Food Systems in European Cities

Deliverable 7.9 – Press Releases Collection Fourth 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 FUR 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

Version	Date	Summary of changes	Author(s)
0.1	21.01.2022	First draft	HCA, HAGUE BE
1.0	28.01.2022	Final version including feedback from partners	HCA, HAGUE BE

Table of Contents

1. Background

The present deliverable constitutes the fourth press release update of the FoodE project. It contains 2 press releases 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 first press release presented in this update is prepared by HCA NL and HAGUE BE in collaboration with FoodE partners. It is communicated to a list of media outlets focusing on agritech and vertical farming mapped by HCA NL and HAGUE BE as well as by FoodE partners via Mailchimp.

The content of the second press release presented in this update is provided by the Food and Agriculture Organization (FAO) of the United Nations and communicated by FoodE to a list of media outlets operating at European level.

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 local media outlets.

2. Press Release N°4

The fourth press release prepared in the context of the project was sent on 7 September. It informed the targeted media outlets of a series of webinars on vertical farming in the context of the International Society for Horticultural Science's (ISHS) HortDialogues. The sections below present the content of Press Release N°4 and the statistics related to it.

2.1. Content

ISHS Talks Unravel the Mystery Surrounding Vertical Farming

In June, Prof. Dr. Francesco Orsini, Prof. Dr. Leo F.M. Marcelis and Prof. Dr. Murat Kacira initiated a series of webinars on Vertical Farming in the context of the International Society for Horticultural Science's (ISHS) HortDialogues. The series of ISHS Talks on vertical farming answer key research questions pertaining to vertical farming.

ISHS is a global network of horticultural experts comprising over 67,000 individuals, universities, governments, institutions, libraries and commercial companies. It promotes research and education in all branches of horticultural science and encourages cooperation and knowledge sharing in the field. As part of its work, ISHS launched HortDialogues – a horticultural science video series featuring international experts who present their research and share with the audience the problems and challenges of the solutions associated with the horticultural sector.

Prof. Dr. Francesco Orsini (Dept. of Agricultural and Food Sciences, University of Bologna), Prof. Dr. Murat Kacira (Director of Controlled Environment Agriculture Center, University of Arizona) and Prof.

Dr. Leo F.M. Marcelis (Head of chair group Horticulture and Product Physiology, Wageningen University and Research) jointly launched the series of ISHS Talks focused on vertical farming.

Vertical farming offers new solutions for meeting the food demand of the growing world population. The indoor environment allows climate-resilient year-round cultivation of crops. It has a reduced water consumption and the produce is less exposed to pesticides and diseases. Do these characteristics make vertical farming a sustainable growing method? Is the elevated energy use to sustain the growing system a major drawback?

The ISHS Talks series consists of recorded webinars addressing these, and other key research questions associated with vertical farming. In the period 1 June – 1 November a total number of 11 webinars will be published. Each video is released online and published on the website of ISHS. Everyone can watch the series without prior registration. Each episode will become available on a specific date at 12:00 CEST. Below is the list of topics, the name of the expert discussing them and the respective date of publication:

- 1 June 2021: Are vertical farms sustainable for the environment? Michael Martin, IVL Sweden
- 15 June 2021: What are the critical choices and decision towards next generation plant factories? Eri Hayashi, Japan Plant Factory Association, Japan
- 1 July 2021: Do we need green light in vertical farming? Erik Runkle, Michigan State University, USA
- 15 July 2021: Can we control intumescence injury in tomatoes grown under led light? Chieri Kubota, Ohio State University, USA
- 1 August 2021: What is the role of light spectrum on lettuce leaf pigmentation? Laura Cammarisano, IGZ Grossbeeren, Germany
- 15 August 2021: Can we improve resources use efficiency through optimised lighting? Giuseppina Pennisi, University of Bologna, Italy
- 1 September 2021 – Ji Yongran, Wageningen University and Research, Netherlands
- 15 September 2021 – Maria Bustamante, Stockholm School of Economics, Sweden
- 1 October 2021 – Christine Zimmermann-Lössl, Association of Vertical Farming, Germany
- 15 October 2021 – Kelly J. Walters, University of Tennessee, USA
- 1 November 2021 – Gioia Massa, NASA Kennedy Space Center, USA

Prof. Francesco Orsini stated that ''A controlled environment where crops are grown and harvested on vertical shelves or towers can offer many advantages in comparison to conventional growing methods. It can easily fit among the solutions which will underpinning the ambitions of many governments to shift their agriculture to a more sustainable path. Yet, vertical farming is an entire world of innovative solutions and techniques which remains incomprehensible by the general public. By explaining the main questions animating the sector, ISHS demystifies vertical farming thus creating more awareness of the benefits this growing method offers".

More information and access to the webinars via https://www.ishs.org/news/ishs-talks-vertical-farming

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2.2. Statistics

The press release was sent in English.

A total of 12 people successfully received the press release.

The open rate was 16,7%.

3. Press Release N°5

The fifth press release prepared in the context of the project was sent on 23 December. It informed the targeted media outlets of the second E-dialogue „Urban agriculture for circular cities: Space and logistic opportunities" co-organised by the European Bank for Reconstruction and Development (EBRD), Food and Agriculture Organization (FAO) and FoodE, that gathered 130 participants from 40 countries, interested to learn more and exchange experience and insights in successful urban farming policies and initiatives.

3.1. Content

Urban Agriculture for Circular Cities - Are We Ready to Support Commercial Urban Farming?

The European Bank for Reconstruction and Development (EBRD) and Food and Agriculture Organization (FAO) have been working on a technical cooperation package to support the agribusiness sector during the COVID-19 crisis, including a work area on Urban and Peri-Urban Agriculture. With more than 80 percent of food projected to be consumed in expanding cities by 2050, the need of shifting food production to urban areas is growing. But challenges multiply at the same pace.

To identify the promising areas for investment in urban and peri-urban agriculture, highlighting technologies, emerging business models and their feasibility, as well as main opportunities and risks, FAO conducted a global study that captured the current state of urban and peri-urban farming and initiated a series of online events on the topic. More than 500 market players and influencers – from both the public and private sectors – including farming companies, technology providers, research centres, real estate investors, retailers and farmers' associations, have already been identified globally and engaged in this newly established networking platform.

After a successful launching event in November 2021, FAO and EBRD hosted on 17 December the second E-dialogue „Urban agriculture for circular cities: Space and logistic opportunities" that gathered 130 participants from 40 countries, interested to learn more and exchange experience and insights in successful urban farming policies and initiatives. This was a unique opportunity for all to hear the voice of municipalities already engaged in urban farming such as Paris, Barcelona, Milano, Istanbul, Budapest, Sofia, Singapore, Beijing, Johannesburg, Washington, Montreal and many others, representing the five continents. Participants discussed the policies and regulation changes that enable public and private investments in urban agriculture and how the economic, social and environmental dimensions of sustainability are affected. After the opening remarks from EBRD and FAO representatives, project partners from the University of Bologna and academic institutions from Germany, Netherland, France, Spain, Hungary and Greece, moderated separated interactive discussions of participants with representatives of municipalities in four breakout rooms: Social Urban and Peri-Urban farming, Rooftop Agriculture, Agricultural parks and Vertical farming. Here participants discussed and analyzed how and to what extent local institutions and their administrations are ready to embrace commercial Urban Agriculture based on the latest technologies, and what is needed to create an enabling environment for investments.

The event was hosted by the land scape and urban horticulture international conference and the International Society for Horticulture Science, and organized in cooperation with the European H2020 project Food Systems in European Cities (FoodE) and its sister actions “Fostering the Urban food System Transformation through Innovative Living Labs Implementation (FUSILLI)”, “Co-creating resIlient and susTaInable food systEms towardS FOOD2030 (Cities2030)”, “Building pathways towards FOOD 2030-led urban food policies (FOOD TRAILS)”, “Food System Hubs Innovating towards Fast Transition by 2030 (FoodShift2030)”and “FOOD and Local, Agricultural and Nutritional Diversity (FoodLand)”.

The urban farming is obviously gaining momentum and its active community is already nominating topics for the 2022 FAO-EBRD e-dialogues, to open up debates and shine a light on the potential pathways towards urbanizing food production.

3.2. Statistics

The press release was sent in English.

A total of 80 people successfully received the press release.

The open rate was 30,9%.