

EATING CITY

LA CITTÀ CHE MANGIA - LA VILLE QUI MANGE - LA CIUDAD QUE COME



SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN

PUBLIC CONFERENCE PROGRAM

ROME APRIL 13, 2010

AT:

-ecopolis
Conference 2010



fph | Fondation Charles Léopold Mayer
pour le Progrès de l'Homme



Introduction

National and local governments, together with civil society and international organizations, have to become aware of their ability to take some decision today to be able to produce important differences in social, economic, environmental conditions for the lives of the majority of people worldwide who live in urban environments.

Cities require a long term, wide vision about the use of the urban spaces, to harmonize the social and environmental context and improve sustainability. At the same time, environmental protection and the management of services to be run now and into the future in urban areas, should be planned in a way to anticipate the needs and various scenarios.

The urban footprint is extending beyond the boundaries of the suburbs Cities influence and are influenced by many different environmental factors. Proactive environmental policies in urban areas will become essential to cope with the challenges of climate change and to optimize population density in particularly sensitive areas, such as coastal regions.

Ecopolis

Ecopolis, the exhibition-conference event organised by the Rome Chamber of Commerce and Fiera Roma, is an opportunity to rethink the urban environment and to discover new technologies, products and city management processes.

It is a forum where institutions and actors and companies and technicians that represent the plurality of experiences, can meet and debate on the most relevant thematic of the "green economy" in order to propose solutions suitable for those who want to "do sustainable business".

Eating City

Quantity, quality and the food supply chain; a city that is swallowing surrounding areas. How can a complete food supply chain become sustainable and responsible? Zero food miles along with a large variety of products?

The project "Eating city", initiated by Risteco in collaboration with the Foundation Charles Leopold Meyer for Human Progress, will try to bring some answers in order to contribute to the development of more sustainable food services, including food supply and catering.

Let's take a step back and speak about human work; let's think about how much emphasis has been placed on economic activities in the last past decades, and how the financial and political "short term view" has roused a spasmodic and sometimes aberrant reduction of production costs, most critically involving labour costs, leading to the "Industrial Standard & Omologation" of products.

Today we are facing a global situation in which many European countries are less and less competitive. The food industry is also undergoing the effect of globalisation and is shifting production to countries where labour and energy cost less, with two negative consequences: more unemployment in our countries and more climatic damage due to excessive food miles.

The food supply chain is not the only negative impact of growing cities on their nearby regions. Let's think about waste. Today, every person produces on average 200kg per year of waste related to food consumption. For instance, when we eat outside of the home we produce an average quantity of 200 to 250 grams of waste per meal. Most of it is the result of primary, secondary, and tertiary packaging: tons and tons of plastic, cardboard, wood etc. that is used to protect and ship our food. There is no doubt that packaging is absolutely necessary to insure food safety, a top priority, but we have to demonstrate that packaging and therefore waste is proportional to the distances of food supply chains and to the exchanges between intermediaries that take place between farm to fork.

Life is based on energy and material transformation, within a limited environment. Energy and raw material availability is shaping the evolution of our planet. Drinking water and food already shape the development of every region; the need for energy influences our culture, with undeniable worldwide gaps and negative effects, such as greenhouse effect.

The city eats. It swallows not only food but also all the territory necessary to produce the food. The flows of the food supply chain induced by urban areas are big, intense, and of course unavoidable. Dialogue around sustainability must embrace many aspects, ranging from production, transformation, distribution and logistics. We have to confront the problems that arise due to the quantities of food needed, such as CO2 emissions due to food miles.

Promoting local production means, in part, a reduction in greenhouse gas emissions and may also limit our choice and our exposure to other food cultures.

Zero food miles and/or large variety of products?
Is this an undying contradiction?

These are the main topics of the project "Eating city" that will be presented at the Fiera Roma from April 13th to 14th, in occasion of Ecopolis 2010.

Deeply convinced that all activities related to food production and consumption are essential for the sustainable development of cities, Risteco aims, with the project "Eating city", to carry on the social dialogue initiated in 2005, in order to harmonize the process for the development of a sustainable food service model useful for large and small cities in Europe.

The portal [ecomeal.info](http://www.ecomeal.info) (www.ecomeal.info), already active and dedicated to the social dialogue for a more sustainable food service, will help the communication and the dialogue between all participants before and after the event "Eating city".

April 13th 2010

Public conference "Eating city"

10:30 – 14:00 Ecopolis, Fiera di Roma.

Program:

Chairman: Maurizio Mariani, President of Risteco

Introduction by Dr Giuseppe Tripaldi, Scientific Coordinator of Ecopolis

Cities and their case history:

10:45 – 12:15

Amsterdam (Netherlands)

Pim Vermeulen, Senior urban planner, city of Amsterdam

"The Food strategy of the city of Amsterdam"

Saragossa (Spain)

Javier Celma, Director of Saragossa's Agenda 21

"The Food strategy of the city of Saragozza"

Canton (China)

Prof. Xie Linping, School of Administration, Canton University

"Public catering of Canton, some cases of study"

Florence (Italy)

Dr Enrico Peruzzi Managing Director of DSU Florence

"The food service at the University of Florence: between sustainability, quality and economy"

Florence (Italy)

*Dr Giuliana Danti, Head of school canteens department of the city of Florence

"Between organic food and social responsibility, the choices of the city of Florence"

New York (USA)

Ben Thomases, Food Policy Coordinator NYC

"The Food Strategy of the city of New York"

The role of the facilitator:

12:20 - 12:50

Karen Karp, Karp Res. Consultant (USA)

" To assist the dialogue between public bodies and private companies in the USA"

Vladimir Ugarte, Almedio (Cil)

"The school catering sustainability in Latin America"

Companies overview:

12:50 - 13:20

Dr. Ilario Perotto, President of Angem - Fipe

Dr. Ferdinando Palanti, President of Lega Coop Servizi (Ancst)

*Dr. Toni De Amicis, Managing Director of "Fondazione Campagna Amica" (Coldiretti)

At the end, a report about "Corporate Social Responsibility" of agri-food supply chain - Prof. Mario Molteni – Università Cattolica di Milano

For more information :

http://www.ecopolis.fieraroma.it/programma_conferenze.asp

For more information about the ongoing project "Eating city":

<http://www.ecomeal.info/?q=agir>

* waiting to be confirmed