

1. Project title: **JustGreen Food**

2. Partnership presentation

JustGreen is a consortium that gathers 4 municipalities from different countries, 1 European Network, 23 social economy organizations that work in their local and regional territories and 4 social economy organisations whose mission' are to promote the development of social and solidarity economy sector or circular economy (see list of partners in annexe). There are 6 countries represented in this consortium: Belgium, France, Hungary, Italy, Poland and Portugal.

JustGreen stands for the aim of working to support the green transition of social and solidarity economy organisations so that “nobody is left behind”. It recognises social and solidarity economy potential to foster a transition that is not only sustainable, but also just and socially fair.

The JustGreen name derives from a first project financed by COSME Programme (COS-SEM-2020-4-01; Grant Agreement number 101015873) held from February 2021 to January 2022. Throughout exploring three main topics of the green transition during 12 months (circular economy, decarbonisation and short food supply chains), these partners have learned with experts and practitioners, shared experiences and practices and debate concerns and worries.

Forty-four practices from consortium partners were collected in a data base and shared. These practices are, as expected, a very heterogeneous set. Some focus on the delivery of services to different target groups, such as women, elders and children, and others focus on the promotion of local economy, social economy organisations and vocational training. Regarding the green transition aim, these practices include the areas of food production, distribution and consumption; disassembly or reuse of obsolete electronic equipment; recycling and waste reduction; clean energy and soft mobility; digital technology applied to energy efficiency; energy efficiency in building and housing sector; renewable energy communities. More than half of these practices include work opportunities for vulnerable groups.

The JustGreen consortium as achieved several important results and outputs:

- Learnings on green transition matters such as strategies and practices to enhance circular economy, decarbonisation and short food supply chains; strategies and practices to enhance social and solidarity economy and to develop the collaboration among municipalities, social economy organisations and other territorial stakeholders.

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- Networking and interregional European cooperation. The increased awareness of the relevance of networking; new contacts for future collaboration; new project ideas.
- A document on political guidelines focusing on what municipalities can do to support the development of social economy organisations (and especially WISEs) active in the "Green transition". Initiatives that derives from consortium partners' practices and knowledge such as promotion of citizens' dialogue, organizational and financial support, or the increase and improvement of public procurements for green transition actions with social clauses/reserved contracts.
- A set of common needs to enhance the just and green transition and conjoint project ideas. Namely five key topic were identified: participatory methodologies for strategic planning in the different territories, especially on short food supply chains; awareness and communication tools for the green and fair transition; impact measurement for municipalities and social economy sector; developing green competencies and skills; promoting public procurement social clauses/reserved contracts.

Another important result from this project is the high level of satisfaction of consortium members with the exchange and mutual learning that was started. A consortium that wants to keep deepening their network of European interregional cooperation, by developing new projects targeting their common needs.

3. Partners features and experience

The **municipalities** of this consortium are of different sizes and territorial backgrounds. The territories are quite distinct from each other, having different population sizes, cultural and social traditions, as well as different economic activities.

Vila Nova de Famalicão (131,484 inhabitants) is a municipality in the north of Portugal with 1639 workers. It occupies a favourable geostrategic position within the region, with good access to transport systems, close to industrial and academic clusters, as well as to Porto, the second largest city in Portugal. It combines a rural landscape, with diffuse industrial activities and a medium size city, regarding Portuguese standards. With a strong entrepreneurial tradition, its companies fall into different economic sectors, such as textiles, footwear, automobile components and agro-food sector. Famalicão vision for 2025 is to become a global techno-industrial community, with a green and multifunctional territory. The Municipality develops several policies, projects and initiatives that follow the aim of promoting a green and just transition, either related to urban planning, to civil society participation or to sustainability. Having participated as partners or promoters in several European projects, some of their core experiences are related to circular economy (such as the rehabilitation of the local market into a circular economy centre and a short circuit



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hub) as well as participatory strategic planning (with the “Yellow Couch” methodology adopted in 2014 for the Famalicão 2025 strategic plan).

Gmina Świętochłowice (50,012 inhabitants) is a municipality in the Silesia region of Poland with 210 workers. The local government and the community are still struggling with the consequences of the former industrial activity. Gmina Świętochłowice is part of the Upper Silesian Industry Centre (steel, car production, chemical, LTS) and is still recovering from the recession. The main policies of the municipality regarding green transition are the Low-emission economy plan for the years 2021-2030, the Local Revitalization Plan of Świętochłowice Municipality and the Development Strategy of Świętochłowice Municipality, both in action until 2023.

The Comune di Mozzo (7,365 inhabitants) is a satellite town next to Bergamo with 30 workers. The presence of the Parco dei Colli, one of the largest parks in the Lombardy region, has limited intensive building over time and allowed the Municipality of Mozzo to maintain its vocation in the agricultural production and care of natural areas. The municipality is involved in different projects to promote actions to protect and enhance the agro-environmental, naturalistic and historical-cultural heritage, valorising the role of third sector's organisations, such as the Parco Regionale dei Colli di Bergamo (the largest of the Lombardy region), the BioDistrict of Social Agriculture, the Environmental Ethics Centre, the Social Solidarity Economy District of Bergamo (DESS) and the Porta del Parco community space. Mozzo brings a strong experience in the sustainability in agro-food systems as well as in the collaboration between local and regional authorities and the social and solidarity sector.

The Municipality of Terézváros (38,541 inhabitants) is one of the 23 municipalities that runs the city of Budapest having as economic activities its night-life, cultural activities, educational institutions and business and embassies headquarters. The main policies of the municipality regarding green transition are the farmers' market renovation within a short food supply chain concept, introducing traffic calming, planting trees, have opened a community garden and opened up recycling opportunities for the public (collecting glass, cooking oil and most lately, composting). There is also the SECAP action plan, with a courtyard greening program, promoting cycling, and organizing various courses in sustainability (composting, permaculture in an urban setting).

ENSIE is an umbrella organisation representing the interests of national and regional networks of ‘Work Integration Social Enterprises’ (WISEs) striving for more inclusive and integrated forms of employment at European level. WISEs are defined by three identifying pillars: they are enterprises whose main objective is the social and professional integration of disadvantaged people, they are at the core of the economic system and present a strong pedagogical dimension. ENSIE gathers 30 national and regional networks, representing 24 countries across Europe (21 EU countries as well as Azerbaijan, Moldova and Serbia). Overall, it represents more than 2,860 work integration social enterprises, and about



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225,000 salaried people, pursuing the goal of social and professional inclusion of disadvantaged people.

The **23 social economy organisations** include from small organisations with a couple of full time workers to large cooperatives with hundreds of members. These organisations are focused on social services, integration of vulnerable groups, education and work integration. Other organisations are production and distribution cooperatives, networks between producers and consumers through solidarity purchasing groups or local markets, energy communities.

The stakeholders from Portugal are, most of them, Particular Institutions of Social Solidarity with 50 to 100 workers. These are mature organisations, with 20 or more years of existence, and their focus is mainly on the social services sector and education. The Social Economy sector recognition in Portugal is recent. There is already a substantive legal and political recognition of the sector at the national level, although there is no legal framework for WISEs. Social Economy organisations play a very important role in Portugal providing public social services. The municipality of Famalicão develops, since more than 20 years, a strong networking activity between social economy organisations and between these and other local organisations in the fields of training, education, health or employment. These partners have relevant practices regarding the green transition in the field of sustainable food production, prevention of food waste, automation systems for energy efficiency, electronic and furniture collection and reuse.

From Poland we have small organisations that work closely with the municipality. They are mostly young institutions with at most 25 workers. Even though these are small and relatively young organisations they already reach a coverage of hundreds of people from their region. The municipality is very active in the promotion of local organisations and is an active agent of incubation and support of the social economy institutions that take part of this consortium. The tradition of social entrepreneurship in Poland has its roots in voluntary association of citizens and grassroots initiatives, as well as in cooperative movements and organizations existing before World War II. Entering EU was a key event for social entrepreneurship in Poland and to form new organisational forms. These legal and organisational forms can be grouped in the three models of social enterprise: cooperatives and social cooperatives; entrepreneurial non-profit organisations such as foundations, associations and other voluntary organisations; and work and social integration social enterprises such as social enterprises for the disabled or social enterprises for wider group of persons threatened by social and economic exclusion.

The Italian stakeholders are a mixture of social cooperatives and small social economy organisations and present a big gap in their work force, from small enterprises with a few full-time workers to big cooperatives with 250 people. They are also mature institutions with many years of service and a big coverage, reaching thousands of people from the Bergamo province In Italy there is a strong Social Economy with legal recognition of the social economy and a rich history of partnerships and networking in all sectors of economic

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activity. In the Lombardy region WISE's have a crucial role in the work integration, especially the Social Cooperatives of Type B that include vulnerable people as members. In the Lombardy Region there are 578 Social Cooperative B type with 16.000 workers and 5.900 job placements for vulnerable people. Alongside this network, there is another one - smaller and more recent: RIES (Rete Italiana di Economia Solidale - Italian Solidarity Economy Network) was founded on 18 January 2020 and has around 30 members. It connects experiences, local networks and solidarity-based social economy districts that emphasise the relational and value (as well as economic) links between members and work to spread mutuality and participation with a bottom up approach.

The stakeholders from Hungary are a very heterogeneous group. They focus on ecological transports, ecological agriculture, and work integration. They are all small organisations with a relatively young lifespan. In Hungary social enterprises are mostly involved in labour market reintegration, improvement of the situation of socially disadvantaged groups, local development and environmental protection. They are often involved in alternatives to mainstream economy such as farmers' markets, shopping communities, community gardens, eco-villages, community-based agriculture, social farms, local currencies and microcredit programs. 3.5% of social enterprises pursue explicitly environmental protection goals.

From Belgium (Wallonia region), Groupe Terre is an example of a successful social economy organisation with almost 70 years of existence and a myriad of activities in several economic sectors, with a strong dedication to recycling sector. Fédération Meti-Tresse, from France, is a social economy organisation from La Réunion that focus on local development of their economy and its social economy organisations. They focus already on various ecological activities and work integration.

Beyond social economy organisations that work in the several described territories, **four more organisations** form part of this consortium and are experienced in facilitation methodologies, project design and European projects and cooperation. They are from Portugal, Poland, Italy and Hungary.

A3S is a non-profit association from Portugal founded in 2006. It provides consulting, evaluation, action-research, education & training services for the consolidation of sustainable, participatory and inclusive development alternatives. Its mission is promoting social entrepreneurship and the development of social and solidarity economy. A3S focus on five specific topics: work integration of vulnerable people; capacity building and organizational development; inclusion through art; education and training for social and solidarity economy and cooperation and development with Portuguese speaking African countries.

Solidarius Italia is a small social enterprise that works since 2009 as no-profit entity with social bodies, micro-enterprises, institutions in order to accompany and facilitate the economic, social, environmental transformation forward a sustainable and solidarity local development. It works at national and international level, participating in different networks,



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doing: training, researching, networking, publishing, social planning, supply chains analysis. The main fields of intervention are social solidarity economy, community cooperation, participatory local development, social inclusion.

Circular Economy Portugal (CEP) is a non-profit organization which aims to contribute to the acceleration of the transition to a circular economy in Portugal. Our vision is a society without waste, so that natural resources are preserved and ecosystems regenerated. To achieve this vision, CEP develops and implements projects that apply in practice the principles of circular economics, focusing on Reduce & Reuse.

Foundation of a Regional Employment Promotion Agency (FRAPZ) is a non-profit organisation that since 2002 actively participates in the social and economic life of the region and pursues its statutory goals through, among others, training, consulting, job counselling and charitable activities. FRAPZ cooperates with public administration bodies, institutions supporting entrepreneurship and the job market, as well as with other NGOs. Its flagship project is Social Economy Support Centre that provides advisory services for existing social economy entities and train people interested in setting up a social enterprise or economizing their NGO.

Galileo Progetti Non-profit Ltd. is a non-profit enterprise based in Budapest, aiming to promote well-being, social inclusion, development, and to increase international cooperation. The main objectives are the development of the social economy and social sector in general and the inclusion policies. Galileo also aims to develop the feeling of civil participation and European citizenship and works with particular attention for the inclusion of disadvantaged people or at risk of social exclusion, such as Roma minorities and disabled people. Galileo provides good practice exchanges that can increase the local development and the competences of the local organisations, such as the sharing and adapting of well-functioning training and working processes in the social sector.

4. Description of the Project. What is the rationale of this project, in terms of territorial and organizational needs to be addressed and aims to pursue?

European policies in recent years have paid great attention to local development, the creation of sustainable communities, and the support of sustainable agriculture, production and consumption as tools for fighting the climate crisis and social and economic inequalities in communities.

With the EU Green Deal¹ and the Farm to Fork² strategy, the European Commission has recognised the interrelationship and shared responsibility of all actors along the supply

¹ https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_en

² https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy_en



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chain, as well as the key role of farmers in providing public goods and combating climate change.

The 2030 Agenda is working for this, so a long-term vision for rural development seems to consider the intervention in rural areas as a priority for "nurturing, protecting and strengthening our democracy".³

The approval of the CAP - Common Agricultural Policy - in November 2021 would seem to go in the same direction but in reality, it is just a compromise obtained during the consultation period by those who tried to bring agricultural policy into line with the Green Deal. There has been a lot of revision work to ensure greater attention to the use of pesticides and fertilisers in agriculture, support for small producers and organic farming, and decent work, which reminds us that food politics continues to be played out globally, on the market.

Our consortium, aware of this scenario and through the work developed in 2021 within the JustGreen project, has developed the idea that it is possible to transform food policies only directly involving local administrators and the whole community in strategic planning work for short food supply chains with a bottom-up approach.

Our consortium - aware that the large producer organisations and retailers are able to promote lobbying actions that favour their oligopolistic presence on the global market - proposes a bottom-up approach, that is not localistic, nor is it intended to underestimate the issue of 'scale.

Our consortium wants to overcome the risk of these lobbying actions at national and international level creating and enforcing collaborative networks among supply chain's actors in each territory and local administrators.

The project we are proposing concerns the food needs of territories. On the one hand, it is about people's need and right to access quality food, without this being the privilege of a few; on the other hand, it is about guaranteeing support for the actors (producers, processors, distributors) in the supply chain who are working towards a green and social transition (social economy organizations and WISEs) and who, not being protected by any legislation, are constantly at risk from large-scale distribution and global food policies.

The aim of our consortium, therefore, is to experiment with forms of strategic and participatory planning of short food supply chains in the partner territories, involving interested stakeholders and the whole community (grassroots innovations). The small actors in the food supply chain working area (small companies, small-scale organised distribution...) and above all agricultural workers will play a crucial role. Their point of view will be fundamental and their participation will be privileged over that of large organisations' representatives.

³ [A long-term vision for the EU's rural areas | European Commission \(europa.eu\)](https://ec.europa.eu/euro-observatory/en/long-term-vision-for-the-eu-rural-areas)



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It is essential that local authorities promote territorial policies to support short supply chains, starting with their own consumption (public procurement), but it is equally essential that the whole community is involved and that everyone becomes aware of the importance of their own consumption choices for a sustainable local development.

Our consortium proposes a two-year project which will guarantee the activation of a process on individual national territories and at the same time a continuous exchange at European level which will strengthen the interregional partnership and enhance the value of the experiences realized, in terms of reproducibility.

Target groups and participants

- Municipalities (local councillors and politicians, technical personnel, purchase managers...)
- Social economy organisations involved in food supply chain and small actors along the chain (shops, small farmers, consumer groups...)
- Social and cultural association working in the field of sustainability
- Other stakeholder interested and interested citizens, at a personal and/or professional level
- Trainers and teachers

Project objectives and activities

Objective

Transforming food policies from below, activating stakeholders and resources to promote short food supply chains.

Specific objectives

- Experimenting forms of strategic and participatory planning of short food supply chains, analysing and sharing experiences of Food Councils
- Identify tools that help local authorities to have a real impact on territorial policies (starting with Public Procurement)
- Promoting awareness and information in the community

Activities

1) Exchange and training session among partners (at least 2 representatives per country, one representative of the municipality and one representative of the social economy) and the facilitators of each country (at least 4) to share objectives and methodologies to set up national activities on the basis of a common approach.



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The proposed methodologies that will be transversal to the whole project will be:

GROW (Goals, Reality, Options, Will) methodology

Action Research methodology

Duration: 5 face-to-face training days

2) Context analysis: mapping in a participatory way needs and problems of territory and of the stakeholders involved in the field of food sovereignty and food security (social economy organisations working in short supply chains, waste reduction, energy conversion, logistics, processing and distribution...) and in the field of social and cultural promotion on sustainability, ecological transition and responsible citizenship.

How:

- Collection of information through web research, focus groups, questionnaires, forums and events for discussion (Duration: 4 months)
- Creation of a digital tool common to all partners, which will collect in a dynamic map the stakeholders involved in the different territories. The map will be open for further and continuous updates for the whole duration of the project.

3) Training/exchange for mutual learning at EU level:

- Online workshops to report and share mapping results
- Organizing video conferences and workshops with cities – also outside the consortium- that already have a food council or significant experiences on short food supply chains directly involving municipalities (3)
- Organizing video conferences regarding the Green Public Procurement tool (2)

Duration: 4 months

4) Action plan at national level: creating an Action Plan for each country partner, on the basis of a shared grid among partners

Duration: 2 months

5) Pilot experience in each country involved:

- Implementation of the actions planned by each partner in the national Action Plan
- Sharing sessions at EU level (4)
- Exchange sessions dedicated to facilitators at Eu level (8)

Duration: 1 year



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6) Communication campaign involving both the stakeholders involved and final users and whole community (children, families, elderly people...) to raise awareness and provide information on food sovereignty and food security and to broaden participation in the Food Council.

How:

- Events, workshops and visits to the producers involved
- Workshops in schools
- Webpage dedicated to the project
- Creation of promotional videos
- Organisation by the Municipality and with the active involvement of all the stakeholders of a final event open to the community for the presentation of the work carried out by the Food Council and the strategies activated by the Municipality on territorial food policies.

Duration: all the duration of the project

Results, outputs and impacts

Results

- Improved planning capacity and collaboration between municipalities and social solidarity economy organisations with the creation of Food Council experiences;
- Greater involvement and participation of the community and other third sector organisations in the planning of local food policies;
- Enhancement of social and solidarity economy experiences with increased job opportunities;
- Strengthening and dissemination of short food supply chains.
- Increased community awareness of food security and food sovereignty issues

Outputs

- Digital map at EU level
- Webpage
- Promotional videos



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- Action Plan
- Reports of each experimentation area (logbook) to ensure the analysis and reproducibility of the experiences

Impacts

- High participation in working tables
- High level of participation by the community in the cultural and training events organised
- Increased demand for products and services from the social solidarity economy
- Increase in employment
- Multiplication of sales opportunities for products from the local short supply chain
- Increased green procurement by municipalities and local public institutions



JustGreen CONSORTIUM - LIST OF PARTNERS

Country	Organisation
Portugal	Município de Vila Nova de Famalicão Centro Social e Cultural de São Pedro de Bairro ENGENHO - Vale do Este Local Development Association Centro Social Paroquial de Ribeirão Centro Social de Calendário Cooperativa de Ensino de Vila Nova de Famalicão, CRL – EPCIOR REFOOD 4 GOOD Associação A3S
Italy	Comune di Mozzo Alchimia cooperativa sociale Biodistretto dell'agricoltura sociale di Bergamo Rete Cittadinanza Sostenibile infoSOSostenibile Il Sole e la Terra Società Cooperativa di prodotti biologici Mercato&Cittadinanza APS Solidarius Italy
Poland	Gmina Swietochlowice Center for Social Integration Social Cooperative Banderzoza Local Welfare Centre in Świętochłowice - Local Activity Section and Community Centre "PROMYK" Silesian Certification Committee for Social Economy Entities Eco Value SP. Z.O.O. Stowarzyszenie Wolnej Herbaty - LiberTea Association FRAPZ - Foundation of the regional employment promotion agency
Hungary	Budapest Fovaros vi. Kerulet Terezvaros Onkormanizata Banyaerdő Social Enterprise MASTIFF Ltd. Kockacsoki Nonprofit Nonprofit Kft Galileo Progetti
Belgium	Groupe Terre
France	Fédération Meti-Tresse
EU	ENSIE - European Network of Social Integration Enterprises