Benefitting from sustainable regional value capturing in cities
The example of Vienna
Vienna - City Profile

Population ~ 1.9 Million
Federal state, capital, municipality
Vienna Food Action Plan
(Adopted by the Vienna Provincial Parliament in 2020)

- Commitment to a sustainable food system
- Consideration of the entire value added chain
- Effective measures are taken e.g.
  - Public procurement (70% organic food)
  - Cooperation with catering business
  - Prevention of food waste

G.U.T. stands for:
Healthy, fair to the environment, climate and animals
Vienna Food Action Plan
Fields of Action

- Healthy food
- Food strategy
- Communal Catering and GPP
- Organic and regional production of food
- Preventing food waste
- Animal welfare
- Awards for companies and sustainable events
Values for Money!

Food Value Chain

Value for Money!

supply side (goods, services)

Sustainability

Nutritional Value

Quality & Taste

Origin & Production

Supply Reliability

Economical Issues

Ecological Aspects

Ethical Issues

recommendations

Public Procurement

demand side (expectations)

City of Vienna

European Committee of the Regions
Green Public Procurement of food

Value(s) for money

1. Food from organic farms
2. Region of origin
3. Seasonality and freshness
4. Non-GMO products
5. Minimisation of waste
6. Reduction of animal products
7. Animal rights (ethical handling of animals)
8. High social standards in production and trade
9. Low degree of processing
Common Catering in the City of Vienna

100,000 Meals per day

- 20 Hospitals and care facilities
- 30 Nursing homes
- 400 Kindergartens
- 360 Schools

30 % Organic Food, Fresh kitchen

50 % Organic Food, Cook & Chill

60 – 80 % of the food comes from the region!
Production and consumption of vegetables in the Vienna Region *(Case study)*

71 different vegetables
Acreage 9,000 ha
Harvest 380,000 t

Regional consumption:
Current 290,000 t
Recommended 390,000 t

(*Figures rounded*)

Source: Umweltbundesamt, Rep 0621, Wien 2017
Consumption and Production of vegetables in the Vienna Region

Source: Umweltbundesamt, Rep 0621, Wien 2017, translated by Ökokauf Wien
Green Public Procurement

Make WATCH THINGS HAPPEN!

Thank you!

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