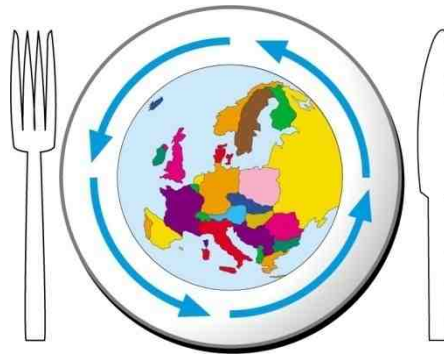


THE EATING CITY PLATFORM: Experiences in public foodservices

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 in 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

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

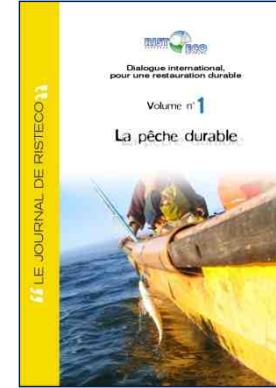
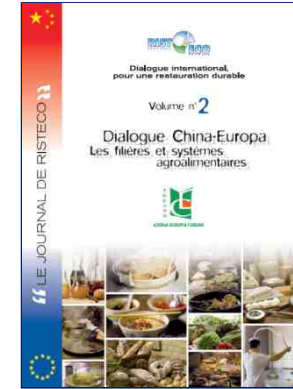
Through a dense network of alliance, Risteco acts as a facilitator to help dialogue between people, share experiences and transfer knowledge.

Consulting & Training

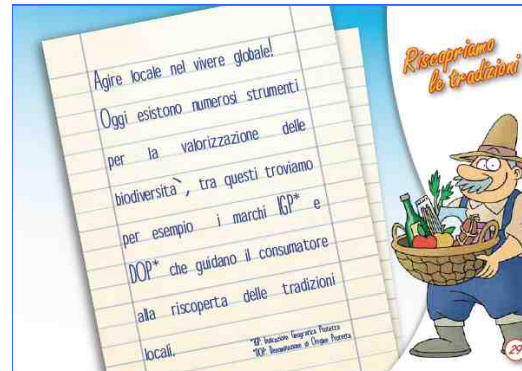
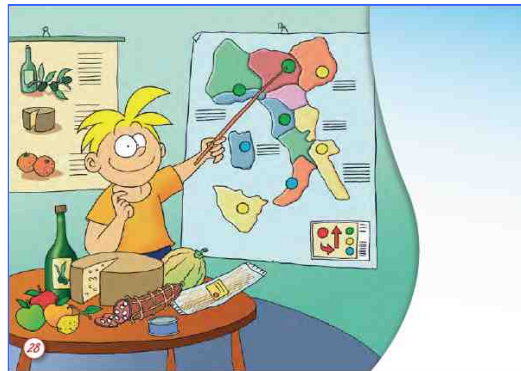
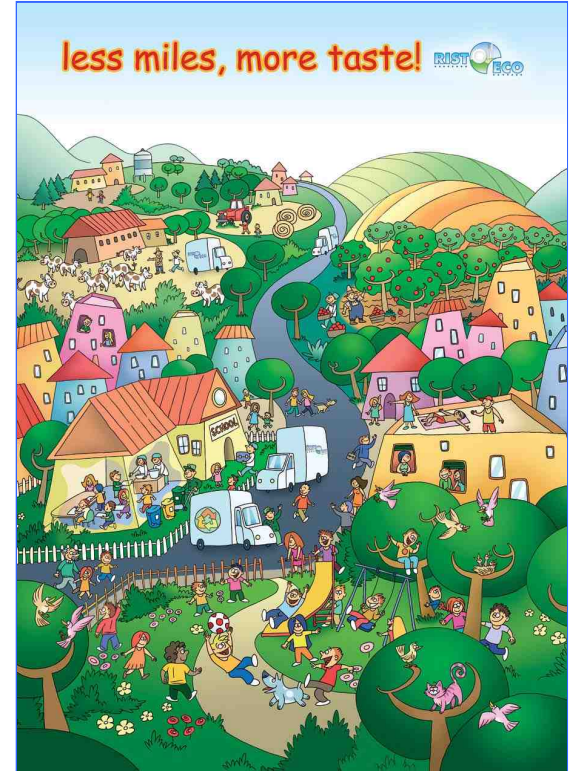
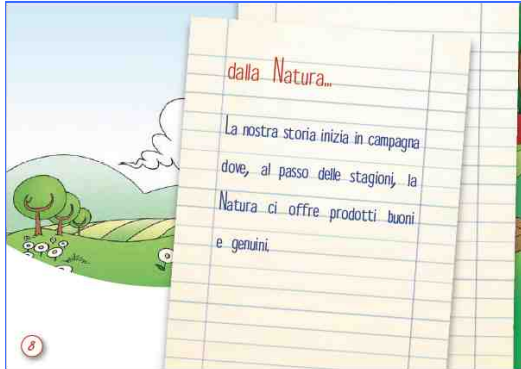
For years, Risteco has been assisting companies and public bodies to plan new strategies oriented to the sustainable development, fostering innovation by training and communication tools.

Risteco Handbooks 2005- 2010

To introduce the "Sustainable development" into the decision making process



THE SUSTAINABLE MEAL At School (2006)



THE SUSTAINABLE MEAL

In conferences Catering



"THE SUSTAINABLE MEAL"



The environmental cost

Do you know that to carry
by air 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" ("Il Pranzo 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 Chefs of De Amicis Restaurant.

The carbon emissions coming from
the transport of 85 Kg of raw
materials (including wines) to prepare
this diner 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 Venasca
with a Ruché wine sauce
Lard seasoned with herbs from Venasca
served on a bed of cabbage and apples
Peppers from Carmagnola served
with bagna càdda sauce
(anchovies, garlic and cream)
Potato flan and cooked salami
from Buttigliera d'Asti

Traditional Gnocchi from Val Varaita
Triangoloni (triangular pasta)
with sausage from Bra, sautéed with grapes
Braised beef in Superiore Barbera wine
Roasted potato and pumpkin

Tits of typical cheeses from Piedmont:
Toma made with sheeps milk from Langhe
Castelrosso from Biella
Brus from Valle Infernotto of Barge, served with a
homemade marmalade prepared with fruit and vegetable

Tits of desserts:
Bunet (typical pudding cake made
with chocolate and amaretto biscuits)
Chocolate and chill cake
Apple and mint cake
Homemade bread prepared with organic flour.

Wines

White wine Cortese D.o.c. from Calosso
Red wine "Barbera" D.o.c. from Castagnole Monferato
Micro-filtered tap water
Coffee



Dinner of the day October 4th 2007

The Network



Fondation Charles Léopold Mayer
pour le Progrès de l'Homme



Responsible Fishing Alliance (RFA)

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.



RESPONSIBLE FISHING ALLIANCE

www.responsible-fishing.org

An Alliance for a Responsible Fishing Policy
Une Alliance pour une Pêche Responsable



Why Eating City ?

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

WEST EUROPE	Million Meals				% penetration of the Market				Turnover (million €)		
	2006	2007	2008	2010	2006	2007	2008	2010	2006	2007	2008
Austria	52	55	56	59	20,0	21,3	22,0	23,6	239	257	265
Belgium	129	134	139	150	26,2	27,2	28,1	30,6	580	609	645
Denmark	59	61	63	68	14,9	15,4	15,9	17,4	282	296	310
Finland	100	102	103	107	20,5	20,9	21,1	22,3	452	468	480
France	1 190	1 238	1 289	1 365	33,6	34,8	36,0	37,9	5 240	5 530	5 900
Germany	528	540	555	600	15,7	16,1	16,5	17,8	2 635	2 727	2 850
Greece	30	34	37	42	14,4	16,3	17,5	19,9	64	74	85
Ireland	96	109	115	125	50,5	57,1	60,2	65,8	315	369	400
Italy	798	821	860	920	44,7	46,3	48,9	53,2	3 590	3 790	4 090
Luxembourg	9,5	9,8	10,5	11,5	45,2	46,7	52,5	57,5	74	78	85
Netherlands	310	305	310	320	36,3	35,1	36,9	37,9	1 056	1 064	1 095
Portugal	130	135	141	148	37,2	38,0	39,2	41,0	435	455	485
Spain	376	395	420	460	39,9	43,6	44,2	51,1	1 300	1 405	1 540
Sweden	104	106	108	111	12,3	12,6	12,8	13,2	454	468	485
U.K.	1 284	1 345	1 430	1 566	36,4	38,2	40,9	45,4	5 091	5 417	5 250
TOTAL WEST EUROPE	5 196	5 390	5 637	6 053	30,1	31,2	32,7	35,3	21 807	23 007	23 965

The European Market of Social Foodservices

73.6 billion Euro /Year
21.0 billion/Year Meals served

EAST EUROPE	Million Meals				% penetration of the Market				Turnover (million €)		
	2006	2007	2008	2010	2006	2007	2008	2010	2006	2007	2008
Cyprus	0,4	0,5	0,7	1,0	0,7	0,8	1,2	1,7	1,8	2,6	3,8
Czech Republic	118	125	131	140	16,3	17,2	18,2	19,7	194	209	225
Estonia	9,5	10,5	11,0	13,0	14,5	16,2	16,9	20,0	11	12,5	13,5
Hungary	139	143	145	152	19,0	19,7	20,1	21,3	155	162	170
Latvia	2,2	2,5	3,0	3,5	2,2	2,6	3,1	3,7	3	3,5	4,5
Lithuania	4,0	4,5	5,0	6,0	2,5	2,9	3,3	4,1	4	4,7	5,5
Malta	3,8	4,1	4,4	5,0	28,1	29,5	30,6	33,3	11	12	13
Poland	44	52	60	75	2,5	3,0	3,4	4,3	85,7	103,7	122,7
Slovakia	19	21	24	30	7,9	8,9	10,4	13,0	30,5	35	41
Slovenia	15	17	19	22	14,3	16,2	19,6	22,4	44	51	59
TOTAL EAST EUROPE	355	380	404	448	9,0	9,6	10,3	11,6	540	596	658
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	49 053	49 597	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.

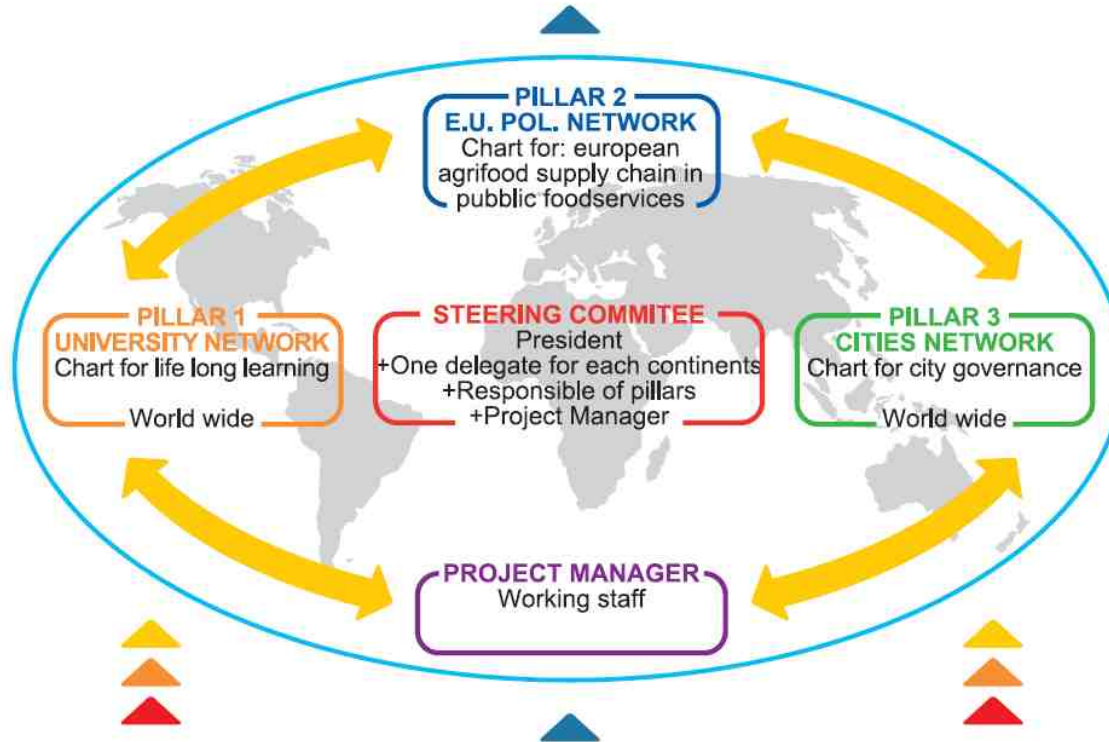


The European F&B Market (Eu 27)

Sector: in EU 27	Annual Turnover	Workers	Turnover/Workers
Food & Beverage Industry (F&B)	€ 954.000.000.000,00	4.200.000,00	€ 227.142,86
<i>Large Company</i>	€ 494.172.000.000,00	1.562.400,00	€ 316.290,32
<i>SMEs</i>	€ 459.828.000.000,00	2.637.600,00	€ 174.335,76
Total Foodservices (Out of Home Cons.)	€ 468.000.000.000,00	7.316.000,00	€ 63.969,38
Total Social Foodservices (SFS)	€ 77.000.000.000,00	2.200.000,00	€ 35.000,00
<i>SFS Contracted</i>	€ 24.623.000.000,00	600.000,00	€ 41.038,33
<i>SFS Self Operated**</i>	€ 52.377.000.000,00	1.600.000,00	€ 32.735,63
Onboard Travel Foodservices	€ 4.300.000.000,00	50.000,00	€ 86.000,00
Other Food Consumption out of home	€ 386.700.000.000,00	5.066.000,00	€ 76.332,41
Home F&B Consumption	€ 882.000.000.000,00		
Total food consumption in Eu	€ 1.350.000.000.000,00		
Organic "BIO" market value	€ 18.400.000.000,00	1,36%	

How Eating City works: City Food Policy

THE SHIFT OF PARADIGM



MULTI-STAKEHOLDERS PROCESSES:

Thinking tables, workshops, conferences around the world

Key words:

City Food Policy

=

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

Eating City Roadshow

2010:

Apr. Rome "Ecopolis" Eating City USA - China

Sept. Rotterdam ,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 ;Presentaion 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

Jan. 2012 Paris Eating City, Ile de France.

Apr. 2012 Canton (China) Eating City China

Oct 2012 Amsterdam

Eating City Film Contest

Special Prize "Eating City" by Risteco

Award Ceremony Turin, Italy June 5, 2012



Like 8k Follow 200 followers

15TH ENVIRONMENTAL FILM FESTIVAL
CINEMAMBIENTE
MAY 31 - JUNE 5, 2012 TORINO

FACEBOOK YOUTUBE TWITTER FLICKR

Pin: The (Svezi, Danmarca, 2010-58) David Osterberg, M. Stenberg

CINEMAMBIENTE MUSEO NAZIONALE DEL CINEMA FONDAZIONE MARIA ADRIANA FIOCO

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TERRITORIO: PIANURA VERGINE CON CHIRA

CinemAmbiente 2012 - Call for Entries



The 15th CinemAmbiente – Environmental Film Festival will take place in Torino (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.

SUBMIT AND SEND YOUR FILM VIA WEB

CINEMAMBIENTE TV

CINEMAMBIENTE TOUR

Eating City Study & Research:

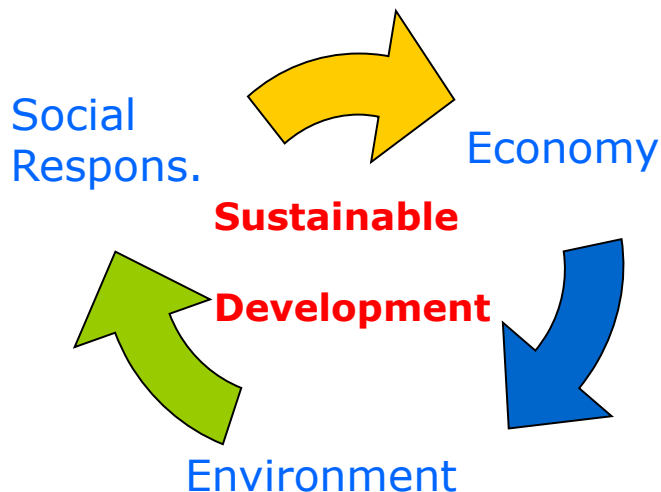
Starting from the experiences of Risteco and its partners, Eating City includes a working team dedicated to study sustainable catering new models.

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.

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.



Why sustainable food is worth a while:

- +Local food = less Miles, less pollution
 - +More taste = less waste
 - +Nutrient food = less health expanses
 - +Soil preservation = save biodiversity
- = Green Public Procurement**

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

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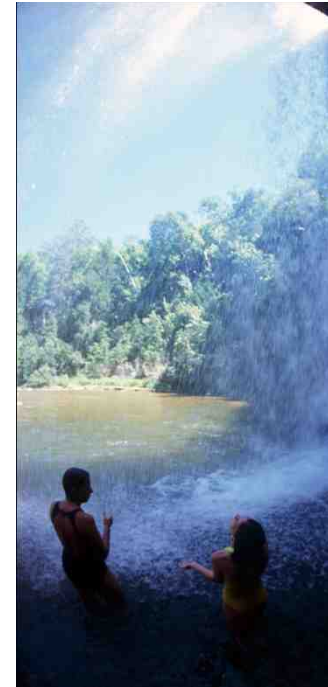
+ HEALTHY FOOD

+ 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:

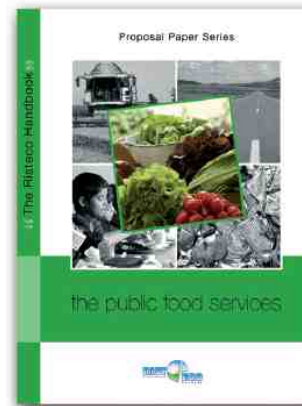
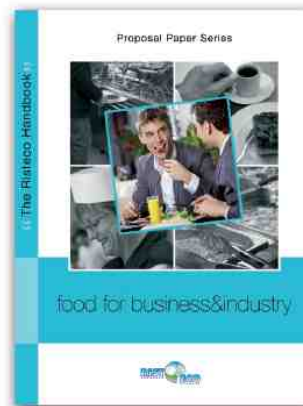
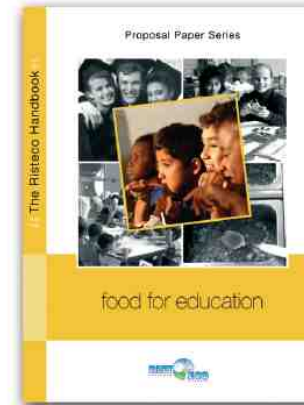
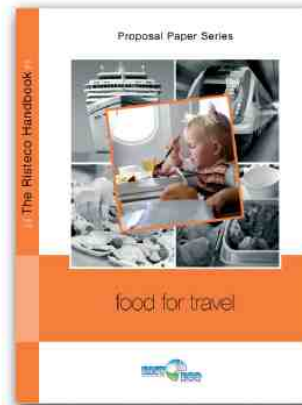
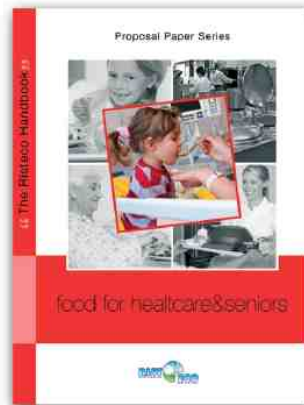
Human labour must be put again at the center of economy

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



Eating City Roadshow

2010:

- Apr. - Rome "Ecopolis" Eating City USA - China
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- Sept. - Brussel workshop on Ethiopia
- Oct. - Washington D.C. USA, "The system in our plate" Conference
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- Jan. 2012 - Paris Eating City, Ile de France.
- Apr. 2012 - Canton (China) Eating City China
- 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**