



Food Systems in European Cities

Deliverable 7.13 – Press Releases Collection Sixth Update

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Project Consortium

No.	Institution Short name	Institution Full name	Country
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2	APT	INSTITUT DES SCIENCES ET INDUSTRIES DU VIVANT ET DE L'ENVIRONNEMENT - AGRO PARIS TECH	FR
3	RMN	COMMUNE DE ROMAINVILLE	FRA
4	SWUAS	FACHHOCHSCHULE SUDWESTFALEN	DE
5	ILS	INSTITUT FÜR LANDES- UND STADTENTWICKLUNGSFORSCHUNG gGMBH	DE
6	FLY	FLYTECH SRL	IT
7	NOL	NOLDE ERWIN	GE
8	BOL	COMUNE DI BOLOGNA	IT
9	NAP	COMUNE DI NAPOLI	IT
10	UNINA	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II	IT
11	HCA	HAGUE CORPORATE AFFAIRS BV	NL
12	LAN	GEMEENTE LANSINGERLAND	NL
14	WR	STICHTING WAGENINGEN RESEARCH	NL
16	POL	POLAR PERMACULTURE SOLUTIONS AS	NO
17	TAS	TASEN MICROGREENS AS	NO
18	MBI	ASOCIATIA MAI BINE	RO
19	ARC	ARCTUR RACUNALNISKI INZENIRING DOO (TERMINATED)	SI
20	BEE	DRUSTVO URBANI CEBELAR	SI
21	SBD	AJUNTAMENT DE SABADELL	ES
22	ISL	ORGANIZACION DE PRODUCTORES DE TUNIDOS Y PESCA FRESCA DE LA ISTA DE TENERIFE	ES
23	ULL	UNIVERSIDAD DE LA LAGUNA	ES
24	UAB	UNIVERSITAT AUTONOMA DE BARCELONA	ES
25	METAINST	STICHTING METABOLIC INSTITUTE	NL
26	NBL AS	NABOLAGSHAGER AS	NO



Document Control Sheet

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Table of Contents

- 1. Background 5
 - 1.1. Methodology 5
 - 1.2. Objective..... 5
- 2. Press Release 6
 - 2.1. Content 6
 - 2.2. Statistics..... 7



1. Background

The present deliverable constitutes the sixth press release update of the FoodE project. It contains one press release prepared and communicated to media representatives in the context of Task 7.2.2. of Work Package (WP) 7.

1.1. Methodology

The content of the press release presented in this update is prepared by UNIBO in collaboration with HCA and HAGUE BE. It is communicated to a list of media outlets focusing on agritech and vertical farming operating at the European level mapped by HCA NL and HAGUE BE as well as by FoodE partners via Mailchimp.

1.2. Objective

The aim of the press releases is to increase the visibility of the project by presenting FoodE's activities and its results to media outlets.

2. Press Release

The press release prepared in the context of the project was sent on 23 January 2023. It informed the targeted media outlets of a series of events organised in Bologna by the University of Bologna in the context of MyLocalFoodE initiative.

The sections below present the content of the Press Release and the statistics related to it.

2.1. Content

MyLocalFoodE Event in Bologna: FoodEinBO



23 January 2023

MyLocalFoodE is the FoodE initiative promoting the dissemination of urban agriculture practices and sustainable food production linked to the local territory. In the context of the MyLocalFoodE initiative, from 10 until 14 January 2023, the University of Bologna organised a series of events in Bologna, Italy to promote "Think global, eat local" mindset - a claim that aims at increasing awareness of urban and local food consumption.

The event brought together the general public with experts, researchers, and practitioners from various backgrounds to discuss the latest developments and innovations in urban agriculture and to explore ways to promote sustainable and resilient food systems in urban areas.

FoodEinBO featured keynote speeches, workshops for kids and young adults, and farm visits on a range of topics, including the use of vertical and rooftop gardens, the integration of urban agriculture into urban planning, and the role of technology in urban agriculture. It also featured a photographic exhibition called "Proiezioni ORTOgonali - Visions and sounds of Bolognese urban gardens" on green areas and built-up spaces of the city of Bologna, bringing a historical reflection on the evolution of the city's urban area. Some events took place in local urban farms and community gardens, so that



attendees were able to see urban agriculture in action. About 200 people in total attended the various events.

FoodEinBO was organised by the University of Bologna, in particular by the Department of Agricultural and Food Sciences, in collaboration with several other organisations, including the Municipality of Bologna and FoodE pilot project: ALMA VFarm, Aquaponic design, and Salus Space. The event was funded by the European Union, for the dissemination of the results of the FoodE project.

"We are thrilled to be hosting this event" said Francesco Orsini, the project coordinator. "Urban agriculture is becoming increasingly important as cities continue to grow and as the need for sustainable and resilient food systems becomes more pressing. We believe this event will be an important step towards promoting urban agriculture and creating a more sustainable and equitable food system".

About FoodE

Led by the University of Bologna, FoodE brings together a highly qualified consortium of 24 organisations. It comprises universities, research institutes, SMEs, NGO, as well as city councils spread across 8 EU countries. FoodE is financed under Horizon 2020, the European Union Research and Innovation Framework Programme (2014-2020) and will run for four years.

More information via www.foode.eu

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2.2. Statistics

A total of **80** people successfully received the press release.

The open rate was **32,5%**.