

The protein transition in Ghent

City of Ghent | May 2023

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Food Strategy



A short, sustainable food chain



No food waste

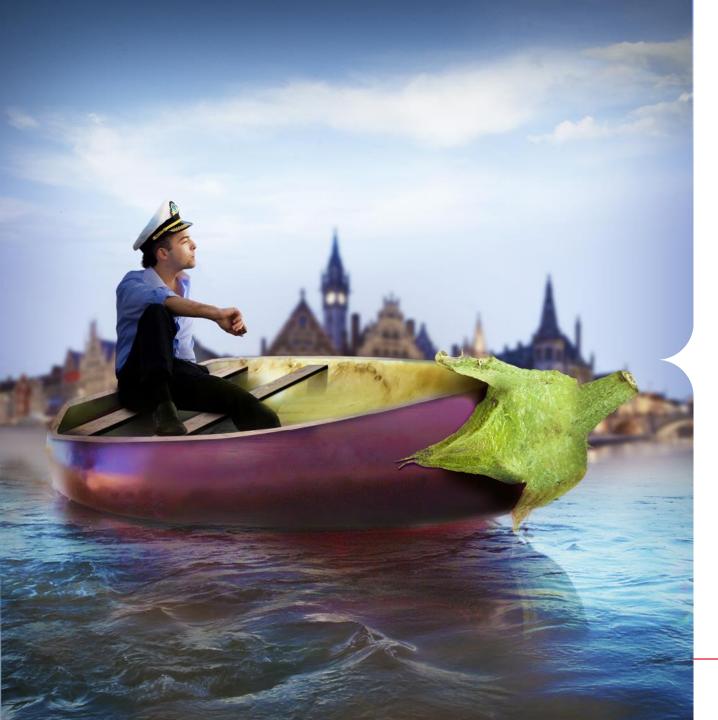


Sustainable food for everyone

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



The protein transition in Ghent – May 2023



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?



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 <u>food council</u> (farmers, civil society, hospitality, ...)
- The <u>culinary council</u> (hospitality)
- Culinary festival <u>Gent Smaakt</u> (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 CO2emissions 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:
 - x Goodfood@school guidance
 - Workshops plantbased food
 - Workshops food waste
 - ★ Educational tools: <u>De Wijze Weters</u>



Actions towards citizens

- During Corona : <u>online coocking</u> <u>workshop with a famous chef</u> together with arts center VIERNULVIER
- Participation to existing campaigns e.g. <u>Veggie Challenge</u>
- 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!