

A young girl with dark hair and a blue and green striped sweater is the central focus, sitting at a table and eating from a large metal bowl filled with various fruits like grapes, oranges, and watermelon. She is holding a wooden spoon to her mouth. In the background, other children are seated at tables, and there are fruit skewers hanging from the ceiling. The setting appears to be a school cafeteria or a community center.

ghent:

The protein transition in Ghent

City of Ghent | May 2023

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Food Strategy

A short, sustainable
food chain



No food waste



Sustainable food
for everyone

Healthy and sustainable diet,
access to food for everyone &
social cohesion





Thursday Veggie Day

- Campaign started in 2009 in collaboration with EVA vzw
- Actions:
 - Restaurants and chefs
 - ✗ Cooking workshops for chefs
 - ✗ Lectures for large scale kitchens
 - ✗ Coaching of large scale kitchens
 - ✗ Workshops for the hotelschool
 - ✗ Map (het veggieplan)
 - Citizens
 - Setting the good example
 - ✗ Internal catering
 - ✗ Procurement



Thursday Veggie Day

- Concept: simple and clear
 - ⇒ low threshold
 - ⇒ copied all over the world
 - ⇒ Ghent : veggie capital
 - High amount of veggie(friendly) restaurants
 - 40% of the ghent citizens eat vegetarian minimum once a week
- Next step?



gent:

Gentse Green Bowl

The ghent green bowl

- Actors involved: university, civil society, companies, ...
- Consumption + production
- 1 story: no opposing camps
- Launched in november 2021
- Participative B2B platform : ghent actors make their actions visible

<https://participatie.stad.gent/folders/degentsegreenbowl>





Consumption

Goal 1: By 2030, the ratio of consumption of animal versus plant and alternative proteins in Ghent is 40% / 60%.

- Increased access to sustainable proteins
- Increased competencies among consumers
- Increased support for sustainable proteins



Production

Goal 2: By 2030, Ghent will be a good example of sustainable protein production.

- More sustainable production of animal proteins
- Increased production of plant proteins for human consumption
- Development and implementation of new alternative high-quality protein sources

Monitoring

Goal 3: By 2025, we will have enough data from a monitoring system to refine our protein strategy and make choices.



Collaborations

Department of climate together with

- The [food council](#) (farmers, civil society, hospitality, ...)
- The [culinary council](#) (hospitality)
- Culinary festival [Gent Smaakt](#) (Ghent tastes good)
- Service of tourism Visit Gent: Ghent as a [sustainable tourist destination](#)
- Higher governments : Flanders [Green Deal](#), Europe
- Universities and research institutes



Actions towards private sector

- Mapping practices and detecting gaps:
 - Participation platform
 - Join (network)events to get in contact with not yet known actors
 - Pro-active search and contact
- Linking organizations
- Stimulating new projects
 - Subsidy food council for innovative projects (60.000 €/year)
- Communicating good practices



➤ Specifically for agriculture

- Cities objectives on agriculture + action plan
 - > crosslinked to the protein strategy
- Subsidy for farmers who want to converse to organic and short chain
- Making public land available for sustainable agriculture





Actions intra-city

- Advice on public procurement for food and events
- [Cool Food Pledge](#): monitoring CO2-emissions purchases food
- Helping the city caterer Ikook (I cook) in changing their menu and in communicating about it



➤ Schoolfood4change (ICLEI, Rikolto)

- [Protein shift in procurement of school meals in city schools](#) : 50/50
 - ⇒ market research
 - ⇒ pushing forward the catering sector
 - ⇒ catering sector gains expertise
- Whole School Food Approach:
 - × [Goodfood@school guidance](#)
 - × [Workshops plantbased food](#)
 - × Workshops food waste
 - × Educational tools: [De Wijze Weters](#)



Actions towards citizens

- During Corona : [online cooking workshop with a famous chef](#) together with arts center VIERNULVIER
- Participation to existing campaigns e.g. [Veggie Challenge](#)
- [De Gouden Groentesaté](#) (the golden vegetable satay): vegan barbecue contest



Future actions

- Food environments: research and action
- H2020 FEAST: focus on vulnerable groups
 - Living lab
 - Research
- Coaching of large scale kitchens in healthcare
- Coaching of social restaurants
 - Tests with smart scales
 - Improve expertise plantbased food

Thank you!