

Sustainable food on a budget

Ineke Malsch

duurzaamutrecht2030.nl /
kookboek030.nl

Study Association STORM
8 September 2026

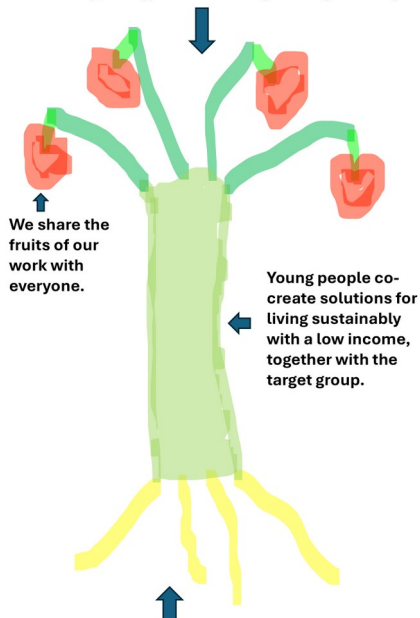
• Check-in



- Who are you?
- What is your favourite vegetable?

Living sustainably bottom-up

Together with the municipality and partner-organisations, we develop targeted solutions in distinct branches, such as organic food, sustainable mobility, energy and social vegetable gardening.



Duurzaam Utrecht 2030 is rooted solidly in dialogue with people who want to live more sustainably with a low budget.

Do you want to know more or contribute? Check out duurzaamutrecht2030.nl/en-gb or scan the qr-code:

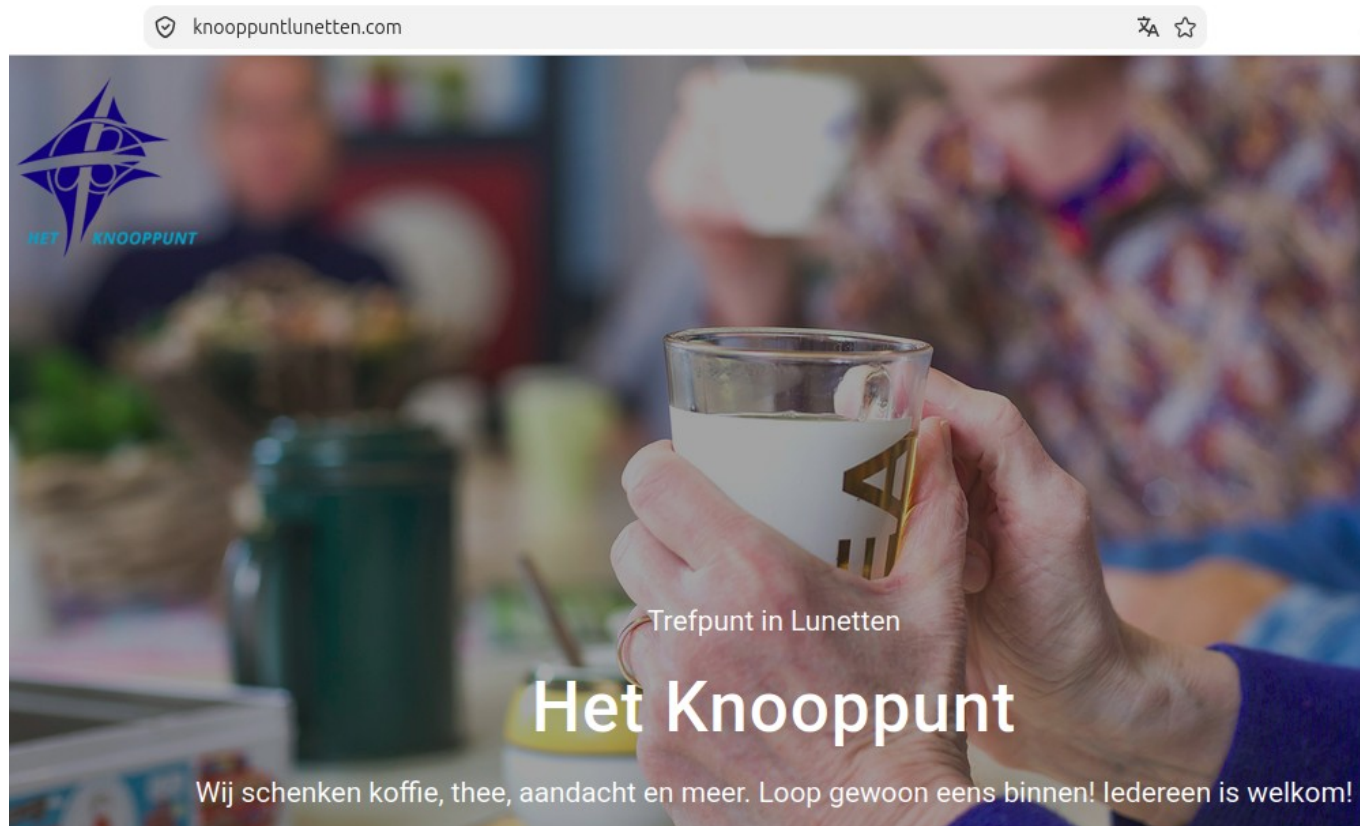


• What is Duurzaam Utrecht 2030?

- A citizens' initiative facilitating bottom-up sustainable development in Utrecht. We ask people with lower incomes how they want to live more sustainable. Groups of young people then co-create tailor-made solutions together with the target group, the municipality and a broad network of partner organisations.

• Who am I?

- Ineke Malsch
 - coordinator of **Duurzaam Utrecht 2030**: <https://duurzaamutrecht2030.nl/en-gb> –
 - consultant in responsible innovation for sustainable development: <https://ethicschool.nl/en-gb/home>



Introducing Knooppunt Lunetten by Shirley Hutter

- The context:

- Global political agenda 2030:
- In 2015, the General Assembly of the United Nations adopted the seventeen sustainable development goals

SUSTAINABLE DEVELOPMENT GOALS





- The context:
- **European Green deal 2050:**
- **Fit for 55:** 55% less net CO2 emission than in 1990 – by 2030
- Europe aims to be the first **climate neutral** continent by 2050
- Among other measures, the EU supports 100+ '**Smart Sustainable Cities**' that want to be at the forefront of this climate transition.
- **Utrecht** is one of those cities.

Utrecht Climate Neutral by 2050



[Omgevingsvisie](#) > [Thematisch beleid](#) > [Klimaatverandering](#)

Nieuw beleid voor klimaatverandering: Utrecht klimaatneutraal



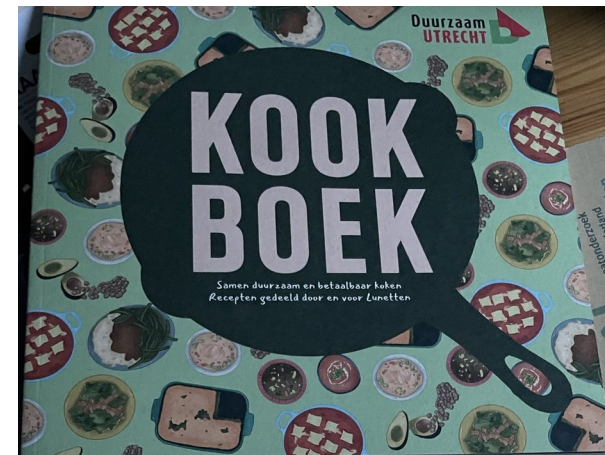
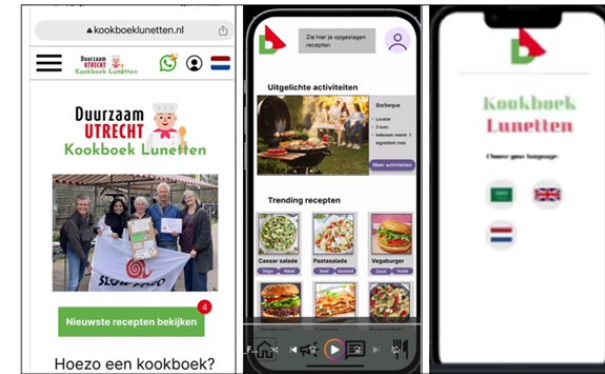
De gemeente werkt aan de visie Utrecht Klimaatneutraal. Deze visie helpt om goede keuzes te maken voor het klimaat. In de visie kunt u lezen wat we willen bereiken en wat daarvoor nodig is.

[Utrecht.nl/klimaatneutraal](https://utrecht.nl/klimaatneutraal)

• Sustainable food on a budget in Lunetten

What we have done so far:

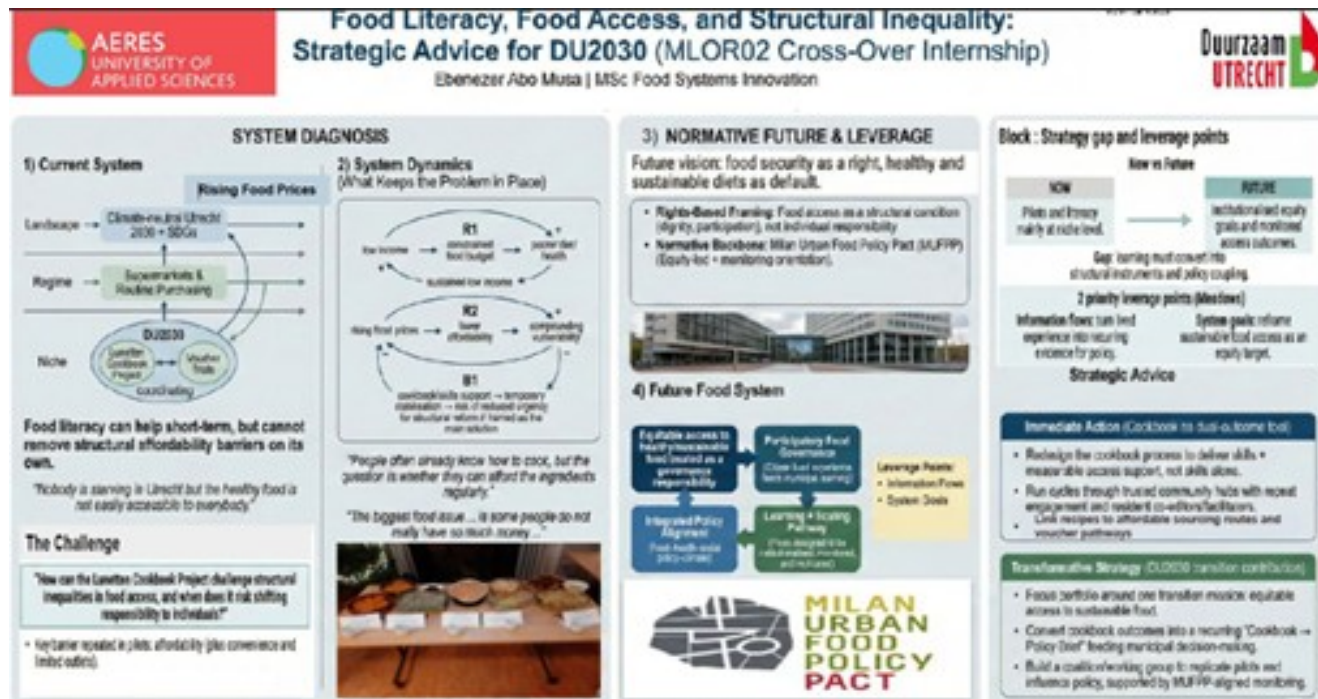
- **Spring 2022:** brainstorm **living sustainably on a budget** with visitors of het Knooppunt and giveaway shop Lunetten
- **Autumn 2022:** students environmental science, HAS Green Academy co-create options for transporting **sustainable fruit and vegetables** from local farms to the foodbank and distributing them
- **Response residents:** offer **freedom of choice**: vouchers
- **2023:** trial with **subsidized organic groceries** in Lunetten
- **Spring 2024:** **petition to the city council** – response Major: please carry on, but we have no budget for vouchers
- **Since Autumn 2024:** **cookbook** project Sustainable food on a budget in Lunetten
- **Spring 2025:** students information science UU co-created **prototypes of cookbookapps**
- **January 2026:** **presentation cookbook Lunetten** by students Het Bureau – Grafisch Lyceum Utrecht



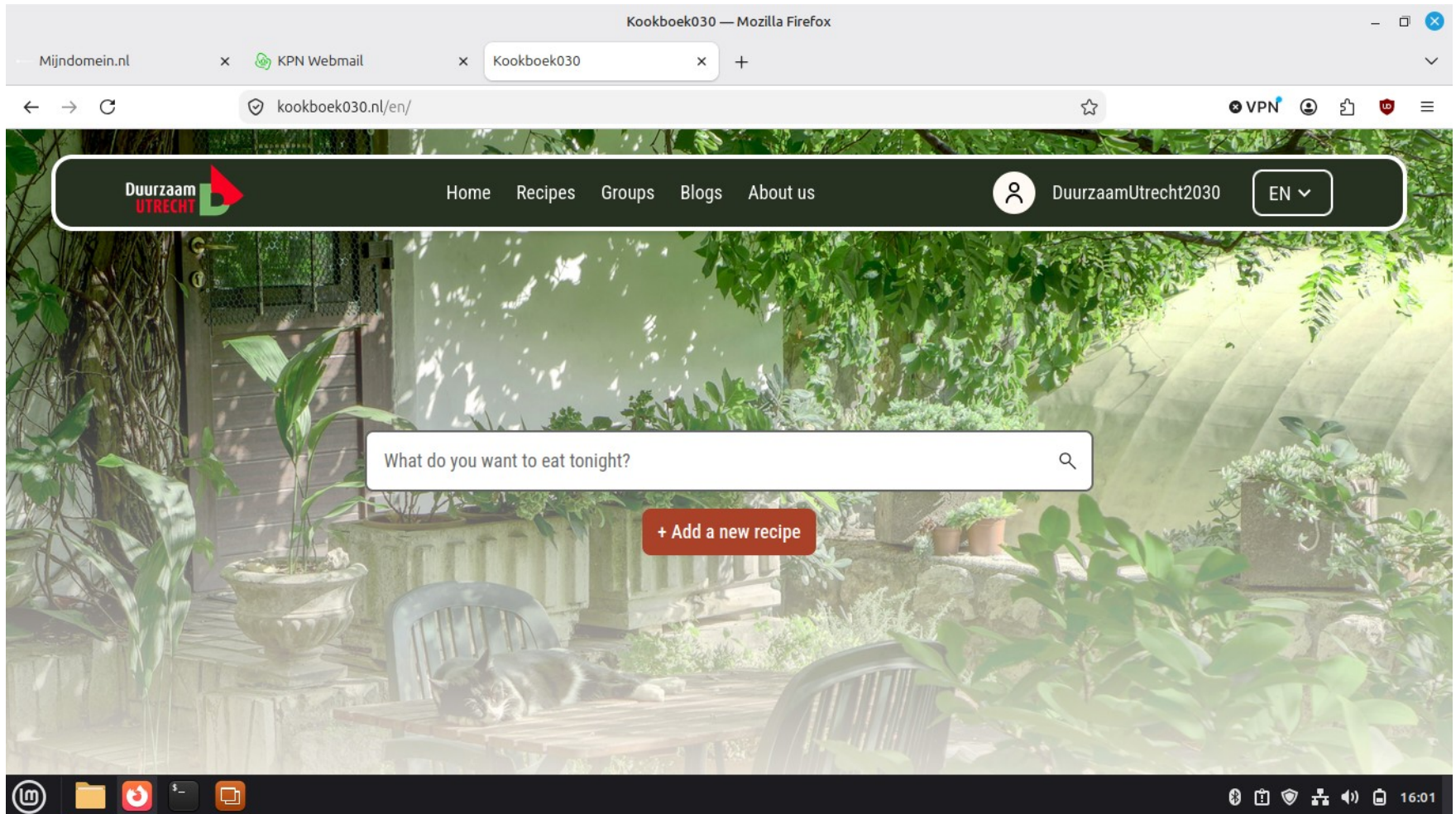
• Sustainable food on a budget in Lunetten

Spring 2026:

- AERES intern Master Food Systems Innovation: advice on next steps
- Informatics students UU built website kookboek030.nl
- Community Engaged Learning students UCU supported residents in helping each other eat more sustainably and healthy on a budget



• Kookboek030.nl



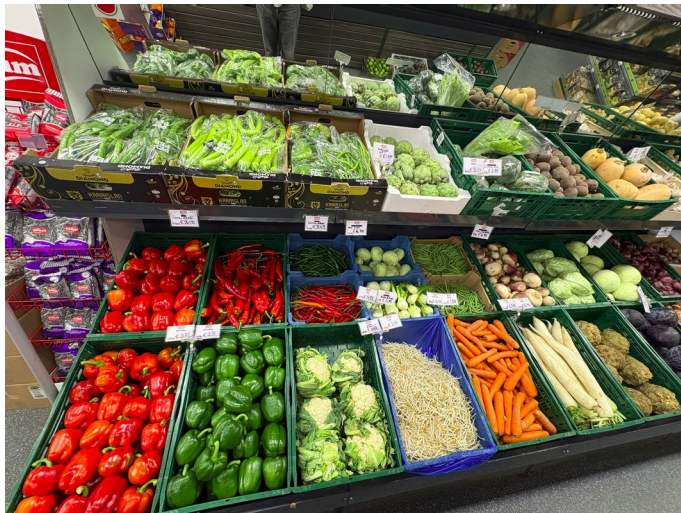
- Challenge: shop **economical** & **sustainably**
- Tips: Sustainable shopping in Utrecht



Duurzamer030.nl

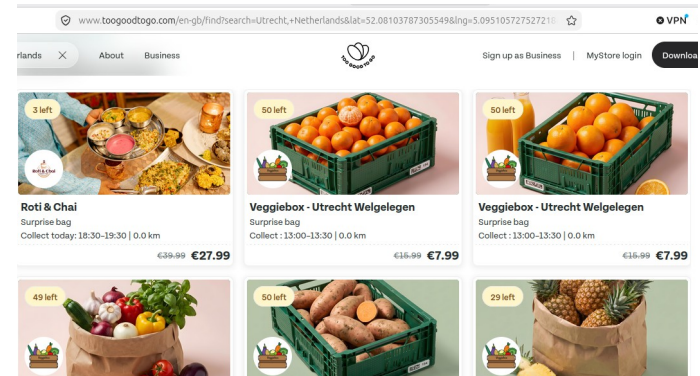
online database of sustainable shops

Compiled by volunteers of Milieucentrum Utrecht



Packaging-free vegetables @ Turkish and Moroccan supermarkets -

<https://duurzaamutrecht2030.nl/en-gb/duurzamegroentewinkel>



Togoodtogo.com

App for leftovers of shops



Self harvest gardens – e.g.
Koppelsteede Utrecht Natuurlijk

**Duurzaam
UTRECHT**

• Challenge: shop **economical** & **sustainably**

Group work - MAXIMUM BUDGET 2,50 EURO PER PERSON

- a) Appoint the jury
- b) Form groups of 3-4 persons – Each group has 30 minutes to:
- c) Choose a recipe from [Kookboek030.nl](https://kookboek030.nl) or your own favorite recipe and list the required ingredients
- d) Identify where you can buy all ingredients locally as sustainable and affordable as possible – list the shops, farms and other suppliers
- e) Calculate the costs per person
- f) Score each ingredient on sustainability criteria in the table in your hand out (example on next slide)

- Challenge: shop **economical** & **sustainably**
- Example:

Form Sustainable Shopping Challenge

Name of the recepy: Sauerkraut stew with sweet potatoes

Costs per person? **2,33 euro**

How sustainable is your shopping basket?

Fill in the table below per product.

Name of the product	Shop	Packaging	Origen	Seazonal	Do you prevent waste? How?	Organic	Vega/vegan
Vega minced meat	Lidl	yes	not local	no	yes, buy just enough	no	yes
Vega chipolata sausages	Lidl	yes	not local	no	yes, buy just enough	no	yes
Sweet potatoes	Lidl	no	not local	no	yes, buy just enough	no	yes
Organic sauerkraut	Lidl	yes	not local	?	yes, buy just enough	yes	yes

- **Challenge: shop economical & sustainably**

Plenary – 30 minutes:

- Each group presents:
 - their recipe,
 - the chosen shops,
 - how the ingredients score on sustainability criteria,
 - how much it costs
- The jury selects the winners, who best succeed in combining sustainability and affordability

- Call to action! **Join the community!**

De Proeverij ~ The Tasting ~ dinners **by** and **for** the community

- Come and build the community in Lunetten, Utrecht

and create a lasting impact

- Do you like **Organizing**?
- Do you like **Cooking**?
- **Can you help** set tables/clear up and chop vegetables?
- **You fulfill all the requirements for a perfect volunteer!**
- Contact Shirley on 06 29 62 43 89

Wrap up - Do you want to do more?

Let our Sustainable Lifetree blossom:

- Share your favorite sustainable recipe through kookboek030.nl or volunteer as a group leader or translator
- Share your idea for living sustainably on a budget in a blogpost or via your own socials: <https://duurzaamutrecht2030.nl/blog>
- Contribute to a study assignment:
- <https://duurzaamutrecht2030.nl/en-gb/studie-opdrachten>
- Organise your own clothes swap, sustainable dinner, save energy, go plogging or do anything you like and share the result with us
- Info: ineke@duurzaamutrecht2030.nl

