THE EATING CITY PLATFORM:
Experiences in public foodservices
A needed shift of paradigm?

Guangzhou, China April 2012

Maurizio Mariani
President of Risteco
Who is Risteco

A Consortium of companies working in support for foodservices: consultancy, foodstuffs and catering related waste management;

No profit organization

Risteco acts as an international multi-dimension and multi-function platform, to create links among different actors such as:

- Universities
- Research centres
- Public bodies
- Businesses
- NGOs

Aim: to promote sustainable development in the foodservices, through research, international collaboration, information and communication and technological transfer (knowledge based economy).

2 main offices: Turin (Italy) and Novalaise (France)
Innovative Approach
Life Cycle Thinking and Systemic vision

**Life Cycle Assessment**: a scientifically based methodology that takes into consideration all the life cycle phases of a product or service: from raw materials extraction, to the various phases of transformation, transport and use, up to the End of Life, to quantify environmental impacts and energy consumption.

**Life Cycle Costing**: to evaluate the sum of initial and future costs associated with the production and use of a product over a period of time.

**Systemic vision**: an overall vision of all agro-food supply-chain phases, with their related social, environmental and economic impacts.
Risteco’s activities are based on 3 main pillars:

**Research & Development**
In collaboration with universities and research centres, to study new economical models for the sectors of foodservices and agro-food industry.

**International Cooperation**
Through a dense network of alliance, Risteco acts as a facilitator to help dialogue between people, share experiences and transfer knowledge.

**Consulting & Training**
For years, Risteco has been assisting companies and public bodies to plan new strategies oriented to the sustainable development, fostering innovation by training and communication tools.
Risteco Handbooks 2005-2010
To introduce the “Sustainable development” into the decision making process

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
THE SUSTAINABLE MEAL
At School (2006)

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
THE SUSTAINABLE MEAL

In conferences Catering

The environmental cost

Do you know how to carry by all from New Zealand:
1 Kg of berry fruits, 10.7 Kg of CO₂ are emitted or that to carry
1 Kg of Asparagus from Chile.
6.9 Kg of CO₂ are emitted?
That’s why Risteco has been promoting for many years the project
“The Sustainable Meal” (“L’Alimento Sostenibile”) for catering. In order to define a new model
of management which helps to save local biodiversities and to reduce the impacts on environment.

Today, we would like to offer you this simple meal, carefully prepared with local ingredients
(within a range of 100 km) by the Chef of De Amici’s Restaurant.

The carbon emissions coming from
the transport of 85 Kg of raw materials (including wines) to prepare
this dinner have been 56.37 Kg of CO₂, that is an average of 0.66 Kg of CO₂ by kg of food.

Remember
Less Km, more taste
More taste, less waste
Less Km and less waste, more sustainability.

Menu

Naturally cooked ham from Veneto
with a balsamic wine sauce
Lamb seasoned with herbs from Veneto
served on a bed of cabbage and apples
Penne pasta from Amalfi with
bagna cauda sauce

“TORTINO” triangular tart
with sausages from Friuli, seasoned with grapes
Brasato beef in Superior Iberian wine
Roasted potato and pumpkin

Trif of typical cheeses from Piedmont
Torino made with sheep milk from Langhe
Castronzo from Piemonte
Butter from Valle D’Aosta, served with a
homemade mustard prepared with fruit and vegetable

Trif of desserts:
Buñuelos (typical pudding cake made
with chocolate and amaretto biscuits)
Chocolate and chili cake
Apple and mint cake
Homemade bread prepared with organic flour

Wines

White wine Cortese D.O.C. from Caleo
Red wine “Barbera” D.O.C. from Castiglione Falletto
Micro-filtered top water

De Amici's

Dinner of the day October 4th 2007

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
The RFA is an international alliance that brings together several organizations involved in fish supply chains worldwide. Representatives of production, processing, packaging, trade, distribution, consumer associations and research institutions are involved. The RFA is dedicated to set up new market models for realizing economic, environmental and social sustainable fisheries, with features that can be documented and scaled to enter expanding markets.

www.responsible-fishing.org

An Alliance for a Responsible Fishing Policy
Une Alliance pour une Pêche Responsable
A city eats food it doesn’t produce. In 2030 the 70% of the world’s population will live in an urban context. The health expenditure has doubled for the past 15 years, in part due to the increase of food related diseases.

Why should we start from social foodservices?

Every year, an Italian city having 1 million people spends an average of 45 million Euro for social and school public foodservices and around 20 million more for hospital foodservices.

Nowadays no institution have a systemic vision of the global food chain within a single city/territory.

In the last decade, food supply chain externalities have become more and more relevant, but still are not adequately evaluated.
### The European Market of Social Foodservices

<table>
<thead>
<tr>
<th>WEST EUROPE</th>
<th>Million Meals</th>
<th>% penetration of the Market</th>
<th>Turnover (million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>82</td>
<td>88</td>
<td>86</td>
</tr>
<tr>
<td>Belgium</td>
<td>129</td>
<td>134</td>
<td>139</td>
</tr>
<tr>
<td>Denmark</td>
<td>59</td>
<td>61</td>
<td>63</td>
</tr>
<tr>
<td>Finland</td>
<td>100</td>
<td>102</td>
<td>103</td>
</tr>
<tr>
<td>France</td>
<td>1 190</td>
<td>1 238</td>
<td>1 289</td>
</tr>
<tr>
<td>Germany</td>
<td>528</td>
<td>540</td>
<td>555</td>
</tr>
<tr>
<td>Greece</td>
<td>30</td>
<td>34</td>
<td>37</td>
</tr>
<tr>
<td>Ireland</td>
<td>96</td>
<td>109</td>
<td>115</td>
</tr>
<tr>
<td>Italy</td>
<td>798</td>
<td>821</td>
<td>860</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>9,5</td>
<td>9,8</td>
<td>10,5</td>
</tr>
<tr>
<td>Netherlands</td>
<td>310</td>
<td>305</td>
<td>310</td>
</tr>
<tr>
<td>Portugal</td>
<td>130</td>
<td>128</td>
<td>141</td>
</tr>
<tr>
<td>Spain</td>
<td>376</td>
<td>395</td>
<td>420</td>
</tr>
<tr>
<td>Sweden</td>
<td>104</td>
<td>106</td>
<td>108</td>
</tr>
<tr>
<td>U.K</td>
<td>1 284</td>
<td>1 348</td>
<td>1 430</td>
</tr>
<tr>
<td>TOTAL WEST EUROPE</td>
<td>5 196</td>
<td>5 390</td>
<td>5 637</td>
</tr>
</tbody>
</table>

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**SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN**
The European Market of Social Foodservices
73.6 billion Euro /Year
21.0 billion/Year Meals served

<table>
<thead>
<tr>
<th>EAST EUROPE</th>
<th>Million Meals</th>
<th>% penetration of the Market</th>
<th>Turnover (million €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus</td>
<td>0.4</td>
<td>0.5</td>
<td>0.7</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>118</td>
<td>125</td>
<td>131</td>
</tr>
<tr>
<td>Estonia</td>
<td>9.5</td>
<td>10.5</td>
<td>11.0</td>
</tr>
<tr>
<td>Hungary</td>
<td>139</td>
<td>143</td>
<td>145</td>
</tr>
<tr>
<td>Latvia</td>
<td>2.2</td>
<td>2.5</td>
<td>3.0</td>
</tr>
<tr>
<td>Lithuania</td>
<td>4.0</td>
<td>4.5</td>
<td>5.0</td>
</tr>
<tr>
<td>Malta</td>
<td>3.8</td>
<td>4.1</td>
<td>4.4</td>
</tr>
<tr>
<td>Poland</td>
<td>44</td>
<td>52</td>
<td>60</td>
</tr>
<tr>
<td>Slovakia</td>
<td>19</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>Slovenia</td>
<td>15</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>TOTAL EAST EUROPE</td>
<td>355</td>
<td>380</td>
<td>404</td>
</tr>
</tbody>
</table>

| TOTAL Contracted | 5 550 | 5 770 | 6 040 | 6 500 | 26.2 | 27.2 | 28.5 | 31.0 | 22 347 | 23 603 | 24 623 |
| TOTAL Self-Operated | 15 650 | 15 430 | 15 120 | 14 500 | 73.8 | 72.8 | 71.5 | 69.0 | 49 953 | 49 977 | 48 977 |
| TOTAL Social Foodservice | 21 200 | 21 200 | 21 160 | 21 000 | 100 | 100 | 100 | 100 | 71 400 | 73 200 | 73 600 |

Source: GIRA FOODSERVICE
What is Eating City:

Eating City aims to give life to ideas, to stimulate intellectual dialogue and to foster long term vision of public & and private decision makers on the future of sustainable urban food supply chains worldwide.

Action-oriented, Eating city also evidences good practices and constructive propositions to shift the paradigm; the ideal place where food, health, environment and social values meet the economy.

Thinking Tables, Workshop, Conferences to gather, share and spread experiences and finally elaborate concrete proposals for decision makers.
# The European F&B Market (Eu 27)

<table>
<thead>
<tr>
<th>Sector: in EU 27</th>
<th>Annual Turnover</th>
<th>Workers</th>
<th>Turnover/Workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage Industry (F&amp;B)</td>
<td>€ 954.000.000.000,00</td>
<td>4.200.000,00</td>
<td>€ 227,142,86</td>
</tr>
<tr>
<td>Large Company</td>
<td>€ 494.172.000.000,00</td>
<td>1.562.400,00</td>
<td>€ 316,290,32</td>
</tr>
<tr>
<td>SMEs</td>
<td>€ 459.828.000.000,00</td>
<td>2.637.600,00</td>
<td>€ 174,335,76</td>
</tr>
<tr>
<td>Total Foodservices (Out of Home Cons.)</td>
<td>€ 468.000.000.000,00</td>
<td>7.316.000,00</td>
<td>€ 63,969,38</td>
</tr>
<tr>
<td>Total Social Foodservices (SFS)</td>
<td>€ 77.000.000.000,00</td>
<td>2.200.000,00</td>
<td>€ 35,000,00</td>
</tr>
<tr>
<td>SFS Contracted</td>
<td>€ 24.623.000.000,00</td>
<td>600.000,00</td>
<td>€ 41,038,33</td>
</tr>
<tr>
<td>SFS Self Operated**</td>
<td>€ 52.377.000.000,00</td>
<td>1.600.000,00</td>
<td>€ 32,735,63</td>
</tr>
<tr>
<td>Onboard Travel Foodservices</td>
<td>€ 4.300.000.000,00</td>
<td>50.000,00</td>
<td>€ 86,000,00</td>
</tr>
<tr>
<td>Other Food Consumption out of home</td>
<td>€ 386.700.000.000,00</td>
<td>5.066.000,00</td>
<td>€ 76,332,41</td>
</tr>
<tr>
<td>Home F&amp;B Consumption</td>
<td>€ 882.000.000.000,00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total food consumption in Eu</td>
<td>€ 1.350.000.000.000,00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organic &quot;BIO&quot; market value</td>
<td>€ 18.400.000.000,00</td>
<td>1,36%</td>
<td></td>
</tr>
</tbody>
</table>

*Eating City*

International Platform 2010 - 2014

Social Dialogue for a more sustainable food supply chain
How Eating City works:
City Food Policy

THE SHIFT OF PARADIGM

PILLAR 1
UNIVERSITY NETWORK
Chart for life long learning
World wide

PILLAR 2
E.U. POL. NETWORK
Chart for: european agrifood supply chain in public foodservices

PILLAR 3
CITIES NETWORK
Chart for city governance
World wide

STEERING COMMITTEE
President
+ One delegate for each continent
+ Responsible for pillars
+ Project Manager

PROJECT MANAGER
Working staff

MULTI-STAKEHOLDERS PROCESSES:
Thinking tables, workshops, conferences around the world

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
Key words:

City Food Policy

= 

Sustainability, Wellness, Food taste, Territory, Research, Governance, Energy, Culture, Social Values, Innovation, Networking, Food supply chain, Economy

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
Eating City Roadshow

2010:
Apr. Rome “Ecopolis” Eating City USA - China
Sept. Rotterdham ,First Global Summit on Metropolitan Agriculture
Sept. Brussel workshop Etopia
Oct. Washington D.C. USA, “The system in our plate” Conference
Oct. Cremona, workshop “Green Public Procurement”
Nov. Sloveny AVALON: How can we green the EU Common Agricultural Policy?
Nov. Florence, workshop CISL “Green Public procurement”

2011:
Mar. Rome, Eating City Mediterranean Region conference and workshops
May Genova, workshop EuroMED
Jun. Torino ;Presentation Eating City Film Contest with Cinemambiente.
July Oregon USA annual meeting Sustainable food lab
Oct. Medellin Colombia. “Primera Cumbre de Seguridad Alimentaria”

Main Future events:
Nov. 2011 Brussel, Presentation of Eating City to MEP’s
Apr. 2012 Canton (China) Eating City China
Oct 2012 Amsterdam

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
Eating City Film Contest
Special Prize “Eating City” by Risteco
Award Ceremony Turin, Italy June 5, 2012

CinemAmbiente 2012 - Call for Entries

The 15th CinemAmbiente - Environmental Film Festival will take place in Turin (Italy) next May 31 - June 5 2012. Competitions include environmental films produced after January 2010. Submissions are open. Entry Form and Rules are available here. We inform you that the screeners can be uploaded on our website, please follow the instructions on the entry form.

Official Submissions Deadline is March 15th, 2012.
Starting from the experiences of Risteco and its partners, Eating City includes a working team dedicated to study sustainable catering new models.

Starting from 2003, main research activities on meal life cycle analysis allowed to point out the logistics (food supply chain) and the waste management, as two main levers to reduce the environmental impact, independently of food menu template and nutrition value.
Why sustainable food is worth a while:

+ Local food = less Miles, less pollution
+ More taste = less waste
+ Nutrient food = less health expenses
+ Soil preservation = save biodiversity

= Green Public Procurement

THE WIN WIN MENTALITY

A trustworthy win win mentality: public buyers and food providers must feel as partners and not antagonists, with a unique objective:

to innovate and implement more sustainable food services.

A complete change of mentality and culture with the Life Cycle Thinking approach
A true shift of paradigm.
Facing a Dilemma in Europe?

- More than 700 Kg of food bought per capita/year
- Around 500 Kg of waste per capita/year and a big part is related to food and beverage.
  - 43% of the Ecological footprint is related to what we eat.
- More than 30% of children overweight + around 18% already obese
  - Worrying quantities of food leftover in the canteens!
- Around 6% of the total health budget devoted to cure pathologies related to obesity.
- Only In Italy in the last 15 years public health expenses are doubled from 50 Billion Euro to 105 Billion Euro
The shift of paradigm

SUSTAINABLE FOOD SYSTEM

=  

+ HEALTHY FOOD  

+ LABOUR  

- HEALTH COSTS  

- WASTE  

+ LIFE QUALITY
The shift of paradigm

In the past:
Business activity traditionally has been taking into account 3 different resources such as:

Financial, Technical and Human resources

In the future:
Human labour must be put again at the center of economy
Environment must also be taken into account as the 4th NO endless resource...

such as the first three ones

For a new agri-food supply-chain in symbiosis with the hosting territory.
The Publications of Eating City
To facilitate the shift of paradigm

SOCIAL DIALOGUE FOR A MORE SUSTAINABLE FOOD SUPPLY CHAIN
Eating City Roadshow

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2013: USA and Africa, 2014: again in Italy, just before the Milan Int. Expo
What are we proposing to you?

The creation of a permanent Chinese working group inside the Int. Eating City Platform:

to make shared propositions, specific to public food service supply chain, designing “territorial agencies” able to manage systemically territories food “metabolisms”; getting out of the logic of commodities and recognizing the true value of agro-food chain.

The sector of social foodservices, given its dimension and potential, can be the ideal starting point.
Thanks for your attention