

## **2018 EU FOOD AND FARMING FORUM - CONCEPT NOTE AND MEMORANDUM OF UNDERSTANDING (MoU)**

On **29-30 May 2018**, IPES-Food will convene a major deliberative event, the **EU Food and Farming Forum (EU3F)**, taking place at the Bluepoint Meiser conference center in Brussels. The goal of EU Food and Farming Forum (EU3F) is to co-construct a set of policy proposals addressed to the EU for a comprehensive ‘Common Food Policy’ (understood to mean a ‘Food Systems Policy’ or a ‘Sustainable Food and Farming Policy’). Taking place symbolically one year before the 2019 EU elections, the Forum will yield concrete proposals to be taken up by political parties, campaign groups and ultimately by the EU institutions.

The Forum will provide a platform to collectively identify and agree on priorities for sustainable food systems reforms, bringing greater coherence between policy areas (agriculture, trade, environment, health, internal and external policies, etc.) and policy levels (EU, national, local). The strength of the message will depend on its content (the quality of the proposals), but also on the breadth of the constituencies behind it (how widely it is endorsed), and on the participatory process itself (the quality of the deliberation). The event will also serve as a rallying point to build trust among partners and strengthen advocacy across constituencies and different scales of action.

The Forum will be attended by around 200-250 participants already involved in food system reform at EU or national levels. A range of partners from various constituencies will not only participate at the forum, but will also play an active role in preparatory work leading into the forum. The goal of the forum is to co-construct a ‘**Sustainable Food Scoreboard**’ in participatory manner through a collective intelligence exercise. This scoreboard would allow food systems challenges to be addressed through a multi-year approach that promotes transitional thinking and the alignment of different policies at different levels of governance. It would allow a transition to sustainable food systems in Europe to be established as the ultimate objective, and broken down into the following:

- A set of **inter-dependent objectives** (or ‘Scoreboard Themes’) for building sustainable food systems in Europe;
- **Sub-objectives/targets** and **priority actions** to meet those objectives, with **responsibility for actions** allocated to different actors/ levels of governance;
- A precise **timeline** for meeting the actions/objectives, and indicators to measure progress, including both **policy indicators** (monitoring the actions adopted) and **outcome indicators** (monitoring the results achieved).

Through the preparatory work and the Forum, efforts will be undertaken to map out as precise a vision as possible, ideally referring to specific pieces of legislation/regulation. However, this will depend on the degree of consensus that is reached in the preparatory work and through the forum. At a minimum, the scoreboard will aim to capture consensus on the key principles for food systems reform in Europe and the types of actions that might be needed. It is hoped that the Sustainable Food Scoreboard emerging from the forum will become a key reference point for various actors in their subsequent efforts to advocate and implement food systems reform in Europe.

## Annex 1. The Sustainable Food Scoreboard

Below is an example of what could ultimately be included under the theme of ‘delivering healthy and sustainable diets’ should it be possible to reach a high level of consensus:

THEME: Delivering healthy and sustainable diets for all					
OBJECTIVE	SUB-OBJECTIVES / TARGETS	PRIORITY ACTIONS/ ACTORS	TIMELINE	POLICY PROGRESS INDICATORS	OUTCOME INDICATORS
1) Eliminating child obesity in Europe	a) Eliminating junk food marketing to children	i) <b>European Commission</b> (lead: DG SANTE) proposes a revision of the Audiovisual Media Services Directive (2010/13/EU) in order to include a provision on the prohibition of the advertising of junk food to children	2022 (Mid-term)	<ul style="list-style-type: none"> <li>• Revisions and/or new EU directives passed</li> <li>• National legislation passed</li> </ul>	<ul style="list-style-type: none"> <li>• Hours of exposure per week</li> <li>• Marketing expenditure by food companies</li> <li>• Child obesity rates</li> </ul>
		ii) Legislation in place in all <b>member states</b> to ban food advertising on specific products below specific age	2025 (long-term)		
		iii) <b>Local authorities</b> share best practices on initiatives to curb access to junk food marketing & junk foods in schools, through <b>EU-level</b> platform set up by DG X	Immediate		
	b) Canteens with fresh food prep capacity in every school	...	...	...	

## Annex 2: Memorandum of Understanding with Partners (MoU)

By agreeing to this Memorandum of Understanding (MoU), the partners mentioned below commit to contributing to preparatory ‘pre-consultation’ work in Scoreboard Teams, participating actively at the Forum, and working towards consensus with a range of actors. The ‘Sustainable Food Scoreboard’ will be produced and published by IPES-Food based on the consensus that IPES-Food perceives to have unfolded by the end of the forum. While it is hoped that common ground will emerge through the preparatory stages and then through engagement with a wider pool of actors at the forum, partners will not be asked to endorse or co-sign the findings in their entirety, and will be free to communicate independently on the outcomes of the forum.

Partners commit to contributing to at least one of the six Scoreboard Teams indicated below, and to notify this decision and the names of the focal points by **4 October 2017**. Each team will be coordinated by one organization acting as Research Lead and will include in addition around five partner organizations, ideally including a mix of NGOs, social movements, food and farming industry and scientific partners. The main task of the Scoreboard Teams is to produce a Scoreboard Brief covering one of the six themes, to prepare the ground for debate at the Forum. The Scoreboard Briefs will be 3-5 pages long, and will include:

- A diagnosis of the problem, i.e. why is this a crucial challenge for a future food policy to address;
- A review of the state of play in terms of relevant policies/initiatives to address this challenge at EU, national and local levels;
- A draft list of key objectives and sub-objectives/targets, and a palette of potential actions to achieve them (i.e. draft elements of the Scoreboard);
- Discussion of potential tensions and trade-offs between these objectives and other parts of the scoreboard.

Members of the Scoreboard Team will be requested to sign off on the final Scoreboard Brief, and will be able to append disagreements if it is not possible to reach consensus. Organizations will be given opportunities to react to the other Scoreboard Briefs as they develop, but the final Scoreboard Briefs will not be ‘signed off’ by all partners, and will be presented as the product of the Scoreboard Team, carrying the logos of those organizations for their contributions and clearly identified as an input to IPES-Food’s EU Food and Farming Forum.

Specifically, **partners commit to:**

- Take part in at least one face-to-face meeting with the other members of the Scoreboard Team before the Forum;
- Review drafts produced by the Research Lead at least twice;
- Designate a main focal point and a reserve at their organization for involvement in the preparatory work;
- Seek synergies with their own organization’s campaigns and workstreams and communicate internally and externally on the Forum where possible;
- Secure high-level attendance and participation at the Forum from their organizations;

- Participate in a limited number of plenary meetings to discuss substantive aspects of the Forum (e.g. participation, deliberative methods);

Specifically, **research leads** commit to:

- Lead on all aspects of the preparation of their respective Scoreboard Briefs;
- Ensure that a good balance is achieved between different types of organizations in their Scoreboard Teams, working with IPES-Food to recruit additional partners to secure that balance if necessary;
- Convene at least one face-to-face meeting with partners, and draw on the findings of previous and upcoming transdisciplinary workshops to inform the Scoreboard Briefs (see Table below);
- Produce a first full draft Scoreboard Brief for discussion at the next plenary meeting of Forum partners in February 2018 (tbc); and produce a final draft by the end of April 2018 (i.e. one month before the forum).
- Communicate regularly with the IPES-Food team on progress in their Scoreboard Teams;

This MoU does not commit partners or research leads to contribute to the logistical organization of the forum. However, all contributions in this regard will be welcome, e.g. using connections to secure celebrity activists; interns being made available to act as hosts at the event.

Beyond the instructions above, each team will be self-organizing in terms of how to structure the work and reach agreement on the Scoreboard Briefs. One flat fee will be made available by IPES-Food and paid out by the end of December 2017 to compensate organizations for their involvement (2000 euros for Partners per organization; 4000 euros for Research Leads). This fee is intended to cover involvement in the preparatory work (e.g. staff time reviewing documents, transport costs for attending meetings). Timesheets/breakdown of expenses will not be required by IPES-Food. In order to reserve funding for those needing it, IPES-Food would not anticipate paying this fee to institutional actors (e.g. agencies connected to EU or UN institutions) or foundations, should they be involved in the Scoreboard Teams.

The table below currently only includes those who have already confirmed their participation in specific working groups.

<b>Theme</b>	<b>Research Lead</b>	<b>Potential Partners</b>	<b>Basis of trans-disciplinary work (workshop stage)</b>
1. Delivering healthy/sustainable diets for all	EPHA	SAFE, BEUC, World Obesity Federation, European Anti-Poverty Network (EAPN)	IPES-Food Policy Labs 1, 2 & 5 (June & December 2016; November 2017)
2. Rebuilding agro-ecosystems, increasing resource efficiency and circularity, and addressing climate change	IDDRI	Friends of the Earth, Greenpeace, EEB, IFOAM, CIDSE, IEEP, CAWR, Die Agronauten	IDDRI workshops in remit of TYFA project (October-November 2017)
3. Harnessing the potential of urban food policies, city-region planning and alternative food systems	Chaire UNESCO	IUC Torino, ESTA, Die Agronauten, CAWR, EuroCoop, RIPESS, URGENCI	IPES-Food Policy Lab 3 (March 2017); IPES-Food 'Local Labs' in Turin, Montpellier, Milan and Freiburg (July 2017-January 2018)
4. Designing trade & development policies that support sustainable food systems in EU and around the world	IPES-Food	CIDSE, Action Aid, ACT Alliance	IPES-Food Policy Lab 4 (May 2017); Slow Food Conference October 2018
5. Building sustainable farm livelihoods and functional supply chains	Slow Food	European Coordination of the Via Campesina (ECVC), URGENCI, Agroecology in Action, Arc2020, RIPESS, CAWR, Die Agronauten	Slow Food Conference October 2018
6. Governance: accountability, participation, and monitoring of progress	IPES-Food	CAWR	?

### **Annex 3: Private sector involvement**

Organizations from the food and farming industries (i.e. private sector actors) will be represented at the Forum, and ideally in each of the Scoreboard Teams. In particular, efforts will be made to engage with:

- Unions of food and farmworkers ;
- Specific companies rather than industry associations, in order to harness the most reform-minded actors and facilitate dialogue;
- Innovative micro-, small and medium-sized food processing and retail companies with strong commitments to sustainability (the unusual suspects);
- Companies, associations and social enterprises in the solidarity economy ;
- Stand-alone engagement outside of the Scoreboard preparation may be sought with multinational processing and retail firms, e.g. private consultation with select companies to understand their sustainability commitments and constraints ; a specific role at the Forum.

## **Annex 4: Participation at the forum**

The Forum will be attended by a range of stakeholders from the following constituencies: EU, national, and local level policymakers (including high-ranking representatives of DG AGRI, ENVI, CLIMA, DEVCO and SANTE, and MEPs from various committees); scientific researchers; NGOs and social movements with different entry points (e.g. health, environment, development, animal welfare etc.); food and farming sector actors (e.g. farmers' cooperatives, regional/national farmers' union etc., processors, innovative local food processing/retailing companies,); national platforms of research and advocacy organizations; local and regional authorities (particularly in pioneering cities); medical authorities (e.g. professional associations of nutritionists, hospital associations); (agri)tourism actors.

A system of quotas might be implemented to allow for a balanced representation of different constituencies and different parts of the EU. Deciding the participant mix will be the subject of a future planning meeting. In light of the deliberative nature of the event, all participants will be requested to commit to the full two days; policymakers unable to attend the full event would be asked to send representatives when they cannot be present.

## Annex 5. Provisional Event Format / Agenda

At the Forum, participants will discuss, refine and complete the scoreboard on the basis of preparatory briefs (see below), with the support of facilitators. The Forum is likely to be structured along the following lines, although the specific deliberative method is yet to be decided:

**DAY 1:** An initial plenary session will explain the Forum's process and various Scoreboard themes. Each Scoreboard Team will present a brief synthesis of their preparatory work to provide all participants with a general overview of what a European Food Policy could look like. Working groups shall then be formed around the six themes (see below) to review the evidence provided by the Scoreboard teams. (It is envisaged that the working groups will have a rotating membership in order to ensure that participants in the Forum have a chance to take part in shaping proposals on various themes). Scoreboard Teams will have the opportunity to present their work in more depth and participants will have the opportunity to share their own work/initiatives projects with the aim of agreeing on a common diagnosis of the problem and identifying key priorities/sub-themes that will form the basis for the scoreboard's final recommendations. A closing plenary discussion will share key insights from each working group to identify common or cross-cutting themes, and to flag potential tensions and trade-offs, for all to keep in mind for the next day's discussions.

**DAY 1 EVENING:** Following a buffet dinner allowing participants to interact informally, a public event will be held involving i) speeches by key participants (e.g. Olivier De Schutter, MEPs) to describe the event's mission, explain why a food policy is needed, and give some insights into the progress being made; and ii) interventions by celebrity food activists (e.g. chefs / writers / filmmakers / health campaigners). Media will be invited to attend.

**DAY 2:** A morning plenary meeting will recap the previous day's discussions and the rapporteurs of the working groups will seek an initial set of reactions from the floor. Participants will then reconvene into the same Working Groups to develop a comprehensive set of objectives and targets that shall be presented for endorsement, following final amendments made in plenary.

## **Annex 6: Celebrity activists**

Celebrity food activists under consideration for the evening event include Carlo Petrini, Johan Rockström, Marie-Monique Robin, Jamie Oliver, Melanie Laurent, Paul McCartney, Mark Bittman, the Prince of Wales.