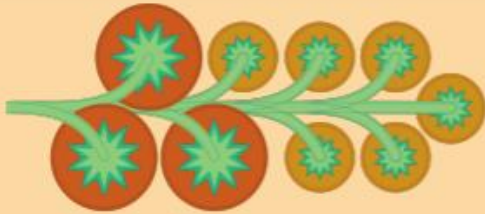


**Webinar**



**Take-Aways**

# Approaching Stakeholders in the local food system:

Food Sharing Initiatives find themselves in a position where they have to communicate in two directions: They deal with the production/post-production stakeholders, when collecting, redistributing, buying or gleaning food (farmers, retailers, industry). In addition they deal with the consumers, no matter if they are paying or benefitting from their offers. In a third way FSI's approach consumers also as citizens they want to include, educate, support and bring together. We want to look at these different approaches to the varying stakeholders.



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## Speaker: City of Utrecht

### Summary of the Presentation

The Rijnvliet neighborhood in Utrecht is an unique neighborhood that engages residents as active stakeholders in food sharing. Residents play dual roles as both consumers and suppliers here, as well as that there are other stakeholders involved. In this presentation, Jeroen Schenkels, a green policy advisor in Utrecht, sheds light approaching and engaging diverse stakeholders in a neighborhood where food sharing is a central element. He will reveal to you how, in the case of Utrecht, food serves as a tool to foster neighborhood connections.

## Breakout - Session

### Challenge of the speaker

Various stakeholders will work together on the management of the edible neighborhood Rijnvliet. The food forest and the edible neighborhood are publicly available. As the edible neighborhood is for everybody, how do we get everyone on the same page in maintaining and using the space?

### Three Solutions

1. Making sure that there is a regular and guided exchange and room for discussion (e.g regular meetings 4 times a year) to keep stakeholders in touch with each other
2. It might help to have working groups with a defined purpose, who can share responsibilities i.e. through a “rotating system” in responsibility
1. Approaching stakeholders also means looking out and taking example in other initiatives and how they involve stakeholders and keep a strong connection



## Speaker: Giulio Cappadona, Terra Pagesa/PEMB

### Summary of the Presentation

Terra Pagesa is a project that through a participative process aims to comply with the expectations of the different stakeholders involved. This includes public administration, a farmers union, producers, as well as buyers (food cooperatives, shops, canteens, etc.). To develop the project, the stakeholders taken into consideration have changed as well as the way to organize their participation. The goal of the process is the constitution of a service cooperative in which the producers and other entities can join and be represented in the general assembly.

## Breakout - Session

### Challenge of the speaker

Challenge: In a heterogeneous group of stakeholders as previously shown (public administration, private companies and a farmers union) there is a big diversity of interest. Taking this into account, keeping everybody engaged and proactive along the process and at the same time maintaining an ambitious attitude toward the project, is a big challenge. How can we find and maintain this balance?

### Three Solutions

1. Before connecting to stakeholders understand their different goals, backgrounds, agendas and themes they might bring to the table
2. Terra Pagesa is already dealing with different sub-groups but formalising this in a set infrastructure could make a lot of sense; stakeholders can then exchange on a regular basis about the topics they are concerned with most (e.g. logistics) that might not be relevant for others; still important to share back to all your stakeholders



**CULTIVATE**

	<p>3. Take into account organisational/infrastructural details and be aware that people just have limited capacity - make it as easy as possible for stakeholders to participate; provide meeting structures and schedules, provide benefits for participation, etc.</p>
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