

## **CityZen - Enhancing Scalable Innovations and New Business Models based on Urban Farming Ecosystem Values**

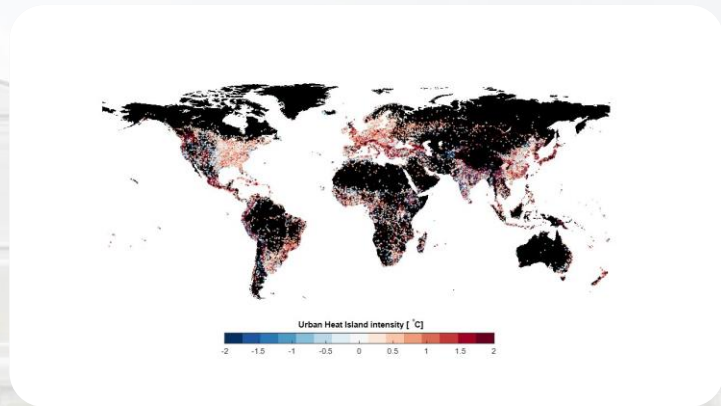
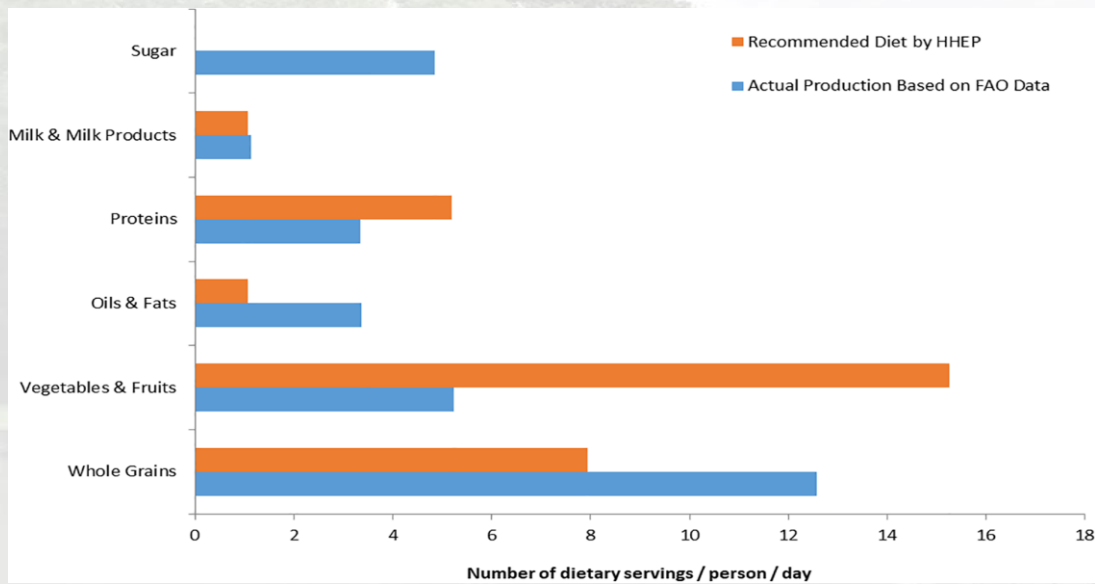
Practical Cases on Inclusive Governance and Multi-Stakeholder Engagement

# **Connecting CEA solutions to critical challenges**

**Thomas Zoellner**  
**Secretary-General** Q2 2021

# The World needs 3x more Fruit and Veggies

Urban Heat Islands creates Extreme Weather - increasing Effects on Health and Food Production



KC KB, Dias GM, Veeramani A, Swanton CJ, Fraser D, et al. (2018) When too much isn't enough: Does current food production meet global nutritional needs?. PLOS ONE 13(10): e0205683. <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0205683>

# FTS ECOSYSTEM – EU and Beyond

**The Society aims to represent the Interests of the emerging CEA Industry and its Stakeholders**

- Regulators and Policymakers
- Municipalities and Communities
- Grower Unions and Cooperatives
- Consumer Organisations
- International Funding Bodies
- Technology Providers and Startups
- Researchers
- Trainers and Educators
- Certification Bodies



**farmtechsociety** ● ● ●  
**INTERNATIONAL NETWORK** ● ● ●

# FTS Strategic Pillars



**Standards** Accreditations / Certification



**Education** Workforce Development Microcredentials



**Policy** Advocacy Regulations

# FTS Membership by Function and Location

Architecture / Foodservice US  
Agriculture Supply DE  
Agriculture Consultants NZ  
Biological Crop Protection US / NL  
Blockchain Technology UK  
Cannabis / VF / GH technology CAN / EU  
Certifier Association DE  
Certifier / Accreditation DE / SG / CN  
Circular Nutrients Upcycling US / CAN  
Construction Engineering DE  
Data Center Development DE / JA  
Education Provider BE / SA  
Genetics / Seeds NL / DE / US / SG  
GH Consultants NL / UK / DK / IT  
GH Consultants ES / CAN  
GH / VF / BioTech / Technology NL / DE  
GH / VF / Building Automation NL / US / AUS  
GH / VF Event organizer NL

Grower Association BE  
HR Platform EU / US  
Industrial Gases / innovation lab FR  
IoT / Technology UK / DE  
IoT / Technology US / IE  
LED Lights Technology FL / US  
Life Science University LV  
Mushroom Expert US  
Public Finance Fund BE  
Retail Consultant UK  
VC Investor UK  
EQ Investor FR  
VC Investor DE  
VF Media Publication US  
VF Event organizer US  
VF Technology US  
VF Technology / Operator BE

VF Technology UK  
VF Technology FR  
VF / IoT / Technology NL / US  
VF Technology / Operator RUS  
VF Technology / Operator US  
VF Technology / Operator DE  
VF Technology UK  
VF Home Technology BE  
Urban Agriculture Consultants BE  
Urban Agriculture Consultant US  
Urban Agriculture Associations BE  
Urban Agriculture Association UK  
University / Research UK / US / DE

**farmtechsociety** ● ● ●  
**INTERNATIONAL NETWORK** ● ● ●

Status March 2021



# Education Committee

- **2018–2019:** Joined CEA workforce development grant teams with leading US universities and industry
- **2019:** Included as a partner in the Erasmus+ (EU) project Ponics VET
- **2020:** Partnering with the Vertical Farming Field Lab in the Westland / South Netherland
- **2021:** Initiating accreditation partnership with international partners and develop
- **2021:** Electing international CEA education committee with FTS partners and members



farmtechsociety   
INTERNATIONAL NETWORK 

# Policy Committee

- **2018–2019:** Joined initial working group with BE GOOD FOOD STRATEGY (as part of a previous association)
- **2019 onwards:** Registered in the EU transparency register, attending multiple European Commission meetings, seminars, and workshops on Common Agriculture Policy (CAP), Biodiversity Increase in Agriculture, Urban Heat Island Mitigation
- **2021:** Initiated and created concept for large scale regional energy transition DE / US based on new use case for coal brownfields, creating 10,000 new Jobs and Regional Center for Vocational Education
- **2021:** Accepted as Full Partner the Interreg NW EU project GROOF, adding the Region NL, UK and Ireland



# Join FarmTech Society

- Benefit from mutual interests and collaboration
- Connect to help realize CEA solutions for global challenges
- Engage with the international network



Visit us at [farmtechsociety.org](https://farmtechsociety.org)

**farmtechsociety** ● ● ●  
INTERNATIONAL NETWORK ● ● ●