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Erasmus + program  
Blended Intensive Program  
ID: 2023-1-LV01-KA131-HED-000119939-3

# CERTIFICATE

This is to certify that

**LĪGA PAULA**

has delivered lectures during BIP

**BIOREGIONS: KEY TO THE FUTURE**

organized by the **Latvia University of Life Sciences and Technologies**  
(LV JELGAVA01)

virtual component: from **21.10.2024** to **10.11.2024**

physical mobility activities: from **10.11.2024** to **15.11.2024**

Date: 15.11.2024

Signature: \_\_\_\_\_

Dean Irina Pilvere





# Local food systems in the context of the development of bioregions

Assoc.prof., Dr.sc.soc. **Līga Paula**  
LBTU ESAF Institute of Social Science and Humanities  
12.11.2024.



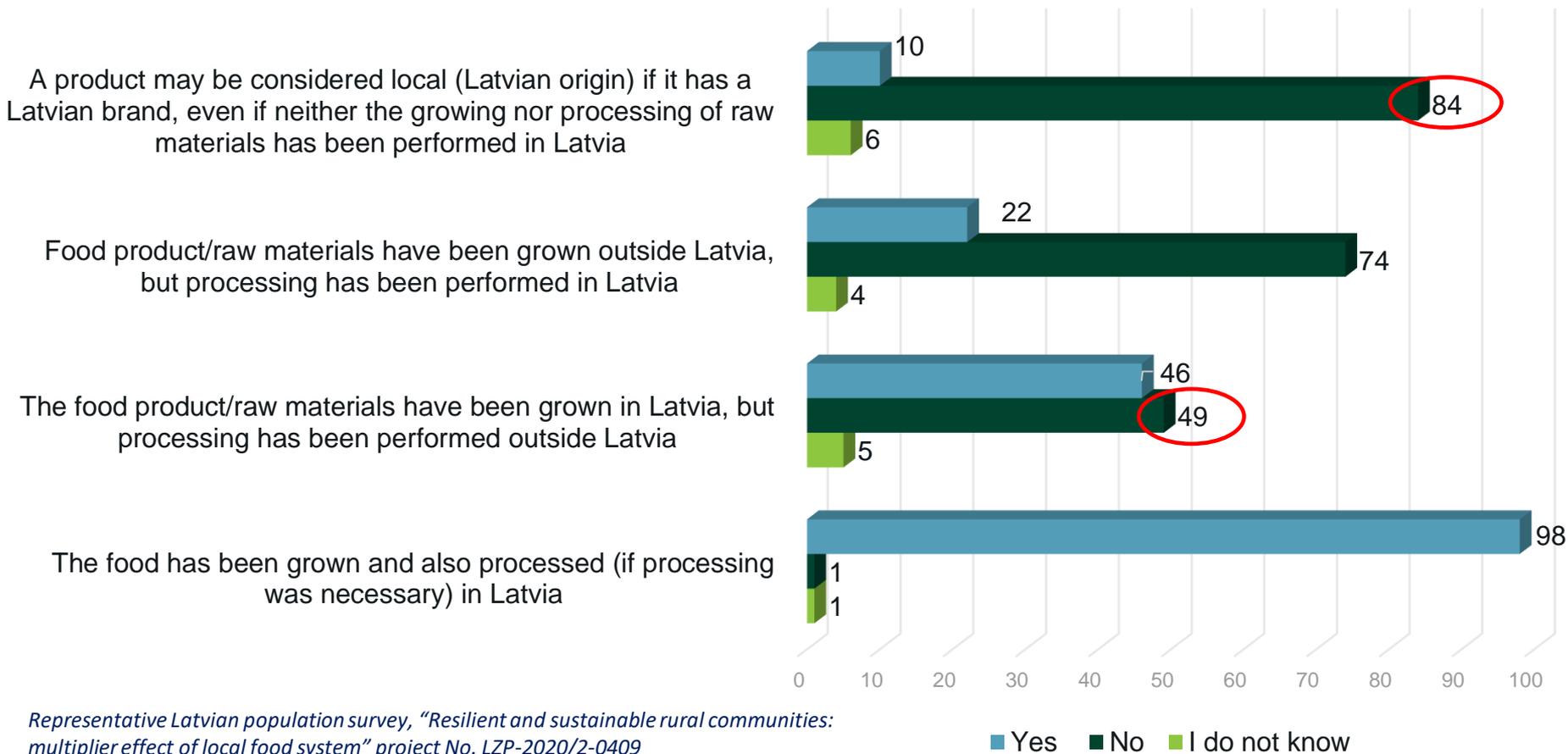


**What is local food?**

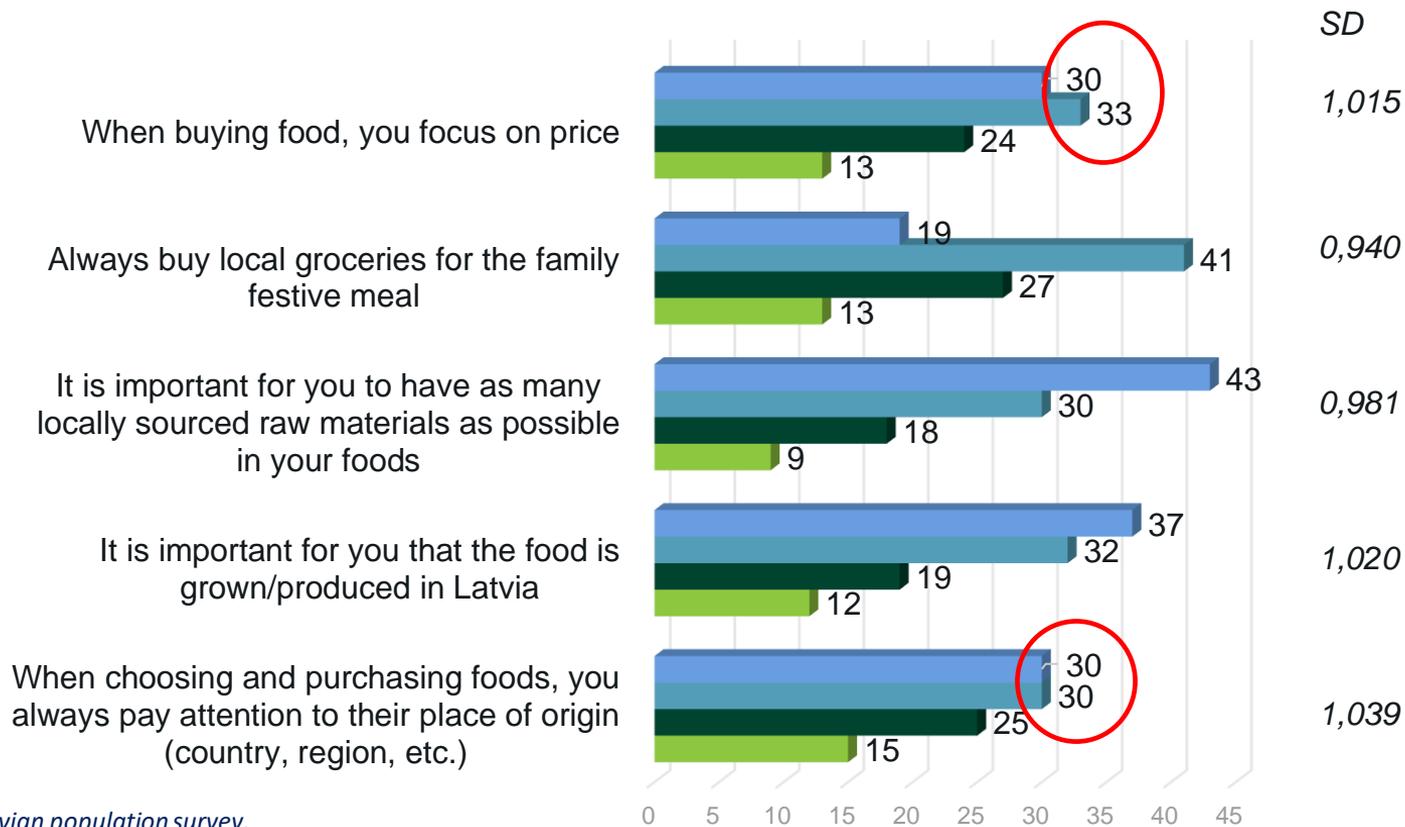
**What is your favourite food?**

**Is it local?**

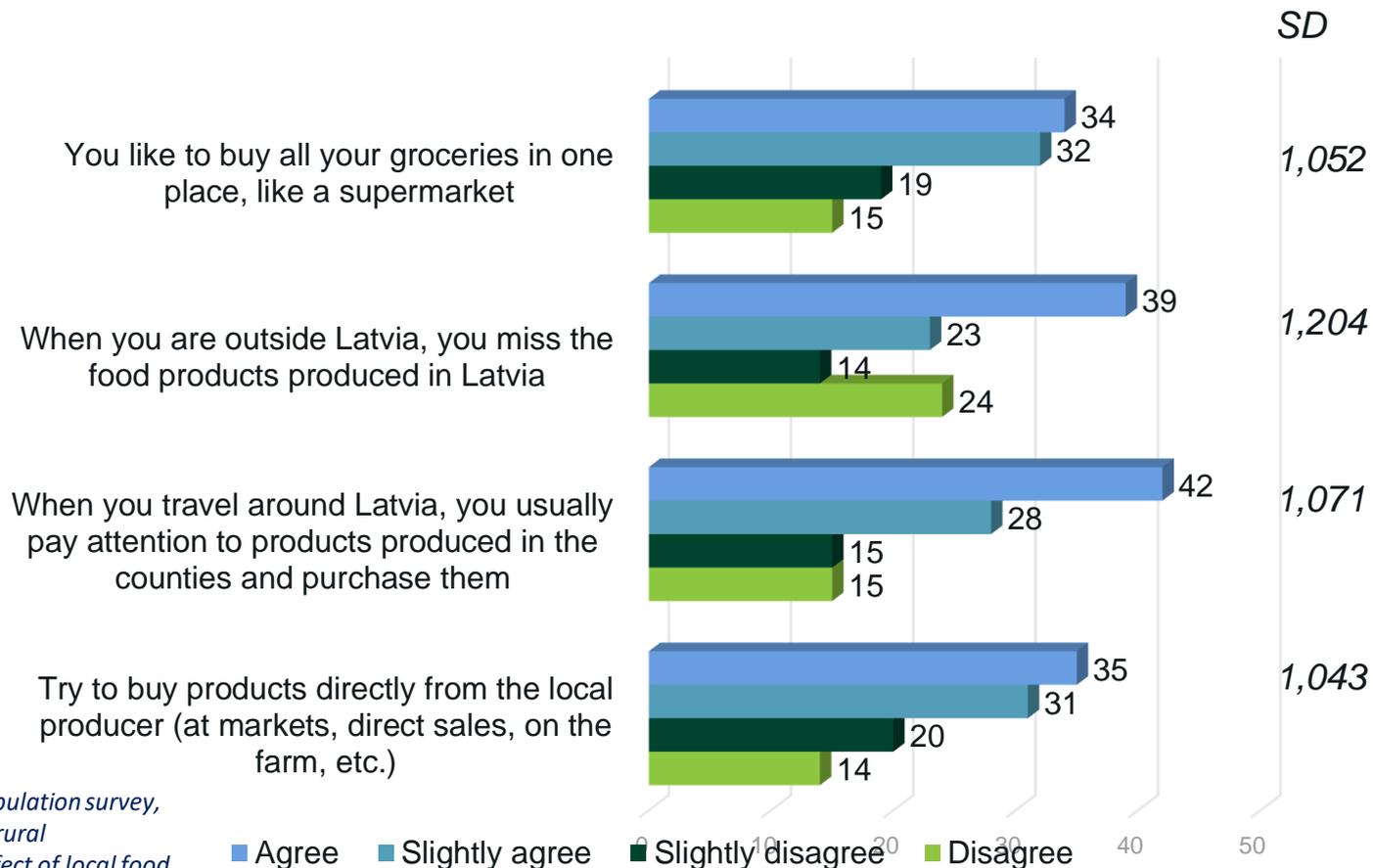
# What can be considered a Latvian product? (% , n=1000)



# Choice of local products (% , n=1000)

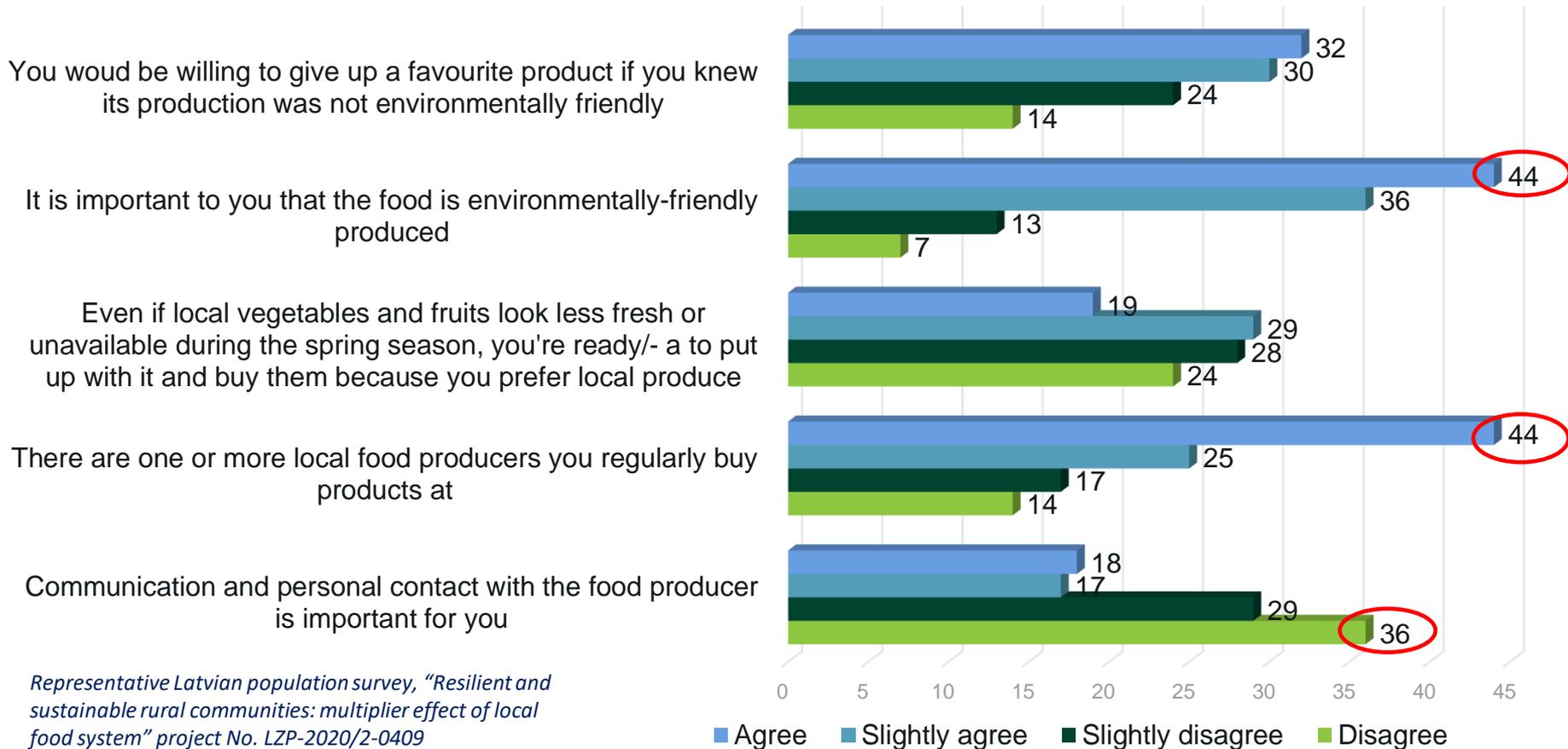


# Choice of local products (% , n=1000)



Representative Latvian population survey,  
 "Resilient and sustainable rural  
 communities: multiplier effect of local food  
 system" project No. LZP-2020/2-0409

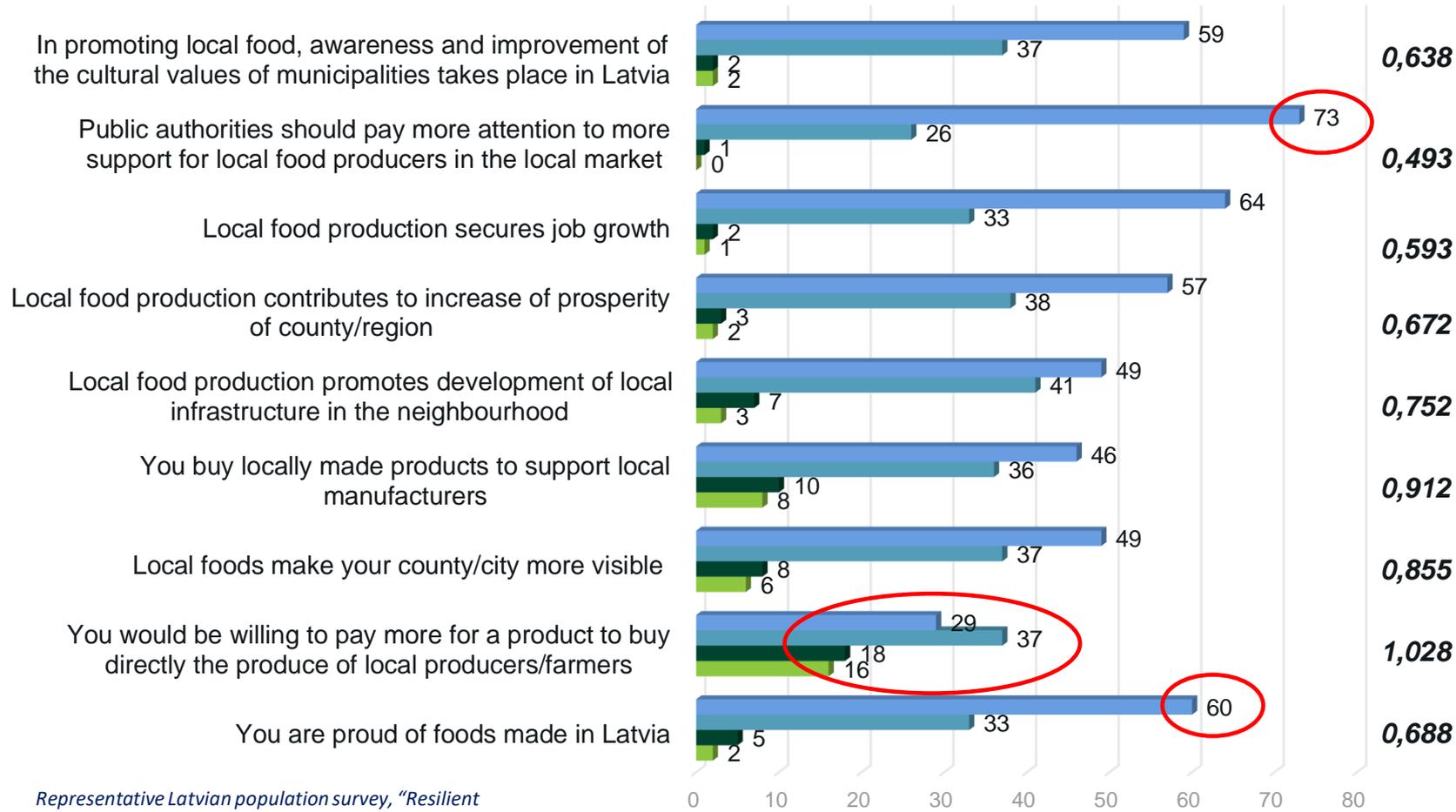
# Choice of local products (% , n=1000)



Representative Latvian population survey, "Resilient and sustainable rural communities: multiplier effect of local food system" project No. LZP-2020/2-0409

# The role of local products in local communities (% , n=1000)

SD



Representative Latvian population survey, "Resilient and sustainable rural communities: multiplier effect of local food system" project No. LZP-2020/2-0409

■ Agree ■ Slightly agree ■ Slightly disagree ■ Disagree

# Reasons for choosing local foods(%, n=1000)

It is important for you that your money remains in Latvia  
(buying local products, supporting local producers)

The producer is a Latvian company/grower

They are organically grown

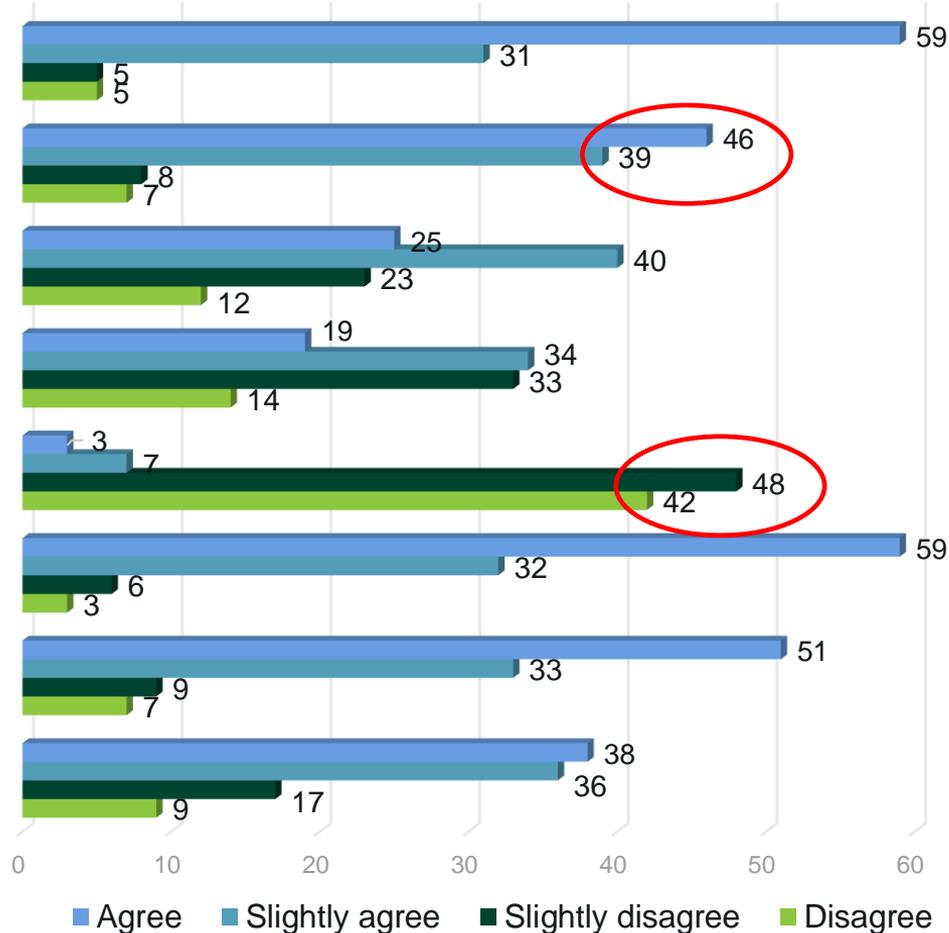
They are easier to access

They are cheaper

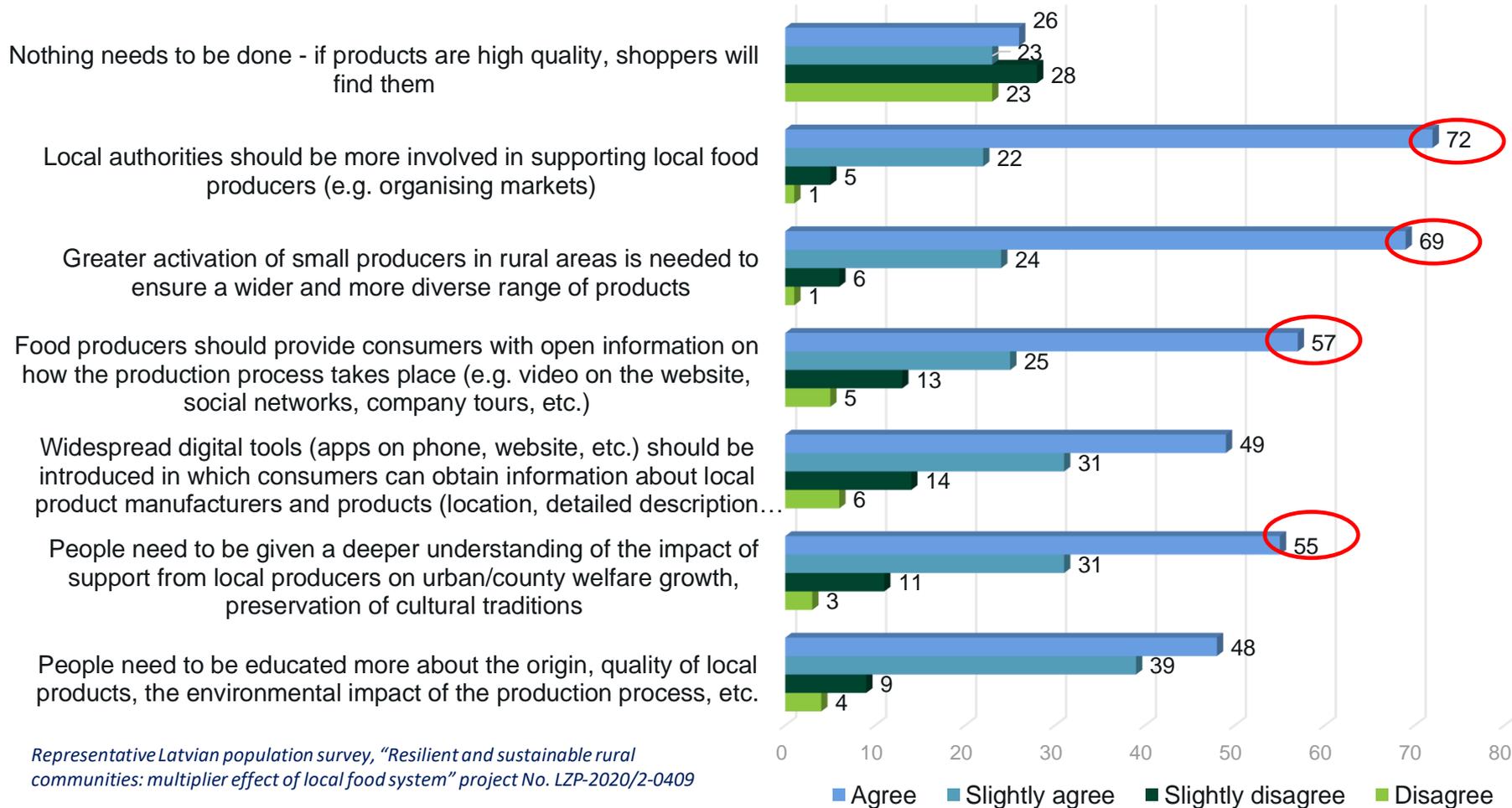
They are more delicious, aromatic

They are healthier, safer

They have higher nutritional value



# Activities that could stimulate consumers interest in local products(%, n=1000)





## Ecological consciousness

- an **individual's awareness** that every little thing they do will somehow have an impact on the environment
- «awareness that almost every aspect of people's life affects the environment, and this phenomenon is characterized by evaluating the **society's concern** about environmental degradation, people willingness to donate time and invest money in environmental maintenance and improvement; knowledge of environmental degrading factors and their prevention» (*Briška, 2013a:10*).



## Max Weber: Types of Social Action

- 1. Instrumental Rational Action:** Social actors work out the most efficient way to achieve a goal.
- 2. Value Rational Action:** Action towards a goal that is seen as desirable for its own sake.
- 3. Traditional Action:** Routine, customary or habitual actions that are done without thought or choice.
- 4. Affectual Action:** Action that expresses emotion.



# Ecological footprint

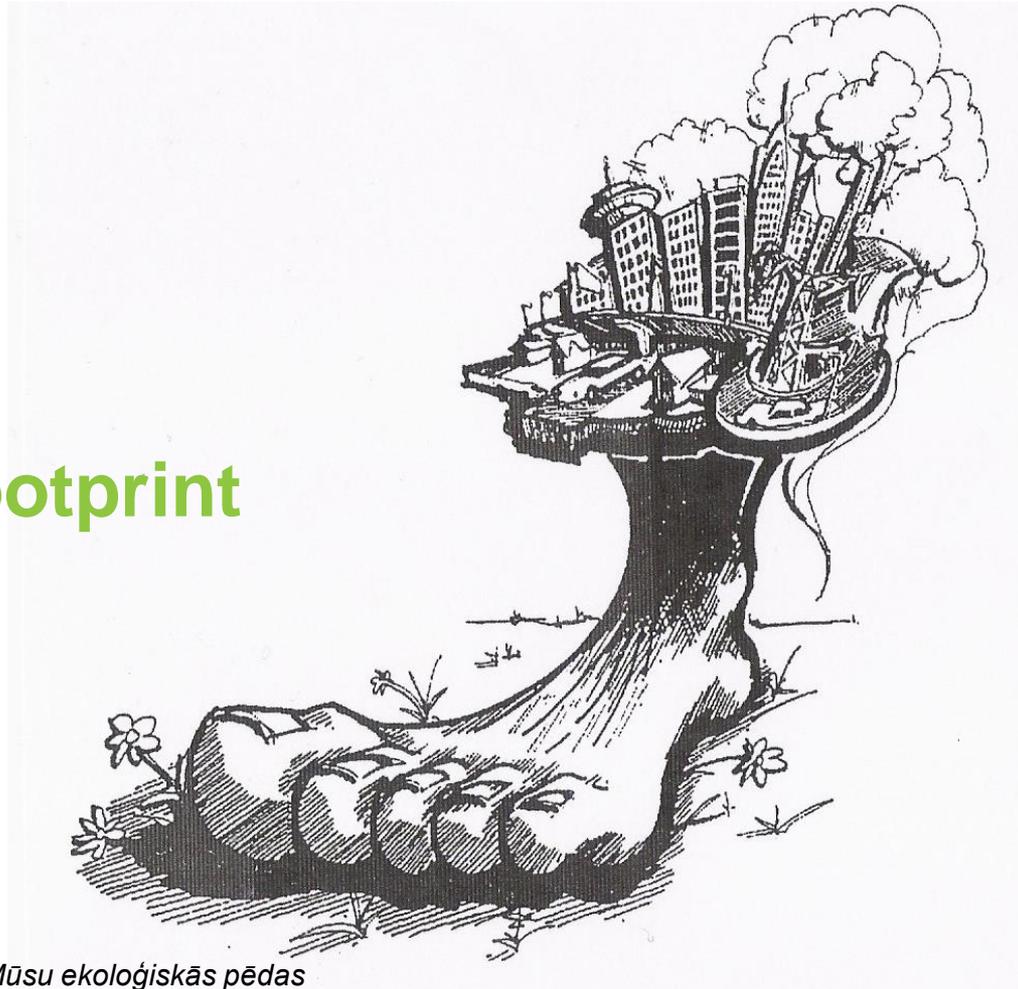
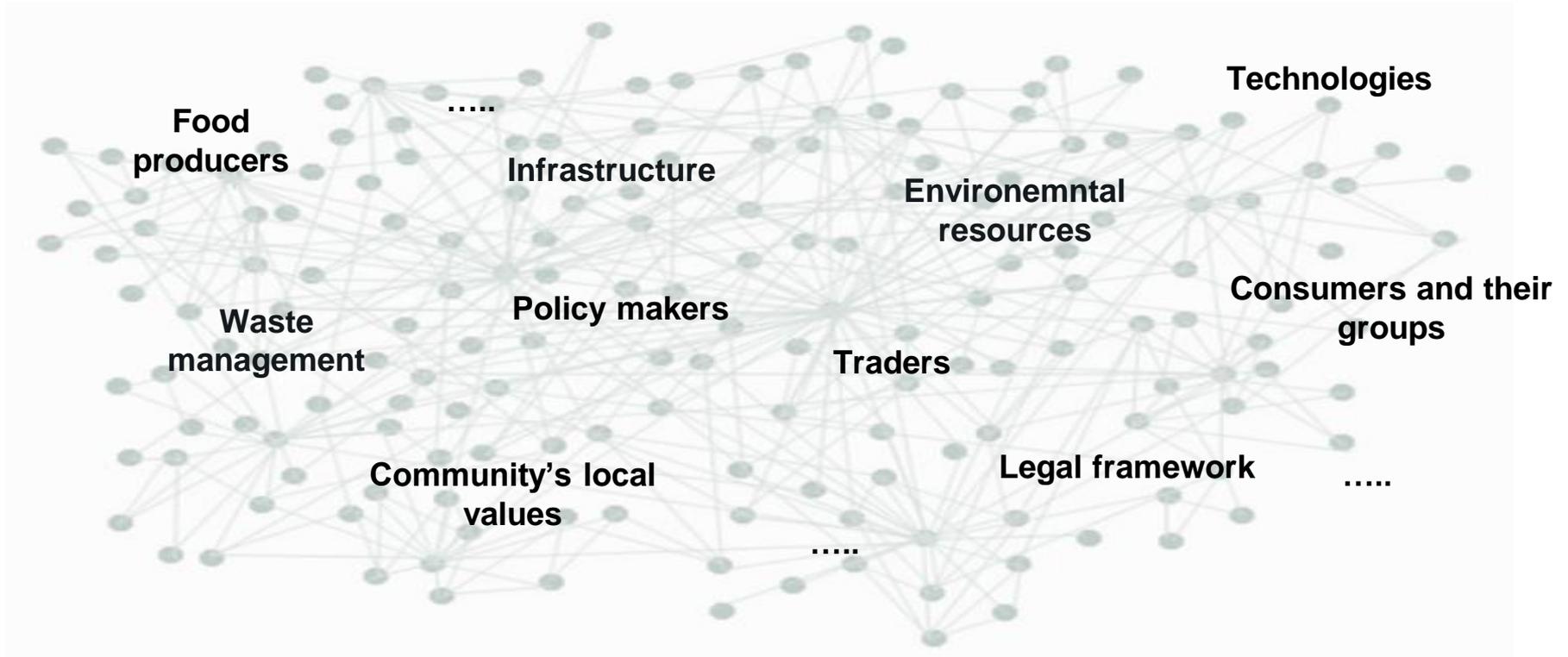


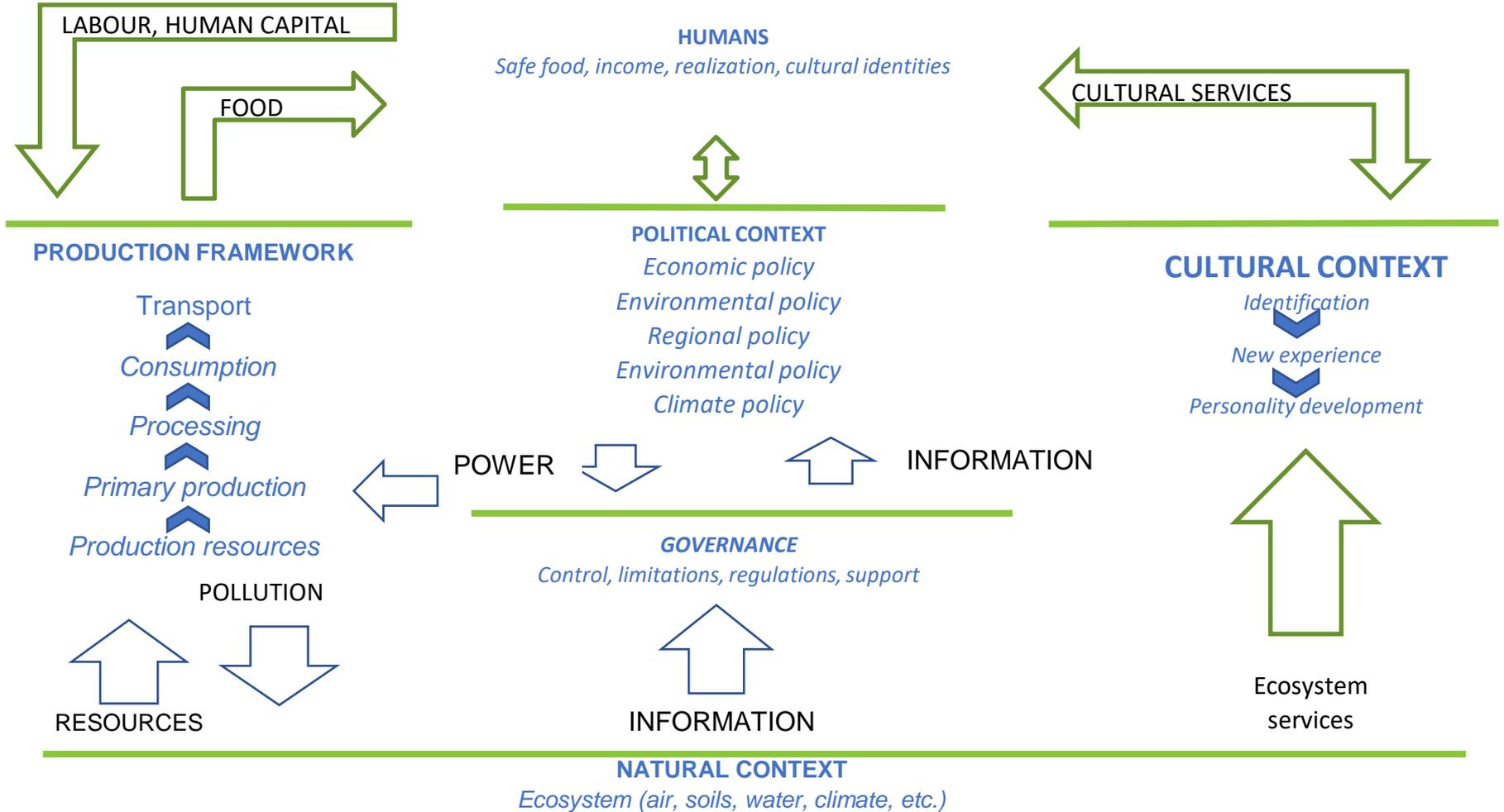
Image from «Vakerneidžels, M., Rīss, V. (2000) *Mūsu ekoloģiskās pēdas nospiedums: kā samazināt cilvēka ietekmi uz zemeslodi.* Rīga: Apgāds Norden AB»

# Local food system

*System approach, Actor-Network Theory (M. Callon, B. Latour)*



# Conceptual model of food system assessment



**Local  
fishermen**

***Rafina (close  
to Nea Makri in  
Greece)***





# Biodynamics and organic agriculture

## Ef-ZEIN Organic farm (Greece)





# Community example from Aberdeenshire in Scotland







**Eco-community**  
**«Le Hameau léger du Placis»**  
**in France**  
**( ~1-hour drive from Rennes)**



BIENVENUE A L'ÉPROUVETTE		
lun.	fermé	
mar.	fermé	
mer.		15 - 22
jeu.		17 - 22
ven.		17 -
sam.		15 -
dim.		15 - 22





## Why bioregions and local food?

- Bioregions, as an innovative and sustainable rural development approach, aim to transform existing food systems and to transform understanding of communities towards sustainability goals, including the preservation of biodiversity, local culture and traditions.
- Their main objective is to promote the development of sustainable, mutually integrated, climate neutral areas through a holistic approach linking the various agents in the region within a single framework.
- In the global context, bioregions are defined differently, yet the idea of areas moving towards nature conservation, biological lifestyles, healthy diets and human relationships is common, fostering ecological sustainability, social justice, place identity.



# Thank you!

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bio  
regions

platform of sustainable territory development

# JOIN THE BIP COURSE “BIOREGIONS: KEY TO THE FUTURE”

## Programme

- Bioregions – powerful sustainability platform
- Bioregions and circular bioeconomy - principles of cascading the use of bioresources and examples of their application in bioeconomy
- Local food systems in the context of the development of bioregions
- Bioregions for creating the image of the territory and developing tourism activities
- Enhancing local traditions and cultural identity of the local community's awareness



Latvia University  
of Life Sciences  
and Technologies



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**Eesti Maaülikool**  
Estonian University of Life Sciences



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## Why should you join?

Discover the transformative potential of bioregions in our comprehensive course designed to equip you with the knowledge and skills to drive sustainability. This ERASMUS+ blended intensive programme (BIP) course also offers the unique opportunity to engage in international studies and socialize with students from other countries. Alongside academic learning, enjoy a variety of social activities designed to foster connections and create a vibrant, collaborative community and receive 3 EC for completing the course.

Don't miss this opportunity to be at the forefront of sustainable development and innovation. Enroll now and be part of the change!

## Important dates

### Registration deadline:

- 23rd September, 2024

### Duration of the course

- Online activities: 7th and 14th of October, 2024
- Face-to-face activities: 21st – 25th of October, 2024 in Jelgava, Latvia