULG meetings – activity:

09\2019: Identification of needs

01\2020: Comparison of experiences and possible aims

05\2020: Draft of project for the platform

11\2020: Final design for the platform

Participants: Agriculture Office, Local Business Incubator, Local farms, Agricultural cooperatives and associations, experts.

MODULE # 2_ Kitchen Micro Good Practices

Objective: the goal we would like to achieve is to improve the system of our school canteens system by integrating any techniques and methodologies used in the kitchens of the other partner cities that can equally be applied in our canteens. The implementation of these practices in the kitchen will take place gradually. Our main interest is to transfer KMGPs in the following fields: to reduce food waste reduction, to make menus more flexible and to give a new destination to the food that once cooked, is not served.

ULG meetings – activity:

06\2019: Catalog study, identification of the KMgps to be transferred in the following months.

10\2019: Transfer activity and work plan to achieve the goal of 6 KMGPs transferred.

Participants: Chefs, Municipal employees (Educational services), ASL, Representatives canteen service, Tuscany Region.

MODULE # 3_Organic demand and supply

Objective: regarding "How to increase the organic demand and supply?" we should organize activities to involve citizens and farms such as dinners in public gardens or farms, discussions in supermarkets and activities in schools. Each activity will be open and linked to the project's themes. We also aim to involve the Hotel Institute of Rosignano, with its newsocial restaurant run by the school. The pocket films will be used during these activities to facilitate awareness of the use and the production of organic products.

ULG meetings – activity:

06\2019: Interview plan

09\2019: Pocket films dissemination plan and planning of dissemination activities.

Participants: Local farms, Agricultural cooperatives and associations, Food distributors (Unicoop Tirreno, Conad), Canteen commission.

MODULE # 4_Food Governance

Objective: This module is transversal. We will leverage on the knowledge and experiences learned during the BioCanteens project in order to prepare a project for Territorial Food Governance that it projects Rosignano towards future scenarios. It will be a way for us to design a strategy for BioCanteens followup.

ULG meetings – activity:

10\2019: Meeting with politicians to talk about goals and future vision

02\2020: Preparation of the draft project with the support of the stakeholders.

11\2020: Final project and strategy for its implementation beyond 24 months.

Participants: All stakeholders

MODULE # 5_ Food sovereignty

Objective: This module, although it is a light exercise, will play an important role to define our idea of strategy to create Municipal Farm Platform. Our Agriculture office working for a few months on the mapping of local farms and this activity will be linked to this module. A job between the urban planning and agriculture offices

will lead us to have an overall view of the agricultural land used and the unused one.

ULG meetings – activity:

06\2020:

Participants: Urban planning office, Agriculture office, Political representatives

MODULE # 6_Dialogs, divulgation and research

Objective: About dissemination of BioCanteens we thought to use cultural and sporting events that are organized in the city throughout the year, trying to link them to project's themes. We plan to integrate the BioCanteens themes into activities such as: book presentations, cinema activities and sports activities. We plan to involve cultural places, such as the city library to carry out activities for families. For research activities, in the course of the project we will aim to create bridges with schools and universities to re-enter on research studies already started or to be started.

ULG meetings – activity:

02\2020: Meeting with the cultural office and with the main event promoters.

11\2020: Meeting with universities and research institutes

Participants: Hotel School, Agricultural School, Cultural and Sports Associations, University.

MODULE # 7_Public procurement

Objective: To increase the quantity of organic products in the canteens (today our level is 60%), to adopt strategies for the reduction of food waste and flexible menus. These are the main topics we plan to address during the meetings with the Local Health Authority (ASL) and with the office of the Tuscany Region. This module will be one of the most delicate for us because one of our main barriers is the rigidity of the rules that are imposed on procurement by these two local authorities. The dialogue has already started considering the tight deadline for the new public procurement of canteens service (in the end December 2020).

ULG meetings – activity:

10\2019: Meetings with companies that manage school canteens to try to identify ways to improve service, to involve local farms in the supply of raw materials, how to reduce food waste and how to adopt flexible menus.

Participants: Sodexò spa, Educational Services Offices, Asl, Tuscany Region

MODULE # 8_Micro Good Practices on Food Education

Objective: Our schools are basically equipped with a Food Education Program that has been going on for years. The teachers, the core of this activity, follow the children with great care in collaboration with the chefs to respecting the needs of the children about cultural and health terms (special diets). The schools run directly by the municipality are frequented by children between 0 and 6 years while from primary school is managed by state staff. BioCanteens will be the right opportunity to develop a coordinated Food Education Program among all schools. Many of the activities will see the involvement of families. Cooking workshops, participated

activities and the creation of a vegetable garden for each school are already planned.

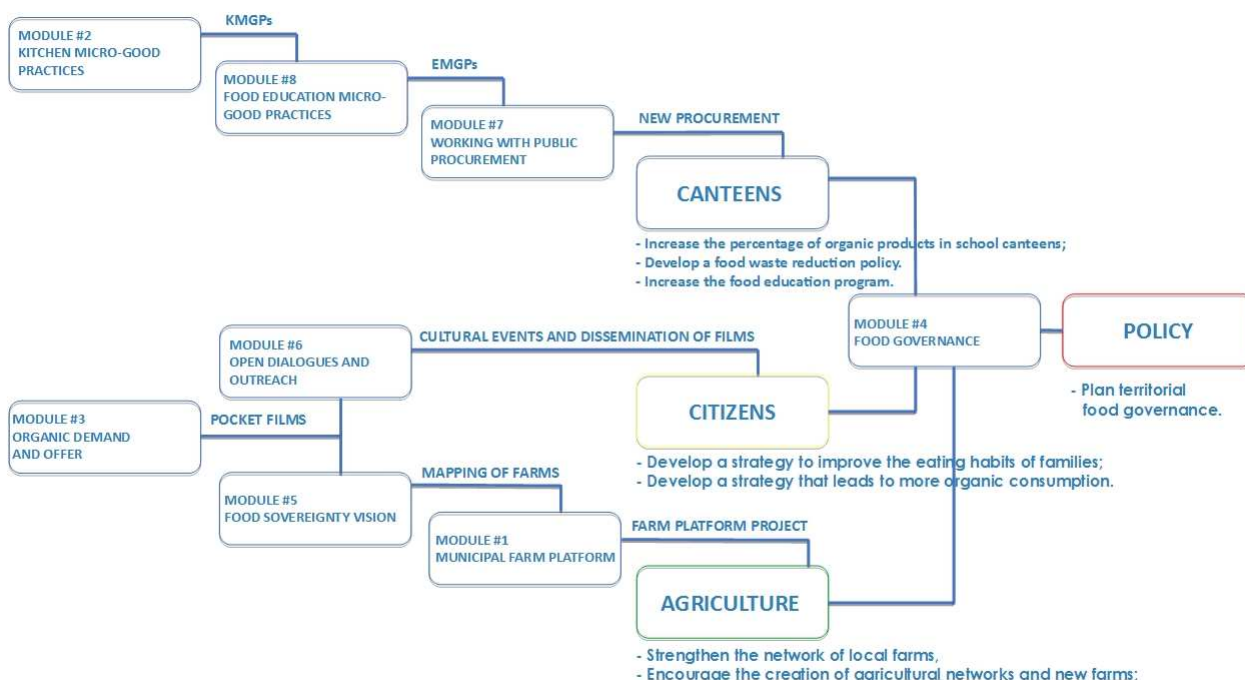
ULG meetings – activity:

01\2020: Identify the micro Micro Good Practices to be transferred.

04\2020: Activity plan for implementing the transfer

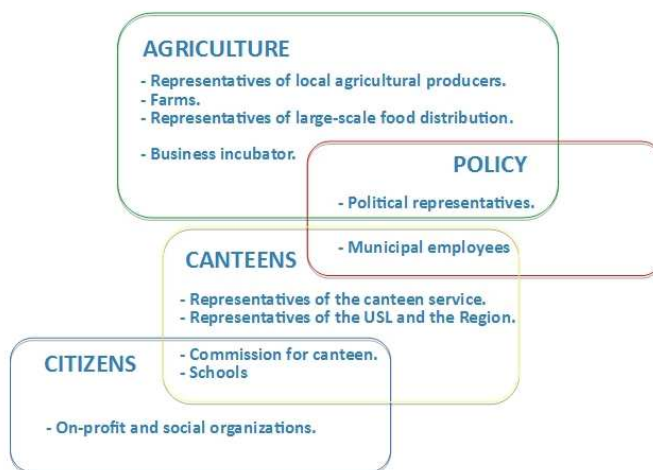
Participants: Teachers, Canteen commission, Chefs, Education Office, Expert.

Below there is a table that illustrates our vision of how the transfer modules are linked together and where they take us.



2.3. Who is round our table?

For our ULG (Urbact Local Group) we would like to opt for an open and thematic structure (see the figure to the side). Since the practice has a main theme (school canteens) around which a series of secondary themes evolve, we aim to divide the ULG meetings by thematic areas. In this way we are sure not to force the stakeholders to attend all the



meetings and to create a broader and more motivated network because each stakeholders will participate in the meetings that are most interesting for them and related to their skills. It will be essential to create useful tools to socialize the results achieved between the various work groups.

Basically our ULG will involve the following stakeholders:

Policy:

- Political representatives. (with delegation to...)
- Employees of the municipal administration:
 - o Education office
 - o Culture and sport office
 - o Urban planning office
 - o Agriculture and Commerce office

Canteens:

- Representation of the canteen procurement:
 - o Sodexò spa
 - o Coop. Nuovo Futuro
- Canteen committee (parents, educators, teachers, cooks)
- Representatives of the ALS Local Health Authority (USL) and Region
- Schools:
 - o Kindergartens
 - o Nursery
 - o State primary schools
 - o Higher education institutions: Agricultural school, Hotel school
 - o University

Agriculture:

- Local farmers (small and medium-sized
- Agricultural cooperatives and associations:
 - o Terre dell'Etruria
 - o Livorno Agricultural Consortium.
 - o Asso. Bio
 - o Agricultural Region office.
- Representatives of large-scale food distribution
 - o Unicoop Tirreno.
 - o Conad.
- Business incubator

Citizens:

- No-Profit and social organizations:
 - o Associations and social cooperatives that offer services to citizens
 - o Municipal Library
 - o Other organizations

2.4. Your city's contribution and added value

There are two themes on which we think we can contribute and are: Food education. Rosignano can bring to the network the experience and knowledge acquired over the years in the food education sector. The municipality of Rosignano directly manages kindergartens and kindergartens (0-6 years) with a body of teachers and educators of about 30 units.

The teachers follow the whole process of approaching the children's meal and in collaboration with the chefs they try to meet the specific needs of each child.

During the meeting scheduled in Rosignano next March 2020 which will have as its central theme the Good Micro Practices on Food Education, we will try to transfer the Know-How to the other partner cities.

2.5. Resources

Basically, at the political level, the city is motivated to implement the project in order to take advantage of it over the medium and long time. Some of the issues around which the good practice revolves have already been dealt with at both the political and administrative levels (improvement of the school canteen service, reduction of food waste, food education programs), BioCanteens represents, therefore, a further instrument through which to start a debate aimed at improving what is already good in the city and what should be built from scratch.

To confirm the willingness to participate in this project in the best way, the Municipality intends to support the development of the project with the following resources:

Internal human resources: in addition to the employees directly involved in project management, in various capacities and in various forms, other municipal employees will be involved who will be able to cover roles functional to their competences (communication, planning, etc.)

External human resources: once the local transfer plan of the practice has been specifically defined, any external collaborations necessary for the implementation of all the planned activities will be evaluated (specialist advice, technical support in terms of skills and professionalism that could bring added value to the project). It is also thought to interact with other external subjects who have dealt with issues similar to those that underlie BioCanteens in order to share solutions and strategies to common problems (pilot projects in the food sector, innovative projects and good practices at the level national and regional, institutions).

Support resources: spaces and equipment owned by the municipality for planned activities will be made available to the project. It is also thought to

network services that the municipality has outsourced and which can support the implementation of planned actions (incubator, library, etc ...). A final publication is planned as a means of disseminating the results achieved.

3. How far can we go?

3.1. The transfer potential of the good practice in our city

As emerged during Phase 1 of the project it is difficult for us to think of a complete transfer of the practice on the Mouans-Sartoux model, rather we aim to a partial transfer that aims to learn knowledge and models useful to improve our school canteen service, to develop a broad-based food management program that connects citizens, farmers, schools and many other social actors in order to develop a food strategy that brings our city to the future. In terms project duration we aim to:

- Increase the quantity of organic products in school canteens;
- Develop a strategy to fight food waste in canteens;
- Develop strategies to encourage the consumption of organic products among citizens;
- Develop an agricultural strategy aimed at encouraging the birth of new farms and creating jobs;
- Valuing our food education programs;

3.2. Our good practice transfer expectations

At the end of the process described above, the Municipality of Rosignano Marittimo expects to achieve the following goals:

In 24 months

Service canteens:

- Increase the percentage of organic products in school canteens;
- Develop a food waste reduction policy.
- Increase the food education program.

Agriculture:

- Strengthen the network of local farms,
- Encourage the creation of agricultural networks and new farms;

Citizens:

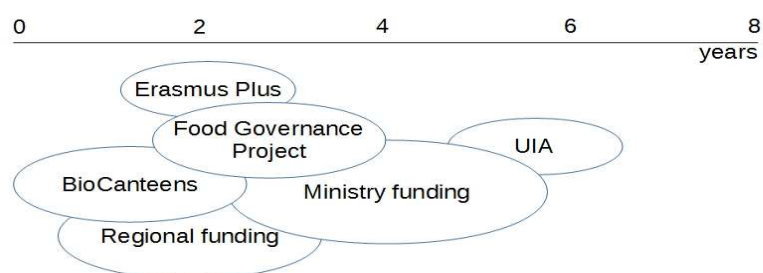
- Develop a strategy to improve the eating habits of families;
- Develop a strategy that leads to more organic consumption.

Policy:

- Plan territorial food governance.

Beyond 24 months

Beyond the 24 months of the project, as shown in the figure below, we expect to have acquired knowledge and experience useful for planning a future vision in the field of food, health and the environment. Future actions can be planned using different European, national and regional programs.



Please address all your questions to tnp2@urbact.eu

