



Food Systems in European Cities

Deliverable 7.11 – Press Releases Collection Fifth Update

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Project Consortium

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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
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1. Background

The present deliverable constitutes the fifth 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 and HAGUE BE in collaboration with ILS. 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 ULL, translated into English and adapted by HAGUE BE. It was 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°6

The sixth press release prepared in the context of the project was sent on 10 June. It informed the targeted media outlets of a series of events organised in Berlin, Soest and Dortmund in the context of the MyLocalFoodE campaign. The press release was communicated in both English and German.

The sections below present the content of Press Release N°5 and the statistics related to it.

2.1. Content in English

Initiating sustainable urban agriculture practices across Germany

10 June 2022

In June and July 2022, under the umbrella name “MyLocalFoodE”, the EU-funded project FoodE organises several events and festivals across the European Union focusing on sustainable food production, short food supply chains and urban agriculture. Also, in Germany a variety of events will take place. The objective is to raise awareness on local sustainable and resilient citizen-led food system initiatives. Through workshops, readings and performances, citizens will learn about the benefits of urban farming.

Berlin

On the 11th and 12th of June 2022, the ‘Long Day of CityNature’ is planned. This event presents the living nature of the city region of Berlin and offers visitors hands-on activities focusing on biodiversity in city regions. Participants will learn a lot about greenhouses, water, and recycling (for more information and registration click [here](#)).

On the 27th of June until the 1st of July 2022 ‘Visiting the Water House’ takes place where participants can visit the so-called ‘Water House’ managed by the FoodE partner organisation Nolde & Partner.

On the 2nd of July 2022, the ‘Long Night of Science’ will take place in Berlin and Potsdam. From 5PM to midnight, scientific and science-related institutions invite visitors to more than 2.000 events, readings, lectures, and performances. The ILS team will be present with [exhibitions](#) and [lectures](#) at the Museum für Naturkunde Berlin (Link for [information/program](#)).

Soest

An informative online workshop is organised in Soest, dealing with city adjustment strategies for farmers in the fringe of the cities. The workshop will convey the theoretic/ scientific explanations of business models and success factors for farms in city regions. Moreover, well established farmers will present their business model and adjustment strategies as practical examples.

Dortmund

The event in Dortmund will be about renaturation of cities in the region of Ruhr metropolitan area. The region is characterised by its densely populated city and former coal industry. With the support of the Horizon 2020 project [proGleg](#), a project aiming to improve the life quality of the people and strengthening green infrastructure, and the South Westphalia University of Applied Sciences, an urban



farm is under construction at the Hansa coking plant industrial monument. The opening event will comprise a guided tour for children. Interested citizens will be presented with an innovative way of growing plants. The farm at Hansa will combine fish and plant cultivation in the form of an aquaponic system.

Ann-Kristin Steines, a researcher at ILS Research gGmbH in Dortmund, is looking forward to the activities and emphasises: "The topic of sustainable food systems is becoming increasingly important. To raise awareness of this topic, education is an important component. That's why we want to use our activities to bring the topic of local and sustainable food systems closer to the residents of Berlin, Dortmund and Soest."

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. Content in German

Initiierung nachhaltiger städtischer Landwirtschaft in ganz Deutschland

9 June 2022

Im Juni und Juli 2022 organisiert das EU-finanzierte Projekt FoodE im Rahmen der "MyLocalFoodE" Initiative in der gesamten Europäischen Union mehrere Veranstaltungen und Festivals, die sich mit nachhaltiger Lebensmittelproduktion, kurzen Lebensmittelversorgungsketten und städtischer Landwirtschaft befassen. Auch in Deutschland wird es eine Reihe von Veranstaltungen geben. Ziel ist es, das Bewusstsein für lokale, nachhaltige und widerstandsfähige, zivilgesellschaftliche Initiativen für Lebensmittelsysteme zu schärfen. In Workshops, Lesungen und Aufführungen werden die Bürgerinnen und Bürger über die Vorteile der städtischen Landwirtschaft informiert.

Berlin

Am 11. Und 12. Juni 2022 findet der „Lange Tag der StadtNatur“ statt. Die Veranstaltung präsentiert die lebendige Natur der Stadtregion Berlin und bietet den Besuchern Mitmachaktionen zum Thema



Biodiversität in Stadtregionen. Teilnehmer*innen können sich an beiden Tagen über Gewächshäuser, Wasser und Recycling informieren (weitere Informationen & Anmeldungen finden sie hier).

Vom 27. Juni bis zum 1. Juli 2022 öffnet das „Wasserhaus“ unseres Partnerinstituts Nolde & Partner seine Türen. Teilnehmer*innen können in der Zeit das sogenannte "Wasserhaus" besichtigen.

Am 2. Juli 2022 findet in Berlin und Potsdam die "Lange Nacht der Wissenschaften" statt. Von 17 Uhr bis Mitternacht laden wissenschaftliche und wissenschaftsnahe Einrichtungen zu mehr als 2.000 Veranstaltungen, Lesungen, Vorträgen und Ausstellungen ein. Das Team vom Institut für Landes- und Stadtentwicklungsforschung (ILS) wird mit einer [Ausstellung](#) und einem [Vortrag](#) im Museum für Naturkunde Berlin vertreten sein (Link für [Informationen/Programm](#)).

Soest

In Soest organisiert die Fachhochschule Südwestfalen ein Online-Workshop, der sich mit Stadtanpassungsstrategien für Landwirte in Stadtrandgebieten beschäftigt. Der Workshop vermittelt theoretisch-wissenschaftliche Erläuterungen zu Geschäftsmodellen und Erfolgsfaktoren für landwirtschaftliche Betriebe in Stadtregionen. Außerdem werden etablierte Landwirte ihr Geschäftsmodell und ihre Anpassungsstrategien als Praxisbeispiel vorstellen. Weitere Informationen folgen noch.

Dortmund

Die in Dortmund geplante Veranstaltung handelt von Renaturierungsmaßnahmen von Städten in der Region Metropole Ruhr. Die Region zeichnet sich neben dicht besiedelten Städten vor allem durch den Charakter der ehemaligen Kohleindustrie aus. Mit Unterstützung des EU-Horizont-Projekts proGReg, einem Projekt zur Verbesserung der Lebensqualität der Menschen und zur Stärkung der grünen Infrastruktur, wird auf dem Industriedenkmal Kokerei Hansa ein urbaner Bauernhof errichtet. Interessierten Bürger*innen wird eine innovative Art des Pflanzenanbaus vorgestellt. Die innovative Farm auf dem Hansagelände wird Fisch- und Pflanzenzucht in Form einer Aquaponic-Anlage kombinieren. Für die Eröffnungsveranstaltung sind zudem Führungen für Kinder geplant.

Ann-Kristin Steines, wissenschaftliche Mitarbeiterin der ILS Research gGmbH in Dortmund, freut sich auf die Aktivitäten und betont: "Das Thema nachhaltige Ernährungssysteme wird immer wichtiger. Um das Bewusstsein für dieses Thema zu schärfen, ist Bildung ein wichtiger Bestandteil. Deshalb wollen wir mit unseren Aktivitäten den Bürgerinnen und Bürgern in Berlin, Dortmund und Soest das Thema der lokalen und nachhaltigen Ernährungssysteme näherbringen."

Über FoodE

Unter der Leitung der Universität von Bologna vereint FoodE ein hochqualifiziertes Konsortium von 24 Organisationen. Es umfasst Universitäten, Forschungsinstitute, KMU, Nichtregierungsorganisationen sowie Stadtverwaltungen aus acht EU-Ländern. FoodE wird im Rahmen von Horizont 2020, dem Rahmenprogramm der Europäischen Union für Forschung und Innovation (2014-2020), finanziert und hat eine Laufzeit von vier Jahren. Aus Deutschland beteiligen sich das ILS Institut für Landes- und Stadtentwicklungsforschung, Dortmund die Fachhochschule Südwestfalen, Soest und das Unternehmen Nolde & Partner, Berlin.

Weitere Informationen unter www.foode.eu

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2.3. Statistics

A total of **65** people successfully received the English version of the press release.

The open rate was **24.6%**.

A total of **44** people successfully received the German version of the press release.

The open rate was **22.7%%**.

3. Press Release N°7

The seventh press release prepared in the context of the project was sent on 20 July. It informed the targeted media outlets of the events organised in Tenerife in the context of the MyLocalFoodE campaign.

3.1. Content

MyLocalFoodE event in Tenerife: Sustainable Tuna Production and Consumption



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 23 until 27 May 2022, the Institute for Social Research and Tourism (ISTUR) of the University of La Laguna (ULL) organised a series of events on the island of Tenerife (Spain) to demonstrate to students and staff of the University the nutritional and gastronomic advantages of the production and consumption of local fish, especially tuna caught by the artisanal fleet of the Islands. The aim of this event was to introduce local tuna on the menu of the university canteens on a permanent basis.

Every year more than 7 million metric tons of tuna and tuna-like species are caught worldwide, which represents about 20% of the value of all marine fish caught. This is no surprise, considering that tuna is rich in omega-3, minerals, protein and vitamin B12.

The MyLocalFoodE event in Tenerife aims to educate ULL students about the sustainability and health benefits of tuna consumption, as well as to introduce local fish to university canteens.



On 17 May, the event was officially launched by the Councillor of Fisheries of the Cabildo of Tenerife and a Vice Rector of the ULL. A few days earlier, on 13 May, ISTUR organised a training session with a renowned chef, Juan Carlos Clemente, made available to cooks and managers of the university canteens. From May 23 to 26, tasting days were held in 5 canteens of the University, with a free menu with a local tuna as the main dish. On 24 May, another tasting event was held with media with various local tuna preparations and the presence of the Rector of the University. On 27 May, tasting sessions were held with the residents at the Colegio Mayor San Fernando, with the attendance of a large part of the University's administration. In total, over thousand people were able to taste the menu.

In connection with the festival, the Cabildo Insular de Tenerife together with the ULL, will organise a video contest on local fish recipes, which will end after the summer. The aim of the event is to educate young students about the local treasure: tuna, and to introduce it into the menu of the University's canteens.

3.2. Statistics

The press release was sent in **English**.

A total of **69** people successfully received the press release.

At the time of the preparation of this deliverable, the open rate was **8.7%**. Nevertheless, this percentage is expected to rise given that the press release was prepared on the day of the development of the deliverable.