Globally, a large number of communities, mainly rural and agricultural, face the reality of not having refrigeration systems to maintain the cold chain of their products, resulting in food insecurity, as well as an economic impact, because they must sell their products at a very low cost, even throw them or give them away.

For example, a pilot survey conducted in Rourkela, India indicates that 83% of the farmers/vendors lack storage options and this is the main factor for selling the products at a very low price, when they cannot sell all the products at the end of the market day.

In this framework, and following the targets established in the SDGs, especially in SDG 2: "zero hunger", different cities are betting on implementing programs that allow maintaining the cold chain, thus increasing farmers' income and reducing the forced sale of products and waste.
These are successful and innovative cases, which demonstrate how the action of cities that also involve the communities can advance in the achievement of the Sustainable Development Goals.

**Webinar Objective**

Generate a conversation between cities and stakeholders regarding the implementation of innovative strategies to keep local products refrigerated and solve the problems of economic and food losses.

From UNDP, within the "Local Solutions" Series of local action for the SDGs, we seek to establish networks and share knowledge to identify solutions, good practices and lessons learned. To this end, we have invited two cities from different continents that are betting on innovation to maintain the cold chain in municipal markets, generating results in the face of two specific challenges:

1. How to keep local products refrigerated.
2. How to work with the communities to sustain and incorporate the projects.

**The methodology**

Virtual webinar, in which the cities of Rocha, Uruguay and Rourkela, India will share their experiences. This space will have two moments: (i) the first half hour will be to know first-hand the experiences of each of the cities; (ii) followed by a space for discussion and questions from the participants, to (iii) close with the conclusions and lessons learned.

**Cities and their projects**

1. **Rocha, Uruguay**

The Departmental Municipality of Rocha managed to arrange for cold chambers for fishermen, installing two containers with cold chambers and one for shrimp and fillet filleting and processing.

These were made available to the fishermen of the area in order to refrigerate the fish. This is a population with high socio-economic vulnerability that did not have electricity, which meant that
they almost had to give it away to avoid losing it due to the lack of refrigeration. Now they have managed to preserve their products and sell them at a fair price.

The city, working with other institutions and the community, has been able to move forward with the project, and has also created a Fishermen's Cooperative.

2. **Rourkela, India**

The United Nations Development Program has been supporting the city of Rourkela, in a project to refrigerate products through cold storage managed by the municipality with the help of women's groups.

The Rourkela cold storage project is an initiative that seeks to address the difficult conditions faced by farmers and vendors in Rourkela, who are forced to sell their produce at a very low price at the end of the market day due to the lack of storage facilities.

It focuses on the installation of solar-powered cold storage rooms run by women's groups with the aim of providing cold storage options to farmers and vendors.

In July 2023, the project's first cold storage facility at the city's Traffic Gate Market became operational. The "Jai Mata Di" group, consisting of six women, manages the cold storage to preserve vegetables for farmers and vendors, a solar power system to provide clean energy for its operation, a common facilitation center to sell vegetables and other produce, and two electric rickshaws to transport vegetables to bulk buying institutions.

**Questions for the speakers:**

1. How has the process of implementing the cold rooms and keeping local products refrigerated been?

2. How have you involved the communities? What role have they played in the formulation and sustainability of the project?

3. What has been the role of the municipality in the implementation of the project? Please mention the main achievement and the main difficulty in the development of the project.

4. What other actors have been relevant to achieve the results obtained?

5. How to make the project self-sustainable both financially and in terms of involving the community?

**AGENDA (initial)**
<table>
<thead>
<tr>
<th>Duration</th>
<th>Activity</th>
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<tbody>
<tr>
<td>5 min</td>
<td>Presentation of the initiative: &quot;Local solutions for local SDG action&quot;, translation, recording, use of chat, etc. And introduction of the moderator.</td>
</tr>
<tr>
<td>2 min</td>
<td>Moderator's introduction to the session</td>
</tr>
<tr>
<td>12 min</td>
<td>Rourkela's experience</td>
</tr>
<tr>
<td>12 min</td>
<td>Rocha's experience</td>
</tr>
<tr>
<td>10 min</td>
<td>Conversation between the 2 cities</td>
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<tr>
<td>15 min</td>
<td>Questions and answers from the audience</td>
</tr>
<tr>
<td>10 min</td>
<td>Closing and conclusions</td>
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