

Erasmus Intensive Programme

**FROM FARM TO FORK:
FOOD SELF-SUFFICIENCY AS SOCIAL RIGHT**

26 May - 7 June 2014

Ljubljana, Slovenia



BOOK OF ABSTRACTS

27 JUNE 2014

Edited by Borut Petrovič Jesenovec

Vesna Leskošek

Community self-sufficiency as emancipatory practice from neo-liberal economic hegemony

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Vesna Leskošek, PhD, is a vice dean for research, Faculty of social work, University of Ljubljana. Her main interests are social welfare, social policy, inequalities, gender and recently also the impact of global processes on local poverty. She has worked for the European commission as a national expert for poverty and social exclusion and is involved in international project in the field of social welfare and social policy. She has published and edited several scientific books, among them *Social capital and social inequalities*, 2003 (co-author with Srečo Dragoš) and *Working poor in Slovenia*, 2013 (editor).

Changes in economic policies (globalisation of the power of free market ideology, constraints in public sector, changes in employment policies) of the EU and world-wide are causing growing inequalities between rich and poor and are influencing the survival possibilities of people. Less secure and precarious employment, transfer of the risks from the economy to individuals, traditionalisation of private lives, etc. are calling for resistance from those processes and policies that is visible in riots, protests all over Europe and beyond. On the community level the resistance can have very practical forms which can contribute to greater self-sufficiency and therefore create possibilities for de-commodification of people otherwise exposed to before mentioned ideologies.

Goran Lukić

Social economy and social entrepreneurship from perspective of labour rights

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Goran Lukić is a member of the Association of Free Trade Unions of Slovenia. He works as an executive secretary for labour policy, migration issues and public relations since 2013. He graduated at the Faculty of Social Sciences at University of Ljubljana in 2006. In 2007 he started to work at Slovenian Student Union as a youth employment advisor, and then in the same year at the Association of Free Trade Unions of Slovenia as an independent researcher on social issues, labour market and migration. He is a member of ETUC migration and inclusion working group and a member of Advisory Committee for the Free Movement of Workers.

According to Social Economy Charter (2002), social economy is supposed to be “founded on the principle of solidarity” and “generate high-quality jobs and a better quality of life”. In theory everything looks fine, but the lecturer will present some darker sides of social start-ups. One of the most problematic aspects is so called “passion economy”, where passion replaced decent wage as the preferred currency, and where core social economy values are replaced by social marketing. Social economy can easily be transformed into brand economy, with “friends” and “followers” tallies that serve as sales figures. The lecture will focus on disturbing labour conditions of some social entrepreneurs, and some worrying examples of social enterprises from Slovenia will be shown.

Julia Wright

Food self-sufficiency, sustainable farming and food consumption in poor communities: UK experience

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Dr Julia Wright is a Deputy Director, Centre for Agroecology and Food Security, University of Coventry. She has almost thirty years experience in international agricultural research and rural development worldwide, with a focus on organic and sustainable farming and food systems. Research interests include food nutritional security, carbon farming, regenerative agriculture, Fair Trade, local food systems, knowledge systems and ecopsychology. She has worked for the United Nations, the Consultative Group on International Agricultural Research, the UK government, and for non-government organisations and private consultancies. Her doctoral research focussed on the coping strategies of the farming and food sector in post-crisis Cuba at the end of the 1990s.

Coming early on in the course, this lecture will touch on several key themes that will be considered in more detail in subsequent lectures. It will also expand from UK examples to include the contrasting situation of Cuba. The concepts of food self sufficiency compared with security and sovereignty will be discussed, and this will be linked to sustainable farming and its relation and impact on food nutritional adequacy and access. Food access and consumption in poor communities in the UK will be compared with those of Cuba, and implications for the future of food systems discussed.



Photo: Thomas Schulze

Teresa Toldy

**From famine to farming:
a social-anthropological approach - political interpretation of hunger**

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Teresa Maria Leal de Assunção Martinho Toldy, PhD in Theology (feminist theology) at the Philosophisch-Theologische Hochschule Sankt Georgen (Frankfurt/Germany), Master in Theology (Catholic University, Lisbon) and 1st grade in Theology at the same University. Postdoctorate in CES. Professor at the Fernando Pessoa University, Porto, teaches in the field of Ethics, Gender Studies and Citizenship. President of the Portuguese Association of Feminist Theologies. Fields of specialization: religion; feminist studies. Other fields of interest: citizenship. Publishes in the field of religion and feminist studies.

The main aim of the presentation is to present hunger and food production as political, economic and cultural phenomena and food sovereignty as a process of empowerment. The first part of the presentation will develop a political and cultural interpretation of hunger and abundance as expression of social exclusion or inclusion, that is, of a divide between rich and poor countries and/or populations that builds collective and individual identities: rich populations are seen as “skilled” and poor populations are seen as “dependent” and “non-capable”. The presentation aims to discuss the thesis of Josué de Castro according to whom “hunger, in general, is the product of malfunctioning economic structures and not of insurmountable natural conditions”. The second part of the presentation will give examples of preservation of food and of strategies of supply in ancient cultures under the motto of “what we can learn from ancient societies” (as Jared Diamond would say). The presentation of these examples aims to give “food for thought” in the field of new (ancient?) strategies to overcome hunger and to assure food sovereignty and to feed a debate on the possibility (or not) of combining these strategies with the current reality of a globalized world and a globalized economy.

Uršula Lipovec Čebtron

Engaged ethnography as a tool of addressing societal issues

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Uršula Lipovec Čebtron, PhD, is an expert on medical anthropology, anthropology of migration, nationalism, racism, anthropological studies of Latin America (especially in Chile and Argentina), anthropology of body, symbolic anthropology, anthropological theory and methodology of anthropological research. She works at the Faculty of Arts, University of Ljubljana.

The presenter's starting point is: "All data are inherently biased by the social origins and structural positions of science and scientists. Therefore, true objectivity is ultimately unattainable, rigorous scientific methodology notwithstanding." Consequently ethnographic work is always biased, subjective and engaged. It should always have the elements of sharing and support, public education, social critique, collaboration, advocacy and activism. Ethnographic work should try to uncover power relations and the structures of inequalities. People are not mere participants, but "consultants about culture and meaning". We should collaborate with participants in all the stages of the research and the final product should be a multi-voice report placing collaborators in the centre. The author will present her first-hand experience with working with the erased of Slovenia. After independence of Slovenia in 1991 they didn't apply for Slovene citizenship and were secretly removed from register of permanent residents, losing all social, civil, and political rights. The case of this bureaucratic genocide will show the role of engaged ethnographers fighting for the suppressed and silenced segments of population.



George Vlontzos

Economic, social and political situation of low-income consumers and communities: case of Greece

Contact: gvlontzos@agr.uth.gr

George Vlontzos, PhD, is a lecturer in agricultural economics at the Thessaly University's Agricultural Sciences School, where he also received his PhD. He has published in several journals, including *Current Agriculture Food and Resource Issues*, the *Journal of International Law and Trade Policy*, and the *Mediterranean Journal of Economics, Agriculture, and Environment*, among others. He is the co-author of three books. His research interests include international trade of agricultural products, international and European agricultural policy and rural development issues.

The Greek economic crisis is the outcome of a disastrous combination of two negative factors, occurring simultaneously: high public debt and high deficit. The social consequences of this crisis are very discouraging. The number of unemployed people exceeds by far 1 million with the majority of them to be young, between 20–35 years old. At these ages unemployment reaches almost 50%. The austerity program being proposed by the troika decreased wages up to 30% on average, increased taxation and decreased significantly public spending for social welfare. After three years of implementation of this program considerably large sectors of the Greek population are living below poverty level, with the majority of them to be pensioners, unemployed, former entrepreneurs and immigrants. Frangos *et al* (2012) assess the impact of this crisis on eating habits of young people studying in universities in Athens. The main findings are that there are significant increases for food and for the overall cost of living, increased mistrust for politicians, significant income inequality and increased sense of abandonment from the other EU countries. This lecture is to examine the changes on food consumption patterns of households. Six patterns of food consumption's behaviour have been detected, revealing that most of the households have modified their eating habits, by reducing the quantities consumed and/or looking for less expensive brands. Low income households in urban areas, where the majority of the population lives, are deeply affected by the crisis, with these percentages to be even higher at semi urban and rural areas. This is the first attempt of assessment of the impact of the economic crisis in Greece on food consumption pattern.



Photo: Thomas Schulze

Nino Žganec

Tackling community issues through community organisation and development?

Contact: nzganec@pravo.hr

Nino Žganec is an Associate Professor at University of Zagreb in the Department of Social Work, Faculty of Law. Member of several domestic and international professional organisations, Prof. Zganec was Assistant Minister within the Ministry of Labour and Social Welfare (2000–2004), and State Secretary in the Ministry of Health and Social Welfare (2004–2005) being in charge for preparing the reform of social services in Croatia. Throughout his career he has participated in several research projects, has published scientific and professional papers related to the theory and methodology of social work, and has contributed to international and domestic scientific and professional conferences. His current research interests are in the organisation of social services, ethics in social work, social work and human rights, and community social work.

The presenter will be answering questions such as: what is community; what is community development/organising; how can community (community social work) contribute to food self-sufficiency; what are “sustainable” relations between community social work and fighting for social rights; what skills do social workers need for being successful? It is extremely important that citizens take part in the decision making process. Community organising is a process of empowering that engage citizens in projects to change social, economic and political conditions. The presenter will also reflect on food as a basic physiological need and as a social right. Food is a matter of community; it is not only about quantity but also about quality of food. He will talk about poverty as an individual and as a structural problem in relation to social planning.



Photo: Thomas Schulze

Peter Simonič

Subaltern economies: case of sugar cane cooperatives in Maharashtra, India

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After finishing studies in ethnology and sociology of culture at the University of Ljubljana, Faculty of Arts, Peter Simonič has been working as a free lance producer and journalist. In 1999 he gained assistant position at the Department of Ethnology and Cultural Anthropology. He has organised many scientific meetings and conducted field researches in Slovenia, Bosnia and Herzegovina, Romania, Bulgaria, Montenegro, Italy, India etc. He's a member of Executive Committee of Slovenian Ethnological Society, American Society for Applied Anthropology and European Association of Social Anthropologists. He teaches Political Anthropology, Economic Anthropology, Ecological Anthropology and Applied Anthropology & Cultural Management. His fields of research include politics, economics, ecology, management, rituals and media, agriculture, tourism, anthropological theory and methodology.

The author will provide an insight into the cultivation of sugar cane and sugar production, which is the prevailing agro-industrial activity in the Indian state of Maharashtra. A more remote examination of this topic during the last hundred years presents a good opportunity to reflect upon monoculture farming. Two instances of resistance against capitalism in the 21st century, namely the social and the environmental one, play a central role in this investigation. The presentation will focus on a detailed analysis of the function of the cooperative, which is an alternative form of economic organisation.



Tomaž Stritar

Lean start-up methodology and elevator pitch workshop

Contact: tomaz@uspesen-podjetnik.si

Tomaž Stritar is a social worker by education and an entrepreneur by heart. He is passionate about social entrepreneurship. Currently he is working as a CEO of Successful Entrepreneur Institute, which enables him to actively participate at the development of social entrepreneurship in Slovenia. In his past he was a CEO of Social Incubator Institute and a project leader of the social entrepreneurship project Young for the City. He is frequently giving lectures and workshops on entrepreneurship and writes articles for daily newspapers and magazines. He firmly believes that biggest changes are possible on micro level and that every individual holds within the power to change the world for the better. More on Tomaž at www.tomaz-stritar.si and www.uspesen-podjetnik.si.

The aim of this workshop is to present the idea of an elevator pitch: what's important, how to get the right business idea, how to identify the target group, how to incorporate social aspects to a business plan? The students will get familiar with lean start-up methodology. Ideas will be given on how to impress the jury who will evaluate different business plans on the last day of the Erasmus Intensive Programme.



Urša Šebenik

Organic school gardens programme: »green and smart« experience for children and youth

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Urša Šebenik works at the Institute for sustainable development, Ljubljana.

Creating an organic school garden is an excellent way to promote environmental awareness among young people. It's a fun activity enabling pupils to learn more about sustainability and food they're consuming. Children can grow their own vegetables, fruits and herbs, learn to use compost heap and even experiment with cooking their own produce. Currently there are 142 schools and kindergartens throughout Slovenia taking part in the programme, led by the Institute for sustainable development. Special care is given to educating teachers and providing useful material to all participating educational institutions.



Dane Podmenik

From idea to realisation: business plan presentation

Contact: dane.podmenik@gmail.com

Dane Podmenik manages the Kabolca organic farm near Koper, Slovenia.

The students will hear first-hand experience from an organic farmer from the Littoral region of Slovenia. How can a business plan help you to better manage sale of organic vegetables? Particular attention will be drawn on how to promote home-grown produce to consumers and how to gain new clients by using website, flyers, emails, local media. Concrete obstacles to smooth running of a farm and to sale opportunities will be pointed out.



Waltraud Grillitsch

Business planning for sustainable future

Contact: w.grillitsch@fh-kaernten.at

Waltraud Grillitsch is a professor for Social Economy and Management at the Carinthia University of Applied Sciences, School of Health Sciences and Social Work in Feldkirchen, Carinthia since 2013. Before she has been working with the Supervisory School Authority of Carinthia as a project coordinator (mainly working with institutions and social organisations) and as responsible for public relations (2009–2013). Since 2003 she is a part time lecturer at the Alpen-Adria-University of Klagenfurt and she has been a scientific and project assistant from 2001–2007 at the same university. She teaches Social economy, social and organizational management, project management, leadership and organizational development, business administration in NPOs. Her fields of research include: co-operations, knowledge management, sustainability, social economy and social management, entrepreneurship and innovation, organisational development.

The lecture deals with motivation to be a social entrepreneur, with content of a business plan, lean business planning, executive summary and final tips and tricks. She will present chances for social businesses: they offer innovative goods and services for target groups, offer a better quality or a cheaper price, consider regional aspects, improve co-operation. Lean management concentrates on processes that create customer value, cuts off all the other parts of business plan (outsourcing and reorganising), is used to reduce hierarchies, aims to increase customer value and decrease administrative work. An executive summary is a short description of a business idea on one or two pages. You have to identify the business, describe your service, clients, market potential, funding required, expected outcomes. You should be able to explain your sustainable business just in a few sentences. It should be clear to anybody what your service is.

Maja Dizdarević

Silent career coaching

Contact: maja.dizdarevic83@gmail.com

Maja Dizdarević works at the Career Centre, University of Ljubljana.

Within the lecture students will be encouraged to think about their career goals, options for their development, considering the situation that is going on and further actions they need to take to achieve the goals.

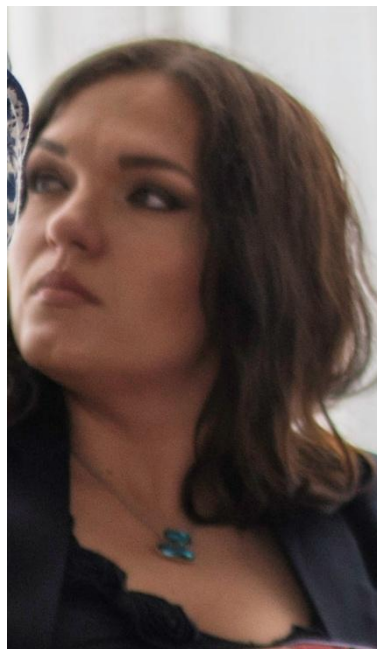


Photo: Thomas Schulze

Ulla-Maija Takkunen

Improving job opportunities for young people: case of Finland

Contact: ulla-maija.koivula@tamk.fi

Ulla-Maija Takkunen is a Senior Lecturer, a psychologist, MA, a coordinator of international affairs. Speciality: disability studies and rehabilitation. She works at the Department of Social Services, Tampere University of Applied Sciences, Finland.

The lecturer will present main challenges in Finland in terms of the fight against social exclusion of young people. For instance, 110.000 young people between 20-29 have completed only basic education. Each year 5000 young people are left outside education or training. 1500 have not even tried to get in. 40.000 young people are not employed, in education and training.

In 2013 "Youth Guarantee" was introduced in Finland:

1. Each person under 25 and recently graduated under 30 will be offered a job, job training, study place, or a period in a workshop or rehabilitation within three months of becoming unemployed.
2. Education guarantee: each school graduate will be guaranteed a place in further education, workshop activity, rehabilitation or otherwise.
3. More training opportunities:
 - More study places in vocational education,
 - Higher training compensation for employers for apprenticeships,
 - Additional resources for young job seekers and more career counselling.
4. Local youth work networks:
 - Municipal responsibility increased in counselling,
 - Outreach youth work will be widened to the whole country,
 - Youth workshops will be widened to the whole country.



Photo: Thomas Schulze

Ann Bens

Questioning and challenging of GDP

Contact: ann.bens@hogent.be

Ann Bens is a Head of International Office of the Faculty of Education, Health and Social Work, University College Ghent, Belgium. She has a Master in Sociology and Economy.

We would like to start with a short resume of recent alternative economical theories. All these theories have an influence on the social and solidarity-based economic sector. The market is not the aim, but has to be a mere instrument to attain democratically set objects. The topics of the presentation are: the economics of happiness and well-being, the Genuine Wealth model, the deglobalisation model, the theory of décroissance, the crisis of overaccumulation, the ecological model, the theory of common good. Starting from the idea's of Amartya Sen, Joseph Stiglitz and Elinor Ostrom and others on social justice, we consider the use of cooperative models as alternative forms of economic and social organization. We would like to end with the presentation of some concrete European case studies and models of good practices in the field of alternative and ethical finance, of creative responses to unemployment and restructuring, of fighting against social exclusion.



Marika Smirnova

Socioeconomic perspective in social work

Contact: marika.smirnova@gmail.com

Marika Smirnova is an assistant at Riga Stradins university.

The presenter will describe the characteristics of a social enterprise, the links of social enterprise and social work practice, and some examples of social enterprises in Latvia, notably Lude. We should understand »social profit«, social bounds and values strengthening the society. In practice, social enterprise concept can be understood as (1) social thinking and action, doing commercial actions; and as (2) entrepreneurship thinking and action by working in social services field. This action's primary aim is not profiting but the improved well-being of marginalises groups of society. Social economy tries to reach such aims as: sustainable society; economic activity with a stable income, which does not jeopardize social goods; local capacity building; improving social values; unforeseen social or risk mitigation; raise of quality of living and the goods for social services recipients and producers. Social economy can develop because there is an urgent need of innovations and new solutions, and to satisfy less protected groups, since their needs were ignored or there were no opportunities to satisfy needs by public or private sector. Social enterprises have a social mission and purpose. They act as agents of change. The goal of a social enterprise is to invest the capital in the development of enterprise. The presenter will try to answer the following question: how can someone be creative when they struggle with their basic needs?



Urška Hartman

Presentation of a social entrepreneurship project: Skuhna, Ljubljana

Contact: skuhna@skuhna.si; koordinator@skuhna.si

Urška Hartman is a coordinator of the project Skuhna.

'Skuhna' is a result of a social management project aiming to bring together immigrants from different parts of the world, and improve living conditions for those who migrated to Slovenia hoping to see a better future. The project, which has been running for a year, is aimed at better employment possibilities for immigrants. The driving force of the project, which is a result of collaborative work between immigrants and Global and Voluntariat institutes, are the immigrants themselves. They prepare dishes which are a novelty in Slovene gastronomy. Among them, we began to look for the project team, which we needed for starting the project demands – catering and culinary workshops. The group of migrants was also launched to be educated at the profession of assistant chef but in this education we also included other (for us) necessary components such as catering service, healthy food, sweets, marketing, etc. In the end, we employed five immigrants who are all part-time workers (cooks) and come from Kenya, India, Palestine, Egypt and Morocco. Besides them, there are more than 20 volunteers included in all aspects of the project, provided by the Voluntariat Institute. In October 2013, we acquired our own facilities, which provided better working conditions and the possibility of implementing culinary workshops. Enthusiasm led us to organize Wednesday's lunches and evenings with cultural inputs. This journey led us in May 2014 to the grand opening of our 'real' restaurant. Today we can boast that the project has grown beyond its initial frameworks. Our restaurant is fully opened five days a week from 9:00 till 23:00, we serve dishes from at least fifteen different countries thanks to the occasional cooperation with at least 10 chefs from different countries - because in Skuhna we stick to the rule that each cook prepares dishes based only on his traditional home recipes. And we didn't renounce to our culinary workshops or cultural evenings. Common Skuhna team goals are: sustainability of the project and the satisfaction of both guests and employees.

Gabriela Korimova

Food self-sufficiency, sustainable farming and food consumption in poor communities in Slovakia: case of the Roma community and the long-term unemployed

Contact: gabriela.korimova@umb.sk

Gabriela Korimová, prof. Paed Dr, PhD. - Lecturer at the Faculty of Economics, Matej Bel University of Banská Bystrica, teaches social policy, social planning, policy and economics, social economics and business. She is a coordinator of several national and international projects on the social economy and social entrepreneurship. She founded the Center of Social Economy on EF UMB (www.ef.umb.sk/projects). She is the guarantor of the course "Social Business Manager" in Slovakia. She works as a volunteer in civic associations Protected housing and sheltered workshops (OZ CHRABYD - www.ozchrabyd.eu).

Slovakia was almost self-sufficient (80-85%) until 1989 in terms of food. After that there was a radical change in agricultural policy and now Slovakia's rate of food self-sufficiency is only 25%. This had a negative impact on the growth of unemployment (especially in rural population, including the Roma). The disposal of agriculture affected very negatively the growth of generational poverty. Slovakia has historically had one of the biggest Roma communities in the EU. In 2012, official rate of the Roma people was 7.45% of the total population, but unofficial data suggest the percentage is about 10 to 12%. The concentration ratio of the Roma is regionally unbalanced: almost 50% live in the regions of Banská Bystrica and Košice. Sadly, nearly 90% of the Roma are unemployed and live in generational social exclusion. The community also suffers from a lack of access to elementary food. Therefore we suggest an agricultural social enterprise as a tool of food self-sufficiency for marginalized groups of the Slovak Republic. Agricultural social enterprises are a tool of labor market policy and they give an opportunity to produce groceries for family and market at the same time. Social Economy and Social Entrepreneurship Research Centre at the Faculty of Economics at Matej Bel University has been cooperating with the Roma organizations for a long time. The Centre integrates them into international projects on social entrepreneurship. It also helps them solve long-term unemployment through advice in setting up social enterprises.



Photo: Thomas Schulze

Romana Zidar

How to have a good elevator pitch of a sustainable business idea

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Romana Zidar, MA, is an Assistant Lecturer at the Faculty of Social Work, University of Ljubljana. She's interested in social management, social work in working environment, social economy.

The presenter will explain how to prepare a good elevator pitch. The idea of an elevator pitch is not to precisely describe all details of a business idea, but to present basic idea of a sustainable business idea and create awareness and interest among potential investors. Therefore the idea must be short, focused and presented as clearly as possible. The students should ask themselves for instance: is our idea fresh (innovative) enough, do we have clearly defined target groups, is there demand for a specific service or a product present in this target group or is it a result of our imagination, how is our idea different from similar offerings already on the market? It should be remembered that non-profit doesn't mean that we should do our services free of charge or offer our products cheap. It means that we cleverly design our offer to balance profit and non-profit parts of our business. We should identify niche markets who can afford to buy our specific products and services and identify those target groups to whom we want to offer specific products or services free of charge or affordable to them. Our mix should therefore be sustainable and smart. The process of planning will be discussed and the business model canvas will also be presented.



Luís Santos

Food banks: the Portuguese case

Contact: lsantos@ufp.edu.pt

Luís Santos, PhD in Social Psychology, MA in Social Psychology, Degree in Social Work, is an Assistant Professor at Universidade Fernando Pessoa, Porto. He's a coordinator of the first and second cycles of studies on social work. His research interests include: gender studies, masculinities and sexualities, discrimination and social exclusion.

Food Banks are non-governmental, privately-operated organizations which attempt to provide an appropriate yet oftentimes transitory social answer to famine. Their goal is to reduce and possibly eliminate food waste by focusing on getting food that otherwise would be wasted to those who are misfortunate and truly need it. Food Banks rely on the kindness of society at large which can contribute to the cause by donating or sharing food, as well as doing volunteer work. They also depend on the help of patrons. Food Banks collect and distribute tens of thousands of tons of food products every year. These products are sent to several Portuguese institutions which then distribute cooked meals and food baskets to those who are in need. The number of people who benefit from such help currently amounts to 390.000.



Photo: Thomas Schulze

Cooky and Rok

Presentation of Zadruga Urbana: (de)institutionalisation of gardening

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Zadruga Urbana's representatives are Cooky and Rok: "We can't boast with official pedigree. We are still students in the field of Adult Education and Social Sciences. But we are both very much involved in wide spectrum of grass-root movements and are experienced in non-hierarchical organization, for few years now also on topics of food autonomy. We believe that activity without theory is activism and theory without activity is verbalism, so to find good practice your activity and theory should be in dialectical relation."

Zadruga Urbana (in English: Urban Cooperative) is an idea of a urban-agrarian platform aiming to connect collectives and individuals for better self-sufficiency with which we want to empower the movement fighting against capitalism and the state. In reality we are a small group of people existing since 2010, organized by principals of horizontality, autonomy and self-organization. We try to establish alternative practices through principle of direct action: we are squatting/collectivizing abandoned plots in the city, we share our knowledge, we organize bigger solidarity actions on farms and gardens, we try to maintain a seed library, organise a public kitchen, exchange/free donation market with food and of course among other goods we also cook schnapps. Unfortunately, we are unable to work like this on a daily basis, but we try to do so as often as we can, considering our free time and involvement in other projects and activities. In our lecture and later in open discussion we will try to raise the issue of gardening as one of the few activities in our lives, which is for now not entirely integrated in existing social structures. In the lecture we will try to question the basic problems of institutionalization of gardening and propose some principals of work that could help us go beyond norms, forced down on society by the official structures. The main question of Zadruga Urbana is how to fight the given frames of living, working and organizing, in one way as individuals, but even more importantly, as groups of people in the field of gardening and self-sufficiency.



Photo: Thomas Schulze

Luke Owen

Alternative food networks in a UK and European context

Contact: luke.owen@coventry.ac.uk

Dr Luke Owen, Senior Research Assistant, works at the Centre for Agroecology and Food Security, University of Coventry, UK. His research interests cover the relationships that occur between food and communities. This includes Alternative Food Networks, Local Food Systems and Short Food Chains, and how these systems contribute to rural development and the livelihoods of small-scale food producers. Luke also has an interest in qualitative and participatory methods and the ethical issues involved in social science research. Currently he is involved in various research projects that explore the application and role of digital technology such as social media within Local and Regional Food Systems and Traditional Food Production. <http://www.linkedin.com/in/lukeowen1>; <http://www.coventry.ac.uk/research/research-directory/environmental/agroecology-and-food-security/about-us/cafs-phd-students/luke-owen/>

The presenter will explain about Alternative Food Networks (AFN) and food sovereignty. AFN have short food chains, support local and regional systems, and stress “quality” foods in terms of provenance and transparency. “Conventional” food supply system will be compared with “alternative” one, for instance supermarkets with local markets, monoculture with bio-diversity, agrochemicals with organic ways, mass production with craft. Non-economic impacts of AFN include: improved social capital and environmental outcomes, reconnecting producers and consumers, better understanding about where the food comes from. Food sovereignty is important as it is about the true right of peoples, communities and countries to food. The concept focuses on food for people, values food providers, localises food systems, puts control locally, builds knowledge and skills, and works with nature. The notion of Civic Food Networks will also be discussed, as they enable civil society to better explore justice, resilience and food sovereignty within local and regional food systems.



Photo: Thomas Schulze

Mojca Vozel

Diet, poverty and health in a consumer society

Contact: mojca.vozel@siol.net

Mojca Vozel is a PhD candidate at the Department of Sociology at the University of Maribor. As a researcher and a breastfeeding consultant she focuses on anthropological aspects of child feeding, socialization and health. She explores how social, economic and medical environment across societies affect family food choice, eating habits, food-related beliefs, and nutritional diseases.

Globalization of food was at first a promising expectation. It was supposed to lower food prices, increase food choice, secure food safety, and promote health. Today such food politics is shown as false. It was a mistake to assume that rising living standards would prevent diseases of deficiency or poverty. In 1970s food poverty in the developed world is rediscovered. We have less malnutrition due to inadequate food intake, but malnutrition reappeared as a consequence of processed food consumption. Nutritional diseases (chronic tooth decay, elevated cholesterol, obesity, diabetes...) are now epidemic, especially among the low-income groups. We know that high rates of overweight children in a consumer society correlate with high rates of poverty. We also know that efforts toward educating people about “appropriate food choices” remain unsuccessful, because nutritional status is not merely a biological or a medical issue. It is a political, economic and social issue. Nutrition has to do with status, class and culture. In low-income strata knowledge of the food pyramid is much less important in guiding food choices than are the constraints of poverty and the desire to be like everyone else. We can debate whether malnutrition is an outcome of poverty or “bad” cultural feeding habits, and conclude that it is surely a combination of ecologic and economic constraints. Anthropological field research shows the key answer is in a transmission of cultural knowledge. Indigenous people of all continents were mostly free of chronic diseases until isolated and living according to nutritional knowledge of their culture. They praised fats, protein and sugar from unprocessed natural resources and considered these foods “sacred”. Some thrived on high-fat-high-protein-diets until industrial food supply (large amounts of sugar, white flour, canned foods, refined oils, etc.) rapidly deteriorated their health. Our consumer society is a detached food culture, distant from the origins of human food beliefs and practices. With increasing urbanization the industry found ways to replace food with “food analogues”. Low-income groups are a convenient target market for food analogues as they take nutritional advice predominantly from the media and food industry public relations efforts.



Maša Cvetko

Presentation of a urban eco-gardening project: Zelemenjava, Ljubljana

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Maša Cvetko is one of the founders of ProstoRož group, dealing with questions pertaining to public urban place, exploring space and its meaning for local inhabitants and society. She focuses on frequently overlooked public spaces and tries to arrange them to meet the standards of inhabitants and visitors of towns. Her main interests: crop swapping, sharing economy, self-sufficiency, solidarity, bottom-up practices.

Zelemenjava (or crops2swap in English) is a civil initiative for exchanging surplus seeds, seedlings, crops, recipes, advice and ideas from home gardens in order to eat better, save money, reduce food waste and meet the neighbours. We organize crop swaps in towns all over Slovenia for people of all generations, social backgrounds and gardening styles. Money is not used as an exchange currency, promoting self-sufficiency and solidarity. The Zelemenjava movement is inspired by the sharing economy which has been growing in popularity all over the world and addresses the efficient use of resources under the premise that sharing goods increases their value for individuals and the community. Sharing also empowers and connects individuals and reduces environmental pressure. The Zelemenjava initiative has adopted a bottom-up approach so that volunteers from local communities organize the entire event completely on their own. The concept is very simple and the guidelines provided are minimalistic, making it easily adaptable to any local situation, which has proved to be crucial for the success of the movement. In the future we would like to extend our reach to new communities and target specific social groups, such as the elderly, unemployed and student families who are especially vulnerable to socio-economic fluctuations and could benefit by participating in food swap events in terms of material and nutritional value of the exchanged goods but also from socializing and integrating with the local community. We plan to continue enriching the events with visits to community gardens, cookbook swaps, workshops for children, healthy cooking demonstrations by renowned chefs, zero waste campaigns, and home-grown food donations for charities. Social change through active participation is crucial not only for our movement but for the whole society as we have come to realize that the current economic and political system is inefficient, unfair and unsustainable, and that new solutions are needed.



Nevenka Koprivšek

Presentation of a urban eco-gardening project: Onkraj gradbišča - a community-based garden intervention in a degraded urban space in Ljubljana

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Nevenka Koprivšek is a director of Bunker Institute, Ljubljana.

In collaboration with neighbourhood residents and other interested people, KUD Obrat with support of Bunker Institute have been transforming a long-fenced-off plot of land near Resljeva Street in Ljubljana into a community space intended for urban gardens, socializing, education, and culture. In this way the project is examining and showing the potential of degraded urban areas and the possibility of their receiving new value through temporary use and community-based interventions. Parallel to this the project enhances and promotes possibilities for (community) urban gardening as well as a more active inclusion of inhabitants in decision making about the planning, development, and management of the city spaces. Currently around 100 people take care of approximately 40 gardens and take part in different public and community based events. The project started as a part of a programme by the Bunker Institute, Garden By the Way. The plot owner is the Municipality of Ljubljana – the contract for the use of the land at no charge has been prolonged on a yearly basis. The project started in August 2010 and is still alive and kicking.



FIELD TRIPS – contacts:



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Photo: Thomas Schulze

- **Mali Dol: Brinjevka.** Contact: brinjevka12@gmail.com.



Photo: Thomas Schulze

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