

MODULE 3:
***Urban-rural relationships
through food and short supply
chains***



25.03.2025



In collaboration with



Funded by
the European Union

TRAP OF FAR-RIGHT MOUVMENT

Food narative
is transformed in
a discourse
of exclusion
and isolation



SI alla polenta
No al cous cous
Orgogliosi delle nostre tradizioni

Session
3

March 25 th, 2025 : 17.30-19.00 (CET)



Building strong local food systems: identifying and analyzing the resources for short supply chains

This module explores strategies to strengthen short food supplychains by optimizing key resources.

- Human capital and knowledge transfer for producers;
- Community engagement and consumer awareness;
- The role of public authorities, examining financial tools, quality schemes, and policy support for local food systems.

Speakers: [Cristi Gherghiceanu \(ADEPT Foundation\)](#), [Sergiu Florean \(Alimenterra\)](#), [George Cățean \(Ferma Cățean\)](#)

Southern Transylvania (Central Romania) is characterized by an **exceptionally high level of farmland biodiversity**.

Today, Southern Transylvania faces **challenges as high unemployment rates and ageing of the rural population**, which put **traditional farming** at risk.

With Romania's accession to the EU in 2007, Southern Transylvania became part of a complex multi-level governance system that in principle provides **mechanisms to balance biodiversity conservation and rural development** (e.g. the Natura 2000 network of protected areas).

Source:

<https://pecs-science.org/rural-development-and-biodiversity-in-central-romania/>



Photo: Joern Fischer

RECIPROC: 9 May 2015, World Fair Trade Day



Community engagement and consumer awareness

PRODUCTS:

Local, artisanal, organic, and Fair Trade.



Community engagement and consumer awareness

NETWORKING:

Partnerships with other social economy initiatives



Community engagement and consumer awareness

CULINARY EVENTS & COVIVIALITY

We promote healthy eating, food waste reduction, sustainable cooking practices, and seasonal food.



Community engagement and consumer awareness

CULINARY EVENTS & SOLIDARITY

Ukrainian culinary events;

Culinary workshops for Ukrainian young people;

Income for refugee women from Ukraine.



Community engagement and consumer awareness



Community engagement and consumer awareness

LA PAS: a manifesto festival for sustainable development

A 3 days fair with products from small producers, artisans, social enterprises.

Integrated educational program: participative knowledge building with adults and children.

Artistic program for all.



Community engagement and consumer awareness

<https://www.youtube.com/watch?v=4-y6bAKuFLA>



Community engagement and consumer awareness

- 2019, first edition;
- event developed within the European Capitals of Culture program;
- Funding model: public funds (Timisoara City Hall, Timis County Council) and contributions from the artisans.



LA PAS: Education for change: 2018-2024

**Program developed in
collaboration with schools**

Main themes:

- healthy eating;
- responsible consumption, food production, urban gardening;
- food waste reduction;
- sustainable clothing.

4287



elevi implicați în programul educațional de promovare a consumului responsabil;

467



activități educaționale organizate privind consumul responsabil, reducerea risipei alimentare, grădini educaționale, alimentație sănătoasă, impactul fast fashion;

59



de profesori implicați direct în sesiuni de formare și organizarea de activități educaționale;

28



de unități de învățământ implicate în program;

2614



de părinți implicați în activități educaționale;

235



de voluntari din rândul elevilor și al profesorilor implicați în activități de voluntariat.

□ We are developing a **learning community** where we facilitate learning and experimentation contexts **for teachers**;

□ We organize **study visits and thematic training sessions**;

□ We involve **teachers in specific volunteer activities** in the field of responsible consumption to become credible role models for students.



Laboratory of Ideas

"What ideas do you find easiest to implement?" (what is each person's comfort zone)

"What ideas would have the greatest impact on students?" (we are looking for change/inspiration)

"What obstacles and risks do you see in implementing these ideas?" (we learn from each other)

"How can we support each other in carrying out these activities?" (group resources)



SCHOOL IS TRANSFORMING



It becomes a practice environment for responsible behaviors.



SCHOOL TAKES ON NEW ROLES

it creates connections
with the community.

