



# FOODSCAPES

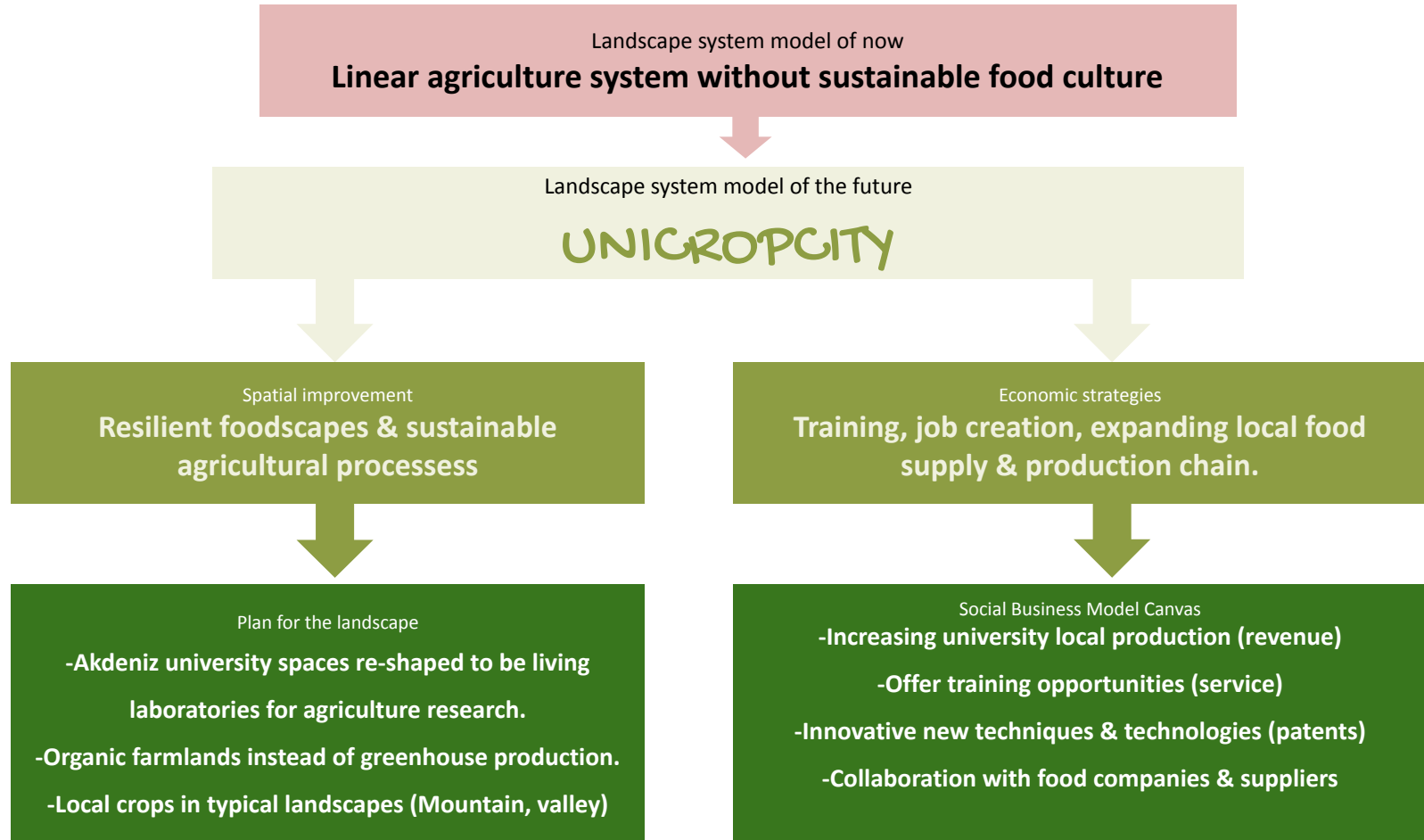
Akdeniz University

A lighthouse for sustainable food-systems

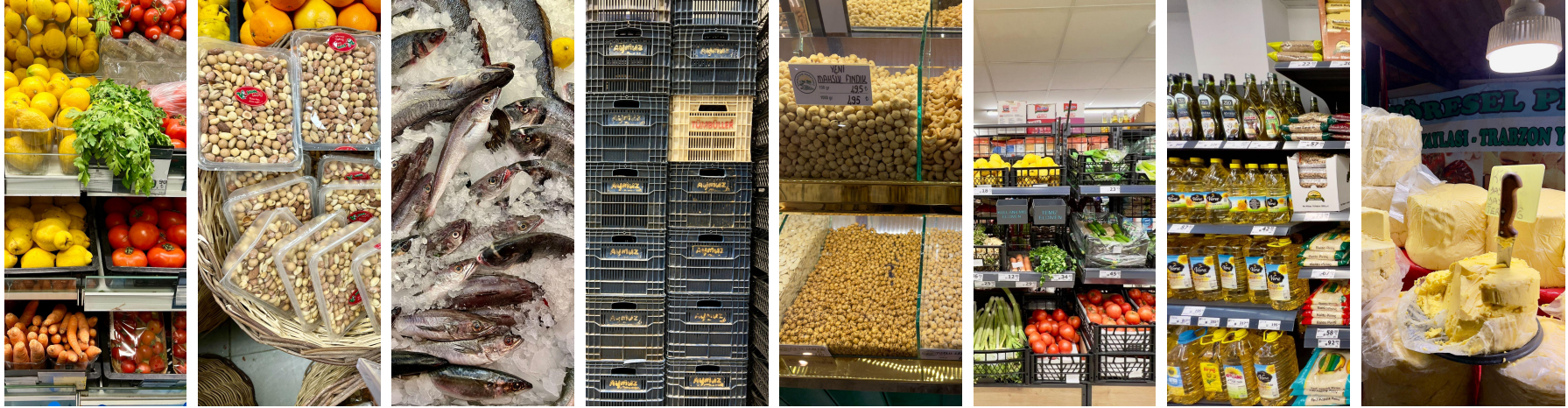
TELOS - Antalya 2024

Members: Feven, Pola, Selam, Shashank, Mikail, Miguel + Roxana

# Flow of Output Development



# The landscape system of today



## POSITIVE

TURKEY  
ANTALYA

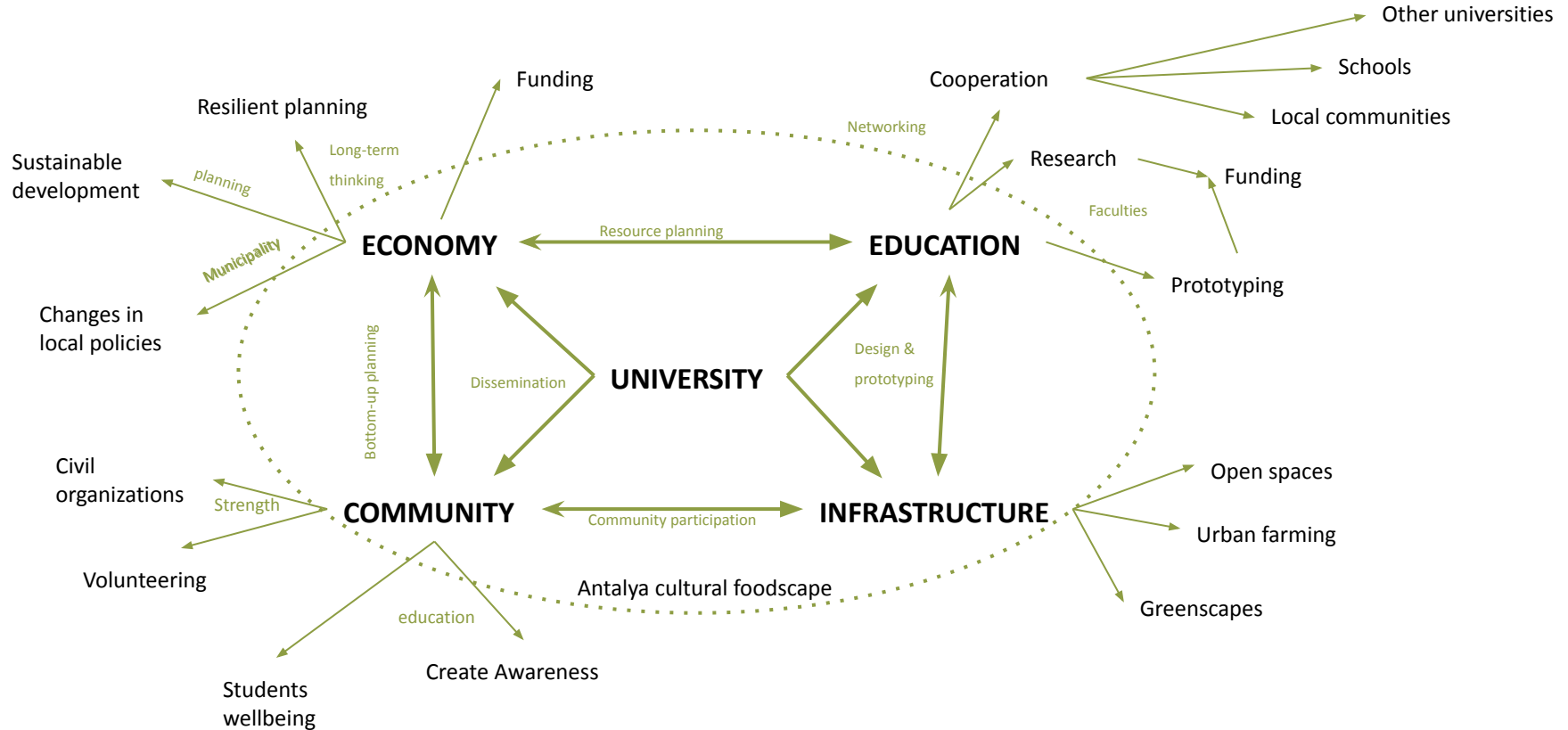
- #1 in Europe Agriculture economy
- #3 World's fresh Fruit and vegetables
- #10 World's agriculture economy
- 62% of turkey's tomato production
- 56% of pepper production
- 49% of eggplant
- 100% increase in seedlings in 15 years
- Overall increase in vegetables and fruit production
- 33% increase in ornamental flowers

## NEGATIVE

- **Lack of educational awareness of regional food systems**
- 53% of Turkey's greenhouse vegetables
- 2.5Kg of pesticide per person in Antalya
- 95% of production is in greenhouses
- Only 4-5% organic production
- Loss of regional crops
- Soil degradation
- Top - down governmental policies
- Imported diets
- Unsustainable long chain-supply system

# Conceptual landscape proposal

## UNICROPACITY: University as a living-lab for resilient foodscapes

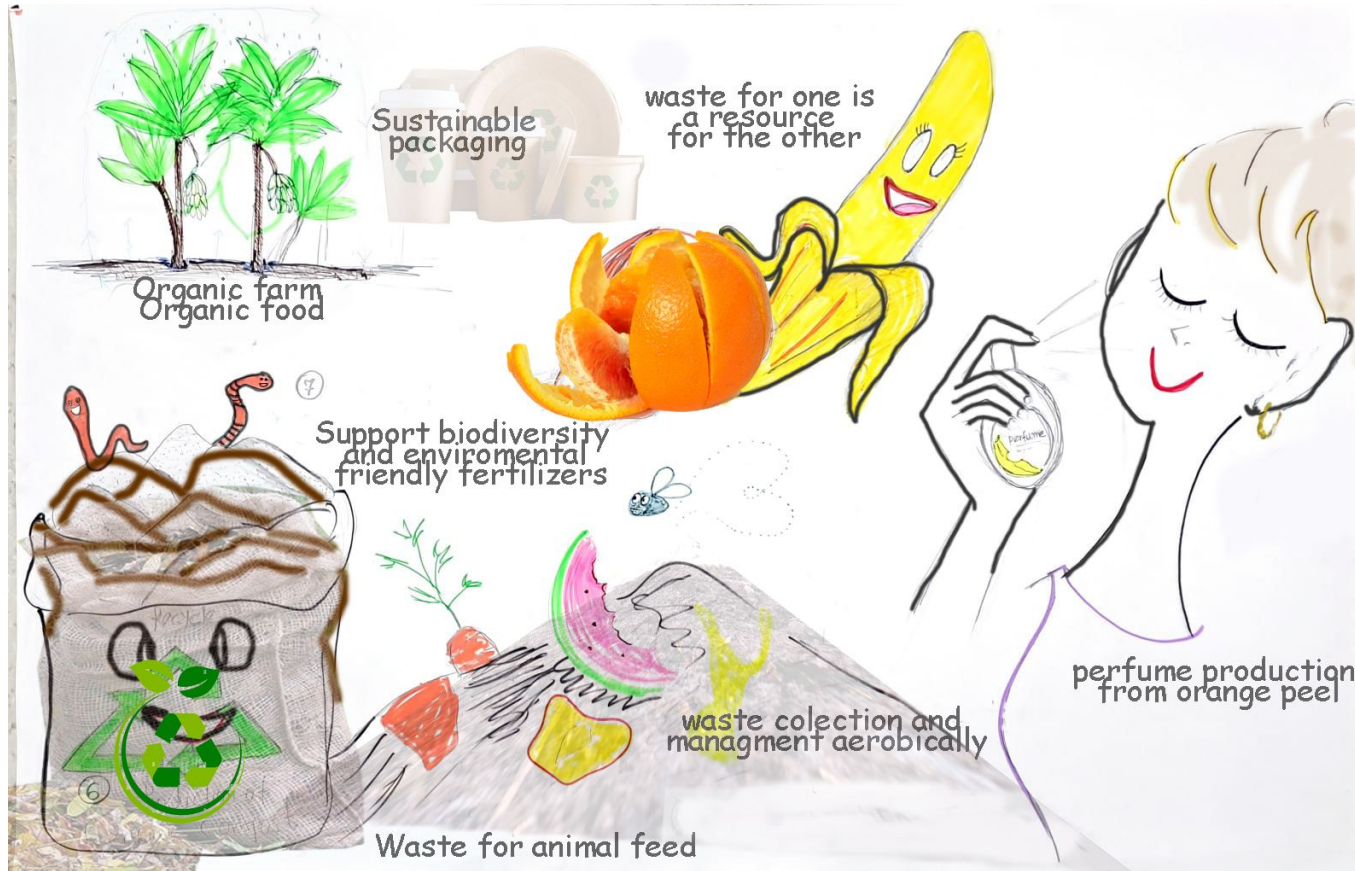


# The landscape system of tomorrow

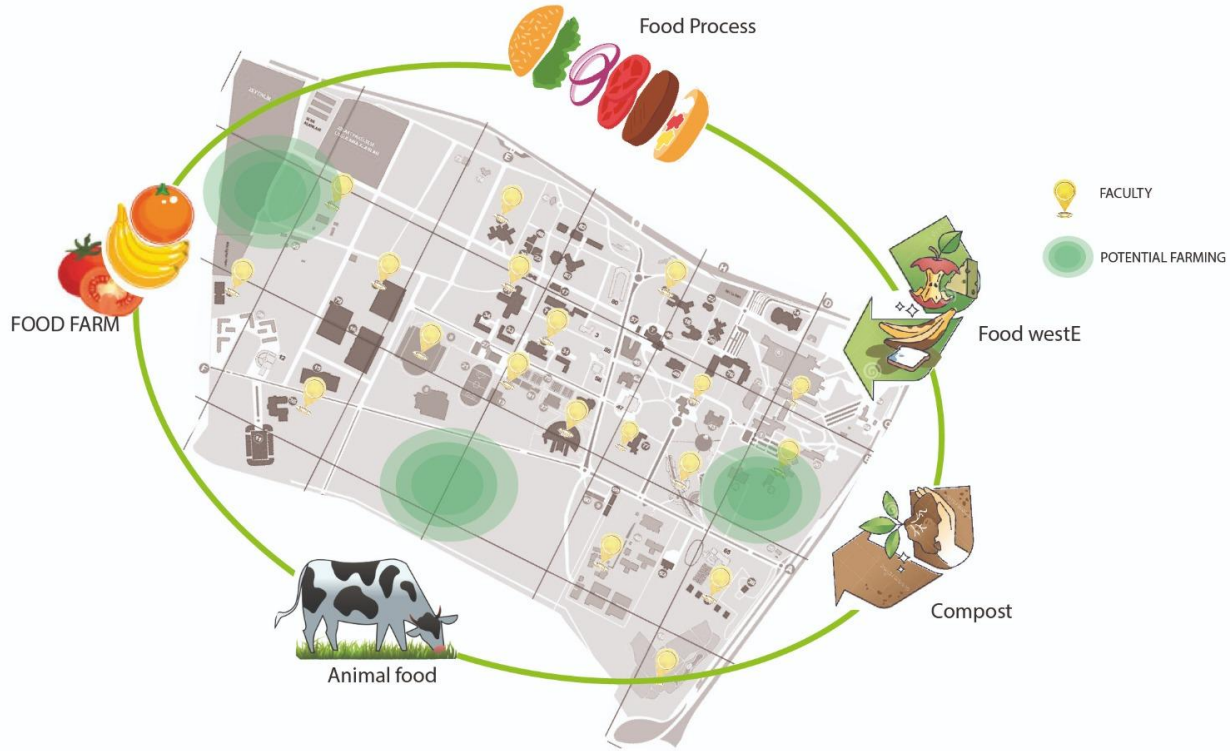
## UNICROCPCITY: Lighthouse for food-system awareness



# UNICROPCITY as a circular foodscape system



# UNICROPCITY: University as a lighthouse



**UNICROPCITY FOOD CHAIN**

# UNICROPCITY: University as a lighthouse





# UNICROPCITY: University as a lighthouse



EXISTING POTENTIAL



Cow

Egg

Chicken

Fish

FARM

BARN

CHICKEN FARM



Salt Tolerant plant proposal on the Campus



Beets.



Bell peppers



Brocoli



Tomatoes



Spinach.

GRREN

RESTURANT

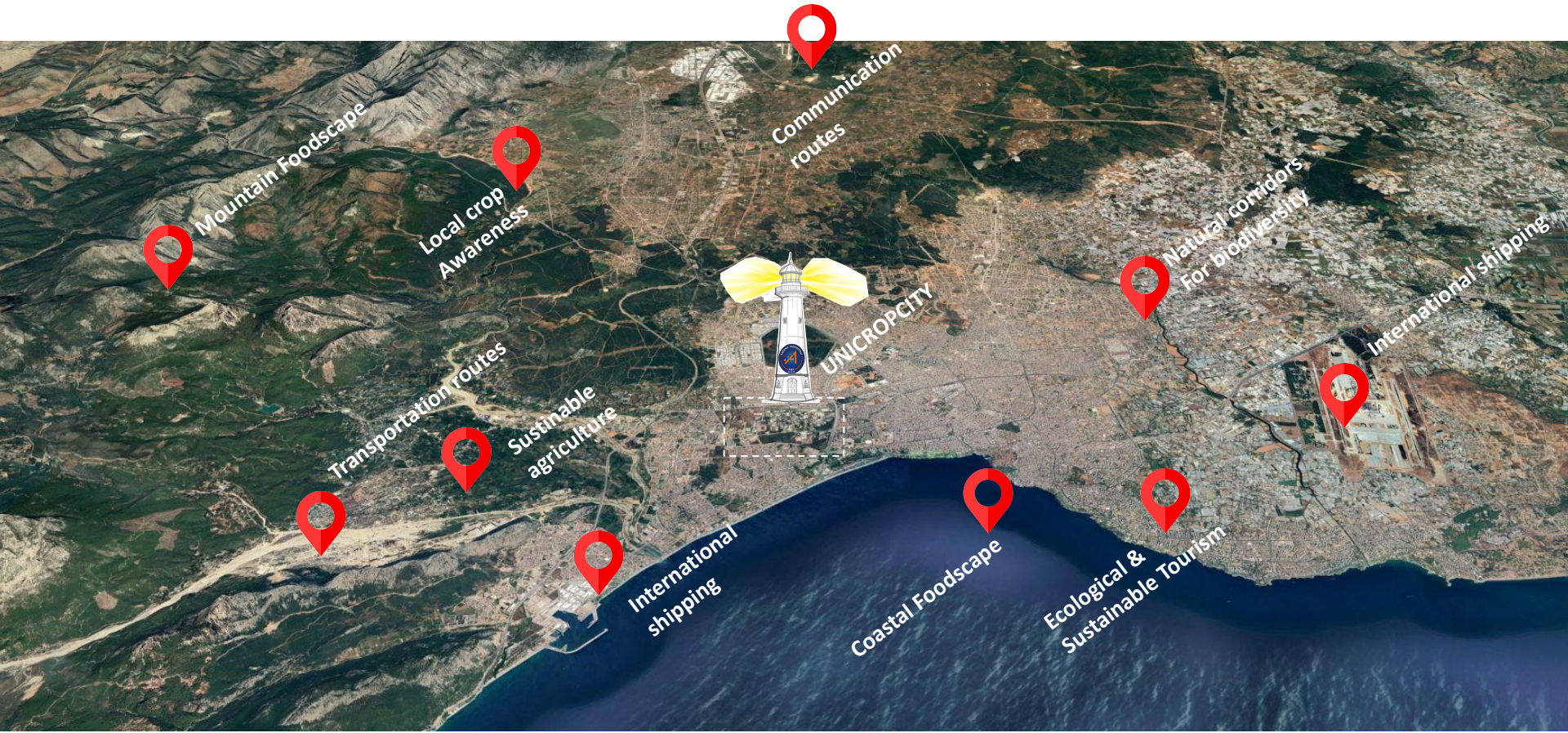
Our spatial vision

# UNICROP CITY: University scale



Our spatial vision

# UNICROPCITY: Urban scale



## Our transition pathway

# Revolution starts with knowledge!

**WE ARE HERE**

Raise awareness within Akdeniz community

Establish educational programs, partnerships & apply for funding

Start initial prototypes and educational strategies

UNICROCITY develops as living-lab

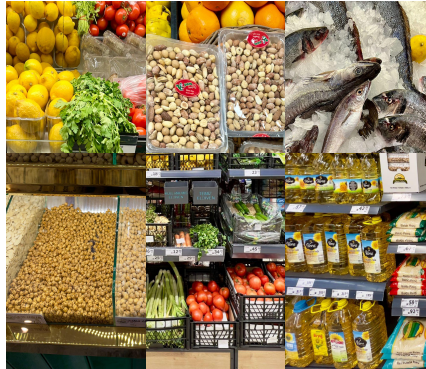
Test UNICROCITY food systems in specific neighbourhoods

Sustainable food systems in the city

Strategies disseminate and become regional

Turkey implement UNICROCITY as national policy

Turkey becomes #1 in sustainable foodscapes and an example for integrated multidisciplinary education



1 Year



6-10 Years

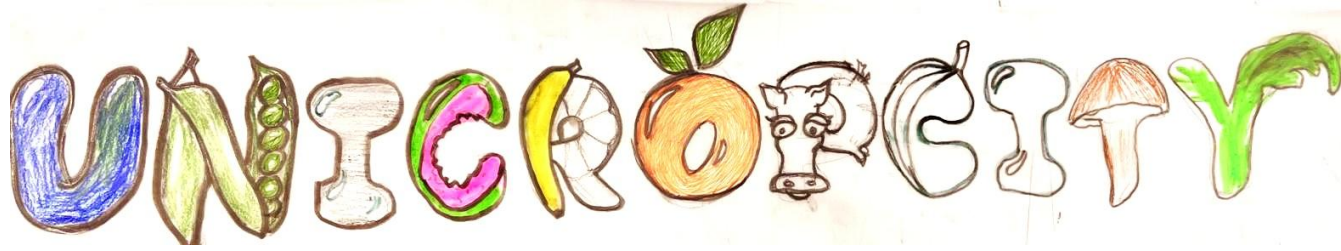


11-15 Years



16-25 Years

25-50 Years



## REVOLUTION STARTS WITH KNOWLEDGE!

- **Akdeniz University** as a living-lab for food-system awareness.
- Change the **foodscapes of Antalya region** through education & research
- Increase the **local, organic food production** and provide more healthier options
- Establish **Antalya as a #1 in organic sustainable agriculture** and Akdeniz as lighthouse for agriculture knowledge
- Conduct **interdisciplinary research** to improve the land quality, water management and **overall agricultural policies**



# The name of your (Social) Enterprise or charity or community based organisation



## Vision and Mission Statement

The vision is to transform Antalya's current foodscapes into sustainable and resilient models by developing living lab prototype in Local universities.

|  |  |  |   |   |
|--|--|--|---|---|
| <h3>Key-Partners</h3> <ul style="list-style-type: none"> <li>• University</li> <li>• Local shops</li> <li>• Local communities</li> <li>• Small scale farmers</li> <li>• Politicians</li> <li>• Suppliers</li> <li>• Municipality</li> <li>• Donators</li> <li>• Advertisers</li> <li>• University markets</li> <li>• EU</li> <li>• Stakeholders</li> <li>• NGO's</li> <li>• Schools</li> <li>• Tourism ministry</li> <li>• Local restaurants &amp; canteens</li> </ul> | <h3>Key Processes</h3> <ul style="list-style-type: none"> <li>• Training</li> <li>• Education</li> <li>• Action research output</li> <li>• Garden activities</li> <li>• Collaboration and partnership</li> <li>• Building the network</li> <li>• Community engagement</li> <li>• Local Akdeniz community</li> <li>• Building the living lab methodology</li> </ul> | <h3>Value Proposition</h3> <p>Why become a fan?</p> <ul style="list-style-type: none"> <li>• We will show the unseen negative aspects of the food system today and how to make it better</li> <li>• Food security</li> </ul> <p>Special benefits?</p> <ul style="list-style-type: none"> <li>• Better water management</li> <li>• More organic, local produced food</li> <li>• Cheaper food</li> <li>• Healthier, seasonal food</li> <li>• Develop competences</li> <li>• Community engagement</li> <li>• Growing city identity</li> </ul> | <h3>Key-Products &amp; -Services</h3> <ul style="list-style-type: none"> <li>• Healthy organic, seasonal food, no chemical input</li> <li>• Take part into the process (see the process themselves)</li> <li>• More sustainable, less pollution &amp; waste</li> <li>• Prototyping &amp; create knowledge &amp; job opportunities</li> </ul>  | <h3>Customers</h3> <ul style="list-style-type: none"> <li>• university staff,</li> <li>• companies that will buy our methodology,</li> <li>• local communities,</li> <li>• local stores,</li> <li>• tourists,</li> <li>• industry</li> </ul> <h3>Beneficiaries</h3> <ul style="list-style-type: none"> <li>• students,</li> <li>• volunteers,</li> <li>• schools + other education, education,</li> <li>• actors in the food system, local communities,</li> <li>• employees,</li> <li>• society in general, local farmers,</li> <li>• environment + ONG</li> </ul> |
| <h3>Key Resources</h3> <ul style="list-style-type: none"> <li>• Know-how academic staff</li> <li>• University lab</li> <li>• Students</li> <li>• Volunteers</li> <li>• University logistics&amp;infrastructure</li> <li>• Data for research</li> <li>• Human resources</li> <li>• University networks&amp;reputation</li> <li>• University money</li> </ul>  |  |  | <h3>Channels</h3> <ul style="list-style-type: none"> <li>• University events</li> <li>• Social media</li> <li>• Student clubhouse</li> <li>• market organised by university</li> <li>• Platforms</li> <li>• Workshops in schools and for tourists</li> <li>• Training in fields of: tourism, cooking, farmers, NGO's, other faculties</li> <li>• Local municipality events</li> <li>• Food markets &amp; fairs conferences</li> </ul> |   |

## Cost-Driver

Advertising, food processing infrastructure, raw material, waste management facilities, storage, transportation, innovation strategies & funds

## Revenue-Driver

Selling products, donations, workshops, innovation, growth in production, research funding

## KPI (Key Performance Indicator)

Economic, social, environmental growth in organic production, soil quality, growth in native crops, improvement in water management, growth in academic research

## Social & Environmental Impact / Impact on Beneficiaries

Better quality of soil, better quality of local green infrastructure, awareness of food systems, reinforce local government by participatory democracy, generate more employment, waste management (reducing, recycling, compost)

# UNICROPCITY's Value Proposition

How to create benefits for the customers and beneficiaries??

- Offering high quality sustainable products.
- Educational programs.
- Ensuring fair compensation and practices.
- Promoting health and wellness.
- Economic opportunities
- Fostering community engagement.

How do you get their jobs done?

- Accessing the food system
- Community engagement
- Feedback and interaction
- Supply chain integration
- Strong collaboration
- Utilizing resources and support
- Networking and partnerships

How to avoid customer/beneficiary pains?

- Streamline access and convenience
- Maintaining product quality and consistency
- Transparent pricing and information.
- Responsive customer service
- Access to resources and support.
- Creation of feedback loop  
Recognition of contribution
- Minimizing bureaucracy

Bad outcomes, risks, obstacles

- Lack of awareness
- Lack of dissatisfaction with the current system
- Failure to meet Expectations
- Environmental mismanagement
- Supply chain disruptions
- Regulatory and compliance challenges
- Technological challenges

Benefits that clients are seeking

- Access to high quality sustainable food.
- Supporting local economy.
- Environmental stewardship
- Educational opportunities
- Community connection
- Skill development
- Networking and collaboration
- Enhance wellbeing
- Voice and agency

What clients and beneficiaries have to do?

- Support the initiative.
- Participate in educational activities
- Provide feedback
- Spread the word
- Embrace sustainable practices
- Collaborate and network
- Utilize resources wisely





# University campus production areas



- Potential for organic crops
- Land for organic living-lab
- Core for testing new techniques
- Area for interdisciplinary research
- Keypoint for creating awareness



# Typical UNICROPCITY customer and beneficiary

Students are both our **customer and beneficiary**  
They take part in university labs, and also buy our food

It's hard to find  
vegan food  
here

From animal  
products I **only**  
eat eggs

- Vegan Erasmus student** who's participating in workshops in **UNICROPCITY** Lab in Antalya to learn about sustainable agriculture.
- He looks for healthy food in university campus and in city.
- Everyday he needs to eat outside university because of lack of options.

**ANTONI**



# UNICROPCITY's Key products and services



-Participatory & educational processes



-Healthy organic, seasonal food, no chemical input



-Prototyping: Create knowledge, jobs and innovation



-Encouraging local producers & rising awareness through university network



-More sustainable, less pollution & waste



-More community  
-Better university lifestyle & image

# UNICROPCITY's channels

How we reach people



# UNICROPCITY's Key Processes

Looking for  
volunteers

Raising  
awareness

Events for  
food

Activating the  
University  
resources

UNICROPCITY  
**Akdeniz**  
as a  
**living-lab**

Research and  
innovation

Building the  
network

training

Action research  
output

Community  
engagement

Collaboration  
and  
partnership



# UNICROPCITY's Key Resources



# UNICROPCITY's Key Performance Indicators

## ECONOMIC

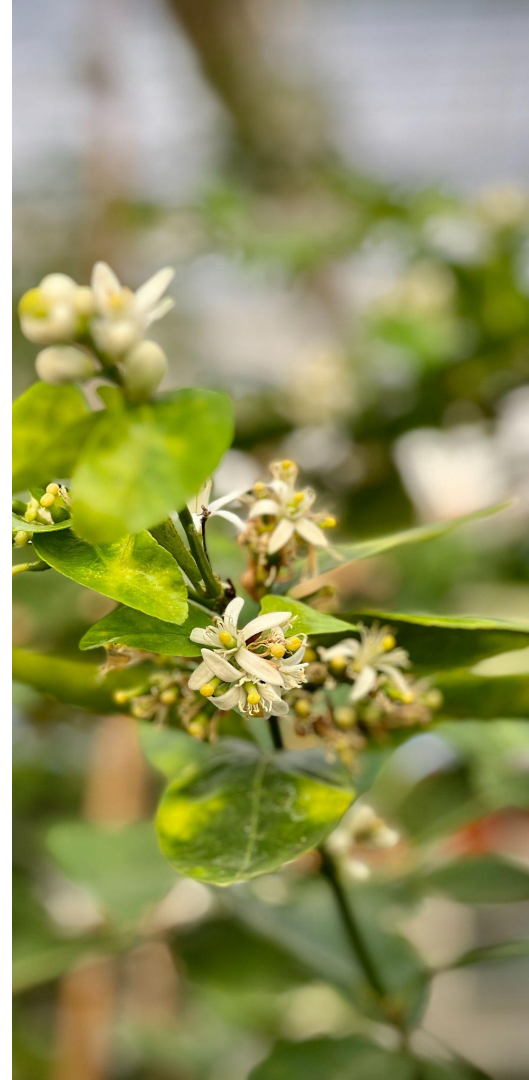
- Growth in revenue.
- Growth in new systems of farming.
- Less health problems.
- Increase in local production and food systems.

## SOCIAL

- Better awareness.
- Integrated community.
- Growth in academic research
- Increased social cohesion.

## ENVIRONMENTAL

- Growth in organic production
- Soil quality
- Improvement in water management
- Reduction in GHG due to logistics.
- Protection of native crops and biodiversity.



# UNICROPCITY Social & Environmental Impact

**SDG** in which our initiative helps  
(long-term impact of our initiative)



Relevant **indicators of success**

## COMMUNITY

People engagement &  
Change of mindset

## EDUCATION

People awareness of  
food systems &  
better food culture

## POLICIES & ECONOMY

Local government  
reinforced by  
participatory  
democracy

## INFRASTRUCTURE

Better waste  
management  
(reducing, recycling,  
compost)



First step:

# AKDENİZ HARVEST FESTIVAL & ORGANIC BAZAR!





# MANAVGAT TRIATHLONS

Activating awareness and collaboration for nature, culture, and economy

- Mountain-to-Sea Spring Triathlon
- River-History-Sea Fall Triathlon

# PARTNERSHIPS



# FOODSCAPES!

A group of seven people, four men and three women, are posing for a photo in an olive grove. They are standing and kneeling among several olive trees with silvery-green leaves. The ground is covered in lush green grass and small yellow wildflowers. The lighting is bright and natural, suggesting a sunny day. The group is dressed in casual to semi-formal attire, including jackets, blouses, and jeans. One woman in the front center is kneeling and holding a white smartphone. The overall atmosphere is cheerful and outdoorsy.

TESEKKÜRLER!  
THANK YOU!