

Titre O Ouverte

<http://marathoncreatif.sparkboard.com/project/56ec55364319dc03004ebdac>

intro

The Open O-rganization promotes wellbeing by using mainly the Food Practices as social and educational instruments to connect people and to sensitize them about the subjects of healthy food, and food quality.

These practices include all aspects of the complete circular process: from growing, production, preparation, distribution, within the contexts of nutrition and health; to the economic and cultural aspects, including waste management, composting and energy efficiency. The O's main intention is to invite people to explore the possibility of a conscious lifestyle oriented towards wellbeing from an individual scale.

The O's space, activities and interactions are based on sustainable, responsible, and

À quel thème de la consultation votre projet se rattache t-il?

All of them.

Quel défi relié à la dépendance aux énergies fossiles vous intéresse?

Most solutions are focused on the Environmental and Economic aspects, but true sustainable development needs to consider Social aspect equally. Implementing important solutions without compromising the individual, and their basic needs, as a priority; including Health and Food Security.

Comment pensez-vous le régler?

The O's particular model proposes to develop interconnected projects in different areas all over the food chain, under one roof.

By placing the individual as the centre of attention and by establishing symbiotic strategies for the relationships of these projects, the implementation of the ensemble will become more sustainable. The human scale intervention will guarantee almost immediate tangible results.

Quels sont les acteurs à impliquer dans sa réalisation?

Government institutions:

Such as decision-makers in regards to the environment in terms of policy and regulation DSP, health and education.

And funding for the social enterprises.

Academy:

Food security, urban agriculture, research and sustainability faculty members.

Industry:

Private investors (with consciousness), and important actors of the food industry.
Social economy entrepreneurship.

Community:

Influential individuals in all sectors of economy.

En quoi votre projet est-il « ambitieux, concret et réalisable » ?

If Montreal became an example in regards to our food practices, it will be more than a cultural city, but also a legacy for the human heritage. The objective is easily attainable once a CPA or equivalent is in place and ready to listen.

This abstract objective becomes concrete through many punctual divers and interconnected projects.

As people say about Amsterdam that it is a city where everybody bikes, what if we could say that Montreal is the first city in which everybody “eats” healthy and clean energy nutritious food by default...

À qui s'adresse votre projet qui en sont les bénéficiaires ?

Community in general. Because food is a basic need as much as Shelter and energy are for every individual, in this city and in the world.

Décrivez brièvement le modèle d'affaires.

To be defined on a case to case basis, depending on the project.

Seed funding is necessary from private investors and government agencies to kickstart the projects. Ongoing financial support should be guaranteed until the projects arrive to certain level of autonomy.

Each one of the projects supported by The O should become independent and self sufficient in the mid-long term.

Engagement from the community ensures projects' completion, and incorporation into society's lifestyle.

Comment votre projet contribue-t-il à réduire la dépendance aux énergies fossiles de la Ville?

Education and Communication are the most effective strategies to achieve this objective. There are 2 main levels of intervention:

- Once the general public understands that mayor changes happen from “home” and that solutions are as simple as making the right food choices (in terms of personal health and the environment) the leap will happen instantly. Especially if the understanding of the food system comes with the awareness of the implications it has over the GHG emissions, and in consequence of our dependency to fossil energies.
- Touching strategically influential individuals will generate a chain reaction effect which in turn will multiply its impact at all levels of society. This type of individuals are located in all areas of the government, academy and industry agencies.

Forces et faiblesses du projet

Strengths: an intervention on the food system would generate important impact at different levels, quality of life of the individual, as well as in all sectors of consumption.

Weaknesses: The food system of Montreal is not yet included in the energy agenda, and until there isn't an agency which will intermediate, measure, monitor and connect the parties involved, an integral solution which benefits all ends seems challenging.