

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



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

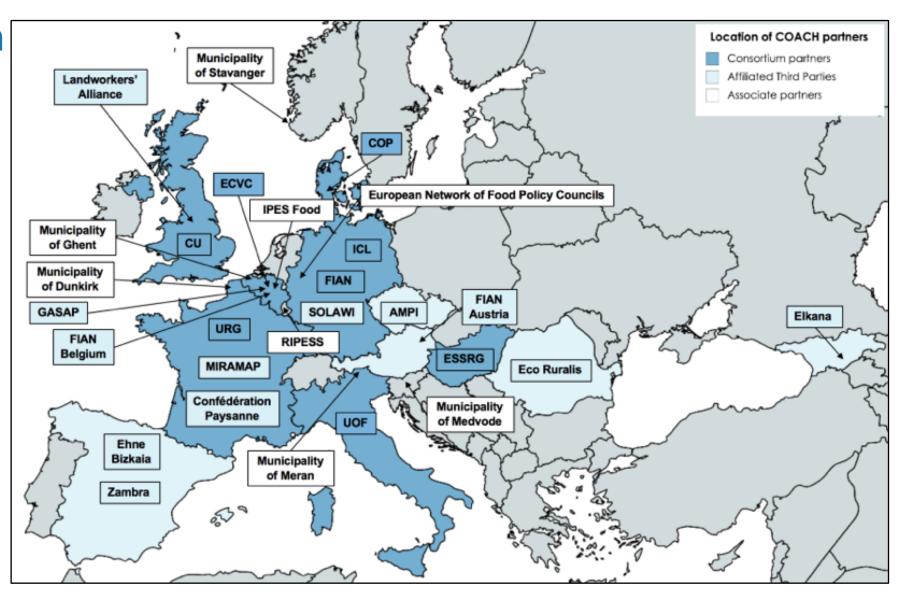
Project Info:

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

- 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.
- 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.
- 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.
- 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.
 - 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'



France

Charte en

Mouvement

Participatory

guarantee system

Miramap

Belgium

De Hongerige

Stad

Civic food network

targeting public land

FIAN Belgium

Networks

Austria

Vienna

Food

FIAN Austria

Civic Food

Manos verdes (ASDECOBA initiative) CSA Network

Zambra Georgia

Reintroduction of forgotten crops by Elkana

> Farmer's Union Elkana

> > France

De la ferme au quartier Direct sales / online

logistics platform Confédération paysanne

Belgium

Gasap'Ecole

Local food in school canteen project

GASAP



Hungary

Nyíregyházi Kosár Közösség

civil initiative connecting local producers and consumers

ESSRG

Romania **Ecoruralis** Farmer's Market

Local public peasant markets in Romania Ecoruralis

Germany Regionalwert AG Rheinland

France

Miramap

of Knowledge &

Know How on Accessibility of Amap

Miramap

Network of Exchanges

letwork of SFSC businesses food policy councils and tizens investing in shares -Netzwerk Solidarische Landwirtschaft-

Confédération paysanne

Norway City of

Public sector procurement initiative



Belaium

GASAP

Belgium

Heritage wheat and brewery co-operative

FIAN Belgium

Spain

Granennetwerk

Tierrapapel-tijera

CSA Network

Zambra

Czech Republic

Centrum Konipas

Organic farming education centre

France

De la Terre à l'Assiette

Meat-focussed SFSC

Stavanger

ICLEI



United Kingdom

Unicorn Groceru

Co-operative supermarket for local producers

Landworker's Alliance

Georgia

GASAP Co-operative CSA participatory guarantee system Pereta

> Producers' co-operative

ELKANA

Spain

Co-operative

Labore Oarso

Co-operative

Supermarket

EHNE Bizkaia

United Kingdom

Granville

Short Food **Supply Chains**

United Kingdom

Piper's Farm

Meat-focussed SESC

Landworker's Alliance

Belgium

City of Ghent public procurement

ICLEI

Communitu Kitchen

> Community-run food hub Coventry Uni

Sustainable Public **Food Procurement**

Denmark

Copenhagen

Public sector procurement initiative

Copenhagen

Portugal Camara Municipal Torres Vedras

Public sector procurement initiative



Austria

Adamah Biohof

SFSC Network

FIAN Austria

Hungary

Farmermiller-baker network

ESSRG

Italv

Conserve Project

Reducing farms' surplus and food waste Univ. of Florence UK / International Open Food Network

Open source software platform for small scale food producers Coventry Uni

Italy **Gran Prato** filiera cerealicola

a km 0 Cereal-focussed SFSC network Univ. of Florence



School

Canteens Public procurement for school canteens

EHNE Bizkaia





Czech Republic

KPZkoALICE /

CSA Coalition

CSA & Knowledge

Exchange Network

AMPI

Germany

Netzwerk

Solidarische

Landwirtschaft

CSA Network

Netzwerk Solidarische

Landwirtschaft





Civic Food Networks

Civic Food Networks & Short Food Supply Chains





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 Goal, Reality,
 Opportunity, Will
- 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 31st 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'

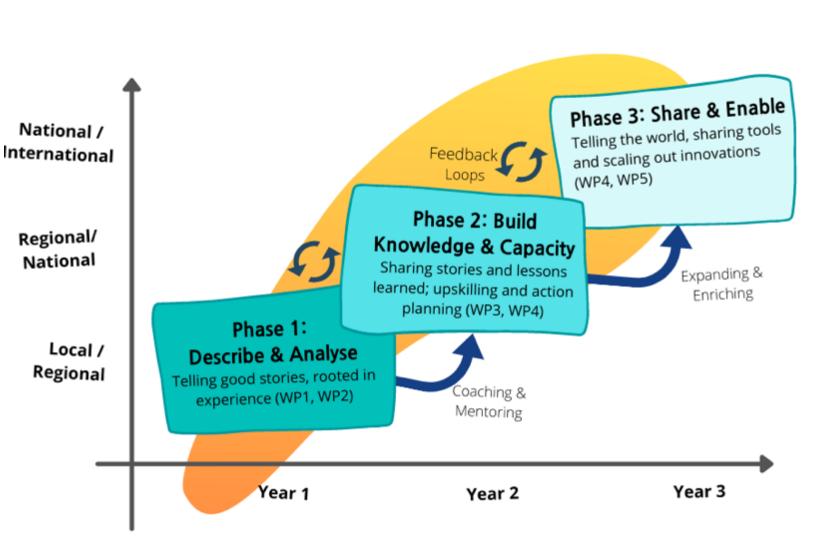
'Campfires' are planned where the beacons develop their narratives and build 'story telling' capacity

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 @COACH_EUProject

Thank you for listening - we look forward to working with you!

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If you would like to receive our quarterly newsletter, please contact Amy, or sign up at the project website

