



food
hub
TO connect

Towards a local food system



Who we are

Food Hub TO Connect (FHTC) is a **social innovation** project that has won *Smart Cities and Communities and Social Innovation* announcement of Italian Ministry of Education, University and Research, 2012.

FHTC has received a funding of 813.752 euro (20% di co-funding) in the «**Last-mile logistic**» area, that the aim is to promote «new sustainable models in the logistics sector through the development of systems and technologies that increase efficiency in the management of the goods distribution».

FHTC want to be the **first local food hub of the city of Torino**.

The food system: the problems

- **High environmental impact**
 - long food supply chain
 - intensive and strongly industrialized productive methods
- **Economic unsustainability** for many small scale farms and foodmakers
 - long chain: presence of many intermediaries
 - very relevant price range of inputs and outputs
- **Standardization of food production**
 - nutritional impoverishment
 - risk of worsening of biological and cultural diversity and seasonality
- Separation between **production, processing** and **consumption** area

Food vs Cities

The cities are the **place of consumption** (50% people lives in cities, over 2/3 in 2050)

Who and how feeds the cities?

In the **relationship between food and city** there is the **challenge of sustainability** of urban metabolism in terms of energy flows, logistic flows, use of the urban space and its relationship with the surrounding rural areas.

Nowadays the **food supply of the cities depends in large part from the channels of Mass Distribution (MD)**: their organizational models, their choices of products, their forms of consumption define and “shape” the cities.

Cities must begin a **process of transition towards more local and sustainable food systems**, to make the quality accessible in terms of availability and price.

**sustainable
fair
resilient**

Alternative Food Networks

Farmer's market *solidarity purchase groups*
e-commerce *direct sale* *delivery system*
web platform *small shops* *community supported agriculture*
solidarity economy cluster *short supply chain*

Growth **awareness about limits** current food system



New needs and **raising demand** of sustainable and local food.

New attention about **origin of products** and **short food supply chain**.

Were born and spread the experiences of **relocation of food production and consumption** called Alternative Food Networks (AFN).

Limits of Alternative Food Networks

- **high fragmentation** of the offer and the demand
- **Lack of sustainability in the economic and organisational process**
 - limits and inefficiency related small scale
 - models founded on the volunteerism
 - time saving: greater engagement for producers as well as for consumers
- **Accessibility**
 - price
 - availability (limited diffusion; no daily consumption)
- **Paradox of sustainability**

weaknesses of the logistic and organisational arrangements cause more environmental impact than “conventional” chain in terms of goods transport [Coley et al (2009)]



Food Hub TO Connect: aims and activities

FHTC is thought for help **to overcome the limits** of alternative network and promote their development.

FHTC want to be the **first platform of local food** Turin and Piedmont.

FHTC conducts research and experimentation to develop:

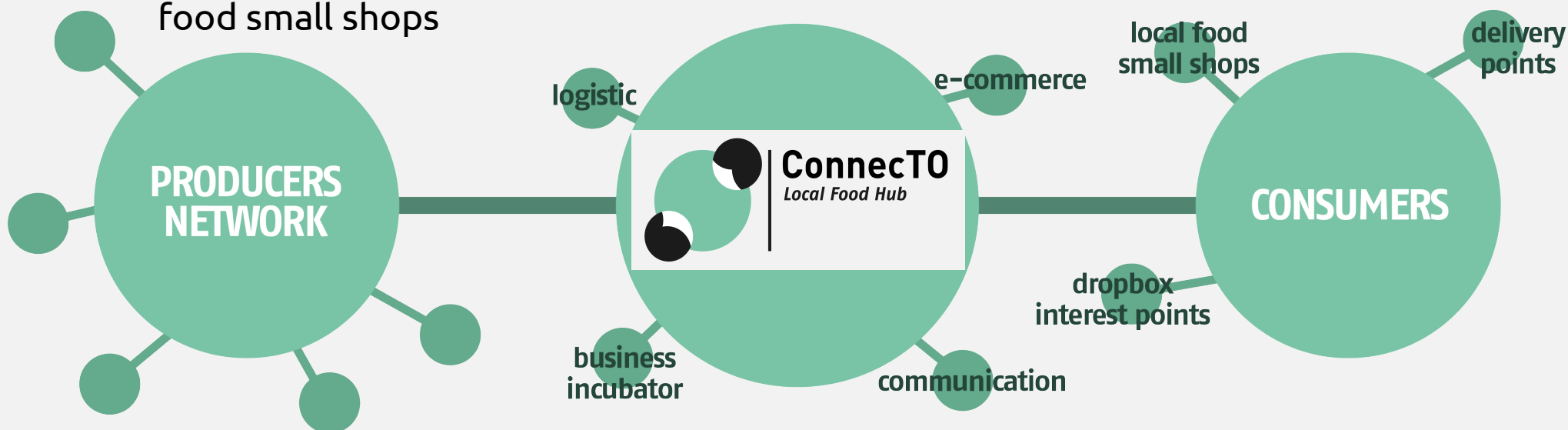
- sustainable **organisation and management models** of short supply chains
- **forms of aggregation and integration** between producers and consumers

FHTC is:

- **ConnecTO – local food hub** of Torino metropolitan area
- **distribution system** and **consumption models** for the products that come from short and local chain

ConnecTO: the local food HUB

- a **logistical system** with a low environmental impact
- an **e-commerce platform** that collects demand and offer
- a **distribution system** in agreed upon points
- a **business incubator** for the young people who want to do start up in the local food small shops



***governance participation** commercial
promotion **economic sustainability** territorial and
social rooted **sustainable local development***

ConnecTO: the logistic

The project will help to **rationalise the distribution process** of local products from a short chain.

Through the rationalise the delivery process and the use of vehicles with low environmental impact will result, in addition to the **reduction of distribution costs**, the **reduction of environmental impacts**.

linear scalalable efficient sustainable modular

Groups Collective Purchasing [GAC] →
points

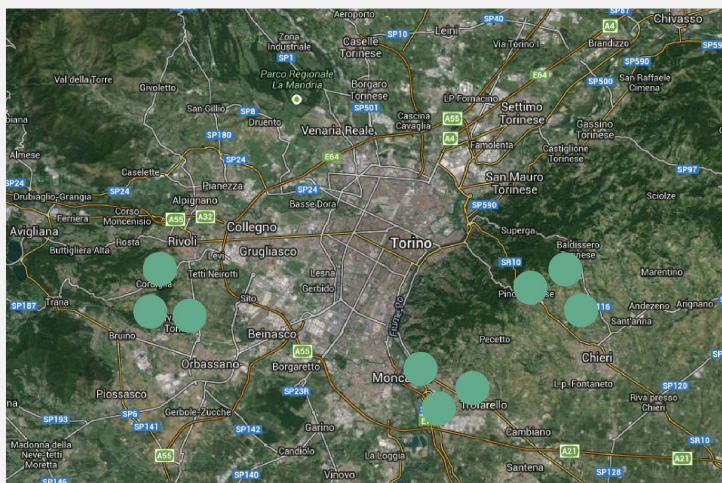
500 families, 10 distribution

will be the **case study** of the experimentation with the aim of establishing a logistic model and optimize the entire supply chain: from producer to consumer.

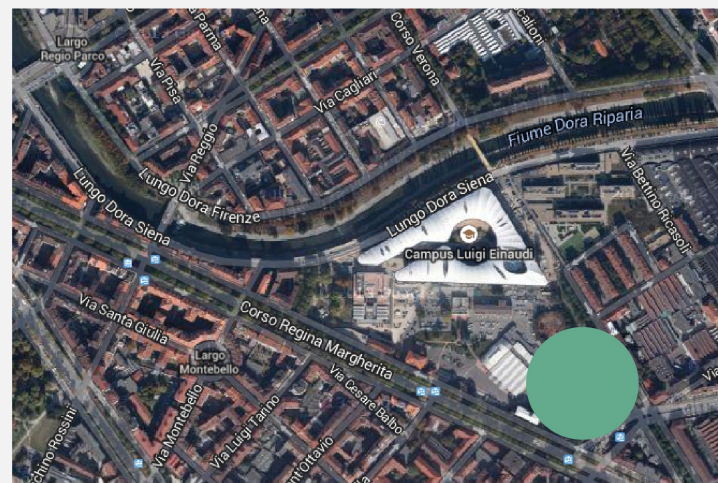
#1

ConnecTO: the logistic

From producers to ConnecTO



From ConnecTO to consumers



ConnecTO: e-commerce

The development of e-commerce has the aim of **encouraging the exchange, interaction and aggregation** between users, whether they are producers, traders and consumers. Each of these actors has its own interface.

The model is the **sharing economy** platforms developed in other fields.

The web platform will become a tool for:

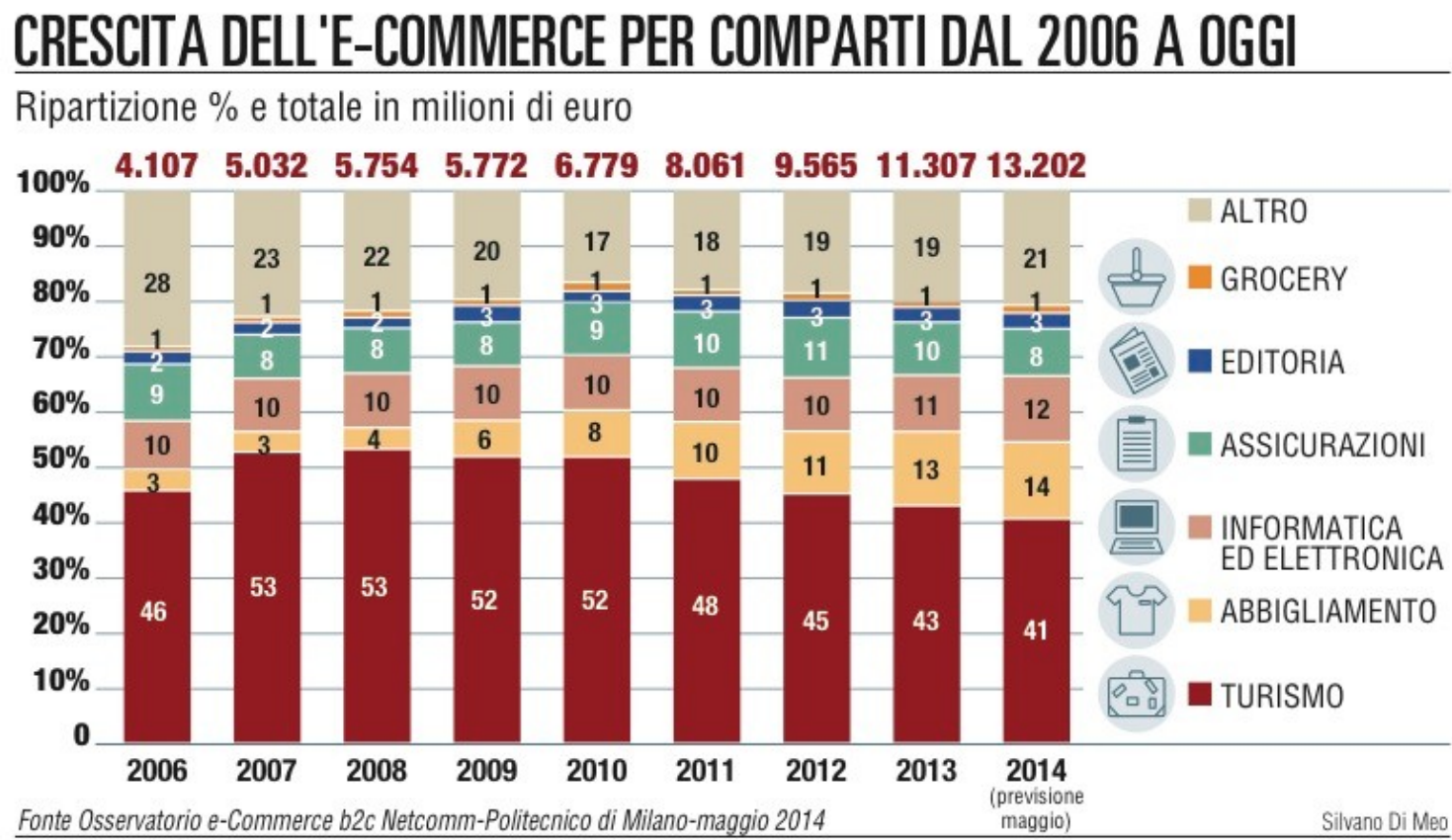
- **aggregate** the experiences already active in the area
- **promote** the development of online sales supported by a distribution system
- **expand** and **stratify** the community ensure narration and feedback
- **reduce** the phenomena of free riding (reputational sanctions), becoming a **participatory guarantee system** on products and services



Source: blog.moneyfarm.com

ConnecTO: e-commerce

The development of the **e-commerce** related to food the food is still limited, there are interesting margins of growth, and it's also a **very interesting tool to support local economies** and **encourage new forms of food chains organisation**.



ConnecTO: the distribution system

- **Delivery in agreed upon points** (bar, shops, restaurant, aggregation place)
- **Dropobox in interest points** (ex. Railway/metro stations, university, etc.)
- **Home delivery**

Close connection with the logistics and use vehicles with low environmental impact in the last mile.



Source: Foodlogica: dutch project about eco-friendly distribution of food - <http://foodlogica.com/>

ConnecTO: the distribution system

experimentations

■ **Collective Purchase Groups model (GAC)**

Project of the Consumers Movement of Torino:

- 500 families
- weekly grocery shopping: 40 euro (average) in local and organic products
- distribution in 10 “GAC” points in Torino and Province.



■ **Dropbox at University Campus “Luigi Einaudi”, Torino**

Installed dropbox in the Campus where consumers will be able to withdraw the charges ordered web.

Experimentation and analysis about customs of the students and the populations surrounding the Campus.



#2

ConnecTO: the small shops

Why?

For the **consumers**:

- purchase last minute
- purchase daily proximity
- opportunity to see and choose what you're buying (e-commerce integration)

For **producers**:

- Places of consumption linked with production and philosophy of producers
- "Chain pact" balanced
- Co-participation in the creation of the shops

For **cities**:

- Shops as places of creation of neighborhood communities around food
 - Re-connection time food purchase-city spaces
 - Day life within neighborhoods
 - New figure of the "shopkeeper" as an agent of local development, animator of an urban community's food

ConnecTO: the small shops

How?

Provide tools and training for their opening:

- Which **economic and management model**?
- Which **owner model**?
- Which **products**?
- **Role of the shopkeeper**, for young people (training economic and cultural)
- **Bulding network “*franchising not franchising*”** [Carlo Petrini]

ConnecTO: the small shops

Two case study

■ Origine (Torino)

Born in 2014 in Torino from the union of a few producers, a group of consumers and two associations (Movimento Consumatori and Officine Corsare).

The contiguous experience of GAC.

<http://www.originemarket.com/>

■ People's supermarket (London)

Consumption cooperative born in 2010, involve the consumers in the management of the local food shops.

<http://thepeoplessupermarket.org/>



The challenge #1

Reorganise the local food chain

Collaborative network *share economy*
cooperation de-commodification of food
exchange economy commons

- Which **organisational model** and **governance system**?
- Which "**chain pact**" to overcome **asymmetries of power**; **ensuring participation** in decision-making actors along the supply chain; **ensuring an equitable distribution** of added value?
- **Proprietary models**: how to ensure **collective** and **share** ownership of the logistics platform? Of the hub? Which owner model to the small shops?
- What **forms of association** for producers and consumers?

The challenge #2

towards a territorial food system

- **Physical and virtual platform**, a place of theoretical and practical experiments, which manages a network of local actors around a shared understanding of territorial development linked to food.
- **Tool for planning and organization** of production, processing, distribution, consumption and post-consumption of food in a given territory.
- **Political and organizational infrastructure** for the promotion of a system of local food where it is produced, processed and sold within a defined geographic area.

The **concept of 'local' or 'territorial'** should be understood in context and in relation to a geographical scale that depends on the context (population density, accessibility, urban or rural characteristics of the reference zone).

Partner

- **Officine Corsare**
- **Progetto Urbelog** (Telecom [capofila]; Iveco; TNT; Politecnico di Torino; Fit Consulting; Italdata e Tema; Selez Elsag; Università Bocconi di Milano; Scuola Sant'Anna di Pisa)
- **Università degli Studi di Scienze Gastronomiche** di Pollenzo (CN)
- **Università degli Studi di Torino**
- **Coldiretti**
- **Movimento Consumatori**, progetto GAC
- **Bottega Origine**
- **Slow Food Piemonte e Valle d'Aosta**
- **Piattaforma Eating City**
- **Sotral srl**



This is the end... :)

Thank's to all for the attention!

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