

GOOD FOOD STRATEGY

THE PATH FOR A BRUSSELS SUSTAINABLE GOODFOOD SYSTEM

« Sustainable Food & Biowaste
Conference »

Malta – 31 May 2016

Grégoire Clerfayt
Bruxelles Environnement



GoodFood

MIEUX PRODUIRE, BIEN MANGER
BETER PRODUCEREN, GOED ETEN

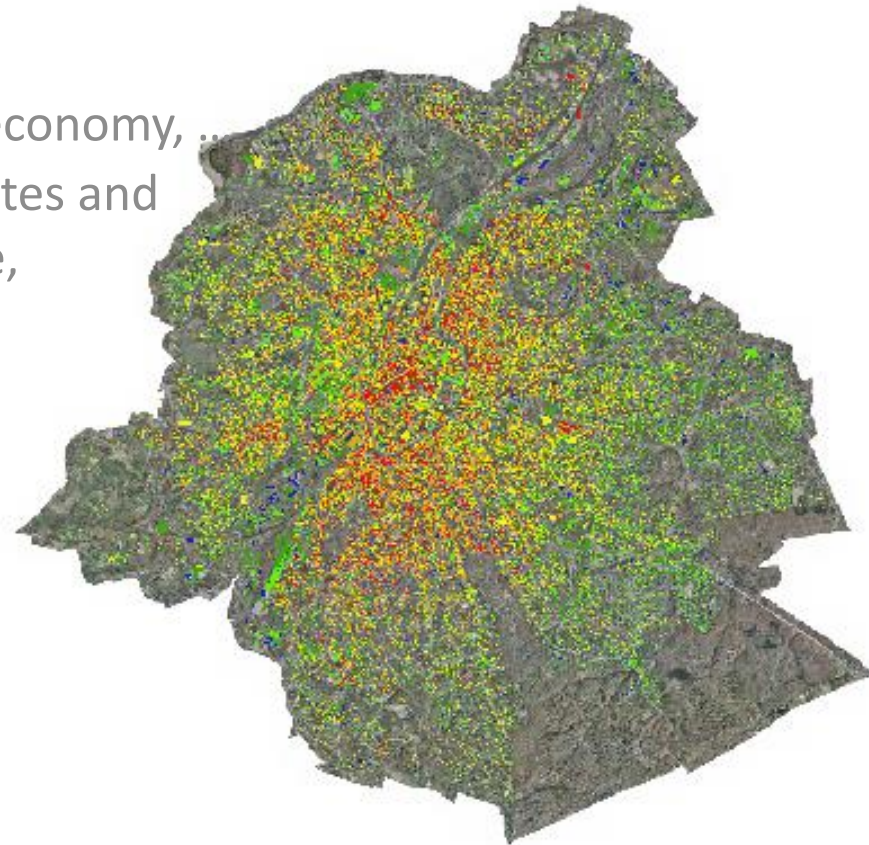
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BRUSSELS REGION

Medium-sized European City :

- 162 km² - 220 ha dedicated to agriculture
- 1,2 million inhabitants + 300.000 day consumers
- 630.000 workers (+8% 2001-2010)
- Large regional portfolios : environment, energy, mobility, urbanism, housing, economy, ...
- Ambitious environmental policies : Wastes and Circular Economy, Water, Noise, Nature, ...
- Climat & Energie, ...



Why a sustainable Food Strategy ?

Environment – Health - Economy

local impacts

- Consumption – food Wastes
- Land and Nature management
- Soils Quality
- Local jobs – production, transformation, distribution
- Social behaviours – quality of life
- Resilience

Global Impacts



A Good Food Strategy contribute to others city challenges

A LONG PROCESS OF ACTIONS AND DISCUSSION WITH STAKEHOLDERS

2009 – 2014 : Emergence of local initiatives

2010- 2013 : Greencook – Food Waste (Interreg 4c)

www.green-cook.org



2013 – 2015 Sustainable food in Urban Communities (URBACT)

<http://urbact.eu/sustainable-food-urban-communities>



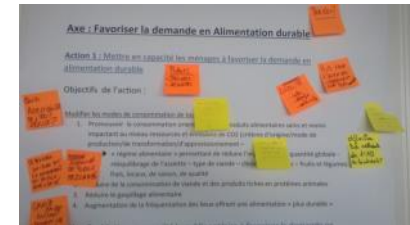
2014 : Alliance Employment & Environnement – Food

2015 : Preparing the GoodFood Strategie - Large co-construction with stakeholders

- Overview of the situation
- What's GoodFood
- Vision for 2030
- Targets
- Actions
- Priorities



2016 – 2019 : The implementation of the GoodFood Strategie



French
Dutch

GOOD FOOD STRATEGY

VISION FOR 2030

ACTIONS PLAN
2016 – 2019

2,5 Mio €/an



<http://www.environnement.brussels/thematiques/alimentation/action-de-la-region/strategie-good-food-vers-un-systeme-alimentaire-plus>



Some Objectives

For 2030

Local Production
30% fruits and vegetables

Public & school canteines : 100%
GoodFood

30% citizens change their food behaviour
for 2020

30% less food wastes for 2020

...

GOODFOOD DEFINITION

Healthy food products with less impacts on resources and the climate

More vegetable proteins – less animal proteins

A reduction of the food waste

Dietary changes :

- Quantity
- Content – new balance
- Type and quality of the meat
- Fish from sustainable stocks
- Fresh fruits and vegetable s
 - locally
 - saisonnal
 - quality production



It is also good eating

Enjoyment and Health

For All people

Good for people and Good for the planet

GOODFOOD TARGETS

1. LOCAL PRODUCTION
 - By professionnels
 - By citizens
1. FOOD TRANSFORMATION & RETAIL
2. SCHOOL AND PUBLIC CANTEENS & RESTAURANTS
3. CITIZEN FOOD BEHAVIOUR CHANGE
4. FOOD EDUCATIONNAL PROGRAMM
5. FOOD WASTES
6. INNOVATION PROGRAMM
7. SHARED GOVERNANCE



LEADING ATTITUDES

Strategy concerns everybody

With Exemplary public authorities

Based on partnership and calls for projects

Empowerment and Autnomy

Relied on Local stakeholders



LOCAL PRODUCTION

Professionals

To protect, to develop land use for professional production

inside the city : 220 ha, on roof, with greenhouse, insects, mushroom, ...

outside the city : green peri-urban zone

To support professionals

educational program and

help – expertise, information, €

Citizens - producers

on the balcony, in containers

in the garden, alone or together

in public parks or spaces



LOCAL FOOD TRANSFORMATION & RETAILS

To change and to develop a (local) GoodFood supply chain in transformation and retails

- more GoodFood products
- more GoodFood Retails
- more locally
- more linked with local producers

To make this well known by customers

To label the « Made in Brussels »

To make GoodFood affordable for all customers

To stimulate new Good Food business

To prevent Food wastes and to distribut to social organizations



CANTEENS & RESTAURANTS

GoodFood cooking session and Receipts
which products
where provided
which menus

GoodFood programm for (public and school)
Canteens – information, engagement, help and
Label

GoodFood Menu in restaurants
- information, engagement
- promotion for customers

Food wastes in Restaurants



CITIZENS FOOD BEHAVIOUR CHANGES

Behaviour change by doing/cooking

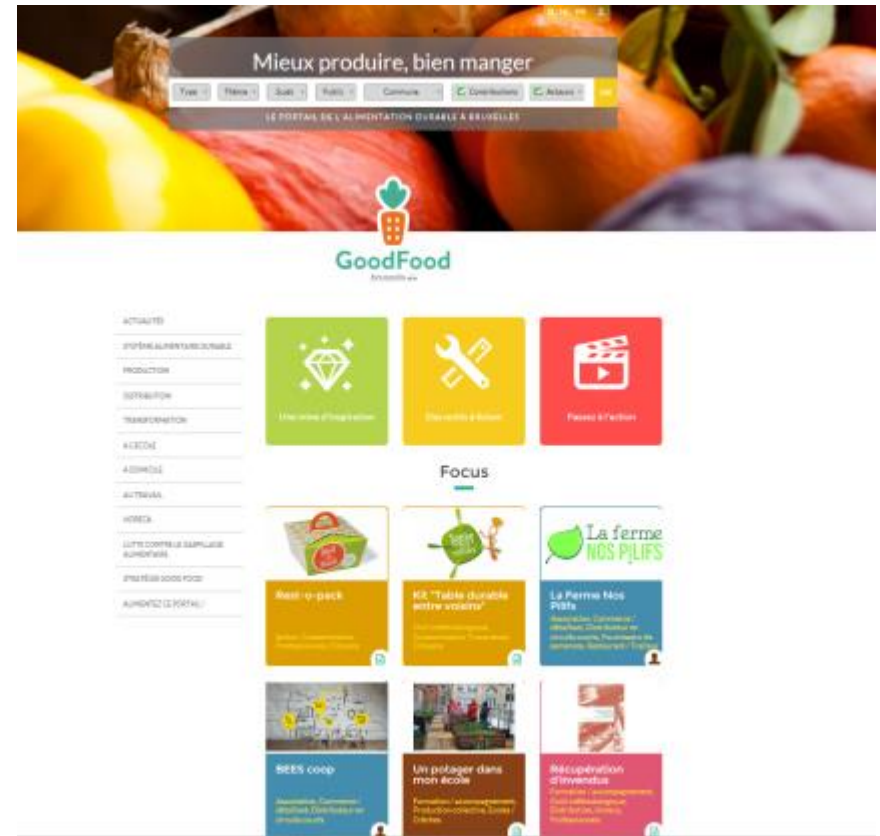
- Information & Toolkit
- Engagements by citizens
 - Alone
 - Together
 - With Ambassadors
 - With local associations
- School programmms
 - Educational programmms
 - Visits
 - School project (canteen, vegetable production, ...)
- To prevent Food wastes



SHARED GOVERNANCE

Actions in progress

- New proposal of actions every 2 years
- Good Food Council with experts groups
 - With representatives of all stakeholders
 - To define or to inspire actions
 - To evaluate
 - To suggest new ideas, actions, ...
- Open source



www.goodfood.brussels

THANK YOU FOR ATTENTION

Brussels Environnement

Brussels Administration for the Environment
and Energy Policies of the Brussels Region



INFORMATION

Ir Gregoire Clerfayt

Department Circular Economy
and sustainable city
Brussels Environment

Div. Information, Coordination générale,
Economie circulaire et Ville durable
Site de Tour & Taxis
Avenue du Port 86C/3000 B-1000 Bruxelles
Tél: +32 2 7757915
gclerfayt@environnement.brussels

www.environnement.brussels