

# BUY BETTER FOOD

## Campaign for sustainable food on the public plate

The *Buy Better Food: Campaign for sustainable food on the public plate* (also known as *Buy Better Food Campaign* or *BBF Campaign*) is a **European advocacy campaign** which focuses **on public food procurement as main driver of food system transformation** towards a sustainable, healthy and fair food system in the European Union, in line with the United Nations Sustainable Development Goals (SDGs) and the EU Farm to Fork Strategy.

The *Buy Better Food* Campaign is led and implemented by the members of the *Buy Better Food* Coalition. The organisations involved in the Coalition share the commitment to improve and achieve human, societal and environmental health by transforming the EU's agro-food system. The Coalition will gain strength and confidence from the contribution of all the participating organisations and individuals who have experience of influencing public procurement at the local through to the supranational level. This campaign is focused on **describing, boosting and amplifying local dynamics to catalyse the attention of European policy makers in Brussels on the potential of public procurement**. In fact, the campaign focuses on empowering subnational advocates to improve the policy framework at the EU level, making more visible and impactful the examples of good public procurement practices that already exist at the local level and their relevance for the entire European continent.

The campaign seeks to **incorporate a diversity of socio-economic perspectives**, either through the Coalition members or through the examples and expertise championed through the campaign. Procurement will transform commensurate with how it represents the diversity of perspective, background and affiliation in Europe.

### Vision

**By 2030 Europe's food system is healthy for both people and the planet**, based on sustainable and fair food production on healthy land, providing healthy food for all.

### Goal

**Public procurement is a vehicle for significant change of the EU's food systems**, in line with its commitments under the UN SDGs. **By 2024** this will be reflected by the European Commission's legislative framework for Sustainable Food Systems which will include **mandatory criteria to buy better food for the health of the planet, people and future generations**, and a clear pathway for achieving this.

### Objectives

1. The European Commission commits to **setting minimum EU-wide food procurement requirements** which benefit One Health and are fair and inclusive to producers, communities and future generations.
2. The Commission proposes:
  - a. A 2030 target for the public procurement of **20 - 50 percent organic, high quality and sustainable food** for public canteens, schools and kindergartens;

- b. A 2030 target for **nutrition policies to be based on planetary health diets** (more plant-rich, with 'less and better' meat and only demonstrably sustainable fish), without forgetting **context specific adjustments** (e.g. geographic location, culture, etc.).
3. By 2030 the EU encourages and enables **education about food systems and planetary health diets** to be included in schools' curricula.

## Join the BBF Campaign: Becoming a Coalition Member

**Just non-for-profit organisations**, such as municipalities, national ministries, civil society organisations (CSOs) and non-governmental organisations (NGOs), can become members of the campaign Coalition.

The Coalition members, through their representatives, **give inputs** and/or are consulted in the process of **shaping the materials, case studies and narratives** of the campaign. They also **benefit from joint materials** (for online or offline communication), **skill sharing and networking**.

When joining the Coalition, each member organisation agrees to (1) **participate in a few online meetings** per year (once every quarter) and (2) **promote public food procurement** as a driver of food systems transformation **in the organisation's work and communication activities**, as much as its capacity allows and when relevant. Any additional commitment would be discussed on a case to case basis.

## Current management team

The management team of the campaign includes the Core Team, the main decision making body of the BBF Campaign, and the Campaign Coordinator. The Core Team is currently comprised of seven organisations:

- European Public Health Alliance - EPHA
- European regional office of the International Federation of Organic Agriculture Movements - IFOAM Organics Europe
- Fondazione Ecosistemi (Italy)
- ICLEI - Local Governments for Sustainability (Europe)
- Mensa Cívica (Spain)
- Meine Landwirtschaft (Germany)
- Red de Municipios por la Agroecología - RMAe (Spain)
- Skutečně zdravá škola, z.s. (Czech Republic)
- Sustain - The Alliance for Better Food and Farming (UK)

The Coordinator is Giorgia Dalla Libera Marchiori, working at ICLEI Europe – For any questions contact her at [giorgia.dalla-libera-marchiorifood@iclei.org](mailto:giorgia.dalla-libera-marchiorifood@iclei.org).