



# Driving Innovation in Territorial Food Systems and Improving Outcomes for Producers and Consumers

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## Overall Aim

To **facilitate collaboration** between farmers, consumers, local governments and other actors to **scale up** short agri-food chains which **rebalance** farmers' position, create win-wins for producers and consumers and drive innovation in territorial food systems.



# COACH Consortium

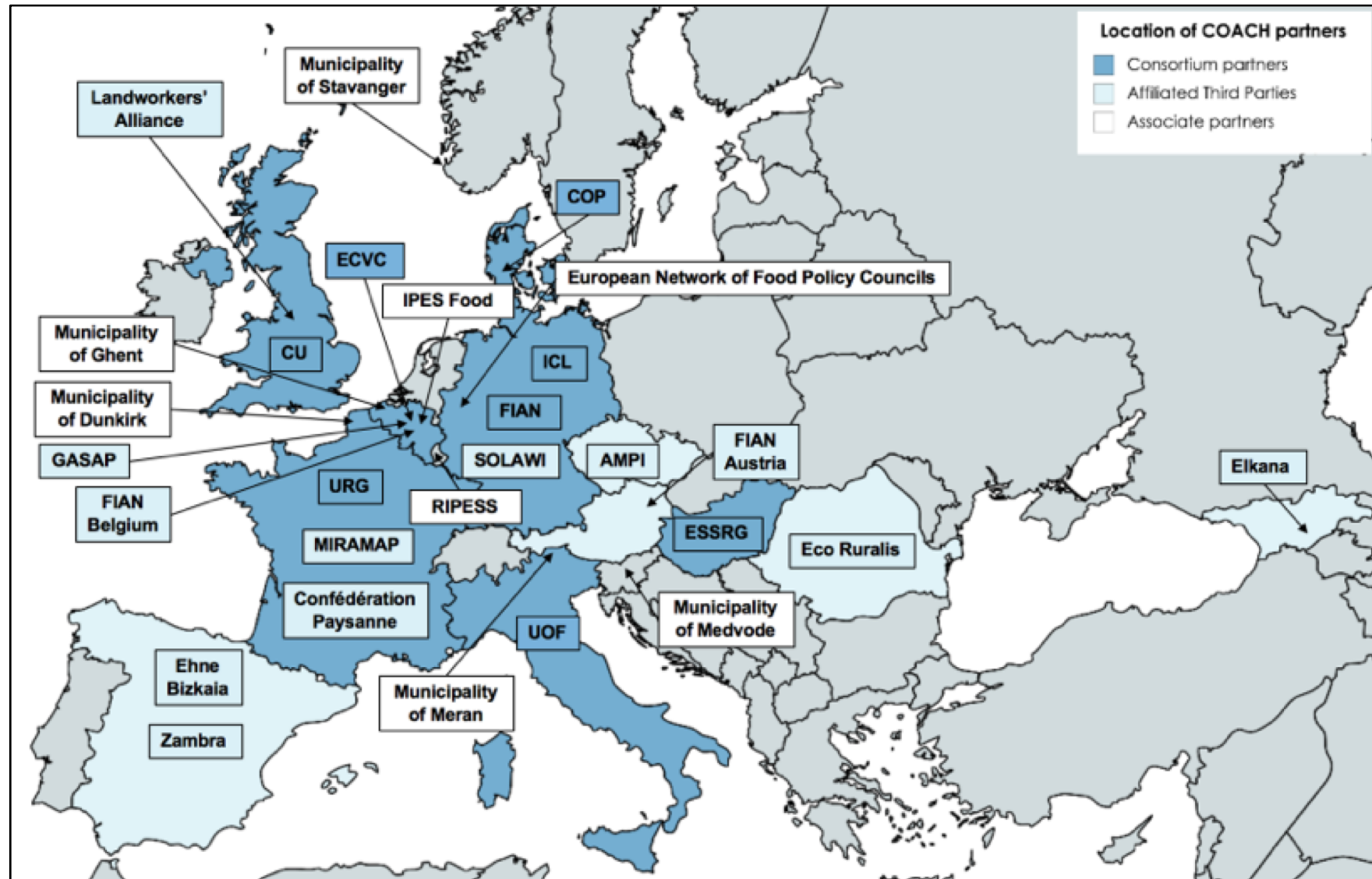
- 8 Partners
- 12 Affiliated or 'linked' third parties
- 8 Associate Partners
- 11 countries

## Project Info:

Topic: RUR-05-2020 – Connecting consumers and producers in innovative agri-food supply chains

Duration: November 2020 – October 2023

EU Contribution: €3021762,50



# COACH Objectives

- 1 Develop a **Living Library** of emblematic **good practice case studies** which demonstrate the different ways that farmers can access consumer-driven opportunities to improve their incomes and rebalance their position in food chains.
- 2 Deliver a combination of face-to-face and online **training and capacity-building activities** to support farmers and small operators in the food chain to access information on consumer demand and build their capacity to connect with consumers.
- 3 Provide **new insights and guidance on the costs and margins** for each link in the supply chain, demonstrating opportunities for improved incomes for farmers and small operators and minimising margins for intermediaries.
- 4 Design and launch a **‘farm-to-fork’ public procurement toolkit** in order to help contracting authorities develop appropriate tenders for healthy and fresh food supplied by small-scale producers.
- 5 Maximise the impact of the project’s activities through a **Communications Learning and Innovation Platform (CLIP)** and dissemination with a wide range of relevant actors.



# COACH 'BEACONS'



- Short Food Supply Chains
- Sustainable Public Food Procurement
- Civic Food Networks
- Civic Food Networks & Short Food Supply Chains
- Short Food Supply Chains & Sustainable Public Food Procurement
- Short Food Supply Chains, Sustainable Public Food Procurement, Civic Food Networks

# COMMUNICATIONS, LEARNING and INNOVATION PLATFORM (CLIP)

- **‘Living Library’ of Beacons**
- **Costs and Benefits Learning module** – designed to support small-scale farmers in understanding the costs and benefits of being involved in collaborative short agri-food chains.
- **Public Procurement Toolkit** – aimed at procurement officers, to give practical guidance on how to design tenders for small-scale farmers to access

**‘Spotlights’** – a search function on the Living Library where users can find reports, films and linked beacons which illuminate a series of important cross-cutting themes:

- Covid-19
- Innovative governance
- Legal aspects
- Policy and advocacy
- Social equity
- Gender equity
- Public Food Procurement
- Digital technology
- Education and Information
- Costs and Benefits

# COACHING & MENTORING

## Coaching

- Relatively structured, short term
- Achieve a defined goal
- Uses the 'GROW' model – **G**oal, **R**eality, **O**ppportunity, **W**ill
- 70 hours of external 'expert' coaching
- 5 'Replication cities' for public procurement

## Mentoring

- Less structured, long term
- Relationship between more and less experienced parties
- Role modelling, emotional support



# TRAINING

## Training

- 3 national training events: Austria (social equity issues), UK (marketing and sales), Spain (smart innovations)
- 4 European training events (1.5 days, 3 languages): Budapest, Florence, Copenhagen, Brussels
- 1 international knowledge exchange for all beacons

## Consumer Events

- Bread festival in Georgia
- Farmers markets in Romania
- Czech Republic (topic tbc)





# MULTI-ACTOR DIALOGUES

- City-region dialogues on 'farm-to-fork' procurement (Copenhagen – 31<sup>st</sup> May 2021) and 1 other city
- European scale multi-actor dialogue on 'farm-to-fork' procurement (Brussels)
- 8 multi-actor dialogues on territorial food systems: Flanders region (x2), Austria, France, UK, Romania, Spain, Georgia
- Developing roadmaps to support collaborative agri-food chains locally



# What we have done so far...

33 case studies, or 'Beacons' are on board and will populate the 'Living Library'

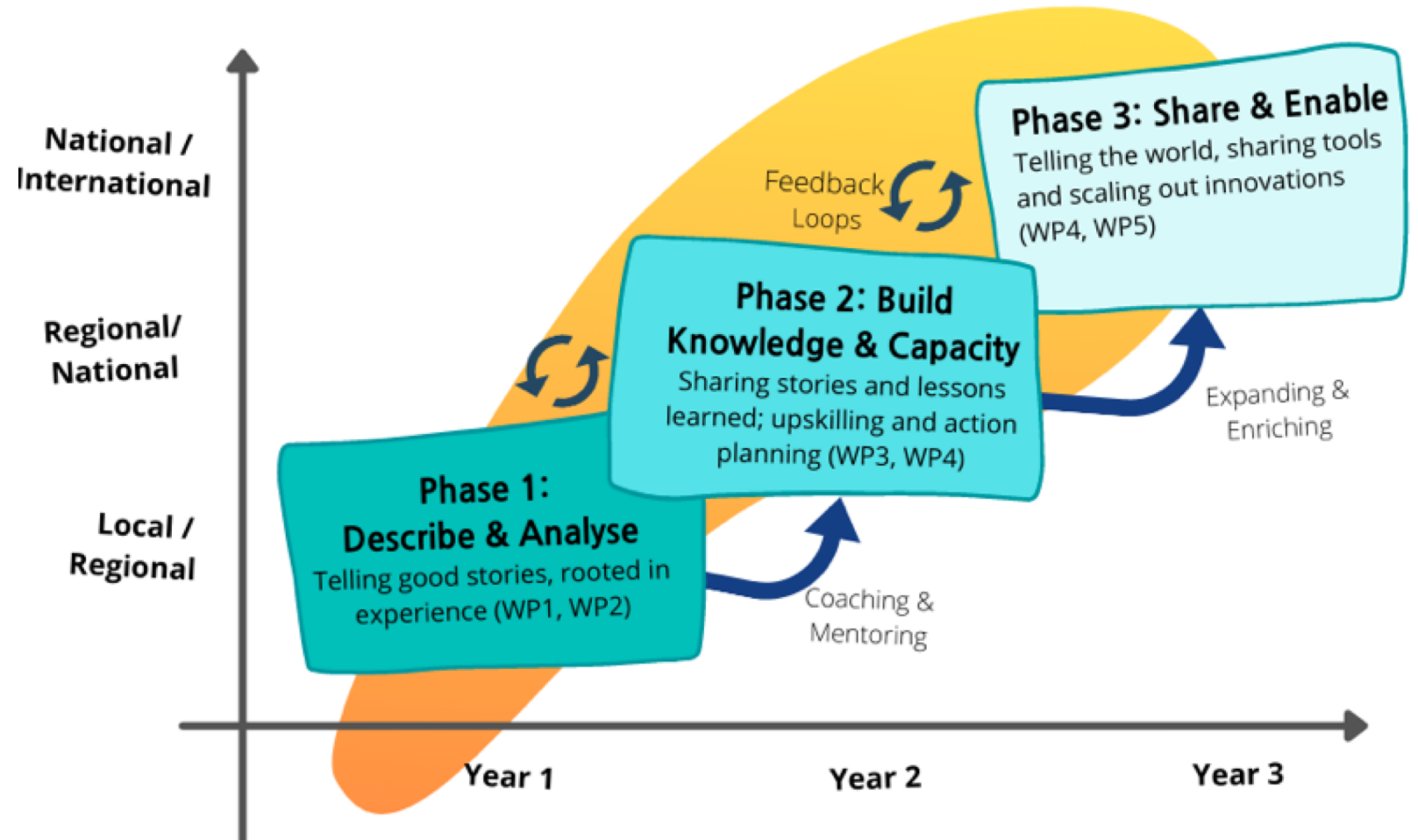
'Campfires' are planned where the beacons develop their narratives and build 'story telling' capacity

Spotlight 'encounters' scheduled

15 Beacons are starting their 'Costs and Benefits' analysis

Multi-actor dialogue on sustainable farm-to-fork procurement - joint event with Independent Dialogue of Food Systems Summit (Copenhagen)

Associate partners engaged



# Expected impacts

Develop ...practical support to set up innovative supply chains creating win-wins for producers and consumers, including through collecting examples of good practices...

Integrate the needs of primary producers and consumers in a hands-on approach ....

Improve sharing of experience between contracting authorities on tendering healthy and fresh food...

Amplify capacity for endogenous rural economic development

Raise consumer awareness about benefits of sustainable food

Increased support for mandatory targets for farm-to-fork procurement

Focus on inclusive innovation that benefits those who are often excluded from collaborative value chains

## Key Performance Indicators – at a glance:

32 good practice examples lodged in the Living Library
7 spotlights analyses completed and available in the Living Library
5 films about the spotlights completed
International knowledge exchange with case studies (65 participants)
3 National Training events and 4 European training events on public procurement, consumer-driven opportunities, smart innovation and costs and margin (210 participants)
Training materials on consumer-driven opportunities, smart innovation, costs and benefits provided
3 Consumer facing events
70 hours of coaching completed
‘Farm-to-fork’ public sector procurement toolkit adopted for use by up to 5 local authorities
11 Multi-actor dialogues and 11 Roadmaps produced (350 participants)
2 Breakfast@Sustainability events (140 participants)
5 policy briefs, 20 EIP practice abstracts, 3 academic papers
Final dissemination event to plan project legacy and produce Roadmap (100 participants)

[www.coachproject.eu](http://www.coachproject.eu)  
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**Thank you for listening - we look forward to working with you!**

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