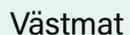


HOW DO WE STRENGTHEN LOCAL ACTORS WHEN TRADE BECOMES GLOBAL?





CONVENING GOTHENBURG'S FOOD FOOD ECOSYSTEM ACTORS



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In the lead-up to the European elections in June 2024, it's more important than ever to raise awareness about the pressing challenges surrounding sustainable food production and distribution.

That's why we hosted an engaging debate to dive deep into these crucial issues.

This however wasn't a typical debate! We brought together experts, activists, and passionate individuals from Gothenburg to spark meaningful conversations and drive positive change.

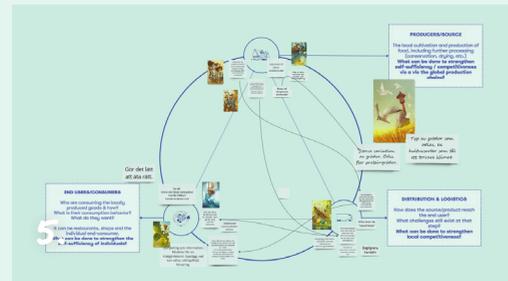
61

IN-PERSON PARTICIPANTS

7

ONLINE PARTICIPANTS

COMING TOGETHER



KICK-OFF TALKS

Our event started with a series of short introductions to set the agenda while shining a light on existing efforts to build a local, independent, food production and distribution network.

The talks were kicked off by Anne Franze-Jordanov (1) who shared spoke of the intent of the event. This was followed by a short

presentation by Johannes Wahlström (2) to present his latest project Nätet who will likely be using the venue the workshop was hosted in to create a new hub for local food ecosystems. The talks were closed by Joel Albertsson (3) to speak of the emerging local food producer network Västmat.

HYBRID WORKSHOPS

The talks were followed by workshops (4) focused around key stakeholder needs, those of producers, distributors, and consumers, seeking autonomy from the global system.

These activities were facilitated in person and online (5), with similar activities, including Dixit cards to open up the discussion.

The hybrid workshops were facilitated using the mindfulness debate as methodology: "The scope of a mindfulness debate is to be focused on the goal of the discussion, reflect before talking, let the other participants express their point of view before replying, try to visualise what you are talking about."

LOCAL FOOD

The event closed with food prepared by Corina Akner's Värt (6), an organization seeking to foster responsible circular food production and informing consumers.



STAKEHOLDER CONCERNS

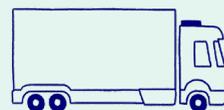
WHAT CAN BE DONE TO STRENGTHEN SELF-SUFFICIENCY / COMPETITIVENESS VIS A VIS THE GLOBAL PRODUCTION CHAINS?



PRODUCERS

Conversations in the PRODUCER group, revolved around creating new infrastructure for the local ecosystem, by among other things rethinking procurement systems, and identifying partners that could help scale up demand.

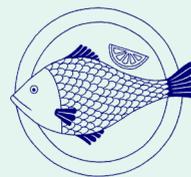
WHAT CAN BE DONE TO STRENGTHEN LOCAL COMPETITIVENESS?



DISTRIBUTORS

DISTRIBUTORS wanted to significantly invest in marketing and consumer education through the creation of maps and information points to be made available online but also in existing customer touchpoints like grocery stores.

WHAT CAN BE DONE TO STRENGTHEN THE SELF-SUFFICIENCY OF INDIVIDUALS?



CONSUMERS

Conversations in the CONSUMER group, explored new experiences of food consumption and purchases such as auction houses but also supporting the development of shared gardens.

KEY INSIGHTS



REORGANIZE THE INFRASTRUCTURE

PRODUCERS and DISTRIBUTORS shared an interest in forming their own infrastructure to gain autonomy from global markets. This will require significant investment which in turn necessitates collective action and the ability to scale demand.

IDEAS:

- Distribution cooperative where the growers themselves control the distribution
- Invest through co-financing in shared procurement and machine park



STRENGTHEN & INCREASE DEMAND

All groups spoke of the importance of finding key partners like school systems, but also gain independence from the dependence on city funding by strengthening the ecosystem's connection to the private consumer market and finding effective ways to reach those customers.

IDEAS:

- Find new business models with larger players such as hotel chains (Lilla Jordbruket / Radisson), a group of restaurants or grow your own food for your restaurant (Hagabion)



NEW EXPERIENCES FOR CONSUMERS

All groups also raised interest in creating new experiences for customers ranging from auction houses, to showrooms, to kitchens, in order to appeal to a wider audience of customers and reduce their dependence on existing touchpoints.

IDEAS:

- Open auction houses for fresh produce
- Encourage the development of crowd-farming and co-cultivation to help hobby farmers communities mature



BETTER COMMUNICATION WITH CUSTOMERS

Visibility and engagement with customers is seen as a key objective across stakeholder groups and will require significant investments to identify the best places to intervene.

IDEAS:

- Create user-friendly centralized online map and catalog of local producers and distributors
- Find clever ways to raise awareness where customers already go: grocery stores.

POLICY RECOMMENDATIONS

NEW PROCUREMENT METHOD

→ adapt the procurement system for food so that it becomes more democratic and gives greater opportunity for municipalities and regions to buy locally, this would provide secure sources of income for local producers who could then invest more, which would favour locally produced products on the broader private market as well.

CITY-BASED PRODUCERS

→ set requirements for efficient land use around and in cities with a focus on food production. This would allow more producers to operate in the city, providing a greater interface with the market.

LOCAL MARKETPLACES

→ support the development of modern local marketplaces and distribution centres for local producers. Farmer's markets, modern shelving with coolers, delivery boxes in residential areas and similar.

HELP SCALE DISTRIBUTION

→ encourage municipal distribution of goods to level the playing field and break oligopolies and non-transparent distribution systems.



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