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## Deliverable 1.2

### Report on the Policy tools for governing the Transition of the Agro-food system towards Sustainability

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**Summary**

The primary objective of Deliverable 1.2 is to report on the public policy tools that have been used across Europe to foster transition towards low carbon, resource efficient and inclusive food systems. The emphasis is on collective processes under the form of hybrid governance arrangements.

# Policy Instruments for Agro-food Transition towards Sustainability

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## Content

1	Introduction.....	4
2	Methodology.....	5
3	Typology of public policy tools.....	6
4	Case studies.....	8
4.1	Legally binding norms and standards .....	8
4.2	Public procurement.....	10
4.3	Subsidies.....	14
4.3.1	Case studies (infrastructure).....	14
4.3.2	Case studies (calls for projects).....	14
4.4	Education & training.....	16
4.5	Market coordination.....	17
4.5.1	Case studies (direct producer-consumer networks).....	17
4.5.2	Case studies (software and information platforms).....	19
4.5.3	Case studies (labelling).....	20
4.6	Partnership between state and non-state actors .....	22
4.7	Research & Development (R&D) .....	24
4.8	Knowledge brokerage.....	25
5	Conclusion .....	27
6	References .....	28
7	Annex 1: mapping of transition initiatives.....	29

## 1 Introduction

The agro-food system increasingly puts pressure on natural resources, and accounts for 19-29% of greenhouse gas emissions by humans (Vermeulen *et al.*, 2012). A reform of the agro-food system towards greater sustainability and resource efficiency is essential and increasingly demanded by civil society. While focus on increasing production remains, more emphasis is put on other qualities of the food system: nutritional quality, environmental impacts and equity issues (Spaargaren *et al.*, 2012).

This has led to the emergence of local initiatives for transition to sustainable food systems that encounter some obstacles: the need for collective action strategies and social rules when dealing with collective goods; the fragmentation and limited scope of many initiatives. Therefore, institutions are needed to organise transition pathways on a larger scale. An integrated approach is needed that links pioneering consumer and producer initiatives to all actors of the food system, scaling up the initiatives and generating impact and transition of the system.

This report focuses on policy instruments that are not directly regulatory but are changing the opportunity set of possible actions for individual actors, our main hypothesis being that there is an institutional match between bottom-up initiatives and the type of instruments that can be used to support them in an effective way. This scope is not something like an optimal solution, regulation can be much better in some cases. The argument is simply that using policy tools is a "possibility" for the government, amongst others. Accordingly, this report focuses only on the policy instruments part with the view to document if within the agro-food transition initiatives such instruments are used and what are some of their qualitative characteristics.

The aim of this report is to set out the range of policy instruments available to support transition initiatives towards sustainable consumption and production in the agro-food sector. To date, some instruments have been used. We do not pretend to be exhaustive. Yet, our mapping suggests that some instruments better fit the institutional landscape of transition initiatives. As our results are purely illustrative they might be taken as a source for inspiration and creativity. We proceed with a three step process. First, we set out our methodology. Second, we explain our results. Third, we give some illustrations through focused case studies. Finally, we draw our conclusions.

We should mention that this report is only one part of a broader research that explores the social possibilities that can emerge from a combination of "non-regulatory policy instruments" and organizations with strong horizontal participatory governance. The hypothesis of this project is that various social innovations, often in the form of hybrid governance arrangements, can be scaled up in a cost effective manner by adopting an approach to the governance of collective processes that go beyond the support for niches innovations. Instead, we put emphasis on implementing collective mechanisms that rely both on intrinsic (external rewards) and the intrinsic (recognition of personal values and social norms) motivations that shape the conduct of actors of transition systems.

## 2 Methodology

In order to question what type of policy instruments are needed to foster transition towards sustainability in the agro-food sector we used an empirical and qualitative methodology.

First, we needed selection criteria for the mapping of transition initiatives towards sustainable consumption and production. We have chosen to focus on initiatives that produce a set of public goods needed for the transition. Indeed, many of the issues involved in the transition towards sustainable food systems such as climate change mitigation and decreasing the ecological degradation of agricultural landscapes involve the production of collective goods, each of which can provide benefits at different scales (Perrings, 2012, p.54).

As transition initiatives are characterized by hybrid arrangements between state, market and citizens, we decided to divide these initiatives into three subcategories: state-led, market-led and citizen-led initiatives. Further, as a broad set of initiatives was needed to cover this bundle of public goods, we used a chain-wide approach to bring a coherent picture of the policy landscape. We mapped initiatives contributing to sustainability from field to fork. Practically speaking, it means that we documented transition initiatives in the field of production, distribution and selling.<sup>1</sup> Although quite arbitrarily, we decided to focus on six clusters. These are the following: direct selling, urban gardening, cooperatives, green catering, green labelling, complementary currencies and social financing for access to land.

Second, with this analytical grid in mind, we collected data on websites, scientific literature and published reports. By directly focusing on existing initiatives, we aimed at understanding what role, if any; the state has played in bringing support to a large sample of heterogeneous initiatives. By “state” we mean all policy level, from local collectivities to the European Union. Overall we have a sample of around 140 cases.

Third, based on the results of our mapping we inferred a typology of policy instruments for low resource consumption and production using GTZ’s classification (GTZ, 2006) as a source for inspiration.

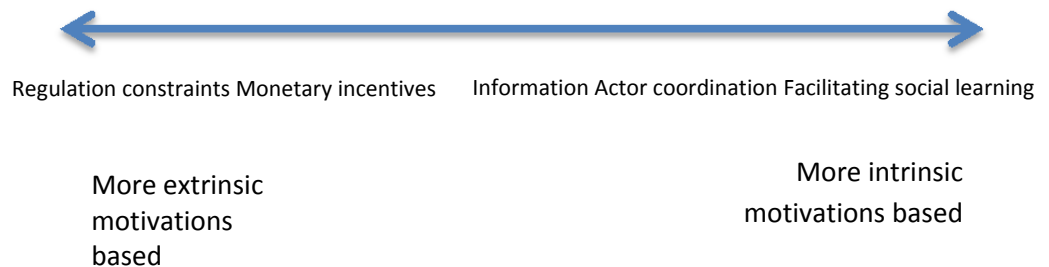
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<sup>1</sup> In this regard, it is important to note that these dimensions are often deeply intertwined (e.g. direct selling at the farm).

### 3 Typology of public policy tools

Government can apply a wide range of instruments for the transition of the agro-food sector. These instruments can be clustered in various ways. We have clustered them in two categories reflecting the role of the state: the state as a producer of legally binding norms and the state as providing support to socio-economic actors/facilitator of learning processes. Policy instruments fitting within this latter category can be put on an axis from generating change in behaviour by acting more on extrinsic motivations (monetary incentives or regulatory constraints) or more on intrinsic/self-determined action motivations (coordination/information based) (see Fig. 1):

Fig 1. Policy tools as providing support to socio-economic actors/facilitator of learning processes



According to our methodology our results are purely qualitative. They suggest that a specific type of instrument has been used to support the kind of initiative we mapped. We do not pretend to be exhaustive, our results are illustrative.

With this in mind, our results are summarized in table1:

State									
producer of legally binding norms	socio-economic support & facilitator of learning processes								
		Favourable							
Regulation	public procurement	subsidies	loan conditions	Market coordination	Education & training	Partnerships	Research & knowledge development	brokerage	

**Legend to the table.** Typology of public policy tools, from a higher focus on extrinsic motivations (more to the left) to a higher focus on mobilizing intrinsic motivations (moving to the right). In practice, a combination of tools will be required for supporting transition processes. We refer to the following definitions, based on GTZ's typology (2006):

**Regulation.** Legally binding norms and standards.

**Public procurement.** Acquisition of goods or services by the public sector through legal tendering.

**Subsidies.** Financial support to support transition initiatives

**Favorable loan conditions.** Loans to finance projects on more favorable terms than those in the prevailing market.

**Market coordination.** Public authorities can facilitate coordination on the market place

**Education and training.** Education, training and information exchange.

**Partnership.** State and non-state actors can make agreements that facilitate agri-food transition (ps : only when the laws on public procurement or other special regimes are not applicable the state can use the contract as a tool to make agreements with non-state actors)

**Research & Development.** Basic and applied research conducted by governmental departments, universities, state-funded research institutes.

**Knowledge brokerage.** Governments can support knowledge brokers in alternative food networks. These are nodes that centralize and foster learning on experiences of different players in the network and /or support social learning processes on basic norms and beliefs.

## 4 Case studies

Each instrument description is provided in the form of a fact sheet that follows the content structure: (1) mode of operation, (2) case studies, (3) key literature.

### 4.1 Legally binding norms and standards

#### Mode of operation

Legally binding norms and standards can be used to design *ad hoc* legislation for small producers. As risk is lower than for large-scale industrial production, hygiene norms can be less restrictive. Simple rules can lower trade barriers and foster trust between consumers and producers.

#### Case studies

##### Decree for small producers (Hungary)

The EU has enacted a set of food hygiene regulations (“the Hygiene Package”) that covers the whole food chain („farm to fork” principle).<sup>2</sup> The regulations are risk based with flexible requirements. Certain activities must be regulated nationally by each Member State.

EU Regulations do not apply to the direct supply, by the producer, of small quantities of primary products to the final consumer or to local retail establishments directly supplying the final consumer. Member States are responsible for establishing, according to national law, rules governing these activities.

Based on the EU “Hygiene Package”, Hungary has enacted a Decree (2006) for small scale rural food production. Main aims of this Decree are: creating a basis for small scale production and marketing, protecting traditional values, satisfying consumers’ demand and acknowledging the diversity of economic activities. The Decree was revised in 2010 pressed by the need to increase demand for traditional, local, wholesome, healthy products, the need for sustainable region and the need to address the economic crisis (Pásztor 2010).

The aims of the new regulation are improving opportunities for small-scale producers, maintaining the role of local products within traditional Hungarian culinary culture, forming the collective attitude towards local food, reducing the administrative burden and repressing the black market.

This legislative framework is grounded in the national Rural Development Strategy. It is based on experience from official controls and wide ranging public consultations with proposals from NGO’s and individuals. This is work in progress; the future goal is to harmonize legislation of different sectors (food – trade – tax).

#### Key literature

S., Pásztor (2010). Possibilities for small scale food production in Hungary. Department of Food Chain Control Unit of Food and Feed Safety. Consulted on 27/06/2014 at:

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<sup>2</sup> Regulation (EC) No. 852/2004 on the hygiene of foodstuffs, Regulation (EC) No. 853/2004 laying down specific hygiene rules for food of animal origin in order to guarantee a high level of food safety and public health, Regulation (EC) No. 854/2004 putting in place a Community framework of official controls on products of animal origin intended for human consumption.





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**Deliverable Nr 1.2: Report on the Policy tools for governing the Transition of the Agro-food system towards Sustainability, 29 augustus 2014**

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[http://www.fao.org/fileadmin/user\\_upload/Europe/documents/Events\\_2010/BSGBudapest/MOA\\_HU\\_en.pdf](http://www.fao.org/fileadmin/user_upload/Europe/documents/Events_2010/BSGBudapest/MOA_HU_en.pdf)

## 4.2 Public procurement

### Modes of operating

Public procurement can take various forms:

- Informational or endorsing instruments
  - Government-sponsored guidelines for sustainable public procurement (Austria)
  - Information resources on a website (Germany)
- Legal instruments (France)
- Hybrid tools
  - Action plans/programmes/strategies for CSR (UK)
  - Platforms/centres/other institutions (Sweden)

### Case studies

EU procurement regulations prohibit explicitly « buy local » policies, thereby blocking the growth of local food chains.

Nevertheless, as stated by Morgan & Morley (2002): *“Although EU public procurement regulations constrain local action, they are not set in aspic: slowly but surely they are becoming less economic and more alive to social and environmental considerations. EU member states, especially Italy and France, have well-developed local food economies, spawned by enlightened and pro-active public sector catering policies which prioritize local and organic food”*.

Following case studies tend to illustrate this point.

#### The Agricultural Modernization Law (France)

The *Agricultural Modernization Law* was passed in 2010 as a modification of the rural Code.<sup>3</sup> It facilitates environmental and social considerations being taken into account in public procurement contracts through establishing a priority for seasonal products. Further, caterers are required to observe a Charter on principles of nutritional quality of prepared meals.

Article 230-5 of the Decree states : *« Les gestionnaires, publics et privés, des services de restauration scolaire et universitaire ainsi que des services de restauration des établissements d'accueil des enfants de moins de six ans, des établissements de santé, des établissements sociaux et médico-sociaux et des établissements pénitentiaires sont tenus de respecter des règles, déterminées par décret, relatives à la qualité nutritionnelle des repas qu'ils proposent. A cet effet, ils doivent notamment privilégier, lors du choix des produits entrant dans la composition des repas qu'ils proposent, les produits de saison. Ces règles sont publiées sous la forme d'une Charte affichée dans les services concernés. »*

#### Finnish public catering and procurement practices

School meals are free in Sweden and Finland, where they are considered an element of the social welfare service (Abrams, 2007). The largest proportion of caterers is municipal and nearly 70 per cent of the municipalities belong to a procurement consortium (Muukka et al., 2008). In 2005, the Finnish National Commission on Sustainable Development stated that public sector professional

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<sup>3</sup> Loi n°2010-874 du 27 juillet 2010 dite «loi de modernisation de l'agriculture et de la pêche»

kitchens were obliged to act as role models and set example in local and organic food use and to accept responsibility for the environmental impact of the products they procured (Lehtinen, 2012).

The procurement law<sup>4</sup> renewed in 2007 encourages the use of tendering in public sector acquisitions (Lehtinen, 2012). Seasonal weeks allow caterers to buy food from other producers than those they have yearly procurement contracts with, as long as the value of the acquisitions is under the national threshold (30 000€). In tendering, the basis for procurement decisions may be either the lowest bid or a combined affordability that may include other criteria such as price, quality, delivery time, life cycle analysis or environmental values.

The law allows environmental issues to be taken into account as procurement criteria, which in turn allows purchasers to demand a short delivery chain for the products. Different forms of transport have been rated by their carbon dioxide loads, and those ratings may also be used as a criterion for selection. In addition, the ecological element of the packaging and the amount of packaging material waste can be focused upon as criteria for acquisitions. The tenders may also demand that none of the materials or chemicals used to be hazardous to the environment.

#### The sustainable Procurement Action Plan (UK)

Following the “moral panic” surrounding the publication of the Obesity Report (House of Commons, 2004) the United Kingdom experienced a political backlash after two decades of deregulation in the school meal sector. The most damaging forms of regulation where the Education Act (1980), which abolished nutritional standards and removed obligations on local authorities to provide school meals for pupils except those entitled to free meals, and the Local Government Act (1988), which introduced Compulsory Competitive Tendering, a contracting philosophy that praised cost over quality and price over value (Morgan & Sonnino, 2007).

This era was officially brought to an end when Tony Blair reintroduced mandatory nutritional standards in 2001. As stated by Morgan & Sonnino (2007): “for many years, *public procurement managers* in the UK have convinced themselves that they cannot procure food from local producers because this is prohibited by EU regulations, which uphold the free-trade principles of transparency and non-discrimination”. As stated above, these regulatory barriers are more apparent than real because the EU allows contracting authorities to practice local sourcing by specifying quality criteria such as fresh, seasonal, organic and certified products (Morgan & Morley, 2002). Consequently, one of the greatest challenges for the procurement community in the UK was to learn how to integrate new quality characteristics into a food tendering process that has been price-driven for more than 20 years (Morgan and Morley, 2006).

This was one of the issues being addressed by the Sustainable Procurement Task Force. It was in charge of developing “a national action plan for public procurement across the public sector” (HM Government, 2005). The Task Force was established in May 2005 and consisted of 33 members with different backgrounds.<sup>5</sup> The report “Procuring the Future” was published in June 2006, which also marked the end of the mandate of the Task Force (DEFRA, 2006). Following this report, the UK government published the “Sustainable Procurement Action Plan” (SPAP) in 2007. It defines the

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<sup>4</sup> the Act on Public Contracts 348/2007

<sup>5</sup> including supply chain practitioners, suppliers to the public sector, central government departments, local governments, NGOs and trade unions. They were given one year to develop a report and provide recommendations to the UK government on how to make public procurement more sustainable (Steurer et al, 2007).

objective for the UK to be among the EU's top leaders in sustainable public procurement in 2009. The plan describes actions to be undertaken collectively by the central government and its departments. It requires local government and the health sector to publish their own sustainable procurement action plans during the year (Steurer et al., 2007).

The SPAP describes actions in eight key areas which are briefly outlined below (Steurer et al., 2007):

- **Comprehensive Spending Review:** all government departments are expected to show how they are responding to five long-term challenges identified by the UK government that encapsulate the main challenges to domestic and international sustainable development.<sup>6</sup> Accordingly, the Public Service Agreement (PSA) framework is being revised, so that there will be in future a large number of cross-governmental PSAs alongside sets of departmental strategic objectives.
- **Priorities and future plans:** A sustainable procurement policy framework was issued which requires compliance in all departments. By the end of 2007, procurement policies that maximise the contribution to sustainable development goals should be in place.
- **Strengthening leadership:** Accountability and roles throughout the government are clarified.
- **Budgeting and accounting practices:** Departmental practice is to be improved through promoting greater compliance with existing government policy on value for money. Value for money is defined as the optimum combination of whole life costs and quality to meet the purchasers' needs.
- **Building capacity:** sustainable public procurement is seen as a key driver in improving public service delivery. The challenge is that procurement experts have to be familiarised with sustainable development issues. This requires that capacities have to be built in procurement departments.
- **Raising standards:** This should be achieved by improving departmental compliance to agreed mandatory standards, including greater use of pan-government collaborative procurement.
- **Market engagement and capturing innovation:** The aim is that public procurement should more effectively stimulate innovation to deliver better value for money. This should be fostered by closer relationships between government and suppliers over a longer time frame and encourage SMEs and local companies to apply for contracts.
- **Scrutiny and reporting:** Progress made towards the goals of the SPAP will be assessed by the Sustainable Development Commission.

The SPAP also quantifies the outcomes achievable if the sustainable operations targets are delivered, on which the success of the plan should be judged. In January 2007, the UK finance ministry published the new strategy document "Transforming Government Procurement". Based on the diagnosis that SPAP can never be delivered without building capacity and capability on better procurement, it aims at building capacity and capability in the procurement profession.

### **Key literature**

Abrams, F. (16 October 2007). Making free with school dinners. *The Guardian*.

DEFRA (2006) Procuring the Future. Sustainable Procurement National Action Plan: Recommendations from the Sustainable Procurement Task Force, DEFRA.

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<sup>6</sup> demographic change, global economic integration, technological innovation, global uncertainty, climate change and natural resources.

Lehtinen, U. (2012). Sustainability and local food procurement: a case study of Finnish public catering. *British Food Journal*, vol 114, n°8.

Morgan, K. & Morley, A. (2006) Sustainable public procurement: from good intentions to good practice. Report to the Welsh Local Government Association, Cardiff University.

Morgan, K., Morley, A. (2002). Relocalising the Food Chain. The Role of Creative Public Procurement. The Regeneration Institute, Cardiff University.

Morgan, K., Sonnino, R. (2007). Empowering consumers. The creative procurement of school meals in Italy and the UK. *International Journal of Consumer Studies*, 31, 19-25.

Muukka, E., Kuosmanen, L., Ylinampa, M., Blomquist, U., Kärkkäinen, I., Malaska, K., Soininen, T., Soininen, J. (2008). Local food in municipal catering-a survey of local food purchasing in Finnish municipalities. Savoc Vocational College. *Ekocentria*, 52p.

## 4.3 Subsidies

### Mode of operation

- Subsidies can be used to build capacities. One way is to finance, wholly or partly, infrastructures that cannot be financed by local actors. Risk is taken by the community rather than the individual. As a counterpart, the state might influence the rules of the game by subordinating the use of public money to constraints.
- Subsidies can be used to fund, wholly or partly, network organizations (cf. below knowledge brokers)
- Public authorities can make calls for projects. They can be specific or they can participate to implement a government framework. They can allow space for radical social innovations by financing innovative projects that otherwise would not be financed by the market because they are considered too risky or not profitable under market standards.

### 4.3.1 Case studies (infrastructure)

#### Small capacity slaughterhouses ( Hungary)

In Hungary, the European Agricultural Fund for Rural Development (FEADER) helped small producers to develop their activities through funding the establishment and development of small capacity slaughterhouses (Pásztor, 2010).

#### Literature review

S., Pásztor (2010). Possibilities for small scale food production in Hungary. Department of Food Chain Control Unit of Food and Feed Safety. Consulted on 27/06/2014 at: [http://www.fao.org/fileadmin/user\\_upload/Europe/documents/Events\\_2010/BSGBudapest/MOA\\_HU\\_en.pdf](http://www.fao.org/fileadmin/user_upload/Europe/documents/Events_2010/BSGBudapest/MOA_HU_en.pdf)

Website B. Lietaer. Currency Solutions for a Wiser World. Consulted on 02/07/2014. Available at: <http://www.lietaer.com/>

Website Epi Lorrain. Consulted on 29/08/2014. Available at: <http://www.enepisubonsens.eu/>

### 4.3.2 Case studies (calls for projects)

#### Call for projects "Végétalisation innovante" (Paris, France)

The City Council of Paris in association with Paris Région Lab has launched a call for innovative "green" projects. The project has been launched within the framework of Paris' strategic Plan for preserving Biodiversity, Paris' Climate-energy Plan, and the "Blue Book" (Mairie de Paris, 2013). Urban agriculture was in the scope.

In the first stage, social actors were encouraged to submit creative projects. In the second stage, the laureates were allowed to test their project in public spaces and infrastructures for a three-year period.

Until now, around 30 projects have been selected. Among interesting projects we can find: participatory urban gardening, urban composting, urban farming. Projects are listed here: <http://www.parisregionlab.com/projet/112>

#### Bersta (Austria)

*BERSTA* is a producer-consumer cooperative comprising farmers in a region in the lower part of Austria and a group of consumers in Vienna. It is based on the principles of self-governance, fairness and the regional origin of the products (Petrovics et al., 2010). In the late 1970s Austria launched the Endogenous Regional Development Campaign aiming at supporting farmer's livelihoods in remote and disadvantaged regions. Economic aspects were combined with organic farming, social, cultural and ecological issues. *BERSTA* is one of the projects implemented by this program.

CAMEL CSA (UK) (see section on "education and training")

*Camel CSA* is a Community Supported Agriculture scheme. It has been granted £47,984 from the Big Lottery Fund's [Local Food Programme](#) and £12,484 from the [East Cornwall Local Action Group](#) to help expand. This funding allowed, amongst others, to buy a small tractor.

Local Food is a £59.8 million programme that distributes grants from the Big Lottery Fund to a variety of food-related projects that are helping to make locally grown food accessible and affordable to local communities. From 2009 to 2014 it has been evaluated by a conglomerate.<sup>7</sup>

The program was launched by a consortium of 17 environmental organisations (Final Evaluation report, 2014). According the report, the program has encouraged the development of projects working towards five main themes:

- ✓ Enabling communities to manage land sustainably for growing food locally;
- ✓ Enabling communities to build knowledge and understanding and to celebrate the cultural diversity of food;
- ✓ Stimulating local economic activity and the development of community enterprises concerned with growing, processing and marketing local food;
- ✓ Creating opportunities for learning and the development of skills through volunteering, training and job creation;
- ✓ Promoting awareness and understanding of the links between food and healthy lifestyles.

### **Key literature**

Mairie de Paris (2013). *Végétalisation innovante*. Consulted on 27/06/2014. Available at: <http://www.parisregionlab.com/sites/default/files/Document%20de%20synthese%20Vegetalisation%20Innovantes.pdf>

Petrovics, S., Chioncel, N., Karner, S., Salzer, I. (2010). Organic plus – (re)politisation of the food sector? Reflections on two case studies. 9th European IFSA Symposium. Vienna (Austria).

Website Bersta. Consulted on 27/06/2014. Available at: <http://www.bersta.at/berstaweb/Main/> .

Website CAMEL CSA. Consulted on 28/07/2014. Available at: <http://camel-csa.org.uk/2011/06/13/big-lottery-helps-camel-csa-buy-little-red-tractor/>

Final Evaluation Report of the Local Food Programme. March 2014. Consulted on 28/07/2014. Available at: [http://www.localfoodgrants.org/public/evaluation\\_full\\_report.pdf](http://www.localfoodgrants.org/public/evaluation_full_report.pdf)

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<sup>7</sup> In 2009, RSWT commissioned the University of Gloucestershire's Countryside and Community Research Institute (CCRI), together with f3, The Local Food Consultants. The full evaluation final report can be viewed on the web (consulted on 28/07/2014): [http://www.localfoodgrants.org/public/evaluation\\_full\\_report.pdf](http://www.localfoodgrants.org/public/evaluation_full_report.pdf) .



## **4.4 Education & training**

### **Mode of operation**

The state can build capacities and professional skills by setting up programs of education and training.

### **Case studies**

#### Direct selling marketing program (France)

Schools in the field of agronomy are giving training for direct selling marketing. This is a clear example of a capacity that is built by the state. This capacity building can speed up the process of learning through knowledge brokerage.

#### CAMEL CSA (United Kingdom)

Camel community supported agriculture is a community-led group growing their own food using organic farming principles to provide weekly shares through a community vegetable box scheme.

Members organize all kinds of volunteering activities. Anyone is welcome to participate in growing activities. They provide tools and equipment and always have an expert grower and/or a core management group member on hand during sessions to provide advice and guidance. Further, they provide tools and equipment and always have an expert grower and/or a core management group member on hand during sessions to provide advice and guidance.

By educating the public we clearly see that this kind of initiative produces public goods in the form of education and training. The state can build capacities indirectly by funding them.

### **Literature review**

Website Ministère de l'agriculture, de l'agro-alimentaire et de la forêt. Consulted on 30/06/2014. See at : <http://draaf.languedoc-roussillon.agriculture.gouv.fr/Se-former-a-la-commercialisation>

Soil Association (2011). The impact of community supported agriculture.

Website Camel CSA. Consulted on 30/06/2014. See at: <http://camel-csa.org.uk/>



## 4.5 Market coordination

### Mode of operation

Public authorities can create a marketplace i.e. a place where consumers and producers can meet in a more efficient way, through cutting transaction costs.

Transaction costs are the costs of employing resources when people use markets to exchange property rights. They include the costs of searching for market information, contracting, monitoring and enforcing the fulfillment of contracts (Kasper & Streite, 1998, p.129).

Following this definition, transaction costs can be divided into three broad categories:

- *Search and information costs*: these are costs incurred in determining that the required goods are available on the market, for what price, quality, quantity, etc.
- *Bargaining costs*: these are costs required to come to an acceptable agreement with the other party to the transaction, drawing up an appropriate contract, negotiating, etc.
- *Policing and enforcement costs* : these are the costs of making sure the other party sticks to the terms of the contract and of taking appropriate action (e.g. legal enforcement) if this turns out not to be the case.

### 4.5.1 Case studies (direct producer-consumer networks)

#### Panier fermier (Belgium, Wallonia)

*Panier fermier* is a vegetables box scheme. The city of Mouscron in partnership with the “Régie des Quartiers Citoyenneté” centralizes orders by clients and establishes contact with local producers. By acting as an intermediate between consumers and producers, the administration cuts information costs and builds trust and social capital. Further, public authorities cut transportation costs by delivering the boxes to the Régie des Quartiers.

#### Le Clic local (Belgium, Wallonia)

*Le Clic Local* is a public tool launched in 2013 by the Walloon Minister for Agriculture. It aims at facilitating the purchase of local and seasonal products by state’s collectivities (schools, administration, public hospitals). Normally, beyond a fixed threshold, strong public procurement rules apply to the purchasing activities of the state. The rationale behind these rules is guaranteeing free competition and transparency for market players and efficiency in the use of public money. According to these rules the best offer should be considered the one with the lowest price. Below this threshold, collectivities are free to use a simple procedure (the so-called “negotiated procedure without publicity”) through which the state is much freer to choose its own contractor.

The key problem here was finding suitable contractors. Indeed, public authorities willing to order local food for e.g. their cantinas, are facing huge information costs. Moreover, there is no guarantee that small producers will be able to deliver the right volume on a regular basis. Finally, small producers are not always trusted because it is often perceived that they lack compliance with hygiene and packaging rules.

For all these reasons, *le Clic Local* has been established as an online platform on which small-scale food producers who are accredited by the state’s sanitary public agency (the “Agence pour la Sécurité de la Chaîne Alimentaire” (AFSCA)) can register. Then, using this database, state’s

collectivities can select some producers and invite them to make an offer. Use of this tool is free for collectivities and registered producers.

By cutting coordination and information costs through lowering the administrative burden, this tool has created a market for local food. In combination with public procurement, it is used as a leverage point for increasing demand i.e. the size of the market.

#### Agrilocal (France)

*Agrilocal* is the great brother of *Le Clic Local*. In 2011, the General Council of the state's department of "Le Puy-de-Dôme" launched a study on the introduction of local food in collective catering. This study was conducted on the scale of a pilot territory. One of the main conclusions of the report was the need for a simple tool for lowering the administrative burden but that would respect the rules on public procurement.

*Agrilocal* was designed as such a tool. Thanks to automatic geolocalization, *Agrilocal* organizes a direct link between public institutions (schools, nursing homes, schools, etc..) and private (restaurants, public shelter, etc..) on the one hand and producers from the same area on the other.

To make this connection, *Agrilocal* follows a third step process:

1. The canteen manager launches consultation by defining its purchasing criteria.
2. The platform sends automatically this information (by mail, fax and sms) to suppliers likely to respond positively to their needs.
3. Registered suppliers can respond instantly.

Registration is open for all producers that can guarantee traceability of their products. Use of the tool is free for users. As for *Le Clic Local*, public managers can only use this tool for offers below the threshold where formal tendering rules must be used.

< Gutes vom Bauernhof (see section "Labelling")

#### The Epi Lorrain (Wallonia)

Complementary currencies are new forms of money designed to create new wealth (Lietear, 2013). This tool can be used, amongst others, as a point of leverage to foster local exchanges. Governments can play a key role in the process of supporting these currencies. Prominent scholars have theorized why going towards "ecology of currencies" is key if we want to achieve socio-ecological resilience (Ulanowicz et al, 2009 b; Lietear & Arnsperger, 2013).

The *Epi Lorrain* is such a complementary currency. It operates in the regio of la Lorraine Belge. It was launched by a non-profit making organization and is co-funded by the Walloon government. The *Epi Lorrain* aims at enhancing local exchange through a network of small-scale producers.

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#### 4.5.2 Case studies (software and information platforms)

##### Mes produits en ligne (France)

*Mes produits en ligne* is a webplatform created in 2012 under the leadership of the Chambers of Agriculture. It facilitates market coordination by cutting transaction costs between consumers and producers. *Mes produits en ligne* offers individual or group of producers (e.g. a collective point of sale) a tool for creating a personal webshop. It allows them to manage their particular stock online and receive an accounting assistance service. Clients can be direct consumers or professionals (catering, distribution, etc).

Currently, the platform identifies 49 Internet sites, 23 in construction and more than 500 producers. Here are some initiatives:

- Drive fermier « Bienvenue à la ferme de Gironde » : <http://www.drive-fermier.fr/33/>
  - ✓ Collective point of sale « Ma Product'Yon Locale » : <http://www.maproductyonlocale.com/>
  - ✓ Individual webshop «Les délices du Jardin » : <http://www.les-delices-du-jardin.com/>
  - ✓ Collective webshop «J'aime manger 64 »: <http://www.jaimemanger64.com/>

##### Diversiferm (Belgium, Wallonia)

*Diversiferm's* mission is to support Walloon farmers aiming at diversifying their activities. Different structures funded by the Walloon government (schools, university and research centers in agronomy) decided to combine their skills to propose a triple approach: hygienic, economic and technological.

On the hygienic side, *Diversiferm* acts as a knowledge broker. It provides relevant information about legislation in the field, subsidies, and the best way to comply. Accordingly, it helps to implement a plan for autocontrol of the traceability of the products. It cuts information costs and helps reducing the administrative burden. Further, it builds capacities through training and education.

On the economic side, *Diversiferm* assesses the economic feasibility and viability of the projects.

On the technological side, *Diversiferm* gives advices on the most appropriate technology. It can also help improve existing technologies. Further, it helps building and implementing books of specifications for new tools. Finally, it identifies new opportunities for diversification.

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### 4.5.3 Case studies (labelling)

#### Milieukeur (The Netherlands)

Established in 1995, the Milieukeur environmental label for both food and non-food products is managed by the Milieukeur Foundation (SMK). This independent foundation is a joint venture between the Dutch government, producers, retailers, consumers and environmental organizations. These stakeholders represent the Board of Experts that set the environmental criteria for the labelling scheme. Milieukeur certification requires strict control by the license holder. The product and the production process are subject to inspections according to the certification scheme. The certification scheme is partly funded by the government and contributions of the license holders.

The Milieukeur program was originally mainly funded by the Dutch government while a small part was funded by license holders. In the long-term it was intended to be fully self-supporting.

#### Gutes vom Bauernhof (Austria)

Austria has a national and regional short food supply scheme called "Gutes vom Bauernhof" ("Good things from the farm"). However the word "Bauernhof" is more specific than just "farm". It means smaller-scale family-type farms and this is in contrast to industrial-scale farming. The logo is a registered trademark owned by the Austrian Chamber of Agriculture. It was introduced in 1998 and made into a nationwide standard in 2001. According to the scheme's statute the aim is to guarantee "bäuerlich" (small-scale, family-type farms) direct access to Austrian consumers.

The Gutes vom Bauernhof (Gvb) scheme has various goals. Mainly, promoting authentic, traditional, traceable food, reflecting a need identified in consumer surveys, in which participation is economically advantageous for farmers. The scheme also favours farmers directly communicating with consumers. Currently, the scheme is implemented in six states (Länder).

The GvB scheme uses an entry control scoring system. It uses scores for the following indicators: use of own raw materials, qualification and training, marketing measures, quality production, on-farm processing of plant and livestock product, product quality

There is an eligibility threshold for each criterion.

The scheme has also penetrated retailers and supermarkets through so-called "*Bauernecken*" (*farmer's corner*) where a space in a supermarket is dedicated to GvB farm products. There are two models: either the supermarket buys produce from the farm and resells it or the produce is sold on commission by the supermarket (Kneafsey & al 2013).

#### Marchés des Producteurs de Pays (France)

Marchés des Producteurs de pays (MPP) is a labelling scheme launched in 1988 and developed since by the Permanent Assembly of the Agricultural Chambers of France. MPP is a scheme which certifies markets. The aim is to develop local economies by building relationships between producers and consumers from the same region, to valorize farm products and farmer's knowledge, and to preserve rural landscapes. MPP uses a charter that guarantees that the products bought under that label come from the producer's farm.

The originality of the label is that it is a market, a physical place, where local producers and consumers can meet. Markets are organized by the local Agricultural Chamber or local authorities. An approval for the organization of the market has to be accepted and renewed each year. It can be an all-year round, a seasonal or just a for one day market

The Chambers of Agriculture have a specialist who is in charge of checking that everything conforms to the charter. The brand is funded by producers that have to pay an annual fee as well as an additional fee for each market (Kneafsey & al 2013).

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## 4.6 Partnership between state and non-state actors

### Mode of operation

Based on the principle of free contracting, the state can cooperate with non-state actors to reach policies objectives linked to fair and efficient resource consumption. Driven by the need to build a common vision, the design and or the implementation process can be participatory and multi-stakeholders.

The state can act as a facilitator, allowing things to emerge and providing a framework for negotiation and coordination of contracting parties.

### Case studies

Programme National pour l'Alimentation (<http://alimentation.gouv.fr/pna> )

In 2011, the French government launched the *Programme National pour l'Alimentation* (PNA). This programme, hosted by the Ministry of Agriculture, food and forestry, mobilizes the government as a whole.<sup>8</sup>

The starting point of this programme is that the French food model is a collective good that must be transmitted to future generations. It rest upon the diagnosis that the food model is at the heart of socio-economic issues that warrant greater public intervention. Issues identified by the government are: the maintenance of culinary traditions and social ties, everyone access to quality food, food security and public health, the preservation of the agricultural model, the food industry and the jobs it generates. A cross-cutting issue connects all these themes: sustainable development.

The aim of the national program for food is to integrate all these problems by merging the existing sectorial initiatives in the field of agriculture, fisheries, health, consumption, environment, tourism, education, culture, land management, etc.

The state will act as a "facilitator" and "catalyst" of initiatives of all stakeholders: government departments or local authorities, operators in the agribusiness, industry federations, associations, charities, educators, researchers and research institutes, sociologists, philosophers, universities, academia, learned societies.

The program has four axes that address the four targets involved: the food, the consumer, food operators, all aspects related to culture and food heritage. In each axis, concrete and operational actions are defined and implemented in a coordinated manner. In the second axis, "Improving the food supply", it is proposed to develop contracts on quality between the State and the agro-food companies to improve product quality on all its aspects (production techniques, nutrition, taste, marketing, packaging reduction, etc).

### Alliance Emploi-Alimentation

In 2013, the Government of the Brussels region launched a new tool of governance that aims to mobilize regional actors working in a sector subject to a strategic issue (Région de Bruxelles-Capitale, 2013). The tool is an alliance that mobilizes and coordinates public, private and non-profit actors towards concerted action.

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<sup>8</sup> with the ministries of health, consumption, education, higher education, culture, industry, employment, budget, etc...



The project goes beyond mere participation through consultation as it seeks to associate closely throughout the process and from the outset stakeholders in order to achieve individual and collective commitments to work together to achieve shared goals.

An axis of the alliance is sustainable food, a major issue. The methodology of the tool is deployed in two phases: a design phase followed by an implementation phase. Dialogue around each axis during the development phase takes place at two levels:

- ✓ A direct consultation of stakeholders.
- ✓ An indirect consultation of the social partners.

This consultation results in concrete actions subject to an agreement in principle.

This agreement is structured around five themes: the rules and modes of operation of the Alliance, the strategy to support the development of the sector, the actions and commitments of the partners, the list of partners involved, and the commitments of the stakeholders.

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## 4.7 Research & Development (R&D)

### Mode of operation

Public R&D includes basic research, applied research and experimental development conducted by governmental departments, universities, state-funded research institutes.

### Case studies

#### Coxinel (France)

The *Coxinel* project emanates from the “PSDR”, a national plan for Regional development launched in 1994. It brings national research institutes and regional Councils together. Projects are coordinated at state level but designed and co-funded by the regions. Researchers and stakeholders co-define upstream objectives, expected results, methods and means. On the research side, the goal is to produce a finalized research, combining the operational capability requirements, territorial relevance (i.e. the need to meet an identified regional demand) and scientific requirements. On the development side, the challenge is to promote innovation and regional development.

Launched in 2007, the *Coxinel* project used a multidisciplinary approach to analyze the place and role of short circuits in the process of integrated Regional development both in a scientific and operational perspective. Rather than establishing short supply chains as an alternative, the project has shown that short circuits are an opportunity to innovate, empower citizens, develop links between actors, invent and measure new indicators of wealth.

#### Observatoire de l'alimentation (France)

The *Observatoire de l'alimentation* was created by the law of modernization of agriculture and fisheries in July 2010. It has the mission to inform economic actors and public authorities on the evolution of supply and consumption of food (Art. L.230-3 of the Code rural and maritime fishing). It is steered by ministries of consumer affairs, health and nutrition. It has also a board of technical guidance which is composed, in addition to members of the steering committee, of representatives of agriculture, food, trade, distribution, catering and national consumer associations.

The observatory Food's mission is to analyze the nutritional, economic and social health data it has collected. It assists the Government in defining the objectives of food public policy and evaluating its effects. It will also help social actors to implement collective agreements.

### Literature review

Chiffolleau, Y., Gauche, A., Ollagnon, M., Paturel, D. (2012). Les circuits courts de commercialisation comme vecteurs possibles de développement et de réappropriation des territoires, Projet PSDR Coxinel, Languedoc-Roussillon, Série Les 4 pages PSDR3.

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## 4.8 Knowledge brokerage

### Mode of operation

Public authorities can play the role of knowledge brokers. Although quiet similar, a distinction should be made between this tool and cutting transaction costs. While the latter focuses on the market transaction between the producer and the consumer, the former focuses on the producer in search for information or new opportunities. A distinction should be made too between knowledge brokerage and formal education and training in that knowledge brokerage is much more informal.

Knowledge brokerage allows the system to build a memory of past experiences. Centralizing and sharing this experience can have a catalyzing effect in a network because knowledge brokers are central nodes of a network. They are places where social actors can meet and share their experience thereby building new potentials, ideas and collaborations.

### Case studies

#### Centre de Référence des Circuits courts de Wallonie (Belgium, Wallonia)

The *Centre de Référence des Circuits Courts* is a knowledge broker whose activities are entirely focused on the concept of “short supply chains”.

Its main aims are:

- ✓ building a network and synergies between the actors of the food chain through developing, updating and distributing a catalog of direct and indirect actors of short supply chains in Wallonia;
- ✓ centralizing experience and best practices through a documentation center that is freely accessible. Any organization wanting to be aware of best practices in short-circuit can come to this single point of contact;
- ✓ playing a role in orienting entrepreneurs towards organization that can support their project;
- ✓ developing a typology of short circuits and define criteria to transpose the concept to other industries;
- ✓ fostering the emergence of innovative projects in sustainable short circuits;
- ✓ making connections with the Brussels Region ;
- ✓ making recommendations on short food circuits for decision-makers.

#### Steunpunt Hoeveproducten (Belgium, Flanders)

Steunpunt Hoeveproducten is an information centre that is structurally funded by the Flemish government. It targets producers willing to start or expand their direct selling activities. Its core activity is helping producers to comply with regulation (hygiene rules, traceability and autocontrol, fiscal matters, accountancy, etc) and giving them consultancy advises.

#### Federation of City Farms and Community Gardens (United Kingdom)

The *Federation of City Farms and Community Gardens* supports, represents and promotes community-managed farms and gardens across the UK. It enjoys support from a number of Government departments, regional development organizations and local authorities.

Under the form of a registered charity, it supports, represents and promotes community-managed farms, gardens, allotments and green spaces, creating opportunities for local communities to grow. The federation works with these community groups to help empower local people of all ages, backgrounds and abilities to build better communities, often in deprived areas, and to make a positive impact on their surrounding environment. Its work contributes to creating better communities across the UK in both urban and isolated rural areas. It also provides the national face of the community farm and garden movement, promoting its work and raising its profile with decision-makers, funders, the public and the media. Finally, the federation has forged strong partnerships with other organizations in areas such as allotments, school farms and care farming.

#### ASBL Jardins solidaires (Belgium)

The ASBL *Jardins solidaires* is a non-profit organisation supported by the administration of the region of Brussels. It is a network aiming at developing projects of collective gardening on the territory of the region through a network of members.

The network pursues certain objectives:

- ✓ Promoting gardening and organic farming and the related values of environmental awareness as a support for social intervention
- ✓ Fighting social exclusion and promoting solidarity through community gardening
- ✓ Promoting the exchange of knowledge and experience between the initiatives and thereby improving the skills of volunteers and employees through training and development
- ✓ Mobilizing human and financial resources to help member organisations sustain and develop their activities
- ✓ Supporting emerging initiatives of community gardens and farms

Moreover, the network pursues the overarching goal of sustainable development through joint partnership with actors from different sectors.

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## 5 Conclusion

A wide range of non-command and control policy instruments is available to support initiatives in the agro-food sector that provide the collective goods needed for the transition to sustainable food production and consumption. Although not statistically relevant, we think that our results are a robust indication of the way forward, our main hypothesis being that there is an institutional match between self-organized initiatives and the type of instruments that can be used to support them in an effective way.

Building on the hypothesis that policies instruments can open up or rather restrain the set of possible actions for social actors, we believe that the state can use the instruments we have mapped in our results to support and help develop similar initiatives that emerge. This calls for an enlargement of the role of the state in support of these networks, by removing legal and organizational barriers for the further development of transition initiatives (Jones and De Meyere, 2009) and by supporting knowledge co-production and capacities for social learning in these networks (Stassart and Jamar, 2009; Pretty et al., 2001; Warner and Kischenmann, 2007; Special Rapporteur on the Right to Food, 2011; De Schutter, 2011).

We think that the state should support social innovations in the agro-food sector. Indeed, social experimentation is important in the face of an ecological crisis characterized by a high degree of uncertainty about the future and a lack of societal consensus on the best way to deal with the crisis. Social innovation is a mean to explore new transition pathways that can open up new opportunities for the transition towards a more sustainable and resilient society.

We strongly insist on the key fact that policy instruments set out in this report are complementary. They must be combined in order to generate impact on the food system.

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**Deliverable Nr 1.2: Report on the Policy tools for governing the Transition of the Agro-food system towards Sustainability, 29 augustus 2014**

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## **7 Annex 1: mapping of transition initiatives**

Mapping of public policy measures for agri-food initiatives.				
FLANDERS				
< will be further completed / analysed during october to december 2014				
IMORTANT: mapping according to the main instrument : will be completed with an anlysis of the "combination of instruments"				
Clusters	Acronym		Typology of public policy tools supporting agri-food transition	
SFSC	Short Food Supply Chain			
UbG	Urban Gardening		<b>Regulation.</b> Legally binding norms and standards.	
COOP	Cooperative		<b>Public procurement.</b> Acquisition of goods or services by the public sector through legal tendering.	
CAT	Catering		<b>Subsidies.</b> Compensation payments for public good production (without education and research, considered a separate category)	
LAB	Labelling		<b>Favorable loan conditions.</b> Loans to finance projects on more favorable terms than those in the prevailing market.	
L€	Local Currency		<b>Market coordination.</b> Public authorities can facilitate coordination on the market place	
Sfin	Social Financing		<b>Education and training.</b> Education, training and information exchange.	
			<b>Partnership.</b> State and non-state actors can make agreements that facilitate agri-food transition	
			<b>Research &amp; Development.</b> Basic and applied research conducted by governmental departments, universities, state-funded research institutes.	
			<b>Knowledge brokerage.</b> Governments can support knowledge brokers in alternative food networks. These are nodes that centralize and foster learning on experiences of different players in the network and /or support social learning processes on basic norms and beliefs.	
Cluster	Name of the agri-food initiative	Description of the initiative	Modalities	leadership on the initiative
<b>Subsidies</b>				
SFSC	Hartenboer	réseau de producteurs	webshop, enregistrement & commande en ligne, enlèvement à des points relais, projets d'inclusion sociale, possibilité d'acheter les produits du réseau chez les producteurs du réseau mais ceux-ci ne sont pas en stock, Charte à propos de critères de production + système de contrôle interne et de garantie par ts les membres du réseau	social profit
UbG	Le petit botanique	jardin collectif de 7000m2	des entreprises d'économie sociale peuvent lancer des projets (ex: inclusion sociale), gestion par un jardinier pro	state
CAT	Nebus midwest	construction de canaux de distribution + réseau de petits magasins	prog. LEADER (en cours)	state
Sfin	VLIF ( Vlaams Landbouwinvesteringsfonds)	fond de soutien à l'agriculture	subsidies pour les institutions sociales et les associations de consommateurs; Besluit van de Vlaamse Regering van 24 november 2000 inzake steun aan de investeringen en aan de installatie in de landbouw en het gelijknamig Ministerieel Besluit van dezelfde datum	state
Ubg	Buurtmoestuin Dolle Pret Oost	Community garden from Samenlevingsopbouw en Vormingplus		social profit
Sfin	Hefboom	Cooperative financing and advising projects who create a social and sustainable society		cooperants
<b>Market Coordination</b>				
SFSC	Groenevent	Part of OVAM to promote sustainable catering for events		state

SFSC	Steunpunt hoeveproducten	Organisation to support producers who do direct selling, part of KVLV (ONS)	financement structurel, aide à la mise en conformité ac la législation (tous les aspects)	social profit
SFSC	Recht van bij de Boer	VLAM Website for short chain initiatives in Flanders, farm products direct selling, voedselteams, ...	Online search platform to promote direct sale from producers	state
SFSC	Mmmm eetjesland	Cooperative to promote local products in Oost Vlaanderen		stakeholders
SFSC	Puur Limburgs	Platform to promote local products from Limburg	Promotion of products from Limburgs, webshop, list of products and producers	state
SFSC	Straffestreek	Vzw to promote local products	Promotion of products from Vlaams Brabant, list of products and producers	stakeholders
SFSC	Lekkers uit het Pajottenland	Cvba webshop for local products	Promotion of products from the Pajottenland, webshop, events	cooperants
SFSC	Lekker van bij ons	Website to promote local and seasonal food and cooking, supported by VLAM	promotion of cooking with local productd	state
SFSC	Lekkers met Streken	Website to promote local products in Antwerp	promotion of local products from the province of Antwerp	state
SFSC	Week van de Smaak	Organisation of "week van de smaak", promoting		private with state support
SFSC	Biogenietengids	Guide by Bioforum to find organic shops/producers	Borchure and website	social profit
SFSC	VLAM (ASBL)	centrum voor agro- en visserij marketing	agence externe indépendante, dotation, marketing des produits alimentaires à l'étranger et en BE, répartition sectorielle ac un budget/secteur --> "stuurgroep" multistakeholder pr les circuits courts	stakeholders
SFSC	Boer'nBrood	Website for short chain initiatives in Gent, clusters urban gardens	Website and brochure	private with state support
SFSC	EcoPlan	Website mapping sustainable businesses in food, health, lifestyle and mobility, part of Netwerk Bewust Verbruiken	Website	social profit
LAB	Responsibly Fresh (VBT)	Sustainability label for fresh products aiming at increased sustainability	Label for fresh products	cooperants
SFSC	Slocal	Website showing local producers	webplatform	for profit
<b>Education and Training</b>				
UbG	Stujardin	Student initiative to stimulate small scale urban food		Stakeholders
SFSC	De Hofmakerij	Educative center to learn kids in a holistic way about nature and sustainability		for profit
UbG	Velt; Samentuinen	Part of Velt, to promote ecological gardening in urban gardens	Website, advisors	social profit
UbG	Tuinhier	Organisation promoting urban gardens, support for local initiatives		social profit
CAT	EVA	Organisation to promote vegetarian food consumption		social profit
SFSC	Landwijzer	Organisation educating future organic farmers		social profit
SFSC	Seasoning	Promoting seasonal food consumption with footprint calculation		for profit
<b>Partnership arrangements between state and non-state</b>				
CAT	Sociale Kruidenier	Provide decent food for poor people in a neighbourhood shop		social profit
SFSC	Voedselteams (ASBL)	Network on provincial level of producers and groups of consumers around sustaianble food	organisation d'un réseau de produits locaux et durables en vente directe; multistakeholders (équipes locales, producteurs, volontaires, salariés); webshop; cartographie des P; adhésion ouverte (dans l'esprit d'un mouvement); élaboration de stratégies alimentaires pr les villes; membre de la plate-forme VL pour les circuits-courts	stakeholders
SFSC	Panier de la fermière	Organic Food baskets	abonnement, partenariat ville-régies de quartier	state

UbG	GROEnTEN uit Gent	project from vzw Sociale Werkplaats De Sleutel, local food production by social labor	state
UbG	Rabotsite	Temporary project in Rabot district of Gent with many Socio-economic-ecologic projects	state
L€	Torekes	Alternative currency in urban area of Gent	state
L€	Muntuit	Innovation support in alternative currency initiatives	social profit
L€	Limburg.net	Currency from the waste collector in Limburg	for profit
SFSC	De Wroeter	Social labor and organic production in short chains	social profit
SFSC	Leren ondernemen Leuven	Social organisation with urban gardening initiatives	social profit
<b>Knowledge broker</b>			
UbG	Velt	Organisation to promote ecological gardening	stakeholder
SFSC	Wervel	Organisation promoting alternative agricultural practices	social profit
CAT	Your Choice (Vredeseilanden)	Promotion of sustainable catering in public and private sector	social profit
SFSC	Mushroom Learning Network	Network to promote sustainable reuse of organic waste streams for mushroom production	for profit
SFSC	Transformatieproject	Project to promote sustainable food chain	state



Mapping of public policy measures for agri-food initiatives.				
<b>WALLONIA</b>				
< will be further completed / analysed during october to december 2014				
<b>IMORTANT: mapping according to the main instrument : will be completed with an anlysis of the "combination of instruments"</b>				
Clusters	Acronym		Typology of public policy tools supporting agri-food transition	
SFSC	Short Food Supply Chain			
UbG	Urban Gardening		<b>Regulation.</b> Legally binding norms and standards.	
COOP	Cooperative		<b>Public procurement.</b> Acquisition of goods or services by the public sector through legal tendering.	
CAT	Catering		<b>Subsidies.</b> compensation payments for public good production (without education and research, considered a separate category)	
LAB	Labelling		<b>Favorable loan conditions.</b> Loans to finance projects on more favorable terms than those in the prevailing market.	
L€	Local Currency		<b>Market coordination.</b> Public authorities can facilitate coordination on the market place	
Sfin	Social Financing		<b>Education and training.</b> Education, training and information exchange.	
			<b>Partnership.</b> State and non-state actors can make agreements that facilitate agri-food transition	
			<b>Research &amp; Development.</b> Basic and applied research conducted by governmental departments, universities, state-funded research institutes.	
			<b>Knowledge brokerage.</b> Governments can support knowledge brokers in alternative food networks. These are nodes that centralize and foster learning on experiences of different players in the network and /or support social learning processes on basic norms and beliefs.	
Cluster	Name of the agri-food initiative	Description of the initiative	Modalities	leadership on the initiative
<b>subsidies</b>				
UbG	Jardins solidaires (ASBL)	réseau jardins collectifs	Organisation d'activités fédératrices ; promotion des initiatives des jardins solidaires et celles du réseau ; partenariats avec d'autres associations pour créer une dynamique de réseau et une synergie entre les actions ; formation et animation d'activités de jardinage collectif; charte; bibliothèque	users
L€	L'épi Lorrain	alternative currency	Multi-stakeholder network for establishing the alternative currency.	stakeholders
L€	Eco-chèques	chèques gestes eco-verts défiscalisés	CCT conclue au sein du CNT	state
CAT	Du Lait pour les écoles	favoriser conso lait & produits laitiers ds crèches, écoles mat/primaires	FRN introduit dde € auprès admin.; école s'acquitte des produits à prix réduit et FRN récupère € intervention auprès admin.	state
CAT	Fruits & légumes à l'école	aide aux écoles maternelles/primaires pour distribution fruit-légumes gratuits aux enfants	aide de l'UE (PAC) pour écouler produits retirés du marché dans le cadre d'une procédure de gestion de crise; liste produits éligibles, inscriptions écoles, encadrement pédagogique obligatoire	state
Sfin	Terre-en-vue/Land in zicht	structure tripartite: ASBL (association), coop, fondation	multistakeholders (citoyens, acteurs publics,associations); financement d'achat de terres ac prises de parts (coop), récolte de dons pr financer les projets (fondation), animation d'un réseau + développement d'une expertise en lien ac accès à la terre (ASBL)	stakeholders
<b>market coordination</b>				
SFSC	Panier de la fermière	paniers bios	abonnement, partenariat ville-régies de quartier	state
CAT	TCO services (SPRL)	gestion & réalisation repas pour écoles, maisons repos/soin, resto d'entreprises	démarche de DD au niveau des produits offerts+formation des collaborateurs	for profit
LAB	Agriculture de Wallonie	pastilles produits agricultureW	multicritère, 1/3, financement ac les cotisations des P, agrément, charte,large gamme de produits, ne concerne pas le mode de P ni conformité aux règles en vigueur (ex: sanitaires), retrait de l'agrément en cas de non-conformité (= rupture de contrat)	state

SFSC	Les grosses légumes	réseau: échange de savoirs, négociation, mise en relation prod-consos; paniers fermiers	Système tripartite abonné-P-Asbly ; abonné : Charte, prépaiement,membre AG, participation au système de garantie participative (SGP), prendre livraison au lieu depot choisi ; P : respect principes Charte, participation SGP, retrocession partie CA pr achat camionnette,fixation en commun prix légumes,fournir facture à chaque livraison ; participations aux formations,cahier+fiche suivi des cultures, mesures de sanction (jusque exclusion) en cas non-respect engagements ; ASBLS (2) : intermédiaires P-C ; organisation SGP, livraison aux dépôts, évaluation système, réunions, visites chez les P, mise en place comité pilotage composé représentant 3 parties (conseils & propositions),vérification compta	social profit
SFSC	Saveurs Paysannes (ASBL)	actions de promotion de l'agri paysanne à travers des réseaux locaux	Mise en réseau P; faciliter circulation des produits entre les magasins à la ferme ; échanges d'expérience diversification/transformation/vente ; mise en réseau P-C (vente directe, foire, marchés communaux, comptoirs fermiers,halles de distribution) ; encourager circuits distribution existant ; actions sensibilisation ; gestion site internet, charte	stakeholders
CAT	Leclicloal	plate-forme centralisation commandes produits locaux et saison au niveau des collectivités	proc négo sans pub;uniquement marchés de fournitures; inscription des P; conditions générales; P doivent être en règle (AFSCA)	users
SFSC	Panier malin	panier à la carte (online) sans abo	GAL culturalité (Hesbaye ; programme LEADER), point collecte hebdo, compte en ligne (paiement à la commande),paiement groupé via le GAL (ventilation entre les prods), produits locaux ms pas uniquement bios, livraison par producteurs (responsables du respect des règles AFSCA et intégrité marchandise jusqu'à livraison); conflit: arrangement direct C-P/représentant "Panier malin"	state
COOP	Point ferme (SRLFS)	coop de P: abos panier bio	GAL Pays des Condruzes (LEADER), abonnement, livraison à des points de dépôt	state
L€	le Ropi			stakeholders
L€	La Minuto			stakeholders
L€	Le Talent			stakeholders
SFSC	Diversiferm (anciennement CQPF)	guichet unique : accompagner les agriculteurs sur un projet de diversification (transformation/vente directe/démarrage/développement d'une activité); triple encadrement: hygiénique, technologique, économique	guichet unique, Etude de faisabilité des projets ;Suivi des dossiers administratifs ;Informations sur les réglementations en vigueur et les aides éventuelles ; Elaboration et amélioration des cahiers des charges pour des outils de diversification et aide à la mise en place de ces outils chez les agriculteurs ; Formation : démarrage, évolution des produits, informatique, Internet, langues, marketing ; Organisation des séances d'informations sur les modifications législatives (autres qu'alimentaires), nouvelles opportunités de diversification	state
<b>education and training</b>				
UbG	Goûter au jardin	plate-forme potagers urbains bios	cartographie des potagers, formations (culture, compostage, taille)	users
SFSC	AFSCA	brochure d'infos assouplissement obligations sanitaires circuits courts	infos obligations du P et façon de s'y conformer le plus facilement	state
SFSC	Ministère de l'agriculture	vade mecum commercialisation en circuits-courts	aspects juridiques de la commercialisation en circuit court(hygiène, fiscalité, société, ...)	state
<b>Partnership arrangements between state and non-state</b>				
	Gal Pays des Condruzes	programme d'accès au foncier pour les porteurs de projet nourriture locale	prog LEADER, partenariat ac Cré-job (couveuse d'entreprises), ancienne friche,	state
UbG	Incroyables comestibles	potagers urbains	mise à disposition d'espace public ouvert à la culture potagère	users
COOP	Vin de Liège (SCFS)	Coop de P & C : vin "durable"	location du terrain via appel d'offre, prise en compte ds les critères d'attribution (source: o Bierin --> CPAS proprio de bcp de terrains); CA composé "d'experts" pilote le projet	social profit
<b>knowledge broker</b>				
SFSC	Centre de référence des circuits courts et de l'économie circulaire de Wallonie	Centre de référence des circuits courts et de l'économie circulaire de Wallonie	Focus concept de « circuit court » : mise en réseau; catalogue des acteurs directs/indirects ; point de contact ; veille ; diffusion bonnes pratiques ; centre documentaire ; typologie + critères transposition concept à d'autres secteurs; favoriser émergence de projets ; lien avec Région bxl en vue de répondre demandes non rencontrées aujourd'hui ; recommandations	state
CAT	Biowallonie (ASBL)	plate-forme concertation + developpement filières bios	conseil de filière auprès APAQ (décret), financement institutionnel	stakeholders

Mapping of public policy measures for agri-food initiatives.				
BRUSSELS				
< will be further completed / analysed during october to december 2014				
IMORTANT: mapping according to the main instrument : will be completed with an anlysis of the "combination of instruments"				
Cluster s	Acronym		Typology of public policy tools supporting agri-food transition	
SFSC	Short Food Supply Chain			
UbG	Urban Gardening		<b>Regulation.</b> Legally binding norms and standards.	
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CAT	Catering		<b>Subsidies: compensation payments for public good production</b> (without education and research, considered a separate category)	
LAB	Labelling		<b>Favorable loan conditions.</b> Loans to finance projects on more favorable terms than those in the prevailing market.	
L€	Local Currency		<b>Market coordination.</b> Public authorities can facilitate coordination on the market place	
Sfin	Social Financing		<b>Education and training.</b> Education, training and information exchange.	
			<b>Partnership.</b> State and non-state actors can make agreements that facilitate agri-food transition	
			<b>Research &amp; Development.</b> Basic and applied research conducted by governmental departments, universities, state-funded research institutes.	
			<b>Knowledge brokerage.</b> Governments can support knowledge brokers in alternative food networks. These are nodes that centralize and foster learning on experiences of different players in the network and /or support social learning processes on basic norms and beliefs.	
cluster	Name of the agri-food initiative	Description of the initiative	Modalities	leadership on the initiative
<b>Subsidies</b>				
UbG	le début des haricots (prjets potager urbain et potagers sur les toits)	plate-forme du réseau des potagers collectifs urbains à Bxl	coordination par une ASBL (le début des haricots), appels à projet (micros-montants (2000€max)), espace d'échanges, cartographie, ressources (création/gestion d'un jardin collectif)	stakeholders
COOP	Cooperative BEES	cooperative participative qui désire vendre des produits durables et rester accessibles au public le plus large possible	Ils ont reçu deux subsides de l'IBGE (un pour alimentation durable et l'autre pour la réduction des emballages)	social profit
UbG	Projet 'graine de cartable"	Parti de l'initiative d'enseignants de l'école, ce projet de potager et compost éducatif se conjugue entre maison de quartier, maison des enfants habitants et bien sur l'école ; lauréat concours ville de bruxelles	Subsidies (de la ville de Bruxelles dans le cadre de l'Agenda 21), collaboration de l'école et de l'association de quartier pour entretenir le jardin	users
<b>Market coordination</b>				
L€	Eco-iris	monnaie compl éco-gestes + biens & services	<a href="http://dev.ulb.ac.be/ceese/CEESE/documents/ECOIRIS_final.pdf">http://dev.ulb.ac.be/ceese/CEESE/documents/ECOIRIS_final.pdf</a>	state
All	Bioguide BXL	c'est contribuer au développement et à la promotion de l'alimentation bio à Bruxelles, spécialement via les filières de vente en circuit court et les commerces de proximité, ... c'est fournir des informations utiles et concrètes à l'utilisateur soucieux d'une consomm'action responsable, ... c'est faciliter la communication entre consommateurs et producteurs et favoriser la mise en réseau des acteurs du secteur.	guide papier et internet référençant tous les acteurs de l'alimentation durable sur Bxl	stakeholders
LAB	site infolabel	Site internet expliquant la signification de tous les labels pour une consommation responsable	site internet explique tous les labels	stakeholders
<b>Education and training</b>				

CAT	projet "cantines durables"	accompagner les cantines collectives (écoles, maisons de repos, entreprises, administrations, etc. ) qui veulent faire la transition vers une alimentation durable - See more at: <a href="http://www.villedurable.be/brusselsg-reencapital/cas/cantines-durables?context=37#sthash.oiW9wT Af.dpuf">http://www.villedurable.be/brusselsg-reencapital/cas/cantines-durables?context=37#sthash.oiW9wT Af.dpuf</a>	intégration de critères durables ds les commandes	state
UbG	Ferme Nos pilifs	entreprise de travail adapté, qui fait des visites de ferme et de potager à destination des écoles (entre autres),	Ferme d'animation : sensibilisation au travail des personnes handicapées, au respect de l'environnement, et à l'agriculture paysanne	social profit?
SFSC	Rencontre et continent	objectif d'accompagner les citoyens vers une meilleure compréhension des enjeux politiques, sociaux, économiques, culturels, environnementaux et sanitaires du monde contemporain ; un accompagnement citoyen afin de renforcer les capacités de chacun à s'engager individuellement et collectivement dans des alternatives porteuses de changements sociétaux.	Formation de base et d'orientation aux métiers en Alimentation Durable en Région de Bruxelles-Capitale !	stakeholders
UbG	ASBL la Ferme de Maximilien	sensibiliser petits et grands à la protection de l'environnement et à leur impact sur la société afin d'amener chacun vers une réflexion active et responsable	organisations de visites individuels ou groupes (écoles etc) et d'évènement (ex : ateliers fabrication de pain, foire aux savoirs faire)	stakeholders
UbG	ASBL Apis Bruoc Sella	Apis Bruoc Sella est une association bruxelloise d'éducation à l'environnement et de sensibilisation à la nature urbaine	utilisation d'abeilles domestiques et sauvages pour communiquer sur différentes thématiques liées à l'environnement en milieu urbain.	stakeholders
All	ASBL Réseau Idée	le Réseau IDée tisse progressivement des liens entre tous les acteurs de l'ErE: enseignants de tous les niveaux, animateurs, formateurs, parents, éco-conseillers... Il veut favoriser les rencontres entre ces acteurs ainsi qu'une meilleure circulation de l'information. Il valorise les projets et les outils pédagogiques, les formations et les centres d'éducation à l'environnement. (ex : les malles alimentations	centre de documentation, services d'information, banque de données, magazines et newsletters, divers sites web,...	stakeholders
<b>Partnership arrangements between state and non-state</b>				
UbG	Jardins participatifs CPAS Etterbeek	rencontre/détente/échange, projets: compostage collectif, potagers, verger, mare et friche, rucher	bail emphytéotique, partenariat ac associations soc/env pour chaque projet	users
<b>Knowledge brokerage</b>				
SFSC	GASAP	Le Réseau regroupe l'ensemble des groupes d'achat de type GASAP de Bruxelles. Il rassemble et relie les GASAP de Bruxelles et ses environs ainsi que les paysans partenaires des GASAP. L'objectif est de soutenir les producteurs, informer et communiquer, participer au dbat public	Favoriser la création de GASAP, mise en réseau, informer les citoyens, faire du playdoyer politique, soutenir les producteurs, etc..	users

All	RABAD	L'objectif du Rabad est d'encourager la collaboration entre les membres par l'échange d'information et savoir-faire, et par la création de projets communs. Le Rabad veut aussi mieux informer le grand public sur l'alimentation durable et rendre ses produits plus accessibles.	échange d'information et savoir-faire, et par la création de projets communs, subsidié et soutenu par région Bxl capitale	stakeholders et users
	RCR (Brussels)	asbl qui accompagne les citoyens qui souhaitent échanger des aliments, des objets et des services dans le but de créer de la convivialité, de diminuer leur impact écologique et de favoriser une économie plus solidaire.	nous proposons une aide à la création, au renforcement et à la mise en lien de groupes citoyens tels que les GAC, GASAP, AMAP, potagers collectifs, Systèmes d'Echanges Locaux (SEL), Réseaux d'échanges réciproques de Savoirs (RErS), donneries, et Repair-cafés. Nous réalisons cela notamment via des formations, des suivis personnalisés, des outils, une cartographie des initiatives existantes, et de la sensibilisation.	stakeholders