

GrAins

Greening Agrifood
in Social Economy



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Partnership and local green deal

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The European Green Deal

Going Local

The European Commission has set an ambitious goal to make Europe the world's first climate-neutral continent by 2050 through the European Green Deal. This transformative roadmap requires extensive changes across all aspects of society, facing major environmental, economic, and social challenges. Central to achieving this goal is the empowerment of local and regional authorities through initiatives like "**Green Deal Going Local**". This approach aims to translate high-level policy objectives into practical, actionable initiatives tailored to the unique needs of each region, making the transition more relevant and effective for citizens.



Key Elements of Local Green Deals

1 Integrated Governance

New structures incorporating multidisciplinary values—environmental, economic, and social—to support sustainable decision-making and policy development.

2 Collaborative Action

Local partnerships delivering concrete actions through collaborative agreements, aligning with climate neutrality and sustainability goals.

3 Multi-stakeholder Approach

Cooperation between public, private, community, and voluntary sectors to achieve common goals across the city's industrial ecosystems.



Implementing Local Green Deals through strategic Partnerships

Cross-sector Collaboration: Engage with other local industries and services to create comprehensive solutions that benefit wider community needs.

Co-Development of Solutions: Participate in developing local sustainability initiatives such as waste reduction, sustainable packaging, and energy-efficient practices.

Policy Influence: Actively participate in local governance to shape policies that directly affect the agrifood sector.

Benefits to Agrifood SMEs:

- Access to new green markets and technologies.
- Opportunities for sustainable investments and partnerships.
- Enhanced compliance with evolving environmental regulations and standards.



Municipal Food Council (Consejo Alimentario Municipal)

CITY, COUNTRY

Valencia, Spain



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Inclusive Collaboration: Establishes a platform for collaboration between public authorities, private businesses, social economy entities, and civil society to co-create sustainable food policies.

Social Economy Integration: Actively integrates social economy stakeholders, such as cooperative societies and social enterprises, which are pivotal in local food production and distribution networks.

Stakeholder Roles: Stakeholders contribute to decision-making processes, ensuring policies are well-rounded and representative of all sectors involved in the food system.

Framework and Commitment:

Functions under the **Milan Urban Food Policy Pact** to enhance sustainability in urban food systems.

Committed to creating a resilient local food system that supports Valencia's economic, environmental, and social health.

CONTRIBUTION TO
SUSTAINABLE
DEVELOPMENT
GOALS



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Partnership Dynamics

Collaborative Structure: Combines public administration efforts with active civil society involvement, forming a hybrid, participatory governance model.

Stakeholder Engagement: Includes social economy organizations, local agriculture associations, the Department of Agriculture, Horta, and Sustainable Food, and the College of Nutritionists.

Stakeholder Roles:

- Social economy organizations and food sovereignty groups contribute to policy shaping and implementation strategies.
- Agricultural and nutrition experts provide technical insights and support the integration of scientific and ecological knowledge into policy-making.



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Strategic Objectives

Public Food Procurement: Integrates social and ecological criteria in procurement processes for municipal schools, influenced by collaborative discussions within the council.

Local Markets and Direct Sales: Establishment of farm markets as direct selling points, promoting local produce and short supply chains.

Waste Reduction Project: Targets significant waste reduction at Mercavalencia, leveraging partnerships to enhance sustainability in the city's largest public food hub.

Beneficiaries : 40 entities participate in the Valencia Food Council, related to agriculture, agroecology, agribusiness, social fabric, economy, consumption, nutrition and ecology.



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Types of Partnerships



1 Public-Private Partnerships (PPPs)

Facilitate collaboration between government and private sector to deliver public assets or services, sharing risks and rewards. Crucial for introducing innovative green technologies and sustainable practices in agrifood.

2 Clusters of Social and Ecological Innovation (CSEIs)

These clusters integrate social economy entities, mainstream enterprises, and public authorities to focus on local economic and ecological prosperity. They support agrifood SMEs by fostering innovation and resource pooling.

3 Community-Led Local Development (CLLD)

Engages local stakeholders in decision-making to develop and implement strategies that address local agrifood challenges, enhancing sustainability and community resilience.



LEADER Program



Community-Led Local Development (CLLD): Utilizes a bottom-up approach with Local Action Groups (LAGs) including public, private, and civil society sectors. Designs and implements strategies tailored to specific local needs.

Innovation and Cooperation: Promotes innovative rural development approaches. Supports cooperative projects and encourages networking and knowledge sharing across European rural communities.

Integrated and Multisectoral Approach: Addresses economic, social, and environmental aspects of rural life. Projects span local tourism, agriculture, renewable energy, and conservation.

Funding and Support: Funded by the European Agricultural Fund for Rural Development (EAFRD). Supports both project execution and operational costs of LAGs.

Flexibility and Adaptability: Strategies are adaptable to meet unique local challenges and opportunities, ensuring relevant and effective development.



Thank you !

For more information

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