Urban Agriculture policy-making: Proeftuin040
Workshop report The Netherlands

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on Europe's food and nutrition security (FNS)
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1. Introduction

TRANSMANGO is an EU-funded research program, which aims to explore diverse pathways to sustainable food systems. This workshop report is part of the local case studies done in work package 6 (Hebinck et al., 2015). By combining qualitative research through a case-study with foresight methods, we aim to get a better understanding of the diverse pathways to FNS change in our case-study of Proeftuin040. Complementing this extensive workshop report, there is a separate case-study report in which we analyse the case in depth (Hebinck and Villarreal, 2016). We do this by comparing the case of Proeftuin040, an early life-cycle initiative around urban agriculture policy making, to the already established case of urban food initiatives in Rotterdam. Through this comparison we aim to get insights into the dynamics of FNS change with regards to urban food initiatives. In the following section we will introduce the case of Proeftuin040 and following that describe the workshops we performed and their findings.

Proeftuin040

Eindhoven

Eindhoven is a city characterised by many as the previous beating heart of Philips, a multinational technology company, which has infused the city with technology and innovation in all sectors. During the industrial revolution the city functioned as one of the textile cities as, besides Philips, it also housed many textile industries. These developments in the early 1900s have largely shaped the city, as this attracted a large number of people to the area and consequently a number of smaller towns grew together and became the city Eindhoven (N.A., 2016a). This resulted in a city with multiple ‘centres’ and one that can be divided into districts. Now housing approximately 224,000 people, Eindhoven is the fifth largest city in the Netherlands. Thanks to the arrival of Philips and the textile industries in the early 1900s and the technical university and Brainport more recently (N.A., 2016a), around 32% of the inhabitants of Eindhoven are non-Dutch with the majority coming from Turkey, Indonesia, Morocco and Germany (Gemeente Eindhoven, 2016). Although the technology multinational Philips has moved all but its design branch of the company to countries outside the Netherlands, the city has become a hub for technology and design industries and continues to attract businesses and artists. The former Philips production grounds – Strijp-S – that were abandoned for a long time, are now home to artist collectives, UFI’s, and designers.

Urban agriculture policy-making

The number of Urban Agriculture (UA) initiatives in Eindhoven has grown significantly in the last years and currently 38 initiatives are active in Eindhoven (N.A., 2016b). The UA knowledge platform Proeftuin040 was founded early 2014 as a response to the mostly individually operating initiatives in the city, emphasising that collaboration efforts and collective learning processes could further a sustainable and green Eindhoven. In December 2014 the in Eindhoven active political party GroenLinks (Green Liberalist) put forth a motion to establish a UA policy after having consulted people from Eindhoven through an open debate (Gemeente Eindhoven, 2014). The motion was accepted by a large majority in the council and the task of formulating a policy was assigned to the earlier established Proeftuin040. The task at hand is to formulate a vision for UA, which is made and formulated by citizens of Eindhoven, which the municipality can take up into its policies. Building
upon their previously established network of UA initiatives, they started in the summer of 2015 and aim to have an UA policy by autumn 2016.

2. Transmango local case-study workshops

Planning and aligning to local needs

The Eindhoven case was explored in collaboration with the organisation Proeftuin040; a knowledge platform that focusses on urban agriculture in the city-region of Eindhoven. The municipality assigned them the task to develop a policy that was able to capture and facilitate the UFI scene and was, contrary to other policies, developed by the actors from the scene, rather than the civil servants of Municipality Eindhoven. This provided us with the opportunity to latch on to, and to assist in multi-stakeholder workshops organised by Proeftuin040.

Over the course of 8 months (see table 1) there have been multiple workshops that connected to the needs of Proeftuin040 and complemented their already planned meetings. The participants for these workshops were invited by Proeftuin040 and were mostly part of their existing network around urban agriculture. The participants that have been involved in the entire process came from different sectors (see appendix for a list); the municipality, regional government, housing corporations, community centres, social welfare organisations, GGD (regional healthy authority), urban food initiatives, retailers, landscape architects, design studios, and (applied) universities. Some workshops were held with the Stamtafel, which is a group (approx. 10 people) of Proeftuin040’s regular consultants that are rooted in the city-region of Eindhoven and are involved in various ways in UFI’s.

<table>
<thead>
<tr>
<th>Timing</th>
<th>Meeting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov 2015</td>
<td>Proeftuin040 initiated multi-stakeholder workshop 1</td>
<td>First introduction to the policy process and start of visioning, 36 participants</td>
</tr>
<tr>
<td>Nov 2015</td>
<td>Small meeting between Proeftuin040 and WUR-team</td>
<td>Discuss how to align TRANSMANGO means to fit needs of Proeftuin040</td>
</tr>
<tr>
<td>Dec 2015</td>
<td>‘Seeds Game’¹ with the Stamtafel</td>
<td>Game that helps to explore possible innovative (unexpected) collaborations between actors</td>
</tr>
<tr>
<td>Dec 2015</td>
<td>Proeftuin040 initiated multi-stakeholder workshop 2</td>
<td>Continued visioning that was thematically clustered by Proeftuin040, 32 participants</td>
</tr>
<tr>
<td>Mar 2016</td>
<td>Additional visioning session with the Stamtafel</td>
<td>Bringing together the gathered input and filling gaps</td>
</tr>
<tr>
<td>Apr 2016</td>
<td>Expert consultation organised by WUR-team on the topic of (urban) food policies</td>
<td>Meeting with Proeftuin040, WUR-team and Jan Willem van der Schans (LEI) and Henk Renting (RUAF foundation)</td>
</tr>
<tr>
<td>Apr 2016</td>
<td>TRANSMANGO multi-stakeholder workshop 1 – Back casting</td>
<td>Back-casting the (by Proeftuin040) identified most important clusters from the visioning process</td>
</tr>
<tr>
<td>May 2016</td>
<td>Proeftuin040 ‘city debate’</td>
<td>Presentation of policy making process so far at city hall</td>
</tr>
</tbody>
</table>

¹ This game is designed as a tool for the project ‘Bright spots - Seeds of a good Anthropocene’.
The Netherlands workshop report: Proeftuin 040

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 2016</td>
<td>TRANSMANGO multi-stakeholder workshop 2 – scenarios</td>
</tr>
<tr>
<td></td>
<td>Testing the vision and back-casts using scenarios that were developed by TRANSMANGO and pre-downscaled by Proeftuin040</td>
</tr>
</tbody>
</table>

The planned TRANSMANGO workshops were the back-casting and scenario sessions (in bold in table 1) and diverted from the original planning in order to align with the timing and process of Proeftuin040. After deliberation with Proeftuin040, the two foresight workshops focussed on creating visions of the future that were then tested with scenarios to make them more resilient in the face of uncertainties in the future. This fit well with the organisation’s ideas and needs, as their plan was to start the policy making process with a multi-stakeholder based visioning process that would ultimately lead to a future vision of urban agriculture in the city-region that the municipality could facilitate and work towards. Although a scenario-workshop as such was not initially planned by Proeftuin040, they were eager to explore how different futures would affect their vision of urban agriculture in Eindhoven. Moreover extra meetings had been arranged to create some in-depth knowledge around pre-existing food policies and ongoing projects and activities that might prove useful to the Proeftuin040 team.

**Altered Workshop design**

When comparing the design of the workshops performed in the case of Proeftuin040 to the workshops in the other TRANSMANGO local case studies some differences surface. Although the planning for the WP6 local workshop was initially to have 2 workshops lasting an entire day, this did not appear to be feasible in collaboration with Proeftuin040. As the entire process of Proeftuin040 had just started, there was greater need for extensive visioning, spread out over fewer meetings. After deliberation with Proeftuin040, we decided to focus most energy in more, smaller visioning exercises. One of these smaller workshops was built around the idea of the ‘Seed Game’, which aims to trigger people in thinking about relatively unusual coalitions and collaborations between organisations. The other workshops incorporated the set-up designed by Proeftuin040, which was focussed around five distinct themes that they had pinned down as the most critical to discuss in relation to urban agriculture.

Secondly, the causal mapping exercise was not performed: time and priorities led us to this decision after deliberation with Proeftuin040. This exercise was planned before the back-cast workshop, however at that point in the process Proeftuin040 preferred to spend the amount of we had on visioning, as there were still some major gaps. During this session a very short and quick causal mapping was done and as such not much time and attention has gone into it.
3. Visioning workshops

Visioning was an important part of the multiple workshops that were performed with Proeftuin040. This was the lion share of the work, since this was the first attempt within the municipality of Eindhoven to bring together ideas on urban agriculture and how they can contribute to a more sustainable city. As described earlier, multiple visioning workshops were planned after deliberation with Proeftuin040. However, the entire process started with a workshop that was initiated by Proeftuin040 itself, but was attended by TRANSMANGO.

Proeftuin040 werksessie 1

During this first workshop a large number of Eindhoven stakeholders gathered to talk about the future of urban agriculture in Eindhoven. In total, there were 36 participants. As this was one of the first bigger attempts to bring a diverse group of stakeholders together (see Appendix for a list of participants), one of the main outcomes of this session was a better connected network, as many of the participants were not aware of what was going on elsewhere related to urban agriculture in Eindhoven.

This session was organised by dividing people over – by Proeftuin040 – distilled themes: Living and districts; Work and economy; Care and participation; Food chain. The four different groups all came up with different objectives for the urban agriculture policy. These are summarized below (Proeftuin040, 2015a).

Living and districts

Within this theme, the participants addressed the question: ‘What does Eindhoven look like in the future when we focus on living and the different districts in Eindhoven, and how can urban agriculture contribute to that?’ The main findings in this theme were the following:

1. Green and urban agriculture in the city are valued a lot. Firstly, it can improve liveability of the city and secondly it can provide opportunities to get many different parties involved.
2. It is important to give citizens a say in what happens to public space. In that way participation and involvement is stimulated and this improved the chance of active participation in use and maintenance of these spaces.
3. Activate broad coalitions of involved citizens, institutions and schools in the area. This will improve continuity and means can be better divided, but also bundled. Let everyone play its role.
4. A number of bigger collective urban gardens are needed to improve visibility and increase organisation capacity. Institutions such as municipality and Housing Corporation should not only facilitate, but also actively support this.
5. Regulation and policy can play an important role in the direction of urban development.
6. Green in the city should be looked at in an integrated sense: the centre of Eindhoven is the most pressing area.

Work and economy

Within this theme, the participants addressed the question: ‘What does Eindhoven look like in the future when we focus on work and economy in Eindhoven and how can urban agriculture contribute to that?’ The main findings in this theme were the following:
1. The power of urban agriculture is in the diversity. Urban agriculture can contribute to Eindhoven by producing more local and fair.
2. The quality of our living environment is often still low and is not enough to live a healthy life.
3. How can we make a more efficient system by making intelligent connections, such as circular economy principles? By connecting initiatives this will lead to sensible resource streams, but perhaps also opportunities for employment.
4. Knowledge of the city and region should be developed as a valued export product. How can we improve Eindhoven as a hotspot by combing Brainport and Greenport Eindhoven?
5. How can we improve awareness of the value of green and urban agriculture initiatives? This is a trigger to eventually lead to the creation of jobs.

**Food chain**

Within this theme, the participants addressed the question: ‘What does Eindhoven look like in the future when we focus on the food chain and how can urban agriculture contribute to that?’ The main findings in this theme were the following:

1. How can we shorten food chains and make more connections between local farmers, citizens, local supermarkets and Horeca?
2. How can we make the transition to a different economic system in which there is more space for a new food chain? Show farmers how they can make money in the city with a business model.
3. How can we put Eindhoven on the map as a ‘Proeftuin’ (experimental garden)? More promotion of urban agriculture and make the value of it clear. Redesign the city with urban agriculture, design and technology as the branding of Eindhoven.
4. How can we emphasise the innovative power of Eindhoven? Can we create opportunities to create and develop innovative solutions for the future in which urban agriculture and local food production is central?
5. Find out how much square meter is needed in the Dutch context to become (partly) self-sufficient. Is this possible? And how much time would it take for a household?

**Care and participation**

Within this theme, the participants addressed the question: ‘What does Eindhoven look like in the future when we focus on care and participation and how can urban agriculture contribute to that?’

The main findings in this theme were the following:

1. Green, physical exercise and a healthy diet are important for less physical and mental illnesses
2. How can we create awareness in such a way to strengthen the effect? Start early with awareness.
3. How can we couple different generations? Schools, care homes, allotment gardens etc.?
4. How can we use specific solutions for specific clients and what role can private investment play?
5. How can we provide more room for the perception of the public space to stimulate participation in certain areas?
6. Provide room to experiment: give initiatives a clear framework in which they can operate.
‘Seeds game’ with Stamtafel

In order to stimulate the participants of the Stamtafel to start thinking more out-of-the-box, the Seeds Game was proposed. This allows people to highlight certain objectives, skills or qualities of organisations and as such try to connect them to other organisations, building on the richness of different initiatives, ideas and interpretations of Urban Agriculture in Eindhoven and beyond.

In the Seeds Game players look for collaboration opportunities between different projects and explore how these different collaborations can lead to interesting new futures. The game has been tested a few times at international conferences and with students and can be designed to tailor fit the goal of a certain workshop. It is a powerful tool as it allows participants to think beyond the present in a creative way and find different building blocks for the future through dynamic interaction. As the main objective of the Urban Agriculture policy was generating ingredients for policy, the game focussed on that.

The game session took 2.5 hours and existed out of the following elements:

1. The group starts by filling in ‘initiative cards’ that generate, rather quickly, a large number of initiatives, practices and ideas that they are already familiar with, both in Eindhoven and beyond. The making of these initiative cards will be structured by diversity and on the adding of some projects that may go beyond urban agriculture alone, to stimulate the formulation of unexpected combinations. A few examples were also provided, to give the participants an impression.

2. The initiative cards that now contain projects and practices are sorted by main differences. The majority of the participants get initiative cards and the accompanying roles. They then get the task to form different coalitions with other participants that have other initiative cards, even if a coalition between the two seems unlikely.

3. The participants then shortly present the different combinations they made and sketch the different future perspectives they had in mind for Eindhoven.

4. The different coalitions are then discussed among the participants to see whether there are any interesting coalitions to be made.

This sequence was done twice and it was clear that a combination between initiatives from Eindhoven and non-Eindhoven initiatives proved a useful combination that was both concrete and creative (See Appendix Seed Game). The participants reflected positively on the process, which they thought generated, a lot of information that was concrete and also new. Some comments were made about the game mostly focussing on the positive points of initiatives, rather than the negative; they were wondering whether the different initiatives would cancel out each other weaknesses or perhaps enhance them. Participants also found the initiatives cards to be long and complicated; they argued that making them a little less complicated and with less scales would make them more understandable.

All in all, this workshop contributed mostly by exploring unexpected connections with the participants and Proeftuin040. This has not resulted in an idea that was directly taken up into the manifest, but it was a good exercise and showed the myriad possibilities for urban agriculture in Eindhoven.
Proeftuin040 werksessie 2

The second session that was facilitated by Proeftuin040 continued with the four themes that were explored during the first session. But first, through the format of ‘speed-dates’ the 32 participants firstly reviewed whether they could add anything to the presented clusters. Secondly, like in the previous workshop, rather diverse group of participants (see Appendix for a list of participants) were divided in four categories and addressed the question of how urban agriculture can contribute to the future of Eindhoven. The following summarized points were derived from this workshop (Proeftuin040, 2015b).

Living and districts

Core task: how can urban agriculture be used to involve citizens more in their public space, local environment or neighbourhood?

- Schools can function as the heart of an area and are the place where the learning process of the future generation starts
- Increase visibility of urban agriculture by organising events
- Education around this topic should take place at urban farms, care farms etc.
- A stronger network and facilitation platform
- Find out who the leaders are and use these to facilitate this (while respecting them)
- Use a city as an example to look at what we should aim for. This provides clarity and insights.
- For continuity a value should be coupled to healthy food. This would make it more visible too.
Core task: What type of rules and policies are needed to integrate green and urban agriculture in the city?

- Eliminating rules is more efficient than adding rules!
- Authority over land should be more simple
- Make sure municipal policies fit civil society initiatives
- Make sure information is clearly available: what is possible and what is not? What are the possibilities?

Work and economy

Core task: How can we make intelligent connections between people, means and local resources to contribute to the development of a sustainable local economy?

- Focus on collaboration. Make sure different initiatives know how to find each other. The development of ‘labs’ or HUB’s could prove useful. Also already existing centres in a neighbourhood can be used and become a catalyst for new activities
- Embed agreements to ensure activities are less informal and can really develop fully
- Make sure there is space for little initiatives to grow
- A professional network with a professional organisation that connects can make a difference
- The connection between city and countryside can be strengthened. Farmers can become an entrepreneur that take care of food provisioning locally
- Create new values that fit with the current Zeitgeist; themes of biodiversity, waste management or unemployment and connect these to the business models
- Look for alternative forms of financing

Food chain

Core task: How can urban agriculture contribute to the connection between local farmers, citizens, supermarkets and Horeca, to make the food chain more sustainable?

Make an independent self-sufficient Eindhoven in which citizens are aware of a sustainable food chain. Local and regional farmers play an important role. A new business model for farmers should be created. Important in this is that supermarkets create space for regionally produced products to reach a bigger group of consumers. To embed this system, initiatives should be clustered to produce strong nodes. Eventually this way of managing things should become part of the citywide circular economy.

Care and participation

Core task: How can urban agriculture contribute to the connecting of people/initiatives to share knowledge and through that create space for new innovative care practices?

- Map out the current, often small scale, initiatives and include their successes and failures. Display this knowledge in the right way.
- Focus on the connection of initiatives and organisations, such as municipalities, local associations, care-institutions. Make sure there is professional guidance.
- Create awareness around the theme of nature and sustainability, like happens around themes as sport and health. Schools, local associations and municipality can play a role.
- Try to increase both demand as supply. This will benefit efficiency and support this new way of working in becoming more mainstream.

The second ‘werksessie’ generated a lot of information because of the large group of participants. As the workshop was designed along the four themes, the challenge for the Proeftuin040-team was now to tie these different ideas and objectives together. However, there were still some elements missing and this made it difficult to round off the visioning process. This led to another visioning exercise that was done with a smaller group, the Stamtafel.

**Stamtafel visioning session**

During this final visioning session, we attempted to fill gaps that Proeftuin040 felt were still left throughout the process. The previously used four themes were let go, but Proeftuin040 decided to stick with a themed approach. Although the previous themes provided scope during the start of the process, they were difficult to maintain while drafting the policy and made it seem like the objectives could be neatly divided into categories – instead of them being highly interrelated. As Proeftuin040 thought themes were still useful for understanding and structure, they distilled 6 new themes from the previous sessions (see table below).

<table>
<thead>
<tr>
<th>Themes used in 'Werksessie' 1 and 2</th>
<th>Themes used in Proeftuin040 draft document</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living and districts</td>
<td>Spatial quality</td>
</tr>
<tr>
<td>Work and economy</td>
<td>Innovation and circular economy</td>
</tr>
<tr>
<td>Food chain</td>
<td>Food provisioning</td>
</tr>
<tr>
<td>Care and participation</td>
<td>Citizens and participation</td>
</tr>
<tr>
<td></td>
<td>Health</td>
</tr>
<tr>
<td></td>
<td>Education</td>
</tr>
</tbody>
</table>

This workshop was done with the *Stamtafel* of Proeftuin040, as this workshop was a last-minute development and a broader and bigger group would not be feasible. Secondly, Proeftuin040 felt that it would be more efficient to do this exercise with their regular ‘consultants’, as they wanted rather focussed input for the vision and they feared that taking it to a broader group would also make the exercise less focussed, generated a lot of information again.

Starting with the draft document that came out of the previous workshops and sessions\(^2\), we first discussed what objectives the participants had in mind for the urban agriculture policy in Eindhoven. What should be the goals of the Urban Agriculture policy in Eindhoven? The following list of

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\(^2\) Also, before this final visioning exercise, Proeftuin040 had an ‘expert meeting’ organised by Wageningen University, during which, amongst other things, urban agriculture and food policies from around the world were discussed and some of Proeftuin040’s questions were addressed. This led to some additions of the document that was made after the ‘Werksessie 2’.
objectives was derived from that discussion, of which a large number were already in the draft document of Proeftuin040:

**Objective of the vision**

1. The vision should be a reflection of values
2. Provide clarity when it comes to ambitions
3. Provide starting points and direction to daily practices
4. Provide strategic guidance for initiatives
5. Make the city more ‘future-proof’
6. Act as a guideline to users in Eindhoven
7. Provide tools to local players that want to work with urban agriculture
8. Draw up an urban food policy as an example framework to take up into the vision
9. Facilitate the connection between human and nature and as such strengthen sustainable development
10. Connect knowledge and practice
11. Attract investments
12. Achieve more in urban agriculture by making coalitions
13. Integrate cross-sectoral benefits of urban agriculture in urban development
14. Give direction to the contribute that urban agriculture can make to urban development
15. Give direction to the general policy
16. Give direction to municipal procurement
17. Make visible the different levels and connect different functions to that
18. Provide a better breeding ground for the development of urban agriculture

During the second half of the workshop, the participants focussed on bringing together the different themes by trying to connect them. There was a discussion on whether holding on to themes would be useful, as it proved difficult to connect the themes in a meaningful way – as they were in a sense all very much connected. However, during the workshop the decision was made to stick to the themes, as the participants thought they were important enough to keep these themes highlighted. Also, some more concrete objectives and goals were added to draft document. This led to making some relations between the different themes and in some cases some concrete ideas. The following figure is a result of that effort:
This figure also inspired the eventual manifest that was presented by Proeftuin040 during the City Debate at the municipal hall in Eindhoven.
4. Back-casting workshop

In the months before this workshop, Proeftuin040 had been working on their vision for urban agriculture in Eindhoven. As described earlier, TRANSMANGO has been involved in a number of workshops that led to this vision. Three clusters of the themes used in the draft document (table 2, p. 11) were selected and these were used during the back-casting workshop, during which we ‘planned backwards’.

The value of back-casting is that the future vision that is guiding and not the present situation. We started the back-casting with the question: What is realistic? The actual testing of the feasibility of the plan was done in the following scenario workshop (see chapter 5). The aim of this workshop was to explore how Proeftuin040 could reach an objective, no matter how ambitious the objective was.

A setback in this workshop was the number of participants. As the Proeftuin040 team urgently needed input for their vision, before presenting it during the city debate, the date of the workshop was changed to a couple weeks earlier. As a result, the invitation to the workshop was sent out relatively late and only a few people had time to join us. Although we had hoped for 15 people, we ended up with 7 participants, who were divided amongst the three thematic groups. The participants came from various backgrounds; however, being restricted to these small groups meant that there were no real interdisciplinary discussions.

All three groups had a facilitator to guide the process. A cartoonist was present to make visualisations of the back-casts, drafting them during the workshop and finalizing them afterwards. These drawings were used in the following scenario workshop, as a visual representation and reminder of what was discussed during the back-casting workshop.

Outline and planning

The participants were divided over the three themes that were derived from the vision. Every group was responsible for the back-casting of one of these themes. For this exercise we had an evening; from 19.00 to 22.00 hours. During the exercise a flipchart was put on the table with an arrow indicating the future, in which the objective was met, going back to the present. No dates were added to this timeline, as this was something we needed to discuss during the workshop.

The theme in the future situation was added on to the flipchart and discussed: are there any concrete goals? If not, how can we come up with concrete goals? Is it useful to split into multiple goals? Participants discussed these questions and all their remarks and suggestions were written on post-its by themselves and added to the future objective. If possible, sub-goals were added.

In the next step the group questions what step would come previous to meeting this goal. Important in this part of the workshop is that the steps are concretely formulated, but also that the steps closer to the present are also feasible to improve the chance of succeeding. In the following section the findings of the back-cast exercise are presented.

Findings

‘Food provisioning’ and ‘Health’

General suggestions: the details in the vision around food provisioning should be more concrete. Elaborate what you understand under local, regional, sustainable, accessible? Some value needs to
be added to formulate a more concrete goal. Also, the theme health is missing the elements of social cohesions and physical health.

<table>
<thead>
<tr>
<th>Themes</th>
<th>Food provisioning</th>
<th>Health</th>
</tr>
</thead>
</table>
| Addition to the vision to make it more concrete: | • Sustainable is conceptualised as (at least) being organic and seasonal.  
• Regional is conceptualised as  
  o farmers that produce ‘facing the city’  
  o city and farmers sharing services and products  
• Innovation in the food chain means high-tech innovation, but also social innovation: People trying out new things and share experiences  
• Not only municipality, but also other actors in Eindhoven add to making the food system more sustainable. | • Social cohesion as part of health  
• The theme “healthy diets” can also be addressed through UA |

<table>
<thead>
<tr>
<th>Sub-objectives</th>
<th></th>
</tr>
</thead>
</table>
| • Local market with local products  
• As much regional, organic products in supermarkets of Eindhoven as possible  
• Regional products and local currency go hand in hand  
• All roofs, public spaces and waste lands should become green and/or edible (link to education and health)  
• Vertical farming at the edge of the city (link to Philips)  
• In order to make UA in the city truly healthy, environmental quality has to be improved (link to health)  
• Municipality facilitates processes of private and civil initiatives (link to citizens and participation)  
• Both citizen initiatives as corporations and municipalities work on a more sustainable food system (link to citizens and participation) | • All schools have an allotment garden (link to education and food provisioning)  
• All roofs, public spaces and waste lands should become green and/or edible (link to education and health)  
• In order to make UA in the city truly healthy, environmental quality has to be improved (link to health) |

**Step 1**

After formulating a vision, it is necessary that a Regional Council for UA will be founded (the ESSR) who will safeguard the vision, giving a stable and permanent character to policy and activities around UA (instead of it disappearing in 4 years).

Proeftuin040 could make the first steps, in collaboration with the municipality, in founding this ESSR. The ESSR has a council function, and a project function. The council will function as a sounding board and contain diverse (and also bigger) stakeholders in Eindhoven (insurance companies, municipality, university, regional waterboard, proeftuin040, hospital, schools, regional producers, UA-farmers, etc.).

The other function of the ESSR can be as activity planner, containing a maximum of 5 people from different backgrounds (project manager, planner, social worker, UA farmer, etc.). They can then carry out smaller projects.

The first step would be to found the council and discuss how they interpret the UA policy and how they can contribute.

**Step 2**

The ESSR will initially raise funds by calling upon insurance companies, municipality, regional government, etc. to invest in order to get some budget for the activity bureau. This would be enough to keep 5 employees and have a small budget for a number of smaller projects.

**Step 3**

There is a well-functioning ESSR. They will start with the following tasks.

The ESSR negotiates with the municipality about increasing green procurement at a municipal level.
The Netherlands workshop report: Proeftuin 040

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>The municipality from now on only buys “green and local”</td>
<td>Contact is established with housing corporations in order to discuss greening existing neighbourhoods.</td>
</tr>
<tr>
<td>5</td>
<td>Semi-government institutions from now on only buy “green and local”</td>
<td>ESSR established contact with smart mobility groups to make joint plans around improving environmental quality in the city</td>
</tr>
<tr>
<td></td>
<td>Routes on which you can pick fruit are established along the river Dommel to connect the urban to the rural.</td>
<td></td>
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<tr>
<td></td>
<td>Housing corporations have gardening “coaches” that advise people in how to ‘green’ and maintain their neighbourhood</td>
<td></td>
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<tr>
<td></td>
<td>ESSR establishes contact with regional water boards around urban water balance and private green spaces (such as paved gardens)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ESSR established contact with municipality / housing corporations to make plans for mandatory 25% green in future project developments (also privately owned)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Organic farming is better paid: flows of money are better redirected</td>
<td>Allotment gardens and education will be financed through a regional fund for food education</td>
</tr>
<tr>
<td></td>
<td>Municipality facilitates short food chains and initiatives</td>
<td>Car-free centre, cycling highways in the centre (connected to UA, also peri-urban)</td>
</tr>
<tr>
<td></td>
<td>To support UA initiatives there are local spoke persons or projects where people can go for advice, ideas, experience</td>
<td>Logistics in Eindhoven are electrical to minimize emission; e.g. supply of supermarkets</td>
</tr>
<tr>
<td></td>
<td>Every area (living, industrial, etc) should contain a minimum of 25% edible green, or else no building permit will be issues (like is Oosterwold, NL)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>People and environment will be further stimulated to green their surrounding (e.g. through a subsidy)</td>
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</tr>
</tbody>
</table>

Figure 2 Cartoon representation of the back casting of “Food provisioning and Health”
‘Citizens and participation’ and ‘Spatial quality’

General remark: Make sure the vision aligns to the timeline of other urban policies – that vision until 2050. The drafted document is still too much focussed on processes and it should become more concrete.

<table>
<thead>
<tr>
<th>Themes</th>
<th>Citizens and participation</th>
<th>Spatial quality</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>(and integration of knowledge of UA activities)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Knowledge brokering plays a role in all UA. Eindhoven uses ‘cross-pollination’ of CSO and high-tech UA when it comes to education and innovation. Education does not solely depend on schools, but is designed systemically.</td>
</tr>
</tbody>
</table>

**Step 1**

A first challenge is cultivating UA activities and showing its value (see education). A number of people function as ambassadors and this role should be encouraged more.

Meetings between UA and people of spatial management and maintenance companies to create more sustainable and efficient green management.

A UA-academy is nationally organised in collaboration with UA in Eindhoven. Knowledge is shared and research on different impacts of UA is collected. This academy aims to provide support through information for new initiatives on how to gain political and financial support. This happens in collaboration with the high-tech campus. Examples of creative integration of high-tech innovations and low-tech UA (e.g. Philips LED projects) are collected and shared to provide examples of these hybrids.

Knowledge and experience that surfaces needs to be safeguarded by PT040.

**Step 2**

There is a design space for UA, where entrepreneurs and alderman can meet/focus on UA together. Citizens can also easily come here for support and information.

The UA design space is coupled to a network around spatial quality and maintenance.

The strategy for UA is connected to the ‘green-blue strategy’ to integrate spatial planning and UA more.

The UA design space becomes a knowledge-HUB where connections between science and education are formed.

Eco-engineering becomes part of the education program and is also taught to municipal employees. Cities unite in sharing knowledge on eco-engineering (with a link to UA). Links are made between events such as ‘design week’.
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 3</td>
<td>Through the UA design space locations and key figures are found to start local focal points. ‘Role play’ is used to find the right function for the right people (like done before). Attention is given to flexible UA-spaces – where both individual and collective gardens are possible and where people can exchange between the two. There is awareness about the differences between the different generations in Eindhoven, that all require certain approaches when it comes to education.</td>
</tr>
<tr>
<td>Step 4</td>
<td>In every area there is a local point UA; a HUB where people can encounter practical work, knowledge and materials, and key figures. There is room for personal development: everybody needs to know where they can find a place to do something with UA. Important is that these local UA points also act as places for democratic decision-making about what is (not) allowed in these civil initiatives. Trust in citizens is central. Citizens have ample opportunity and choice in coordination of living conditions and the way UA is performed: e.g. chose to live in an area with a shared interest in small-scale UA, close to high-tech local food production, or perhaps more tech-minded small-scale hybrid projects. People that work in nature maintenance can drop by local UA points. Knowledge-HUBs for connection between science and education are now also coupled to the local UA points.</td>
</tr>
<tr>
<td>Step 5</td>
<td>UA in a broad sense (from lettuce to chicken to grasshopper) are used to foster acceptance around sustainable innovation processes. Greening and ‘agriculturalization’ of the public and private rooftops is combined with the demand for solar panels. Important for biodiversity. ‘Permanent education’ throughout all layers of society is key – provide examples via local points, schools on all levels through practical experience.</td>
</tr>
<tr>
<td>Step 6</td>
<td>A cultural shift is made towards acceptance of (discussed) ways of innovating UA in Eindhoven. Are chickens in the front yard too much? A contact point and platform for UA, both centrally organised as in local points, with participation of municipality and other actors, offers direction on what is (not) allowed, but also provides incentives and space for innovation and experimentation. The municipality has obligations around greening and encouraging others: e.g. a policy that demands at least 50% green. But also in providing information about greening and UA. Eco-engineering principles are causing structural changes: different management, designs, rules and processes. Where possible ‘native’ crops are cultivated. Integration and recombination of high-tech and low-tech UA is cultivated. This leads to creative and informative new forms of UA that use e.g. technology to reach a higher quality level on a small scale.</td>
</tr>
</tbody>
</table>
Innovation and circular economy

The future: Eindhoven City hinges on principles of circular economy.

A circular economy is an ideal socio-ecological-economic stage in the development of society that is characterised by surplus rather than scarcity. Waste is a key resource which circulates between users/consumer/producers and the circulation is not based on maximizing efficiency but effectiveness. A circular economy is driven by smart solutions (re Eindhoven as smart city). Key words and notions to make this happen, and that underpin attempts to work towards this stage is another mode of thinking (knowledge), new patterns of social relationships not based on inequalities, power differences and culture (categories like capital and labour has lost their meanings and importance). Trust has replace dependencies that fuel the relations between human and non-human elements that together constitute a circular economy. A major driver is diversity and inclusiveness (as opposed to exclusion and homogeneity). Urban agriculture is part of a more encompassing whole or ensemble of people, matter and interactions which would fit well in the circular economy paradigm. Urban agriculture, however, is seen as a major catalyser for achieving a stage of circular economy; it is after all a seed of innovation or change. Urban agriculture is tasked and seen as the vehicle as it were to develop and create trust, smart solutions and above all to create a platform for new modes of thinking and circular economy practices and in time leading to a circular economy. The shift to a circular economy is scientifically supported and enriched by new modes of thinking (a new ontology) that problematizes and underpins social-ecosystems as hinging on surplus rather than scarcity and on
social configurations resembling mutual dependencies between human and non-human actors. Classic economics which revolves around scarcity needs a paradigm shift and replaced by an economics of surpluses. A proper and well-grounded Sociology of Trust requires time and energy to be developed.

**Figure 4 Cartoon representation of the back casting of “Innovation and Circular Economy”**

The intermediate

Pilots and supporting narratives will show to a broader public that urban agriculture potentially can unfold to a well-functioning micro socio-ecological system that produces food for the city. This is considered an investment in building broader support in Eindhoven and surroundings. Further supporting this requires a physical meeting place to exchange experiences and ideas on how to extend the urban agriculture experience to other sectors of the economy. This in turn will create space for new experiments. How to facilitate the learning of building new connections and redefining resources and social relationships, is a major task and objective of such a meeting place. Ambassadors of circular economics and the new food economy as well as match makers need to stand up and stick their neck out.

**The present**

Legitimitizing urban agriculture as a catalyst for a circular economy needs to be built up from the ground. The Eindhoven Urban Food Movement (EUFM) needs to begin creating and building support amongst Eindhoven citizens. Their participation is key to continue to receive support from the Municipality. The Food movement also needs build up strength of their argumentation that urban agriculture is a holistic and relevant form of land and resource use. To achieve this, the EUFM needs
to extend and deepens its connections with the major and key food chain and science partners and institutions in and around the City. Existing urban agriculture initiatives will have to work together more closely. This to underpin the importance, but also the scale and purpose of urban agriculture in and around the city. Promising examples, pilots of existing urban agricultural hubs connecting small scale initiatives needs to be documented and stimulated. The EUFM is in need of good examples to build support to be able to make a dream come true. Initiating a feasibility study of how the circular economy looks like and what steps are required is important to build strength.
5. Scenario workshop

The final workshop was centred on scenario modelling and aimed at letting participants envision how e.g. a policy would turn out in a certain future scenario. Key in this exercise was that participants let go of the current context and as such explore a more uncertain and sometimes inconceivable future. Unlike more traditional forms of planning, where plans are made with only current situations and foreseeable futures in mind, foresight exercises allow participants to think ‘out of the box’ and as such create a more resilient policy that is able to cope with different (uncertain) future contexts. By using a number of EU level scenarios, a link was also created to more systemic and landscape level processes that might play out in the future.

Outline and planning

For this scenario workshop we had deliberated extensively with Proeftuin040 about the focus of this workshop, in order to connect well to the needs of Proeftuin040. There was limited time to perform the exercise, as there had been plenty of previous meetings and a full day would not have encouraged participants – who were often also involved in the other meetings – to join. The planning of the afternoon was rather strict in time and was as following:

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.00</td>
<td>Lunch with participants</td>
</tr>
<tr>
<td>13.00</td>
<td>Introduction by André and presentation by Joost explaining the program of the workshop</td>
</tr>
<tr>
<td>13.30</td>
<td>Downscaling of scenarios working in three groups</td>
</tr>
<tr>
<td></td>
<td>Three scenarios have already been pre-downscaled a little, to save time</td>
</tr>
<tr>
<td>14.30</td>
<td>Testing Proeftuin040 manifest and back casts through the scenarios</td>
</tr>
<tr>
<td></td>
<td>45 min reviewing the manifest</td>
</tr>
<tr>
<td></td>
<td>45 min reviewing back-casts</td>
</tr>
<tr>
<td></td>
<td>45 min reviewing how the manifest can be improved in light of the scenarios</td>
</tr>
<tr>
<td>16.45</td>
<td>Final feedback and closure</td>
</tr>
</tbody>
</table>

In order to meet objectives while staying within our short timeframe meant we had to cut a little in the original planning. Together with Proeftuin040 the decision was made to take the EU-scenarios and pre-downscale them a little. By already taking the EU-level a bit more to the level of Eindhoven, this would save a considerable amount of time, while still leaving sufficient room for participants to change the scenario and imagine themselves to be in this situation – which is key for this exercise.

The three EU-scenarios that were chosen were The grass is greener, Fed-up Europe and Too busy to cook, as Proeftuin040 thought these would be the most relevant for their organisation and the urban agriculture policy in Eindhoven. Proeftuin040 took the lead in downscaling these to the level of
Eindhoven, to how they roughly envisaged this scenario. We finalized these pre-downscaled scenarios by adding some details around figures and broader processes, based on the information that was produced in WP4. These scenarios were presented to the participants of the workshop, who continued downscaling to more detailed level.

**Downscaled Scenarios**

**The grass is greener / From doom to bloom**

In this scenario the majority of Eindhoven’s larger industries move facilities abroad towards new economies, as the Western economy has come to a standstill which is making competition fierce. This leads to unemployment on a large scale and emigration of especially the higher educated. Local and national government are short of money and now start receiving aid money from Asia. The lack of money leads to a retreat of the government and disappearance of social security policy. This pushes people to become more reliant upon their direct relations and their own skills. Producing your own food in the city has become a necessity and there is ample opportunity for it, because the ‘brain drain’ ensured land is plenty available and time is neither a constraint for people. Looking for affordable food, people reconnect to the farmers in the rural and peri-urban areas.

**Too busy to cook / Fata morgana**

Eindhoven becomes the city that is known for technique and design. Due to changing EU policies, rather small companies blossom economically as well as politically. Sustainability and local enterprises are the buzzwords of the urban economy. The city attracts many, predominantly young people, who come to form the new middle class: the elite of the future. Their lifestyle is hectic, living in high rise apartments and consuming locally produced, yet unhealthy, food and products. This group of new elite, which is now in majority, determine the direction and values of the local economy. This further unfolds in growing differentiations between ‘rich’ and ‘poor’: the poor become marginalised spatially and economically, and public health decreases due to unhealthy food intake. Ultimately, the interpretation of sustainability becomes contested, as there is a proliferation of small, short-sighted projects that do not connect to the vulnerable social groups and have a superficial sense of what is sustainable.

**Fed-up Europe / Greenport Eindhoven**

Eindhoven is envisaged to evolve into a main port of technology and design carried forward by corporate groups and followed by more and more start-ups being incorporated in bigger corporate groups. The corporatisation of Eindhoven goes hand in hand with a growing interest in high tech solutions for localised food production in the city; mostly the vertical way. As a result, the rural becomes redefined into a consumption area. Green Port Eindhoven hardly has space for those that have been excluded from the circular economy under construction. The excluded explore for livelihood changes outside the high-tech. New options are identified leading to a greening of Eindhoven, reducing in the long run the differences between the high and low-tech run urban economy. It is in the interest of the municipal polity to underpin legitimacy of it policies to keep these co-existing economies together. Pushing for mutual interaction will reduce the contradictions and enrich the resource base of the urban economy.
Scenario reviewing

In the following section of the workshop we used the downscaled scenarios to test the previously developed material of Proeftuin040. In this case we focussed on the back-casts that were produced in the previous TRANSMANGO workshop and the Manifest that was produced by Proeftuin040 (see appendix for Dutch overview) and presented to the city prior to the scenario workshop. Reviewing these two documents would provide the necessary ingredients for Proeftuin040 to finalize the urban agriculture policy for the municipality of Eindhoven.

From doom to bloom

This scenario shows that in times of crisis and de-growth UA offers many opportunities and should therefore not be framed as luxury or elite toy only. Eindhoven has fallen into Cuban-like situations, where UA is no longer a hobby, but a necessity. Many people do not have jobs and as such have plenty of time for growing their own food in the city. Space is also not a constraint, since many companies have left Eindhoven in search of better economies. Rules and regulations are not restricting, as the government has no budget to enforce them. Although this will lead to the ‘bloom’ of UA, the participants did feel like it was still a ‘doom’ scenario, since poverty is a serious issue which can cause safety issues. Some of the recommendations for the policy in light of this scenario are the following:

- Do not frame UA as being an elite hobby, it can also be a solution to people in poverty
- Emphasise this different framing of UA and as such enhance the resilience of the urban environment
- Take lessons from other cities that experienced serious economic downturn, such as Detroit, and use these centrally in the policy
- Such experiences also emphasise the connection between regional small-scale entrepreneurship, both urban as rural.

Fata Morgana

This scenario has provided ample space for small projects and companies to develop around sustainability. However, there appeared to be two big obstacles in this scenario: firstly the growing and persisting gap between rich and poor, and secondly the shallow interpretation of sustainability. Throughout the workshop the focus was first on how the policy could cope with these developments, however the participants of this group later thought that this was a real ‘sluipmoordenaar’ (unseen killer) and decided prevention of these circumstances was key in this scenario. The rationale behind this decision was that once Eindhoven had entered this scenario, it would be a vicious circle and it would be difficult implementing a new and true sense of sustainability. Also some suggestions were made for the manifest of Proeftuin040:

- Real awareness and knowledge can be created by putting the theme of sustainability in education at the heart of activities in the city, such as urban agriculture, and not leaving it to teachers alone.
- The big gap between rich and poor is partly caused by the economic opportunities that are only available for the elite. To prevent this gap from emerging a level playing field for started in the UA sector should be created – instead of keeping it for the ‘usual suspects’.
• Food is sustainable and often organic in this scenario and the real price of food is paid. However, this is a problem for vulnerable groups, such as the poor. Urban agriculture could offer an opportunity to provide these groups of healthy and fresh food.
• The danger arises that UA-project become sort of ‘modern plantations’ with the poor working in projects of the elite. This would only enforce the gap between rich and poor.
• To prevent small oases of green attractive (elite) areas from developing, collaboration between different layers of society needs to be actively sought.
• The municipality should in all cases have the final responsibility, to keep track of the broader situation. Municipality can be a little more enforcing when it comes to pursuing equality.
• In this scenario quick-and-dirty type of projects that are founded by the new elite are a problem. To prevent such ‘fake sustainable’ projects guidelines for sustainable entrepreneurship should be formulated. This should provide clear guidance and a framework for entrepreneurs in UA.
• A UA-council could judge/advice different initiatives according to these guidelines.

Greenport Eindhoven

Technological entrepreneurship is the dominant force in the city-region Eindhoven in this scenario, both economically and politically. To tap into this it is necessary to not only look at small scale sustainable UA initiatives, but actively search for collaboration between big high-tech companies within the city. Moreover, the city almost doubles in the amount of inhabitants, who are mostly employed by these big industries. Connection to rural areas is mostly lost and this is something the participants of this group saw as an opportunity for UA as this provides room for experimentation, innovation and social meeting places. Some suggestions for the manifest were made by the participants:
• Within this scenario there is an opportunity for neighbourhoods and villages in the periphery of the city to develop education in sustainability
• Involve big companies in the organisation of education around sustainability
• Promote sustainable entrepreneurship
• Stimulate businesses in taking the lead in developing sustainable UA and to strive for a self-sufficient city-region
• Embrace high-tech solutions to making food production more sustainable
• Stimulate businesses to invest in (sustainable) UA
• Connect to investors and try to make Greening and UA a priority
• Stimulate high-tech companies to invest in a green city-region
• Define the term ‘urban farm’ a little wider in order to connect to high-tech developments
• Focus on hybridisation of high-tech and low-tech in UA

Discussion

To structure the discussion of the findings from the Eindhoven workshop we focus on three points related to the opportunities and limitations for UA in the future (scenarios); also to the translation from this discussion into strategic choices for the initiative; as well as other observations and interesting findings from the reflection process that stakeholders carried during the session.
Differences in opportunities and limitations

The three scenarios paint different realities for UA in Eindhoven. An important aspect around which opportunities and limitations would emerge is the degree to which technology would mediate the development of UA. In all scenarios technological innovation, either its dominance or the reduced presence of it was translated into different opportunities for UA in the city as well as different ‘versions’ of UA (e.g. low tech vs. high tech based initiatives). A clear illustration is the Greenport Eindhoven scenario interpretation where UA is highly dependent and interlinked with technological innovation and business development.

Another relevant point is that scenarios that were seemingly ‘positive’ were not interpreted as highly beneficial for the development of UA, while the more ‘negative’ scenario (From Doom to Bloom) painted a future, according to the participants, where due to the abundance of time and the necessity to rethink (individual) economic prosperity, UA would gain prominence. Although it is important to note that the driver behind this prominence was identify to have been more related to short-term subsistence and wellbeing as opposed to the strengthening of the social fabric or a more integrated sustainability agenda.

A final observation in terms of opportunities and limitations for UA is that the scenario interpretations showed that actors from the urban food movement in Eindhoven implicitly recognize that UA is not a priority for the local government and do not expect UA to become a priority in the future either. Actors’ interpretations show that currently UA in Eindhoven consists of a range of initiatives of which most depend largely on personal commitment and passion, volunteers, and/or temporary project support and the prospects of witnessing structural change in this regard is rather low.

Translation of differences to diverging strategic choices

The scenario exercise allowed participants to reflect on strategic choices and/or priorities which will serve as input in order to create a more robust UA vision for the city. The key points that were discussed revolve around:

- Defining a desired symbiotic relationship between UA and technology. From the scenarios where technological innovation is key and a solid relationship between UA and high-tech firms serves as an anchor for UA development to scenarios where the big firms are gone and the local tech expertise is put to the service of low-tech UA in the city.
- Raising interest and building connections to local (large) businesses and to rural movements which so far remains weak/inexistent.
- Incorporating a sustainable (food) agenda into education, with special emphasis on ‘lost’ skills such as growing food, harvesting, processing, cooking, etc. as well as circular thinking and strategic use of (re)localized resources and flows.
- Thinking of new revenue models and definitions of economic prosperity that could potentially include alternative forms and means of exchange (e.g. time as money and local food traded through local currency).
Other important outcomes

An initial outcome that speaks of the sense of urgency, relevance, and/or degree of institutionalization of UA is the fact that participants on the workshops were mostly civil actors with relatively few institutional representatives. An exception would be the fact that the last workshop took place at the Regional Headquarter of a large Social Housing Corporation. Hosting such event might be perceived as a positive indicator of, even if gradual, a growing institutional interest in UA prospects and benefits.

In relation to the previous point, the workshops revealed that so far the urban food movement in Eindhoven has not engaged with high-tech firms, small and medium businesses and/or larger enterprises in the region. It is also largely disconnected to rural movements. This is why ‘gloom’ scenarios where these actors would be less prominent were related to brighter prospects for UA.

The urban food movement in the region of Eindhoven consists of a broad spectrum of UFIs. The movement serves as convening point for people with similar ideas about how UA can contribute to the city’s social and environmental quality of life. The multi-workshop approach seems to have contributed positively to the visioning process within the movement. This has also been facilitated by Proeftuin040 and WURs inputs (e.g. the organization of a meeting with some key-experts of Dutch UA movement).

However, the workshops also confirmed that the movement relies heavily on adhoc temporary funding, personal commitment and volunteering. There is little clarity as to what will happen after the UA vision for the city of Eindhoven is finalized this summer (2016). A translation of this document into active and coherent food policy to the city is still to be seen. A final outcome from the workshops is that while there is a wide range of UFIs working on urban food, the capacity of involved actors to develop a coherent and transparent strategy on how to mobilize support, to create new alliances and partnerships, and to strengthen institutional backup is still rather embryonic.
6. References


7. Annexes

List of participants

Proeftuin040 werksessie 1 participants:

1. Hans Snijders: Docent TU/e en mede-oprichter AURA
2. Erwin Oosterbos: Opzichter Woonbedrijf
3. Age Opdam: Boer Genneper Hoeve
4. Maya Butalid: SNV Brabant Centraal
5. Paul Boel: Stadsakkers Eindhoven
7. Pim Wever: Braining the Future
8. Jannie Landa: Gemeente Eindhoven, NDE
9. Aldrik Kleinlooh: Stadstuin de Bergen
10. Willem Doreleijers: Spinazie & Spinoza
11. Wim Ruis: Projectleider IVN, natuur en milieu educatie
12. Jos Smeets: docent TU/e, aquaponics in Strijp-S
13. Joost Reijnen: architect met groen hart
14. Hans Marechal: GGzE de Grote Beek
15. Bart de Graauw: Woonbedrijf
16. Lise Alix: Sociologue, voedselbos en Rechtstreeex
17. Joep Klunhaar: Emphasize Studio
18. Doreen Westphal: Fungi Futuri
19. Roel Olfers: (H)eerlijk Anders
20. Alexandra Fuss: Rechtstreeex
22. Henri Verbruggen: Gebiedscoördinator Eindhoven
23. Lili Mostard: Braining the Future
24. Cees van Pagée: Futuris
25. Ellen: TransitieStad Eindhoven
26. Florieke Martens: Garden Mania
27. Aniek Hebinck: Wageningen Universiteit (WUR)
28. Daan Melis: EHV 365
29. Arjan de Vries: Resiliant Culture
30. Peter Termeer: MVO Gemeente Eindhoven
31. Jos Hakkennes: St. Duurzame Kost/ Aquaphonix
32. Marianne Verhoeven: Verhoeven de Ruijter
33. Wieteke Brocken: Aarde & Co.
34. Niek van de Klundert: Proeftuin040
35. Neelke Goossens: Proeftuin040
36. André Cools: Proeftuin040
Proeftuin040 werksessie 2 participants:

1. Rob Bogaarts: Woonbedrijf
2. Karel Beljaars: Gemeente Eindhoven, Openbare Ruimte
3. Henri Verbruggen: Gebiedscoördinator Eindhoven
4. Peter Termeer: Gemeente Eindhoven. Duurzaam MVO
5. Herman Kerkdijk: Gemeente Eindhoven
6. Flip Verhagen: WIJ Eindhoven
7. Paul Boel: Stadsakkers
8. Doreen Westphal: Fungi Futuri
9. Roel Olfers: (H)eerlijk Anders
10. Alexandra Fuss: Rechtstreex
11. Jos Hakkenes: Futuris Zorg
12. Hans Snijders: docent TU/e
13. Lili Mosterd: Braining The Future
15. Aldrik Kleinlooh: Stadstuin de Bergen
16. Ellen: TransitieStadEindhoven
17. Aniek Hebinck: Universiteit Wageningen
18. Arjan de Vries: Resilient Culture
19. Marjan Verhoeven: Verhoeven & de Ruijter Architecten
20. Wieteke Brocken: Aard & Co
21. Rene Ervan: Architectuur Centrum Eindhoven
22. Willem Doreleijers: Spinazie & Spinoza
23. Dirk Huijbers: Student HAS
24. Jasper Snijders: Student HAS
25. Mervyn Dreesen: WIJ Eindhoven
26. Mirjam Holtzer: WIJ Eindhoven
27. Lucas Rutting: Oxford University
28. Anne van Strien: Anne van Strien
29. Neelke Goossens: Proeftuin040
30. André Cools: Proeftuin040
31. Niek van de Klundert: Proeftuin040
32. Bart de Graauw: Woonbedrijf
Seeds Game

The following initiatives featured in the Seeds Game, in Dutch:

- (Rotterdam) Varkensfabriek – varkens midden in de stad, richt zich op cohesie, hypocrisie – wonen
- Boer in Leuven – teelt voor zijn omgeving – abonnement – sterk verdienmodel – hyperlokaal
- Shared transport HAS studenten RechtstreeX - bestelauto haalt producten op bij boeren – voor wijkchefs – opschaling moet nog wel gebeuren – voedselketen verduurzamen, welke transportstromen lopen er al?
- Cultuurzaad Duitsland – instandhouding en veredeling van zaadvaste groenten rassen – met zorg + ander bedrijf (verkoper) – internationaal gericht
- Bristol Pound – lokale valuta, alleen lokaal te besteden, competitief – minder kwetsbaar voor mondiale verandering – de burgemeester krijgt zijn salaris in deze valuta uitbetaald
- Agricologia Spanje – behoud van traditionele landbouwtechnieken – educatie – lessen in agro ecologisch boeren in volkstuinen
- Beginhoven - toegankelijk, openbaar

The following combinations between initiatives were made in the two rounds of the Seeds game, in Dutch and telegram style:


**Key points manifest Proeftuin040**

1. Duurzaamheid is structureel onderdeel van een leven lang leren op scholen én daarbuiten
2. Eindhovenaren voelen zich verantwoordelijk voor hun eigen leefomgeving
3. De foodprint van Eindhoven wordt verkleind, waar mogelijk gebeurd dat met lokaal voedsel
4. Eindhoven is een sociaal inclusieve en gezonde stad
5. Eindhoven is een groene en aantrekkelijke stad om in te wonen en werken
6. Stad en land worden met elkaar verbonden en profiteren van elkaars kwaliteiten en nabijheid
7. Stadlandbouw levert een belangrijke bijdrage aan de stad en wordt geprofessionaliseerd
8. Eindhoven is koploper in duurzame stedelijke ontwikkeling