

# 1st global summit on Metropolitan Agriculture

## and the launch of the Metropolitan Agriculture Innoversity

28 – 30 September 2010  
Van Nelle Fabriek  
Rotterdam, The Netherlands

An action-learning opportunity that explores how cities can use innovations in agriculture and food systems as a way to meet the varied and critical needs of their populations. Projects currently focus on:

- food production
- new supply chain models
- food security
- effective water and waste management
- retail sales and economic growth
- land use and blight reduction
- animal welfare and disease prevention
- the connection to nature and the environment



## The Need and the Opportunity

In 2007, the United Nations announced that half the world's population now lives in urban areas. These metropolises depend on a globalised food system that has separated agriculture from metropolitan space, also increasing their vulnerability to economic and environmental crises. Technological advances in storage and transportation allow food to be produced far away from where it is consumed resulting in a growing "mental gap" between food "on-the-plate" and the production of food.

Consumption patterns are changing. Some populations want more protein, others healthier food and the demand for cheap food keeps growing mostly due to widespread poverty, thus creating problems in terms of food safety and food security.

These and other accelerating trends produce agriculture and food systems that are fragile, hostile to the environment, and encounter growing societal opposition.

Using the lens of crisis, we tend to focus only on parts of the system—and make little or no progress in addressing the real issues. But when viewed through the lens of possibility and opportunity it becomes clear that agriculture and cities have a lot to offer each other in becoming more sustainable.

Can these trends offer new beginnings? How can we take systemic action and alleviate the problems once and for all?

Be part of this groundbreaking and innovative approach that lets cities harness the potential that agriculture and food systems can provide for sustainable development. Come to the global Summit and join with practitioners who are grappling with these issues daily.

What can you add to the resiliency and rigor of what's currently being done? What new insights can you offer? What can you take back to your own work? Come see for yourself.

## The Story So Far

Six metropolises—Amsterdam, Chennai, London, the Detroit-Flint region, Johannesburg and São Paulo—each facing different contexts and critical issues have convened cross-sectoral teams, which see the opportunity to use the agriculture and food system as levers to address those issues. The teams develop and begin implementing various pilot projects in areas such as:

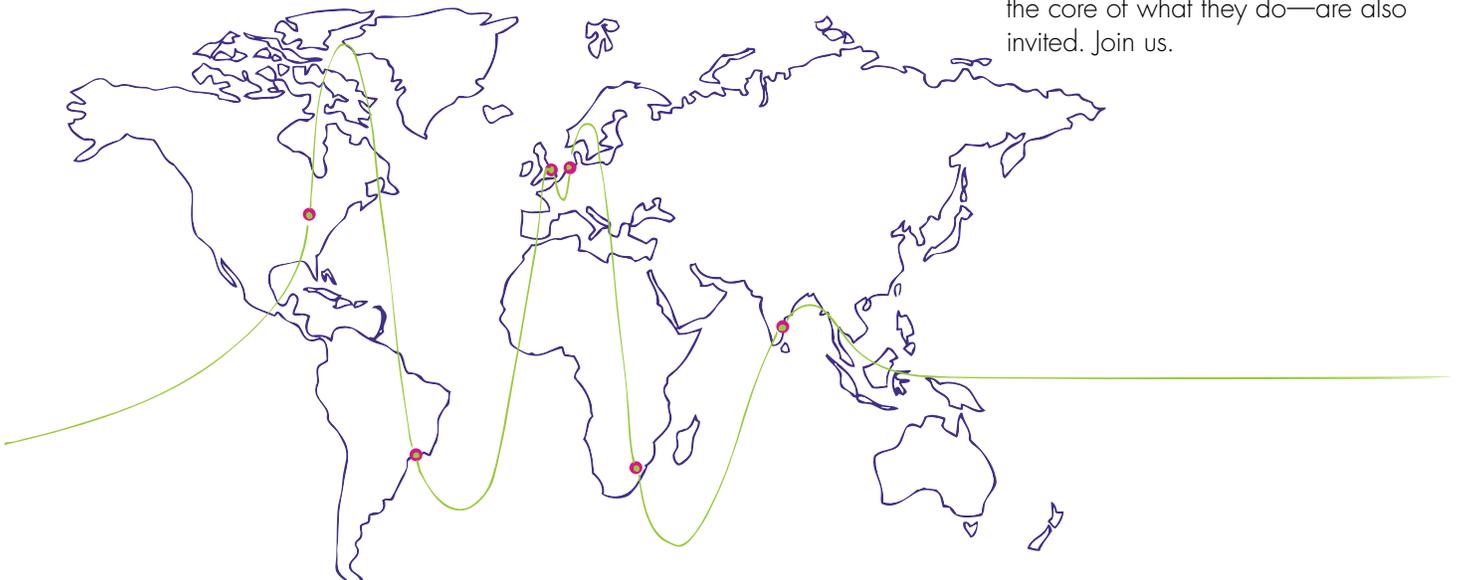
- sustainable food production
- innovative supply chain models
- new agricultural services
- effective water, energy and waste management
- logistics and integrated production
- food security and food safety
- retail sales and economic growth
- land use and blight reduction
- animal welfare and disease prevention
- the connection to nature, landscape and the environment

## Now...

We are holding a global Summit to learn from the work currently underway as well as from all participants in order to find ways to scale up efforts like these as effectively and efficiently as possible.

More teams and more cities are invited to the Summit to initiate and foster their own Metropolitan Agriculture projects.

Individuals—for whom this work is at the core of what they do—are also invited. Join us.



## What will happen at the Summit?

This is the first global gathering being convened on the rich and fertile topic of metropolitan agriculture. Here you will meet with committed, experienced, interested people who work on this topic everyday. Everyone's voice and learning will build the knowledge-base. This is about practice taking center stage.

The Summit is not a typical conference. You will have a chance to share your experiences through an "open space" process and you will be able to attend sessions offered by others who are immersed in this work.

No gurus here, no talking heads—instead there are hands-on practitioners and working sessions where we will "roll up our sleeves" and help each other figure out what needs to be done and how to do it. We'll learn with and from each other.

We'll also go out into the field and visit projects around the Netherlands and use those experiences to inform our work. We'll foster new relationships and new alliances between retailers, food producers, NGOs, agribusiness, investors, knowledge institutions, and governments from metropolitan regions that span the globe.

We'll sow the seeds of new ways of working and forging connections that will become the foundation of an international action-learning platform that supports the further development of Metropolitan Agriculture—the Innoversity.

# how can agriculture contribute to sustainable development of cities?

## What is Metropolitan Agriculture?

Metropolitan Agriculture is an innovative response to the problems within the food system, which specifically takes advantage of the characteristics of metropolitan environments to provide a range of sustainable solutions. It is a pragmatic vision for a new, sustainable agricultural logic; a logic for co-creating new connections between metropolitan areas and agriculture. It can be applied at different scales, from the individual project level to the city-region level, incorporating agricultural processes beyond production such as logistics and trade, and promotes the use agriculture to meet a variety of needs for metropolitan populations.

Within this broad framework, there is considerable potential to integrate agricultural activities with diverse aspects of metropolitan development, from the most obvious function of food production to more innovative work with recreation, healthcare, energy production, and waste management systems.

## Summit Highlights

- In-depth exploration of some of the current work that is being done in this area
- Cross-sectoral creative working sessions
- A provocative and shared exploration of how we can more effectively work together on the complex challenges that matter, facilitated by Adam Kahane, author of *Solving Tough Problems: An Open Way of Talking, Listening, and Creating New Realities* and *Power and Love: A Theory and Practice of Social Change*
- Sharing of projects and processes
- Site visits (Learning Journeys) of currently active projects "on-the-ground" in the Netherlands
- Opportunities to build and contribute to the "ecosystem" that supports this body of work
- Timely, relevant concurrent sessions that meet the needs of the participants right now
- Flexible and emergent learning experiences drawing on the vast expertise of the participants at the Summit

**"Twenty years ago people were talking about environmental concepts. Now, sustainability is ingrained in our businesses. Metropolitan Agriculture is at that formative stage. Soon, it too will be an essential way of thinking about our work."**

—Hans Jøehr, Corporate Head of Agriculture, Nestlé

## Who Should Attend

- People interested in, and practitioners of, Metropolitan Agriculture
- Members of new teams that are beginning to form in new cities
- Ag and food industry players from all parts of the supply chain who see metropolitan populations as a critical part of their market
- Action-researchers who have “on-the-ground” knowledge and experience to share
- Lenders and investors from foundations and donor agencies who want to better understand this area of work
- Government officials who are responsible for sustainable development, city planning, urban renewal, agricultural and food policy

Be part of this unique initiative. We need participants and partners who believe in the benefits of marrying sustainable food and agriculture systems with the creative power of cities. We are building a cadre of leaders who desire a new way of working on the complex issues we face and see Metropolitan Agriculture as an important part of the solution in creating transformational societal change.

The Summit is the beginning of an ambitious and far-reaching effort to shift both agricultural systems and the sustainability of cities.

## Some of the MetroAg Projects Currently Underway

- Shortening the food supply chain between producer and consumer in order to strengthen the connections between them, while reducing the environmental impact and costs of transportation; reducing the number of intermediaries thereby creating better conditions for producers.
- Reusing resources, reducing emissions, and increasing efficiency and animal welfare by connecting two controlled-environment farms—one chicken and one pig—with an energy production firm
- Designing a new sustainable housing system for chickens that takes into account the welfare and health of the animals, environmental criteria, harmonisation with the landscape, and modern, efficient packaging equipment for the poultry farmer
- Creating an overarching policy document that draws on the conceptual framework of metropolitan agriculture in order to open up space for innovation between the urban agriculture sector and mainstream industrial agriculture interests
- Using Metropolitan Agriculture as one of the guiding principles in developing a Food Security policy and strategy for the City of Johannesburg
- Linking farms with healthcare—farms offer services including day-care, labour market reintegration and care for people with addiction or psychiatric problems, learning programmes for children in special primary education, and other jointly-designed programs, providing supplementary income and support for farmers.
- Supporting an integrated development project for townships that includes food production, water and energy management, urban agriculture, transport systems, and a “Peoples’ Markets” plan
- Having retailers engage in long-term partnerships with producers so that the producers are able to invest in sustainable production methods ensuring a reliable supply of reasonably-priced, sustainably-produced foods.

**“Metropolitan Agriculture can bridge gaps. It can provide producers, rural processors, and other businesses with what they need to know about the populations, issues, and environments in which they are marketing their goods—and it can help consumers to recognize where their food comes from. This sense of respect and understanding from both sides can generate greater potential and possibilities for feeding and fueling the world.”**

—Dr. Chris Peterson, Nowlin Chair of Consumer-Responsive Agriculture, Michigan State University

# introducing... the MetroAg Innoversity

“Sharing knowledge is not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.

—Peter Senge, Massachusetts Institute of Technology author, researcher, and educator

The MetroAg Innoversity is a multi-stakeholder platform for supporting action-learning experiments in the field of agricultural systems. Its objective is to provide a forum for knowledge-sharing and co-creating the metropolitan agriculture vision and practice around the world. It will deliver three sets of results at both the global and metropolitan levels—initiatives, relationships, and capacity building.

The Innoversity is...

- a continually growing and developing multi-city network
- a new type of global ecosystem that supports both people and projects
- a safe space for dialogue, experimentation and implementation
- an action-learning programme and innovation process
- a space for multi-stakeholder collaboration
- a space for divergent views and healthy conflict
- a response to the social, economic, and environmental challenges of our time
- a city-based response to how cities feed themselves
- an opportunity to create responses that are multi-stakeholder and systemic
- an incubator
- an opportunity for global publicity and awareness raising
- a space to produce state-of-the-art knowledge on Metropolitan Agriculture, food systems, and food sustainability

## why should you attend?

You will—

- Explore this new and timely practice of Metropolitan Agriculture
- Make connections between two critical issues—how to make our agriculture and food systems more sustainable while helping cities address their own diverse needs
- Grow your own network—meet and work with “unlikely allies”—practitioners from the agrosector, knowledge institutes, societal groups, investors and governments who are experiencing the same challenges and opportunities as you are
- Participate through an interactive mode of inquiry and action—doing, not talking; working sessions, not presentations; coaching and support, not speeches; “learning journeys” into the field, not papers; what you want to learn, not what others want you to know.
- Grapple with real issues and real projects, not hypotheticals and theories, enabling you to directly apply your Summit experience to your own ideas, your projects, your questions.

## Practical Matters

The Summit will be held at the Van Nelle Fabriek in Rotterdam, the Netherlands. The opening dinner will be held at the nearby Van der Valk Hotel Rotterdam Blijdorp (formerly the Domina Hotel.)

The Summit will begin at 18.30 on Tuesday evening, 28 September, 2010 and will conclude on Thursday evening, 30 September 2010.

The registration fee includes conference materials, dinner on Tuesday, Wednesday, and Thursday evening, breaks and lunches on Wednesday and Thursday, and Learning Journey transport on Wednesday.

### Hotel Accommodations

A special conference room rate of €116.00 single occupancy; €125.00 double occupancy is available at the Van der Volk Hotel as long as there are rooms available in our block and reservations are made by 30 August, 2010. This rate includes V.A.T. and breakfast. Free parking is available at the hotel and it is a ten-minute walk to the Van Nelle Fabriek.

To make your hotel reservations, please download the form at [www.metropolitanagriculture.com/hotel](http://www.metropolitanagriculture.com/hotel)

### Travel Arrangements

Rotterdam Airport is the closest airport to the meeting site. For international flights from outside of Europe, Amsterdam Schiphol (AMS) is the primary airport. Train service between Amsterdam and Rotterdam is quick and efficient. Further travel details will be sent with your confirmation.

### Confirmation

Once you have registered you will receive an email confirming your attendance. If you have not received this email within three days of registering, please email [secretariat@projektivity.com](mailto:secretariat@projektivity.com).

### Cancellations and Substitutions

All cancellations must be received via email to [secretariat@projektivity.com](mailto:secretariat@projektivity.com). The amount paid less a €40.00 cancellation charge will be refunded as long as notice is received by 8 September, 2010. After 8 September there is no refund but a substitute may be sent.

### Special Needs

Please email LeAnne Grillo at [leanne@reospartners.com](mailto:leanne@reospartners.com) if you require any special accommodation or have dietary limitations.

### Updates

Please visit [www.metropolitanagriculture.com](http://www.metropolitanagriculture.com) for the most current Summit information.

### To Register

Please go to <http://tinyurl.com/metagsummitregistration>

### Registration Rates

Take advantage of these early registration discounts by registering by 28 June:

For individual delegates—  
Corporate/Business €1000.00  
NGO/Academic/Gov't € 850.00

For delegates from a new city team  
Each person €750.00  
in a team of 4 or more  
from one city

After 28 June:

For individual delegates—  
Corporate/Business €1250.00  
NGO/Academic/Gov't € 995.00

For delegates from a new city team  
Each person €900.00  
in a team of 4 or more  
from one city

All prices are exclusive of 19% VAT.

register early!

discounted pricing  
available until  
28 June

## About the Convening Organisations

**TransForum** is an innovation program that aims to provide a more sustainable perspective for the Dutch agro-sector and green spaces by searching for and experimenting with new value propositions. They encourage the necessary sustainable development of Dutch agriculture by creating new links with the metropolitan environment, using a unique combination of knowledge, networking, and resources and involving committed coalitions of businesses, knowledge institutes and societal organisations.

**Reos Partners** is an international organisation dedicated to supporting and building capacity for innovative collective action in complex social systems. Reos design and facilitate results-oriented multistakeholder change processes around complex systemic issues.

Drawing on the international reach and multi-stakeholder experience of Reos and the MetroAg experiments and rich connections of TransForum, the partnership aims to create a living network of action-learning experiences, where new initiatives in the field of MetroAg and food sustainability could be created and shared globally.



Reos