

# FORUM ORIGIN, DIVERSITY AND TERRITORIES 2020

## CALL FOR CONTRIBUTIONS

**Deadline: 8 June 2020**

The organizers of the Origin, Diversity and Territories Forum invite researchers, experts, students and professionals to share their experiences, research or the results of participatory experiences in the territories by submitting their contribution in relation to the main theme of this year.

### THEME

**TRANSFORMING LOCALIZED FOOD SYSTEMS THROUGH SUSTAINABLE CONSUMPTION AND PRODUCTION**

**LOCATION - BIOVALLÉE (CREST, DRÔME, FRANCE) – TURIN AT SALON DU GOÛT  
TERRA MADRE (OPTIONAL)**

The particular context of this year 2020 has as a logistical consequence a broadened and partly virtual format of the Forum. In parallel to an event on site allowing the physical meeting of certain participants, all the conferences, contributions and visits will be entirely retransmitted by videoconference on the Forum's website for all participants unable to physically reach the Biovallée.

**The virtual event and the physical event will be simultaneous  
and available in 3 languages (French, English and Spanish).**

**If you are interested in submitting your contribution, please follow the following link**

**[Inscription et dépôt de contribution](#)**

*The "Origin, Diversity and Territories" Forum ([www.origin-for-sustainability.org](http://www.origin-for-sustainability.org)) is an international platform on the interactions between cultural and biological diversity and the sustainable territorial enhancement of products and services whose quality is linked to origin.*

*The objective of the Forum is to facilitate the exchange of experiences and knowledge between a wide range of international actors, all engaged in new ways of thinking and doing development, where*

*identity, origin, quality and local diversity is seen as a catalyst for inclusive dynamics of local and territorial development.*

## INTRODUCTION

Sustainable consumption and production, carried by actors in rural areas, are levers to mobilize for the transformation of food systems towards sustainability. The globalisation of trade has a profound impact on food systems and raises several environmental and social limits: loss of biodiversity, impoverishment of arable land, water pollution, air pollution by greenhouse gas emissions, malnutrition and food insecurity, accentuation of inequalities, food injustice, desertification of rural areas and rampant urban concentration<sup>1</sup>.

These major trends are challenging the world's agriculture through difficult changes. These changes can follow various trajectories: incremental or radical, breakthrough or gradual adjustment. In order to explore viable transformation pathways, the world's agricultures are engaged in initiatives that bring hope and uncertainty. The necessary changes involve the agrifood chain and all the actors that influence, support and govern it. The involvement of all is necessary to change the current logic that, as mere links, farmers are being pushed to standardize practices and solutions. Indeed, globalized markets for unprocessed agricultural products operate on the model of comparative advantage for products for which equivalence is the key. As prices are determined at the marketing level and not upstream at the production level, standards serve as a benchmark for all trade, driving prices down. Agricultural policies have been based on this logic of uniformity of supply practices, causing negative impacts on biological and cultural diversity. In order to move towards sustainability, production and consumption practices must change profoundly, challenging the multiple circuits, statuses, policies and relationships between actors and products at the heart of food systems.

The transformation of food systems through responsible consumption is the twelfth of 17 sustainable development goals formulated by the United Nations in 2015. Feed humanity by reducing human pressure on natural resources through healthy and sustainable diets and agro-ecological practices that enhance ecosystem services: these are ways of achieving Goal 12 which is based on **responsible consumption and production**.

This evaluation and action work is at the heart of **joint reflections** to be carried out between consumers, producers and all stakeholders in the food system. The ODT Forum in 2020 proposes the exploration of ways to achieve this. **At the heart of a pilot territory in France, the Biovallée**, the Forum provides a unique configuration, which engages the participants to an active dialogue. For more than 20 years, in the heart of the Drôme, 100 local elected representatives have been engaged in a forward-looking and participatory dialogue on territorial sustainability. The "Biovalley" project is in fact supported by the local authorities in support of the initiatives of local players. The ODT Forum will be exploring the visible results of the ecological and social transformation in the Biovalley.

The idea of this Forum is to nourish the reflections by **visits and meetings with the actors of this territory - a living laboratory of agroecology, spread over the 3 days of the Forum**. Beyond this rich human experience, the ODT Forum consists of a unique platform for dialogue and projects, during and beyond physical meetings. The Forum is driven by actors capable of transforming local food systems around local initiatives, new conceptions of change and radical innovations. On the basis of new

<sup>1</sup> IPCC, 2019: Summary for Policymakers. In: Climate Change and Land: an IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems [PR Shukla, J. Skea, E. Calvo, Buendia, V. Masson -Delmotte, H.- O. Pörtner, DC Roberts, P. Zhai, R. Slade, S. Connors, R. van Diemen, M. Ferrat, E. Haughey, S. Luz, S. Neogi, M. Pathak, J. Petzold, J. Portugal Pereira, P. Vyas, E. Huntley, K. Kissick, M. Belkacemi, J. Malley, (eds.)]. In press

knowledge, the Forum brings together new projects that, when combined in clusters, form broader alliances.

The **concept of food system** is often defined and thought of on a global level. The ODT Forum will take Biovallée, a territory located in the heart of **rural territories**, as the **crystallising place for global transformation**.

The localized agrifood system is a concept established and mobilized by Muchnik et al. (2007)<sup>2</sup> since the mid-1990s in a context of rurality and concomitant environmental crisis : "the milieu, the products, the people, their institutions, their knowledge, their food behaviour, their networks, all that combined in a territory to produce a certain form of agrifood organization at a given spatial scale"<sup>2</sup>. The introductory lectures will help to set this conceptual framework by shedding light on the notions of "localized food system" and "responsible consumption and production":

- Responsible consumption and production as a lever for localized sustainable food systems: a reflection on SDG 12 following the example of the Drôme region - **Sabine Girard (INRAE, France), Pierre-Antoine Landel (Université de Grenoble, France)**
- Localized food systems and the challenge of territorial sustainability - **Javier Sanz (Conseil espagnol de la recherche, CSIC), François Casabianca (INRAE), Claire Cerdan (CIRAD)**
- Responsible and sustainable tourism consumption, a look back at the Chefchaouen Days - **Florence Arsonneau (FiBL et D&D) et Guillén Calvo (Diversité et Développement)**

## PROVISORY AGENDA

Monday 5 October	Tuesday 6 October	Wednesday 7 October
Welcome and welcoming remarks	Work in parallel workshops (2 sessions 2 x 1h30)	Work in parallel workshops (2 sessions 2 x 1h30)
Introductory conferences in plenary	Workshop visits	TAB platform in Etoile-sur-Rhône (Platforms of Alternative and Biological Techniques)
Workshop visits	Dinner aperitif	Closing session with restitution of work in workshops

<sup>2</sup> Muchnik J., Requier-Desjardins D., Sautier D., Touzard JM 2007. Economies et Sociétés (29): p. 1465-1484

# WORKSHOP 1: RESPONSIBLE CONSUMPTION

*Coordinators: Claire Cerdan, Claire Lamine, Dominique Paturel, Ivana Radic, Maurizio Canavari*

## FRAMEWORK AND OBJECTIVES

*How about we start consuming responsibly?* More and more citizens are trying to change their buying habits and consumption practices. These new trends no longer only concern committed or militant consumers. They are observed in different socio-professional categories (social classes), in urban areas but also in rural areas. The stakes are now widely shared. The aim is to reduce anthropic pressure on natural resources, take account of ecological issues and climate change by adopting healthy and sustainable diets. The motivations are many and varied. If for some people the motivation is above all financial, for others (probably the wealthiest) the motivation is ethical, environmental, or social. The trends noted by the observatories of consumption and territories highlight new practices: the use of second-hand equipment, the hunt for waste and packaging, home-made or "do it yourself". The world of food is also affected by these trends. For example, consumers' objectives are to obtain as much as possible of their supplies of fresh, low-processed, seasonal, organic, low-packaged products and, if possible, to use short distribution channels. These practices are often referred to as sustainable consumption. It contributes to better purchasing (favouring more ecological products), better consumption (less waste, avoiding losses) and better disposal (recycling part of the waste). Responsible consumption is a broader notion that engages the concept of responsibility. This responsibility concerns several areas (environmental, social, economic, health, the well-being of consumers, producers, animals and plants).

Responsible consumption also refers to the right to food, which is the fundamental right to have regular, permanent and free access to food in adequate quantity and quality. This definition offers an opportunity for governments or civil societies to seize this right and rethink the modalities of food distribution and justice. Several countries have thus enshrined this right in their constitutions or national ownership to legitimize action programmes around production and food. In other countries, it is civil society that is using it to demand or denounce food models.

The objective of this workshop is to question this notion of responsibility and how it can be implemented and supported in our rural territories and in our cities.

Who is responsible? What is this responsibility? How is this responsibility judged? With what information? On what scale should it be dealt with? How does one become a responsible consumer? What are the mechanisms and places for learning and education? What is the role of schools, canteens? What is the role of local authorities and civil society? What levers for action can be mobilised? What are the effects and consequences on the territories? What are the impacts of the evolution of diets?

A sudden new crisis is coming to our workshop. The unprecedented COVID 19 health crisis has shaken our certainties and our models. The Workshop will be an opportunity to put our thoughts and research/experience results into perspective. Does the health crisis call into question or reinforce trends around responsible consumption? What short-term measures should be taken to address this crisis? To what extent will this crisis impact agrifood systems in the long term?



Origin  
Diversity  
Territories



Sustainable Development Goal 12 -  
Sustainable Consumption and Production



## STRUCTURE AND METHODS

**Session 1:** Role play and discussion among the participants. The discussion could be focused on: What are the main actions and research questions we can identify regarding the results of the role play? (leader of this session **Dominique Paturel** and the "Légumes pour Tous" association).

**Session 2:** Smartchain project session: session poster with contributions from the Smartchain project participants and contributions from the call (leader smartchain projet leader with **Maurizio Canavari**).

**Session 3:** Presentation of contributions from the call (posters presentations) (leader **Claire Lamine**, **Ivana Radic** and **Claire Cerdan**).

**Session 4:** Panel discussion (leader **Maurizio Canvari**, **Claire Cerdan** and **Ivana Radic**). this session will help us to elaborate the synthesis we are supposed to present at plenary session at the end of the forum.

# WORKSHOP 2: LOCALIZED FOOD SYSTEMS: WHAT ARE THE CHALLENGES OF TERRITORIAL GOVERNANCE?

**Policies & territories. Actors & civil society. Tools & Instruments<sup>3</sup>.**

*Coordinators: Théodosia Anthoupoulou, Claire Bernard, Gaëlle Bigler, Marcelo Champredonde, Dimitris Goussios, François Lerin*

## FRAMEWORK AND OBJECTIVES

The territories of "localized food systems" are very different depending on their geographical/ecological location, size, productive specialization and density (urban/rural/peri-urban), but also on the economic levels of the populations concerned, the nature of consumption patterns, etc. They concern (or not) territorial administrative entities ranging from the level of a small territory to larger areas (municipality, cantons, regions, etc.). They are also inserted in more or less vast territories of trade and production and in global or de-territorialized networks or systems. Thus, the question of the transformation of localized food systems towards greater sustainability is raised each time in a different way, in specific terms and according to the modalities of evolution specific to these different situations, conjunctures and dynamics.

This workshop aims to discuss experiences and analyses that reflect this diversity but also to better understand the governance issues in this multiplicity of experiences and approaches. To do so, we suggest approaching the questions raised by the transition from food systems to territorial governance from three angles: (i) Territories and scales of insertion (ii) Policies, strategies and actors (iii) Instruments and tools.

## TOPICS ADDRESSED

**1/ Territories and scales of integration:** the re-territorialization of food systems (notably by bringing them closer to the consumer and the producer) is a major option in their transition towards greater sustainability. But territories are themselves inserted into larger spaces in which different forms of agriculture or consumption coexist.

- What are the plans for the re-territorialization of agricultural consumption and production, and on what scale should they be considered? What are the dynamics of relocation of certain segments of food systems?
- What linkages are possible between the logics of agricultural sector development and territorial development of food systems?
- What is the ripple effect of local initiatives on more global food systems?

**2/ Policies, strategies and actors:** any transformational governance implies that actors take charge of the strategic option of sustainability and carry it through different political processes (national public choices, local policies, multi-year strategies, etc.). What does the restitution of these political processes

<sup>3</sup> This workshop is the merger of two workshops initially planned: "Territorial Governance of Transformations" (n°2) and "The Prescriptive Role of Cities and Local Authorities" (n°6). Following the Covid19 pandemic and given that at least part of the sessions will be virtual, it was decided to reduce the number of workshops.

at work (strategies, putting them on the political agenda, enlisting, etc.) teach us then? What new actor figures are emerging, and what roles do they take on? How can the issues of environmental sustainability and food equity/justice be addressed?

- What design and agenda-setting strategies? What forms of enlistments are then produced? To what extent can an awareness of responsible consumer-citizens constitute a political dynamic for change? How can it be organised and structured? In which participation processes?
- What new figures are emerging to take charge of the sustainability of food systems: consumer-citizens, committed citizens, responsible producers, territorial mediators, "brokers" of all kinds, etc.? What are their roles and influences on territorial governance processes?
- How to consider the urban and rural poor who have difficulties in accessing organic and local consumption? How can food justice be problematized and find political answers?

**3/ Instruments and tools:** many instruments are mobilised in the service of this territorial governance, a way to put consumers and producers in contact and to reintegrate consumption and production practices in their territory: regulatory, informational, organisational tools (clusters, agroHub, etc.) economic instruments (PES, subsidies, etc.), spatial planning tools (planning), innovations and technological platforms. What conclusions can be drawn from these experiments? What effects and impacts do these tools have? What are their limits?

- What instruments and innovations are mobilized and effective to encourage more sustainable forms of food production (production AND processing)?
- What innovations and new technological platforms are serving new forms of consumption? How can these innovations be made more inclusive?
- Can the transformative impact of these instruments be assessed?

We propose here to pay particular attention to public procurement, which is an important lever for the transition of food systems, used by local and regional authorities.

- What obstacles - but also what levers for action - for public procurement and local authorities? To what extent can they favour local agri-food systems and family farming?
- What conclusions can be drawn from the territorial food projects: which trajectories and through which means have they been successful? (e.g. food miles, climate, food sovereignty, health...)? Which good practices? What transformational impacts in local communities? What lessons can be learned?



# WORKSHOP 3: LABELLING AND EMPOWERING CONSUMERS AND LOCAL PRODUCERS

Coordinators: Florence Tartanac, Emilie Vandecandelaere, François Casabianca, Olivier Beucherie

## FRAMEWORK AND OBJECTIVES

*Initial framing (for the record):*

*In what way are certification and product identification systems (geographical indications, mountains, fair trade, organic farming, nature park marks, collective territorial marks carried by local authorities or economic actors, participatory guarantee systems) questioned by the responsibility of local consumers (residents and tourists)? What is the impact of labels on sustainability in the territories? What are the values carried by the specific territorial qualities certified (origin, mountain products, guarantee brands, regional nature parks)?*

## TOPICS ADDRESSED

The transformation of food systems through responsible consumption and production is the core of objective 12 in the Sustainable Development Goals (SDG) strategy. Our workshop aims to explore the different ways in which local actors organise themselves to provide guarantees to local consumers on their consideration of SDGs and the consequences of these guarantees in the spheres of production and consumption as well as in local development processes. First of all, it is important for our workshop to represent (i) the diversity of labelling modalities carried by the different actors in the territories (specific commitments of each modality) and (ii) the diversity of the types of consumers supposedly carrying expectations in terms of responsibility (likely to be satisfied by these labels). The wealth of initiatives identified provides rich analytical material, which Forum contributors should endeavour to explore in a systematic and organized manner. The question of the values associated with labels and other voluntary sustainability standards (VSS) becomes central in this meeting between an intention (commitments) that makes them visible and an expectation (responsibilities) that validates them through a purchasing act. Finally, we will have to ask ourselves about the role of these labels in the development dynamics of the territories concerned and their effects on the transformation processes at work in these territories.

As far as voluntary sustainability standards are concerned, they show a strong dispersion from signs of origin, which are official signs guaranteed by public authorities, to recent forms of innovative commitments such as "Bee-friendly". There is a **wide range of tools** that can be mobilised with highly variable procedures and constraints. These include geographical indications, mountain products, fair trade, organic farming, nature park brands, collective territorial brands carried by local authorities or economic players. It can also be added environmental commitments such as High Nature Value certification, which will cover production units. Some of these labelling tools can be coupled together, which further multiplies the possible situations, and it will be useful to identify these forms of coupling and their meanings. Among the tools likely to be coupled, the "Organic Agriculture" label plays a particular role insofar as its mobilization by organized local stakeholders generates a territorialization tension whereas this sign is, by construction, a-territorial. Moreover, the methods by which **guarantees** are provided (role of certification bodies, participatory guarantee systems) also vary greatly and can, on their own, constitute a new source of observable diversity.



The objective of each of these voluntary sustainability standards is to formalize a specific commitment that may fall under SD Goal 12. We can then speak of a "**promise**" (in the sense of Le Velly, 2017) that the operators involved in these signs carry in order to dialogue with the consumers they are targeting. Certain elements represent issues that are widely recognized as crucial in this strategy. For example, wild and domestic biodiversity is often highlighted in the promises. The absence of inputs (GMOs, pesticides...) is a classic form of commitment made. It will be relevant to analyse the **resources** of the territories that find themselves summoned in this way through the construction of the pledges for the various voluntary standards.

Our reflection should focus on the **values** (worth) inscribed in the promises and their sharing by consumers involved in a process of accountability. The various expectations of these responsible consumers could be the subject of forms of characterization in their generational and cultural evolution. Furthermore, this approach to the sphere of consumption could include (i) consumer-citizens resident in the area where the labelled products originate, with their own purchasing networks and forms of organisation, but also (ii) tourists who try to assume responsibilities during their visit to areas where they come to seek these values. As regards resident consumers, it will be important to identify initiatives aimed at modifying or reorganising productive acts with a view to moving up from the sphere of consumption to production-processing-distribution operators. To what extent do these empowered and organized consumers become a force for transformation of the productive sectors. As far as tourists are concerned, we could ask ourselves, somewhat in a "basket of goods and services" logic, about the attractiveness of the territories and the rents generated by the localized multiplication of labels positioned in these SDGs.

Finally, these valuation efforts will be questioned in terms of their effects on the **transformation of the territories** where they are activated. Networks and forms of collective organisation constitute the framework for the dynamics of local actors (producers and consumers). Behind each voluntary standard, the processes of differentiation of systems, resources and markets induced by labels will be highlighted. And the extent to which these changes are likely to contribute to Goal 12 of the SDGs will be analysed. The place of these labelled products in crisis situations such as that of covid-19 will also be questioned during the workshop.

# WORKSHOP 4: ROLES OF MARKET INTERMEDIARIES AND AGRO-PROCESSING ACTORS

*Coordinators: Claire Delfosse, Dominique Barjolle, Luca Piccin*

## FRAMEWORK AND OBJECTIVES

Rural territories are faced with major trends, which rebalancing policies, when they exist, have not always succeeded in reversing. The rural exodus and the ageing of the population continue in the countries of “the South”. They are symptoms of the attractiveness of cities in terms of employment and lifestyle for young people in particular. They are also associated with the lack of access to basic services, such as health care and education. Agriculture itself often suffers from a negative image. Although in the countries of “the North”, most rural territories are regaining inhabitants and have diversified activities, several problems remain, particularly in terms of access to services, but also in terms of permanent employment.

The globalisation of trade has often devastating consequences for local employment opportunities in the territories. The agricultural sector plays an important role in stabilising jobs and, with it, in locating craftsmen and small and medium-sized enterprises providing services to farmers, as well as collecting, storing agricultural products and primary processing. The manufacture, distribution, and sale of food products, including local sales, contribute to maintaining direct employment in the regions. Diversification of the agricultural and processing economy and even local consumption (by permanent or non-permanent residents) amplifies the effect on employment. Indirect employment generated by localized agricultural and agrifood jobs also has a strong effect on the social and economic vitality of the territories.

In the transition of food systems towards sustainability, economic and social aspects play an important pivotal role, without which environmental sustainability is much more difficult to build with territorial stakeholders. It is at this crossroads of the interactions between these key elements of the collective construction of territorial sustainability that the workshop will address the specific role of market intermediaries and the downstream part of the agrifood value chain.

## TOPICS

The workshop expects contributions of two kinds. The first expectation consists of contributions on the role, characterisation and initiatives of market intermediaries, craftsmen and SMEs, local and itinerant businesses, as well as new and alternative forms of processing and sales, as drivers of the social and economic dynamics of rural territories. The second expectation is to present and discuss the effects of the current health crisis on the intermediate actors of the agrifood value chain in rural territories, and more particularly to identify new conjectural evolutions that join and consolidate trends that emerged before the crisis, and accelerate them, as a global response that strengthens a new resilience capable of contributing to greater sustainability.

## EN RESUMÉ

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### ORGANISORS

- Origin for Sustainability: [www.origin-for-sustainability.org](http://www.origin-for-sustainability.org)
- Communauté de Communes du Val de Drôme (CCVD)

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### SCIENTIFIC COMITEE

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Margarida Ataïde, Dominique Barjolle, Marco Trentin, Hugues Vernier



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