



SWITCH

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

Practice Abstracts – batch 1

D8.5

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Document History

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Author(s)	Daniele Pestoni, Simone Schiassi (FFI), Laura Bouwman (WU), Margherita Motta, Emily Groves (EPFL)
Reviewers	Matteo Bellotta (CMCC), Andrea Magnani (CMCC)
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26 March 2024	Final version	CMCC approved revisions and finalized the document

Partners



Abbreviations and acronyms

EIP-AGRI	Agricultural European Innovation Partnership
WP	Work package
DHE	Digital Hub Experience

Executive Summary

This deliverable is part of “WP8 Communication, Dissemination and Exploitation” and contains two Practice Abstracts that have been integrated into the EIP-AGRI common format table:

1. From Barriers to Opportunities in the SWITCH Hubs. Recommendations for Co-Creating Sustainable Regional Food Systems (WP5);
2. The Role of the Digital Hub Experience for Chefs, Farmers, Policymakers and the General Public (WP6).

1. Introduction

This deliverable contains two Practice Abstracts to be added to the EIP-AGRI project database, which “features innovative projects from across Europe that boost innovation and knowledge exchange for agriculture, forestry and rural areas”.

The main purpose of this deliverable is to share intermediate results of the SWITCH project in a concise and practice-oriented way according to the EIP-AGRI common format.

2. Practice Abstracts

The following two Practice Abstracts have been integrated into the EIP-AGRI common format table attached in Annex 1.

Practice Abstract 1 has been developed in collaboration with Wageningen University and covers the opportunities highlighted in the SWITCH Food Hubs for the transition to healthier and more sustainable regional food systems, as part of the work of WP5.

Practice Abstract 2, redacted in collaboration with EPFL, describes the value of the upcoming Digital Hub Experience platform, which is part of WP6.

2.1. Practice Abstract 1 - From Barriers to Opportunities in the SWITCH Hubs. Recommendations for Co-Creating Sustainable Regional Food Systems (WP5)

This abstract aims to share the main opportunities that were identified through inventories in the SWITCH Hub regions and to provide recommendations for effective action towards healthier and more sustainable regional food systems.

Barriers indicated within the regions include perceived disconnection between people and food, imbalances in food security and food sovereignty, misalignment between policies and inaction due to low interest and effectiveness of public administrations and politics. The following opportunities may help counteract them, tapping into various levels (sociocultural, economic, political and physical-environmental):

- **Connectedness:** activities that valorise the regional territory, traditions, culture and foods, cultivate a shared sense of familiarity, belonging and appreciation, with gastronomy playing a key role;
- **Balance:** relatively cheap food markets, existing infrastructure and natural spaces may be used to increase demand for small producers and provide affordable, accessible local food;
- **Alignment:** the multitude of small, bottom-up (grassroots) initiatives provides critical mass to advocate for policies and subsidies that favor regional, sustainable produce over imported, unsustainable and highly-processed foods from (multinational) large companies;
- **Action:** reframing sustainability into a positive challenge that resonates with the everyday reality of actors invites engagement, alignment and creation of social networks, partnerships and initiatives that collaborate with coherence to ensure sustainable use of resources.

SWITCH Food Hubs are using these opportunities to co-create their activities with their local actors to be implemented from 2024.

2.2. Practice Abstract 2 - The Role of the Digital Hub Experience for Chefs, Farmers, Policymakers and the General Public (WP6)

This abstract presents how the Digital Hub Experience (DHE) is expected to support citizens, chefs, farmers, and food system actors at large in cultivating stronger connections and facilitating communication within their regional Hub communities. With the overarching goal to contribute to the transition towards healthier and more sustainable food systems, the DHE will act as an ecosystem of apps and functionalities designed as follows:

The general public can use the DHE to discover how healthy and sustainable their daily food choices are and track how these change over time.

Chefs will be supported by the DHE in driving positive change in their community, influencing people's food choices and attracting clients to their work. With little time investment, chefs will be able to upload their recipes and receive scores based on how healthy and sustainable they are, while also boosting the visual appeal of their creations through cutting-edge AI image filters.

The DHE will let farmers share real-time updates and predictions about their produce with the Hub community. They will be able to connect directly with local restaurants and chefs that could adapt their menus according to what is fresh and upcoming, as well as keep citizens informed about what is locally available for purchase.

Policy-makers will have access to dynamic trends of food data, which can provide actionable insights to facilitate changes in the food system.

More broadly, the DHE will also act as a platform for the SWITCH local Hubs to promote their activities, tell their stories and those of their actors, and share local resources. It will support actors in taking more of a leading role in facilitating change in their region.

3. Conclusion

This deliverable contains the first two EIP-AGRI Practice Abstracts expected for the SWITCH project. At least two additional Practice Abstracts will be constructed in M44 as part of the D8.6 - Practice Abstracts - batch 2.

Reference list

https://eu-cap-network.ec.europa.eu/projects_en. Accessed 05 March 2024

Annexes

Annex 1

EIP-AGRI common format table about the SWITCH project as an attached Excel File named "2023HEU_101060483_SWITCH.xsl".