



Cittaslow: Supporting Local Produce (Future Trends and Procurement)

Cittaslow: Apoyando la Producción Local (Tendencias Futuras y Obtención)



Cittaslow's 55 Goals

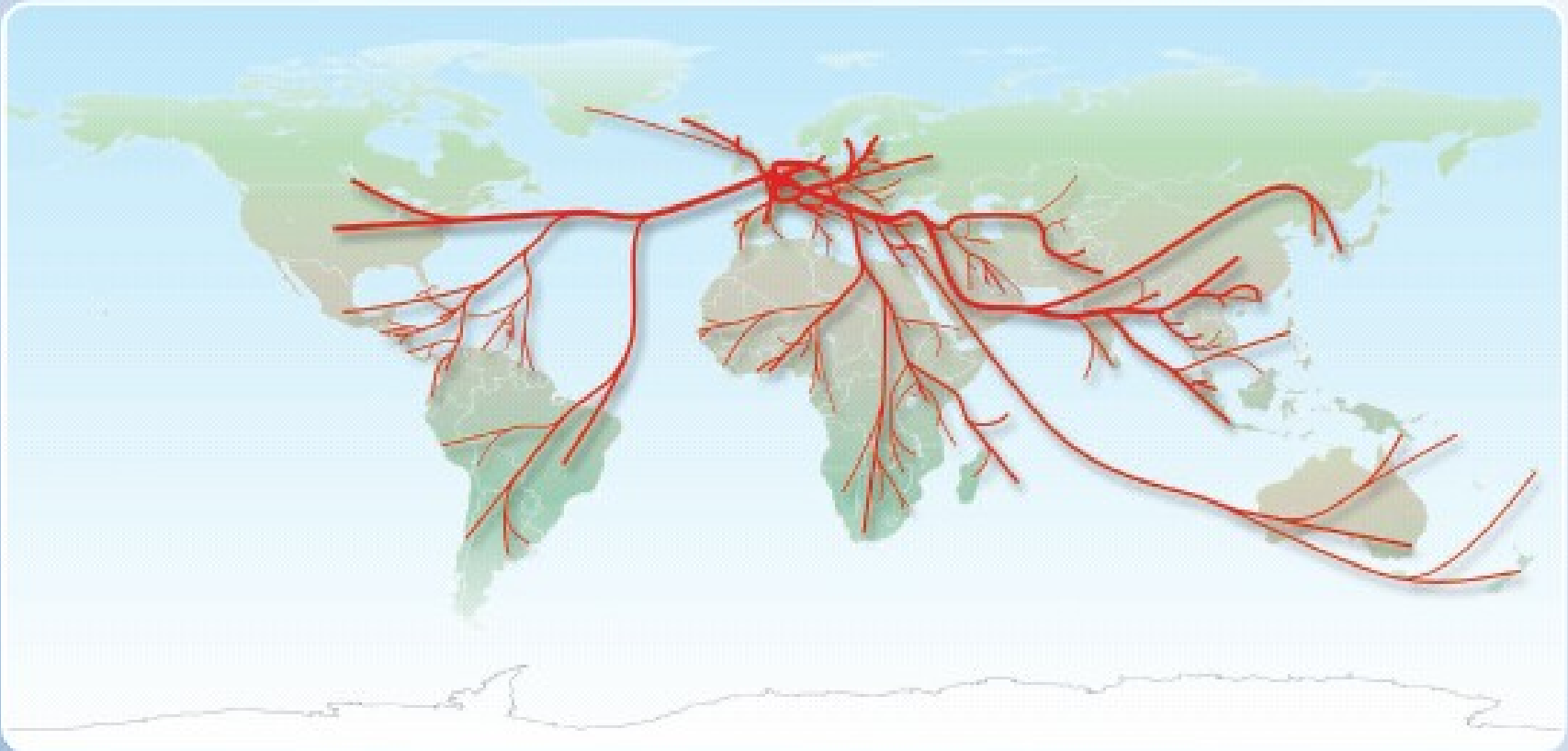
Los 55 Objetivos de Cittaslow

- Environmental
- Community
- Hospitality
- Infrastructure
- Local Produce
- **Medioambiental**
- **Comunidad**
- **Hospitabilidad**
- **Infraestructura**
- **Producto Local**

Global markets - UK trade routes today

Mercados globales - Rutas de comercio del R. U. hoy en día La huella ecológica global del R. U.

The UK's global ecological footprint



The United Kingdom consumes products from around the world creating a large ecological footprint. The footprint measures natural resources by the amount of land area required to provide them. This map shows flow lines for imported resources that make up our footprint. To attribute impacts properly to the UK consumer, the area required to produce imported goods – a standardised measure of resource use called global hectares or gha – is subtracted from the footprint of the producing countries and is added to the UK's account. The map is based on data for the total footprint of imports, and summed across product categories (see the centre pages for examples of selected resources). NB: Europe as a source of products is shown disproportionately large because adjustments are not made for re-exports due to the complications of tracing certain goods. This may create a bias suggesting that more raw resources come from European ports when in fact it was merely their most recent port of call on their way from the original source.

Product
Producto

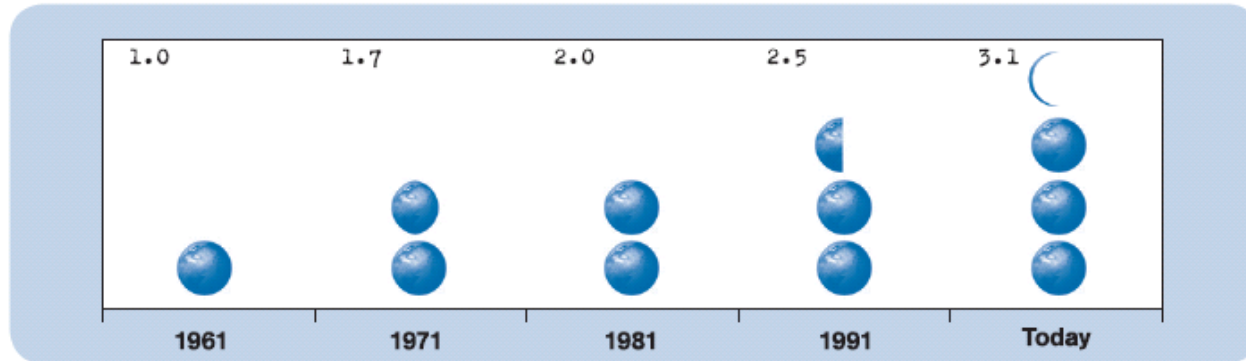
Imports
Importaciones

Exports
Exportaciones

• Fresh boneless chicken	44,000t	51,000t
• Pollo fresco sin huesos		
• Fresh Apples	462,496t	18,568t
• Manzanas frescas		
• Lumber	4.83m t	182,054t
• Madera		
• Fish	626,032t	386,055t
• Pescado		
• Cut flowers	121,580t	7,939t
• Flores frescas		
• Milk & Cream (France)*	10,200t	9,900t
• Leche y Nata (Francia)*	(France/ Francia)	(France/ Francia)
• Potatoes*	1,500t	1,500t
• Patatas*	(Germany/ Alemania)	(Germany/ Alemania)

Fig 1: La huella ecológica del R.U.: número de planetas necesarios para mantener al mundo entero a los niveles de consumo del R.U.

Figure 1: The UK's growing ecological footprint: number of planets needed to support the whole world at UK levels of consumption



The nation's high-consuming lifestyles are only possible because the rest of the world supports us with large supplies of their natural resources. The way we live also sets a model of materialism that many people in much poorer countries understandably seek to emulate. Forty years ago, if the whole world wanted to copy the UK, the Earth could just have supported the demand on its ecosystems. But the UK's consumption levels have risen steadily. Today, if everyone consumed as much as the average UK citizen, we would need more than three planets like Earth to support them. To live within our overall environmental means, and give people around the world a chance to meet their needs, means the UK will have to reduce the burden its lifestyles create.

El R.U. va de compras: de dónde provienen las cosas que consumimos

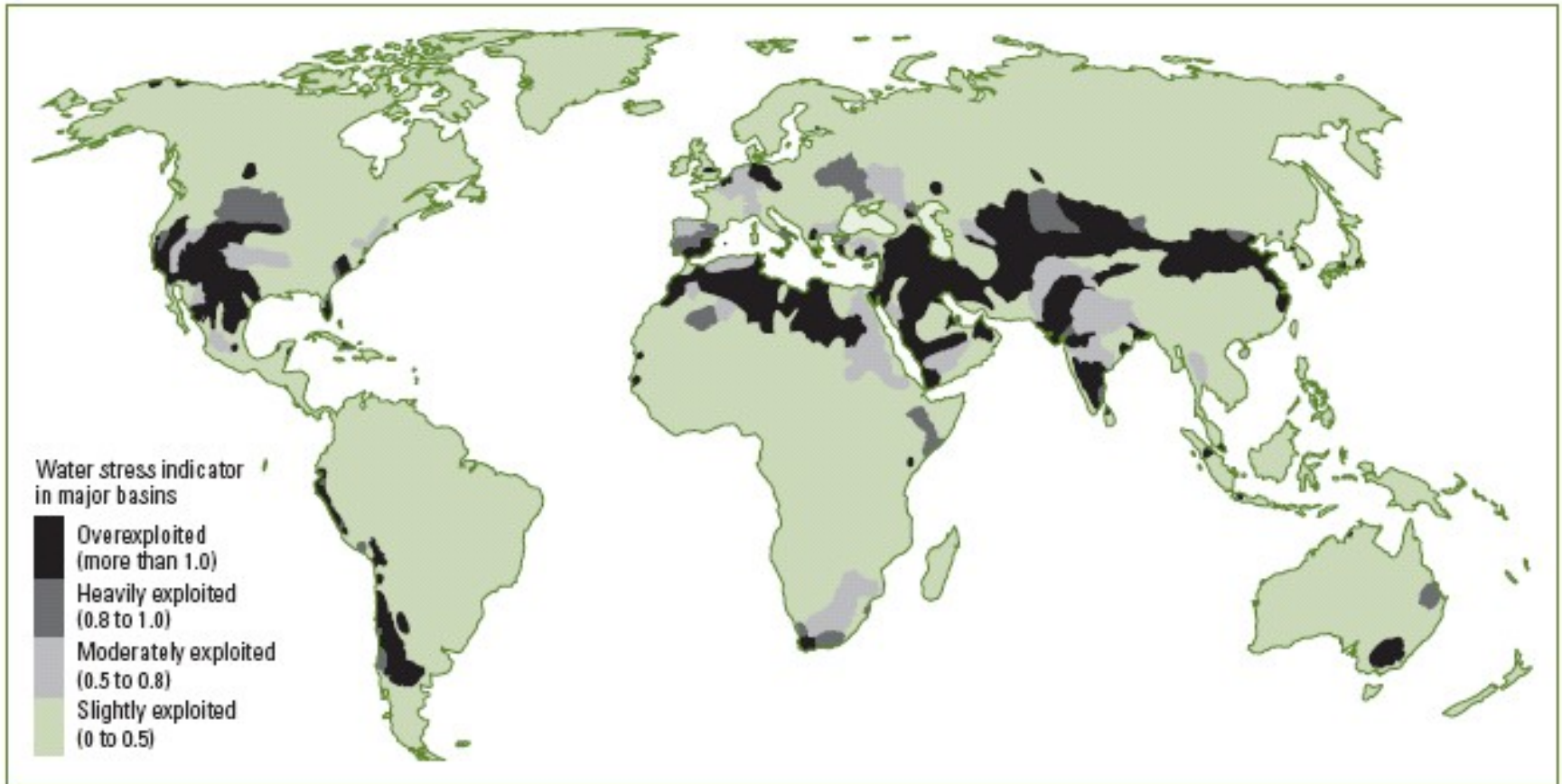
The UK goes shopping: where the things we consume come from



World Water and our Food

El Agua en el Mundo y nuestros Alimentos

Map 8.1 Overexploitation has caused severe water stress in many river basins

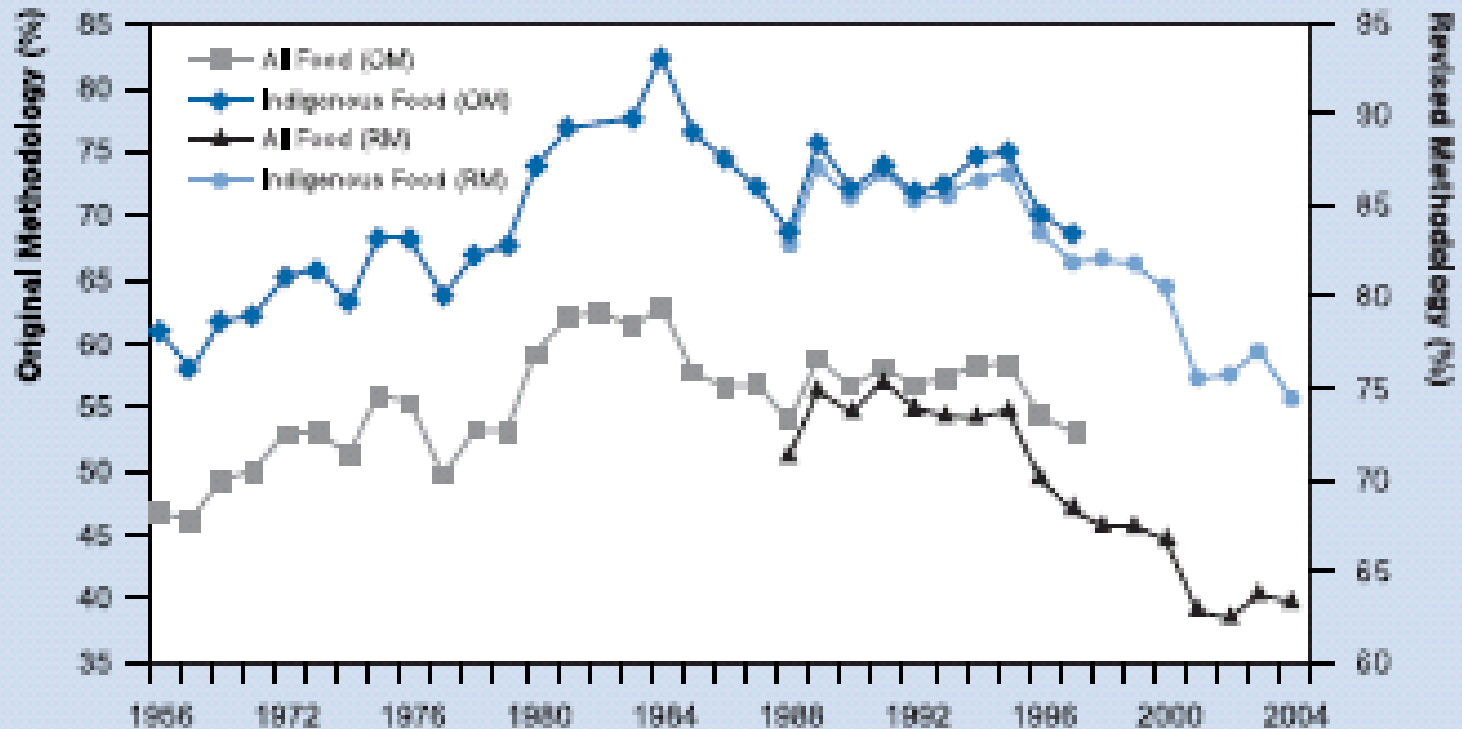


Source: Data from Smakhtin, Revenga, and Doll 2004; map reprinted with permission from United Nations Development Programme 2006.

Note: The environmental water stress indicator is the total water use in relation to water availability, after taking into account environmental water requirements (the minimum flows to maintain fish and aquatic species and for river channel maintenance, wetland flooding, and riparian vegetation).


Is falling self-sufficiency a problem? ¿Es el descenso de la autosuficiencia un problema?

Figure 5: The UK's falling food self-sufficiency



Ecological debt day calendar

Calendario diario de la deuda Ecológica

JAN		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
FEB		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28			
MAR		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
APR		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
MAY		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JUN		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
JUL		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
AUG		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
SEP		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
OCT		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
NOV		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
DEC		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31

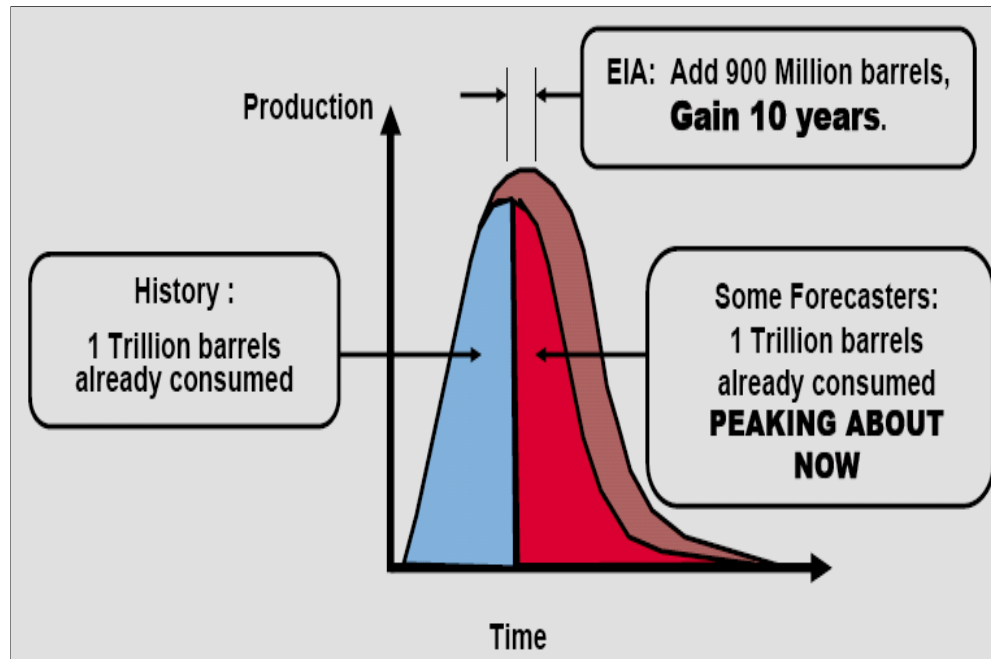
And then there's Peak Oil –
Y además está el Pico del Petróleo

The 20th Century Was Ruled By Oil:
The 21st Century Will Be Ruled By Shortage Of Oil

El Siglo XX Estuvo Gobernado Por El Petróleo:
El Siglo XXI Estará Dominado Por La Escasez De Petróleo

-There are 98 oil producing countries in the world

- **Hay 98 países productores de petróleo en el mundo**



- Of those 60 are in terminal production decline

- **De esos 60 están en declive terminal de producción**

- 64 are thought to have passed their geologically imposed production peak

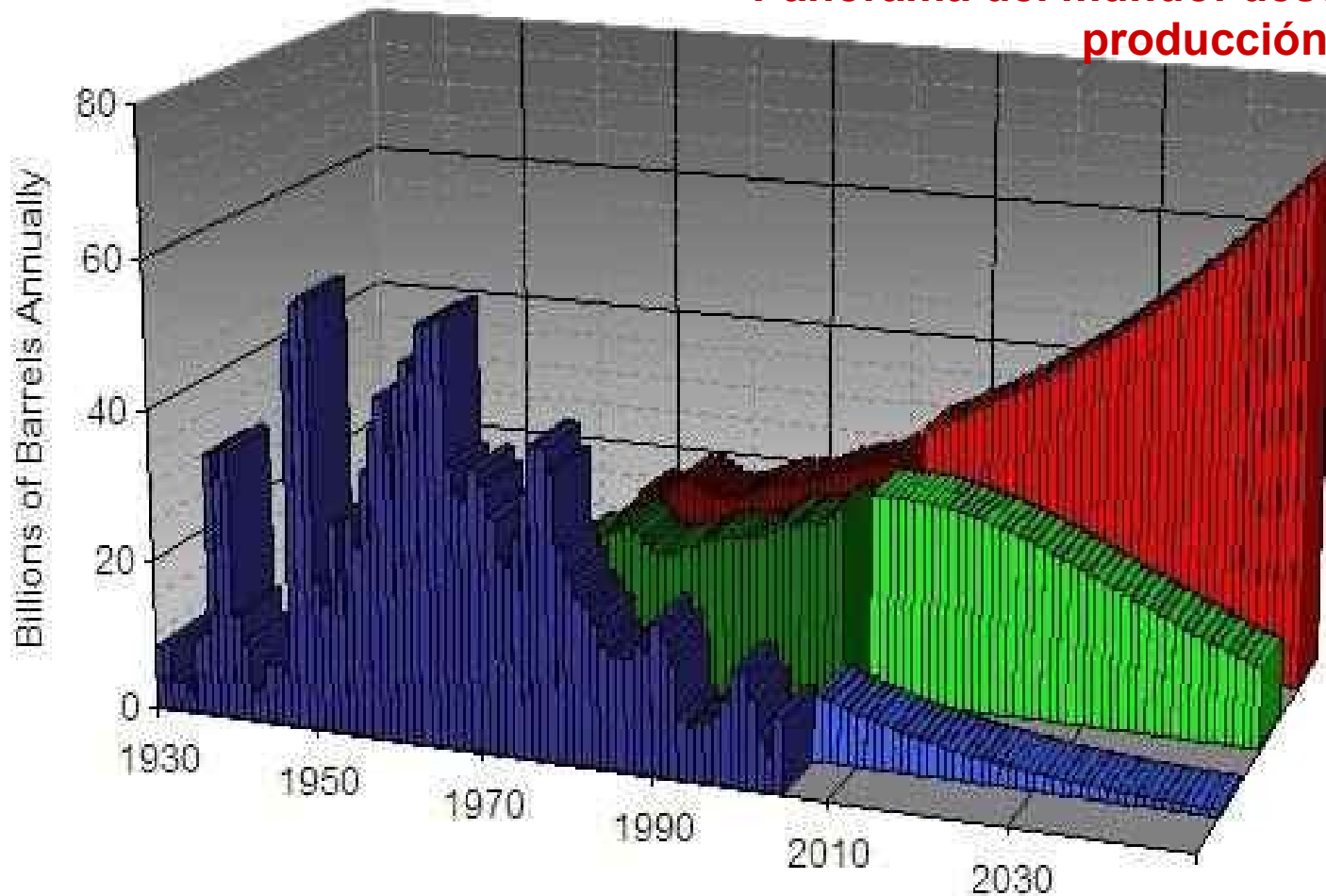
- **Se piensa que 64 ya han pasado el pico de producción impuesto geológicamente**

- Another 14 countries are expected to join them soon

- **Se espera que otros 14 países se unan a ellos pronto**

World Overview (Discovery, Production and Demand)

Panorama del mundo: descubrimiento, producción y demanda



Data Sources: EIA, BP, ExxonMobil

Descubrimiento anual

Producción pronosticada

Descubrimiento pronosticado

Demanda anual

Producción anual

Demanda pronosticada

What does Peak Oil mean to us?

¿Qué significa el Pico del Petróleo para nosotros?

- Oil has peaked or is peaking and production problems are likely within the next few years
- **El petróleo ha alcanzado su pico o lo está alcanzando y es probable que haya problemas de producción en los próximos años**
- We are amazingly unprepared for a loss of oil
- **Estamos increíblemente poco preparados para una pérdida de petróleo**
- Heavy oils are unlikely to deliver the energy that we require
- **Es poco probable que los petróleos pesados produzcan la energía que necesitamos**
- Market forces, new technology and heavy investment cannot make dwindling endowment improve
- **Las fuerzas del mercado, nueva tecnología y fuerte inversión no pueden mejorar las dotaciones cada vez más escasas**
- Life as we know it will alter. Reduced oil resources will affect domestic use, industrial production, transportation, agriculture and global markets
- **El estilo de vida que tenemos cambiará. La reducción de los recursos de petróleo afectará al uso doméstico, la producción industrial, el**

Cittaslow Mold: Supporting Local Produce & Producers

Cittaslow Mold: Apoyar los Productos y Productores Locales

- Feasibility Study of Local Procurement
- **Estudio de Viabilidad del Aprovechamiento Local**
 - What is out there?
 - **¿Qué posibilidades hay ahí fuera?**
 - How can we encourage more local procurement?
 - **¿Cómo podemos promover más el aprovisionamiento local?**
- Local to...Branding
- **Procedente de...Reconocimiento de marca**
 - wool / **lana**
 - cheese, butter / **queso, mantequilla**
 - "buy local" campaign & challenge
 - **"compra productos locales" campaña y reto**



Cittaslow Mold: Supporting Local Produce & Producers

Cittaslow Mold: Apoyar los Productos y Productores Locales

- Website: Farmers' & Producers' Forum
- **Página Web: Foro de Granjeros y Productores**
 - **April 22nd event/Evento el 22 de abril**
- Newsletter & market stall
- **Boletín de noticias y puestos de mercado**
- Community initiatives
- **Iniciativas de la comunidad**
 - seed & plant exchange
 - **intercambio de frutas y plantas**
 - potential for fruit gleaning and a community orchard
 - **potential uso de fruta de bajo estándar y un huerto comunitario**
 - farm visits
 - **visitas a la granja**





Things we can do to help

Cosas que podemos hacer para ayudar



Supporting Local Producers and encouraging local Procurement

Apoyar a los Productores Locales y promover el aprovisionamiento local



Mutual support Initiatives i.e. Community Supported Agriculture

Iniciativas de apoyo mútuo p.ej. Agricultura Sostenida por la Comunidad



Establishing hub groups, farmers' co-ops, localising our economies

Establecer centros de actividad, cooperativas de granjeros, localizando nuestras economías

Getting involved with Community Sustainability & Transition Efforts: i.e. Cittaslow

Involucrarnos con el Desarrollo Sostenido de la Comunidad y los Esfuerzos de Transición: p.ej. Cittaslow

