

# AGRI-URBAN

## BASELINE STUDY

The local food in urban forks



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# AGRI-URBAN

**AGRI-URBAN** is about rethinking agri-food production in small and medium-sized cities that have a relative specialization in agri-food production. Agri-food production is a mature industry that still continues to play an important role in terms of GDP, employment and environmental sustainability. That is why new growth potentials have to be activated by means of innovation, new business models and strategies.





## 1. AGRI-URBAN – STATE OF THE ART

AGRI-URBAN is about rethinking agri-food production in small and medium-sized cities that have a relative specialization in agri-food production. Agri-food production is a mature industry that still continues to play an important role in terms of GDP, employment and environmental sustainability. That is why new growth potentials have to be activated by means of innovation, new business models and strategies. The objective for this project is to create an Integrated Action Plan for finding a regional food system for each participant city.

### Question

How can cities bring the local food in urban forks?

What do European consumers want on their plate today? A growing movement globally recognizes that the current complexity of food systems based on economies of scale is causing economical, societal and environmental challenges to cities and rural areas. Simultaneously, consumer awareness on food quality, security and healthiness is demanding for alternative food systems.

The good news is that not only do many farmers want to provide high quality products that are known to be healthy and safe, it is also better business for them. A US Department of Agriculture study in 2010 comparing revenue from the sale of apples, blueberries, milk, beef and salad, found that in local supply chains almost all the gain is retained in the local economy, with producers receiving a 50% to 649% higher income in comparison to the traditional chains (Friends of the Earth Europe, 2015). Thus closer links between rural areas and nearby cities are not only societally and environmentally beneficial, but also ensure economic development regionally.

The problem is that there is an undeniable gap between the general enthusiasm to increase the market share of local products in the cities, and what is actually being accomplished.

According to a European Parliament report (2014), the main economic challenges for small farms are access to farming resources (such as land and capital) and access to markets, particularly in terms of bargaining power in the food chain. A food system is a complex web of interconnected entities that take food from its source to our plates. Heavy and complex supply chains give the competitive advantage for large wholesalers instead of smaller, local farms with small quantities of products. Many small farms also lack the entrepreneurial skills to improve their business models, or to identify new business opportunities. Having said that, it should be pointed out that finding new business opportunities in a traditional food system can be difficult with the resource limitations of small producers (European Parliament, 2014).

The concept of a **local food system** suggests that a significant portion of the food eaten by the urban areas should be locally produced. According to a recent study, the three necessary conditions for creating a successful local food system are (Beil & al., s.d.):

1. **Cooperation between farmers:** Often the challenges of the local food model outweigh the benefits when farms work independently. By developing strong partnerships, local producers can engage in "cooperation," or the sharing of resources from equipment to ideas while operating as competing individuals.

2. **Alliances between farms and food businesses:** The highly consolidated industrial food markets make it difficult for small-scale producers to enter. Alternative marketing strategies will entail developing partnerships between traditional retailers and local producers through alternative channels, policy incentives and word-of-mouth.

3. **Capitalization on local competitive advantage:** There are many attributes available in local urban products that industrial food products lack, including freshness, seasonality, variety, and healthiness. Farmers must promote theirs as "value-added" products with a story to tell, highlighting the contrasts between their products and those of their industrial competitors.

When implemented successfully, a local food system can have a positive impact on three critical levels: environmental sustainability, economic viability and social equity.

<b>Socio-cultural impact</b>	Promoting quality of life and wellness; strengthening sense of place in the local communities and creating jobs in the food sector; empowering communities by strengthening the role as citizens in economic development, etc.
<b>Economic impact</b>	Territorial integration attracting and retaining population, improving city image, increasing competitiveness, attracting professionals and entrepreneurs, etc.
<b>Environmental impact</b>	Promoting organic farming and good practices, as well as environmental; soil preservation avoiding urban occupation of fertile land and incorporating agriculture in appropriate urban spaces and in the urban-rural interface; fostering multifunctionality in rural lands; etc.

The AGRI-URBAN network will tackle the challenge of local food systems in small and medium-sized cities, developing an alternative way of understanding the link between urban and rural areas with regards to production, supply and consumption of local food. AGRI-URBAN must be able to generate a better understanding of all tested tools and initiatives, inside and outside the partnership, which open new perspectives and opportunities for food production in and nearby our cities. Successful local food system requires creating a "push-and-pull" effect in each city of the network (Figure 1).

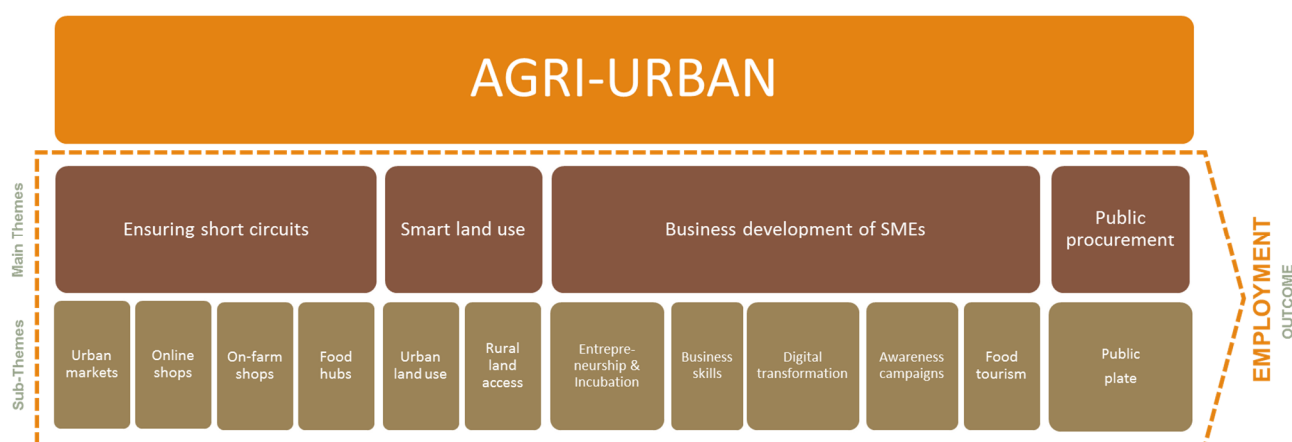


For the agriculture industry it is important to develop their business into a form that is easy to **push** to the market: creating new businesses and business models is important, but at least as important it is to find ways to ensure the innovation and growth in existing farms. In addition to optimizing the skills and equipment needed for the actual farming, the post-harvest knowledge should be increased with respect to new business models and improved value chains. These

tools, further discussed below, are crucial in order to ensure the business competitiveness of a farm and link it closely with the local city.

On the other hand, there are several ways that the city can **pull** local food onto urban plates, hence bringing success to local agriculture, economy, sustainability and health. For example, public procurement and land access issues have been proven as efficient ways to allow agriculture industry to grow. Furthermore, advocacy for local food production in events, campaigns and actions further ensures that the AGRI-URBAN value chain is their concern as well.

The framework created for the purpose consists of four main themes that together create this “push-and-pull” effect. For each theme, the network has also identified a pool of methods that will be the basis for the local action plans (Figure 2).



**Main themes:** Short circuits, smart land use & urban – rural linkages, business development of SMEs and public procurement are the main themes of the AGRI-URBAN project. Each theme is an essential part of creating a successful local food system. It is essential to understand that all themes are strongly interlinked and focusing on any of them will automatically enforce the other themes as well. For example, all activities made in effort to shorten circuits are likely to result in smarter land use, development of SMEs and public food procurement.

**Subthemes:** During Phase 1 of AGRI-URBAN, the network members chose a pool of sub-themes to be addressed. Each subtheme is placed under a theme that it is directly related to, even though many of them are, in fact, indirectly related to other themes, too. These sub-themes have been chosen for framework based on their relevance for the network, past experiences of the participating cities and their expected impact on the local action plan. Each city will choose a collection of sub-themes from this pool to their local action plan, while making sure that the chosen combination covers all main themes equally.

Farming and the food industry sustain a significant proportion of employment and income in many small and medium-sized towns, from Western to Eastern Europe. However, this complex of activities from both the primary and secondary sectors is categorized as mature industry. Indeed, in recent decades, a number of trends in Agribusiness have reduced the capacity of those activities to sustain employment in towns.

Unemployment rates are generally significantly higher in rural than in urban regions. Urban-rural differences are relatively larger than those in economic activity and employment, and are



particularly pronounced in countries characterised by high unemployment rates, such as those participating in AGRI-URBAN. Also, female and youth unemployment rates tend to be relatively high in rural regions, as well as the long term (more than 1 year) unemployment. In rural areas it is estimated that “hidden unemployment” (involving underemployed farmers and farm workers) is higher than in urban areas.

There are many causes and circumstances that led up to this situation, among others, the following:

- Social and cultural disconnection with the reality of agri-food production from urban societies, diffusing the prior relationship town-country and replacing it with another where new social and cultural borders appear;
- Overall decrease of the primary sector in terms of employment due to different reasons: profitability, mechanization, globalization and international division of labour, etc.;
- Prevalence of agro industrial production systems that represent significant environmental and social imbalances compared to the prior existing production systems, e.g. overconsumption of water and agrochemicals, loss of biodiversity, pollution, low and seasonal labour demand, ageing and loss of farmer’s autonomy, rising of single-crop farming;
- Loss of farmland in urban peripheries and urban land, in favour of other residential or industrial land uses, distorting dramatically land prices;
- Agriculture as health and wellness provider has lost the leading role it has traditionally played in relation to quality of people's life. Instead, a globalised, concentrated food model has been expanded, resulting in overconsumption of processed foods high in protein... putting to an end traditional domestic food culture,
- All in all, somewhat polarization has emerged in different frameworks (land development and town planning, SMEs development...) between farming and food production on the one hand and other activities more clearly linked to technology, added value and white-collar professional profiles.

The AGRI-URBAN project will address the unemployment problem by contributing to a fast transition of rural economies. The economic structure of rural regions is in transformation: the share of the primary sector in GVA declines continuously, while the share of the tertiary sector grows. This is a general trend in all regions, but it is more pronounced in rural regions. The growth in tourism illustrates the growth of the tertiary sector. It is increasing in all regions (especially in Southern European countries) and is found as a main driver for growth and employment.

Rural areas across the EU have undergone profound changes in the last few decades. One of the most pervasive changes is the sectoral shift and the decline of the relative importance of agriculture in the rural economies of Europe, driven largely by productivity increases across the sector. In the EU27, while 96% of rural land use is agricultural (including forestry) only approximately 13% of employment is in agriculture, producing only 6% of gross value added in rural regions. Although the employment from the primary sector has declined from 18% in 2000 to 12% in 2006, the key activities (agriculture, forestry and fishing) remain important rural activities.

In rural regions across the EU27 the share of primary sector employment is more than twice the share of primary sector gross value added. It was observed that there is a tendency for fewer





but larger farms (in ha and €) and that the average age of farmers is increasing. Critically, primary sector activities also act as a platform for many kinds of diversification activities. The tertiary sector has become a more important job creator in rural regions. In both employment and GVA the tertiary sector increases. It was found that the expansion of the secondary and tertiary sectors is one of the main drivers of economic growth in rural regions. New activities have grown up, including tourism, small scale, niche manufacturing and food production and business services.

Thus, those urban economies in transition to more sustainable models are finding opportunities in re-thinking the agri-food production, which is especially relevant in the so-called agro-cities of the European area. More widely, a number of tested initiatives which are dealing with job creation in agribusiness in urban and suburban contexts are already showing their potential, e.g. community vegetable gardens, local markets, municipal land banks, farming spaces for young entrepreneurs, e-commerce, technology parks in the food sector, rising of short distribution channels, green markets, agro-ecological suburban belts.

At this point, we understand that employment and job creation, along with competitiveness, is the main focus of AGRI-URBAN, in terms of international cross-learning and action planning at local level. Employment is one of the ten operational thematic objectives of the EUROPE 2020 Strategy of the European Union, and central to a project that to a large extent will be developed in regions with very high rates of unemployment and job instability associated to the current economic crisis. It is also a cross-cutting objective for its direct and indirect impact on the remaining thematic objectives. Most of the initiatives herein mentioned are proving to be useful in terms of job creation, under various forms, especially by encouraging self-employment and creation of small and medium-sized family and social enterprises.

Furthermore, these small initiatives, albeit embedded into proximity networks, host a potential for scaling up.

Local agriculture and short food supply chains have economic, social and cultural benefits for farmers, consumers and rural areas in general. This sector increases the income of farmers and the consumption of fresh and relatively unprocessed food, brings consumers and farmers closer, engages public institutions in its promotion, helps to strengthen rural-urban linkages (particularly in the case of peri-urban agriculture) and contributes to sustainable development. The sector is growing across Europe to meet rising consumer demand.

The next sections will introduce each of the four AGRI-URBAN themes, explaining their connection and impact in relation to raising jobs in the food supply chain. Within each theme, we will also discuss in detail the subtheme chosen to address the main themes, along with a case example. Together the four sections will give a good overview on the key elements needed to create a successful local food system, along with prime examples of methodologies that cities in the AGRI-URBAN network will be using in their local action plans.

## 1.1 ENSURING SHORTS CIRCUITS

The globalized nature of food production creates both a physical and a psychological distance between the consumer and the farmer. Not so long ago the food on people's plates used to be local by default. The shift to long circuits presents consumers with an increasing variety of foods to choose from at supermarkets. This industrial "long-distance" food model resulted in what has been identified as the "Wal-Mart Effect": international food conglomerates, aided by favourable national and international trade policies, wrested market shares from local growers and purveyors through intense financial investment. The result can be observed as the decrease of money, jobs and food out of local economies (Beil & al., s.d.).

In order to fight these erosive effects, agriculture industry needs to ensure their business operates with shorter circuits. Short circuits of production and consumption can increase profit margins, generate greater autonomy for farmers and foster customer loyalty by linking products to a local area shared by producers and consumers.

The shortest circuit is direct sale by producers (such as farm sales, farmers' markets, fairs, baskets, community sales point). Also sales with one intermediary (such as Internet, retail sales, shops) are proven to increase the final price received by those involved and to bring better products to the consumer. Supporting small retailers' competition with large supermarkets is not only important in their own right because they play a part in supporting local economy, as they are able to buy smaller quantities of produce from local farmers (Good planning for good food, 2011).

In order to shorten the circuits, small farms are looking into alternative outlets and sales channels, such as **farmers' markets, on-farm shops, food hubs and online shops.**

### 1.1.1 URBAN MARKETS

The urban market has always been and continues to be one of the most popular ways to shorten the food system circuits. They are by far the most popular and visible component of local food systems, and the mingling of farmers and shoppers there represents one of the few daily connections between urban and rural people in our era. Any city can encourage the growth of markets by providing spaces suitable for holding markets with flexibility and low-cost. For farmers,



#### CASE: PRAGUE MARKETS, CZECH REPUBLIC

The first farmers' market in Prague was held in 2009 and since then demand for fresh locally-grown produce has continued to increase. Within two years, there were more than 13 farmers' markets in the city. The city's grant scheme created for supporting open-air markets is a testament to city's commitment to food security and local farmers, who may struggle to survive economically otherwise. In addition to shorter supply chains and larger profit margins for farmers, citizens of Prague continue to use markets more to find healthier, tastier and fresher products. For more information: [www.farmarsketrziste.cz/en/](http://www.farmarsketrziste.cz/en/)

markets are entry points for new agri-food entrepreneurs because they are relatively inexpensive to start and operate.

Markets are fast becoming more popular again after almost disappearing from the urban landscape, as the security and sustainability of food has become a mainstream demand for the customers. Markets bring the consumption of fresh and unprocessed food onto citizens' plates, consumers and farmers closer to one another and engage public institutions in the promotion of local agriculture whilst contributing to sustainable development. Because of their long history and low entry barrier, markets are an important source of economic, social and cultural benefits for not only farmers, but consumers.

### 1.1.2 ONLINE SHOPS

Due to technological advancement, online shops are rapidly becoming a more popular form of agriculture outlets. With the rise of ICT, an increasing number of farms are starting to set up a simple form on their website, where an order can be placed without any intermediates. Furthermore, Facebook groups within cities are known to have been created to facilitate direct interaction between consumers and local farmers. These Facebook groups enable direct sales with high profit margins for the farmer, quality products at a low price for the consumer and completely transparent supply chains.

Some regions have also established a web-based online agriculture shopping experience. Collecting the food offering of the local producers into one online platform makes the shopping easier and more convenient for the consumer, while minimizing the technical maintenance work for the farmers (Beil & al., s.d.). These online shops can also be considered to be virtual food hubs.



#### CASE: LA RUCHE, FRANCE

La Ruche Qui Dit Oui was set up in 2010 in France to provide a web platform for farmers, producers and consumers who want to buy and sell agricultural produce. A weekly message saying what local fresh and processed products are available, and an order can be placed in a reply message and paid via bank transfer. Fresh products are delivered within a day from placing the order by the farmers. The platforms improve the efficiency of local commerce, increase farmers' income and reduce the price of local products due to smaller profit margins, fewer transport and packaging costs and no advertising expenses. More information at: [laruchequiditoui.fr/en](http://laruchequiditoui.fr/en)

### 1.1.3 ON-FARM SHOPS

Direct marketing outlets have expanded dramatically due to increasing consumer demand for local fresh and value-added food products. On-farm shops, where producers can sell their fresh produce, value-added food items, and other arts and



#### **CASE: BAUGIANO FARM OASIS, ITALY**

Baugiano Farm Oasis is an organic family farm and agritourism centre. Operating on a socially inclusive basis, it encourages greater interaction between agriculture and its customer base. The farm dairy products are sold through the farm's direct sales channels, including a retail outlet that is run by 20 school pupils (aged 11-16). White Bar products are also being marketed direct to customers at local village markets.

crafts are popular direct marketing avenues for farms that want to diversify their sales outlets. A recent survey conducted in the US shows the high interest in farm shops: 36% of respondents have considered selling their products through farm shops, 79% would attend extension workshops on farm shop establishment and operation and 73% would consider joining a food hub or state-wide farm shops system (College of Agricultural Sciences Penn State, 2014).

On-farm shops also contribute significantly to the food tourism sector: the consumers will take the experience of purchasing food into a new level, when they get to see the environment and background of their food, very much in accordance to the current food trends that emphasize the importance of healthy and secure food.

### 1.1.4 FOOD HUBS

Food hubs are part of a growing local food system that strengthens rural economies by lowering entry barriers and improving infrastructure to expand regional food markets.

In order locally produced goods to become a competitive alternative for wholesalers with long circuits, the farmers need to find ways to tackle the economies of scale. The fact is that sourcing food locally can be a major logistical problem for food service operators, which is the main reason why it is often not done even if the operator would favour local production. Sourcing from dozens of local farmers and suppliers is not a cost-effective use of management time and talent, which is why economies of scale support derived from working with major food service wholesalers.

The establishment of new business entities known as food hubs aligns the demand for locally grown foods with the ease of one-stop shopping. Food hubs are intermediaries between farmers and large scale wholesalers, operating at the centre of a network of individual, small-scale farmers and producers. Recognition of the role of food hubs is occurring at many levels, from a growth in brick and mortar facilities to "virtual food hubs".

Food hubs provide logistic support, marketing, and food safety expertise, as well as increase the availability of seasonal products by maintaining relationships with local farmers. This way, when one farmer's crop becomes exhausted, another farmer can continue the supply of produce. Food hubs also help to reduce wastage by matching supply with demand: if there is a surplus of a particular food item in one area hubs make the excess product available to dealers in other areas.



### **CASE: JOBURG MARKET, SOUTH AFRICA**

Joburg Market is the country's largest food hub that serves about 5 000 farmers from across South Africa. The farmers send their fresh produce to the market to be traded to a large buyer base, averaging about 10000 daily comprising retailers, distributing agents for retailers, wholesalers, exporters, processors, caterers, informal traders and those buying for household consumption. Joburg Market provides a sales distribution platform for farmers to sell their produce through the market, offering the physical infrastructure and an information technology system where all transactions (deliveries, sales, returns, etc.) are recorded. More information at: [www.joburgmarket.co.za](http://www.joburgmarket.co.za)

### **EU POLICY CONTEXT**

From the period of 2007-2013 the short supply chains were supported by LEADER projects and by several measures such as: modernisation of agricultural holdings, quality of agricultural production and products and support for business creation and development. The European Network for Rural Development established a Working Group on Short Supply Chains during the 11th National Rural Networks meeting in April 2011. Regarding the Rural Development Programmes 2014-2020, the European Commission integrated short supply chains in its regulation proposal. A short supply chain is defined as "a supply chain involving a limited number of economic operators, committed to co-operation, local economic development, and close geographical and social relations between producers and consumers". Besides, one of the six priorities for the Rural Development Programmes 2014-2020 is "Promoting food chain organization and risk management in agriculture". In addition, Member States may include within their rural development programmes thematic sub-programmes to address specific needs identified in particular in relation to young farmers, small farms, mountain areas and the creation of short supply chains (COM, 2011).



## 1.2 SMART LAND USE AND ACCESS

No discussion of sustainable regional food systems is complete without understanding the impact of land use and planning on the economic, environmental and social equity goals at the heart of sustainability efforts.

The interest in food production, supply chain and security are becoming evident in cities, where urban agriculture is gaining momentum. Lack of space has been tackled

with innovative solutions that allow citizens to not only have agricultural elements in their living environment, but also to practice agriculture and to consume self-grown products themselves.

Both urban and rural land planning can contribute to local food systems. Both areas have different challenges that can be addressed with innovative ideas and smart planning. Whereas smart land planning in urban areas focuses on finding innovative ways to bring agriculture to the people, in rural areas the challenge is to bring the people to the agriculture.

In rural areas, access to land is restricted by the small proportions coming onto the market, high prices and the need for suitably located and serviced areas. Large corporate farms often distort the land rental market, and this has shown to challenge new farmers with risk and investment costs. New ways – such as land partnerships and community farming - are introduced to lower the barrier of entry to become a farmer.

It is generally accepted that land use planning is most effective at the local or regional scale. In the context of regional food system, smart land use helps to achieve more sustainable land uses and growth management; community benefits, such as community identity, environmental protection and economic growth; and preparedness for future needs.

This section gives an overview on **urban land use** as well as on **rural land access**.

### 1.2.1 URBAN LAND USE

Although cities themselves may not be self-sustaining food systems, available urban infrastructure and rising transportation costs suggest cities will increasingly try to secure as much food as possible from within their limits. Worldwide, municipal policymakers are increasingly aware that urban agriculture can contribute to regional food security, especially in developing nations. It also has potential to provide employment, improve the environment, and make productive use of vacant spaces within the city. The UN Development Program estimates 800 million people engage in urban agriculture, the majority in Asian countries. Of these, 200 million raise their food for markets while the rest raise it for personal use.

As a response to the “Walmart effect” of the past decades, urban agriculture is making a comeback also in more developed countries. In addition to increased awareness for food security, the reasons for the comeback have been identified to be in response to economic crises, high migration rates and loss of diversity. In addition to the environmental and nutritional benefits of locally grown food, urban agriculture improves perceived quality of life.

Reduction of food miles to urban centres also reduces the cost of shipping and significantly decreases the cost of produce. Locally grown produce does not need to be refrigerated for shipping because it can be harvested and consumed in the same day. This has beneficial effects on the economy and the environment. Personal gardens can reduce the family food budget, freeing constrained financial resources for other uses. Surpluses can be given away or traded

with friends and neighbours to strengthen social networks, or they can be sold to supplement household income.

For example, with the growing interest on food production, allotments,

**community growing spaces**

and a range of other under-utilized public and private spaces are increasingly being used to increase the availability of healthy and sustainable food,



**CASE: NOMADIC GREEN BERLIN, GERMANY**

Berlin has undergone a transformation in urban agriculture over the past ten years, and is very active when it comes to fostering tens of gardening and agriculture projects, repurposing abandoned areas for gardens, and finding innovative ways to create takeaway-gardens. For example, the bags in the picture can be placed on bike trolleys, ready to move should the space be sold, rented or become otherwise unavailable.

thereby contributing to biodiversity. It has also been shown to contribute to health benefits (mental and physical), better diets, physical activities, urban biodiversity, and regeneration of underused spaces, community cohesion and potential for economic development.

In the future, urban agriculture is expected to increase its popularity and become even more diversified. The future trends are expected to include initiatives such as rooftop gardens, gardens on water and green buildings.

### 1.2.2 RURAL LAND ACCESS

In rural areas, creative and skilled people are needed. It is crucial that entrepreneurs gain access to land so that they can develop diverse enterprises. However, access to land is often one of the top challenges facing new farmers, since very little farmland changes hands. Amongst the EU-15, the proportion of utilized agricultural area sold each year in most countries is below 2%.

Land may of course be transferred between farms by means other than sale, e.g. through renting. In principle, this is more flexible over time, and avoids the need for finding considerable financial resources. However, rental markets are subject to some of the same constraints as land sales markets. The conventional way to rent land is for a landowner to advertise a tenancy opportunity with a ready-made draft agreement. Prospective tenants compete for selection through a tendering process. This procedure is inflexible, requires considerable starting investments and has a high risk.

In recent decades, other forms of farmland tenure have appeared, in addition to simple farmland rental from landowner to tenant, and may involve family farms. These forms include e.g. share farming, contract farming and other forms of joint venture. With these new initiatives, new farmers get land with lower-risk and with more support.

For example, **community-supported agriculture (CSA)** is an alternative, locally based economic model of agriculture and food distribution, where growers and consumers share the risks and benefits of food production. In CSA models, members pay at the beginning of the

growing season for the anticipated harvest and once harvesting begins, they periodically receive shares of produce and possibly some additional farm products like honey, eggs, dairy, fruit, flowers and meat.

Also the **land partnership** concept has proven to be a beneficial alternative for traditional land contracts. By bringing together entrepreneurs and land owners a win-win situation can be created. The land partnerships approach encourages both parties taking the initiative to shape the nature of the business deal itself, with less fixed details for the contract. This approach is more flexible, stable and sustainable. Encouraging landowners and land entrepreneurs to combine resources to create new land enterprises provides the owner with new ways to diversify their operation, while giving the land entrepreneurs a chance to apply and develop their business skills without the high cost of land purchase. The outcomes might include better use of assets, integration of enterprises, improved risk management, different ways of marketing, or the creation of a new business. There are already successful cases of joint ventures, community farms and land scholarships in Europe.



#### **CASE: LAND PARTNERSHIP, ENGLAND**

Robert and Janet Bostock and Philip Feeney set up an agri-business together in Malpas, England. Bostocks brought their organic, 700-acre farm and their successful breeding herd to the table. Phil brought his enthusiasm and entrepreneurship skills. Eight years later Robert has been able to step back into a less demanding role in the business, while Philip has, cow by cow, bought the herd and build up his equity.

#### **EU POLICY CONTEXT**

The CAP 2007-2013 supported several projects on peri-urban agriculture in the framework of the LEADER approach (community-led local development method for mobilising and developing rural communities through local public-private partnerships). Regarding the CAP 2014-2020, its measures are applicable to all farmers, including those located in urban and peri-urban areas, who fulfil the eligibility criteria (written question E-002381-14, 12 May 2014). The importance of linkages between urban, rural and their surrounding areas has been explored in the European Union (EU) for some time now. Firstly with the Territorial agenda of the European Union and its update. Later through Europe 2020, in which urban-rural partnerships may contribute to reach the Europe 2020 goals. And more recently with the preparatory action RURBAN agreed by the EP in 2010. The EU plays a role of external motivator, providing money, ideas and studies; combining growth and balancing policy; boosting territorial cohesion and overcoming the division between European funding devoted to regional and agricultural policy. In this sense, the new Cohesion Policy Regulation 2014-2020 (European Commission, 2014) presents specific tools in its attempt to overhaul the problem: Integrated Territorial Investment or Community-Led Local Development (CLLD - being an example of know-how transfer from rural areas to urban areas), for instance.



## **1.3 BUSINESS DEVELOPMENT OF SMES**

Most food policies currently focus on food production issues. However, for local approaches to urban agriculture to succeed, farmers will increasingly need to extend their technical and economic knowledge in order to locally address each link in the food chain (Beil & al., s.d.).

SMEs are the lifeblood of the agri-food industry in Europe and they are considered as driving forces of economic growth, employment creation and innovation. In order to increase their competitiveness in the changing structure of the industry, SMEs increasingly need to adapt appropriate business skills and create new business models.

The majority of the EU's 12 million farms are family farms. These and other small farms currently provide 70% of the world's food (Friends of the Earth Europe, 2015). They contribute to the socio-economic and environmental sustainability of rural areas significantly. The process of agricultural restructuring in Europe has made these SMEs aware of their need to become more entrepreneurial. The local economies have a huge impact in the entrepreneurial skillset of the farmers, showing that a high degree of integration of farming activity and products with rural economies is in correlation with entrepreneurial skills. Therefore, the discussion on entrepreneurial skills should always be linked to a discussion of the role of the farmer in different settings and the contemporary European agricultural production. Many farmers and entrepreneurs require help to develop the business skills and access to resources that allow them to successfully launch or expand profitable businesses.

Technological progress and structural change in the agriculture sector will offset certain disadvantages of some but not all SMEs in respect of economic efficiency. More knowledge intensive and innovative management will allow some farms to grow, capture economies of scale and increase their competitiveness in the European and world market.

This section introduces five important methods that can be used to increase the competitiveness of agriculture SMEs: ***Entrepreneurship and Incubation, Business skills, Digital transformation, Awareness campaigns and Food tourism.***

### **1.3.1 ENTREPRENEURSHIP AND INCUBATION**

Young farmers represent the future of our food supplies and they also play key roles in safeguarding the other benefits that a healthy countryside provides. However, Europe's young farmers are declining in numbers, an issue widely recognized as a big threat to agri-food activities. Supporting the farmer's entrepreneurial position is crucial to raising the odds for success in his or her new business.

A starting farmer usually needs three things: education, land and money. A **farming incubator** is believed to provide a solution to all three. Farming incubators have become a trend especially in



#### **CASE: MINNESOTA BIG RIVER FARMS, USA**

The Minnesota Food Association has been advocating for local food for 30 years and working with immigrant farmers since 1998. For a fee, Big River Farms provides immigrants a plot of land, access to farm infrastructure and extensive training in organic production and the business of farming. The community built around the program serves as a first market for the farmers' products, but growers are encouraged to seek out farmers' markets, wholesalers, and restaurants that will expand their individual businesses.

North-America in a very short period of time. The incubators seek to increase the market share of locally produced, ecological and secure food by providing resources for individuals to start small and sustainable agriculture businesses. Fuelled by an increase in funding available for farmer training programs and encouraged by consumer interest in sustainably produced food, incubator farms are popping up across the country.

Incubators have been envisioned as a step toward a food system that today exists only on the margins: one made up of smaller farms that use fewer chemicals, in which food travels shorter distances between farm and table and that is accessible to all people. The incubators allow low-risk space for innovation and experimentation needed in order to grow the business.

### 1.3.2 BUSINESS SKILLS

When discussing business skills of farmers, three distinctive dimensions can be identified: managerial practices, entrepreneurial attitudes and new skills. Gaining understanding on all of these dimensions has been identified as a crucial requirement for SME agri-businesses.

The problem is not only with delivering business tasks within agri-companies. Recognizing the business opportunities, alternative business models and strategic elements only requires an understanding on what needs to be done and why for the company to grow. Few farmers have the time or experience to analyse the strengths and weaknesses of their business. **Trainings** and **toolkits** are an essential way for educating the farmers on new possibilities. The most effective method has, however, proven to be **networks** amongst agri-companies, but also bringing business networks in collaboration with agri-companies. Applying the skills and know-how of the business experts allows farmers to take their company to the next level either via adapted knowledge or **outsourcing** the business tasks.

The trend for diversifying, for example, is a major opportunity to SMEs but also a great business challenge. Diversification has been identified as one of the most successful strategies for small farms today to grow their business. Since specialized food is increasingly achieving mainstream status, there have been significant changes in supply chain dynamics. Producers with business skills have changed



#### CASE: AGRO-DESIGN, GREECE

The Agrodesign project was developed at the end of 2013 when it was found that many of the region's producers needed support in packaging/branding in order to test new outlets. The farmers were provided with a list of young designers under a 'meet your designer' concept. At the "Agrotica Fair 2014" creatives the project group presented 40 samples of agri-food packaging design, which led to 157 business contacts being made. There was a great interest in branding, corporate identity design and packaging design.

their strategy and, for example, formed **business alliances and partnerships** to benefit from economies of scale and to better access distribution channels, as well as to help ensure more consistent supplies. However, forming innovative business alliances is not in the skillset of many farmers, thus leaving them excluded from these opportunities.

### 1.3.3 DIGITAL TRANSFORMATION

Agriculture has been described as the most inefficient industry, partially due to its lack of ICT adaptation. SME farms are slow in adopting IT solutions for a number of reasons, such as the large investments required, but also for example because they are not familiar with available technologies or they have a negative perception of the cost-benefit ratio. However, adapting modern technology through the value chain of agriculture would bring significant benefits to production, supply chains as well as in reaching out to the consumer.

Digital transformation can improve the efficiency of agri-food production along with the quality and safety of the products. With new technology farming is reaching new levels of efficiency. One of the most significant new concepts around this theme is known as precision farming. The purpose of precision farming is optimizing returns on inputs while preserving resources. **Precision farming** refers to a management concept focusing on real time observation, measurement and responses of crops, fields and animals. It includes creating a map containing information about the physical dispersion of the test results or yield, based on GPS located samples and a geographic information system (GIS). Other applications make use of remote sensing: for example, satellites or airplanes take pictures of fields, and sensors monitor constantly the changes of the soil.

One major problem is the different stages and directions of development within the **knowledge-based supply chain**. Testimonies from Portuguese and Spanish companies consulted by the eFoodChain initiative show that the use of electronic data exchange by producers is almost inexistent, whereas it is almost systematically used by retailers. But even on the retail side the use of electronic data exchange is limited to financial operations (European Parliament, 2014). This is why companies should aim to improve data management and exchange throughout the product supply chain with ICT, providing more accurate and timely information flow to all stakeholders.

In addition to improving the existing business models, ICT can be a powerful driver of **transparency** across existing producer-consumer networks. Consumers are requesting continuously more specific and detailed information on the food product, its origin, the organization of production processes with their environmental impacts and issues of social concerns. In this, ICT can be an essential tool, as in new innovations already used to communicate the food origin in ways that have never been possible before.



#### CASE: PRECISION FARMING, ROMANIA

Precision farming trials were carried out in one of the famous potato growing areas in Brasov, Romania in 2014. The solution provides farmers farming information via an application that uses data from in-field soil sensors and weather stations, combined with local weather forecasts. Real-time monitoring is supplemented by visual inspections and reports by the farmers on crop growth rates and signs of insects and disease. The trial suggests farmers can reduce expenditure on chemical inputs by up to 40% per hectare. The solution has also enhanced the inherent quality of farm products, for example the protein level in maize.

### 1.3.4 AWARENESS CAMPAIGN

The demand for secure and sustainable food is a growing trend globally. According to the Natural Marketing Institute, 71% of French and 47% of Spanish and British consumers claim that it is important to buy local products (European Commission, 2014). In addition to the economic benefits of a heightened awareness, the positive outcomes include healthier diets and better culinary experiences. In successful cases, increased awareness can also lead to external recognition for traditional and quality gastronomic products, providing a mechanism for both attracting and retaining visitors in the area (European Commission, 2013; European Union, 2011).

Building awareness is something that needs to happen in collaboration at all levels of AGRI-URBAN networks. For example, in Hungary the commitment of supporting local food producers has officially been made not only by cities, but also journalists, restaurants and chefs. All of these have the capability to raise awareness for local food systems in their business.



#### CASE: GOODS FROM SAIMAA, FINLAND

“The Goods from Saimaa”, campaign boosts food production in the region of the famous Lake Saimaa. The campaign brings local companies and their quality food to the spotlight with storytelling and clever branding. First the project helped companies in learning the skills for effective branding and marketing. Then, in November 2015, a dedicated website, social media campaigns, educational material on local food and a high profile cooking show tour were launched. Very fast the companies involved reported having new local outlets in local markets and increased sales. For more information, visit campaign website: [www.hyvaasaimaanseudulta.fi](http://www.hyvaasaimaanseudulta.fi)

#### 1.3.5 FOOD TOURISM

When awareness campaigns are taken to a next level, a culture of **food tourism** can be found. Food tourism is an experiential trip to a gastronomic region, including visits to primary and secondary producers of food, festivals, fairs, events, farmers’ markets, cooking shows and demonstrations. Food experiences can stimulate local development, because food tourism can extend the tourist season and diversify rural economies. Food experiences are labour intensive and create jobs while producing backward linkages that stimulate agriculture, and they generally do not require major new investment. Food can contribute to regional attractiveness, sustain the local environment and cultural heritage and strengthen local identities and sense of community. Additionally, evidence suggests that

Local agriculture can help the city in feeding people in our schools, hospitals, armed forces, central and local government, government agencies, prisons and courts. Today public procurement has moved from the margins to the mainstream in debates about sustainable food systems. Public food procurement has proven to result in significant reductions in food miles and packaging waste, while creating small local suppliers new market opportunities and increased the quality and satisfaction of the final users.

the concept of farm-based tourism is growing and that diversifying a farm into tourism is a viable strategy for surviving the economic pressure in a sustainable manner. Farmers with high-levels of education have been observed as being more likely to test their ground in farm-based tourism.



### CASE: GREEN GROUMET GUIDE, France

The city of Ambillou published the guide in 2011 containing information about the ecological reasons to consume local food, its availability around the year, including a directory of local food suppliers and recipes of regional dishes. The guide has been extremely popular and increased the region's reputation as gastronomy destination not only among itself, but tourists as well. Nearly 50 producers are cooperating in the second edition of the guide project.

### EU POLICY CONTEXT

In the new reformed CAP direct payments are to be distributed in a fairer way between Member States, regions and farmers, putting an end to 'historical references'. The new CAP will offer measures to facilitate collective investment, help small farms to develop and encourage transfers of agronomic know-how between farmers through a European Innovation Partnership in the farming sector. On February 4, 2014 the EP plenary adopted the resolution on the future of small agricultural holdings drafted by MEP Czesław Siekierski. In this resolution MEPs urge also to further focus on tools such as public funds for small farmers who often cannot access EU funding. Another suggestion is to establish some financial tools and involve regional or local authorities in providing such support. Smallholders should also enjoy free advisory services, more technical assistance. The Parliament is calling for infrastructure development to help boost direct farm sales, such as traditional products on local and regional markets, and help with developing processing capabilities. Globally, small-scale farmers produce over 70% of the world's food needs. Contrary to the current perception, in nominal terms, the number of peasants and smallholders has increased (FAO). The year 2014 was designated the "International Year of Family Farming" by the UN (European Parliament, 2014).

## 1.4 LOCAL PUBLIC PROCUREMENT

Public institutions have much more influence than we realize when it comes to deciding what we eat. Significant amounts of food are served in public facilities every day. The food that goes into these meals can either damage or improve the nation's health, and damage or promote environmentally sustainable food production. Public money can be used either to import the cheapest ingredients from around the world or provide markets for local farmers. When implemented successfully, public procurement has shown to have a significant impact on local SMEs and to shorten the circuits effectively.

Within the EU, public procurement spends approximately 16% of GDP. This figure in itself presents a significant opportunity to promote socially and environmentally friendly products and services. Sustainable public procurement does not only bring a region environmental benefits and a tool for shared commitment to common objectives, but also a multiplier effect on the local rural economy. This section will focus on the opportunities and cases related to **public plate**.

### 1.4.1 PUBLIC PLATE

Public plate in schools has quickly risen into a hot political topic in the last year. While Italy seems to be leading the way in locally-sourced school food programs (see case study from Rome), also Brazil, Scotland, Japan, the United States, France, Sweden and Canada have all deployed programs which utilize local producers and attempt to increase nutritional value in school food. The opportunity is huge: almost all high-income countries have school lunch programs, and 70 out of the 108 low- and middle-income countries of the world have some sort of school food program.



#### **CASE: "ALL FOR QUALITY" IN ROME, ITALY**

Rome is in the vanguard of the school food revolution. The figures speak for themselves: of the city's school food 67.5% is organic, 44% comes from "bio-dedicated" food chains, 26% is local, 14% is Fair Trade, and 2% comes from social cooperatives. Since the 1999 initiative "All For Quality", an award criteria was designed to stimulate bidders to improve the socio-environmental quality of the products and services offered to improve the eating environment for children. Contracted suppliers have been ensured a constant dialogue with city authorities through the creation of a permanent round table, aiming to foster a shared willingness of going in a certain direction.

Since governments purchase such large amounts of food, they have the ability to control not only the quality of the food purchased, but the food sources. Indeed, providing school children with nutritious and healthy food has been addressed in the governmental policies around the world in recent years with increasing efforts.

The second most common form of local public plate is applying the policies for hospital food. For example, in Portland, USA, sustainable food procurement policies that support local urban agriculture have been used to build relationships between local fresh food producers and hospitals. Furthermore, armed forces, central and local government, government agencies, prisons and courts are all potential targets for the use of public plate. The finding on the experiments taking place with public plates help the public institutions to understand costs-benefit relationships between the additional expenses caused by the system and the environmental, societal and economic benefits of it, as well as to discover the most effective ways for public plate in different circumstances.

## EU POLICY CONTEXT

Public authorities in the EU can play an active role in sustainable development through their purchasing decisions, by promoting fair trade in their procedures, while respecting the fundamental principles of EU law. Some public authorities are already putting fair trade procurement into practice, by introducing fair trade considerations into the different stages of public procurement procedures. However, the EU legal framework lacks clarity as the European Parliament has repeatedly pointed out. As a result, various interpretations of the legal framework exist, creating legal insecurity for contracting authorities and inhibiting expansion of fair-trade public procurement. The ongoing revision of EU public procurement directives could help bring clarity.

### 1.5 SYNERGIES WITH URBACT NETWORKS

Given the horizontal nature of AGRI-URBAN, there are synergies with several networks supported by Urbact. The synergies can be clustered accordingly to the "local Food Strategies" with projects such as: URBACT MARKET, SUSTAINABLE FOOD, DIET FOR A GREEN PLANET, "employment", with projects such as: MY GENERATION AT WORK, JOB TOWN and "policies on urban land-use management" like in LUMASEC.



<http://urbact.eu/urbact-markets>

TOPIC / GOAL: Urban markets as a tool for urban regeneration, sustainability and job creation.

COMPLEMENTARITY: Socio-economic impact of the markets together with the essential connection between urban and rural areas in the supply chain, thanks to the marketing of organic products km. 0 and the potential for wealth and employment creation and for meeting urban customer's needs.

SYNERGIES: The MARKET URBACT project is driven by cities whose markets are more than a place of food supply, they are an urban scenario of social and cultural interest and play a growing role for the visitor economy. AGRI-URBAN shares with that project the promotion of new models of food culture, but it emphasises the productive area of the food chain, that is, the role of "agro" in terms of product supply and employment generation for the urban population, along with other social and cultural elements. Moreover, AGRI-URBAN adds as a differentiator the connection between urban and rural areas thanks to the typology of small and medium-sized cities participating in it. It also considers, besides markets, other marketing channels within the short circuits concept to sell food local production, such as direct sales, producers and consumers groups, organic markets or specialised shops. In short, the AGRI-URBAN project promotes the implementation of strategies for job creation in the primary and industrial activities and new contract city/country in an integrated and sustainable urban development approach.

Sustainable Food in  
Urban Communities



<http://urbact.eu/sustainable-food-urban-communities>

TOPIC / GOAL: Network of cities promoting production, trade and consumption of more sustainable food

COMPLEMENTARITY: The criteria of environmental sustainability and governance between actors are challenges that the AGRI-URBAN project shares with this previous project

SYNERGIES: Sharing the challenge of environmental sustainability and governance, the AGRI-URBAN project also promotes a new relationship between the rural and urban space, which can improve economic sustainability (employment and entrepreneurship) and social sustainability (social innovation applied to the development of short marketing circuits, open governance, etc.)



<http://urbact.eu/diet-green-planet-0>

TOPIC / GOAL: Raising awareness of the impact that food has on different fields, promoting sustainable alternatives -

COMPLEMENTARITY: Promoting green consumption, reducing negative impacts on the climate derived from the food system, promoting organic production and cooperation between urban and rural areas of the municipality through the creation of new formulas such as farm parks.

SYNERGIES: This is a project with which AGRI-URBAN has close connections, although one put the emphasis on awareness towards a change of the nutritional model and the other proposes an overall strategy that includes changing the production model and focusing on job creation, given the priority of this target in cities with high unemployment rates and the way in which, through this challenge, many other aspects that ultimately shape a sustainable city model are integrated.



<http://urbact.eu/my-generation-work>

TOPIC / GOAL: Promoting youth employment and employability by providing appropriate tools.

COMPLEMENTARITY: It is an integrated project that provides tools of interest for AGRI-URBAN because the latter seeks to create jobs in the framework of a strategy to change the existing agri-food production model. Therefore, the recommendations of MY GENERATION AT WORK are really interesting in the area of skills development, the instruments for transition between education and work or the pathways to re-entry into employment and second chance.

SYNERGIES: The methodological tools of MY GENERATION AT WORK are focused basically on an urban environment. In the case of AGRI-URBAN, the Integrated Action Plans to be generated must rely on different prototypes already tested in agro-cities, to gain scale and disseminate new arguments to support a change in the production model. In short, we want to activate a spiralling strategy of social innovation applied from rural to urban and from urban to rural.





<http://urbact.eu/jobtown>

TOPIC / GOAL: Creating local groups to boost employment opportunities for young people. Enhance learning, validation of skills and qualifications, as well as the development of learning strategies and entrepreneurship.

COMPLEMENTARITY: The AGRI-URBAN project shares the approach towards job creation and the support for entrepreneurship and youth training.

SYNERGIES: will target young people but also other groups and ages. Moreover, the AGRI-URBAN project aims to exploit best practices in other areas such as entrepreneurship and micro-enterprise and SME competitiveness, for their adaptation in the field of agri-food production. It also seeks to promote training experiences in an area of activity such as agriculture where professional certifications are underdeveloped, potentially leading to initiatives that may serve as a test for their ability to be translated and subsequently implemented in specific sectoral policies at the regional and national level.



Land Use Management for Sustainable European Cities

<http://urbact.eu/lumasec>

TOPIC / GOAL: Strategic land management as an element of competitiveness, attraction and urban and regional sustainability, acting in the strategic and operational level.

COMPLEMENTARITY: Small and medium-sized cities interested in developing plans and strategies for land management.

SYNERGIES: The LUMASEC project focuses on urbanisation and suburbanisation, while less focused on management strategies for the existing rural land in the municipality, while AGRI-URBAN broadens its interest to reach any type of land (urban, suburban, rural) with agricultural potential or vocation.



## 1.6 THE ROLE OF CITIES

AGRI-URBAN shares the “**Milan Urban Food Policy Pact**” by acknowledging that cities, which host over half the world’s population, have a strategic role to play in developing sustainable food systems and promoting healthy diets, and also because while every city is different, they are all centres of economic, political and cultural innovation, and manage vast public resources, infrastructure, investments and expertise.

The current food systems are being challenged to provide permanent and reliable access to adequate, safe, local, diversified, fair, healthy and nutrient rich food for all; and the task of feeding cities will face multiple constraints posed by, inter alia, unbalanced distribution and access, environmental degradation, resource scarcity and climate change, unsustainable production and consumption patterns, and food loss and waste.

The accelerated urbanisation is profoundly impacting our world – in economic, social and environmental dimensions – which therefore necessitates re-examination of the ways in which cities are provisioned with food and water as well as other essential goods and services. Hunger and malnutrition in its various forms exist within all cities, posing great burdens on individual health and well-being and thus generating major social and economic costs at household, community, municipality and national levels.

The family farmers and smallholder food producers, (notably women producers in many countries) play a key role in feeding cities and their territories, by helping to maintain resilient, equitable, culturally appropriate food systems; and reorienting food systems and value chains for sustainable diets is a means to reconnect consumers with both rural and urban producers. The civil society and the private sector have major roles to play in feeding cities, bringing experience, innovation and campaigns for more sustainable food systems and mainstreaming the critical need for a socially inclusive and a rights-based approach in urban food policy.

Urban and peri-urban agriculture offers opportunities to protect and integrate biodiversity into city region landscapes and food systems, thereby contributing to synergies across food and nutrition security, ecosystem services and human well-being.

Policymakers are important players in designing food policies, which are closely related to many other urban challenges and policies, such as poverty, health and social protection, hygiene and sanitation, land use planning, transport and commerce, energy, education, and disaster preparedness, it is essential to adopt an approach that is comprehensive, interdisciplinary and inter-institutional.

### MILAN URBAN FOOD POLICY PACT

Milan Urban Food Policy Pact is one of the most important legacies of Expo 2015. Milan advocated an international protocol, engaging the largest in number of world cities for the development of food systems, based on the principles of sustainability and social justice. This commitment for the coordination of international food policies has been subscribed by Mayors on the occasion of a major event during Expo 2015, dedicated to two of the most severe emergencies of the third millennium: food security and sustainable development.

In recent months, the “diplomats of the cities” have been collaborating with the Ministry of Foreign Affairs, the European Union and the United Nations, in order to engage the largest number of urban realities.

The activities started in September 2014, when Milan and over 40 cities from every continent began to exchange views to define the contents of the Pact.

The Pact has been signed by 100 cities on 15 October 2015:

<http://www.foodpolicymilano.org/en/urban-food-policy-pact-2/>

## 2. PARTNERS' PROFILE

Once the project was approved and the implementation of Phase I started, the procedure to expand the pool of initial cities was commenced, according to the specifications of the URBACT programme and the approach described in the Phase I Application Form, in point IV.2.2. Thus, as soon as the project began its implementation, the website of URBACT disseminated the possibility of welcoming new cities in the network and this possibility was also communicated by e-mail to those cities which had already shown to the Lead Partner their desire to become members of AGRI-URBAN.

For this stage, we received more than 70 applications for participation in the AGRI-URBAN project, from 17 European countries. After the conclusion of the Kick off Meeting of the URBACT Programme, we focused the process of selecting new partners for Phase II of the project on an approximate range of 25 requests. We took into account a number of criteria including the geographical origin of requests, complementarity with the objectives of the project or the added value and the experience of interested cities as regards the main theme of AGRI-URBAN.

The coordinating team of the Lead Partner of AGRI-URBAN and the Lead Expert analysed together the information received from the candidate cities.

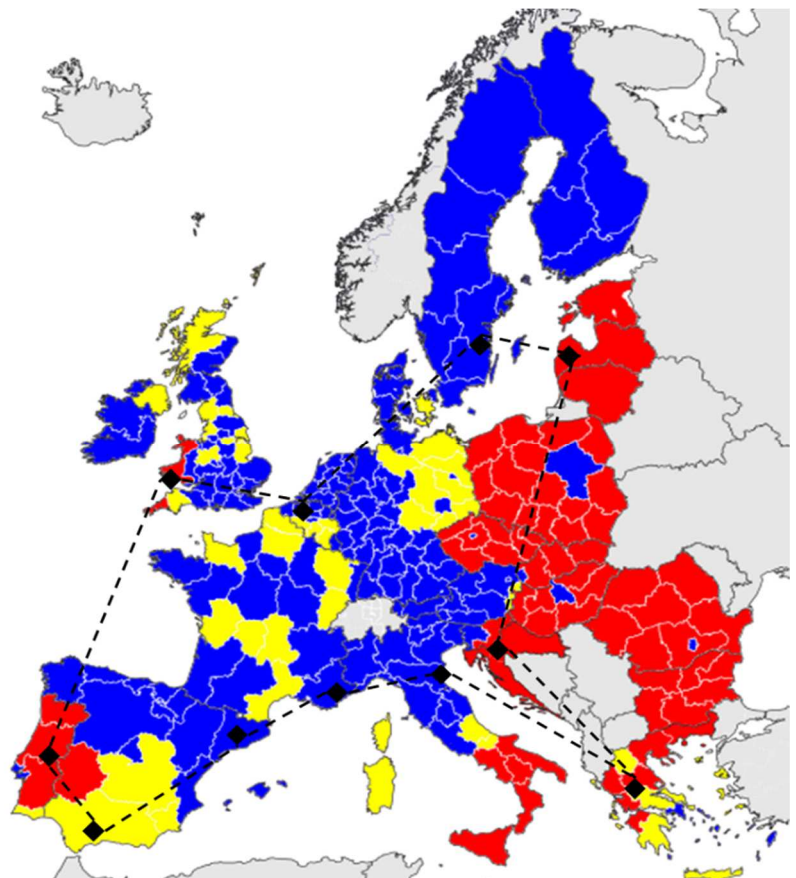
The initial six project partners maintained and proved their interest in pursuing an active part in AGRI-URBAN, which was accredited with the signing by all of the Joint Convention before the end of 2015. It was decided to expand the Project Partnership for Phase II with four/five new partners, establishing a network in Phase II with a total of ten/eleven partners.

The proposal of candidates for the selection of new four/five partners included the following cities in a final list:

- LATVIA: Jelgava
- CROATIA: Petrinja
- UNITED KINGDOM - WALES: Abergavenny
- SPAIN: Mollet del Vallès
- FRANCE: Mouans- Sartoux

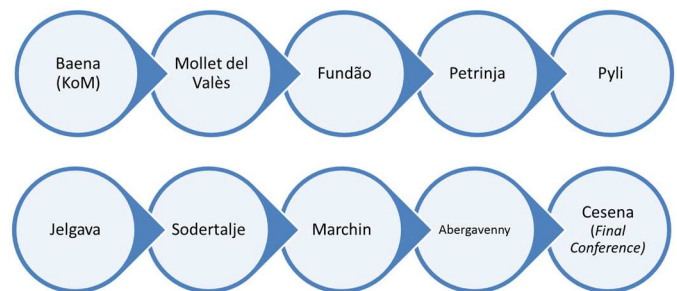
The technical team of the LP and the LE had some meetings via Skype with these cities to expand and evaluate information about the quality of the proposals. A full report of the proceedings and the selection proposal was submitted to the six AGRI-URBAN partners on 20 November in the framework of the transnational meeting of AGRI-URBAN held in Baena.

Following the decision taken by the partners (choose the first four cities and put the fifth one in a waiting list in order to continue exchanges), all cities were informed and Lead Expert's visits were organised to the chosen ones.



The LE was accompanied by members of the technical team of the LP city in three out of the four visits.

Particular attention was given to the visits to the cities of Mollet del Vallès, Jelgava, Petrinja and Abergavenny which have been implemented in the last months. The results of these visits and the descriptive questionnaire concerning each city in connection with the project have been the basis of the information transmitted to AGRI-URBAN members during the final meeting of Phase I, held in the city of Cesena, from 22 to 24 February 2016.



During the meeting, it has also been presented to the partner cities the proposal submitted by the City of Marchin, in order to be replaced in Phase II as a partner by the LAG Pays de Condruces where the city of Marchin is integrated. Similarly, the proposal to finally include the city of Mouans - Sartoux as a partner in Phase II was presented to the partners, once it has shown consistency and relevance in relation to the challenges of AGRI-URBAN.

Since all partners have been satisfied with this proposal and also the Secretariat of the Programme has been informed, the final proposal for the AGRI-URBAN partnership in Phase II is the following (the present partners have identified a number of strengths in this five new cities to be included in AGRI-URBAN).

The AGRI-URBAN Lead Partner together with the Lead Expert have been able to check on the ground, during the visit to the city of Marchin, that the proposed entity has a clear and direct relationship with the political challenge that the project aims at and, considering that the eligibility rules are also fulfilled, have decided with the support of all present partner cities to accept the request of the city of Marchin. Thus, the final group of partners in the AGRI-URBAN project for Phase II would be formed by ten cities and a "non city" partner.

The network members are small and medium-sized cities with potential for job creation through an integrated approach which takes advantage of the business, social and environmental opportunities derived from new innovative ways of farming and food production.

The AGRI-URBAN members have the ambition to build-up a comprehensive framework to re-think, and give a new growth potential to the agri-food production in European medium-sized cities.

This section presents a summary of each city profile. The complete profile of all network members is provided in Annex I, enclosed with this document.



## **2.1 MUNICIPALITY OF BAENA**

**Short Name: Baena**

Baena (Spain) is a city of 20,207 inhabitants located southeast of the province of Cordoba. The municipality occupies an area of 362.51 square kilometres, which are almost entirely dedicated to agriculture. Baena plays a prominent role in olive oil production in Spain, the world leading country in that sector. Furthermore, its central position for a number of smaller towns, has led some specialisation in recent decades concentrated in the service sector and administrative functions. It has also been developed in the last decade a major effort to enhance its rich cultural heritage as means of improving the tourist potential in the city, with significant public investments that have led to the restoration of important archaeological sites and the medieval castle, and new facilities like the Museum of the Olive-Growing. Baena is a genuine medium-sized agro-town. The agricultural sector has traditionally been based on polyculture (cereal, olive and vine growing, orchards and fruits, as well as diverse livestock), which caused very positive effects for the local economy because, extending productions throughout the year, it supplied the population with a great variety of daily food, and it also had a high capacity to generate employment. This situation has changed substantially over the last decades and the production is concentrated almost entirely in the cultivation of olives and cereals, with other productions diminishing constantly. The production of olive oil is highly competitive and recognised under the brand "Designation of Origin Baena", a pioneer brand in this sector at international level. Meanwhile the capacity to generate employment in agriculture has been mainly concentrated in the olive harvest period, with a very high demand of workers, but on the contrary, for the rest of the year, the demand falls to non-relevant levels. More recently, small initiatives with an important potential for boosting the sector have begun to emerge, promoting greater diversification and specialisation, as well as increasing the capacity to generate employment and local food supply. Similarly, an important part of these new productions (fruits, asparagus, vegetable gardens, salt) are organic, a significant amount of the local production of olive oil being so already, which is a definite improvement from the environmental point of view, as well as for specialization and for developing a quality brand for local agri-food production. Recent and future local plans are focusing on the implementation of a Strategy for an Integrated Smart, Sustainable and Inclusive Development that largely revolves around the natural and cultural potential of the territory and its valorisation. Through a participatory approach, which will foster effective governance and the commitment of the citizens, the city is committed to sustainable, integrated urban development.

### **Our key challenges for AGRI-URBAN**

Baena is now facing job creation as absolutely its main challenge, given the high rate of unemployment, especially among youth, women and people over 45 years old. This determination cuts across all municipal policies with three areas specially engaged. The first one is related to supporting emerging sectors such as cultural and creative industries and the visitor economy. A second strand refers to renewable energies, and the third connects with the central proposal of AGRI-URBAN and it is based on implementing policies that can boost employment and new activities around the new agri-food complex. The purpose and methodology proposed by the AGRI-URBAN project are at the heart of the strategic needs that the municipality of Baena must address to promote an integrated, sustainable and intelligent local development. Moreover, successful work within the framework of AGRI-URBAN can certainly contribute to give the municipality a brand identity that positions the local agri-food production in new markets, fostering at the same time a marked improvement in the health of the population and in the state of the environment.

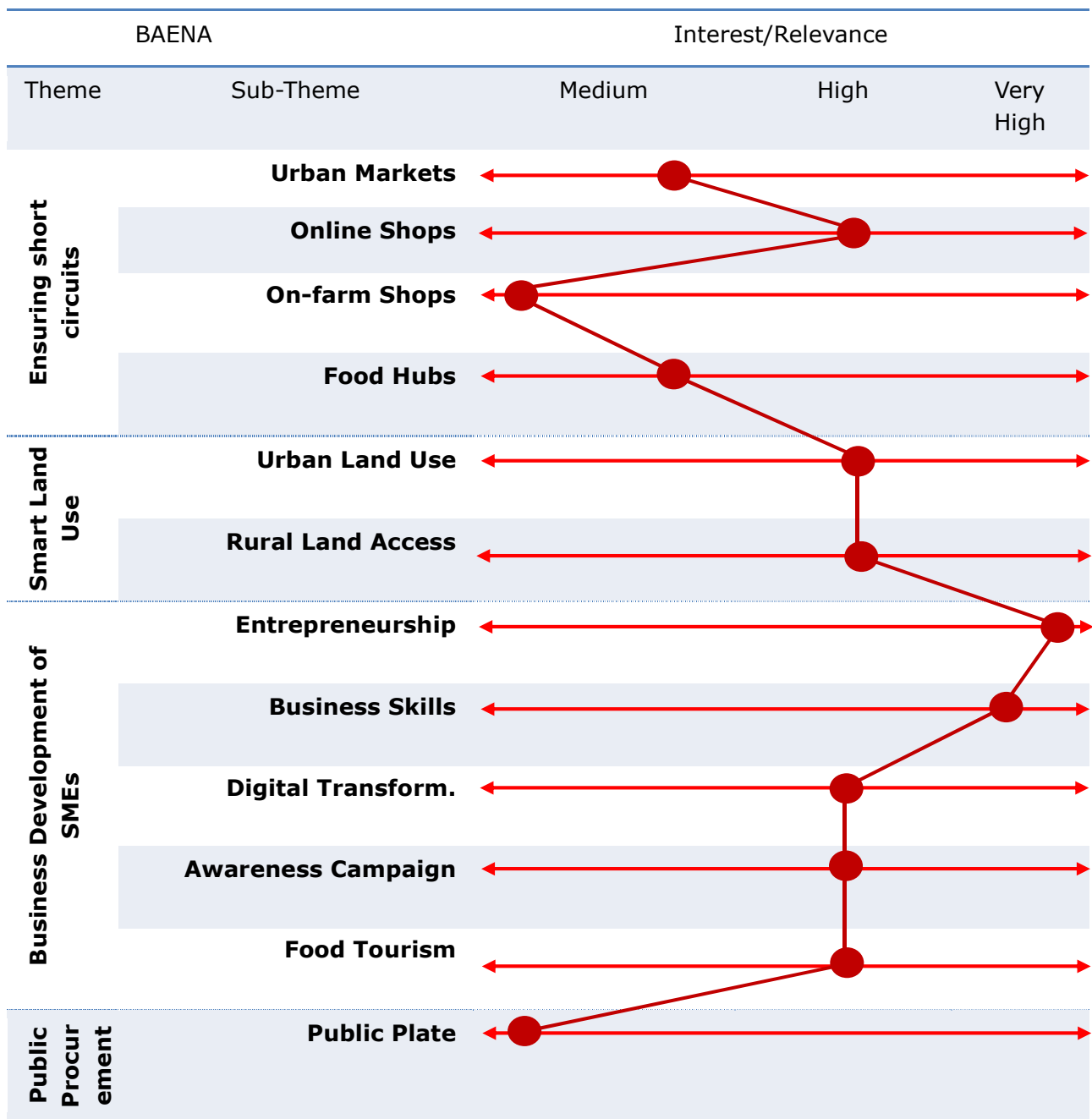


Some of the strategies that we believe must be created to resolve outstanding challenges are:

- Develop new ways to create jobs and support entrepreneurship in the agri-food sector;
- Stimulate and collaborate in research and innovation to provide diversification to the local agri-food production;
- Promote organic farming;
- Facilitate the creation of spaces and equipment availability to support entrepreneurship under sharing mechanisms;
- Encourage the reuse and adaptation to new uses of idle resources (buildings, equipment, cultivated land, other facilities, etc.);
- Encourage efficiently the creation of short channels of production and consumption;
- Develop socio-educational activities aimed at promoting healthy eating practices, with different groups and the general population;
- Promote the consumption of local agri-food products;
- Connect the agri-food production with other local quality productions in order to promote a territorial brand
- Collaborate in the local, provincial and regional framework for the expansion of territorial agri-food systems;
- Contribute to the reduction of waste and food waste in the local value chain;
- Conduct activities aimed at the promotion and preservation of local varieties;
- Promote educational actions aimed at training human resources in the agri-food sector.

Name of organisation	AYUNTAMIENTO DE BAENA <a href="http://www.baena.es">www.baena.es</a>
Region	Córdoba - Andalucía
Country	SPAIN
Project Team	Raquel Moreno Vicente <a href="mailto:rmoreno@adegua.com">rmoreno@adegua.com</a> Antonio Zafra Romero <a href="mailto:azafra@adegua.com">azafra@adegua.com</a>
Number of inhabitants	20.207
Youth Population (16-30 years old)	20,71% (15-29 years old)
Unemployment rate (2014)	32%
Youth Unemployment	56,07 %
Income per capita	886,15 €

Baena will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:





## **2.2 MUNICIPALITY OF FUNDÃO**

**Short Name: Fundão**

The city of Fundão is an important local center of industry and services, mainly micro and SMEs. Around it lies some of the most fertile land in the region, in a large valley (Cova da Beira) between the Gardunha and Estrela hills, where the Zêzere River starts its way towards the Tagus. The most significant productions are cherries, peaches, olive oil, wine, wood pulp and vegetables.

Some of the most important wolframite mines in the world (a mineral source for the element tungsten) are explored within its municipal limits. Other important mines extract lead and tin. High quality mineral water is bottled from several sources.

The Industrial area developed various industries and trades of interest to the national level as the transformation of wood, granite, glass and a special investment in the french and swiss industries of polished pieces of watch and jewellery, the textile fabrics have also great importance. In this region there are several hotels and restaurants with touristic relevance.

The geographical reality of the Municipality of Fundão covers a set of 23 parishes, with an approximate area of 701.65 Km<sup>2</sup> and a population around 30000 inhabitants (15000 in the city) and integrates them into the designated region of Cova da Beira that, although its peripheral position on the national context, has had an increasing and undisputed ability to uptake and to attract investment through the specificities of its economy, through interventions in the field of infrastructure and equipment, for its functional organic structure which enables convergence of fields of knowledge as teaching with agriculture, tourism with energy, combining solutions in the regional context that affects the national scenarios and propagates a transnational horizon.

The diversity of characteristics of its soils allows the production and exploitation of endogenous quality products. This place currently possesses the largest cherry production in the country, due to weather conditions provided by altitude and by solar exposition. Also noteworthy are products as the chestnuts, honey, wine, olive oil, cheese, wild mushrooms, sausages, that always have been at the base of the gastronomic culture of the local population.

In the scope of the work developed by the municipality of Fundão, in broad partnership with a group of entrepreneurs in the agro-food sector, resulted the creation of the Fundão Producers' Club, brand aggregating a set of endogenous products of excellence of the council. The strategy includes participation in national and international fairs, creation and development of new integrated products, opening shops, training plan for entrepreneurs, business missions, inverse missions, development of partnerships, among many other initiatives.

Under this project, it should be formalized the creation of a consortium aiming to install in Fundão a regional pole of the Competence Centre of Fruit and Vegetables, that has its scope on the national territory. This Competence Center will liaise between the production and research and knowledge center (University and Polytechnic) in order to improve fruit species with particular focus on the peach and cherry varieties whose production is abundant in Cova da Beira.

Still in the field of partnerships one must highlight the LIVING LAB of COVA DA BEIRA that on the 7th of November 2014, managed to put Fundão on the second place at the national level in "Municipality of the year Portugal 2014" award, assigned by the UMCidades Platform.





## Our key challenges for AGRI-URBAN

It is intended, in this project, to articulate as a collective efficiency strategy (EEC), a model already implemented in the municipality of Fundão, which is an instrument for the promotion of partnerships among relevant agents such as businesses, associations, universities, technology transfer institutions, among others, and allows to mobilize and promote shared strategies in the field of technology and competitiveness, as a way of achieving critical mass for this agri-food strategic sector, for accomplishing its potential for the projection of the economy of the target-territories of the project.

It is essential in sharing framework, with other territories and agents of existing valences, services available and especially encouraging the experimentation of quality services and infra low cost structures available in the municipality of Fundão, leveraging and ensuring sustainability for durability and return the whole process.

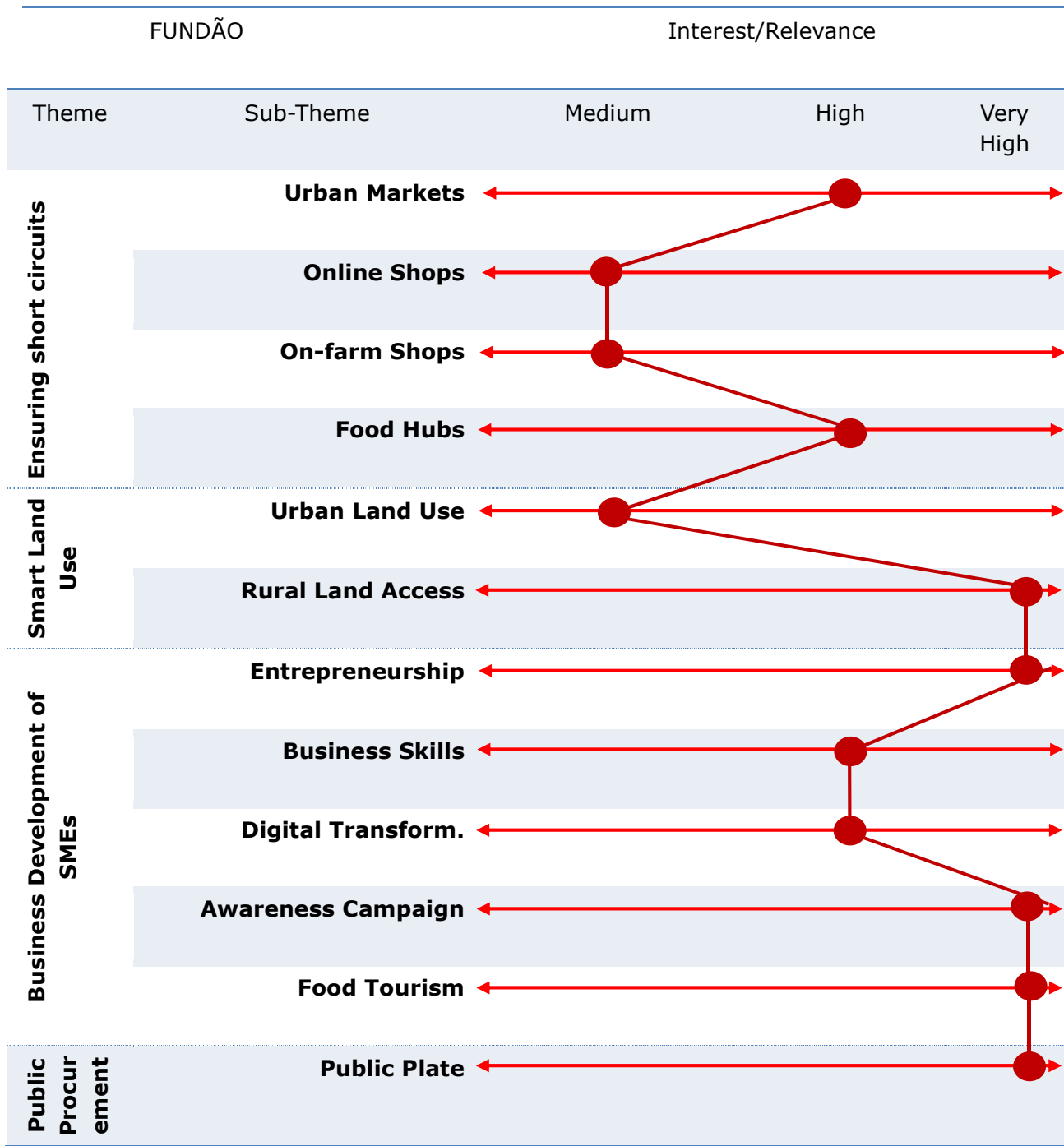
Name of organisation	MUNICIPALITY OF FUNDÃO <a href="https://www.cm-fundao.pt/">https://www.cm-fundao.pt/</a>
Region	Centro
Country	PORTUGAL
Project Team	Miguel Ribeiro mvasco@cm-fundao.pt
Number of inhabitants	29.213 (2011_ine)
Youth Population (16-30 years old)	0-14 years old: 3.434 (2011_ine) 15-64 years old: 17.686 (2011_ine) +65 years old: 8.093 (2011_ine)
Unemployment rate	12,2 % : 1.484 (2015_iefp)
Youth Unemployment	3,8 % : 469 (2015_iefp - 18-34 years old)
Income per capita	78,1 % (2013_ine)

Within the Living Lab, the Fundão also has a Fablab – Digital fabrication lab – that sets a capacitive service of productive innovation, also in the agro alimentary sector. This strengthens the availability of technology open to experimentation by those who want or need, providing conditions and necessary means to set an environment of innovation and creation. Promoting cooperation and knowledge sharing the Fab Lab allows us to contextualize, design, develop, manufacture and test innovative solutions, with the support of a technical team to assist users in the use of machinery and design of prototypes. This ability to draw and innovate at this level of sets uncommon degrees of freedom to the initiatives/projects of the Fab Lab users and for the local and regional community. Ease of use and availability of the equipment provides the ideal environment for creativity, innovation and invention. With his recent experience of dissemination and promotion of local products of excellence, the Municipality of Fundão may be a reference partner in sharing and knowledge exchange within the project AGRI-URBAN. More expectations of contribution in this project by the Municipality of Fundão, already mentioned in the first point of the questionnaire:

- Fruit and Vegetable Competence Centre
- Plant Biotechnology Centre of Beira Interior

The Municipality of Fundão will contribute to this project with all the cooperation networks in which it is involved, widening the potential set of partners that may fulfil needs defined by the URBACT project, as well as sharing the best practices which have been recognized with the other cities, and is also available to accommodate initiatives and projects that are in line with the ongoing strategy. This also means that it is available to welcome new residents, young entrepreneurs, researchers who want to develop experiences, projects and initiatives in the agro-food sector.

Fundão will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:





## **2.3 MUNICIPALITY OF PYLI**

**Short Name: Pyli**

The project's area is located in the Municipality of Pyli, at Trikala Prefecture in the Region of Thessaly, Greece. The proposal will focus on the mountainous areas of the municipality. Municipality of Pyli lies on a "geographical zone" in the southwestern part of Trikala Prefecture.

According to the data of the 2001 and 2011 census of EL.STAT., over the last decade, a depopulation of the area by 10,55% is observed. The high dependency ratio (0.61), is considered to be evidence of unsatisfactory economic development perspective in the area. Regarding the ageing index in the area of 2001, the ratio is 1.65 (165 elderly for every 100 children). As for the economically active population in 2001, it is amounted to be 5.880 people, with 5.290 employed people (percentage 89.97%) and 590 unemployed people (percentage 10.03%). According to the data of EL.STAT., the unemployed people in the area were 600 in 2001, 709 in 2001, while they reached 805 in October of 2014. That means that the unemployed people were increased by 18.17% and 34.17% in the last 10 and 20 years respectively.

Besides the demographic context of the region, it is worth mentioning that the natural environment of the area varies widely. The diverse landscapes, the abundant water resources, the variety of land surface elevations, the exposure and the slopes, the large variety of vegetation types which alternate among them in small distances by creating intense mosaic landscape, are of great significance for the region. However, there has been intense and sometimes irreversible degradation from human activities, or overexploitation of natural resources. The main characteristic of the geomorphology and the landscape of the area is the composition between lowlands and highlands, the large-scale cultivated land, the coverage of productive forests and the large-scale grassland areas.

The area of the Municipality of Pyli is characterized mountainous or highland (percentage 87.38%) and lowland (percentage 12.62%). Furthermore, the area is characterized cultivated (percentage 9.90%) and grassland (12.55%), while woodlands cover 75.95% of the total area. Finally, the area has special cultural features that attract thousands of tourists annually. Local economy and employment are mainly based in agriculture and forest products and it's interdependence with the livestock production in the mountainous areas of the region, by creating a strong relationship for the productive sector of local economy. The current situation is characterized by small agricultural holdings and allotments, lack of basic infrastructure and information regarding the mentioned sectors, small farm average size and low the educational level of the farmers.

The secondary sector in the area is characterized by small industries. The manufacturing activity in the area focuses on the exploitation, processing and the utilization of the products of the primary sector, mainly with the production of dairy and wood-furniture products. The majority of the manufacturing industries belong to the sector of nutrition industry. The rest of the activities meet the local needs. There are a few small enterprises in the area, most of which are family enterprises. Because of their small size, the enterprises cannot achieve economies of scale which would make their products competitive not only among products from countries with low labor costs, but also among products from developed countries.

Tertiary sector constitutes the 43.8% of the employment in the Municipality of Pyli. There is a significant increase in tourist accommodation units in the last few years in the study area. Since 1992, there has been an increase (about 60%) in tourist accommodation units in the area. Finally, it worth to mention that the municipality of Pyli, is characterized by a significant number of sparsely monuments of historical, cultural and aesthetic significance.



## Our key challenges for AGRI-URBAN

The concept of this participation is based on the systematic development of the Agri-Economy sector, focusing on the mountainous areas of Greece. Agri-Economy sector can provide important solutions for creating job opportunities and promoting social cohesion, which is threatened due to the adverse economic environment, by contributing to the preservation of the natural environment and the cultural heritage of these areas.

Taking into account the above-mentioned data, the research proposal aims to support the young unemployed people (target group) of the region, through the establishment of a mechanism for supporting and promoting social entrepreneurship to tackle the unemployment. Furthermore, the proposal will contribute to the support and creation of new job opportunities in the area of agriculture and forest products and to other social groups of the area (entrepreneurs, women, ordinary people, etc.).

In Greece, because of the long lasting economic crisis, it also observed in a very intense way, the downwards social mobility phenomena. This is translated by the loss of thousands of occupation positions and minimization of the existing standard of living for major social groups of the country. The availability of at least some social mobility can be important in providing pathways to greater equality in societies with high social inequality.

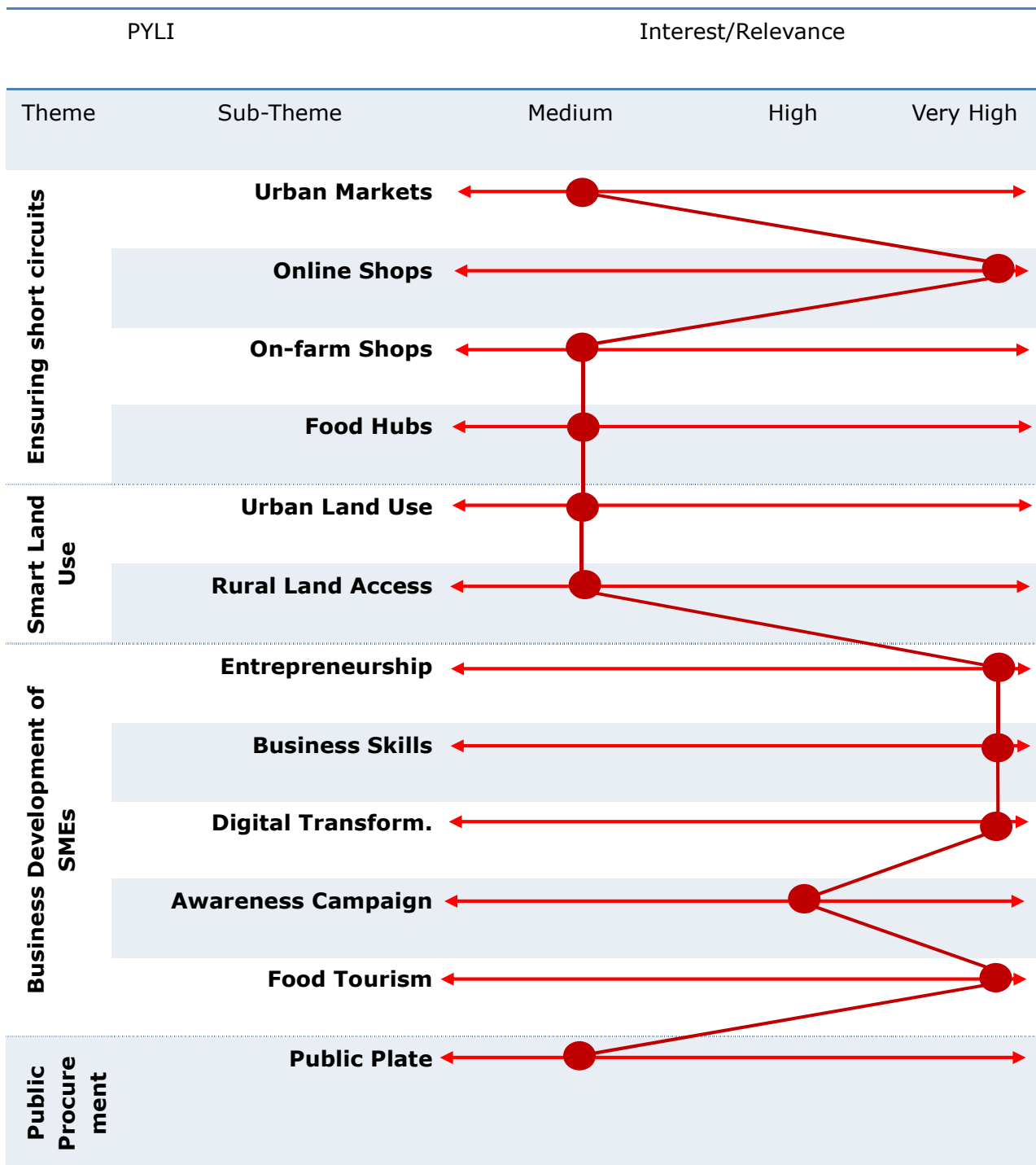
The successful development of the Agri-Economy requires an approach that relies primarily on the local social dynamics and mechanisms which will play the central role for the manifestation of this dynamic. At the same time, the local dynamics can arise efficiently by utilizing the European experience in the field of Agri-Economy and encouraging transnational cooperation initiatives.

Although there are differences both in institutional frameworks and in the terminology about Agri-Economy among countries, they are getting inspired by common values and mainly by the fact that the participants are not aiming to profit, but the profits are reinvested for the benefit of the enterprise and the society.

Agri-Economy can play an important role in the development of innovation in many policy areas, such as addressing the unemployment and the environmental protection, while it can combine profitability through new job creation, enhancement of social cohesion, active participation and empowerment of local communities and generally, the development of an economy with democratic values, by giving priority to the nature and people.

Pyli will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:

Name of organisation	MUNICIPALITY OF PYLI <a href="http://dimospylis.gr">http://dimospylis.gr</a>
Region	Pyli – Prefecture of Trikala - Thessaly
Country	GREECE
Project Team	Ntalos Georgios <a href="mailto:gntalos@teilar.gr">gntalos@teilar.gr</a> Salepi Stavroula <a href="mailto:salephstavroula@gmail.com">salephstavroula@gmail.com</a>
Number of inhabitants	Pyli: 1.873 → Municipality of Pyli 14.343
Youth Population (16-30 years old)	1.765
Unemployment rate	23.33% based on the economically active population (ELSTAT)
Youth Unemployment	We have no exact data from ELSTAT yet.
Income per capita	





## 2.4 LAG "PAYS DES CONDRUSES"

Short Name: PAYS DE CONDRUSES

The LAG Pays des Condruses is composed of seven municipalities: Anthisnes, Clavier, Marchin, Modave, Nandrin, Ouffet and Tinlot. The surface of the territory is 300 km<sup>2</sup>. The Condruses Land is a young region (ageing rate is low). Population increase each year so it's an attractive region. The third sector is the most important sector of activities: health, local administration, retails, elderly sector, etc. Building represent also an important part of companies, mainly in small family business and some public works companies. The extractive industry is still present for stoneware and granite. It's also an important region for removal of water for Brussels (based on underground water-collecting galleries) and Liège. 10 years ago, steel industry was relevant, but it decrease and it could disappear definitively. Some start-ups develops their activities on our territory like Phytisia (Orchid for temperate region), Chanvr'Eco (Hemp for insulation), a pharmaceutical company or a spirulina grower connected to a biogas installation.

In our territory, the agriculture is a familial agriculture, mainly based on cattle breeding for meat and for milk, intensive crop growing (wheat, corn, sugar beet, colza) and potatoes growing. The average age of the farmers is around 55 years. And often, there's no successor.

The numbers of farmers decrease each years but the farms are becoming bigger and bigger, more and more capitalistic. Access to land is a real problem especially for people that not descended from a farmer's family and is very expensive. One hectare cost approximatively 30 000 € for a crop field and 20 000 € for a meadow. This problem is a reality for new farmers Urbanization for residential needs and the development of retail and business centers along national roads is a factor of the farmland high prices. In Wallonia, some urbanists says: "there's no more real countryside, all the territory is a suburban area". It is a real problem for farming and the interaction between farmers and the citizens. The way of life is more and more urban, people are disconnected from the land and the way to produce quality product. In Wallonia, rural communities and towns are very close, for example, by car, Marchin is situated at 30 minutes form Liège (200 000 inhabitants) and Namur (100 000 inhabitants). So the countryside interested the middle class for the living environment and the dominant model of urbanization remains the 4 facades houses with green gardens.

### Our key challenges for AGRI-URBAN

During the former LEADER program 2007-2013, the LAG implemented different actions across his Local Development Strategy, particularly, about short supply chain and coaching of starters in organic gardening.

In September 2011, the LAG has created a cooperative to sell local products with an e-business website: [www.pointferme.be](http://www.pointferme.be). The cooperative's members are the farmers. They are the cooperative's suppliers. The customers can order baskets of vegetables, some cheese, some meats (beef, pig, duck and chicken), A delivery service is offer by *Point Ferme* for a minimum of 5 grouped customers. The proximity with the town of Liege is the key success of this initiative.

In June 2013, the LAG launched the first incubators for starters in organic gardening in Wallonia. It offers a field (from 10 ares to 1 hectare), greenhouses, and access to water for irrigation and the starters are coaching by Creajob (for business plan, marketing, accounting...) and a truck gardener for technical advices. The goal of this project is to enable testing of the activity during 2 or 3 years. After this period, the starters should know if his project is profitable and sustainable.

Next year, the LAG will turn an industrial hall into a logistic platform for *Point Ferme*. It will be an effective instrument for the development of the cooperative. In 2014, the LAG launched mushroom farming on a substrate composed by coffee waste and straw. The goal is to create a mushroom farming cooperative



financed by crowd-funding. The originality of this project is that fresh mushrooms will be produced in recycled containers.

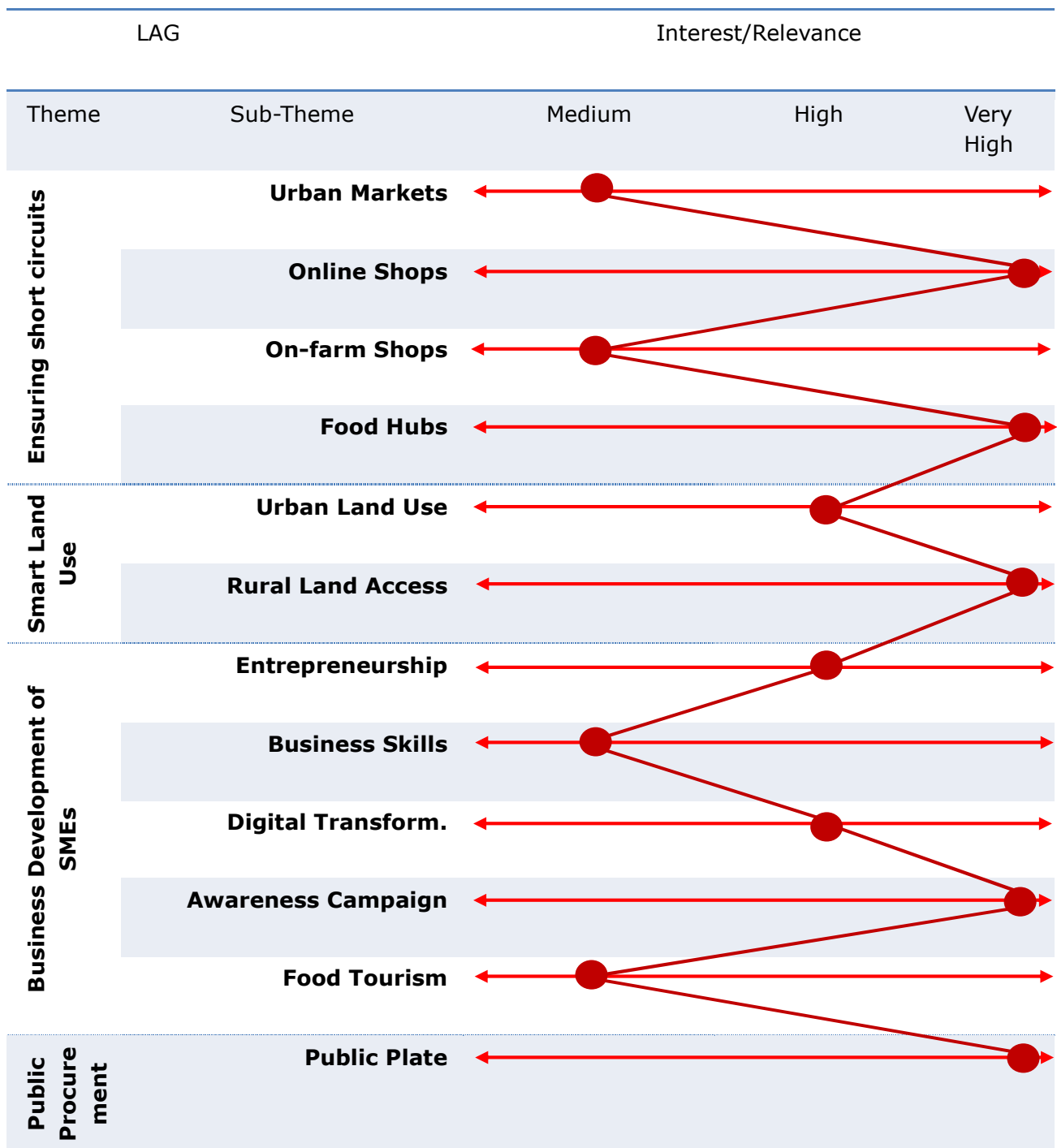
A non-profit organization that promotes employability (called *Devenirs*) offers a training about organic gardening for unemployed people. This training lasts one year. During this period, the trainee is invited to find a work experience placement in a vegetable farm or in a greenhouse. This non-profit organization is involved in a projects wallet (CAP Job in the Liège Province) financed by the European Social Fund. The project will begin in 2016. It concerns a specific training for market gardeners and high graduate people (master in agronomy) on different topics like greenhouse management, growing planning, agro-ecological methods, etc.

Name of organisation	LAG "PAYS DES CONDREUSES" <a href="http://www.galcondruses.be">www.galcondruses.be</a>
Region	Wallonia
Country	BELGIUM
Project Team	Pecheur Jean-François <a href="mailto:Jeanfrancois.pecheur@galcondruses.be">Jeanfrancois.pecheur@galcondruses.be</a>
Number of inhabitants	30.000
Youth Population (16-30 years old)	5.248
Unemployment rate	8%
Youth Unemployment	20%
Income per capita	16.598 €/inhabitants

The AGRI-URBAN project, is a real opportunity to:

- To map the local initiatives in a systemic approach
- To create a catering company supplied by local farmers for the schools' restaurants
- To implement a tools sharing system for market gardeners
- To invent new jobs in the regeneration economy: agro-ecological uses of the soil: technical adviser, tools supplier in an open approach.
- To improve the training of starters and professionals / Sharing experiences
- To analyze how the local authorities can privilege the access to land for farmers environment-friendly?
- To increase the number of up-cycling projects in food production
- To create jobs locally in the agri-food sector
- To connect the different initiatives and actors in a systemic approach
- To improve the actions to valorize local products
- to be proud of what we do: work on identity

The LAG will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:







## **2.5 MUNICIPALITY OF SÖDERTÄLJE**

**Short Name: Södertälje**

Södertälje Municipality has a population of 93.000 inhabitants with a total area of approximately 700 km<sup>2</sup>. The central urban area has approximately 74000 inhabitants, with four smaller communities (Järna, Hölö, Mölnbo, Enhörna) consisting of 1000-7000 inhabitants each. Södertälje is situated between the Stockholm region and the rural landscape of Sörmland. It has a varied landscape with a Baltic archipelago, many lakes and islands, forests, meadow lands and arable land of quite good quality. Södertälje also has an exceptionally good infrastructure situation with highways, harbours and railways and two airports within an hour's drive. The city of Södertälje is an industrial town with two big global companies, AstraZeneca and Scania, but the municipality is also well known for a cluster of local organic companies and farms. Many small service enterprises are also established in Södertälje, as this is a way for the big number of immigrants to start to make their living in Sweden. Södertälje has for many years been a hotspot of immigration in Sweden, which has contributed significantly to population growth.

### **BUSINESS**

- Scania and Astra Zeneca are based in Södertälje, and represent one third of all jobs in Södertälje;
- Södertälje accounts for 17% of Sweden's net trade;
- 47,335 jobs in Södertälje;
- Saltå kvarn was awarded Sweden's most sustainable brand in 2015;
- 87% of all businesses are small businesses with less than 5 employees;
- 519 new companies founded in Södertälje in 2014.

### **SOCIAL**

- 93,165 inhabitants, of them 33,516 were born abroad;
- 80 different languages spoken in Södertälje;
- 2.3 million people can reach Södertälje in less than an hour;
- 12.2% unemployment in 2015;
- Södertälje accounts for 17% of Sweden's net trade;
- There are 7235 companies in the municipality;
- 87% of all businesses are small businesses with less than 5 employees;
- 519 new companies founded in Södertälje in 2014;
- There are 47,335 jobs in Södertälje;
- Södertälje is Sweden's 20th largest city.

### **ENVIRONMENTAL**

- Södertälje is 694km<sup>2</sup> in area;
- 14.6% of agricultural land is in organic production (1379 hectares of 9451 hectares);
- Södertälje has 23 nature reserves, 707 islands & 86 lakes;
- 6% of Södertälje is nature reserve;
- Södertälje has the highest quality farming land in Stockholm county 50.7% organic produce is used in municipal activities. (4th highest in Sweden).

SOURCE:<http://www.varumarketsodertalje.se/verktygsladan/fakta/>



## Our key challenges for AGRI-URBAN

Södertälje is located between the Stockholm metropolitan area and the rural landscape of Sörmland, in the Mälaren lake valley which was once referred to as the "garden of Stockholm".

Södertälje was awarded 'School Food Municipality of the year' in 2014 by White Guide Junior. This award recognises the work of the Diet Unit, which serves over 17,000 lunches per day at all public canteens guided by the "Diet for a Green Planet" concept. This means that approx. 20% of the population eat according to this concept every day in the week.

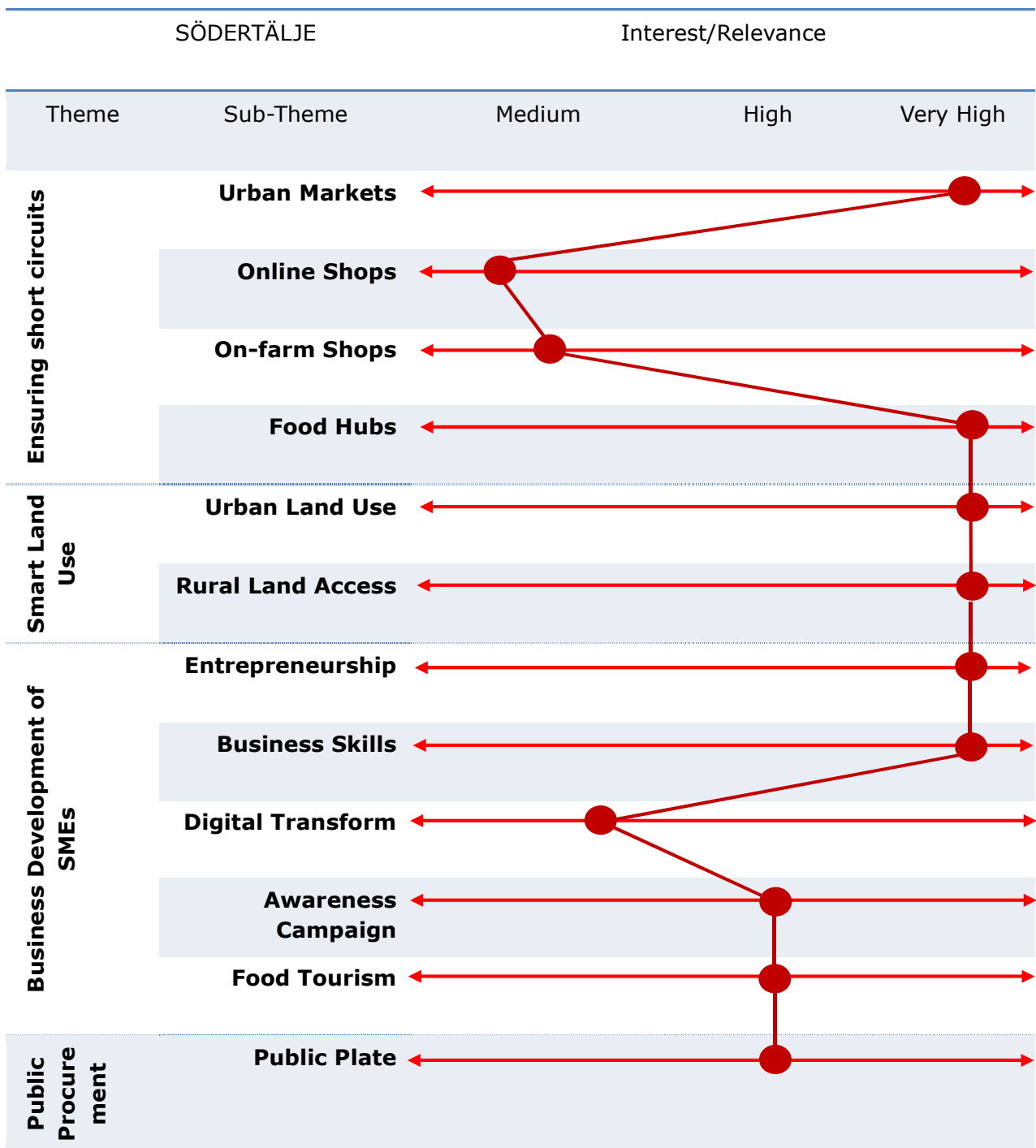
Södertälje is well known for organic agriculture, being home to a biodynamic training centre, a research centre for ecological regenerative agriculture and many organic farms and organic food process or retail/distribution companies in the district of Järna.

Name of organisation	SÖDERTÄLJE MUNICIPALITY <a href="http://www.Södertälje.se/">http://www.Södertälje.se/</a>
Region	Stockholm
Country	SWEDEN
Project Team	Sara Jervfors <a href="mailto:sara.jervfors@Södertälje.se">sara.jervfors@Södertälje.se</a> Jordan Lane <a href="mailto:jordan.lane@Södertälje.se">jordan.lane@Södertälje.se</a> Helena Nordlund <a href="mailto:helena.nordlund@Södertälje.se">helena.nordlund@Södertälje.se</a> Christine Strandberg <a href="mailto:Christine.strandberg@Södertälje.se">Christine.strandberg@Södertälje.se</a>
Number of inhabitants	93.165 (30 September 2015)
Youth Population (16-30 years old)	19.932
Unemployment rate	12.2% - March 2015
Youth Unemployment	11.1% 18-24 years old - March 2015
Median income, 2013. People aged 20 years and older	231.800 (24,969.86 EUR) Source: Statistics Sweden

There are significant challenges in the city which can be met through the AGRI-URBAN goals:

- High youth and migrant unemployment levels;
- Training programs and work rehabilitation programs with focus on green economy;
- Difficulties in land access for unestablished farmers;
- create easier processes for new farmers to access land;
- Competition with imported produce and produce from the big Swedish agriculture regions in Östergötland, Gotland and Skåne;
- make it attractive to produce and purchase food locally, and create new ways for produce to reach customers;
- Enormous pressure to build new dwellings – risk that agricultural land is exploited;
- Protect agricultural land and build on more suitable sites.

Södertälje will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:





## **2.6 MUNICIPALITY OF CESENA**

**Short Name: Cesena**

The Emilia-Romagna region is located in Northern Italy, has an area of 22,451.5 square kilometres and a population of 4,459,246 inhabitants. The local institutional set includes 9 provinces, 340 municipalities gathered in 45 unions of municipalities and a mountain community. According to Eurostat data, 76.7% of the regional population lives in intermediate rural municipalities. The average density of regional population is 198.1 inhabitants / km<sup>2</sup>, while in rural areas is 124.6 inhabitants / sq. km. Nearly half of the region (48%) consists of plains while 27% is hilly and 25% mountainous.

The region is one of the wealthiest and most developed regions in the European Union, with the fourth highest GDP per capita in Italy. It has the highest quality of life indices and promotes advanced social services. The major contributions to the employment sector comes from regional financial services, real estate and professional services sector and trade, accommodation services, transport. The added value, compared to the other Italian region, comes from small part by the agricultural sector (2.6%), while industry and services contribute respectively to 29.4% and 67.9%. The Emilia-Romagna is also a cultural and tourist centre, being the home of the University of Bologna, the oldest university in the world and being a centre for food and automobile production (main food/fruit/vegetables/meat production/processing/distribution industries and automotive companies) and having popular coastal resorts such as Cervia, Cesenatico, Rimini and Riccione. Over the centuries, inhabitants have deeply altered the landscape, regaining wetlands, and establishing large agricultural areas. All these transformations in past centuries changed the geographical destination of the territory, transforming large natural areas to farming, up until the 1960s. The trend then changed, and agricultural lands began to decrease and being replaced by residential and industrial areas. The aftermaths of land use and particularly of the urbanisation of the plain during this period has had some strong consequences in the economic and ecological sector of the region.

Cesena is situated in Northern Italy within Emilia-Romagna Region, together with Forlì it is the capital of the Forlì-Cesena district. Cesena has a population of about 96,658 (2015).

Cesena has a long established tradition as a center of highly specialized agribusiness enterprises and companies. Beside this sectors, Cesena is well known for transport/logistics, 'wellness' and biomedical services. Between 1985 and 2000s many industries become world's leading companies, while others become relevant at a national level.

More specifically, the main industry sectors developed in Cesena are companies focused on the production, manufacturing, processing and distribution of fruit, vegetables and meat products (mainly poultry). Beside this important sector, which is positively impacting the employment in the city and province, there are a consistent number of small family owned enterprises. They are the evidence of the agricultural background of the territory linked to the agribusiness production and today they represent a sector which is suffering from the economic point of view, cause by the abandonment of lands, the sprawling urbanization and the straggling effect of the large retail/distribution sector.



## Our key challenges for AGRI-URBAN

The agricultural enterprises in the Municipality of Cesena are 2272 (2012), while the Utilized Agricultural Area is a total of 13505.55 ha (2013). The province of Forli-Cesena had 7.814 enterprises working in the agro-food industry in 2012 (-2,8 % compared to 2011) and 7.405 in 2014 (-2.1% compared to 2013).

According to the 6th general survey on agriculture, nowadays fewer but larger companies and mainly individually (90%) are located in the territory; fruit cultivation remains, although to a lesser extent, the vocation of our territory that invests in quality, with biological and wine DOC and DOPG (labels guaranteeing the quality and origin of a wine).

Characteristics of the farmers: advanced age (mainly males), with few young people in the sector (often school or university graduated) who are mainly concentrated towards organic crops.

The manpower (large proportion of female) decreases at the household level but it increases in the framework of the temporary work. This kind of work, unlike the permanent work, sees a high presence of foreign workers. According to statistical data and in line with the national trend, the number of multifunctional farms is growing as an alternative to the economic and financial crisis, offering bed & breakfast, restaurant services and teaching farms (etc.). More and more farm holdings focus their production with organic methods, both for crops and for livestock.

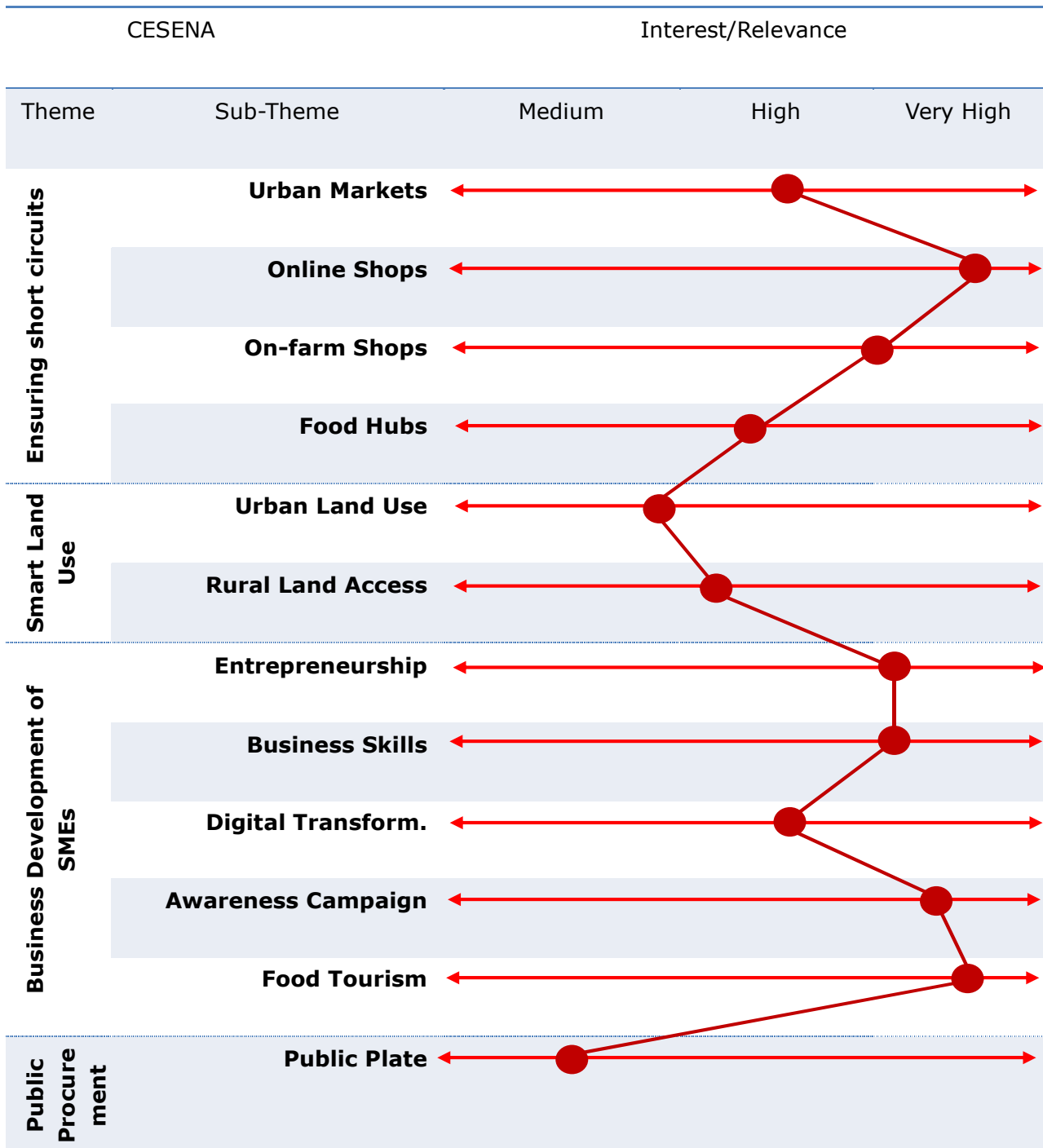
AGRI-URBAN is a real network of cities interested in finding new innovative solution in the agri-business sector linked to the employment and local production of organic and more sustainable food. Joining AGRI-URBAN means keep on gaining valuable experiences and practices with the community of the city as well as successful actions from other city to transfer to our local stakeholders, and also to the technical staff inside our Municipality. There is an extremely need to tackle the employment in small farm holdings in an integrated approach. In our local community, there is a need to encourage generational renewal in farming, new opportunities for students in the field and to propose alternatives for the young in order to return to a more sustainable local production of products of quality and to limit the non-useful urbanization tendency.

To encourage small farm holdings and job opportunities there is a need to provide them with a physical space (market) where they have the possibility to sell products. In achieving this objective, an idea could be identifying urban areas that are progressively "marginalizing" also due to the gradual closure of business activities and crafts. In some districts there are areas that have become dormitories, where social interaction is almost absent. This phenomenon can have negative implications on the territory, starting with the perception of poor security that citizens may experience in a place. Foreseeing in these areas some spaces devoted to the sale of local products can help spicing up a neighbourhood, a street or a deserted place which could have significant implications and open up new scenarios and opportunities.

Name of organisation	MUNICIPALITY OF CESENA <a href="http://www.comune.cesena.fc.it/home">http://www.comune.cesena.fc.it/home</a>
Region	Emili-Romagna
Country	ITALY
Project Team	Roberto Zoffoli <a href="mailto:zoffoli_r@comune.cesena.fc.it">zoffoli_r@comune.cesena.fc.it</a> Daniele Viviani <a href="mailto:Est_viviani_d@comune.cesena.fc.it">Est_viviani_d@comune.cesena.fc.it</a>
Number of inhabitants	97.658
Youth Population (16-30 years old)	
Unemployment rate	Tot: 9278 M (4243) F (5035) Rate : 5.6%
Youth Unemployment	(15-29 years old) Tot: 2044 M (984) F (1060)
Income per capita	14.323 €



Cesena will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:





## 2.7 MONMOUTHSHIRE COUNTY COUNCIL

Short Name: Abergavenny

The unitary Authority of Monmouthshire is classified (in terms of the EAFRD) as deep rural. The Parish of Abergavenny is an urban service centre to the neighbouring rural wards. The biggest employers within Abergavenny are the Health & Social Care sector (21%) followed closely by the Wholesale and Retail Sector (15%). The area is steeped in history and natural beauty, its border position having given it a strategic advantage historically, both in a military sense and in terms of trade.

Abergavenny, a bustling market town of regional significance, which boasts a wealth of fairs and festivals. However the whole Bryn y Cwm area, which extends from Goytre in the south, to Llanthony in the north, whilst having developed its industry and agriculture alongside one another, has now embraced the needs of tourists, which are increasing in numbers annually. Notably the Abergavenny Food Festival which is the largest in Wales attracts over 30.000 visitors each year.

In 2013 the Authority went out to consultation on the Better Bryn y Cwm Whole Place plan.

As its title implies "Whole Place" is about looking at all the needs, issues and challenges facing a community and pooling all available resources to address these. This is done in a more co-ordinated and integrated way, that involves everyone that has an interest and a role to play in making things better. As such the approach is as much about People as Place. It is a process as much as a plan - a consistent way of working not a single event.

The most significant intervention by Whole Place in the Abergavenny and district area will be the establishment of a way of communicating better where from now on mutual interests and priorities can be discussed, agreed and actioned, with everyone supporting delivery by those best placed to make change happen. A suggested vision of a 21st century market town has arisen from discussions held thus far to formulate the plan:

Abergavenny and District – An area with a vibrant market town and superb local environment that looks after everyone, offers quality life experiences to all its residents and welcomes visitors with open arms

A detailed analysis of the area from available data and initial community consultations identify four key areas for action that will help all stakeholders work together to achieve this vision:

- Abergavenny Town centre and the wider business environment
- Making sure no-one gets left further behind
- Strengthening Education and business links
- Creating a Sustainable settlement



## Our key challenges for AGRI-URBAN

A series of proposed interventions linked to these themes are set out in the plan each with a short (within 12 months), medium (within 2 years) or long term (3 years plus) timeframe. The interventions range from increasing the opportunity for joint working to make the best use of resources in the town centre, improving transport and tackling deprivation to developing new learning and leisure facilities for widest community use. Central to all the proposed actions is the principle of developing an increased sense of “one community” working together with public services to deliver prosperity and a better quality of life for everyone. Each action has/will develop specific targets and measurable outcomes to ensure the resources dedicated to it deliver progress towards the vision.

Name of organisation	MONMOUTHSHIRE COUNTY COUNCIL <a href="http://www.monmouthshire.gov.uk">www.monmouthshire.gov.uk</a>
Region	Monmouthshire
Country	WALES (UK)
Project Team	Cath Fallon <a href="mailto:cathfallon@monmouthshire.gov.uk">cathfallon@monmouthshire.gov.uk</a> Andy Smith <a href="mailto:andysmith@monmouthshire.gov.uk">andysmith@monmouthshire.gov.uk</a>
Number of inhabitants	13,984
Youth Population (16-30 years old)	
Unemployment rate	6.01% of economically active population
Youth Unemployment	
Income per capita	£20,071 GVA per head

Given the focus in the plan on the role of the town centre and the series of proposed interventions linked to the town a specific town centre partnership or town team was setup. Building on the discussions developed in the Whole Place workstream and bringing together members of the Business Club, Civic society and Transition town group the team is responsible for taking forward the town centre aspects of the plan supported by the Whole place economy/town centre officer and town warden, utilising the fund raising and delivery support of existing organisations or the new trust. Reporting progress on this aspect of the plan to the Whole Place partnership board the necessary specialist skills, continuous engagement and monitoring of progress requires this focused approach. An effective partnership between the public, private and voluntary sectors, working together to achieve a safe and vibrant place in which to work, live and visit. The team will market, promote and actively be involved in enhancing the activities and amenities within the town of Abergavenny. It will lead the development and enhancements of the town’s environment and heritage. This will benefit the townspeople, the business community and its visitors.

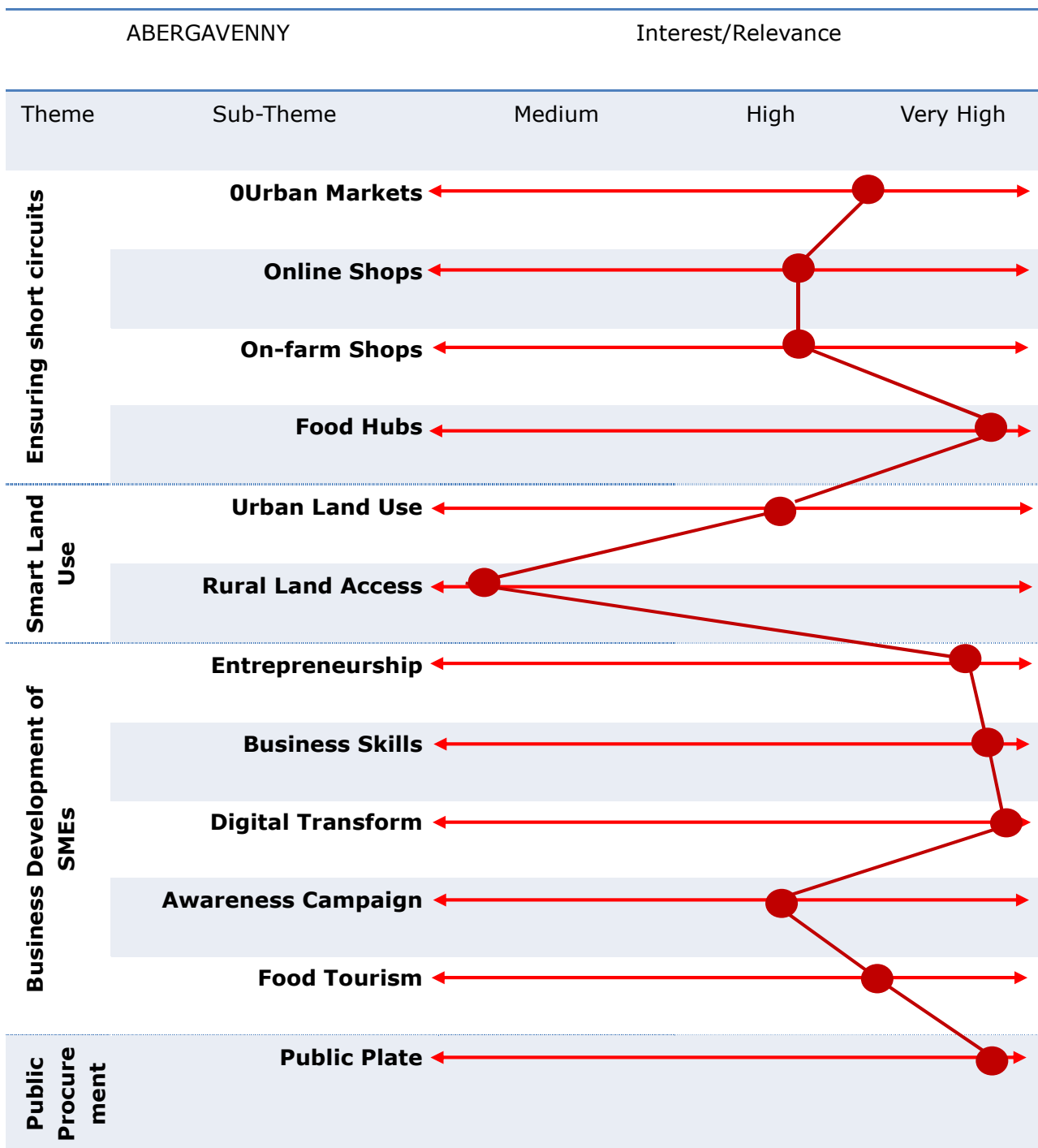
There are 90 food producers/processors within a 30 mile radius of Abergavenny although an extremely limited number of retailers offer locally produced or processed food.

In promotional and communication terms, there seems to be a disconnect between the Abergavenny FOOD Festival – which has a strong, confident, nationwide brand relating to authentic, quality food – and the offer and promotion of food in and around Abergavenny.

Many small producers in the area do not have the ability, or in some cases, the will to market their products to local retailers.

Abergavenny will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:







## **2.8 MUNICIPALITY OF JELGAVA**

**Short Name: Jelgava**

Latvia is situated in the Baltic region along with Estonia, Lithuania and Poland. Jelgava Local Municipality is located in the very heart of Latvia in Zemgale region. It has borders with Republic of Lithuania in the south. It has favourable geographical location – 42 km from Capital City Riga and it surrounds the 4th largest city in Latvia with national importance – Jelgava. Forests cover 26 % of territory of JLM, agricultural land 68 %.

Although its closeness to major cities in Latvia, JLM is considered as a rural municipality. It has the most fertile soils and half of the grain production of Latvia is harvested in JLM – therefore it is called “granary of Latvia”. Traditionally here mainly conventional agricultural is developed in the territory but also biological farming is becoming more and more important as an answer to increasing demand in population and changes of habits. During recent years also role and importance of traditional craftsmanship and small home production has increased. There were several projects implemented to preserve Latvian knowledge of crafts, cooking and other skills. In order to save small production units and help local small and medium-sized farmers and craftsmen, municipality rent rooms (and cover costs of rent) for shop in the city of Jelgava.

The municipality’s main values are weaved with the help of colours into the logo: blue – represents the River Lielupe waters and its tributaries, green – nature and traditional agriculture, gold – family, people and working habits. A foundation for a sustainable future is established when all of these are combined.

In Jelgava City Latvia University of Agriculture with ~ 5000 students is situated. Science comes alongside with traditions and innovations; there are numerous solutions and ideas implemented. For example, biological food for infants, recipes for rye crisps and flakes are being developed as well as innovative packaging technologies of food. Thus science supports local business and entrepreneurship. Apart from that old traditional food recipes are collected as the evidence of deep traditions and possibility to reuse them again.

Taking into account that there are numerous open farms situated in JLM, inhabitants of Jelgava and other cities can come to visit them and follow the full chain of production process – where the grain is grown, where is it milled, how the bread is baked from this grain. The same way also milk production can be followed so even a child knows that milk is not bottled in a supermarket.



## Our key challenges for AGRI-URBAN

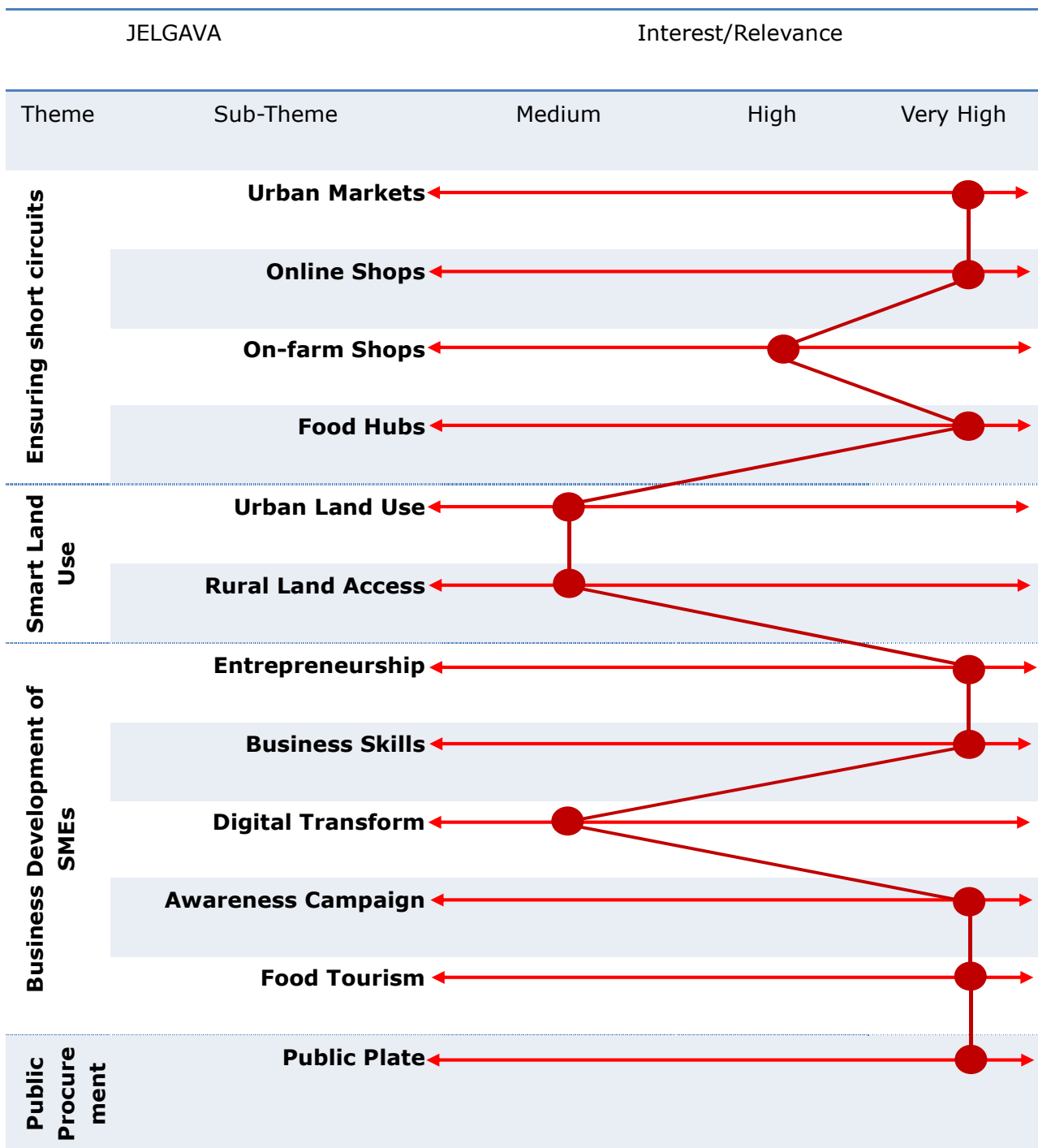
Taking into account specific of agricultural farming in JLM – fertile soils, conventional agriculture – there are mainly large farms established and operating in the municipality (even up to 2000 ha). It means there is small number of employment in agriculture. Municipality realizes that other types of occupation should be found in its territory to prevent drainage of people. We should rethink to farming with a great added value in small territories.

Local Action Plan developed for municipality will result from specialization of JLM –

agriculture – and to establish a link between urban – rural territories to preserve territories, traditions, employment, to decrease youth unemployment and drainage. Special attention will be paid to involvement of science in development of innovative methods and ways of production in agriculture. To promote employment and attract inhabitants/small businesses local markets for ecological products should be established thus improving the ecological footprint and reducing energy consumption and pollution. This leads to conservation of traditions, local natural environment and biodiversity.

Jelgava will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:

Name of organisation	JELGAVA LOCAL MUNICIPALITY (JLM) <a href="http://www.jelgavasnovads.lv">www.jelgavasnovads.lv</a>
Region	Zemgale
Country	LATVIA
Project Team	Anita Skutane <a href="mailto:anita.skutane@jelgavasnovads.lv">anita.skutane@jelgavasnovads.lv</a>
Number of inhabitants	24.949
Youth Population (16-30 years old)	
Unemployment rate	5.6%, 12% out of them young people at age of 15-24
Youth Unemployment	
Income per capita	EUR 600 (gross income, average)





## **2.9 MUNICIPALITY OF MOLLET DEL VALLÈS**

**Short Name: Mollet Del Vallès**

Mollet del Vallès has an area of 3.4 km<sup>2</sup> and is characterized by its remarkable demographic marked both by its population's growth and continuous rejuvenation, being a densely populated area in relation to the rest of the Vallès Oriental region (4.802,1 hab/km<sup>2</sup>), but with a density clearly much lower than that of other metropolitan towns. The village, then, it's characterised by a very compact structure. Mollet city has two souls, its territory is divided into two parts: 50% belongs to the rural area called Gallecs and the other 50% to the urban one. Gallecs is, undoubtedly, one of Mollet's landmarks. It is a rural, agricultural and woodland area of 7,4 km<sup>2</sup>, with great natural and landscape value, a big green lung in the Metropolitan area of Barcelona. Gallecs is a space of natural interest (EIN).

The agro-ecological project of the agricultural Park of Gallecs is very much aligned with the AGRI-URBAN goals. The project aims to achieve economic, social and environmental sustainability within the agrarian activity that is taking place in the rural area of the city. The municipality of Mollet tries to reach a balance between the conservation of the nature and the educational, social and leisure uses of this natural, protected area.

The rural area of Mollet is managed by a Consortium and with the support of the Agro ecological association of local producers. One of the main goals of the Consortium is to promote the values of its productive sector, especially agriculture which occupies 75% of the territory with 515 ha of agricultural area. Within the strategic lines approved by the Consortium of Gallecs, is of great importance to work towards the implementation of organic farming that allows the preservation of natural values, the environmental protection and to maintain and improve the landscape thus being economically viable. From 2001 to 2005 the Consortium with the support of the Agro Ecological Association of Gallecs, has developed the main actions approved in the Sustainable Agricultural Management Plan (2001-2005) based on the creation of a brand for Gallecs products "organic and locally produced", on the support of local businesses with the creation of the Agro shop managed by farmers and focused in good farming practices.

In 2005 began the implementation of the Conversion Plan to Organic Farming, involving 14 producers currently registered in the Catalan Council of Organic Agricultural Production (CCPA). The implementation of this new agricultural model (CCPA), which is based on food quality, food safety, good agricultural practices, environmental protection, economic viability and local commerce, aims to retain population in Gallecs and to achieve a generational change in this rural of Mollet. The extension devoted to organic production is currently 200 hectares, and the aim of the consortium is to extend the project to all the 515 ha of agricultural area in its territory.

The evaluation of the ecological management in Gallecs, shows already some benefits, such as the positive effect of the crop rotation and leguminous crops on soil fertility, as well as on weed control. In addition, it has also increased the cultivated biodiversity moving from a monoculture of barley for animal feed into more than 17 varieties of cereals and legumes (spring and winter products) for human consumption increasing their added value. Moreover, arvense plant biodiversity has increased too, with species never previously observed in Gallecs. All this is an improvement in the functionality of agricultural systems, as well as the landscape quality of the agricultural Park of Gallecs.



## Our key challenges for AGRI-URBAN

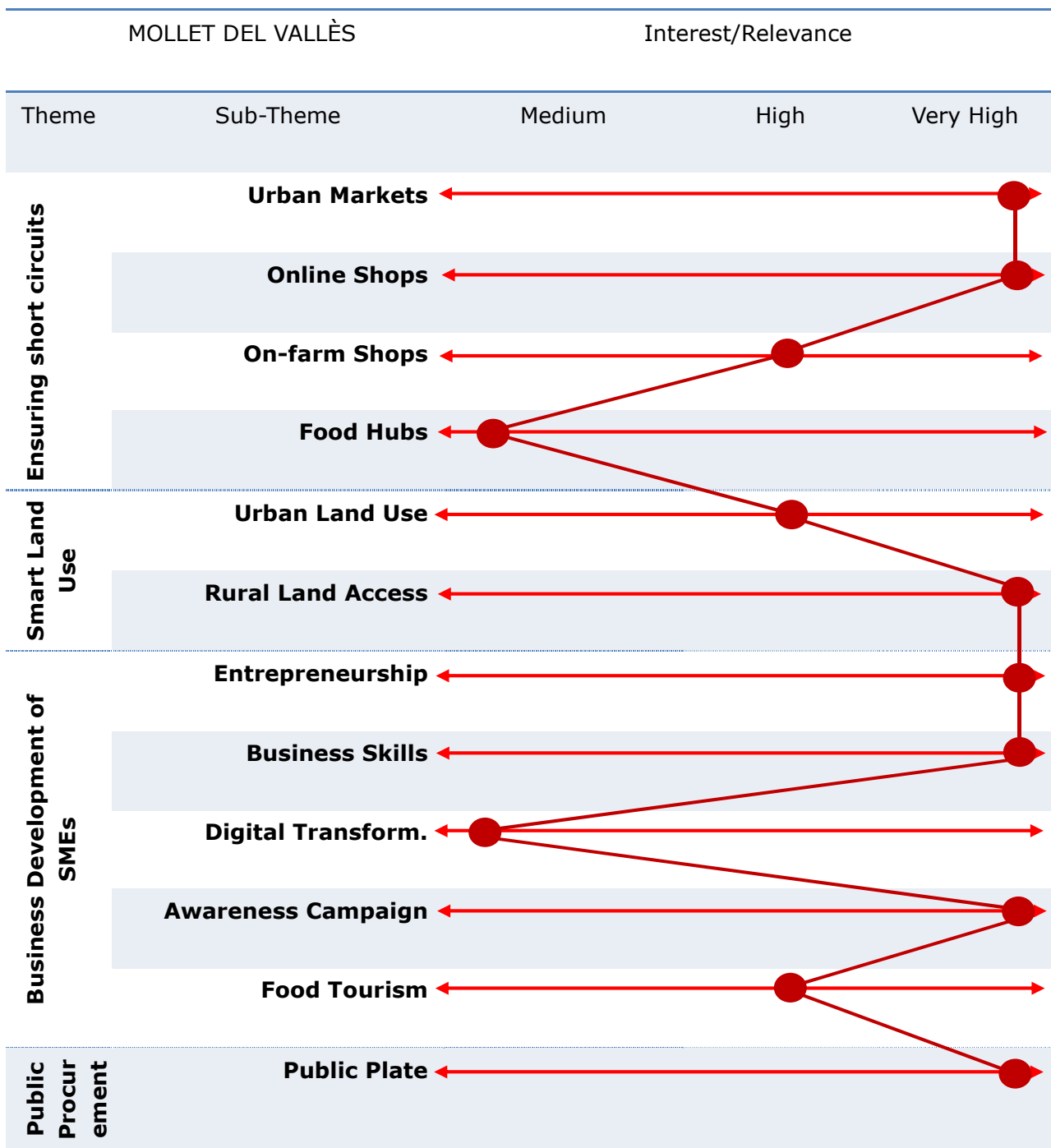
The reason to join the AGRI-URBAN network is to share our knowledge and best practices with cities around Europe aiming to learn from other cities experience and enrich are local management and the quality of life of our citizens. In our previous URBACT II project: Diet for a Green Planet, we've experienced high improvement of our previous situation just by getting to know other cities realities, challenges and current situations. Although, the size, incomes of cities are different there is always a possibility to learn and reach innovation sharing knowledge.

We strongly believe that to solve our challenges and reach a higher degree of sustainability, we have to develop and keep developing the following strategies:

- To boost agricultural sector thus creating jobs and economic opportunities primarily for young people;
- To deepen in Agricultural research with the participation of universities and research centres;
- To keep promoting organic gardening;
- To continue acquiring infrastructure and machinery for collective use (all associated farmers) which will facilitate to obtain a product ready to sell directly to consumers;
- To set up a more efficient short circuit of production and consumption;
- To promote organic food in public kindergartens and schools in collaboration with the private companies managing the school canteens. Gallecs currently serves seasonal vegetables, legumes, cereals, and bread to 14 schools;
- To increase biodiversity in Gallecs changing the orientation of agricultural production, moving from monoculture of barley for animal feed to a greater number of crops intended for human consumption;
- To improve local commerce, through Km0 restaurants in Mollet, more school canteens and hospitals, consumer cooperatives, a new agro shop and restaurant in Gallecs, etc.;
- To conduct environmental education activities with the participation of primary and secondary schools in the management of the organic gardens of Gallecs and the participation of the local producers in the management of the organic gardens of some schools in Mollet;
- To practice even more crop rotation introducing legumes such as Pardina lentil and small chickpeas;
- To promote renewable energies with the implementation and recovery of windmills for the extraction of water to irrigate the organic gardens in Gallecs;
- To transform production surpluses into preserves and jams aiming to reduce food waste;
- To recover ancient varieties in the extensive dryland crops such as spelt, Persian wheat, buckwheat, etc. prioritizing quality and added value over quantity;
- To recover ancient varieties in the gardens such as "Carai" beans, white eggplants, etc.,
- To train new producers;
- To attract new investors in Gallecs.

Mollet will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:

Name of organisation	CITY COUNCIL OF MOLLET DEL VALLÈS <a href="http://www.molletvalles.cat">www.molletvalles.cat</a>
Region	Barcelona
Country	SPAIN
Project Team	Albert Garcia Macian <a href="mailto:algarcia@molletvalles.cat">algarcia@molletvalles.cat</a> Gemma Safont Artal <a href="mailto:gsafont@espairuralgallecs.cat">gsafont@espairuralgallecs.cat</a> <a href="http://www.espairuralgallecs.cat">www.espairuralgallecs.cat</a>
Number of inhabitants	52.000
Youth Population (16-30 years old)	7.630 youngsters 3.860 men and 3.770 women
Unemployment rate (2014)	18,58%
Youth Unemployment	16-24 years: 31,82% 25-34 years: 14,25% 35- 44 years: 14,64%
Income per capita	21.911 euros





## 2.10 MUNICIPALITY OF PETRINJA

Short Name: Petrinja

Town of Petrinja is situated in the continental region of Croatia, in Sisak-Moslavina County. It is the 2nd largest city in the County with 24,671 inhabitants. Petrinja has an excellent location from which we can deliver manufactured products to the EU and SEE markets. Our first class road and rail links ensure that many EU markets can be serviced in twenty-four hours or less. Examples include Vienna (450 km), Munich (500 km) Budapest (420 km), Bosnia & Hezegovina (borders with SMC) and Serbia (250 km). Before 1990's Petrinja had developed industry and agriculture, with big working companies. After the war the city was ruined and economy destroyed, these companies largely failed to restructure. Economy is still under revitalization. Holders of the economy in Petrinja today are small entrepreneurs, artisans and crafts and small family farms. Production of natural, organic products from small family farms are increasing every day.

The Town of Petrinja has rich agricultural history. It's location is in the rural area where the most of population still works and lives from agricultural production. The rural area surrounding the city is recognizable in its beauty and untouched nature. Most of small family farms want to produce organic products and they need education.

### Our key challenges for AGRI-URBAN

Town government has some initiatives that have been good for the city agricultural production that are in cooperation with AGRI-URBAN development:

- **EDUCATION:** The establishment of Centre for plum and chestnut - Public Institution for Adult Education for improving farming with innovative production, EU regulations and education of farmers. Today, it is the lead institution in providing educations and workshops for farmers and all in relation of agricultural sector. They have implemented some EU projects regarding experimental plantations of chestnuts and other cultures that this area is rich and recognizable with.

- **EMPLOYMENT:** Local government recognized organic farming as the future sector for their farmers. They have implemented subsidies for farmers in organic production. Every newly employed person in organic production gets approx. 200 euros of subsidies every month during the first year of employment.

- **ORGANIC FOOD:** "Green House" is a project of local government in implementation. The main objective is to

open a "Green House" in city center where citizens can buy organic food and other homemade products, souvenirs and crafts to support the local small farms and "buy local". Main organic products in Petrinja are: cheese, honey, lavender, wine, "rakija"- schnapps, honey schnapps, liqueurs from various fruits, eggs, meat sausages, jams, products from chestnut and plum and many other.

- **HOUSE OF HEALTH** – an NGO managed place in the city center which addresses young people, children, third-generation, or older people whose population is increasing and who have their own specific needs, but not in a way to be a hospital or health facility. Specifically, House of Health is working complementary to the health system, and his goal is to prevent, pay attention to the promotion of health and to promote the health, healthy lifestyles and everything that affects our health throughout life like increasing number of non-communicable chronic diseases that are the result of how we live. Living under stressful conditions certainly has repercussions on the health of citizens and Petrinja is dealing with the problem.

Name of organisation	TOWN OF PETRINJA <a href="http://www.petrinja.hr">www.petrinja.hr</a>
Region	Sisak-Moslavina County
Country	CROATIA
Project Team	Edisa Mašinović <a href="mailto:edisa.masinovic@petrinja.hr">edisa.masinovic@petrinja.hr</a> Marijeta Grabovac Zec <a href="mailto:marijeta.grabovac@petrinja.hr">marijeta.grabovac@petrinja.hr</a> Željka Tonković <a href="mailto:ztonkovic@petra.com.hr">ztonkovic@petra.com.hr</a>
Number of inhabitants	24.671
Youth Population (16-30 years old)	4.425 (15-29 by last census from 2011)
Unemployment rate (2014)	22%
Youth Unemployment	757 (data from November 2015)
Income per capita	3.224 EUR per capita (data from 2010-2012)





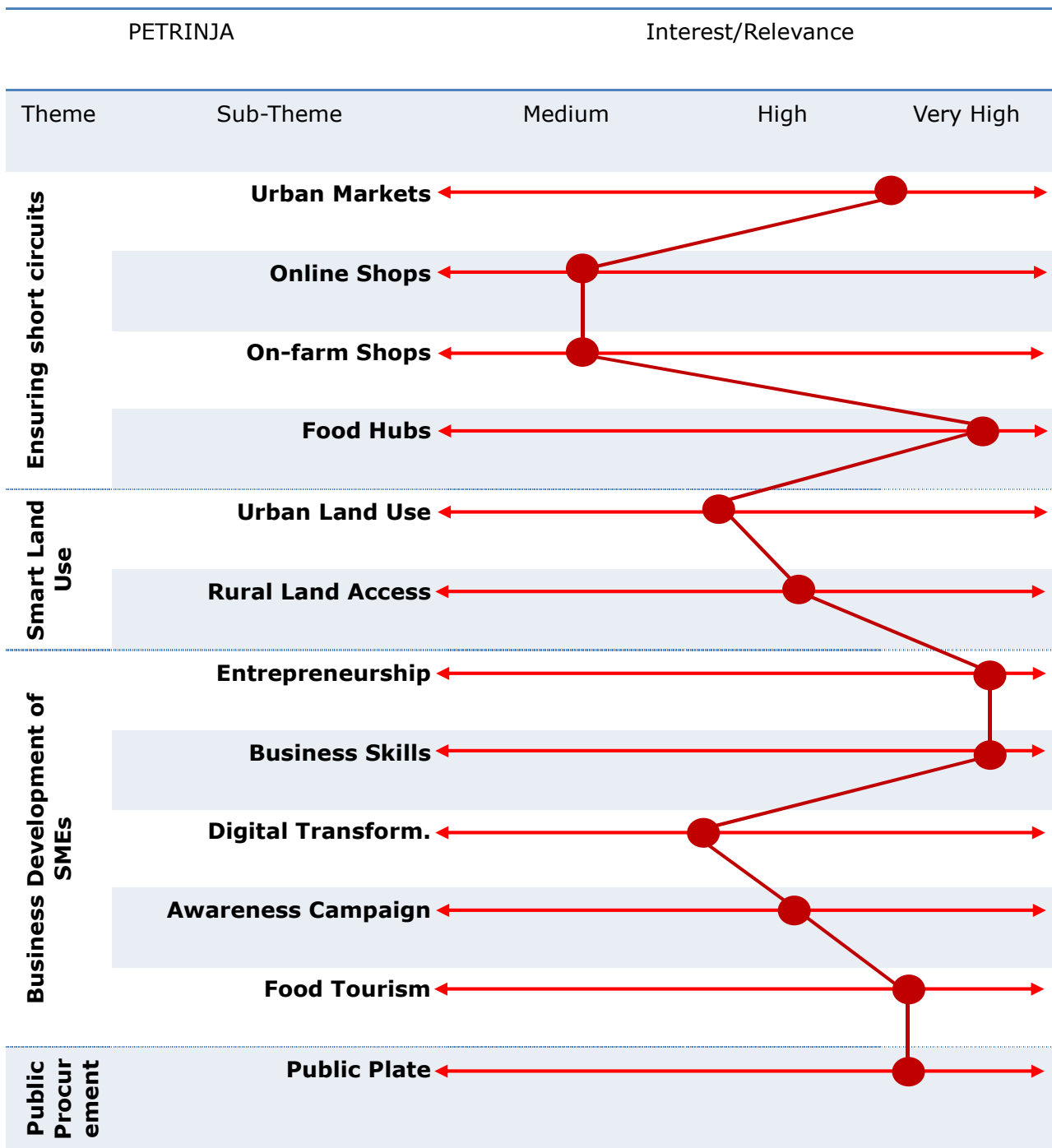
- **RURAL TOURISM**- In town's near area there are beautiful rural houses where you can eat homemade food. This part of tourism is in progress and not fully developed but it has a lot of potential. We have a few rural tourism places like "The Arc Tišinić" led by the family Tišinić, Millstone resort and others. Website of Petrinja tourist board: <http://petrinjaturizam.hr/>.

- **FAIRS** – There are 2 main fairs in Petrinja that are economic fairs – St. Lawrence Day 10. 08. and Tominje, weekend before Christmas. At the fairs every known farmer, craftsmen and other participate and show their products. These fairs have a great number of visitors, specially St. Lawrence Day, patron saint of the city, where we have visitors from other cities not just people from Petrinja.

AGRI-URBAN will target several problems such as:

- Lack of knowledge about modern, organic farming/additional training of farmers;
- Lack of knowledge in marketing activities and product placement/education for farmers;
- Promoting local products vs. supermarkets;
- Placing homemade organic products in local schools, kindergartens, home for elders etc.
- Lack of encouragement for starting new small organic farms;
- Lack of knowledge and interest in EU (CAP) grants to be competitive/lack of understanding of amount of administration for applying (farmers)/education of farmers;
- Lack of knowledge about economy development based on the cultivation of chestnut;
- To produce an AGRI-URBAN strategy for strategic actions that can lead to better quality of life, promote; organic and healthy food, help local farmers place their products and all combined with urban needs of everyday life with cooperation of all stakeholders (local government, NGO's, small farmers, tourist board etc.). We have a lot of potential in this field because of the natural resources and location.

Petrinja will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:





## 2.11 MUNICIPALITY OF MOUANS-SARTOUX

Short Name: Mouans-Sartoux

Mouans-Sartoux is a city of 10,000 inhabitants. It is located at the centre of a tripled agglomeration (Cannes-Grasse-Antibes) of over 450 000 inhabitants. Due to intense geographical constraints, this agglomeration has the inability of growing and extending towards its periphery. Thus its development exerts strong pressure on municipalities located in the centre of this triangle: Mouans-Sartoux is therefore subject to this pressure, which becomes even more intense in terms of forest and agricultural land conservation within our territory.

The town of Mouans-Sartoux has historically be strongly connected to the perfumers of Grasse and had a large agricultural perfume plant farming. In recent decades, economic and land pressure have pushed agriculture away from the area.

The Agenda 21 of the city has set a goal of achieving food self-sufficiency capacity within our territory. In the same time, we aimed at developing a project seeking to reach 100% organic and local food served for lunch meals in the canteens of Mouans Sartoux Schools.

The city hired a municipal farmer who produces vegetables eaten every lunch by the students. In October 2012 the urbanism local plan has decided to triple the amount of agricultural areas of the city. It remains a strong act on the Riviera where the land is highly sought for real estate. Since then, the city has decided to help farming development within its territory by supporting new farms creation on our territory (subsidizing creation, farming land protection within the territory, etc.).

### Our key challenges for AGRI-URBAN

The main challenge for our community is to move from a planned document that is tagging agricultural land to putting into realistic land operation. Therefore, we must convince the owners to agree to rent their land for farming exploitation. It is also necessary to help farmers to settle in our territory. Another challenge to overcome is to contribute to an effective short supply chains development in order to be able to supply to the population. Organic production methods remains a priority for our city.

We want to improve the number of new farmers to start their activity on our territory, with a focus on organic farming for which we will continue to propose a financial help (limit of 15000€). We also want to work on food transformation in order to improve our

organic crop optimization and reduce our costs for the best offer. Last but not least, we aim to work on mutualisation process with private farmers to develop a new business model locally for food transformation.

Name of organisation	VILLE DE MOUANS-SARTOUX <a href="http://www.mouans-sartoux.net/">http://www.mouans-sartoux.net/</a>
Region	Provence Alpes Cote d'Azur
Country	FRANCE
Project Team	Gilles Perole <a href="mailto:gilles.perole@mouans-sartoux.net">gilles.perole@mouans-sartoux.net</a> Elsa Raibon <a href="mailto:elsa.raibon@mouans-sartoux.net">elsa.raibon@mouans-sartoux.net</a>
Number of inhabitants	10.464
Youth Population (16-30 years old)	
Unemployment rate	10.5% unemployment rate The town has 6400 active jobs for 4700
Youth Unemployment	
Income per capita	Median income per consumption unit (INSEE 2012): € 24.319/year Number of tax households (INSEE 2012): 4.086



Mouans-Sartoux will participate actively in all AGRI-URBAN themes and sub-themes, however there are topics that are more relevant for the city development as expressed in the Interest/Relevance table presented below:

VILLE DE MOUANS-SARTOUX		Interest/Relevance		
Theme	Sub-Theme	Medium	High	Very High
Ensuring short circuits	Urban Markets	●	→	→
	Online Shops	●	→	→
	On-farm Shops	●	→	→
	Food Hubs (N/A)	→	→	→
Smart Land Use	Urban Land Use	→	→	●
	Rural Land Access	→	→	●
Business Development of SMEs	Entrepreneurship	→	→	●
	Business Skills	→	●	→
	Digital Transform.	→	●	→
	Awareness Campaign	→	●	→
	Food Tourism	●	→	→
Public Procurement	Public Plate	→	→	●

## 2.12 PARTNERS' PROFILE OVERVIEW

The next table summarize the main answers to the cities questionnaire:

	Baena	Fundão	Pyli	LAG	Södertälje	Cesena	Abergavenny	Jelgava	Mollet del Vallès	Petrinja	Mouans Sartoux
Are there existing strategies and plans in line with AGRI-URBAN?	YES	YES	NO	YES	YES	YES	YES	YES	YES	NO	YES
Do you have previous experience of working through transnational exchange on this topic?	YES	YES	NO	NO	YES	YES	NO	YES	NO	NO	YES
Do you have an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?	YES	YES	NO	NO	NO	YES	YES	YES	NO	NO	YES
Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?	YES	NO	NO	NO	NO	NO	NO	YES	NO	NO	YES
Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?	YES	NO	NO	NO	NO	YES	NO	YES	NO	NO	YES

The main findings of the table are the following:

- Only 2 cities (Pyli (GR) and Petrinja (HR)) do not have strategies and plans in line with the AGRI-URBAN project;
- Only 6 cities (Baena (ES), Fundão (PT), Abergavenny (UK), Cesena (IT), Jelgava (LV) and Mouans-Sartoux (FR)) have previous experience of working through transnational exchange on the AGRI-URBAN topic;



- 
- Only 6 cities (Baena (ES), Fundão (PT), Södertälje (SE), Cesena (IT), Jelgava (LV) and Mouans-Sartoux (FR)) have an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach;
  - However, only in 3 (Baena (ES), Jelgava (LV) and Mouans Sartoux (FR)) has this integrated urban strategy/action plan embedded some policy approaches or good practices coming from a transnational cooperation project;
  - Only 4 cities (Baena (ES), Cesena (IT), Jelgava (LV) and Mouans Sartoux (FR)) have set of result indicators and a monitoring framework to follow up on progress with these indicators;



### 3. SYNTHESIS

The AGRI-URBAN project is a European network of 11 partners (10 small and medium-sized cities and a LAG), which has the aim to create jobs through an integrated approach which takes advantage of the business, social and environmental opportunities derived from innovative ways of farming and food production. AGRI-URBAN addresses this challenge by means of a multi-dimensional concept of sustainability which includes three types of objectives:

1. **Socio-cultural objectives:** promoting quality of life and wellness by means of healthy lifestyles; strengthening sense of place in the local communities and creating jobs in the food sector; empowering communities by strengthening the role of citizens in economic development, applying the rising idea of sharing economies; promoting consultation within the institutional framework; improving the training and awareness of the population, entrepreneurs and workers; conservation and maintenance of agricultural landscapes within city-region contexts;
2. **Economic objectives:** territorial integration attracting and retaining population, improving city image, increasing competitiveness, attracting professionals and entrepreneurs, optimising distribution channels, creating local markets of green consumption and reducing middlemen; innovation, promoting economic diversification through professional and training activities, reinforcing farming by the connection to the service sector; revitalisation of firm associations and the social economy;
3. **Environmental objectives:** promoting organic farming and good practices, as well as environmental measures and local varieties; soil preservation avoiding urban occupation of fertile land and incorporating agriculture in appropriate urban spaces and in the urban-rural interface; fostering multi functionality in rural lands; promoting better management of agricultural waste; improving the ecological footprint with a reduction in energy consumption and polluting emissions by encouraging short marketing circuits; improvement and conservation of biodiversity at the urban-rural spatial interface.

The integrated solutions that will be discussed along the project life cycle and considered in the Integrated Action Plans to be produced by the partner cities, are the **Short Circuits, Smart Land Use, Business Development of SMEs and Public Procurement**, in all of them, employment is considered a cross-cutting element and agro-ecological production as a unifying element. A set of sub-themes will be addressed, such as: **Urban Markets, Online Shops, On-farm Shops, Food Hubs, Urban Land Use, Rural Land Use, Entrepreneurship & Incubation, Business Skills, Digital Transformation, Awareness Campaigns, Food Tourism and Public Plate**. Each city will choose a collection of sub-themes from this pool to their local action plan, while making sure that the chosen combination covers all main themes equally.

Our identity, expressed in the project logo and in the sentence “**The Roots of the City**”, seeks a way to refashion the relationships—ecological, emotional—that have been eroded by work without meaning and food without substance. It communicates our aim to accomplish a kind of restoration of the world, starting by the city roots.... The AGRI-URBAN project is the confirmation of our common need for sustenance, for cooperation, achievement and creativity, and for a primitive connection to the nature on which we depend. The city is returning to its agricultural roots.



### 3.1 AGRI-URBAN FOOD BASKET

Building a food basket based on the main products of AGRI-URBAN members is an exercise of understanding the network.

AGRI-URBAN is composed of medium-sized towns with specialization in agri-food, such as an agri-city, Baena (**olive oil, wine and cheese**), characteristic of the inland areas in the south of the Iberian Peninsula, a typical rural town as Pyli (**feta cheese, sausages, processed meat**); a medium-sized city with an important multi-service economy in a coastal area of Italy, but with a strong agricultural connection, Cesena (**fruit, vegetables and meat products**); a medium-sized city, Södertälje (**hen meat, cereals and grains, organic vegetables**), near the Swedish capital, that has integrated a very important group of foreign population in recent decades; a small rural town, Marchin (**meat, milk, intensive crop growing**) living the paradox of an important family farming tradition being threatened by the great urban development in the region; an eminently agricultural city, Fundão (**cherries, mushrooms, cheese**), trying to innovate and position its economy based on a strong agricultural sector; Abergavenny (**beer, lamb, beef, honey, wine**), a city known by a bustling market, which boasts a wealth of fairs and festivals; Petrinja (**chestnut forest, honey, processed meat**) with a rich agricultural history and upcoming community of small entrepreneurs, artisans and craftsmen and small family farms; Jelgava (**rye bread; homemade cheese, organic vegetables**) that is called "granary of Latvia"; Mollet del Vallès (**ancient varieties of cereals, organic vegetables and legumes, organic beer**), a city that has two souls since its territory is divided into two parts: 50% belongs to the rural area called Gallecs and the other 50% to the urban one; and Mouans-Sartoux (**perfumers of Grasse, fruit orchards wine, olive groves**) a city challenged by the expansion of a very important tourist coastal region.

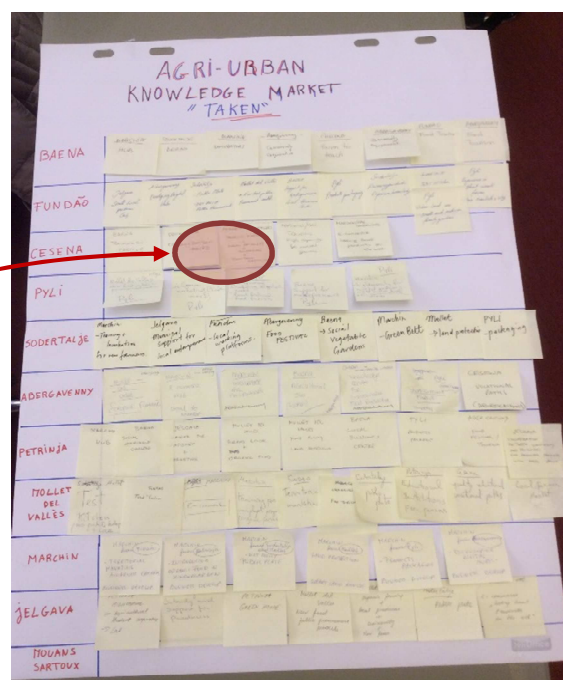
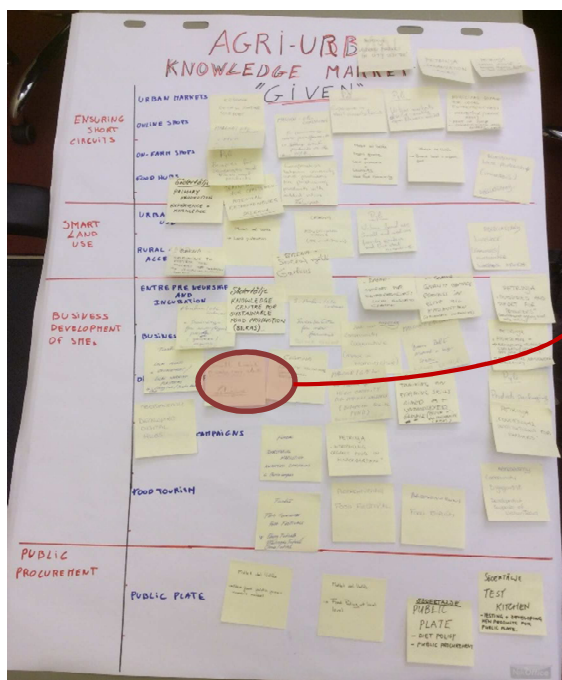


The links between the urban and the rural environment is a common denominator in all cities. For this reason, they can exploit the opportunities offered by rural areas to create jobs in the agri-food sector and improve the overall sustainability of their ecosystem, while injecting in their urban fabrics elements of rurality such as food production or the creation of AGRI-URBAN spaces. It is an ideal category to test new strategies to reinforce the urban-rural linkage.

### 3.2 AGRI-URBAN KNOWLEDGE MARKET

The AGRI-URBAN knowledge market is an interesting analysis for further development regarding the identification of the main practical experiences or case studies within the project themes and sub-themes in each of the member cities, and that can be shared or developed within the scope of the AGRI-URBAN network. The cities worked out an activity of "giving and taking", as showed in the image below, allowing us to build the AGRI-URBAN knowledge market.





The actions listed in the table below are concrete contributions to the partnership and to the transnational process of learning and co-production to be developed under AGRI-URBAN.

Theme	"Giving City"	AGRI-URBAN knowledge Market	"Taking City"
<b>Ensuring Short Circuits</b>	Södertälje	Primary production experience + knowledge	Fundão
	Jelgava	Trainings for craftsmen – potential entrepreneurs	
	Pyli	Recovery of traditional recipes	Fundão;
	Jelgava	Cooperation between university and producers for producing products with added value – the role of Technology Transfer Office	Petrinja;
	Marchin	E-commerce – <a href="http://www.pointferme.be">www.pointferme.be</a> – selling local products on the web	Cesena; Pyli; Abergavenny; Mollet del Vallès; Jelgava;
	Mollet del Vallès	Slow food community: organizing farming + local producers + university	Cesena; Abergavenny; Jelgava;
	Mollet del Vallès	Branding local + organic food	Petrinja;
	Abergavenny	Developing local partnerships (volunteers)	
	Marchin	Food Hub	Baena; Petrinja;
Cesena; Pyli; Petrinja	Local farmers' market Urban markets daily-weekly open Farmers' market Green market in city centre	Abergavenny; Mollet del Vallès	

	Petrinja:	Green house – buying organic food in the city centre	Jelgava;
	Jelgava	Municipal support for local entrepreneurs – marketing (trade mark) – rent of shop – competitions and awards	Pyli; Södertälje;
<b>Smart Land Use</b>	Mollet de Vallès	Land protection – Gallecs case study	Södertälje; Petrinja; Marchin
	Baena	Social vegetable gardens	Södertälje
	Cesena	Educational farms – 33 in the province	Cesena; Abergavenny;
	Pyli	Urban land use small and medium family gardens and livestock breeding	Fundão;
	Abergavenny:	Livestock market	
<b>Business Development of SMEs</b>	Baena	Training to foster the access of women to agriculture jobs	Cesena; Abergavenny;
	Petrinja	Educational institutions for farmers	Mollet del Vallès
	Baena	Training on farming skills aimed at unemployed people – olive alternative crops	Cesena;
	Marchin	Training for unemployed people – gardener organic	Mollet del Vallès
	Södertälje	Knowledge centre for sustainable food production (Beras)	Baena; Abergavenny;
	Fundão	Local agents engagement – local working platforms –Living lab –	
	Jelgava; Fundão	Small local producers club	
	Cesena	Quality educational vocational paths	Baena; Abergavenny; Mollet del Vallès
	Baena	Support for entrepreneurs: local business centre	Fundão; Pyli; Petrinja;
	Abergavenny:	Developing digital hubs	Fundão; Pyli; Marchin
	Baena:	Quality control process in olive oil production – economic incentives	
	Petrinja	Introducing organic food in kindergarten	Marchin
	Fundão	Territorial marketing – awareness campaigns	Södertälje; Mollet del Vallès; Marchin
	Pyli	Products packaging	Fundão; Södertälje; Petrinja; Marchin
	Fundão	Food tourism, food festivals – cherry festivals, mushrooms festival, cheese festival	Baena; Cesena; Mollet del Vallès

	Abergavenny:	Food festival	Cesena; Södertälje; Petrinja;
	Abergavenny	Food tourism	Baena; Petrinja; Mollet del Vallès
	Petrinja	High school – agriculture student cooperative – production apple juice, cheese – pedagogical, enological laboratory	Jelgava;
	Abergavenny	Community engagement – development support of volunteers	Baena;
	Marchin	Training – high capacity for market gardener (European social fund)	Cesena; Pyli
	Abergavenny	Set up community cooperative, made in Monmouthshire	Baena;
	Marchin	Incubator for new farmers	Baena; Södertälje; Abergavenny; Mollet del Vallès
	Marchin	Green belt around a big town	Södertälje;
	Petrinja	Subsidies and support for producers – development agency and city policy	Jelgava;
<b>Public Procurement</b>	Mollet del Vallès	New food public procurement model	Fundão; Pyli; Jelgava;
	Södertälje	Public plate – diet policy – public procurement	Fundão; Mollet del Vallès; Marchin; Jelgava;
	Mollet del Vallès	Food policy at local level	Petrinja;
	Södertälje	Test kitchen – testing + developing new products for public plate	Fundão;

Note: More information about the actions listed in the AGRI-URBAN Knowledge Market can be found in Annex I – Partner Profile full version

The findings from the AGRI-URBAN Knowledge Market make it clear that all the partners are “GIVERS” and “TAKERS”, meaning that all will learn and coach. With this information is possible to cluster the partners in thematic groups (as explained in the application for phase II) and organize activities with the aim to make this exchange experience valuable for all the participants.

Overall, it can be seen that to a further or a lesser extent, all AGRI-URBAN partners have already started their path towards re-thinking their agri-food production, as represented in the experiences above. The goal of the AGRI-URBAN project is to help them in going further into that path, in particular by sharing experiences and practices and by mutual learning that can then be reflected in their local action.

Within such a process, as important as identifying good practice is to identify deficits and learning needs that each of the participating cities formulates with regard to the network’s topics. At this level, it is important to know what exactly the network has to offer and create so that the individual city will have a practical benefit and feel that it was worth the resources invested in the project.

### 3.3 AGRI-URBAN LOCAL GROUPS

The AGRI-URBAN URBACT Local Groups (ULGs) will have a particular relevance considering the nature of the addressed topic and what it implies in terms of civil society, business organizations, citizens' movements and policymakers' engagement. Each city is characterized by different social, cultural, economic and political conditions.



All partners will implement and animate a Local Group, which shall become the engine for powering the city in the project activities.

The ULGs include relevant representatives of local stakeholders concerned by the project, paying special attention to the participation of local elected representatives and the private sector in order to ensure that the initiatives and actions identified in the Integrated Action Plans (IAPs) are 'on the radar' of the strategic decision makers at city (and also regional) level.

In all the cities, the different sectors within the food system (including neighbouring authorities, technical and academic organizations, civil society, small scale producers, and the private sector) are engaged in the formulation, implementation and assessment of all food-related policies, programmes and initiatives.

Policymakers will participate at different levels, such as, interdepartmental and cross-sector coordination at municipal and community levels, working to integrate urban food policy considerations into social, economic and environment policies.

In practice, the animation process to activate AGRI-URBAN ULGs could be summarised in the following steps:

1. The Grab: Concise statement of the added value for the agri-food sector, producers, farmers, consumers, associations, etc.
2. The Problem: Make clear that there is a big, important problem that you are going to solve.
3. The Solution: What are you specifically offering to the ULG members?
4. The Opportunity: Working at European level, learning and working with successful cases, scaling up local initiatives, accessing funding, having a voice ...
5. Your Competitive Advantage: Why this team is the best one to build this network? Why now? Why you? Why...
6. The Model: How specifically are you going to generate value?
7. The Promise: Show how much you are going to multiply invested time for the members.

In the phase II final application we expressly mention how AGRI-URBAN aims to ensure the effective participation of members of the ULGs in the various transnational activities as well as the instruments available to ensure the connection between this participation and ULGs work through the transfer of knowledge to the IAP of the respective city.

More than 100 organizations, representing 10 EU countries, are members of AGRI-URBAN ULGs, from those, 50% are private organizations from the food supply chain, 20% are policymakers, 20% are citizens' movements (including NGOs) and 10% are universities or research centres. Moreover, Managing



Authorities (MA) of Operational Programmes of relevance for the AGRI-URBAN themes are members of some of the ULGs.

Most of the partner cities have previous experience in creating local groups, acquired in the implementation of LEADER Local Action Groups, this background is an asset to build successful AGRI-URBAN ULGs.

Note: More information about the ULGs is available on Annex 2.

### **3.4 AGRI-URBAN POLICY CHALLENGES**

The AGRI-URBAN project targets a series of types of integrated solutions that will be discussed along the project life cycle and considered in the Integrated Action Plans to be produced by the partner cities (in all of them, employment is considered a cross-cutting element and agro-ecological production as a unifying element) such as:

- Land access policies
- Policies to support short circuits of production and consumption
- Policies of training and improved capabilities in farming
- Policies for the creation of productive and employment spaces
- Policies for land use and protection of agricultural areas
- Social and cultural policies
- Policies for environmental sustainability
- SMEs policies connected to agri-food

For the agricultural sector it is important to develop their business into a form that is easy to push to the market: creating new businesses and business models is important, but at least as important it is to find ways to ensure the innovation and growth in the existing farms. In addition to optimising the skills and equipment needed for the actual farming, the post-harvest knowledge should be increased with respect to new business models and improved value chains. These tools, further discussed below, are crucial in order to ensure the business competitiveness of a farm and link it closely with the local city.

On the other hand, there are several ways in which the city can “pull” local food on the urban plates, hence bringing success to local agriculture, economy, sustainability and health. For example, public procurement and land access issues have been proven to be efficient ways to allow agriculture industry to grow. Furthermore, advocacy for local food production in events, campaigns and actions further ensures that the AGRI-URBAN value chain is their concern as well.

AGRI-URBAN can powerfully contribute to the objective of promoting cross-learning at international level among a group of cities and other interested third parties, as well as to the design of Integrated Action Plans, following an integrated and sustainable urban development approach and the URBACT method, for several reasons:

1. Cities included in the network have in common the fact of being small and medium-sized cities that, in relation to the URBACT Specific Objective 2, and due to both their spatial and social characteristics, show strong links between the urban and the rural environment. For this reason, they can exploit the opportunities offered by rural areas to create jobs in the agri-food sector and improve the overall sustainability of their ecosystem, while injecting in their urban fabrics elements of rurality such as food production or the creation of AGRI-URBAN spaces. It is an ideal category to test new strategies to reinforce the urban-rural linkage.



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2. These cities and towns offer real opportunities to foster job creation potential in farming and agri-food production as a beneficial impulse for the urban unemployed population or for those attracted by agriculture, drawing together the necessary challenge for job creation: the interest in rural areas that the economic crisis has brought back to many inhabitants of the urban areas and other positive trends that are present in the life and consumption behaviour of urban populations.
  3. Small and medium-sized cities with food production background and vocation, as we have been considering these Agri-Cities, are themselves an opportunity to apply strategic policies for sustainability to a sector such as agri-food production -a high consumer of non-renewable resources and a generator of environmental problems- from an integrated approach towards urban sustainability.
  4. The same connection shown by the AGRI-URBAN cities between rural and urban spaces of their territory, is a potential to connect with other nearby municipalities that engage in similar dynamics to the ones implemented through the Integrated Action Plans, creating inter-regional poles for agri-ecological production and consumption in the form of intercity or interregional agri-belts.
  5. Finally, urban transition towards a model of sustainability requires at the same time a cultural change in the demand of food by the population. Deep changes in the food production model, evolving from the current mechanised agribusiness model, with little opportunities for human labour, to an agri-ecological pattern more job intensive, are enabling this. A kind of "back to the future". This is the trend we have now to shape and conduct.



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## 4. CONCLUSION

The analysis of the partner cities allows to conclude that, while there are certainly differences amongst cities, there is a common understanding of the network's core themes and sub-themes, in particular in its dimension of creation of new opportunities to promote employment, knowledge (innovation) and creation of a new identity (attractiveness).

After implementing AGRI-URBAN Phase I, it has been proved that the agri-food production and consumption attract a high interest given its holistic nature and, as a topic, it has penetrated deeply into the political agenda of European cities, regardless of their type or size. There are many examples of this interest such as projects like "Diet for a Green Planet" or "Sustainable Food in Urban Communities", both implemented in the framework of URBACT II, or the extraordinary response in the form of the number of applications received from cities wishing to actively participate in Phase II of the AGRI-URBAN project.

Thus, those urban economies in transition to more sustainable models are finding opportunities in re-thinking the agri-food production, which is especially relevant in the so-called agri-cities of the European area. More widely, a number of tested initiatives which are dealing with job creation in agribusiness in urban and suburban contexts are already showing their potential, e.g. community vegetable gardens, local markets, municipal land banks, farming spaces for young entrepreneurs, e-commerce, technology parks in the food sector, short distribution channels, green markets, agri-ecological suburban belts.

The findings from the **Interest/Relevance** barometer and **Knowledge Market** of each city clarify their motivation in each sub-theme that will be addressed in the project. This diversity of situations begins to connect when we focus on the main problems addressed by the AGRI-URBAN project. It is precisely in the set of challenges posed by the different cities where we found the highest expression of the synergy that brings them together in the AGRI-URBAN project.

AGRI-URBAN builds upon the direct experience of participating cities and takes into account relevant diverse commitments, goals and targets. While the options have been organized into themes and sub-themes, they should be seen as entry points towards achieving the common goal of **rethinking agri-food production**. Most interventions may fall under the jurisdiction of more than one municipal agency or department. Most interventions will have an impact on multiple dimensions (economic, social, health and environment) of sustainable development.

We will use **the Baseline Study** as a starting point for each city to address the development of their own urban food system and we will share developments with participating cities, managing authorities, national governments and international agencies when appropriate.

AGRI-URBAN can powerfully contribute to the objective of promoting cross-learning at international level between a group of cities and other interested third parties, as well as the design of Integrated Action Plans, following an integrated and sustainable urban development approach and the URBACT method. Small and medium-sized cities with food production background and vocation, as we have been considering these Agri-Cities, are themselves an opportunity to apply strategic policies for sustainability to a sector such as agri-food production -a high consumer of nonrenewable resources and a generator of environmental problems- from an integrated approach towards urban sustainability.

The transnational exchange and learning activities foreseen for phase II, will seek alignment of actions and policies that impact the food system across multiple sectors and administrative levels, but giving flexibility to the partners to mainstream the outcomes to their local reality.



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The policymakers' engagement in the project is a key aspect of our methodology. Dedicated activities to elected representatives will be organized to ensure allocation of appropriate resources within city administrations regarding food-related policies and programmes; review, harmonize and strengthen municipal regulations; and build up strategic capacities for a more sustainable, healthy and equitable food system balancing urban and rural interests.

The majority of AGRI-URBAN cities have a Strategic Plan in line with the project activities (only Pyli and Petrinja do not have any Strategic Plan). All partners will review and amend existing urban policies, plans and regulations in order to encourage the establishment of equitable, resilient and sustainable food systems.

We have the expectation that AGRI-URBAN will make a change in our cities and we are motivated to encourage other cities outside our network, which share the vision of the AGRI-URBAN cities, to engage in similar dynamics to the ones that will be developed for the Integrated Action Plans.





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## **ANNEXES**



## **ANNEX I - REFERENCES**

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## **ANNEX II. FULL PARTNERS' PROFILE**

### **1. MUNICIPALITY OF BAENA**

**Short Name: Baena**

<b>Section 1 – Data related to the city</b>	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	MUNICIPALITY OF BAENA
Address	Plaza de la Constitución 1
Postal code	14850
Town/City	BAENA
Region	CÓRDOBA - ANDALUCIA
Country	SPAIN
Website address	<a href="http://www.baena.es">www.baena.es</a>
Details of Lead Coordinator	
Name	Jesús Rojano Aguilera (Mayor)
Phone	34 957 665010
Fax	
Email	alcaldia@ayto-baena.es
Project Team	
Name	Raquel Moreno Vicente
Phone	34 957 691766
Email	rmoreno@adegua.com
Area of responsibility	Technical Co-coordinator
Name	Antonio Zafra Romero
Phone	34 957 691766
Email	azafra@adegua.com
Area of responsibility	Technical Co-coordinator

Have you applied to other URBACT projects? NO.

### **General Information**

Capital City	CÓRDOBA
Regional capital	SEVILLA

### **Demographic Characteristics of the City**

Number of inhabitants	20.207
Youth Population (16-30 years old)	20,71% (15-29 years old)
Unemployment rate (2014)	32%
Youth Unemployment	56,07 %
Income per capita	886,15 €



<p>Location (region) – short description about main business, social and environmental characteristics of your region</p>	<p>The 'Guadajoz y Campiña Este de Córdoba' region has a total population of 38.645 inhabitants, and a territory of 62.223 Has. The average population density in the municipality of Baena is 55, 74 per square kilometre. The total area of the municipality of Baena is 36,073.14 hectares, 93.69% of which are under cultivation, showing the importance of agriculture in employment and land use.</p> <p>The agricultural area is distributed in non-irrigated olive groves 31830.16 hectares; irrigated land 1739.46 hectares and 229.28 hectares with heterogeneous lands.</p> <p>From the total number of hectares dedicated to agriculture, 1076.4 use organic production methods (1.067 in 14 olive groves and 9, 5 in a single legume cultivating holding).</p>
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**Short description of your city, in line with AGRI-URBAN goals**

Baena (Spain) is a city of 20,207 inhabitants located southeast of the province of Cordoba. The municipality occupies an area of 362.51 square kilometres, which are almost entirely dedicated to agriculture. Baena plays a prominent role in olive oil production in Spain, the world leading country in that sector.

Furthermore, its central position for a number of smaller towns, has led some specialisation in recent decades concentrated in the service sector and administrative functions. It has also been developed in the last decade a major effort to enhance its rich cultural heritage as means of improving the tourist potential in the city, with significant public investments that have led to the restoration of important archaeological sites and the medieval castle, and new facilities like the Museum of the Olive-Growing. Baena is a genuine medium-sized agro-town.

The agricultural sector has traditionally been based on polyculture (cereal, olive and vine growing, orchards and fruits, as well as diverse livestock), which caused very positive effects for the local economy because, extending productions throughout the year, it supplied the population with a great variety of daily food, and it also had a high capacity to generate employment. This situation has changed substantially over the last decades and the production is concentrated almost entirely in the cultivation of olives and cereals, with other productions diminishing constantly. The production of olive oil is highly competitive and recognized under the brand "Designation of Origin Baena", a pioneer brand in this sector at international level. Meanwhile the capacity to generate employment in agriculture has been mainly concentrated in the olive harvest period, with a very high demand of workers, but on the contrary, for the rest of the year, the demand falls to non-relevant levels. More recently, small initiatives with an important potential for boosting the sector have begun to emerge, promoting greater diversification and specialisation, as well as increasing the capacity to generate employment and local food supply. Similarly, an important part of these new productions (fruits, asparagus, vegetable gardens, salt) are organic, a significant amount of the local production of olive oil being so already, which is a definite improvement from the environmental point of view, as well as for specialization and for developing a quality brand for local agro-food production.

Recent and future local plans are focusing on the implementation of a Strategy for an Integrated Smart, Sustainable and Inclusive Development that largely revolves around the natural and cultural potential of the territory and its valorisation. Through a participatory approach, which will foster effective governance and the commitment of the citizens, the city is committed to sustainable, integrated urban development.



### **Why would like to join AGRI-URBAN?**

Baena is now facing job creation as absolutely its main challenge, given the high rate of unemployment, especially among youth, women and people over 45 years old. This determination cuts across all municipal policies with three areas specially engaged. The first one is related to supporting emerging sectors such as cultural and creative industries and the visitor economy. A second strand refers to renewable energies, and the third connects with the central proposal of AGRI-URBAN and it is based on implementing policies that can boost employment and new activities around the new agri-food complex. The purpose and methodology proposed by the AGRI-URBAN project are at the heart of the strategic needs that the municipality of Baena must address to promote an integrated, sustainable and intelligent local development. Moreover, successful work within the framework of AGRI-URBAN can certainly contribute to give the municipality a brand identity that positions the local agri-food production in new markets, fostering at the same time a marked improvement in the health of the population and in the state of the environment.

Some of the strategies that we believe must be created to resolve outstanding challenges are:

- Develop new ways to create jobs and support entrepreneurship in the agri-food sector;
- Stimulate and collaborate in research and innovation to provide diversification to the local agri-food production;
- Promote organic farming;
- Facilitate the creation of spaces and equipment availability to support entrepreneurship under sharing mechanisms;
- Encourage the reuse and adaptation to new uses of idle resources (buildings, equipment, cultivated land, other facilities, etc.);
- Encourage efficiently the creation of short channels of production and consumption;
- Develop socio-educational activities aimed at promoting healthy eating practices, with different groups and the general population;
- Promote the consumption of local agri-food products;
- Connect the agri-food production with other local quality productions in order to promote a territorial brand;
- Collaborate in the local, provincial and regional framework for the expansion of territorial agri-food systems;
- Contribute to the reduction of waste and food waste in the local value chain;
- Conduct activities aimed at the promotion and preservation of local varieties;
- Promote educational actions aimed at training human resources in the agri-food sector;
- Attract new investors with initiatives in the sector and encourage the adjustment of existing activities in critical condition.



**There are existing strategies and plans in line with AGRI-URBAN project?**

"SUSTAINABLE AND INTEGRATED URBAN DEVELOPMENT STRATEGY (DUSI) 'BAENA 2020' ". Baena, a medium-sized Andalusian city with an "agro-city" functionality, has sought its place and role in the territory over time. Now, besides the great historical elements that must be addressed (unemployment, social inequalities), Baena must respond to new challenges such as the fight against climate change via decarbonisation of the economy; access and availability of Information and Communications Technology to lay the foundations of a "smart" development of the city enabling access of citizens and companies to the "digital economy"; the efficient use of natural resources from cities and companies, especially non-renewable and finite resources, applying efficiency measures and savings and of "circular economy", "green economy"; and, as an agro-city, design its own strategy of " bio-economy "; all with an inclusive and entrepreneurial view.

The specific objectives defined in the DUSI Baena 2020 are:

BAENA SMART CITY; BAENA ENGAGEMENT IN CLIMATE ACTION; BAENA NATURE AND CULTURE; BAENA INCLUSIVE AND ENTERPRISING CITY.

**Section 2 –Network activities for phase**

**2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

**2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN?**

As we have been pointing out, the main problem is unemployment which, especially in some population groups, exceeds 50% of the workforce. In addition there is a large problem that the integrated approach of the AGRI-URBAN project should help to address: the prevalence of monocultures and loss of crop diversity; standardisation of the diet; external dependence of food supplies; low added value of agricultural production; aging farmers, etc.

Thus, some of the main challenges that a Local Action Plan under the AGRI-URBAN project should address in the city of Baena, are:

- Promotion and diversification in the local food sector: production and processing of organic, artisan and local food;
- Development of production and consumption in short channels;
- Development of nutritional care initiatives aimed at human health and environment conservation;
- Promotion of innovation as a readjustment strategy and repositioning of local agri-food production;
- Support for entrepreneurship and training in the agri-food sector;
- Development of proposals aimed to facilitate the urban/rural connection in the territory as well as at provincial/regional level.

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

The support to the agricultural sector has been part of an active policy in the city of Baena and particularly coming from the impulse of the City Council in recent years. This support has been mainly directed to the olive sector (quality, structuring, positioning, brand image, presence and institutional collaboration ...) and in a more general way through different programmes of rural development in the municipality and in the region. This programme has provided support to SMEs and entrepreneurs. Baena Town Council has also been particularly active in training for employment and re-skilling of farmworkers in the last decade.

Moreover, the municipal policy provides continuing social support, to sectors or population groups with problems of exclusion, in the form of food distribution and availability of social orchards, having the support of various social entities.

However, it has not been a cross-cutting policy integrated in the political agenda of the city. On the one hand, it is an economic area where the municipality has no direct competence framework. On the other hand, an integrated approach capable of connecting job creation with local production and people's health and environmental welfare has not probably been perceived up to now.

It is thanks to the AGRI-URBAN project that this subject is to become one of the cornerstones of the political action of the municipality.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**



The City of Baena has developed several actions in the context of this strategy. In particular, via two projects called BANIANA I and BANIANA II under the ERDF programme "Urban Regeneration of Andalusia" (2007-2013). Specifically, the following actions can be mentioned:

- Agricultural training courses (years 2011-2015), in collaboration with the "Asociación para el Desarrollo del Guadajoz y Campiña Este de Córdoba" (ADEGUA), LEADER Programme;
- Project to create social orchards in Baena, Phase I and II (2013 and 2014);
- Support for actions to promote olive oil in collaboration with the Board of the "Designation of Origin Baena" and the "Friends of the Olive Tree", Baena;
- Organisation of the Olive Oil and Olive Grove Days (since 2002);
- Museum of the Olive-Growing, Baena (inaugurated in 2003);
- Support for training activities to foster entrepreneurship in connection with a new olive oil culture and traditional food, in collaboration with the ADEGUA and the LEADER Programme;
- Project "Traditional Olive Grove" in collaboration with ADEGUA and the LEADER Programme;
- Project "OLIVE, a new culture" in collaboration with ADEGUA and the LEADER Programme;
- Support for entrepreneurs in the agri-food sector in collaboration with other institutions and organisations (CADE, UNEBA) facilitating the establishment of start-up incubators: Gabela de Sal, Mivesana, etc.;
- Support to local groups of consumers and organic producers;
- Innovation Project for the biological control of the olive fly, in collaboration with the Agri-food Campus of Excellence of the University of Cordoba.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

- TERRA OLEA (INTERREG SUDOE, 2005-2007) Quality Label for "Oleiculture" Tourism (in olive growing regions), collaborating with ADEGUA and the municipalities of Castro del Río, Espejo, Nueva Carteya and Valenzuela in Spain, the "Département du Gard" in France and the municipality of Mirandela in Portugal;
- LIFE project "River Agreements–design & implementation of fluvial management policies" (2000-2002);
- TACIS CITY TWINNING "Shared management of local environmental policies" (1997), in collaboration with Cordoba Provincial Council and the Province of Dornogobi (Mongolia);
- TOWN TWINING agreements with SPOLETO in Italy and SAN CARLOS DE CHILE in Chile;
- BAENA CULTURE (Lifelong Learning programme). City of Baena - OAPEE (2014). Vocational training internships in European companies.

Due to its long experience in agri-food production, there are different contributions that the City Council and other local stakeholders can bring to AGRI-URBAN through its cross-learning itinerary:

- Overall knowledge on the reality and profile of medium-sized towns with high specialization in agro-food production. The city played a pioneering role in developing organic products to a great scale;
- Likewise, Baena has experience running municipal social orchards since 2013, with very interesting results for food self-sufficiency of families and as a form of social participation;
- Moreover, in the municipality there are a number of pilots with some new crop production systems, mostly associated to young enterprises, in the field of fruit production, asparagus and the production of salt;
- The city is home of the "Designation of Origin Baena" headquarter, with over 25 years of existence in the olive oil sector. It was one of the first Designations in the EU, with important results in terms of quality certification, contact with consumers, international markets, etc.;
- The importance of agri-food production in the city means that there are many managerial and professional organisations and trade unions, among others, with experience in the management and implementation of projects related to agri-food;
- Finally Baena has developed a significant fabric of firms and activities in the service sector but also in the creative industries and tourism connected to the new agri-food complex.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**



The Integrated Action Plan that will be produced by each of the partner cities must be local, although its impact may reach other areas geographically connected (hinterlands). This scope should translate into several major competences:

- The localisation of food production through diversification and the empowerment of a diversity of related stakeholders;
- The promotion of a more sustainable, organic, production systems;
- New growth potential of agri-food production in order to support job creation strategies at local level;
- The professional training of all the agents with a stake in the agri-food cluster;
- The promotion of education and awareness towards a new food culture, based on clean, good and fair food;
- New and precise ideas to better reinforce the urban-rural linkage in a variety of different functional contexts: highly urbanized areas, intermediate regions, rural and remote areas.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

Taking into account the integrated nature of the Action Plan, these are some of the expected results of its implementation:

- Open effective paths towards local job creation in agriculture, both through self-employment and increasing the number of workers hired by entrepreneurs in the sector;
- Define scenarios and instruments to improve the training of workers or potential workers;
- Make clear proposals and implement actions for the effective access to land and means of production by potential entrepreneurs in agriculture;
- Define intervention plans that promote a cultural change towards entrepreneurship in agriculture;
- Describe ways of promoting job sharing between consumers and producers;
- Design new marketing channels for agricultural production;
- Initiate actions aimed at rearranging and diversifying agricultural production locally, promoting the empowerment of actors and reducing the vulnerability of the territory;
- Generate social behaviours more committed to the environment that become facilitators of healthier eating Transnational seminars and meetings by the population;
- Open the city and the territory to collaboration with other cities involved in initiatives of the same nature, creating stable networks to exchange experience and share common actions.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

EUROPEAN FUNDS IN ANDALUSIA 2014-2020 (RDP; ERDF; OP; ESF)

<http://www.juntadeandalucia.es/economiainnovacionyciencia/fondoseuropeosenandalucia>

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

Andalusia ERDF 2014-2020 OP

- OT 3: Improving the competitiveness of companies
- OT 6: Preserving and protecting the environment and promoting resource efficiency
- OT 8: Promoting sustainability and quality of jobs and supporting labour mobility
- OT 9: Promoting social inclusion and combating poverty and other forms of discrimination

Andalusia ESF 2014-2020 OP

- OT 8: Promoting sustainability and quality of jobs and supporting labour mobility
- OT 9: Promoting social inclusion and combating poverty and other forms of discrimination
- OT 10: Investing in education, training and vocational training to acquire skills and lifelong learning

Andalusia RDP 2014-2020

- Priority 1: Promoting the transfer of knowledge and innovation in the agriculture and forestry sectors in rural areas.
- Priority 2: Improving the viability of farms and competitiveness of all types of agriculture in all regions and promoting innovative agricultural technologies and sustainable forest management.
- Priority 3: Promoting the organisation of the food chain, including processing and marketing of agricultural products, animal welfare and risk management in agriculture.
- Priority 4: Restoring, preserving and enhancing ecosystems related to agriculture and forestry.
- Priority 5: Promoting resource efficiency and foster the shift towards a low carbon economy able to adapt to climate change in the agricultural, food and forestry sectors.
- Priority 6: Promoting social inclusion, poverty reduction and economic development in rural areas.





**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)?**

- City of Baena. BANIANA I Project, 2007-2011. Local and Urban Development Project, referred to in Axis 5 of the Operational Programme for Andalusia. Budget: € 6,649,217.07
- City of Baena. BANIANA II Project, 2007-2011. Local and Urban Development Project, referred to in Axis 5 of the Operational Programme for Andalusia. Budget: 9.620.395,59 €
- City of Baena. "SUSTAINABLE AND INTEGRATED URBAN DEVELOPMENT STRATEGY (DUSI) 'BAENA 2020' (2016-2019). ERDF 2014-2020. Applied for in January 2016. Budget: € 8,250,000



## **2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

### **2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?**

Among others, we are inviting the following categories of stakeholders to be considered as URBACT Local Group members:

- Town Council: politicians and city officers;
- Active farmers different in term of ages, land owned, and productions;
- Owners of agricultural land;
- Agricultural Cooperatives;
- SMEs in agri-food production;
- Small firms in the service sector and creative industries connected to the agri-food production;
- Research and Technology Centres;
- Job seekers;
- Associations (business, environmentalists, trade unions);
- Consumers;
- Rural Development Groups (LAG);
- Professionals.

### **2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

This is a new group created *ad hoc*, although it is based on previous experience with other working groups created within the City Council of Baena, in particular in the process of drafting the Sustainable and Integrated Urban Development Strategy BAENA 2020, and within the Association ADEGUA at county level.

In shaping the ULG, priority is being given to the direct connection of potential members to the AGRI-URBAN themes and topics, as well as personal interest and commitment and the capacity and capability when it comes to be integrated into other municipal public participation bodies designed to support local urban development programmes.

We have designed a body established on the basis of two different working circles. The first or Working Circle is responsible for the creation of a Local Action Plan and will have a continuous participation in all AGRI-URBAN actions. A group of about fifteen people will be invited to participate in order to ensure the stable work of a group of at least eight to ten members. Within this group, political and technical representatives of the City will be present, as well as people active in the agri-food, employment, society and environment sector; entrepreneurs and professionals with technical background. The second or Expanded Circle may include a larger group and is seen as a group of institutional support and connection to the city, institutions, organisations and other groups linked to politics, society, education and the local economy, as well as other provincial or regional institutions that can reinforce the work of this ULG. This work will be more flexible and intense as the progress of the project and the design of the Local Action Plan developed.

### **2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

It is proposed that this role is assumed by a person involved technically with ADEGUA, taking into account aspects such as the following:

- Experience in participatory processes BOTTOM -UP LEADER;
- Experience of the process of participatory work for the BAENA 2020 Strategy;
- Agenda and contacts with many socio-economic stakeholders in the region and municipality;
- Knowledge of the subject area;
- Technical capacity.

### **2.2.4. How will the ULG work for the co-production of the integrated action plan?**



The group will pay particular attention in the early stages of its constitution to the creation of a solid base that will ensure a truly participatory, committed and stable operation. To do this, the group will have the practical methodological knowledge provided by the URBACT programme through the ULG Toolkit and other instruments created over the previous experience of the programme.

Within the Working Circle, guidelines for the process of the Plan creation will be defined, including dissemination and agreement under the Expanded Circle of the ULG, as well as the scheme to establish the structure of the Local Action Plan.

As an internal regulation's instrument, the Working Circle will decide by consensus among its members the periodicity of the meetings, the decision-making rules, the process of internal democracy, the mechanism to include or exclude members, the criteria for participation in transnational actions, the division of tasks, the instruments for internal and external communication, etc.

### Fill out the table with your ULG members

Organization name	Profile (short description)	Contacts		Why joining the LG
Ayuntamiento de Baena Francisco de Posadas Garrido Flores	Vicemayor. Local Public Administration	Phone		Public representative. Farmer. Connected with social agri-food companies.
		Email	fposadasgarrido@hotmail.com	
		Skype		
Ayuntamiento de Baena Belen García	Civil Servant. Economic Development Department	Phone		Responsible of Economic Development Dep. In the municipality.
		Email	desarrollo@ayto-baena.es	
		Skype		
Ayuntamiento de Baena Jose del Valle	Worker. Ex-Councillor of Agriculture	Phone		Responsible for the creation of Baena Social Gardens.
		Email	josedelvallegonzalez1956@gmail.com	
		skype		
ADEGUA Raquel Moreno	Territorial Development Agency. Coordination Team AGRI-URBAN	Phone	957 691766	Experience managing European projects.
		Email	rmoreno@adegua.com	
		skype	agriurban	
ADEGUA Antonio Zafra	Territorial Development Agency. Coordination Team AGRI-URBAN	Phone	957 691766	Experience managing European projects.
		Email	azafra@adegua.com	
		skype	agriurban	
Ecologistas en Acción Francisco Pérez	Local Ecologist Group, Coordination Baena Social Gardens; Farmer	Phone	679457633	Promoting ecology and good social and agricultural practices.
		Email	franpeaguilera@gmail.com	
		skype		
BAENA SOCIAL GARDENS Manuel Cruz	Gardener, retired worker. Local Group of Social Gardens; Social initiative promote for the municipality and ecologist local group.	Phone	680294835	Promoting ecology and good social and agricultural practices.
		Email		
		skype		
UGT	Trade Union	Phone		Employment promotion.



Francisco Vizcaino Barea		Email	frvizcaino@hotmail.com	
		skype		
GABELA DE SAL. Rafael Espartero	Entrepreneur. Producer and manager	Phone		New entrepreneur. Agri-food diversification. Local Production.
		Email	respartero@gabeladesal.com	
		skype		
GRANADAS Y ZUMOS DEL GUADAJÓZ. José A. González Herrador	Entrepreneur. Producer and manager	Phone		New entrepreneur. Agri-food diversification. Local Production.
		Email	guadagran2014@gmail.com	
		skype		
JOSÉ A. NAVAS.	Entrepreneur, Producer, Engineer.	Email	hispano267@hotmail.com	
José A. NÚÑEZ	Gardener, retired worker. Local Group of Social Gardens; Social initiative promote for the municipality and ecologist local group.	Phone	616632237	Promoting ecology and good social and agricultural practices.
		Email		
		Skype		
RAFAEL GÁLVEZ. TERRERA	Entrepreneur, Producer, Engineer.	Phone		
		Email	rafael@alcubilla2000.com	
		Skype		
Carmen Alba	Student, Master Research Agriculture Sector.	Phone		Researching agriculture sector Córdoba University.
		Email	zentropilates@gmail.com	
		Skype		
Esther Arrebola Martínez	Consultant, Engineer.	Phone		Professional capacity and knowledge of agriculture sector.
		Email	arrebolaesther@gmail.com	
		Skype		
Verónica García Jiménez	Consultant, Engineer.	Phone		Professional capacity and knowledge of agriculture sector.
		Email	veronica.ingenieroagronomo@gmail.com	
		Skype		
Miguel Montes Carretero	Consultant, Engineer.	Phone		Professional capacity and knowledge of agriculture sector.
		Email	mmontes.ingeniero@gmail.com	
		Skype		

## **2.3. LEARNING AND CAPACITY BUILDING**

### **2.3.1. Baseline at partner level in terms of learning needs**



a) Please tick the most relevant box:  
 We have experience tackling **AGRI-URBAN** challenges/problems  
 We have some experience to share but a lot to learn  
 We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

b) Please list any specific learning need if relevant:

- Training itineraries
- Incubators for employment and support to entrepreneurship
- Short channels communication and revitalisation
- Local Plans for Agri-food Production and Consumption
- Social policies linked with the basic rights to healthy food and environmental conservation

**2.3.2. Potential contribution to network exchange and learning activities in terms of experience**

a) Please tick the most relevant box:  
 We have successfully implemented policies/actions related to **AGRI-URBAN** policies but we know we can improve  
 We have started to address this issue at local level  
 We do not have much experience in this field

b) Please list any specific policy approach/project related to the network topic that could be shared with the partners if relevant:

- Organic Production and Certification
- Social orchards, setting up and operation
- Designations of Origin
- Rural development policies

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

a) Please tick the most relevant box:  
 We think we have some practice(s)/project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**  
 We have practice(s) but we are not sure it is/they are so good  
 We do not have any specific practice, we want to develop one – this is why we joined this network

b) Please list any specific "good practice(s)" that could be shared at network level if relevant:

- Organic production
- Social orchards

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

- Political and human resources organization;
- Political commitment, local political agenda;
- Public awareness about healthy/organic diet;
- Creation and consolidation of short channels of production and consumption.

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:  
 YES - if yes, go to 3.2. and following questions  
 NO

**3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?**



**ESTRATEGIA DE DESARROLLO URBANO SOSTENIBLE E INTEGRADO BAENA 2020. (2016-2019)**

**3.3. Scope: what were the key objectives of this integrated urban strategy/action plan and the policy challenges it was meant to address?**

Specific Objective called "BAENA SMART CITY" aiming to help Baena become a Smart City and framed in the ERDF thematic objective OT2 .- Improving the use and quality of ICT and access to them.

Specific Objective called BAENA ENGAGEMENT IN CLIMATE ACTION aiming to help Baena become a city committed to the fight against climate change, framed in the ERDF thematic objective OT4 .- Supporting the shift towards a low-carbon economy in all sectors.

Specific Objective called BAENA NATURE AND CULTURE pursuing the efficient management and use of natural and cultural resources.

Specific Objective called BAENA INCLUSIVE AND ENTERPRISING CITY pursuing the activation of the social fabric of the city, to make it more inclusive and entrepreneurial, framed in the ERDF thematic objective OT9- Promoting social inclusion and combating poverty.

**3.4. Integrated approach: how was this strategy/action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

**1.1 BAENA SMART CITY**

1 BAENA OPEN DATA. Programme for the open generation and dissemination of useful data for citizens.

2 OPEN BAENA. Electronic and participative government programme.

**1.2 BAENA ENGAGEMENT IN CLIMATE ACTION**

1 EFFICIENT BAENA. Programme for energy saving and efficiency in public consumption.

2 HEALTHY BAENA. Healthy urban mobility plan.

3 RENEWABLE BAENA. Programme for small scale renewable energy generation for self-consumption

**1.3.-BAENA NATURE AND CULTURE**

1 BAENA AQUA. Programme for savings and efficiency in water consumption

2 BAENA CULTURE. Programme for the enhancement of heritage resources

3 GREEN BAENA. Conservation and reforestation programme for public spaces (urban, caves, paths and lagoons)

**1.4.- BAENA INCLUSIVE AND ENTERPRISING CITY**

1 INNOVATIVE BAENA. Social programme for the generation, adaptation and setting up of multipurpose open spaces.

2 INHABITED BAENA. Programme for the renovation and rehabilitation of public housing in poor condition.

3 CIVIC BAENA. Educational and awareness raising programme focused on Citizens values the promotion of local identity.

4 ENTERPRISING BAENA. Programme for the promotion of entrepreneurial activity.

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**



A practical roadmap around which to articulate the participatory process of the Baena 2020 Strategy was designed, which attracted more than 200 entries, is summarised in the following phases:

Stage 1. Phase 1.

The Vision has stated the goal to achieve while the strategic analysis has focused on the critical knowledge about the initial starting point.

In this phase three actions have been proposed, along with the development of technical strategic analysis, aimed at encouraging an initial participation of citizens and the local stakeholders more concerned in the field of urban development:

- Citizen Survey.
- In-depth interviews.
- Working meetings with local political groups.

Stage 1. Phase 2.

After the first phase and in accordance with the preliminary results obtained in it, a second phase has been started, articulated around a series of five sectoral workshops, launched in the form of thematic round tables. The areas covered were the following:

- URBAN PLANNING AND ENVIRONMENT
- KNOWLEDGE AND INNOVATION
- AGRI-FOOD ECONOMIC DEVELOPMENT
- ECONOMIC DEVELOPMENT. TOURISM AND TRADE
- SOCIETY

Stage 1. Phase 3.

After holding various thematic round tables and once the results were reviewed and analysed, an Open Citizen Forum has been called where attendees have been invited to prioritise a long list of actions proposed in the previous successive phases -close to 200- around nine lines of action:

- INTELLIGENT BAENA
- AGRI-URBAN BAENA
- SUSTAINABLE BAENA
- HUMAN BAENA
- HEALTHY BAENA
- CULTURAL AND TOURIST BAENA
- INCENTIVE BAENA
- ORGANISED BAENA
- URBAN BAENA

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

- YES
- NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

AGRI-URBAN (URBACT III)

**3.7. Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**



Please tick the relevant box:

- YES  
 NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:

R025B- Number of cities with over 20,000 inhabitants transformed into Smart Cities: 1  
R023M- Percentage of online procedures and formalities realised by companies and citizens in cities with selected integrated urban development strategies: 20%  
R045C- Number of trips in urban public transport in cities with selected urban development strategies (trips/ year) 4,836  
R045D- Final energy consumption from building, infrastructure and public services in urban areas with selected integrated urban development strategies 0.2601  
R063L- Number of visitors attracted by the cities with selected integrated urban development strategies 2,294  
R065P- Area of upgraded urban land in cities with selected urban development strategies 5  
R065N- number of days per year that the air quality allowed limits are exceeded in cities with selected integrated urban development strategies 5  
R098A-Percentage of people with access to social services offered locally, in cities with selected urban development strategies 100%



## 2. MUNICIPALITY OF FUNDÃO

Short Name: Fundão

Section 1 – Data related to the city	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Municipality of Fundão
Address	Praça do Município
Postal code	6230-338
Town/City	Fundão
Region	Centro
Country	Portugal
Website address	<a href="https://www.cm-fundao.pt/">https://www.cm-fundao.pt/</a>
Details of Lead Coordinator	
Name	Clara Ramos
Phone	00 351 275 759 090
Fax	00 351 275 759 091
Email	deasd@cm-fundao.pt
Project Team	
Name	Miguel Ribeiro
Phone	00 351 966 772 767
Email	mvasco@cm-fundao.pt
Area of responsibility	Support Office to the President and Executive
Name	Michaela Gil
Phone	00 351 275 759 096
Email	michaelagil@cm-fundao.pt
Area of responsibility	Technical Sup. European Studies

Have you applied to other URBACT projects? Which one(s)?

URBACT II: pilot transfer networks	
<p>PROJECT ACRONYM: <b>Creative Development</b></p> <p>PROJECT TITLE: Creativity and culture as a Driving force in local development processes</p> <p><b>Nº Presage-CTE: 1732</b></p> <p>Lead Partner : Municipality of Catanzaro [IT]</p> <p>Project Partners:</p> <p>City of Iraia [GR]</p> <p>City of Botkyrka [SE]</p>	<p>The main objective of this Thematic Network is to highlight the benefits that cultural activities bring to the regeneration of small-medium size cities across Europe and to create a network of cities - to exchange knowledge, expertise and undertake common actions - with the intent of drawing policy recommendations and action plans to promote employment among young people while supporting the local cultural and creative sectors.</p> <p>This project has not been approved for phase 2.</p>



City of Cagliari [IT] City of Cork [IR] <b>City of Fundão [PT]</b> City of Granollers [ES] Centro Europeo de Empresas e Innovación de Albacete [ES]	
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### **General Information**

Capital City	Fundão
Regional capital	Coimbra

### Demographic Characteristics of the City

Number of inhabitants	29 213 (2011_ine)
Youth Population (16-30 years old)	0-14 years old: 3434 (2011_ine) 15-64 years old: 17686 (2011_ine) +65 years old: 8093 (2011_ine)
Unemployment rate	12,2 % : 1484 (2015_iefp)
Youth Unemployment	3,8 % : 469 (2015_iefp – 18-34 years old)
Income per capita	78,1 % (2013_ine)
Location (region) – short description about main business, social and environmental characteristics of your region	<p>The city of Fundão is an important local centre of industry and services, mainly micro and SMEs. Around it lies some of the most fertile land in the region, in a large valley (Cova da Beira) between the Gardunha and Estrela hills, where the Zêzere River starts its way towards the Tagus. The most significant productions are cherries, peaches, olive oil, wine, wood pulp and vegetables. Some of the most important wolframite mines in the world (a mineral source for the element tungsten) are explored within its municipal limits. Other important mines extract lead and tin. High quality mineral water is bottled from several sources. The Industrial area developed various industries and trades of interest to the national level as the transformation of wood, granite, glass and a special investment in the French and Swiss industries of polished pieces of watch and jewellery, the textile fabrics have also great importance. In this region there are several hotels and restaurants with touristic relevance. In the areas of innovation and high technology consulting, communication and information technologies, internationally and nationally renowned companies came to settle in Fundão, after 2012, as the Innovation Plan for Fundão was presented and managed to make the city more attractive over a short time.</p>

### **Short description of your city, in line with AGRI-URBAN goals**

The geographical reality of the Municipality of Fundão covers a set of 23 parishes, with an approximate area of 701.65 Km<sup>2</sup> and a population around 30000 inhabitants (15000 in the city) and integrates them into the designated region of Cova da Beira that, although its peripheral position on the national context, has had an increasing and undisputed ability to uptake and to attract investment through the specificities of its economy, through interventions in the field of infrastructure and equipment, for its functional organic structure which enables convergence of fields of knowledge as teaching with agriculture, tourism with energy, combining solutions in the regional context that affects the national scenarios and propagates a transnational horizon.

The diversity of characteristics of its soils allows the production and exploitation of endogenous quality products. This place currently possesses the largest cherry production in the country, due to weather conditions provided by altitude and by solar exposition. Also noteworthy are products as the chestnuts,



honey and wine, olive oil, cheese, wild mushrooms, sausages, that always have been at the base of the gastronomic culture of the local population.

In the scope of the work developed by the municipality of Fundão, in broad partnership with a group of entrepreneurs in the agro-food sector, resulted the creation of the Fundão Producers' Club, brand aggregating a set of endogenous products of excellence of the council. The strategy includes participation in national and international fairs, creation and development of new integrated products, opening shops, training plan for entrepreneurs, business missions, inverse missions, development of partnerships, among many other initiatives.

Under this project, it should be formalized the creation of a consortium aiming to install in Fundão a regional pole of the Competence Centre of Fruit and Vegetables, that has its scope on the national territory. This Competence Center will liaise between the production and research and knowledge center (University and Polytechnic) in order to improve fruit species with particular focus on the peach and cherry varieties whose production is abundant in Cova da Beira.

Still in the field of partnerships one must highlight the LIVING LAB of COVA DA BEIRA that on the 7<sup>th</sup> of November 2014, managed to put Fundão on the second place at the national level in "Municipality of the year Portugal 2014" award, assigned by the UMCidades Platform.

### ***Why would like to join AGRI-URBAN?***

It is intended, in this project, to articulate as a collective efficiency strategy (EEC), a model already implemented in the municipality of Fundão, which is an instrument for the promotion of partnerships among relevant agents such as businesses, associations, universities, technology transfer institutions, among others, and allows to mobilize and promote shared strategies in the field of technology and competitiveness, as a way of achieving critical mass for this agri-food strategic sector, for accomplishing its potential for the projection of the economy of the target-territories of the project.

It is essential in sharing framework, with other territories and agents of existing valences, services available and especially encouraging the experimentation of quality services and infra low cost structures available in the municipality of Fundão, leveraging and ensuring sustainability for durability and return the whole process.

Within the Living Lab, the Fundão also has a Fablab – Digital fabrication lab – that sets a capacitive service of productive innovation, also in the agro alimentary sector. This strengthens the availability of technology open to experimentation by those who want or need, providing conditions and necessary means to set an environment of innovation and creation. Promoting cooperation and knowledge sharing the Fab Lab allows us to contextualize, design, develop, manufacture and test innovative solutions, with the support of a technical team to assist users in the use of machinery and design of prototypes. This ability to draw and innovate at this level of sets uncommon degrees of freedom to the initiatives/projects of the Fab Lab users and for the local and regional community.

Ease of use and availability of the equipment provides the ideal environment for creativity, innovation and invention. With his recent experience of dissemination and promotion of local products of excellence, the Municipality of Fundão may be a reference partner in sharing and knowledge exchange within the project AGRI-URBAN.

More expectations of contribution in this project by the Municipality of Fundão, already mentioned in the first point of the questionnaire:

- Fruit and Vegetable Competence Center
- Plant Biotechnology Center of Beira Interior

The Municipality of Fundão will contribute to this project with all the cooperation networks in which it is involved, widening the potential set of partners that may fulfill needs defined by the URBACT project, as well as sharing the best practices which have been recognized with the other cities, and is also available to accommodate initiatives and projects that are in line with the ongoing strategy. This also means that it is available to welcome new residents, young entrepreneurs, researchers who want to develop experiences, projects and initiatives in the agro-food sector.

### ***There are existing strategies and plans in line with AGRI-URBAN project?***

At that moment there are several strategic plans in different areas:

- Municipal Director Plan (PDM)
- Strategic Plan for Innovation
- Strategic Plan for Urban Development (PEDU)



The strategic plan for the innovation and the strategic plan for urban development (PEDU) fit perfectly on the lines of AGRI-URBAN project. Fundão expressed the ambition to become the first council fully OPEN of the country: open to young people, to creativity and innovation; open for business and entrepreneurship; open to new cultures, new ways of being and of living in a territory where we can easily associate a context of urban living with the best and healthiest of rural wealth, natural, and historical heritage, with correspondent gains in terms of quality of life. These plans are currently being implemented and constitute a starting point for the elaboration of the AGRI-URBAN Action Plan.

## Section 2 – Network activities for phase 2

### 2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK

#### 2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?

The Municipality of Fundão decided within the framework of its development strategy, to stimulate the local economy by seeking to promote the agri-food sector because it creates value and creates direct and indirect employment in other sectors of activity, such as the services and equipment industry, among others.

The accomplished project of an irrigation system of Cova da Beira for multi-purpose utilization directly benefits an important area, by introducing new technologies of irrigation, improving the conditions of farms and of the public water supply. It indirectly has effects on the promotion agriculture, rural development and the establishment of populations. Works are currently underway for its expansion and extension in order to receive new productive investments in the agricultural sector and improve the productive capacity of existing ones.

The use of this irrigation system and the pursuit of a strategy oriented for qualification, organization, recovery and diversification of agro-food products of excellence is one of the most important challenges of the City-Hall.

There is still a challenge of creation and management of a "Land Bank", essential to widen the field of research/production and spread new practices and new production processes over agro-food organizations.

In partnership with the Instituto Politécnico de Castelo Branco the ongoing installation of Plant Biotechnology Centre of Beira Interior, which provides for the installation on the territory of Fundão, of an experimental field and a bio-factories incubator that will prove decisive for the improvement of plant species and its growing and culture. This incubator will be streamlined under a Partnership with the BIOCANT - Center for Innovation in Biotechnology, which the municipality integrates as a platform for the promotion of territorial innovation, which we will later highlight.

The purpose of this platform and other project that the city developed in this context – IUPEN (Polinucleated Urban Incubator of companies and business) whose information we attached contributed definitely for capacitating Fundão as an exemplar ecosystem of innovation at the national level.

#### 2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.

Yes, because the ecosystem that has been fed into the city, the result of a municipal policy of economic development and innovation, that despite obvious signs of success, also requires making a path with many challenges, requiring a permanent and decisive force to give consistency and perpetuate in time the model of development that we have set in Fundão. We intend to consolidate the city like a true hub for attracting investment and talent, facilitator of the diversification of the local economy's business base and capture/training of human capital, which operates in a urban environment more attractive, better ordered and accessible, with public services and efficient outreach and social networking present and active. It is our belief that this will be an equation that will make a decisive contribution to strengthen the competitiveness of our territory. This is our vision for the city!

#### 2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?

The ambition of the vision strategy proposed by the Municipality of Fundão, such as a territory of agri-food excellence, supports over three strategic pillars:

Territory – the County of Fundão has several territorial attributes that allow to pursue a renewed competitiveness in the agri-food sector, with emphasis on the agricultural infrastructures with the IRRIGATION of COVA DA BEIRA, with agri-food distribution centre and logistics located at the industrial zone of Fundão - the MERCADO ABASTECEDOR DA COVA DA BEIRA, and the challenge of creating a



"Land Bank", an instrument that aims to facilitate the demand of investors over agricultural land that is abandoned or underused.

To answer to the installation of several companies wishing to innovate and combine the technology at the service of society, the environment and the economy together with the appreciation of the agro-food sector, the MERCADO ABASTECEDOR DA COVA DA BEIRA, was adapted to this end, resulting in a functional space of variable configuration to respond to the diverse nature of the installed activities; host space for business services; boxes; training room; warehouses with and without cold storage. On this building is installed CERFUNDÃO, which is a company of collecting and distribution of Cherries. Products – in order to assert the products and brands of excellence of Fundão, guiding them fundamentally over to external markets, was created a Club of Producers in the agri-food industry. By sharing the costs of promotion associated with the presence in international fairs and markets, currently the Municipality is launching some of its brands and companies into new export markets and to new customers in China, Japan, Brazil and the Middle East.

Human capital – despite the trends of depopulation and aging, analogous to the other regions of low density, the Cova da Beira is assisted by competitive human capital, in the field of traditional know-how, innovation and development and entrepreneurship which should be the starting point for the agro-food development strategy.

The creation of the Cova da Beira Teaching Centre main objective is to increase the efficiency of local training offer, giving it greater coherence and assuring closer proximity to the real needs of the labour market and contribute to the increasing competitiveness of enterprises by promoting, in this way, the creation of qualified employment. It will be priority object of this centre, the action over the agri-food and biotechnology areas, precision Metalworking industry, information and communications technologies, without prejudice to other areas whose need is manifested on the part of industries, services and companies located in the region.

The Living Lab Cova da Beira has the potential to give priority to development and research projects, advanced training, pilot projects in areas such as agro-food sector, tourism, information and knowledge, environment, polishes, information technologies and robotics.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

We emphasize our experience in the context of international cooperation projects - both in terms of principal beneficiary or as a partner in the period 2007-2013 - on European territorial cooperation projects, namely: the "terraz", presented to the Culture Programme 2007-2013 (No. Identification 146257-2-FR-CULTURE-2008-2-VOL1.3) for the creation of a network of artistic exchanges; CREATIVE DEVELOPMENT presented to the URBACT II Programme (No. PRESAGE-CTE Identification 1732), under the theme of creativity and culture as a means of strengthening the local development processes; the EMPRENDEJOVE + POCTEP of 2014, with the leader the Institute of La Juventud de Castilla y León, still running and to promote job mobility among young people from Castilla y León and the Fundão.

The Municipality of Fundão and the University of Valladolid have been conducting cooperation projects since 2002. On the last occasion, in 2013, the Municipality of Fundão, in conjunction with this partner presented the RURALSMART project – cooperation and innovation in the agri-food Sector with the SUDOE programme that unfortunately was not approved.

In its strategy of internationalization/export of local products, with the creation and development of new products (cherry pie, cherry Bonbons, ...) the business missions, inverse missions, development of partnerships, among many other initiatives, demonstrate the great experience of the municipality of Fundão in terms of transnational and international exchange.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

- Valorisation of agro-food Production/Internationalization of products and brands in the territory;
- Development of the production chain for products such as Cherry, cheese, wine, olive oil, among others;
- Training and organization of agricultural production in order to increase the competitiveness of farms;
- Organization and management of a LAND BANK including its classification of preferred uses in relation to the productive potential;
- Optimization of human capital and training for emerging areas (agri-food and biotechnology);
- Solutions and initiatives that go beyond the boundaries of our County, promoting/facilitating partnerships between local producers and entrepreneurs with distinct realities and contexts;



- Spur productive innovation and the development of new concepts and products substitutes in the ranks more relevant to our territory from experiences of the partners involved in the project;
- Strengthen the differentiation of the city of Fundão for attraction of investments and people from the quality of life and natural and infrastructural conditions that its territory offers;
- Consolidate and become an increasingly dense reality support for innovation applied to endogenous products of excellence looking for new markets and internationalization; promote tourism of Nature and unique highlight actions around natural resources and experimentation, associated with the quality of life offered by the municipality; support the obtaining financing through the negotiation with the Bank so that it facilitates financial instruments, in particular the microcredit system for concrete local initiatives and entrepreneurship.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

- Give visibility and notoriety of the project AGRI-URBAN and the partners involved in Europe;
- Bring contributions, good practices and positive experiences developed in other territorial contexts, which may be more capital gains for the writing end of the project;
- Stimulate the emergence of private projects, employment growth, entrepreneurs in this area;
- Growth of demand for quality local products, of recognized excellence;
- Teaching;
- Productive organization;
- Production technical support (Agro alimentary competence centre) – applied research production which leads to an increase in the competitiveness of the agricultural and agro-industrial companies;
- Recovery of additional means of exploitation of agricultural activities (processing/tourism/heritage);
- Attracting new residents, fixing PEOPLE;
- Investment Attraction.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

CCI number: 2014PT16M2OP002 - The operational programme of the Centre for the period 2014-2020 (CENTRO 2020)

The **CENTRO 2020** Programme will contribute to promoting the competitiveness of the Centro region's economy and its sustainable development and internal cohesion. It will also boost the region's ability to contribute to the achievement of the key EU and national development priorities.

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

Focus will be on the following priorities **axis 4 – aims to promote and boost the Employability (EMPLOY & CONVERGE)**. Dedicated to employability, has as its main objectives to promote employment, supporting the mobility of labour, supporting self-employment, entrepreneurship and the creation of businesses, promoting the adaptability of workers and businesses to new processes and approaches, to develop the endogenous potential and promote the regional territorial cohesion. CENTRO 2020 is also a decisive instrument for the implementation of Smart Specialization Strategy defined in the central region (RIS3), which will act as a rationalizing element of investments to support, whether in implementing the priorities of competitiveness (R & D and innovation), or the achievement of three cross-cutting objectives, which are of particular relevance in the regional strategy: territorial cohesion policy and cities sustainability and efficient use of resources.

In RIS3 were identified four Innovation Platforms:

1. sustainable industrial solutions;
2. valuation and efficient use of natural endogenous resources;
3. technologies for quality of life;
4. territorial innovation

- that constitute interconnective domains of 11 regional differentiating areas: thematic areas, corresponding to a production capacity of scientific and technological knowledge and/or installed productive dynamics highly successful and/or promising (Agriculture, Forestry, Sea, Tourism, TICE, Materials, Biotechnology, and Health and Wellness); and cross-cutting areas (Sustainable Industrial Productivity, Energy Efficiency, Rural Innovation) that correspond to top priorities of the challenges in the field of green economy and low carbon, and the challenges of territorial cohesion.

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)**

CCDR – Comissão Coordenadora de Desenvolvimento Regional do Centro  
Rua Bernardim Ribeiro, 80



3000-069 Coimbra, Portugal  
 Phone: 239 400 100  
 Fax: 239 400 115  
 Email: geral@ccdr.pt  
 Web : [www.ccdrc.pt](http://www.ccdrc.pt)

The Municipality of Fundão has a fundamental role in the definition of the CENTRO 2020 in that it integrates all the Working Groups of the RIS 3 Centre, and was invited to coordinate the WG4-Territorial Innovation, and responsible for drafting of the action plan in the areas of Rural Innovation, Smart, Sustainable and Creative Cities and Research, development and innovation in tourism. Also it assumed the Presidency, in 2016 of CIMBSE, intermediate body of CENTRO 2020 in our region. The last European projects administered directly by this institution were mainly under the Regional OP Centre 2007-2013 such as:

the Partnership Programme for Urban Regeneration - Fundão former Zone for rehabilitation of public buildings and spaces of the historic city center;

the PROVERE (Economic Enhancement Program of Endogenous Resources) with 3 projects: "Buy Nature", "Network of Historic Villages of Portugal" and "Schist Villages Network".

The Municipality of Fundão, will take all the necessary steps in order to involve the Portuguese Managing Authority (Comissão de Coordenação e Desenvolvimento Regional do Centro (CCDR-C), Gestor do PO Centro) in the AGRI-URBAN (URBACT III) project.

## **2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

### **2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/ agencies, NGOs, civil society, private sector, etc. ?**

At the local level, this project aims to:  
 Involve the agro-food sector agents: agro-food industries, sectorial associations of agro-industry, young entrepreneurs, and researchers. These agents will be invited to join the project through its active participation in the:  
 LIVING LAB COVA DA BEIRA (Municipality of Fundão)  
 MACB (Municipality of Fundão)  
 CERFUNDÃO  
 COOPERATIVES of FUNDÃO  
 UNIVERSITIES, Polytechnic Institute  
 SCHOOLS  
 APPIZEZERE  
 PINUS VERDE  
 IEFP

### **2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

It will be set by selecting from different existing partnerships platforms the key actors to address this strategy and theme of AGRI-URBAN project for development and implementation of an Action Plan.

### **2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/ position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

This issue will be decided in due course since it is in process of defining and evaluate along with the partners, the entity and person with best profile suitable for this role and responsibility.

### **2.2.4. How will the ULG work for the co-production of the integrated action plan?**

The operation of the ULG has the management model of governance that assumes two levels of intervention – an operating and supervisory nature, in order to ensure proper implementation of the Plan, the **Executive Nucleus**, and an advisory nature – the **Advisory Nucleus**. This model emerges from existing practice/underlying strategy already mentioned earlier.  
 In particular the roles and responsibility of the **Executive Nucleus**:



- Streamline the Local partnership (coordination of the various teams and involvement of all partners) - provide the most effective way of helping partners to bring projects to fruition;
- Convening meetings;
- Advisory Nucleus involvement in the process of validation of the structure of the PAL (Local Action Plan);
- Policy and strategic coordination and carrying out of the plan;
- Monitoring and evaluation of the Action Plan;
- Assist the process of implementation, monitoring and evaluation of results;
- Promote the quality of the planning of the actions of the plan;
- Communicate and connect with the Media and Local community development.

In particular the roles and responsibility of the **ULG Coordinator**:

- Close collaboration with the Executive Nucleus;
- Responsible for the involvement and responsibility of partners in assimilation and implementation of PAL;
- Communication link with all partners of the ULG.

In particular the roles and responsibilities of the **Advisory Nucleus**:

- Participation of its engagers in actions is required;
- Providing all clarification and information for the Executive Nucleus when drawing up the Action Plan (PAL);
- Involvement in the process of validation of the structure of the PAL (Local Action Plan);
- Help the Executive Nucleus in streamlining the PAL;
- Articulation with other entities, instruments or connections on the observation and dissemination and in particular for the financing of the actions of the PAL.

#### Fill out the table with your ULG members

Organization name	Profile (short description)	Contacts		Why joining the LG
Municipality of Fundão	The Municipality of Fundão is the local government agent and is developing an innovation strategy (PEDU), based on an Urban Regeneration policy and an integrated vision for the city, which aims to involve its main skills: LIVING LAB COVA DA BEIRA, MACB, New Marketplace/Open Market of Fundão.	Phone	275759090	To promote partnerships between local producers and entrepreneurs and AGRI-URBAN design. Statement as Market town and Rural town. Assist in creating packaging for agri-food products for the URBACT partnership.
		Email	deasd@cm-fundao.pt	
		skype		
Professional School of Fundão	One of the main assets of Fundão in the qualification area is its Vocational School which has a range of varied backgrounds and very specialized. The main areas of training are Hotel Management and Tourism Management and the entire hotel business.	Phone	275 779 050	Have a cafeteria service in order to contribute to the implementation of short circuits and centralization of local products.
		Email	info@epfundao.edu.pt	
		skype		
School Groups of Gardunha & Schist Fundão	The group consists of 12 kindergartens, 13 primary schools and 2 middle schools.	Phone	275 772 928	Have a cafeteria service in order to contribute to the implementation of short circuits and centralization of local products.
		Email	info@aesg.edu.pt	
		skype		
School Groups of Fundão	The group consists of 4 kindergartens, 7 primary schools, 1 middle school and 1 high school.	Phone	275 750 480	Have a cafeteria service in order to contribute to the implementation of
		Email	secretaria@esfundao.pt	





		skype		short circuits and centralization of local products.
CERFUNDÃO	The Cerfundão is a project of the row qualification (registered at the national level - FEADER) with strategic partners in research, extension and the level of production, having been created in order to make a valid contribution to the organization of this regional sector through modernization and combined production and marketing (national and international) and certification of the final product according to the norms of international labeling (traceability), based on the rules of Integrated production, with the Protected Geographical Indication seal Cova da Beira Cherry's and promoting trademark Cherry Fundão. The Cerfundão now has 37 members, of which 30 are producers in the region, there is a huge commitment to the development of the company, the increase in receiving products of excellence, as well as a growing volume of exportation.	Phone	275 776 132	Entity responsible for the valorization strategy of the row of cherry, fundamental entity in the design of the project area of short circuits of production and consumption. Support the management model of the Land Bank.
		Email	cerfundao@gmail.com	
		skype		
<a href="#">Appizêze</a>	The Appizêze was established in 1995, is an Association of integrated protection and sustainable agriculture in the Zêze (river). This Association has as main objectives: a) Promote the agricultural production methods aimed at the preservation of the environment and the intrinsic quality of agri-food products of plant origin; b) Contribute to the development of the agricultural companies and consequent income of entrepreneurs; c) To encourage the creation of young agricultural enterprises, contributing to the decrease in the rates of desertification of the countryside; d) Training the farmers in agricultural production methods aimed at the reduction of environmental impacts, thus promoting the growth of the level of knowledge of those involved in the productive sector.	Phone	275 084 080	Encourage professional and workshop courses in the project area. Support the training and the management model of the Land Bank.
		Email	Appizezerefundao@gmail.com	
		skype		



IEFP – Vocational Training Service of Castelo Branco	The IEFP is the public service of national employment. Its mission is to promote the creation and quality of employment and combat unemployment through the implementation of active employment policies, including vocational training.	Phone	272349820	Encourage professional and workshop courses in the project area.
		Email	sfp.castelobranco@iefp.pt	
		skype		
Pinus Verde	Association created in 1998 is essentially a tool at the service of a community and a territory, taking over as cross-cutting objectives to improve the quality of life of rural communities, as well as the promotion of the multiple uses of the forest and the preservation of the environment and heritage.	Phone	275 647 700	Encourage professional and workshop courses in the project area. Participation and involvement of its partners and the target population of social intervention in the project.
		Email	formacao@pinusverde.pt	
		skype		
IPSS Social Network Fundão	The Social network is a joint platform of different public and private partners in the area of social services. A IPSS will be identified, belonging to Social Network, representing all entities as the Retirement Home, Day Care Center, Home Support Services and Kindergarten have canteens. This delegate will later be identified as the best profile of responsibility.	Phone	275779060	Have a cafeteria service in order to contribute to the implementation of short circuits and centralization of local products. Participation and involvement of social actors and the population addressed social intervention within the framework of the project.
		Email	acaosocial@cm-fundao.pt	
		skype		
ACICF Producers Club Fundão	The commercial and Industrial Association of the territory of Fundão, currently with about 1100 partner companies, is the most representative in the County, forming a powerful institution of organization and defense of merchants and industrialists.	Phone	275 773 380	Create synergies between agri-food sector (Producers Club Fundão) and consumers agents to take an active and central role in short circuit of productions and consumption
		Email	acicf@domdigital.pt	
		skype		

## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

a) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/ problems

We have some experience to share but a lot to learn

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

b) Please list any specific learning need if relevant:

We found relevant the experience of partners of AGRI-URBAN project about their experiences on good implementation of a management model of Land Bank, but also an interest in the development of short circuits of production and consumption.

### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

a) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

We have started to address this issue at local level

We do not have much experience in this field



b) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

Aim to advance the Strategic Plan for the innovation and the Strategic Plan for urban development (PEDU) that have been mentioned previously in this form and which we can present information at the meeting in Cesena.

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

a) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in AGRI-URBAN

We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

b) Please list any specific "good practice(s)" that could be shared at network level if relevant:

- Strategy development of local products and their ranks;
- Implementation of an urban strategy of business incubation and to attract companies
- Involvement of local agents on overcoming common problems

Last year, the project that assumed the materialization of this strategy of affirmation of Fundão was extensively and publicly recognized through various awards:

-Municipality of the year 2014 in the CENTRO region, for municipalities with more than 20000 inhabitants, and honorable mention for second place nationally in the competition "Municipality of the year 2014 Portugal", assigned by the UMCidades Platform, of the University of Minho. The jury, composed of experts from various universities, from the approximately 100 candidates selected, highlighted the innovative strategy of Fundão on creating value and attracting businesses and investors, particularly in the area of new information and communication technologies.

-First place in the competition "European Business Promotion Awards 2015", "development of the business environment", with the project "IUPEN-Polinucleated Urban Incubator of Companies and Business." This competition, organized by IAPMEI and the European Commission, has addressed public organizations of national, regional or local level, who individually or through public-private partnerships, developed projects with relevant contributions to the creation of a favorable environment for the development of enterprises.

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

- Ability to mobilize and build of local interaction platforms;
- Capacity of attraction and territorial visibility;
- Development of integrated strategy implementation including the optimization of human and material resources at the service of collective causes.

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

NO

**3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?**

2012 until now : Strategic Plan for Innovation

September 2015 until now: Strategic Plan for Urban Development (PEDU)

**3.3. Scope: what were the key objectives of this integrated urban strategy/action plan and the policy challenges it was meant to address?**

The Fundão puts the challenge to consolidate the strategy that has been pursued in recent years, refocusing the city functions and returning to his heart dynamics that once had. For this, it will have to increase the alliance of traditional activities with emerging industries based on knowledge, innovation, technology and creativity, in harmony with the enhanced offer of proximity services and



with an improved urban environment, considering the most vulnerable resident population (the elderly), and the target group intended to attract.

**3.4. Integrated approach: how was this strategy/action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

The strategy that we look to the city, based on a set of structural priority focuses:

- **INNOVATIVE and COMPETITIVE City** - seeking economic competitiveness is based on training and support of its human capital;
- **MARKET City** – as an identity root of Fundão and its economic activity closely linked to transactions of goods and services made within the city in street markets and in shops;
- **RURAL & GREEN city** -assuming, respecting and valuing their strong connection to the rural environment that involves and that defines the way of being of its people, in a relationship of respect for nature and ground connection in harmony with the urban space, stating an inclusive relation of the city with its surrounding environment;
- **INCLUSIVE City/ ELDERLY FRIENDLY**– which is stated as an open ecosystem and not restricted to its rural periphery, which welcomes and values all its citizens, regardless of their age or origin, looking with special attention to their elderly and that privileges and builds a strong sense of belonging and identity.

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**

The involvement of all partners and stakeholders of the city in pursuit of the Plan in all its mainstreaming is crucial to achieve high satisfaction results in implementation or participation. To this end, the Fundão provides for mechanisms to promote the involvement of partners, promoting at the same time, accountability by ensuring that all are not only stakeholders, but also co-creators and, therefore, co-responsible for implementing the plan.

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

- YES  
 NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

- YES  
 NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place.



### 3. MUNICIPALITY OF PYLI

Short Name: Pyli

Section 1 – Data related to the city	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Municipality of Pyli
Address	Iroon 1940 No1
Postal code	42032
Town/City	Pyli
Region	Pyli – Prefecture of Trikala - Thessaly
Country	Greece
Website address	<a href="http://dimospylis.gr">http://dimospylis.gr</a> ; <a href="http://visitpyli.blogspot.gr">visitpyli.blogspot.gr</a>
Details of Lead Coordinator	
Name	NTALOS GEORGIOS
Phone	+306932615800, +302441064747
Fax	
Email	<a href="mailto:gntalos@teilar.gr">gntalos@teilar.gr</a>
Project Team	
Name	SALEPI STAVROULA
Phone	+306976825357
Email	<a href="mailto:salephstavroula@gmail.com">salephstavroula@gmail.com</a>
Area of responsibility	Mayor's consultant - Management support
Name	FOTAKI ETHYMIA
Phone	+302434350318, +306974193188
Email	<a href="mailto:efthymia.fotaki@0635.syzefxis.gov.gr">efthymia.fotaki@0635.syzefxis.gov.gr</a> ; <a href="mailto:efi_fotaki@yahoo.gr">efi_fotaki@yahoo.gr</a>
Area of responsibility	Agriculturist - Implementation of the programme to the referring population

Have you applied to other URBACT projects? Which one(s)?

URBACT II: pilot transfer networks	



## General Information

Capital City	Pyli
Regional capital	Trikala

### Demographic Characteristics of the City

Number of inhabitants	Pyli: 1.873 → Municipality of Pyli 14.343
Youth Population (16-30 years old)	1.765
Unemployment rate	23.33% based on the economically active population (ELSTAT)
Youth Unemployment	We have no exact data from ELSTAT yet.
Income per capita	
Location (region) – short description about main business, social and environmental characteristics of your region	The Municipality of Pyli is located to Central Greece in the Region of Trikala's Prefecture. It is consisted of 43 small village with Pyli to be the biggest one. According to the economic data of employees the main sector of employment is agriculture, animal breeding and forestry (1.100 out of 3.743 working people) and they're followed of Tourism and Merchant activities. The climate is the typical Mediterranean but it differentiates from the lowlands – mild winters and hot summers- to the highlands, which are considered to belong to the "alpic zone" with heavy winters and cool summers.

### **Short description of your city, in line with AGRI-URBAN goals**

The project's area is located in the Municipality of Pyli, at Trikala Prefecture in the Region of Thessaly, Greece. The proposal will focus on the mountainous areas of the municipality. Municipality of Pyli lies on a "geographical zone" in the southwestern part of Trikala Prefecture. The area includes highlands and lowlands (dynamic) local districts, according to Directive 75/268/EEC. In total, the area includes 43 out of 146 local and community districts of Trikala Prefecture, while 33 of them are characterized as highlands and 10 are characterized as dynamic (lowlands). The permanent population of the Municipality of Pyli, based on the 2001 census of EL.STAT (Hellenic Statistic Authority), rises up to 15.886 residents. The total population of the area, based on the provisional results of the 2011 census of EL.STAT, rises up to 14.210 residents. According to the data of the 2001 and 2011 census of EL STAT., over the last decade, a depopulation of the area by 10, 55% is observed. The high dependency ratio (0.61), is considered to be evidence of unsatisfactory economic development perspective in the area. Regarding the ageing index in the area of 2001, the ratio is 1.65 (165 elderly for every 100 children). As for the economically active population in 2001, it is amounted to be 5.880 people, with 5.290 employed people (percentage 89.97%) and 590 unemployed people (percentage 10.03%). According to the data of EL STAT., the unemployed people in the area were 600 in 2001, 709 in 2001, while they reached 805 in October of 2014. That means that the unemployed people were increased by 18.17% and 34.17% in the last 10 and 20 years respectively.

Taking into account the above-mentioned data, the research proposal aims to support the young unemployed people (target group) of the region, through the establishment of a mechanism for supporting and promoting social entrepreneurship to tackle the unemployment. Furthermore, The proposal will contribute to the support and creation of new job opportunities in the area of agriculture and forest products and to other social groups of the area (entrepreneurs, women, ordinary people, etc.). In Greece, because of the long lasting economic crisis, it also observed in a very intense way, the downwards social mobility phenomena. This is translated by the loss of thousands of occupation positions and minimization of the existing standard of living for major social groups of the country. The availability of at least some social mobility can be important in providing pathways to greater equality in societies with high social inequality.

Besides the demographic context of the region, it is worth mentioning that the natural environment of the area varies widely. The diverse landscapes, the abundant water resources, the variety of land surface elevations, the exposure and the slopes, the large variety of vegetation types which alternate among them in small distances by creating intense mosaic landscape, are of great significance for the region. However, there has been intense and sometimes irreversible



degradation from human activities, or overexploitation of natural resources. The main characteristic of the geomorphology and the landscape of the area is the composition between lowlands and highlands, the large-scale cultivated land, the coverage of productive forests and the large-scale grassland areas.

The area of the Municipality of Pyli is characterized mountainous or highland (percentage 87.38%) and lowland (percentage 12.62%). Furthermore, the area is characterized cultivated (percentage 9.90%) and grassland (12.55%), while woodlands cover 75.95% of the total area. Finally, the area has special cultural features that attract thousands of tourists annually. Local economy and employment are mainly based in agriculture and forest products and its interdependence with the livestock production in the mountainous areas of the region, by creating a strong relationship for the productive sector of local economy. The current situation is characterized by small agricultural holdings and allotments, lack of basic infrastructure and information regarding the mentioned sectors, small farm average size and low the educational level of the farmers.

Forests are mainly located in the mountainous areas of the region with many of them being degraded. Forest exploitation in the area is limited to the production of forest products, especially timber and forage production. As concerns the forest products processing in the study area, there are 24 wood and wood products industries, 24 furniture manufacturing industries and one paper pulp, paper and paper products industry. Produced wood products are mainly available in local and national enterprises, while the exports are limited.

The secondary sector in the area is characterized by small industries. The manufacturing activity in the area focuses on the exploitation, processing and the utilization of the products of the primary sector, mainly with the production of dairy and wood-furniture products. The majority of the manufacturing industries belong to the sector of nutrition industry. The rest of the activities meet the local needs. There are a few small enterprises in the area, most of which are family enterprises. Because of their small size, the enterprises cannot achieve economies of scale which would make their products competitive not only among products from countries with low labor costs, but also among products from developed countries.

Tertiary sector constitutes the 43.8% of the employment in the Municipality of Pyli. There is a significant increase in tourist accommodation units in the last few years in the study area. Since 1992, there has been an increase (about 60%) in tourist accommodation units in the area. Finally, it worth to mention that the municipality of Pyli, is characterized by a significant number of sparsely monuments of historical, cultural and aesthetic significance.

### ***Why would like to join AGRI-URBAN?***

The concept of this participation is based on the systematic development of the Agri-Economy sector, focusing on the mountainous areas of Greece. Agri- Economy sector can provide important solutions for creating job opportunities and promoting social cohesion, which is threatened due to the adverse economic environment, by contributing to the preservation of the natural environment and the cultural heritage of these areas.

The successful development of the Agri-Economy requires an approach that relies primarily on the local social dynamics and mechanisms which will play the central role for the manifestation of this dynamic. At the same time, the local dynamics can arise efficiently by utilizing the European experience in the field of Agri-Economy and encouraging transnational cooperation initiatives.

Although there are differences both in institutional frameworks and in the terminology about Agri-Economy among countries, they are getting inspired by common values and mainly by the fact that the participants are not aiming to profit, but the profits are reinvested for the benefit of the enterprise and the society.

Agro-Economy can play an important role in the development of innovation in many policy areas, such as addressing the unemployment and the environmental protection, while it can combine profitability through new job creation, enhancement of social cohesion, active participation and empowerment of local communities and generally, the development of an economy with democratic values, by giving priority to the nature and people.

### ***There are existing strategies and plans in line with AGRI-URBAN project?***



## Section 2 –Network activities for phase 2

### 2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK

#### 2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?

##### Agriculture

In the Pyli municipality 29% are working in this area. The main problems are :

- Small number of young farmers;
- o There is no actions for new cultivations or innovative approach;
- Low income for the farmers because the chain from the production till the final consumer is big;
- There is no connection between the enterprises and agricultural sector;
- There is no standardization and packaging in agricultural production;
- Lack of bio-products;
- There is not defined the use of land;
- Allot of problems in production because of the bad weather (snow , floods, hail etc.);
- Irrigation problems in Thessaly generally;
- High production cost because of the gasoline price , raw material and taxes;
- Allot of cheap imported products;

So from the action we hope that we will find some new ideas in order to solve some of the above problems.

##### Livestock

Livestock in Pyli is also a dynamic part of the economy. Usually with family farms. The main problems in this sector are:

- Low income which is mainly from European support;
- Difficult work without certain working hours. This is also a reason that we dont have young people in this job;
- Low prices to the products due to the cheap imported meat that are selling as Greek products;
- High prices to animal food;
- Bureaucracy. When they try to start bio-production etc.
- They don't have clusters.

##### Forestry

The main products are Christmas trees, firewood, sawn wood, furniture, etc. The problems are:

- Small size of the enterprises;
- Lack of knowledge and innovation.

#### 2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.

The priorities of Pyli Municipality is Agricultural sector because the bigger percentage of their population are dealing with this.

The basic governing points for the concretization of the Vision of Operational Program, on which will be based the planning of Annual Action plans, are analyzed as follows:

- Reinforcement of local economy and permanent aid and support of local competitiveness;
- Continuous improvement of local human capital in combination with viable promotion of employment;
- Guarantee of social cohesion and solidarity;
- Adoption of completed plan for a viable green growth;
- Promoting of local developmental characteristics with the adoption of completed interventions;
- Support of thematic intraregional collaborations and action with extrovert orientation.

#### 2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?

The municipality of Pyli is a new municipality (2010) and it is a unification of several smaller municipalities. So they did not have the time to develop a strategy for the problems that they





facing now. For the moment they try to solve every problem separately. Their only strategy was the Common Agricultural Policy from the European Union

The concept of the proposal is based on the systematic development of the Social Economy sector, focusing on the mountainous areas of Greece. Social Economy sector can provide important solutions for creating job opportunities and promoting social cohesion, which is threatened due to the adverse economic environment, by contributing to the preservation of the natural environment and the cultural heritage of these areas.

Although there are differences both in institutional frameworks and in the terminology about Social Economy among countries, they are getting inspired by common values and mainly by the fact that the participants are not aiming to profit, but the profits are reinvested for the benefit of the enterprise and the society. European Commission places particular emphasis on the Social Economy sector during the current programming period (2007-2013), and during the next one (2014-2020), through the initiatives provided by the Social Business Initiative. Social Economy can play an important role in the development of social innovation in many policy areas, such as addressing the unemployment and the environmental protection, while it can combine profitability through solidarity, new job creation, enhancement of social cohesion, active participation and empowerment of local communities and generally, the development of an economy with democratic values, by giving priority to the people.

It can be argued that Social Entrepreneurship is an emerging alternative form of entrepreneurship based on the Social Economy. Recently, a new legal form of entrepreneurship, the Social Cooperative Enterprise (SCE), has been instituted in Greece (Law 4019/2011) by setting the operating framework for these types of enterprises.

**2.1.4. Do you have previous experience of working through transnational exchange on this topic?**

No previous experience on this specific field but during the last period the Municipality has participated to the following relevant activities: Operation of Lifelong Learning Centre under the context of the Operational Program "Lifelong Learning" of the Ministry of Education and Religious Affairs focusing to adults training on entrepreneurship, ICT and environmental protection - Agricultural Production - Tourism (emerging opportunities) with the use of e-services for the citizens, under the context of the operational program "Information Convergence".

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

We will be happy if we manage to develop a Local Action Plan in which we will start to lean on. What we expect from the network is the collective experience from interacting with the community of our City as well as policies from other cities in order to find solution in some of our problems.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

By adapting new ideas from the other partners we hope that we will manage to give a start up in our agriculture economy and create some new jobs for the young people.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

The only operational program now is the Development law which gives up to 40% of funding in development projects

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

Starting new enterprises.

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)?**

Only previous funded projects.

## 2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER

### 2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?

The key stakeholders will be the Municipality of Pyli, The Prefecture of Trikala, The Region of Thessaly, The Technical University Dealing with Wood and its products. The association of forest workers, the association of agriculture cultivation, the environmental protection organization of the area.

Municipality  
Public Forest Service  
Union of Forest associations  
Public Agricultural Dept  
Union of Agricultural producers  
Region of Thessaly  
Enterprises  
Technical University Dept for wood  
University Forest council  
Ecological actions

### 2.2.2. Will this ULG build on an existing group/ platform/ partnership involving these stakeholders or will this be set up as a new group? Please expand.

It will be a new group. We will try to give a role in its partner and to take part in all actions. Some of them we will take part in our common meetings.

### 2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)

Mrs. Stavroula Salepi. Municipality servant Mayors consultant.  
The coordination will be from the Municipality (Stavroula Salepi) together with Dr. George Ntalos from the Dept of Wood. For Dr. Ntalos is the second time that he runs similar project (wood footprint) but for Mrs Salepi will be the first time. Mrs Stavroula has a degree in economic science and an experience on the Municipality.

### 2.2.4. How will the ULG work for the co-production of the integrated action plan?

They will work with meetings every month or earlier. By organizing workshops and by taking part in all the actions that will be organized within the action.

### Fill out the table with your ULG members

Organization name	Profile (short description)	Contacts		Why joining the LG
		Phone		
		Email		
		skype		
		Phone		
		Email		
		skype		
		Email		
		skype		

## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

- a) Please tick the most relevant box:  
 We have experience tackling **AGRI-URBAN** challenges/ problems  
 We have some experience to share but a lot to learn  
 We want to be involved in **AGRI-URBAN** to learn from other parts of Europe
- b) Please list any specific learning need if relevant.



**2.3.2. Potential contribution to network exchange and learning activities in terms of experience**

- a) Please tick the most relevant box:  
 b) We have successfully implemented policies/actions related to **AGRI-URBAN** policies but we know we can improve  
**X** We have started to address this issue at local level  
 c) We do not have much experience in this field
- d) Please list any specific policy approach/project related to the network topic that could be shared with the partners if relevant:
- The organization of open events like a campaign towards the producers- first the forestry workers and afterwards the farmers and the animal breeders;
  - The organization of big food events during summertime and holidays, showing to the visitors the great quality of our products;
  - The attempt to merge individual producers to clusters;
  - The training specific groups on new states and knowledge of wood processing and farming etc.

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

- a) Please tick the most relevant box:  
 We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**  
**X** We have practice(s) but we are not sure it is/they are s good  
 We do not have any specific practice, we want to develop one – this is why we joined this network
- b) Please list any specific "good practice(s)" that could be shared at network level if relevant:

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

The staff should be open minded, have initiative and be sensitive receiver on innovation.



**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/ action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

NO

**3.2. Time frame: when was this integrated urban strategy/ action plan designed? What period does it cover?**

**3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

**3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/ action plan (eg stakeholders involved, co-production process, etc.)?**

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES

NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES

NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:



#### 4. LAG "PAYS DES CONDRES"

**Short Name: LAG**

##### Section 1 – Data related to the city

Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	LAG "Pays des Condres"
Address	Rue de la Charmille, 16
Postal code	4577
Town/City	Strée
Region	Wallonia
Country	Belgium
Website address	<a href="http://www.galcondres.be">www.galcondres.be</a>
Details of Lead Coordinator	
Name	Pecheur Jean-François
Phone	+3285274977
Fax	
Email	<a href="mailto:Jeanfrancois.pecheur@galcondres.be">Jeanfrancois.pecheur@galcondres.be</a>

Have you applied to other URBACT projects? Which one(s)? NO.

##### General Information

Capital City	
Regional capital	

##### Demographic Characteristics of the City

Number of inhabitants	30 000
Youth Population (16-30 years old)	5248
Unemployment rate	8%
Youth Unemployment	20%
Income per capita	16598 €/inhabitants
Location (region) – short description about main business, social and environmental characteristics of your region	The LAG Pays des Condres is composed of seven municipalities: Anthisnes, Clavier, Marchin, Modave, Nandrin, Ouffet and Tinlot. The surface of the territory is 300 km <sup>2</sup> . The Condres Land is a young region (ageing rate is low). Population increase each year so it's an attractive region. The third sector is the most important sector of activities: health, local administration, retails, elderly sector, etc. Building represent also an important part of companies, mainly in small family business and some public works companies. The extractive industry is still present for stoneware and granite. It's also an important region for removal of water for Brussels (based on underground water-collecting galleries) and Liège. 10 years ago, steel industry was relevant, but it decrease and it could disappear definitively. Some start-ups develops their activities on our territory like Phytisia (Orchid for temperate region), Chanvr'Eco (Hemp for insulation), a pharmaceutical company or a spirulina grower connected to a biogas installation.

##### **Short description of your city, in line with AGRI-URBAN goals**

In our territory, the agriculture is a familial agriculture, mainly based on cattle breeding for meat and for milk, intensive crop growing (wheat, corn, sugar beet, and colza) and potatoes growing. The average age of the farmers is around 55 years. And often, there's no successor.



The numbers of farmers decrease each years but the farms are becoming bigger and bigger, more and more capitalistic. Access to land is a real problem especially for people that not descended from a farmer's family and is very expensive. One hectare cost approximatively 30 000 € for a crop field and 20 000 € for a meadow. This problem is a reality for new farmers Urbanization for residential needs and the development of retail and business centers along national roads is a factor of the farmland high prices. In Wallonia, some urbanists says: "there's no more real countryside, all the territory is a suburban area". It is a real problem for farming and the interaction between farmers and the citizens. The way of life is more and more urban, people are disconnected from the land and the way to produce quality product. In Wallonia, rural communities and towns are very close, for example, by car, Marchin is situated at 30 minutes form Liège (200 000 inhabitants) and Namur (100 000 inhabitants). So the countryside interested the middle class for the living environment and the dominant model of urbanization remains the 4 facades houses with green gardens.

**Why would like to join AGRI-URBAN?**

1. Create new jobs locally in the agri-food sector;
2. Connect the different initiatives and actors in a systemic approach;
3. Improve the actions to valorise local product;
4. Be proud of what we do: work on identity.

**There are existing strategies and plans in line with AGRI-URBAN project?**

Yes, the Strategic Development Plan of the Local action Group Pays des Condruses.

**Section 2 –Network activities for phase 2**

**2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

**2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN?**

- Access to land is a real problem for the starters;
- To Create added value by processing local products;
- To raise people awareness on the interest to eat locally;
- Improve cooperation between the different actors. The competitor is not your neighbours, but the industrial food sector.

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

This policy looks interesting but it's not a main priority at local level. Main priorities are security, land use planning, education and public works (roads, waste water management). But, a plan based on the topic of local product is a real opportunity to question this traditional themes of local governance. Two Municipalities (Anthisnes and Marchin) are involved in a fair trade program.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

During the former LEADER program 2007-2013, the LAG implemented different actions across its Local Development Strategy , particularly, about short supply chain and coaching of starters in organic gardening.

In September 2011, the LAG has created a cooperative to sell local products with an e-business website: [www.pointferme.be](http://www.pointferme.be). The cooperative's members are the farmers. They are the cooperative's suppliers. The customers can order baskets of vegetables, some cheese, some meats (beef, pig, duck and chicken), A delivery service is offer by Point Ferme for a minimum of 5 grouped customers. The proximity with the town of Liege is the key success of this initiative

In June 2013, the LAG launched the first incubators for starters in organic gardening in Wallonia. It offers a field (from 10 acres to 1 hectare), greenhouses, and access to water for irrigation and the starters are coaching by Creajob (for business plan, marketing, accounting,...) and a truck gardener for technical advices. The goal of this project is to enable testing of the activity during 2 or 3 years. After this period, the starters should know if this project is profitable and sustainable.

Next year, the LAG will turn an industrial hall into a logistic platform for Point Ferme. It will be an effective instrument for the development of the cooperative. In 2014, the LAG launched mushroom farming on a substrate composed by coffee waste and straw. The goal is to create a mushroom farming cooperative financed by found crowding. The originality of this project is that fresh mushrooms will be product in recycled container.



A non-profit organization that promotes employability (called Devenirs) offers a training about organic gardening for unemployed people. This training last one year. During this period, the trainee is invited to find a work experience placement in a vegetables farm or in a greenhouse.

This non-profit organization is involved in a projects wallet (CAP Job in the Liège Province) financed by the European Social Fund. The project will begin in 2016. It concern a specific training for market gardener and high graduate people (master in agronomy) on different topics like greenhouse management, growing planning, agro-ecological method, etc.

Locally, Marchin developed different initiatives:

- Marchin is involved in a fair trade program (regional program). Different good practices were identified, for example: local farmers supplies 2 restaurants (gastronomical and slow food) and ice cream producer;
- The municipality wonder where the place of familial agriculture is and how many farmers will be tomorrow;
- How to be able to pass the farm to the next generation or to a new farmer?;
- How to establish a dialog between different type of farmers (organic farmer versus conventional farmer) How is it possible to give a good image of the agriculture?;
- Some actions are planned: fair of rural life, culinary workshop in primary school with the gastronomic chief Arabelle Merlaen (<http://www.arabelle.be/>). The vegetables are grown by the children in the school's garden;
- The municipality offers a field to an NGO ([www.kachinas.be](http://www.kachinas.be)) to develop a community garden (local food supply and socializing). On the same site, Kachinas wants to build a natural amphitheater to debate about biodiversity, sustainable development future of the agriculture;
- A social restaurant (called The House of the Solidarities) is supplied with the local food.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

No.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

The AGRI-URBAN project, is a real opportunity :

- To map the locals initiatives in a systemic approach;
- To create a catering company supplied by local famers for the schools' restaurants;
- To implement a tools sharing system for market gardener;
- To create new jobs in the economy regeneration: agro ecological uses of the soil: technical adviser, tools supplier in an open approach;
- To improve the training of starters and professionals/sharing experiences;
- To evaluate how the local authorities can privilege the access to land for farmers' environmentally-friendly;
- To increase the number of up-cycling projects in food production.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

The action plan is a real opportunity to implement a governance in the agri-food sector at a local level. This last decades, the food question deserted public debate, especially at local level. Since last years, it's changing. It's an opportunity to invent new methods, new space to discuss like a council of farmers, citizens and elected representatives.

It's also the opportunity to measure, to evaluate the planned actions and stop the traditional way to manage public action at a daily basis.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

- EFS
- EFARD : LEADER and the Rural Development Plan of Wallonia

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

Rural Development Plan:

Measure 1.1.: Learning and skills development;

Measure 4.2.: Investments in the transformation in farm products and in its marketing and/or the development of farm products;

Measure 6: Premiums for start-ups from young farmers.



European Social Fund:  
 Axis 2: knowledge and skills  
 The access to the training throughout the life, the upgrade of the capacities and the skills of the hand of work and the improvement of the educational systems and the training for the labor market. (OT 10, PI 3).  
 ACTION 2: support of trainings for high added value.

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)?**

Between 2012 and 2015, we developed a transnational cooperation project with 2 French LAG's. The Managing Authorities was Wallonia-Brussels International. So, WBI knows us and appreciate the way we worked. At the end of the project, they controlled us and administratively, all was right.  
 For this URBACT program, we're connected and had some exchanges about procedures, controls, etc.

**2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

**2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?**

LAG Pays des Condruses  
 Devenirs (NGO)  
 SCRLFS Point Ferme (private sector)  
 Kachinas (NGO)  
 Agronomical Technology Center  
 Avouerie (NGO)  
 Agency of local Development of Marchin (city departments)

**2.2.2. Will this ULG build on an existing group/platform/ partnership involving these stakeholders or will this be set up as a new group? Please expand.**

The ULG will be built on a former platform of the LAG dedicated to agriculture. We will specialized it to local product.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...).**

Jean-François Pecheur will be the coordinator of the Local Group. He's the director of the LAG Pays des Condruses. He's used to manage team. He have relevant experience in participative process and planning.  
 He's connected with all the municipalities of the LAG and with a lot of actors involved in short supply chain in Wallonia

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

Our methodology will be a bottom-up approach.  
 First, we will build a SWOT analysis together. Then, regarding the SWOT analysis, we will try to understand the needs of the territory.  
 For the decision making process, we will apply a methodology inspired by holism.

**Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts		Why joining the LG
ADL de Marchin	Local agency for economic development	Phone +32(0)85/270.453	Email <a href="mailto:cecile.hue@marchin.be">cecile.hue@marchin.be</a>	
Devenirs ASBL	A non-profit organization that promotes employability (called Devenirs) offers a training about organic gardening for unemployed people	skype		
		Phone	+3285413191	
		Email	info@devenirs.be	
Point Ferme SCRLFS	A cooperative of farmers that sells local product	skype		
		Phone	+3286/499 104	
		Email	<a href="mailto:info@pointferme.be">info@pointferme.be</a>	





Kashinas ASBL	A nonprofit organization that manage a community garden, organize political debate and planned to build an educational sheepfold	Phone	+32(0)85/215.279	
		Email	francois[ @ ]kachinas.be	
		skype		
Agronomical Technology Center	Skills, learning and research center. Experimental farm.	Phone	+32 (0)85 512 701	
		Email	<a href="mailto:ctastree@yahoo.fr">ctastree@yahoo.fr</a>	
		skype		
Avouerie ASBL	Museum of beer, workshop of beer brewing, shop of local products.	Phone	+32(0)4 3836390	
		Email	<a href="mailto:info@avouerie.be">info@avouerie.be</a>	
		skype		
Barricade ASBL	Nonprofit organization that implement the green belt project around Liège	Phone	+32 (0)4.222.06.22	
		Email	<a href="mailto:info@barricade.be">info@barricade.be</a>	
		Skype		
LAG Pays des Condruses	Territorial development	Phone	+32(0) 85274977	
		Email	<a href="mailto:Jeanfrancois.pecheur@galcondruses.be">Jeanfrancois.pecheur@galcondruses.be</a>	
		Skype		

## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

c) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/ problems

We have some experience to share but a lot to learn

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

d) Please list any specific learning need if relevant.

-

### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

c) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

We have started to address this issue at local level

We do not have much experience in this field

d) Please list any specific policy approach/project related to the network topic that could be shared with the partners if relevant:

- Incubators for starters in gardening, crops growing and horticulture;

- New business model: cooperative founded by citizens and producers, circular economy (using waste as resources)

- Green belt project around Liège

- Learning for unemployed people in organic gardening

### 2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)

c) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**

We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

d) Please list any specific "good practice(s)" that could be shared at network level if relevant:



- Incubators;
- New business model;
- Learning for market gardeners.

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

Communication: the territory should communicate as a corporate.

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

NO

**3.2. Time frame: when was this integrated urban strategy/ action plan designed? What period does it cover?**

**3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

**3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/ action plan (e.g. stakeholders involved, co-production process, etc.)?**

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES

NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES

NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:



## 5. SÖDERTÄLJE MUNICIPALITY

Short Name: Södertälje

### Section 1 – Data related to the city

Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Södertälje Municipality
Address	Campusgatan 26
Postal code	Södertälje kommun 151 89 Södertälje
Town/City	Södertälje
Region	Stockholm
Country	Sweden
Website address	<a href="http://www.Södertälje.se/">http://www.Södertälje.se/</a>
Details of Lead Coordinator	
Name	Sara Jervfors
Phone	+46(0)8-5230 6466
Fax	
Email	sara.jervfors@Södertälje.se
Project Team	
Name	Jordan Lane
Phone	+46(0)8-5230 3185
Email	jordan.lane@Södertälje.se
Area of responsibility	Project Co-ordinator
Name	Helena Nordlund
Phone	+46(0)8-5230 7123
Email	helena.nordlund@Södertälje.se
Area of responsibility	Project Leader
Name	Christine Strandberg
Phone	
Email	Christine.strandberg@Södertälje.se
Area of responsibility	Project Support/Environmental Strategist

Have you applied to other URBACT projects? Which one(s)?

URBACT II: pilot transfer networks	Diet for a Green Planet
URBACT II: Action Planning Network	RE:Block

### General Information

Number of inhabitants	93 165 (30 September 2015)
Youth Population (16-30 years old)	19,932
Unemployment rate – March 2015	12.2%
Youth Unemployment (Note: 18-24 years old), March 2015	11.1%



Median income, 2013. People aged 20 years and older	231.800 (24,969.86 EUR) <b>Source: Statistics Sweden</b>
Location (region) – short description about main business, social and environmental characteristics of your region	<p>Södertälje Municipality has a population of 93.000 inhabitants with a total area of approximately 700 km<sup>2</sup>. The central urban area has approximately 74000 inhabitants, with four smaller communities (Järna, Hölö, Mölnbo, Enhörna) consisting of 1000-7000 inhabitants each. Södertälje is situated between the Stockholm region and the rural landscape of Sörmland. It has a varied landscape with a Baltic archipelago, many lakes and islands, forests, meadow lands and arable land of quite good quality. Södertälje also has an exceptionally good infrastructure situation with highways, harbours and railways and two airports within an hour's drive. The city of Södertälje is an industrial town with two big global companies, AstraZeneca and Scania, but the municipality is also well known for a cluster of local organic companies and farms. Many small service enterprises are also established in Södertälje, as this is a way for the big number of immigrants to start to make their living in Sweden. Södertälje has for many years been a hotspot of immigration in Sweden, which has contributed significantly to population growth.</p> <p><b>BUSINESS</b></p> <ul style="list-style-type: none"> <li>- Scania and Astra Zeneca are based in Södertälje, and represent one third of all jobs in Södertälje</li> <li>- Södertälje accounts for 17% of Sweden's net trade</li> <li>- 47,335 jobs in Södertälje</li> <li>- Saltå kvarn was awarded Sweden's most sustainable brand in 2015</li> <li>- 87% of all businesses are small businesses with less than 5 employees</li> <li>- 519 new companies founded in Södertälje in 2014</li> </ul> <p><b>SOCIAL</b></p> <ul style="list-style-type: none"> <li>- 93,165 inhabitants, of them 33,516 were born abroad</li> <li>- 80 different languages spoken in Södertälje</li> <li>- 2.3 million people can reach Södertälje in less than an hour</li> <li>- 12.2% unemployment in 2015</li> <li>- Södertälje accounts for 17% of Sweden's net trade</li> <li>- There are 7235 companies in the municipality</li> <li>- 87% of all businesses are small businesses with less than 5 employees</li> <li>- 519 new companies founded in Södertälje in 2014</li> <li>- There are 47,335 jobs in Södertälje</li> <li>- Södertälje is Sweden's 20th largest city</li> </ul> <p><b>ENVIRONMENTAL</b></p> <ul style="list-style-type: none"> <li>- Södertälje is 694km<sup>2</sup> in area</li> <li>- 14.6% of agricultural land is in organic production (1379 hectares of 9451 hectares)</li> <li>- Södertälje has 23 nature reserves, 707 islands &amp; 86 lakes</li> <li>- 6% of Södertälje is nature reserve</li> <li>- Södertälje has the highest quality farming land in Stockholm county 50.7% organic produce is used in municipal activities. (4<sup>th</sup> highest in Sweden)</li> <li>- <b>SOURCE:</b><a href="http://www.varumarketSödertälje.se/verktygs_ladan/fakta/">http://www.varumarketSödertälje.se/verktygs_ladan/fakta/</a></li> </ul>

**Short description of your city, in line with AGRI-URBAN goals**



Södertälje is located between the Stockholm metropolitan area and the rural landscape of Sörmland, in the Mälaren lake valley which was once referred to as the "garden of Stockholm". Södertälje was awarded 'School Food Municipality of the year' in 2014 by White Guide Junior. This award recognises the work of the Diet Unit, which serves over 17,000 lunches per day at all public canteens guided by the "Diet for a Green Planet" concept. This means that approx. 20% of the population eat according to this concept every day in the week. Södertälje is well known for organic agriculture, being home to a biodynamic training centre, a research centre for ecological regenerative agriculture and many organic farms and organic food process or retail/distribution companies in the district of Järna.

#### **Why would like to join AGRI-URBAN?**

There are significant challenges in the city which can be met through the AGRI-URBAN goals.

- high youth and migrant unemployment levels;
- training programs and work rehabilitation programs with focus on green economy;
- difficulties in land access for unestablished farmers;
- create easier processes for new farmers to access land;
- competition with imported produce and produce from the big Swedish agriculture regions in Östergötland, Gotland and Skåne;
- make it attractive to produce and purchase food locally, and create new ways for produce to reach customers;
- enormous pressure to build new dwellings – risk that agricultural land is exploited;
- protect agricultural land and build on more suitable sites.

#### **There are existing strategies and plans in line with AGRI-URBAN project?**

##### **Vision & Budget 2015-2017**

*Ecological, economic and social resilience:*

- Citizens awareness of and access to nature must be prioritised. This includes urban and peri-urban areas that are of particular importance to the health and wellbeing of children. (p.12);
- Biodiversity should be preserved and developed. This refers to the care of existing protected areas and the establishment of protection for other valuable natural areas. This means strengthening important biotopes in urban and peri-urban recreational areas;
- Grazing animals are important elements in maintaining the municipal meadow and pastures. The municipality must take the initiative to encourage local residents to visit nature and that nature is used as an educational resource;
- Södertälje has increasingly become known as a place with sustainable meals and food production. Incentives for organic farming shall increase by increasing the proportion of organic food purchases and including organic food production in educational activities (p.13);
- A strategy for the development of organic food production and processing in the municipality shall be created and rural competence strengthened (.p19);
- More urban and peri-urban farming plots, as well as enabling urban and peri-urban farming to be developed within the municipality to meet the demand;
- The strategic direction for Södertälje's farming land shall successively transition towards ecological and organic production (p.30).

##### **Södertälje Environmental program 2013 to 2016.**

*Approved by the City Council 2012-12-17*

- Preservation and protection of productive farmland is important to ensure and strengthen - conditions for local food production, biodiversity and cultural heritage value;
- The Swedish Environmental Code emphasises agriculture is of national importance. The national environmental quality objective of a 'positive built environment' states that - natural and green spaces close to built environments should be protected so that urban and peri-urban farming can take place (p.7);
- Farmland with high production capacity will be protected to safeguard agricultural land values and municipal opportunities for local food production (p.8);



- Södertälje municipality shall promote procurement methods that favor locally grown and locally produced products (p.13).

## **FUTURE SÖDERTÄLJE**

*Comprehensive Plan 2013-2030*

*Approved by the City Council October 28, 2013*

- More and more people live in urban environments. Urban & peri-urban farming is an essential element in a sustainable society. Södertälje boasts peri-urban qualities which give good conditions for this type of activity. However, this requires a new approach to urban development where green planning is integrated from the beginning;
- Many hard surfaces or "leftover" areas can be used for urban and peri-urban farming. Roofs, yards and parks can be enhanced with new possibilities. Allotment gardens in close proximity to built areas create diverse and positive environments;
- The "green zone" between urban and rural areas can be enhanced to create synergy effects. Cultivation and green areas in urban environments create positive microclimates and slow down rainwater runoff. Urban & peri-urban farming does not contradict densification, rather it enhances this process. The positive effect of gardening and access to diverse green space on health and wellbeing is well documented. More harvest festivals instead of autumn cleaning days! (p.32);
- Interest in urban and peri-urban farming and self-sufficiency is large in the municipality. As part of the strategy to meet this interest and demand, the municipality has accepted the task to search for possible areas for urban and peri-urban farming. This is to ensure the availability of suitable farming land early in the planning process (p.37);
- Södertälje is one of the largest agricultural municipalities in Stockholm County. The municipality has the third largest area of agricultural land and the second largest number of dairy cows in the county. Agricultural land is graded into classes according to its productive capacity, and much of Södertälje's land ranks in the two highest classes in Stockholm County;
- The majority of the most valuable agricultural land (in terms of productivity), is in the southern parts of the municipality. A large concentration of especially valuable meadows and pastures are adjacent to these areas. The environmental, cultural and recreation value of meadows and pastures should be preserved. A prerequisite for the long-term preservation of the landscape's open natural and cultural values is positive animal husbandry;
- It is important to preserve agricultural land so that dependence on imported food does not increase. The need for locally produced food will increase in the future and it is therefore critical the municipality is prepared for the challenge. A varied agricultural landscape is also a resource for ecological values that are important for a sustainable society. It is therefore very important to preserve and protect agricultural land from competing land uses (p.41).

## **Section 2 – Network activities for phase 2**

### **2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

#### **2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?**

1. high youth and migrant unemployment levels
2. difficulties in land access for unestablished farmers
3. competition with imported produce
4. enormous pressure to build new dwellings – risk that agricultural land is exploited
5. Youth are not interested in farming / high average age of active farmers.

#### **2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

1. Building new dwellings is a political priority for the entire Stockholm region;
2. Job and work training is prioritised;
3. Competition with imported produce – the municipality works continually with public procurement, and the food concept Diet for a Green Planet which is used by the municipality in its canteens advocates organic and local food;



4. Access to land and ensuring valuable agricultural land is protected and maintained is a priority in the current Budget & Objectives document.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

1. A local EU-financed project, MAP2020 focuses on battling unemployment, in which the food sector is one of three tracks;
2. A regional EU-financed project, MATLUST, which aims to develop SME in the food sector, in cooperation with the upstarting Södertälje Science Park;
3. Continuous labor market activities like trainee programs and language training in cooperation between the municipality and the Employment Office;
4. The concept "Diet for a Green Planet" implemented in all municipality canteens for kindergartens, schools, high schools and elderly care;
5. Ekoodlarna is a group of immigrants that has started a vegetable growing initiative and rent land from the municipality, as a result of a previous unemployment project, K2) in cooperation with the Södertälje Locally grown project that was run 2011-2013 by the Diet Unit.

**2.1.4. Do you have previous experience of working through transnational exchange on this topic?**

- URBACT II Diet for a Green Planet pilot transfer network in which the Diet Unit in Södertälje was the lead partner.
- BERAS Implementation, an international food and agriculture project in the Baltic Sea Region (2010-13) in which Södertälje municipality was one of the lead partners ([www.beras.eu](http://www.beras.eu)), whose task was to develop and implement the Diet for a Clean Baltic which later was called Diet for a Green Planet. The projects main secretariat was also situated in the municipality, in Järna, from where the whole Baltic project network was coordinated.

The implemented environmentally friendly food concept, Diet for a Green Planet, is supported by political consensus.

The DGP concept supports local produce and contributes to creating demand for these products.

Experience of food production in a Nordic climate.

Already planned international conferences on sustainable food and agriculture, which can be offered to project partners in AGRI-URBAN.

**Social Sustainability**

Södertälje Municipality was a member of the Action Planning Network RE:Block. The focus of this network was revitalising high-rise block areas from a social and environmental perspective. Urban Farming.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

- Mapping of existing resources – land, people, activities, companies etc;
- A plan for agriculture and horticulture production on municipal land;
- Examine the possibilities for creating an Agricultural park in Södertälje;
- Structures for creating a flow between producers and consumers in logistics, local markets, subscribing vegetable boxes, gardens connected to institutions etc;
- How to create better atmosphere in deprived urban areas through green belts with grazing animals, vegetable gardens, areas for leisure etc. These belts can also bind the different areas of the city together;
- Feasibility study for the creation of a AGRI-URBAN focused Social Incubator for new 'farming' initiatives.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

At a local level, we hope the implementation of the Action Plan will lead to the following:

- Increase of activity and diversity in the food production sector in Södertälje;
- The establishment of an agricultural park in Södertälje;
- A plan for agriculture and horticulture production on municipal land and a land bank for interested new growers;

- Sustainable food societies where different actors of all kinds cooperate to ecological regenerative agriculture and the food concept Diet for a Green planet;
- A functioning Social Incubator Program for new 'farming' initiatives;
- Strong integration with MATLUST and MAP2020 projects, and Södertälje Science Park;

### **2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

#### **ERDF**

Project name: Matlust

Start phase: September 2015 - August in 2016.

Implementation: September 2016 - December in 2020.

Project Period: 2015-09-01 - 2020-12-31

Project phase: On-going

Focus Area: Business and work

Europe 2020 focus area: Sustainable Growth

Target group: Food companies (producers, caterers, food suppliers, commerce, etc.) in Stockholm County who meet the criteria for the SME (small and medium enterprises with a maximum of 249 employees and a maximum of EUR 50 million in annual sales).

Source of funding: European Regional Development Fund (ERDF)

Total budget: 57,197,419 SEK

Municipal financing: 26,574,353 SEK

EU funding: 28,598,709 SEK

Other funding: 2,024,356 SEK (financing from KTH and Acturum / Biovation Park)

#### **European Social Fund**

Project name: MAP 2020

PO2: Sustainable Urban Development

Vision: Create conditions for people to become self-reliant. To support themselves through work, study or become closer to the employment market.

Strategy areas:

- Health care;
- industrial/technical services;
- Food and green industries.

Goal description: Women and men who are far away from the labour market to get into work, education or closer to the labour market.

Target Audience: Women and men 15-64.

Total public financing: 55,808,916 SEK (53%)

ESF support: 49,507,350 SEK (47%)

Total comprehensive financing: 105 306 266 SEK

### **2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

- Sustainable urban development
- Business & Industry
- Employment

### **2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)**

Tillväxtverket is the national managing authority for ERDF and ESF in Sweden. The project team has built a strong relationship with the managing authority through both previous (Diet for a Green Planet) and ongoing projects (Matlust, Map2020, AGRI-URBAN).

## **2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

### **2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?**

CITY DEPARTMENTS

- The Diet Unit



- The Labour Market Office
- The City Planning Office
- The Sustainability Unit
- The Business and Tourism Office

#### MUNICIPAL OWNED BUSINESSES

- Telge Bostader
- Telge Fastigheter
- Tom Tits

#### LOCAL ORGANISATIONS

- Södertälje Science Park
- BERAS International Foundation – research
- Under Tallarna – social cooperative

#### OTHER PROJECTS

- MATLUST
- MAP 2020

#### LOCAL BUSINESS

- Eko-odlarna I Telge
- Saltå Kvarn
- Restaurants

#### EDUCATION & TRAINING

- Skillebyholm – school for biodynamic farming
- Norrbyvälle – training and social rehabilitation
- SLU – Swedish University of Agricultural Sciences
- Fornbackaskolan – primary school
- Vackstanäs – secondary school
- Naturbruksgymnasiet – secondary school
- KTH – Royal Institute of Technology, School of Architecture & Built Environment

#### **2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

The ULG will be set up as a new group, composed of smaller subgroups with specific focus. While many members may have worked together previously in projects such as Diet for a Green Planet, Södertälje Locally Grown, RE:Block and MATLUST this particular arrangement of the ULG is new.

#### **2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

Jordan Lane.  
Project Coordinator

#### **2.2.4. How will the ULG work for the co-production of the integrated action plan?**

The ULG will work in smaller subgroups with specific focus areas. This will allow for in-depth research that can then be shared with the remaining members of the ULG. There will also be a focus on internal and external processes and activities in the municipality.

#### **Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts		Why joining the LG
Eko-odlarna I Telge	Social business focused on organic vegetable production and employment training.	Phone		
		Email		
		skype		
Under Tallarna	A growing cooperative which leases land from the municipality	Phone		
		Email		
		skype		
Skillebyholm		Phone		



	School for biodynamic farming	Email		
		skype		
BERAS	Research centre for ecological agriculture recycling	Phone		
		Email		
		skype		
Norrbyvälle	training and social rehabilitation	Phone		
		Email		
		skype		
The Diet Unit The Labour Market Office The City Planning Office The Sustainability Unit The Business and Tourism Office	See page 11	Phone		Relevant City Departments
		Email		
		skype		
Telge Bostader Telge Fastigheter Tom Tits	See page 11	Phone		Municipally Owned Companies
		Email		
		skype		
Södertälje Science Park BERAS Under Tallarna	See page 11	Phone		Local Organisations
		Email		
		skype		
Business & Tourism Office	See page 11	Phone		Project owner
		Email		
		skype		
Eko-odlarna I Telge Saltå Kvarn Restaurants	See page 11	Phone		Local Business
		Email		
		skype		

## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

e) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/ problems

***We have some experience to share but a lot to learn***

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

f) Please list any specific learning need if relevant:

- Social Incubator and crowd funding- learn from Marchin
- Agricultural Park - learn from Mollet del Valles
- Innovation and branding - learn from Fundão

### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

e) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

***We have started to address this issue at local level***

We do not have much experience in this field

f) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

- Diet for a Green Planet concept

### 2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)

e) Please tick the most relevant box:



***We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in AGRI-URBAN***

We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

f) Please list any specific "good practice(s)" that could be shared at network level if relevant:

- Diet for a Green Planet

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

AGRI-URBAN will enhance the relevance of holistic urban development in Södertälje. Specific capacities and competence shall be enhanced in the City Planning Department.

We are especially interested in enhancing key capacities in smart land use and ensuring short circuits.

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

**NO**

**3.2. Time frame: when was this integrated urban strategy/ action plan designed? What period does it cover?**

**3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

**3.4. Integrated approach: how was this strategy/action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES

NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES

NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:



## 6. MUNICIPALITY OF CESENA

Short Name: Cesena

Section 1 – Data related to the city	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Municipality of Cesena
Address	Piazza del Popolo, 10
Postal code	47521
Town/City	Cesena
Region	Emili-Romagna
Country	Italy
Website address	<a href="http://www.comune.cesena.fc.it/home">http://www.comune.cesena.fc.it/home</a>
Details of Lead Coordinator	
Name	Roberto Zoffoli
Phone	+39 0547 356447
Fax	
Email	zoffoli_r@comune.cesena.fc.it
Project Team	
Name	Daniele Viviani
Phone	+39 0547 356447
Email	Est_viviani_d@comune.cesena.fc.it
Area of responsibility	EU projects department – Communication Officer
Name	Elena Giovannini
Phone	+39 0547 356392
Email	giovannini_e@comune.cesena.fc.it
Area of responsibility	EU projects department – Financial Officer

Have you applied to other URBACT projects? Which one(s)? NO.

### General Information

Capital City	Cesena
Regional capital	Bologna

### Demographic Characteristics of the City

Number of inhabitants	97.658 (2015)
Youth Population (16-30 years old)	
Unemployment rate	Tot: 9278 (2014) M (4243) F (5035) Rate : 5.6%
Youth Unemployment	(15-29 years old) Tot: 2044 (2014) M (984) F (1060)
Income per capita	14.323 € (2011)
Location (region) – short description about main business, social and environmental characteristics of your region	The Emilia-Romagna region is located in Northern Italy, has an area of 22,451.5 square kilometers and a population of 4,459,246 inhabitants. The local institutional set includes 9 provinces, 340 municipalities gathered in 45 unions of



municipalities and a mountain community. According to Eurostat data, 76.7% of the regional population lives in intermediate rural municipalities. The average density of regional population is 198.1 inhabitants / km<sup>2</sup>, while in rural areas is 124.6 inhabitants / sq. km. Nearly half of the region (48%) consists of plains while 27% is hilly and 25% mountainous. The region is one of the wealthiest and most developed regions in the European Union, with the fourth highest GDP per capita in Italy. It has the highest quality of life indices and promotes advanced social services. The major contributions to the employment sector comes from regional financial services, real estate and professional services sector and trade, accommodation services, transport. The added value, compared to the other Italian region, comes from small part by the agricultural sector (2.6%), while industry and services contribute respectively to 29.4% and 67.9%. The Emilia-Romagna is also a cultural and tourist centre, being the home of the University of Bologna, the oldest university in the world and being a centre for food and automobile production (main food/fruit/vegetables/meat production/processing/distribution industries and automotive companies) and having popular coastal resorts such as Cervia, Cesenatico, Rimini and Riccione. Over the centuries, inhabitants have deeply altered the landscape, regaining wetlands, and establishing large agricultural areas. All these transformations in past centuries changed the geographical destination of the territory, transforming large natural areas to farming, up until the 1960s. The trend then changed, and agricultural lands began to decrease and being replaced by residential and industrial areas. The aftermaths of land use and particularly of the urbanisation of the plain during this period has had some strong consequences in the economic and ecological sector of the region.

**Short description of your city, in line with AGRI-URBAN goals**

Cesena is situated in Northern Italy within Emilia-Romagna Region, together with Forlì it is the capital of the Forlì-Cesena district. Cesena has a population of about 96,658 (2015).

Cesena has a long established tradition as a center of highly specialized agribusiness enterprises and companies. Beside this sectors, Cesena is well known for transport/logistics, 'wellnesses and biomedical services. Between 1985 and 2000s many industries become world's leading companies, while others become relevant at a national level.

More specifically, the main industry sectors developed in Cesena are companies focused on the production, manufacturing, processing and distribution of fruit, vegetables and meat products (mainly poultry). Beside this important sector, which is positively impacting the employment in the city and province, there are a consistent number of small family owned enterprises. They are the evidence of the agricultural background of the territory linked to the agribusiness production and today they represent a sector which is suffering from the economic point of view, cause by the abandonment of lands, the sprawling urbanization and the stragglng effect of the large retail/distribution sector.

The agricultural enterprises in the Municipality of Cesena are 2 272 (2012), while the Utilized Agricultural Area is a total of 13505.55 ha (2013). The province of Forlì-Cesena had 7.814 enterprises working in the agro-food industry in 2012 (-2, 8% compared to 2011) and 7.405 in 2014 (-2.1% compared to 2013).

According to the 6th general survey on agriculture, nowadays fewer but larger companies and mainly individually (90%) are located in the territory; fruit cultivation remains, although to a lesser extent, the vocation of our territory that invests in quality, with biological and wine DOC and DOCG (labels guaranteeing the quality and origin of a wine).

Characteristics of the farmers: advanced age (mainly males), with few young people in the sector (often school or university graduated) who are mainly concentrated towards organic crops.



The manpower (large proportion of female) decreases at the household level but it increases in the framework of the temporary work. This kind of work, unlike the permanent work, sees a high presence of foreign workers.

According to statistical data and in line with the national trend, the number of multifunctional farms is growing as an alternative to the economic and financial crisis, offering bed&breakfast, restaurant services and teaching farms (etc.).

More and more farm holdings focus their production with organic methods, both for crops and for livestock.

### **Why would like to join ARI-URBAN?**

AGRI-URBAN is a real network of cities interested in finding new innovative solution in the agri-business sector linked to the employment and local production of organic and more sustainable food. Joining AGRI-URBAN means keep on gaining valuable experiences and practices with the community of the city as well as successful actions from other city to transfer to our local stakeholders, and also to the technical staff inside our Municipality. There is an extremely need to tackle the employment in small farm holdings in an integrated approach.

In our local community, there is a need to encourage generational renewal in farming, new opportunities for students in the field and to propose alternatives for the young in order to return to a more sustainable local production of products of quality and to limit the non-useful urbanization tendency.

To encourage small farm holdings and job opportunities there is a need to provide them with a physical space (market) where they have the possibility to sell products. In achieving this objective, an idea could be identifying urban areas that are progressively "marginalizing" also due to the gradual closure of business activities and crafts. In some districts there are areas that have become dormitories, where social interaction is almost absent. This phenomenon can have negative implications on the territory, starting with the perception of poor security that citizens may experience in a place. Foreseeing in these areas some spaces devoted to the sale of local products can help spicing up a neighbourhood, a street or a deserted place which could have significant implications and open up new scenarios and opportunities.

### **There are existing strategies and plans in line with AGRI-URBAN project?**

See point 2.1.3

## **Section 2 – Network activities for phase 2**

### **2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

#### **2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?**

Today the urban area consists of a compact urban core, surrounded by agricultural areas and manufacturing, and a series of new settlements scattered singles (both residential and industrial) forming nothing but a sprawl urbanisation which penetrates into rural areas. In recent decade the tendency to Cesena was then the depopulation of the old city center with the consequent urbanization of agricultural areas and the emergence of a sprawling city, caused by planning policies often messy and unorganized.

- 1) The economic fabric of the city, is characterized by a large part of specialized industries and the other by a myriad of small and medium family-owned businesses. These two components are in fragile balance. For many years, the municipality of Cesena has been a leader in the agro industrial sector at national and European level and has a big production in fruit and vegetable (quality and quantity). Today it still has an important role at a national and European level, but due to the economic and financial crisis, the agribusiness productivity downsized.
- 2) The crisis is not the only responsible of this decrease. From the 70s to the 90s the tenant farming system was gradually replaced by the small private agribusinesses which contributed to sustain the agricultural production. However since the '90s the economic and social development that provided well-being to the territory over the past 20 years has been replaced by a new and much more rewarding activity: the construction business. This caused a reckless increase of new urban area and the construction of family houses/villas and sheds no longer functional to the agricultural sector. The result was the fragmentation of the agricultural land and the spread of the city causing,



in both situation, the loss of their specific identity (the rural area and the city). Today a large part of citizens lives in the rural area, which has about 10,000 scattered houses.

- 3) Parallel to this phenomenon for several years we are witnessing the gradual abandonment of the land by the children of small farmers, resulting in loss of agriculture workers, entrepreneurial skills, knowledge of agronomic practices and, even worse, with a gradual reduction of the maintenance of the territory which is one of the direct causes of the hydrogeological instability.

The main challenge of the Municipality is to reinforce its role in the fruit and vegetable local and organic production, in order to foster sustainable **concrete agricultural employment opportunities**.

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

The policy issue addressed by the project is considered a priority at local level since Cesena is an important city in the production, processing, distribution of agri-business products with many important companies and small medium sized farm holdings.

Its strong commitment in these topics has been recently emphasized by the Cesena Government Resolution no 177 of 04.05.2015 which sets priorities for EU Grants search in the following sectors:

- Employment: to promote strategic action to increase the variety, quantity and quality of jobs, giving priority to youth work, by financing instruments for start-ups, training programs, and by fostering the creation of new jobs opportunities;
- Agribusiness: to focus on actions promoting local excellence and traditions of the municipality, highlighting characteristics and boost synergies in the entire sector;
- Social Inclusion: to support the policies of social inclusion, integration and fight against new poverty;
- Training and Education: to support the qualification of training programs, applied knowledge on environmental sustainability and food education.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

To tackle the problem of urban sprawl the municipality of Cesena is currently defining the new Municipal Structural Plan (PSC) to achieve an effective and efficient system of planning and land use planning for conservation of land, environmental for the economic and social welfare of its citizens. According to regional laws, the new Cesena's PSC, will defines strategic principles to guide and regulate the future urban development considering economic, social and cultural development; quality of life improvement, use of renewable resources. In particular the new PSC will be written based on three priorities (Reduction in the use of ground; Sustainable building and energy saving; Social Housing).

Its strong commitment has been recently emphasized by the Cesena Government Resolution no 177 of 04.05.2015 which sets priorities for EU Grants search in the following sectors:

- Employment: to promote strategic action to increase the variety, quantity and quality of jobs, giving priority to youth work, by financing instruments for start-ups, training programs, and by fostering the creation of new jobs opportunities;
- Agribusiness: to focus on actions promoting local excellence and traditions of the municipality, highlighting characteristics and boost synergies in the entire sector;
- Social Inclusion: to support the policies of social inclusion, integration and fight against new poverty;
- Training and Education: to support the qualification of training programs, applied knowledge on environmental sustainability and food education.

A strategy to promote urban sustainability is included in Cesena city council's political program for 2014-2019 (the Piano di Mandato). To improve this local strategy towards sustainability and pursuing European objectives in the field of environmental sustainability and energy efficiency, the municipality of Cesena has started a process which included, first, the creation of a specific department in 2007 whose portfolio includes both environmental and sustainability policies and European projects.

In 2012, the city of Cesena established the CEAS, the multicenter network for environmental sustainability in urban areas". The main goal of the CEAS is to establish a new permanent municipal structure that will become a reference point for territorial education for urban sustainability (environmental, economic, and social) to valorise and protecting the urban environment and biodiversity and raise awareness among citizens.

- In November 2009 the Municipality organized a meeting to signed the Protocol for Waste Reduction which established a permanent working table between the municipality of Cesena, the Province of Forlì-Cesena, the large retailers (supermarkets), the trade and craft associations and consumer



associations of the territory. The dialogue with stakeholders that manage urban waste has led to the design of the Project "IO RIDUCO!" (I Reduce!) funded under the INTERREG IVC – LoCaRe programme, with the aim of making the trade sector and consumers to a way of sale and purchase more sustainable;

EU projects in relation to the AGRI-URBAN topics in which the Municipality was involved:

- ZEROTRADE - A Public Private Governance Model for a Zero Carbon Trade Sector (Funded under INTERREG IVC - LoCaRe Miniprogramme): the aim of the project was to build a network with local actors engaged in actions aimed at reducing CO2 emissions in Trade Sector. One of its actions was to increase citizen's awareness on responsible consumption of goods and proper waste disposal.
- INSMART- Integrative Smart City Planning (funded under the VII framework programme): before the implementation of this project focused on residential areas, a general survey of some of the most important local agribusiness companies has been conducted in relation to the efficient use of energy in their production.

Main fairs and events organized in the territory in connection to the topic of AGRI-URBAN project:

- Macfrut: a yearly international fair focused entirely on the fruit and vegetable sector. It is a major meeting point for professionals in this sector;
- Agrofer: This show is an event completely dedicated to the promotion of the use of renewable and sustainable energy resources in agriculture.

The Municipality guaranteed the organisation of some key events in the field:

- International Street Food "Cibo di Strada", with key local products of Italian regions;
- From 2010, 2 days a week there is an organic local producers market with many products (vegetables, fruits, meat, cheese, honey, marmalades, etc.).

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

Appointment of a councillor whose portfolio includes both environmental and sustainability policy and European projects demonstrates that Cesena recognizes the links between EU policy and programmes and the delivery of successful local outcomes in these fields.

The Municipality has had a European Office within its own administration since 2007. The city has joined, as associated partner, the Forum Environment of Euro cities, the network of the major European cities. Moreover the city formerly belongs to the ICLEI network and is linked with Climate Alliance Italy, which is Supporting structure of Cesena for the development of the Sustainable Energy Action Plan. Furthermore the municipality became a signatory to the Covenant of Mayors in November 2009 making a commitment to achieve the EU target of 20% of reduction of CO2 emissions. At the moment, the Municipality is thinking about the possibility to sign the new integrated Covenant of Mayors for Climate and Energy. By joining the new initiative, the city would commit to submitting a Sustainable Energy and Climate Action Plan (SECAP) within two years following the formal signing and would commit to the new 2030 EU objective (- 40% greenhouse gases).

The Municipality of Cesena has a long experience in the management of national and EU projects.

It run 2 EU projects as coordinator. Recently it run a project (Project Jobtown - A European Network of Local Partnerships for the Advancement of Youth Employment and Opportunity (Funded under URBACT II) with a consortium of 11 partners with the role of lead partner and demonstrated management and administrative skills, being a reference for the partners, organizing meetings, activities, managing expenses and facing an audit. This project focused on boosting employment and find solutions for new employment opportunities for the youth. The topic has been deepened with thematic transnational meetings, conferences and discussions.

All the researches deepened and projects outputs implemented during this project can be transferred to the social and economic objective of AGRI-URBAN project, capitalizing Cesena's experience.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

- To create connections and opportunities for local/regional and national agribusiness development measures and dissemination activities;
- To learn from other experiences, from frontrunners regions and trying to reproduce the similar actions and initiatives in our territory;
- To develop and propose new models in the planning procedures taking into account mainly social and innovative policies in the economic and environment sector of the Agri-business field;





- To propose and foster new concrete opportunities for the young people who are launching themselves into the agri-buisness world (Cesena has a long established experience in the training/school/vocational and University paths linked to the agri-business;
- To find models and solution with the aim of boosting the local organic production.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

Developing an Integrated Action Planning will support the long term planning (Master Plan) and synergies able to improve or to create long-term Policies.

The Cesena Municipality considers this opportunity a fruitful exchange-experience. This will let the city to prepare technical documents and reports and secure funding to use in the field.

The most expected results is to have a more resilient public body, able to understand local needs and to propose concrete and adapted solutions.

Some of the expected results and skills :

- Decrease the intensive local uses;
- Increase the competences and skills of the technical staff, politicians and local stakeholders involved in the project;
- Increase in the attraction of experts, researcher and professionals;
- in the long-term Cesena is the Italian leading university hub in the sustainable agricultural field;
- the soil use and its management is improved and produces positive impacts;
- the occupation of fertile land and the sprawling urbanization has been reduced or limited/localized;
- the energy consumption and polluting emissions are reduced;
- the biodiversity in the peri-urban and urban area is protected and conserved;
- New methodologies able to propose new job experiences and opportunities are developed.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

- 2014-2020 ERDF Emilia-Romagna ROP: with almost 482 million euro. These funds will be allocated in the field of: research and innovation, ICT development, competitiveness and attractiveness of the regional system, promotion of low-carbon economy, enhancement of artistic, cultural and environmental assets, and implementation of the urban agenda for smart, sustainable and attractive cities.
- 2014-2020 ESF Emilia-Romagna ROP: addresses key challenges and priorities in the area of employment and social inclusion.

With a budget of EUR 786 million the OP has five priority areas for funding:

1. The long-term unemployed and those facing obstacles to finding jobs will benefit from measures to boost access to employment.
  2. Young people, especially those seeking work and not in training, will benefit from sustainable integration measures to help them gain qualifications and secure a job. There will also be a focus on young people at risk of social exclusion and from marginalised communities.
  3. Workers, entrepreneurs and companies will be helped to prepare for and embrace future labour conditions. Measures will help them adapt to changing markets and preserve employability and jobs.
  4. Measures for social inclusion will promote equal opportunities and combat poverty and discrimination. Broad participation will be encouraged, with the aim of raising skills and employability among at-risk groups.
- 2014-2020 Emilia-Romagna Rural Development Programme. It was approved by the European Commission decision no. 3530 of 26 May 2015. The programme invests in knowledge and innovation, stimulates the competitiveness of the agro-industrial sector, guarantees the sustainable management of the environment and climate and promotes a balanced development of the territory and local communities, also through the Leader approach. The Municipal territory is not eligible under the LEADER sub-programme, but since 2015 the Municipality is part of the Union of Municipalities of the Savio River which is composed of other



5 Municipalities, mainly located in hilly and mountainous area of the province and are eligible under the Leader sub-programme.

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

ERDF :

- Axis 5: Enhancement of the artistic, cultural and environmental resources -  
The specific objective which would be relevant to the policy challenge by the partner in the network is "protection and enhancement of the natural heritage of the offer and improving its use through the use of innovative technologies"

• ESF:

- Priority investment 8.2 - SO 2: increase youth employment
- Priority investment 8.4 – SO 3: increase female employment
- Priority investment 10.2 – SO 9: Raising skills levels, participation and educational success in higher education and / or equivalent
- Priority investment 10.4 – SO 10: Qualification of education and technical and vocational training

• RDP:

Operational measures:

- 1.1.01 - Support for vocational training and skills acquisition;
- 1.2.01 - Support for demonstration activities and information actions;
- 1.3.01 - Short-term exchanges and visits to farms and forestry;
- 4.1.01 - Investment in agricultural individual holdings;
- 4.1.02 - Investments in farm for young farmers receiving aid and support of first holding.

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)**

The Municipality of Cesena managed from 2012 to 2015 as coordinator a URBACT II project called Jobtown. During the action, the Managing authority of the ESF of the Emilia-Romagna region has been involved in giving support to the implementation of the project at local level. The Managing Authority and its collaborators took place to some of the Transnational meetings organized within the project. The working relation has been fruitful and provided the network with useful inputs.

Besides this long-lasting working relations, the EU projects Office of the Municipality is regularly in contact with other the managing authorities (ERDF, RDP). The policy officers and the Head Office are often at the Headquarters of the Emilia Romagna Region in order to participate and take an active role in meetings, info days on new funding opportunities and trying to establish new relations and broaden the city network.

**2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

**2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc. ?**

**- Work, Development, Youth and University policies Service of Cesena Municipality**

The Head Office of this service of The Cesena Municipality managed a previous URBACT project (Jobtown) as LP coordinator. The competencies of the service and the experience within the action could be capitalized in AGRI-URBAN as in line with its policies.

**- The Department of Architecture - University of Bologna (Cesena Campus).**

This is a young structure where the average age of the teaching staff is about forty years old, but included in a University of ancient tradition playing a prominent role on the international scenario. The seat of the new Department is in Cesena, but teaching and research activities are carried out in three different campuses: Cesena, Bologna and Ravenna.

Within the Department, a group of researcher is investigating the relationship between urban planning and agriculture within the peri-urban territory (Cesena).

**- Agrarian Faculty – Università di Bologna**



The campus started in the early 1990s and has gradually gained a solid reputation in the Food Science sector. Professors and researchers are closely involved in international research on subjects to do with the many stages of the food chain.

**- Agricultural Technical Institute G. Garibaldi of Cesena**

It is the only high-school focused on environmental education, agriculture and agro-industry in the province of Forlì-Cesena. The Institute has a farm area of 60 hectares, divided into four bodies, fruit-wine yard, a modern greenhouse, several laboratories equipped for teaching and two multimedia classrooms.

Since 1882, the school is actively involved in various fields and works with local farm holdings, organizations, universities and companies in the environmental and agribusiness sector.

**- Alimos**

It is a service cooperative that operates in the food sector. Its main actions are conceiving, developing, implementing educational, dissemination and demonstration projects for the children, young and adults focused on environmental sustainability, health nutrition, and consumer health. It assists institutions, associations, government agencies, schools and private companies (SME and family farm holdings) operating in the agri-food sector and responsible consumption.

**- Associazione Rifiorita**

The association intends to propose new "development models" by taking into consideration local resources and the participation of citizens through a bottom-up logic. The association:

- interact with experts in various fields that act as carriers of expertise in order to allow citizens to make informed and reasoned choices;
- organizes regular meetings with residents to understand and investigate the problems and needs related to the life of the neighborhood;
- encourages initiatives for social development and protection of the community;
- Shall issue advisory opinions with respect to initiatives to improve the quality of life, the protection of environmental and cultural heritage;
- organizes initiatives for the involvement, participation and information projects and services that affect citizens.

**- Almaverde Bio**

Almaverde Bio is the trademark a consortium of 11 Italian companies connected with a proven track record in the organic sector. Almaverde Bio Italy's aims to develop communication strategies and brand promotion.

- **Farmers associations and representatives** (CIA - Italian Farmers Confederation, Confragricoltura, Coldiretti)

- **Local politicians related to the topic** (city councilor for culture, Library and agriculture issues and city councilor for EU projects and environmental sustainability).

- **CRPV** (Research center in Plant Production)

CRPV is a cooperative company that promotes research, experimentation and dissemination in the sector of plant production. It focuses on innovative projects and tailored studies in line with needs of farmers and agri-food workers, with a view to food security and upgrading of products.

- **Research Group on Appropriate Technologies** - a nonviolent Information Center (GRTA-CIN) - Eco institute

Currently the association is a non-profit organization that aims to achieve the following statutory purposes:

- \* Promote and spread a new "culture of life" that pays greater attention to the use of technology in the environment and consequently in respect for human life, promoting self-development of peoples;
- \* Experiment with techniques, equipment and tools in the following areas: man and society, energy and power, health and waste reduction, organic farming, forestry, fisheries and aquaculture, agro-processing and food production, industry, engineering and services, buildings and construction, health, peace, nonviolence and disarmament;
- \* Enhance the cultural traditions, practices and customs with particular attention to the experiences of the region;
- \* Educating the responsibilities of everyday life and the importance of appropriate choices in an attempt to restore right relations between men and the natural environment



\* Participate in the tutoring of undergraduates enrolled in college or graduate schools to assist them during their training programmes.

- **The Province of Forli-Cesena** - Service Agriculture Rural Space Flora and Fauna

- **The Emilia-Romagna Region** – (we are currently trying to contact and have support from the Managing Authority of the ERDF)

- **Bioplanet**: SME focused on spreading biological control in agriculture as an alternative to the chemistry defence methods.

**2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

The ULG won't be built on an existing group, platform or partnership. However in defining its structure and composition, the existing relations between the Municipality and the relevant stakeholders located in the territory have been taken into consideration. The Municipality has an Agricultural committee (composed of councilors, representatives of farmers, members of city councils) which will be involved in the ULG and was the starting network in order to mobilize and start knowing the potential stakeholders to involve in.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

TBC

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

The ULG will be composed of the main stakeholders located in the territory. The idea is to have a large group in which there are also political members and should have the function to propose ideas and to give inputs.

A smaller group would be also organized on the basis of a closed structure of a maximum of 10 persons. This group would be more operational and will try to implement and put into practice the actions conceived and developed by the larger group in connection with the project team. The idea is to have a smaller group which remains stable during the project life time with many occasions to have interaction with the Municipality and the project team. This smaller group allows the project team to keep control of the group, to clearly allocate responsibilities and to better focus on completing tasks. The most important aspect is to allow members to get to know each other well and build strong relationships in order to co-produce an integrated action-plan. The universities members, thanks to their preparations, will give a strong support in the redaction of an analysis of the territory and its needs. Whilst the operational stakeholders will give a strong support in conceiving and identifying practical solutions and responses able to positively impact future policies, governance and life habits linked to the project topic.

**Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts		Why joining the LG
Work, Development, Youth and University policies Service of Cesena Municipality	Roberto Branchetti	Phone		Previous experience as coordinator in Jobtown and topics linked to the project.
		Email	<a href="mailto:Branchetti_r@comune.cesena.fc.it">Branchetti_r@comune.cesena.fc.it</a>	
		skype		
University of Bologna - Cesena campus - School of Architecture	Valentina Orioli (professor); Elisa Bottan (Phd Student)	Phone		Developing a thesis on the relationship between urban and peri-urban agriculture in the territory, with particular attention to the Cesena area.
		Email	<a href="mailto:Valentine.orioli@unibo.it">Valentine.orioli@unibo.it</a> <a href="mailto:Elisa.bottan@unibo.it">Elisa.bottan@unibo.it</a>	
		skype		



University of Bologna School of Agrarian studies	Claudio Riponi (viculture and enology); Maria Caboni (food science and technologies)	Phone		Important university departments located in Cesena (and connected to SME on agri-business).
		Email	<a href="mailto:Claudio.riponi@unibo.it">Claudio.riponi@unibo.it</a> <a href="mailto:Maria.caboni@unibo.it">Maria.caboni@unibo.it</a>	
		skype		
Eco-Istituto	Leonardo Belli	Phone		Education/public awareness on new sustainable life habits/training coach for the young.
		Email	<a href="mailto:leobelli@virgilio.it">leobelli@virgilio.it</a> <a href="mailto:ecoistituto@tecnologieappropriate.it">ecoistituto@tecnologieappropriate.it</a>	
		skype		
Associazione Rifiorita	Denis Parise	email	<a href="mailto:denisparise@libero.it">denisparise@libero.it</a>	Local association for the sustainable urban and peri-urban requalification.
Alimos	Annalisa Brighi	Phone	<a href="mailto:brighi@alimos.it">brighi@alimos.it</a>	SME which coaches small farm holdings to propose new social/sustainable services – education on environmental sustainability.
		Email		
CRPV	Daniele Missere; Marco Foschini	Phone		Research center for plant production / Organic research.
		Email	<a href="mailto:dmissere@crpv.it">dmissere@crpv.it</a> <a href="mailto:mfoschini@crpv.it">mfoschini@crpv.it</a>	

Bioplanet	Marco Mosti	Phone		
		Email	<a href="mailto:mosti@bioplanet.it">mosti@bioplanet.it</a>	
Almaverde Bio	Mirco Zanotti	Phone		
		Email	<a href="mailto:info@apofruit.it">info@apofruit.it</a>	

CIA (Confederazione italiana agricoltori)	Alessandro Giunchi	Phone		Farmers Trade Union
		email	<a href="mailto:a.giunchi@cia.it">a.giunchi@cia.it</a>	

Confagricoltori Forlì-Cesena	Marco Baldacci	Phone		Farmers Trade Union
		email	<a href="mailto:forli@confagricoltura.it">forli@confagricoltura.it</a>	

Coldiretti Cesena	Sauro Benvenuti	Phone		Farmers Trade Union
		email	<a href="mailto:Sauro.benvenuti@provincia.fc.it">Sauro.benvenuti@provincia.fc.it</a>	

Forlì-Cesena Province (Service for agrivulture, rural areas, Forest and Fauna)	Alberto Magnani	Phone		The province has the agricultural competence. However their competencies are shifting to the Region (National reform).
		email	<a href="mailto:amagnani@regione.emilia-romagna.it">amagnani@regione.emilia-romagna.it</a>	

Agrarian Technical High School	Camillo Giorgi (Head of School); Liliana Ruffilli +	Phone		Important educational body in the province area focused on agriculture, food science and technology.
		email	<a href="mailto:Camillogiorgi@gmail.com">Camillogiorgi@gmail.com</a> <a href="mailto:Liliana.ruffilli@gmail.com">Liliana.ruffilli@gmail.com</a> <a href="mailto:stefania.carano@istruzione.it">stefania.carano@istruzione.it</a>	



	Stefania Carano (teachers)			
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Agricultural Committee	Marco Casali; Luca Magnani	Phone email	<a href="mailto:casalipdl@gmail.com">casalipdl@gmail.com</a> <a href="mailto:magno76@libero.it">magno76@libero.it</a>	A technical and political committee within the Municipality focused on agricultural issues
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## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

- g) Please tick the most relevant box:  
 We have experience tackling **AGRI-URBAN** challenges/ problems  
 We have some experience to share but a lot to learn  
 We want to be involved in **AGRI-URBAN** to learn from other parts of Europe
- h) Please list any specific learning need if relevant:

### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

- g) Please tick the most relevant box:  
 We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve  
 We have started to address this issue at local level  
 We do not have much experience in this field
- h) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

The Municipality started to tackle the problem of urban sprawl by defining (work in progress) the new Municipal Structural Plan (PSC) to achieve an effective and efficient system of planning and land use planning for conservation of land, environmental for the economic and social welfare of its citizens.

### 2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)

- g) Please tick the most relevant box:  
 We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**  
 We have practice(s) but we are not sure it is/ they are so good  
 We do not have any specific practice, we want to develop one – this is why we joined this network
- h) Please list any specific "good practice(s)" that could be shared at network level if relevant:

In November 2009 the Municipality organized a meeting to signed the Protocol for Waste Reduction which established a permanent working table between the municipality of Cesena, the Province of Forlì-Cesena, the large retailers (supermarkets), the trade and craft associations and consumer associations of the territory. The dialogue with stakeholders that manage urban waste has led to the design of the Project "IO RIDUCO!" (I Reduce!) funded under the INTERREG IVC – LoCaRe programme, with the aim of making the trade sector and consumers to a way of sale and purchase more sustainable.

### 2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?

- how to involve in an active way politicians on these project topics
- how to enhance skills and capacities of the staff within the municipality involved in the project
- how to enhance , broaden, deepen relationships and synergies among stakeholders in order to trigger virtuous, fruitful circles able to propose long lasting impacts
- how to ensure the existence and active role of the ULG group once the project ends

## Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/Action Plan



**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

**YES - if yes, go to 3.2. and following questions**

Please note that the action plan was designed in the framework of a URBACT II project, called Jobtow - A European Network of Local Partnerships for the Advancement of Youth Employment and Opportunity.

The action plan was not focused entirely on the AGRI-URBAN project topics. The action plan considered just a part of the issues addressed by AGRI-URBAN, mainly the employment/entrepreneurship/skills and training of young people but never oriented toward the agri-business sector.

NO

**3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?**

The Action plan has been completed in 2015 but it refers to the period from 2013 to 2016 and it has been gradually implemented since the beginning of 2014.

**3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

The Municipality of Cesena had conducted in the summer of 2012, a series of meetings with important stakeholders (presidents of associations, cooperation, etc.) aimed at defining the areas of intervention and the issues on which to guide the actions of the project Jobtown.

In conclusion of the interviews and focus of the analysis to follow them, the areas on which the city of Cesena has to strive for improvements and greater efficiency were identified as:

- tourism, where tourists are not intended as mere visitors but also as stakeholders;
- the university, as a factor of greater internationalization and as committed to the future "technologizing" of local businesses. In this context is not to be neglected the possibility of building a relationship where the university learns from the territory;
- logistics, as the heart of a platform Romagna that begins to take shape but needs a higher level of strategic relatedness between individuals;
- make more usable resources and services to citizens and tourists;
- promote and accompany the processes of urban regeneration to ensure urban development and social growth;
- ensure and enhance the quality of services while maintaining solidarity networks, which are essential for the maintenance of the cohesion of the local community;
- improving the movement and aggregation of vital energies and excellences, to ensure the external projection of the city;
- quickly adapt to changing scenarios;
- increase interest in the city, ability to attract visitors, resources and projects, while maintaining the inner characteristics;
- develop a welfare system that constantly monitors the changing needs produces social entrepreneurship in the services sector.

**With resolution no. 63 of 11.10.2013**, the City Council has determined that the action of the municipal administration in matters of employment and labor policy pursues the following purposes:

- Invest in education and training, also on the basis of guidelines drawn up together with the business network of the territory, activating services for start-ups and spin-offs, consolidating the network of technology parks and incubators, in close collaboration with the business network of the territory, valuing and by converging on them shared tools and financially important of all public and private sectors of the territory;
- Lighten the bureaucratic processes and procedures;
- Reduce the corporate tax rate, through policies of spending review;
- Support the entrepreneurial ability of innovative teams and encourage their growth in the Cesena in order to facilitate the start-up of new businesses and spread the corporate culture with coaching, mentoring, business angels, etc.;
- Operate so that experiences such as CesenaLab can operate with every possible synergy to enable young entrepreneurs and/or companies in the development of foreign markets, such as experiments with products/processes;



- Support (through specific contributions and incentives) holders of companies/organizations/private cooperatives that take or stabilize personnel with permanent contracts and/or fixed duration not less than 12 months;
- Give support to cooperatives Warranty and / or Credit Consortia;
- Support, through the implementation of social integration projects;
- Favor trainings;
- Promote job placement in different sectors (maintenance, cleaning, housing, etc.) directly awarded by the Municipality to type-B social cooperatives;
- Promote training projects/work in the company;
- Provide criteria for allocating more scores to new born agricultural cooperative companies;
- Promote, through appropriate incentives, actions to engage youngsters in short-term work experiences (summer, winter weekend);
- Favour young entrepreneurial;
- Provide tax relief aim to use in vacancy rates places for the establishment of businesses by youngsters.

**3.4. Integrated approach: how was this strategy/action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

JobTown engaged with 5 main sub-themes:

- 1) Developing effective models of cooperation - for involving and mobilising youth, local businesses, training and education providers, and relevant public bodies, services and administrations;
- 2) Making education and vocational education and training responsive to the needs of the local labour market (how to improve career and vocational guidance, apprenticeships, traineeships, entrepreneurial education and generic skills acquisition, for the low skilled, and also helping university graduates make successful transitions into the world of work);
- 3) Labour market needs analysis - Matching employment and demand by improving analysis and forecast of labour market evolution and needs with respect to skills and most required professional profiles (labour market analysis);
- 4) Entrepreneurship - Support for business creation and development, self-employment, acquisition of entrepreneurial skills, and improving the business environment;
- 5) Social economy and resource management: Innovation and how to do more for less?

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**

The ULG was composed of the main stakeholders located in the territory.  
 2 ULG groups have been set: one larger and one smaller with a closed structure composed mainly by technicians and not political parties.  
 The larger group of the ULG met every 6 months indicatively, after the transnational meeting organized within the project and the group was made of also politicians and representatives of trade associations and they had the objective to set priorities and macro objectives. The latter had to be put in place, implemented by the smaller ULG group by proposing practical solutions.  
 Some participatory methods employed: bilateral meetings, meeting to transfer skills and capacities from the transnational experiences, interviews.

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

- YES
- NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

- YES
- NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:





The "work package" included in Cesena LAP, launched by Administration in late 2013, in particular in response to the need to give immediate answers to current problems, translating into reality the guidelines with a series of measures implemented starting from 2014. Each actions within the package foresees a set of specific indicators.

For some actions a monitoring system has been punt in place for the evaluation of the impact of the activities. The monitoring/evaluation system was based on qualitative methods with open questions and multiple choice answers.



## 7. MONMOUTHSHIRE COUNTY COUNCIL

*Short Name: Abergavenny*

<b>Section 1 – Data related to the city</b>	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Monmouthshire County Council
Address	County Hall, The Rhadyr.
Postal code	NP15 1GA
Town/City	Usk
Region	Monmouthshire
Country	Wales (UK)
Website address	www.monmouthshire.gov.uk
Details of Lead Coordinator	
Name	Cath Fallon
Phone	+ 44 1633 748316
Fax	
Email	cathfallon@monmouthshire.gov.uk
Area of responsibility	Head of Economy and Enterprise
Name	Andy Smith
Phone	+44 1633 748318
Fax	
Email	andysmith@monmouthshire.gov.uk
Area of responsibility	Strategic Investment & Funding Manager

Have you applied to other URBACT projects? Which one(s)? NO.

### **General Information**

Capital City	
Regional capital	

### Demographic Characteristics of the City

Number of inhabitants	13,984
Youth Population (16-30 years old)	
Unemployment rate	6.01% of economically active population
Youth Unemployment	
Income per capita	£20,071 GVA per head
Location (region) – short description about main business, social and environmental characteristics of your region	The unitary Authority of Monmouthshire is classified (in terms of the EAFRD) as deep rural. The Parish of Abergavenny is an urban service centre to the neighboring rural wards. The biggest employers within Abergavenny are the Health & Social Care sector (21%) followed closely by the Wholesale and Retail Sector (15%). The area is steeped in history and natural beauty, its border position having given it a strategic advantage historically, both in a military sense and in terms of trade.

### ***Short description of your city, in line with AGRI-URBAN goals***

Abergavenny, a bustling market town of regional significance, which boasts a wealth of fairs and festivals. However the whole Bryn y Cwm area, which extends from Goytre in the south, to Llanthony in the north, whilst having developed its industry and agriculture alongside one another, has now



embraced the needs of tourists, which are increasing in numbers annually. Notably the Abergavenny Food Festival which is the largest in Wales attracts over 30.000 visitors each year.

In 2013 the Authority went out to consultation on the Better Bryn y Cwm Whole Place plan.

As its title implies "Whole Place" is about looking at all the needs, issues and challenges facing a community and pooling all available resources to address these. This is done in a more co-ordinated and integrated way, that involves everyone that has an interest and a role to play in making things better. As such the approach is as much about People as Place. It is a process as much as a plan - a consistent way of working not a single event. The most significant intervention by Whole Place in the Abergavenny and district area will be the establishment of a way of communicating better where from now on mutual interests and priorities can be discussed, agreed and actioned, with everyone supporting delivery by those best placed to make change happen.

A suggested vision of a 21st century market town has arisen from discussions held thus far to formulate the plan:

Abergavenny and District – An area with a vibrant market town and superb local environment that looks after everyone, offers quality life experiences to all its residents and welcomes visitors with open arms

A detailed analysis of the area from available data and initial community consultations identify four key areas for action that will help all stakeholders work together to achieve this vision:

- Abergavenny Town centre and the wider business environment
- Making sure no-one gets left further behind
- Strengthening Education and business links
- Creating a Sustainable settlement

A series of proposed interventions linked to these themes are set out in the plan each with a short (within 12 months), medium (within 2 years) or long term (3 years plus) timeframe. The interventions range from increasing the opportunity for joint working to make the best use of resources in the town centre, improving transport and tackling deprivation to developing new learning and leisure facilities for widest community use. Central to all the proposed actions is the principle of developing an increased sense of "one community" working together with public services to deliver prosperity and a better quality of life for everyone. Each action has/will develop specific targets and measurable outcomes to ensure the resources dedicated to it deliver progress towards the vision.

#### **Town team**

Given the focus in the plan on the role of the town centre and the series of proposed interventions linked to the town a specific town centre partnership or town team was setup. Building on the discussions developed in the Whole Place work stream and bringing together members of the Business Club, Civic society and Transition town group the team is responsible for taking forward the town centre aspects of the plan supported by the Whole place economy/town centre officer and town warden, utilising the fund raising and delivery support of existing organisations or the new trust. Reporting progress on this aspect of the plan to the Whole Place partnership board the necessary specialist skills, continuous engagement and monitoring of progress requires this focused approach. An effective partnership between the public, private and voluntary sectors, working together to achieve a safe and vibrant place in which to work, live and visit. The team will market, promote and actively be involved in enhancing the activities and amenities within the town of Abergavenny. It will lead the development and enhancements of the town's environment and heritage. This will benefit the townspeople, the business community and its visitors.

#### **Why would like to join AGRI-URBAN?**

There are 90 food producers/processors within a 30 mile radius of Abergavenny although an extremely limited number of retailers offer locally produced or processed food.

In promotional and communication terms, there seems to be a disconnect between the Abergavenny FOOD Festival – which has a strong, confident, nationwide brand relating to authentic, quality food – and the offer and promotion of food in and around Abergavenny.

Many small producers in the area do not have the ability, or in some cases, the will to market their products to local retailers.



**There are existing strategies and plans in line with AGRI-URBAN project?**

“Better Bryn-y-Cwm” A whole place strategy for Abergavenny and the surrounding areas. An integrated approach to evidence the priorities and concerns of the local population and bring together a range of initiatives to address them.

**Section 2 –Network activities for phase 2**

**2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

**2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?**

Loss of local industry and business  
 Rural deprivation – in particular access to services  
 Migration of youth to find employment  
 Identified need by local businesses for provision of quality training facilities for catering and hospitality staff

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

This is a political priority but contraction of Government funding and resources has hindered progress

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/ challenges?**

County Council Whole Place Community Engagement with the formation of the Town Team.  
 Regeneration of the town centre.  
 Development of a free town centre Wi-Fi system with incorporated presence analytics function  
 Town Team coordinating an events programme to encourage tourism.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

Individual members of the team have experience of Town Twinning exchange (Oostringen, Germany) but not specifically on this topic

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

Develop economic prosperity using Food and Drink to encourage more tourism.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

To increase local employment opportunities. Improve the way of life for residents, and to further the reputation of Abergavenny as a “food town”.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

Monmouthshire are covered by the following ESI Operational Programmes:

- ERDF Competitiveness
- ESF Competitiveness
- EAFRD
- EMFF

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

ERDF Competitiveness

- Priority Axis 2 – SME Competitiveness
- Priority Axis 4 - Connectivity

ESF Competitiveness

- Priority Axis 1 – Tackling poverty through sustainable employment
- Priority Axis 2 – Skills for Growth



- Priority Axis 3 – Youth Employment

#### EAFRD

- Priority 1 – Fostering knowledge transfer and innovation in agriculture, forestry and rural areas
- Priority 2 – Enhancing farm viability and competitiveness of all types of agriculture in all regions and promoting innovative farm technologies and the sustainable management of forests
- Priority 3 – Promoting food chain organisation, including processing and marketing of agricultural products, animal welfare and risk management in agriculture
- Priority 4 – Restoring, preserving and enhancing ecosystems related to agriculture and forestry
- Priority 5 – Promoting resource efficiency and supporting the shift towards a low carbon and climate resilient economy in agriculture, food and forestry sectors
- Priority 6 - Promoting social inclusion, poverty reduction and economic development in rural areas

#### EMFF

None

### **2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)**

The regional Managing Authority for Wales in the Welsh European Funding Office (WEFO)

The team has extensive experience in the delivery of Structural Funds, including:

- Management and delivery of the Rural Development Programme in Monmouthshire for over 10 years
- Lead sponsor and deliverer of technical assistance for South East Wales in the 2007 – 2013 Programme period.
- Responsible for the compliant delivery of over £50 Million of structural fund projects in the 2007 – 2013 programme.

Working relationships with the following managing authority contacts:

- Deputy director for EU programmes
- Head of Regulations & Compliance
- Finance director
- priority controllers
- Management & Verification team

Working relationships with key National government departments, the Welsh Local Government Association (UK and Brussels offices). Wales Council for Voluntary Action, and the Welsh European Officers Group.

## **2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

### **2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?**

Monmouthshire County Council Economic Development Team

Team Abergavenny,  
Abergavenny Town Council,  
Abergavenny Civic Society,  
Abergavenny Food Festival,  
Abergavenny Cycling.



**2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

A new sub group developed via the existing town team supported by the local town council.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/ position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

Cllr John Prosser  
County Councillor (past Chairman)  
Abergavenny Town Councillor (past Mayor of Abergavenny) Experience developing business plans for small food businesses (via Adventa and Welsh Government) Experience running food companies Past training centre for food hygiene and HACCP's Fellow of Institute of Food Science and Technology

Eur Ing John L Prosser CEng MIMechE FIFST

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

**Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts	Why joining the LG
Monmouthshire CC	Cllr John Prosser Elected representative for Abergavenny	Phone 07814808324	
		Email	
		skype	
Team Abergavenny	Alan Michie Chair of Team Abergavenny Chair of RDP local action group	Phone 01873 854111	
		Email	
		skype	
Abergavenny Food Festival	Hugh Candler Director of Abergavenny Food Festival	Phone 01873 840091	
		Email	
		skype	
Team Abergavenny	Gwyn Matthews Responsible for Team Abergavenny's business development	Phone 07738755077	
		Email	
		skype	
Abergavenny district tourist association	Sam Dodd Chair of Abergavenny district tourist association	Phone 07481110383	
		Email	
		skype	

**2.3. LEARNING AND CAPACITY BUILDING**

**2.3.1. Baseline at partner level in terms of learning needs**

- i) Please tick the most relevant box:  
 We have experience tackling **AGRI-URBAN** challenges/ problems  
 We have some experience to share but a lot to learn  
 We want to be involved in **AGRI-URBAN** to learn from other parts of Europe
- j) Please list any specific learning need if relevant:  
 -

**2.3.2. Potential contribution to network exchange and learning activities in terms of experience**

- i) Please tick the most relevant box:  
 We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve  
 We have started to address this issue at local level  
 We do not have much experience in this field



j) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

i) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**

We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

j) Please list any specific "good practice(s)" that could be shared at network level if relevant:

Free wifi and presence analytics within the town

Success of Abergavenny food festival

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

NO

**3.2. Time frame: when was this integrated urban strategy/ action plan designed? What period does it cover?**

The whole place plan for Abergavenny was produced in 2013. It is meant to be a living document and will be revised on a regular basis.

**3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

The following key principles were proposed to inform any future decisions and priority interventions in connection with the area –

- Continues to maintain the size of Abergavenny and its human level scale of development;
- Urban areas to continue to have close relationship with the open countryside around them;
- Continues to strive for equal opportunity and social inclusion;
- Retain and grow its retail markets, in particular through emphasis on locally owned businesses;
- Becomes more attractive to businesses, residents, and visitors and becomes resilient to long term change.

**3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

Aside from the vision there were 4 keys themes for action outlined within the plan with headline actions under each theme –

- Abergavenny Town Centre and the wider business environment

Initiate town centre partnership (Team Abergavenny)

Investigate potential for a Business Improvement District

Town branding

Scope potential e-commerce platform for the town – virtual department store

- Making sure no-one gets left further behind

Scope potential for the Abergavenny life station

Social co-ordination role

Respect in Bryn-y-Cwm

Park st improvements



- Strengthening Education and business links  
Business / Young people brokerage  
21st Century schools consultations  
Supermarket recruitment

- Creating a Sustainable settlement  
Area transport strategy  
Affordable housing review  
Bailey park improvements

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**

Development of the plan followed extensive and continuing consultation with community groups, residents, town and community councils, and local businesses. Their views and comments helped to finalise proposals before they were considered by the County Council and partners in the Local Service Board.

**3.6. Does this integrated urban strategy/ action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES

**NO**

If YES, please expand (eg partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES

**NO**

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:





## 8. JELGAVA MUNICIPALITY

Short Name: Jelgava

Section 1 – Data related to the city	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Jelgava Local Municipality (JLM)
Address	Pasta street 37
Postal code	LV 3001
Town/City	Jelgava
Region	Zemgale
Country	Latvia
Website address	<a href="http://www.jelgavasnovads.lv">www.jelgavasnovads.lv</a>
Details of Lead Coordinator	
Name	Anita Skutane
Phone	+371 63048446
Fax	+371 63022235
Email	<a href="mailto:anita.skutane@jelgavasnovads.lv">anita.skutane@jelgavasnovads.lv</a>
Area of responsibility	International Project manager

Have you applied to other URBACT projects? Which one(s)? NO.

### General Information

Capital City	Riga – Capital City of Latvia
Regional capital	Jelgava

### Demographic Characteristics of the City

Number of inhabitants	24 949
Youth Population (16-30 years old)	
Unemployment rate	5.6%, 12% out of them young people at age of 15-24
Youth Unemployment	
Income per capita	600 EUR (gross income, average)
Location (region) – short description about main business, social and environmental characteristics of your region	Latvia is situated in the Baltic region along with Estonia, Lithuania and Poland. Jelgava Local Municipality is located in the very heart of Latvia in Zemgale region. It has borders with Republic of Lithuania in the south. It has favorable geographical location – 42 km from Capital City Riga and it surrounds the 4 <sup>th</sup> largest city in Latvia with national importance – Jelgava. Forests cover 26 % of territory of JLM, agricultural land 68 %.

### Short description of your city, in line with AGRI-URBAN goals

Although its closeness to major cities in Latvia, JLM is considered as a rural municipality. It has the most fertile soils and half of the grain production of Latvia is harvested in JLM – therefore it is called “granary of Latvia”. Traditionally here mainly conventional agricultural is developed in the territory but also biological farming is becoming more and more important as an answer to increasing demand in population and changes of habits. During recent years also role and importance of traditional craftsmanship and small home production has increased. There were several projects implemented to preserve Latvian knowledge of crafts, cooking and other skills. In order to save small production units and help local small and medium-sized farmers and craftsmen, municipality rent rooms (and cover costs of rent) for shop in the city of Jelgava.

The municipality’s main values are weaved with the help of colours into the logo: blue – represents the River Lielupe waters and its tributaries, green – nature and traditional agriculture, gold – family, people and working habits. A foundation for a sustainable future is established when all of these are combined.



In Jelgava City Latvia University of Agriculture with ~ 5000 students is situated. Science comes alongside with traditions and innovations; there are numerous solutions and ideas implemented. For example, biological food for infants, recipes for rye crisps and flakes are being developed as well as innovative packaging technologies of food. Thus science supports local business and entrepreneurship. Apart from that old traditional food recipes are collected as the evidence of deep traditions and possibility to reuse them again.

Taking into account that there are numerous open farms situated in JLM, inhabitants of Jelgava and other cities can come to visit them and follow the full chain of production process – where the grain is grown, where is it milled, how the bread is baked from this grain. The same way also milk production can be followed so even a child knows that milk is not bottled in a supermarket.

Video about municipality:

<https://www.youtube.com/watch?v=qCABDzAg-5c>

Cookbook

(old

recipes):

[http://partneribalielupe.lv/attachments/article/79/zemgalu\\_receptes\\_gramata.pdf](http://partneribalielupe.lv/attachments/article/79/zemgalu_receptes_gramata.pdf)

### ***Why would like to join AGRI-URBAN?***

Taking into account specific of agricultural farming in JLM – fertile soils, conventional agriculture – there are mainly large farms established and operating in the municipality (even up to 2000 ha). It means there is small number of employment in agriculture. Municipality realizes that other types of occupation should be found in its territory to prevent drainage of people. We should rethink to farming with a great added value in small territories.

Local Action Plan developed for municipality will result from specialization of JLM – agriculture – and to establish a link between urban – rural territories to preserve territories, traditions, employment, to decrease youth unemployment and drainage. Special attention will be paid to involvement of science in development of innovative methods and ways of production in agriculture. To promote employment and attract inhabitants/small businesses local markets for ecological products should be established thus improving the ecological footprint and reducing energy consumption and pollution. This leads to conservation of traditions, local natural environment and biodiversity.

### ***There are existing strategies and plans in line with AGRI-URBAN project?***

**Sustainable development strategy of JLM (2014-2023)** defines specialization of JLM – that is agriculture.

Vision of JLM states:

Jelgava Local Municipality – a great place for families. Greatest assets of Jelgava Local Municipality are its people – healthy, happy children and parents confident about their future, proud grandparents, curious and diligent school pupils and college students, dedicated and creative workers and active seniors.

Jelgava Local Municipality – beautiful Zemgale landscapes. Jelgava Local Municipality boasts a pristine natural environment, a historic rural setting, valuable natural resources, good transport links, quality utilities and safe, comfortable and secure living conditions.

Jelgava Local Municipality – ideal for imagining and implementing ideas. Jelgava Local Municipality is home to strong traditional agricultural enterprises and well-established manufacturing, processing and service industries and is very open to innovative new business ideas.

**Guidelines of Development programme of JLM (2011-2017)** states:

- to facilitate specialization and competitiveness of JLM at the regional, national and international level;
- to support use of alternative energy sources;
- to encourage the introduction of innovative and nature-friendly technologies in production units;
- to develop ecological farming and open-farming;
- to bind together theoretical basis with a praxis in local businesses and to establish link between science and entrepreneurship;
- do not support cultivation of GMOs in JLM;
- To facilitate cooperation between agriculture producers and scientific institutes to support manufacturing of new products;
- to support nature-friendly tourism as a form of rural entrepreneurship.

## **Section 2 – Network activities for phase 2**

### **2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**



**2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?**

Taking into account specific of agricultural farming in JLM – fertile soils, conventional agriculture – there are mainly large farms established and operating in the municipality (even up to 2000 ha). It means there is small number of employment in agriculture. Municipality realizes that other types of occupation should be found in its territory to prevent drainage of people. We should rethink to farming with a great added value in small territories.

It means that the main problem of JLM is drainage of inhabitants from rural areas and narrow range of entrepreneurship branches represented in municipality.

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

Both above mentioned questions are defined as challenges of high priority set out in policy planning documents of JLM – **Sustainable development strategy of JLM (2014-2023)** and **Guidelines of Development programme of JLM (2011-2017)**.

**Sustainable development strategy of JLM (2014-2023)** defines specialization of JLM – that is agriculture.

Vision of JLM states:

Jelgava Local Municipality – a great place for families. Greatest assets of Jelgava Local Municipality are its people – healthy, happy children and parents confident about their future, proud grandparents, curious and diligent school pupils and college students, dedicated and creative workers and active seniors.

Jelgava Local Municipality – beautiful Zemgale landscapes. Jelgava Local Municipality boasts a pristine natural environment, a historic rural setting, valuable natural resources, good transport links, quality utilities and safe, comfortable and secure living conditions.

Jelgava Local Municipality – ideal for imagining and implementing ideas. Jelgava Local Municipality is home to strong traditional agricultural enterprises and well-established manufacturing, processing and service industries and is very open to innovative new business ideas.

**Guidelines of Development programme of JLM (2011-2017)** states:

- to facilitate specialization and competitiveness of JLM at the regional, national and international level;
- to support use of alternative energy sources;
- to encourage the introduction of innovative and nature-friendly technologies in production units;
- to develop ecological farming and open-farming;
- to bind together theoretical basis with a praxis in local businesses and to establish link between science and entrepreneurship;
- do not support cultivation of GMOs in JLM;
- to facilitate cooperation between agriculture producers and scientific institutes to support manufacturing of new products;
- to support nature-friendly tourism as a form of rural entrepreneurship.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

Although its closeness to major cities in Latvia, JLM is considered as a rural municipality. It has the most fertile soils and half of the grain production of Latvia is harvested in JLM – therefore it is called “granary of Latvia”. Traditionally here mainly conventional agricultural is developed in the territory but also biological farming is becoming more and more important as an answer to increasing demand in population and changes of habits. During recent years also role and importance of traditional craftsmanship and small home production has increased. Since establishment of JLM in 2009 (after the administrative reform in Latvia) there are several steps taken to promote local entrepreneurship in the territory.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

First steps to realize the values of municipality, evaluate problems and set goals also by including them in planning documents, were taken within BSR programme`s project “Trans in Form” (Transforming rural regions by launching scenarios, new narratives and attractive urban design). Project was implemented in 2009-2012 in composition of 11 partners from 6 BSR states and its mission was to introduce competitive development concepts for rural regions and smaller towns and cities. In the frame of this project the work on image making and marketing system of JLM introduction was started.



The municipality's main values are weaved with the help of colours into the logo: blue – represents the River Lielupe waters and its tributaries, green – nature and traditional agriculture, gold – family, people and working habits. A foundation for a sustainable future is established when all of these are combined.

There were also several projects of Latvia – Lithuania Territorial Cooperation programme (“Cross-border network of craft as promoter of attractiveness of Latvia – Lithuania borderlands/Mid-Baltic crafts”; “Bringing old traditions in modern life”) and LEADER transnational cooperation (“Promotion of Local Entrepreneurship”) implemented to preserve Latvian/ Lithuanian knowledge of crafts, cooking and other skills. Within those projects there were almost 100 home producers and craftsmen trained. Trainings in different craft skills were organized (ceramics, woodworks, weaving, leather processing, bread baking, cheese making, herbal tea and seasoning production, bee-keeping), as well as marketing, product packaging for long-term storage etc. Most of them continue their activities also now.

Besides in order to save small production units and help local small and medium-sized farmers and craftsmen, municipality rent rooms (and cover costs of rent) for shop “Craftsmen`s Yard” in the city of Jelgava.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

Local Action Plan developed for municipality will result from specialization of JLM – agriculture – and tend to establish a link between urban – rural territories to encourage smart land use, preserve traditions and increase employment. Introduction of public plate will facilitate creation of local food system. Special attention will be paid to involvement of science in development of innovative methods and food incubation as well as ensuring short circuits, e.g. facilitate urban markets, online shops and on-farm shops. To promote employment and attract inhabitants/ small businesses local markets for ecological products should be established thus improving the ecological footprint and reducing energy consumption and pollution. This leads to conservation of traditions, local natural environment and biodiversity.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

Our goal is to decrease drainage of inhabitants from rural areas and diversify branches of occupation in JLM.

When elaborating Action Plan, there will be clearly defined annual tasks to be performed and budget expenses to implement those tasks. According to the elaborated plan, also planning documents and investment plan of JLM will be updated.

In Jelgava City Latvia University of Agriculture (LUA) with ~ 5000 students is situated. Science comes alongside with traditions and innovations; there are numerous solutions and ideas implemented. For example, biological food for infants, recipes for rye crisps and flakes are being developed as well as innovative packaging technologies of food. Thus science supports local business and entrepreneurship. Apart from that old traditional food recipes are collected as the evidence of deep traditions and possibility to reuse them again. As the added value of the project we also would like to see the result of cooperation between JLM and LUA in terms of practical work of scientists for the territory of JLM. In the perspective there should be establishment of multi-level business parks in JLM foreseen where new scientists from LUA and other higher educational establishments could develop products from the idea to result with state and municipal support.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

There is a special support system elaborated for development centres of national importance (nine cities of national importance, including Jelgava City) and one out of the five planning regions in Latvia – Latgale – with the lowest development indices. It means that JLM alongside with other local municipalities in Latvia can apply for ERDF and ESF funds in an open competition.

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

There are Specific Support Goals defined in Latvia and the below-mentioned can be relevant to the policy challenge:

- SSG 3.1.1. To facilitate establishment and development of small and medium-sized enterprises, especially in processing and other priority branches; 3.1.1.4. Microcredits and loans for business start-ups (Ministry of Economics)



- SSG 3.1.1. To facilitate establishment and development of small and medium-sized enterprises, especially in processing and other priority branches; 3.1.1.5. Support for investments in establishment and reconstruction of production premises and infrastructure (Ministry of Economics)
- SSG 3.3.1. To increase the amount of private investments in regions by making investments for entrepreneurship development in accordance with economic specialization of territories set in municipal development programmes and based on needs of local entrepreneurs (**Ministry of Environmental Protection and Regional Development of Latvia**)
- SSG 7.2.1. To increase the employment and education of NEET youngsters in the frame of Youth guaranty, 7.2.1.1. Implementation of active labour market policy measures to facilitate the employment of young unemployed (Ministry of Welfare)
- SSG 8.4.1.2. To improve the professional competencies of employed persons (Ministry of Welfare)
- SSG 8.5.1. To increase the number of qualified students of professional educational establishments after their participation in trainings based on working environment or practical trainings and field practices led by employers (Ministry of Education and Science)
- SSG 8.5.2. To ensure conformity of professional education with European qualification framework (Ministry of Education and Science)

Project applicants can be municipality, entrepreneurship sector, and educational establishments.

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)?**

Identify your regional Managing Authority

Each of Specific Support Goals has its own Managing Authority. JLM has previous experience in cooperation with those institutions in solving and lobbying different questions.

**2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

**2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?**

Local Group will be formed by JLM involving representatives from following organizations: Latvian Rural Forum, Latvia University of Agriculture Technology and Knowledge Transfer Unit, Association "Food Artisans", Rural partnership Lielupe, Youth Council of JLM, State Rural Network. For solving questions also local agricultural enterprises and producers will be involved.

**2.2.2. Will this ULG build on an existing group/ platform/ partnership involving these stakeholders or will this be set up as a new group? Please expand.**

JLM already has successful cooperation with each of above mentioned organizations. Within URBACT project it will be possible to form Local Group of all the organizations together.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

JLM will be the driving force of goals achievement process and coordinator of LG. During the elaboration of policy documents of JLM, there were involved a great part of organizations, other stakeholders and society working in municipality and interested in its development. There were forums, workgroups, and focus groups` interviews etc. organized with institutions representing and coordinating different branches.

Currently JLM has established working group with different stakeholders within EC Europe for Citizens programmes` project for solving social support questions in municipality.

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

Initially there will be study and analysis on partner territories done. When drawing a conclusion about possible solutions and suggestions, development trends and available financial resources at national, regional and local level will be taken into account. As the result each partner should integrate guidelines and activities in their planning documents. In integrated action plan there could be guidelines, suitable also for other municipalities in the region and country, included. Elaboration of integrated action plan takes places in cooperation with all project partners and lead expert.

**Fill out the table with your ULG members**



Organization name	Profile (short description)	Contacts		Why joining the LG
Latvian Rural Forum (LRF)	LRF is established in 2004 and unites ~ 70 rural non-governmental organizations. The mission of LRF is to promote balanced development of Latvian rural territories in order to create Latvia as a place where satisfied people live, and they are able to meet their economic and social needs in the place of their residence.	Phone	<b>+371 288 55 427</b>	Experts in rural development issues at Latvian and European level.
		Email	<b>laukuforums@gmail.com</b>	
		skype		
Latvia University of Agriculture, Technology and Knowledge Transfer Unit, Food faculty and Agricultural faculty	Established in 2005 with aim to promote cooperation between scientists and entrepreneurs, protect intellectual property, commercialize research results in LUA as well as develop research competencies of LUA thus contributing to development of knowledge economy.	Phone	+371 29134693	Entrepreneurship development and innovation introduction. Attraction of new scientists to JLM.
		Email	sandra.muizniece@llu.lv	
		skype		
Association "Food Artisans"	Association is registered in 2012. Aim: to facilitate cooperation between food producers and sale as well as promotion of local products and nature-friendly and sustainable farming and rural development.	Phone	+371 27097555	Umbrella of craftsmen and food producers of Jelgava and neighboring municipalities.
		Email	partikasamatnieki@gmail.com	
		skype		
Rural partnership Lielupe	Established in 2005 and aims to encourage sustainable development of rural territories of JLM and Ozolnieki Local Municipality by representing interests of society in its development.	Phone	+371 26399946	Involvement of society in small size entrepreneurship, planning process of municipal development and self-determination processes.
		Email	lielupe@partneribaliele.lv	
		skype		
Farm "Mežacīruji"	Family business established in 1992. Operates in 4 branches: Dairy and milk cattle breeding; Crop farming; Biogas and Greenhouses – form a full circle of land use and chain from cow-land-crop farming-production of biogas and electricity for heating.	Phone	+371 <a href="tel:26495564">26495564</a>	Local stakeholder, experience exchange with other farms.
		Email	<a href="mailto:oskars.cirulis@jelgava.snovads.lv">oskars.cirulis@jelgava.snovads.lv</a>	
		skype		
State Rural Network	Vision of SRN – developed rural territory where close and coordinate cooperation	Phone	+371 63050555	Trainings for existing and new entrepreneurs.
		Email	videga.vitola@llkc.lv	



	between all stakeholders is taking place.	skype		
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### 2.3. LEARNING AND CAPACITY BUILDING

#### 2.3.1. Baseline at partner level in terms of learning needs

k) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/problems

We have some experience to share but a lot to learn

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

l) Please list any specific learning need if relevant:

Our challenge is to increase the number of small and medium-sized enterprises, including agricultural production and processing enterprises, in different ways, and also by involving scientific potential of LUA and creating clusters of producing enterprises.

#### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

k) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

We have started to address this issue at local level

We do not have much experience in this field

l) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

There are actions set for entrepreneurship development and support in planning documents of JLM.

#### 2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)

k) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**

We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

l) Please list any specific "good practice(s)" that could be shared at network level if relevant:

With activities within previously mentioned projects we have enhanced small and medium-sized entrepreneurship in traditional food production and craftsmanship. With the help of JLM there is a shop "Craftsmen`s Yard" established in the city of national importance – Jelgava.

#### 2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?

Activation of innovations, new business models, making the cluster approach.

### Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan

#### 3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions **Development programme of JLM (2011-2017)**

NO

#### 3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?

Development programme was elaborated in 2011 and is in force until 2017. Currently the new programme for 2017 – 2023 and development strategies for sectors are being elaborated. Strategies will be integrated into development programme of JLM.



**3.3. Scope: what were the key objectives of this integrated urban strategy/action plan and the policy challenges it was meant to address?**

Strategic goal: Jelgava Local Municipality – attractive living and working environment.

To achieve development goal, there are three priorities set:

1. Educated, creative and satisfied PERSON;
2. Safe, kept and attractive ENVIRONMENT;
3. Developed, stable and competitive ECONOMY.

**3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

Integrated approach – approach in territory planning that foresees coordinated spatial, thematic and time dimension by ensuring coherence of interests between all governance levels (national, regional, local) and interested parties (inhabitants, entrepreneurs, NGOs etc.) using financial and other instruments to achieve set aims and priorities.

In the preparation of development programme there is sustainable view on territory development taken into account, simultaneously ensuring balance between economic, social and environmental development as well as promoting growth of municipal territory, for example, when developing entrepreneurship in the territory the impact on the environment is taken into account, whereas environment protection questions cannot fundamentally hinder development of entrepreneurship.

Use of green energy is facilitated in the municipality – energy is being produced from waste of agricultural procession (manure, straw etc.) and it is used for further production of agricultural products (heating of greenhouses).

Curriculum of professional education establishments are updated and elaborated according to economic demand, whereas local entrepreneurs ensure pupils with field practice.

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/ action plan (eg stakeholders involved, co-production process, etc.)?**

Local politicians, branch experts, NGOs, students, municipal employees (culture, sports, education etc.), entrepreneurs, representatives of state institutions, representatives of local action/ initiative groups, active citizens of JLM.

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

- YES  
 NO

If YES, please expand (eg partner was involved in a transnational cooperation project? Other?)

Trans-in Form project made a big impact on territory planning approach. Within this project active discussions regarding essential questions with different target groups of JLM took place. Afterwards the results were integrated in the planning documents as activities/ tasks to be implemented. Part of those tasks is implemented by local society. It shows the transition from a question – What municipality can give to me? To the question – What can I do for a municipality?

**3.7. Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

- YES  
 NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:

Although the number of inhabitants is decreasing in JLM (proportionally to negative demographic situation and migration in the country), the activity of inhabitants is increasing – in cultural processes, life-long learning. The number of enterprises in municipality is increasing; unemployment rate is decreasing as well as number of long-term unemployed people; number of pupils in pre-school educational establishments and municipal budget revenues per capita is increasing.





## 9. MUNICIPALITY OF MOLLET DEL VALLÈS

Short Name: Mollet Del Vallès

Section 1 – Data related to the city	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Municipality of Mollet del Vallès
Address	Plaça Major 1
Postal code	08100
Town/City	Mollet del Vallès
Region	Barcelona
Country	Spain
Website address	www.molletvalles.cat
Details of Lead Coordinator	
Name	Albert Garcia Macian
Phone	619805991
Fax	
Email	<a href="mailto:algarcia@molletvalles.cat">algarcia@molletvalles.cat</a>
Project Team	Responsible for EU Projects and International relations
Name	Gemma Safont Artal
Phone	687451188
Email	<a href="mailto:gsafont@espairuralgallecs.cat">gsafont@espairuralgallecs.cat</a>
Area of responsibility	Manager of Gallecs Consortium
Name	Magda Dasilva Monteiro
Phone	935719500 (ext: 9699)
Email	<a href="mailto:mdasilva@molletvalles.cat">mdasilva@molletvalles.cat</a>
Area of responsibility	EU projects

Have you applied to other URBACT projects? Which one/s

URBACT II: pilot transfer networks	Diet for a Green Planet <a href="http://urbact.eu/diet-for-a-green-planet">http://urbact.eu/diet-for-a-green-planet</a> YouTube Channel: Diet for a Green Planet
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### General Information

Capital City	Barcelona
Regional capital	Barcelona

Demographic Characteristics of the City

Number of inhabitants	52.000
Youth Population (16-30 years old)	7.630 youngsters 3.860 men and 3.770 women
Unemployment rate	18,58%
Youth Unemployment	16-24 years: 31,82% 25-34 years: 14,25% 35- 44 years: 14,64%
Income per capita	21.911 euros



<p>Location (region) – short description about main business, social and environmental characteristics of your region</p>	<p>The Valles Oriental region has a total population of 403.623 inhabitants, a territory of 851 square kilometer and an average population density of 474,3 per square kilometer.</p> <p><b>Economic Sectors: agriculture</b></p> <p><u>Utilized Agricultural Area (UAA). Hectares</u></p> <table> <tr> <td>Cultivated Land</td> <td>11.085</td> </tr> <tr> <td>Permanent pasture</td> <td>4.218</td> </tr> <tr> <td><b>Total</b></td> <td><b>15.303</b></td> </tr> </table> <p><u>Cultivated land by type of crop. Hectares</u></p> <table> <tr> <td>Herbaceous</td> <td>10.261</td> </tr> <tr> <td>Fruit trees</td> <td>130</td> </tr> <tr> <td>Vine</td> <td>141</td> </tr> <tr> <td>Olive</td> <td>315</td> </tr> <tr> <td>Others</td> <td>238</td> </tr> <tr> <td><b>Total</b></td> <td><b>11.085</b></td> </tr> </table> <p><u>Farms by land tenure</u></p> <table> <tr> <td>Landless</td> <td>49</td> </tr> <tr> <td>Access to land</td> <td>934</td> </tr> <tr> <td><b>Total</b></td> <td><b>9 83</b></td> </tr> </table>	Cultivated Land	11.085	Permanent pasture	4.218	<b>Total</b>	<b>15.303</b>	Herbaceous	10.261	Fruit trees	130	Vine	141	Olive	315	Others	238	<b>Total</b>	<b>11.085</b>	Landless	49	Access to land	934	<b>Total</b>	<b>9 83</b>
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Short description of your city, in line with AGRI-URBAN goals

<p><i>Key words: Rural-Urban; Agri-Food; Employment</i></p> <p>Mollet del Vallès has an area of 3.4 km<sup>2</sup> and is characterized by its remarkable demographic marked both by its population's growth and continuous rejuvenation, being a densely populated area in relation to the rest of the Vallès Oriental region (4.802,1 hab/km<sup>2</sup>), but with a density clearly much lower than that of other metropolitan towns. The village, then, it's characterised by a very compact structure.</p> <p>Mollet city has two souls, its territory is divided into two parts: 50% belongs to the rural area called Gallecs and the other 50% to the urban one. Gallecs is, undoubtedly, one of Mollet's landmarks. It is a rural, agricultural and woodland area of 7,4 km<sup>2</sup>, with great natural and landscape value, a big green lung in the Metropolitan area of Barcelona. Gallecs is a space of natural interest (EIN), included in the Areas of Natural Interest Plain (PEIN) from 2009, and an agricultural park as well.</p> <p><u>The agro-ecological project of the agricultural park of Gallecs is very much aligned with the AGRI-URBAN goals:</u></p> <p>The project aims to achieve economic, social and environmental sustainability within the agrarian activity that is taking place in the rural area of the city. The municipality of Mollet tries to reach a balance between the conservation of the nature and the educational, social and leisure uses of this natural, protected area.</p> <p>The rural area of Mollet is managed by a Consortium and with the support of the Agro ecological association of local producers. One of the main goals of the Consortium is to promote the values of its productive sector, especially agriculture which occupies 75% of the territory with 515 ha of agricultural area.</p> <p>Within the strategic lines approved by the Consortium of Gallecs, it is of great importance to work towards the implementation of organic farming that allows the preservation of natural values, the environmental protection and to maintain and improve the landscape thus being economically viable.</p>
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From 2001 to 2005 the Consortium with the support of the Agro Ecological Association of Gallecs, has developed the main actions approved in the Sustainable Agricultural Management Plan (2001-2005) based on the creation of a brand for Gallecs products "organic and locally produced", on the support of local businesses with the creation of the Agro shop managed by farmers and focused in good farming practices.

In 2005 began the implementation of the Conversion Plan to Organic Farming, involving 14 producers currently registered in the Catalan Council of Organic Agricultural Production (CCPA). The implementation of this new agricultural model (CCPA), which is based on food quality, food safety, good agricultural practices, environmental protection, economic viability and local commerce, aims to retain population in Gallecs and to achieve a generational change in this rural of Mollet. The extension devoted to organic production is currently 200 hectares, and the aim of the consortium is to extend the project to all the 515 ha of agricultural area in its territory.

The implementation-conversion to organic farming has been carried out jointly with the agroecology group of the Plant Biology department of the University of Barcelona.

The evaluation of the ecological management in Gallecs, shows already some benefits, such as the positive effect of the crop rotation and leguminous crops on soil fertility, as well as on weed control. In addition, it has also increased the cultivated biodiversity moving from a monoculture of barley for animal feed into more than 17 varieties of cereals and legumes (spring and winter products) for human consumption increasing their added value. Moreover, arvense plant biodiversity has increased too, with species never previously observed in Gallecs. All this is an improvement in the functionality of agricultural systems, as well as the landscape quality of the agricultural park of Gallecs.

To improve the promotion of products produced in Mollet fairs are held annually. One example is the popular Calçotada (March), spelled Fair (October), and Fair of "Carai"beans" (November) and Christmas fair. Products produced in Mollet are also present at national and international fairs such as Biocultura and Terra Madre.

#### Ecological School Canteens in Mollet

Mollet del Vallès has developed a pioneering new public procurement model in Spain which facilitates the municipality to buy locally produced products. It has been a major step to open new markets and business opportunities for local producers in Mollet. Moreover, after the lessons learnt by the city of Södertälje (Sweden) joining the URBACT project Diet for a Green Planet, the municipality of Mollet passes a Food Policy at Local Level with the support of all political parties. Currently, the city is creating a Food Council to engage citizens in the agro-food industry and the healthy habits promotion.

Why would you like to join AGRI-URBAN? Briefly describe the key challenges that need to be solved in order for your city to enjoy successful and sustainable development

The reason to join the AGRI-URBAN network is to share our knowledge and best practices with cities around Europe aiming to learn from other cities' experience and enrich our local management and the quality of life of our citizens. In our previous URBACT II project: Diet for a Green Planet, we've experienced high improvement of our previous situation just by getting to know other cities' realities, challenges and current situations. Although, the size, incomes, etc of cities are different there is always the possibility to learn and reach innovation sharing knowledge.

We strongly believe that to solve our challenges and reach a higher degree of sustainability, we have to develop and keep developing the following strategies:

- To boost agricultural sector thus creating jobs and economic opportunities primarily for young people
- To deepen in Agricultural research with the participation of universities and research centers
- To keep promoting organic gardening
- To continue acquiring infrastructure and machinery for collective use (all associated farmers) which will facilitate to obtain a product ready to sell directly to consumers.
- To set up a more efficient short circuit of production and consumption



- To promote organic food in public kindergartens and schools in collaboration with the private companies managing the school canteens. Gallecs currently serves seasonal vegetables, legumes, cereals, and bread to 14 schools.
- To increase biodiversity in Gallecs changing the orientation of agricultural production, moving from monoculture of barley for animal feed to a greater number of crops intended for human consumption.
- To improve local commerce, through Km0 restaurants in Mollet, more school canteens and hospitals, consumer cooperatives, a new agro shop and restaurant in Gallecs, etc.
- To conduct environmental education activities with the participation of primary and secondary schools in the management of the organic gardens of Gallecs and the participation of the local producers in the management of the organic gardens of some schools in Mollet.
- To practice even more crop rotation introducing legumes such as Pardina lentil and small chickpeas.
- To promote renewable energies with the implementation and recovery of windmills for the extraction of water to irrigate the organic gardens in Gallecs.
- To transform production surpluses into preserves and jams aiming to reduce food waste.
- To recover ancient varieties in the extensive dryland crops such as spelt, Persian wheat, buckwheat, etc prioritizing quality and added value over quantity.
- To recover ancient varieties in the gardens such as "Carai" beans, white eggplants, etc.
- To train new producers
- To attract new investors in Gallecs.

There are existing strategies and plans in line with AGRI-URBAN project?

City planning aligned with the AGRI-URBAN project:

### **1- CITY STRATEGIC PLAN, Mollet 2025**

The plan was produced through a very extensive and participatory process. This second strategic plan of the city shared ideas and perspectives to advance together. Agreed guidance for the future of the city with a central objective:

Mollet as a healthy, educative and attractive city

One main element as national and international promotion was also identified

- The rural area of Gallecs

Among the four strategic areas of the plan there is containing goals aligned to the AGRI-URBAN project:

- To collaborate with local producers from Gallecs:
  - To promote healthy habits
  - To increase economic activity
  - To produce organic and high quality products

### **2- MUNICIPAL ACTION PLAN, Mollet 2013-2015\***

General services, innovation and planning

Strategic lines

- To promote healthy habits among citizens
- To create economic activities to support local producers
- To collaborate with Gallecs and the catering industry to create products and menus with local and quality food.
- To protect the natural area of Gallecs and perform dissemination activities to ensure that Gallecs becomes a touristic asset of Mollet del Vallès.

\*We are currently working on the Municipal Action Plan, Mollet 2016-2019



### 3- CONVERSION PLAN TO ORGANIC FARMING: GALLECS 2006-2016

- The implementation of this conversion plan, which is based on food quality, food safety, good agricultural practices, environment protection and promotion, promoting healthy lifestyles, achieving economic viability and increase local commerce, aims to retain population and to achieve a generational renewal in the rural area of Gallecs. The extension devoted to organic production is currently 200 hectares, and the aim of the consortium is to extend the project to all the 515 ha of agricultural area in its territory.

## Section 2 –Network activities for phase 2

### 2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK

#### 2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN )?

- Rural/Urban territories and land access and use:  
The renovation of the local producers licenses to cultivate the land.  
To make the farms economically sustainable  
To create two public tenders to develop two research farms in Gallecs  
To promote healthy habits among citizens
- Food public procurement:  
To develop management control systems which have the objective indicators regarding local, ecological, seasonal food, etc. After having a functioning control system it could be offered to the primary schools, together with the new public procurement models and the expertise of the civil servants  
To keep transforming the public canteens (hospital, primary schools, etc.) until all of them will be transformed. The challenge is that the municipality only manages the public kindergartens and the Public Institute for people with disabilities.  
To roll out the Food Policy at Local level
- Short Circuits of production and consumption:  
To develop a crop planning strategy/plan in order to supply local products to new markets and achieving a more efficient short circuit of production and consumption. We do have to stimulate capacity building in the agricultural sector to have a direct response if the demand for ecological products increases very fast  
To promote Gallecs products in the city restaurants and other cities.  
To create new markets for organic and locally produced products: public canteens. weekly market, supermakets with added value, etc.  
To promote organic food in public kindergartens and schools in collaboration with the private companies managing the school canteens. Gallecs currently serves seasonal vegetables, legumes, cereals, and bread to 14 schools.
- Employment, new skills and challenges:  
To boost agricultural sector thus creating jobs and economic opportunities primarily for young people  
To facilitate the creation of private companies linked to the agricultural capacity of the territory  
To stimulate food processing  
To attract Agri-Food SMEs  
To train new producers  
To attract new investors to Gallecs  
To produce organic and high quality products
- Entrepreneurship, incubation and innovation:  
To deepen in Agricultural research with the participation of universities and research centers  
To improve local commerce, through Km0 restaurants in Mollet, more school canteens and hospitals, consumer cooperatives, a new agro shop and restaurant in Gallecs, etc.  
To promote food tourism



To cultivate new crops and develop new products and/or services  
 To continue acquiring infrastructure and machinery for collective use (all associated farmers) which will facilitate to obtain a product ready to sell directly to consumers.  
 To promote renewable energies with the implementation and recovery of windmills for the extraction of water to irrigate the organic gardens in Gallecs.  
 To transform production surpluses into preserves and jams aiming to reduce food waste

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

Yes, it is. Some of the described challenges are included in the fourth strategic line of the City Strategic Plan: Mollet 2025:

- To boost healthy and economic activities.

Moreover, the city hall of Mollet has recently renovated the city participation councils thus creating a new council to address some of the foreseen challenges: the Local Council of Urban and Rural Spaces.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

- Food public procurement:  
 We have transformed the canteens of the three public kindergartens and the canteen in the Public Institute for people with disabilities.  
 The private companies managing the canteens are buying products to Gallecs but only in a very low percentage.

We have passed a Food Policy at Local level

Short Circuits of production and consumption:

We are analysing Gallecs productive capacity  
 We are promoting organic food in public kindergartens and schools in collaboration with the private companies managing the school canteens. Gallecs currently serves seasonal vegetables, legumes, cereals, and bread to 14 schools.

- Employment, new skills and challenges:  
 To facilitate the creation of private companies linked to the agricultural capacity of the territory
  - To stimulate food processing
  - To attract Agri-Food SMEs
  - To train new producers
  - To attract new investors to Gallecs

- Entrepreneurship, incubation and innovation:  
 We are trying to attract innovative agri-food SMSs and innovative public Foundations. However, we do need a strategy to achieve success.  
 We are collaborating in agricultural research projects with the University of Barcelona  
 We are transforming production surpluses into preserves and jams aiming to reduce food waste

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

Yes, we had. We joined the URBACT II knowledge transfer network: Diet for a Green Planet. However, this previous project did not address all the described challenges.

Diet for a Green Planet concept stands for:

- Tasty, attractive and healthy food
- Organically grown produce
- Less meat, more vegetables, legumes and wholegrain
- Seasonal food, locally produced
- Reduce waste

The city of Södertälje transferred the concept and its organization regarding the school canteen services to the rest of the members of the network: Lomza (Poland), Moletai (Lithuania) and Mollet del Vallès (Spain).

Mollet del Vallès adapted three public kindergartens to the concept, develop a new public procurement model and passed a Food Policy at local level with the support of all political parties.



Currently the city of Mollet del Vallès has transformed the canteen of the Public Institute for people with disabilities.

More information about the project:

Diet for a Green Planet

<http://urbact.eu/diet-for-a-green-planet>

YouTube Channel: Diet for a Green Planet

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**

**Sustainability**

Sustainability as the main axis for the city and with the citizens active contribution/collaboration.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

- An integrated strategy including the rural and the urban area of Mollet del Vallès. There has not been a real inclusive plan so far. We have developed strategies/plans for the city and strategies/plans for Gallecs. The challenge is to merge both and adapt/update the strategies to the current situation of the city. The previous plans and strategies were designed and adopted between 2006 and 2009 when the economic and social situation of Mollet and the rest of Spain was far better than these days.
- To identify strategies and activities which will help us to achieve the goal of sustainability
- To achieve a greater involvement of the economic and social actors towards sustainability
- To structure entrepreneurship

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

ERDF and ESF for the Autonomous Community of Catalonia

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

**ERDF – Catalonia 2014-2020**

Operative Program – Investment in growth and occupation

- **Priority Axis 1:** to maximize research, technological development and innovation.
- Priority Axis 2: to improve the use and quality of ICT and its access.
- **Priority Axis 3:** to improve the competitiveness of the SMEs of the Agricultural Sector (FEADER) and of the fishery and aquaculture sector.
- **Priority Axis 4:** to support the transition to a low carbon based economy in all sectors.
- **Priority Axis 6:** To protect and conserve the environment and to promote resource efficiency.
- Priority Axis 13: technical assistance

**Projects of territorial specialization and competitiveness (PECTS)**

A PECT is always framed in a territorial strategy predefined by the RIS3CAT and within several instruments conditioned by the regulations and characteristics of the ERDF Operative Programme

The RIS3CAT promotes the concentration of resources and efforts in several strategic goals:

- Emerging activities with high growth potential in the short and medium term
- To improve the Catalan innovation system, to strengthen the competitiveness of businesses, SMEs are particularly important, guiding public politics towards the promotion of innovation, internationalization and entrepreneurship.
- Cross-cutting enabling technologies, ICT are particularly important.
- RIS3CAT has identified 7 strategical sector. We will describe the one which fits better with the AGRI-URBAN network:

1. **Food:** food industry brings together a set of heterogeneous activities ranging from the processing of raw materials of animal and plant origin to the production of "sophisticated" products, such as functional foods.

**ESF- SPAIN 2014-2020**

Goals and priority Axis

- **Priority Axis 1:** to promote sustainability and quality employment and stimulate labour mobility
- Priority Axis 2: to promote social inclusion, tackle poverty and discrimination.

- **Priority Axis 3:** to invest in education and capacity building and professional competences and life-long learning improvement
- **Priority Axis 4:** to improve the institutional capability of public bodies and the efficiency in public administrations.
- **Priority Axis 5:** Sustainable integration of young unemployed people in the labour market. Specially those who are not participating in any training or education activity. The instrument will be the Youth Guaranty programme.
- **Priority Axis 6:** social innovation
- **Priority Axis 7:** transnational cooperation
- **Priority Axis 8:** technical assistance

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (eg. previously funded projects, exploratory contacts, Article 7, etc.)**

Identify your regional Managing Authority

Managing authority: Generalitat de Catalunya (Government of the Autonomous Community of Catalunya)

Previous ERDF and ESF founded projects in Mollet del Vallès:

"Creation and dissemination of an e-platform for business services"		Leader	<b>ERDF</b>
"FORMA-T E INTEGRA-T"		Leader	<b>ESF</b>
URBACT II: Diet for a Green planet		Partner	<b>URBACT</b>
Europe for Citizens	07/1308	Partner	<b>Europe for Citizens</b>
Promotion of self-employment and businesses creation		Leader	<b>ESF</b>
To improve the employability of unemployed people		Leader	<b>ESF</b>
Promotion of stable and quality employment and dissemination of innovate ways of work organization		Leader	<b>ESF</b>
To propose opportunities for social and professional integration of people with disabilities and at risk of exclusion		Leader	<b>ESF</b>

**2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

**2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/ agencies, NGOs, civil society, private sector, etc. ?**

City Departments:

- Department of European projects.





- Department of Strategic Planning
- Area of services to citizens

Public Institutions

- Consortium of Gallecs
- Hospital of Mollet del Vallès

Associations:

- Agroecological Association of Gallecs (local producers)
- Common Soil Foundation: [www.commonsoil.org](http://www.commonsoil.org)
- Agrarian Association of Young Farmers of the Vallès Oriental Region (ASAJAVO)

Private Companies:

- Serunion: Lead company in the public canteens sector (catering services)
- Art Cervesers:

**2.2.2. Will this ULG build on an existing group/ platform/ partnership involving these stakeholders or will this be set up as a new group? Please expand.**

- From an existing group at "internal level":

In terms of city departments we could say that most of the civil servants and departments come from the Local Support Group of the previous URBACT II project: Diet for a Green Planet. As some of the goals of this network are the same ones as the joined transfer network project, there is no need to modify the departments involved. The main novelty is the inclusion of the head of the city strategic planning department.

- New group at "external level":

In terms of private companies, NGO's, association, civil society there are two sources that have to be taken into account:

- 1- Local Council of Urban and Rural spaces: the city hall of Mollet del Vallès has recently renovated the city participation councils and creating by that a new council focused on rural and urban spaces aiming to strengthen the natural and agricultural values of Gallecs and the Besos river in collaboration with all actors in the territory.  
The new Council has not began its work yet but the idea is to invite some of its members to join the UGL. Among its members there will be citizens from the local census of participatory citizenship, associations, NGO's, etc aligned with the goals of the council.
- 2- Current projects: the city hall is set uping new projects in Gallecs connected with the AGRI-URBAN goals. Two of the main projects are the following ones:
  - The establishment of the Common Soil Foundation in Gallecs during the summer of 2016.
  - The decision of the brewery Art Cerveser to intensify its relation with the rural area of Gallecs. The company is currently buying spelt to the local producers of Gallecs but the company board has decided to establish in Mollet next year and buy all the products to the local producers of Gallecs. The company also aims to create a food tourism attracting tourists from Barcelona to Gallecs.

It has not been decided yet but both actors could be very valuable as members of the ULG.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/ position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

Albert Garcia Macian

He is responsible for EU projects at the municipality of Mollet del Vallès and he has already been the Local Support Group coordinator in a previous URBACT II project: Diet for a Green planet.

He is a member of the city administration and has access to all departments.

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

The ULG will cooperate with Local Council for Urban and Rural Spaces and the results will be submitted to the City Council (the main council in the city).



**Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts		Why joining the LG
Consortium of Gallecs	Gemma Safont	Phone	935445397	Agricultural park of Mollet del Vallès
		Email	gsafont@espairuralgallecs.cat	
		skype		
tbc/ Agroecological Association of Gallecs	Santi Duñach	Phone		Association of Local producers of the Agricultural park
		Email		
		skype		
City Hall of Mollet del Vallès	Antonio Martínez	Phone	935719500 (9673)	Responsible of the Food Public Procurement
		Email	amartínez@molletvalles.cat	
		skype		
City Hall of Mollet del Vallès	Raúl González	Phone	935719500 (9525)	Head of the City Strategic Plan: Mollet 2025
		Email	rgonzalez@molletvalles.cat	
		skype		
City Hall of Mollet del Vallès	Magda Dasilva	Phone	935719500 (9699)	EU- projects office
		Email	mdasilva@molletvalles.cat	
		skype		
City Hall of Mollet del Vallès	Albert Garcia	Phone	935719500 (9525) 619805991	Senior/official responsible for the project
		Email	algarcia@molletvalles.cat	
		skype	albert.garcia285	
Art Cerveser	Agri-food SMEs Joan Rota (company manager)	Phone	696491711	Employment, innovation, short circuits of production and consumption
		Email	joan@artcervesers.com	
		skype		
Serunion	Lead company in the public canteens sector	Phone		New markets, short circuits of production and consumption
		Email		
		skype		
Hospital of Mollet del Vallès	Possible transformation of the public canteen	Phone		Healthy habits promotion and new markets
		Email		
		skype		
Common Soil Foundation	Accelerate the restoration of degraded soils, land and ecosystems through regenerative agriculture and land stewardship	Phone	0046 -737852136	
		Email	pieter@commonsoil.org	
		skype		

**2.3. LEARNING AND CAPACITY BUILDING**

**2.3.1. Baseline at partner level in terms of learning needs**

m) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/ problems

**X** We have some experience to share but a lot to learn

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe



n) Please list any specific learning need if relevant:

**2.3.2. Potential contribution to network exchange and learning activities in terms of experience**

m) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

We have started to address this issue at local level  
We do not have much experience in this field

n) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

- We passed a Food policy at Local level last year but it have to be rolled out. We strongly believe that the city of Södertälje has more to share with the network at this level.

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

m) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**

We have practice(s) but we are not sure it is/ they are so good  
We do not have any specific practice, we want to develop one – this is why we joined this network

n) Please list any specific "good practice(s)" that could be shared at network level if relevant:

- New public procurement model which promote seasonal, local and ecological food in public kindergartens. It is also a new market for local producers and an opportunity for the municipality to have indicators about the food quality and promote healthy habits,

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/ action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

We've produced a City Strategic Plan which is not dedicated exclusively to the policy challenge addressed by the network but as it is for the whole city, there are some of the challenges included in it. However, none of them are analysed in depth.

The City Strategic Plan of Mollet was designed 2008 and approved in 2009. The social and economic situation of Mollet and Spain was radically different than the current one. The economic and social crisis has transformed the scenario for cities like Mollet del Vallès. As a City we need a Integrated Action Plan adapted to the current situation and including the new actors.

NO

**3.2. Time frame: when was this integrated urban strategy/ action plan designed? What period does it cover?**

It was designed in 2008 and approved in 2009 and it should last until 2025.



### **3.3. Scope: what were the key objectives of this integrated urban strategy/ action plan and the policy challenges it was meant to address?**

The City Strategic Plan has 1 main purpose and 4 strategic lines and 25 actions:

#### -Main purpose:

"We want Mollet to become a healthy, educative and attractive city within the Baix Valles area. We choose a renewed city model which will trigger more economic activity, with a consolidated population, structured and with a life style of quality. A city which will work in an attractive urban environment achieving a greater recognition and with more important projection at metropolitan and regional level."

#### -4 strategic lines

- 1- To advance in the civica and educative city
- 2- To cooperate and develop the territory of the Baix Valles
- 3- To renew and qualify the urban spaces
- 4- To boost healthy and economic activities.

\*It is important to notice that the strategic lines number 3 and 4 have been merged.

### **3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

We'll answer this question during the meeting focused on City Strategic Planning.

### **3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/ action plan (eg stakeholders involved, co-production process, etc.)?**

The participation during the process:

- 1.850 people (310 students)
- 140 associations
- 160 contributions from web site and "paper" documents
- 360 quires and downloads of documents at the Plan website
- 82 interviews with citizens and associations
- 15 meetings with municipalities from the Valles Oriental and the Baix Valles region
- 12 meetings with the coordinators of the city strategic planning at the Barcelona Province Council
- 10 sessions with participatory city councils
- 12 meetings with the managers of the public companies and institutes in the city
- 10 city strategic workshops at the 4 secondary school of Mollet
- 4 sessions of the plenary council
- 3 session of the local strategic and technical commission
- 10 meetings with local political parties
- 8 meetings with sectorial commissions
- 6 meetings with Workers Trade Unions
- Sessions of the Permanent Commission
- 5 meetings with the responsible for strategic planning in the Valles Oriental region.
- 5 meetings with the Consortium of Gallecs
- 3 meetings with the Mollet's ombudsman
- 3 meetings with former Mayors of Mollet
- 1 seminar to analyse the diagnosis in depth

Projects and actions proposed by citizens and institutions:

350 proposals from the strategic commissions



300 proposals from students  
125 proposals via email and questionnaires

**3.6. Does this integrated urban strategy/ action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES  
 NO

If YES, please expand (eg partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/ action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES  
 NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:



## 10. MUNICIPALITY OF PETRINJA

Short Name: *Petrinja*

Section 1 – Data related to the city		
Details for the contact with the city		
Name of organisation (e.g. Municipality/City Council of xxx)	Town of Petrinja	
Address	Ivana Gundulića 2	
Postal code	44250	
Town/City	Petrinja	
Region	Sisak-Moslavina County	
Country	Croatia	
Website address	www.petrinja.hr	
Details of Lead Coordinator		
Name	Edisa Mašinović	
Phone	+385 44 515 238 +385 99 253 1896	
Fax	+385 44 515 255	
Email	edisa.masinovic@petrinja.hr	
Project responsibility	Team/Area of	Senior Expert for project coordination, Mayors Office Coordinator for Urbact Local Group
Name	Marijeta Grabovac Zec	
Phone	+385 44 515 208 +385 99 323 9602	
Email	marijeta.grabovac@petrinja.hr	
Project responsibility	team/Area of	Senior Expert for agriculture and rural development, Department for economy, agriculture and municipal services Project manager in the project
Name	Željka Tonković	
Phone	+385 44 815 058 +385 98 165 1544	
Email	<a href="mailto:ztonkovic@petra.com.hr">ztonkovic@petra.com.hr</a>	
Project responsibility	team/Area of	Expert Associate in Petrinja Development Agency (Town's agency for EU projects) Member of project team and member of Urbact Local Group

Have you applied to other URBACT projects? Which one(s)?

We have applied as partners in 1st phase in 2 project proposals that are dealing with revitalising city centre. Both projects didn't pass to 21 selected projects.	"Small Cities fi.compass" and "CENTRaL Efficiency - City cENTER Return to Life"
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### General Information

Capital City	Zagreb
Regional capital	Sisak

### Demographic Characteristics of the City

Number of inhabitants	24,671
Youth Population (16-30 years old)	4.425 (15-29 by last census from 2011)
Unemployment rate	22%
Youth Unemployment	757 (data from November 2015)



Income per capita	3.224 EUR per capita (data from 2010-2012.)
Location (region) – short description about main business, social and environmental characteristics of your region	<p>Town of Petrinja is situated in the continental region of Croatia, in Sisak-Moslavina County. It is the 2nd largest city in the County with 24,671 inhabitants.</p> <p>Petrinja has an excellent location from which we can deliver manufactured products to the EU and SEE markets. Our first class road and rail links ensure that many EU markets can be serviced in twenty-four hours or less. Examples include Vienna (450 km), Munich (500 kms) Budapest (420 kms), Bosnia &amp; Hezegovina (borders with SMC) and Serbia (250 km).</p> <p>Before 1990's Petrinja had developed industry and agriculture, with big working companies. After the war the city was ruined and economy destroyed, these companies largely failed to restructure. Economy is still under revitalization. Holders of the economy in Petrinja today are small entrepreneurs, artisans and crafts and small family farms. Production of natural, organic products from small family farms are increasing every day.</p>

**Short description of your city, in line with AGRI-URBAN goals**

The Town of Petrinja has rich agricultural history. Its location is in the rural area where the most of population still works and lives from agricultural production. The rural area surrounding the city is recognizable in its beauty and untouched nature. Most of small family farms want to produce organic products and they need education. Town government has a some initiatives that have been good for the city agricultural production that are in cooperation with AGRI-URBAN development:

-EDUCATION: The establishment of Centre for plum and chestnut - Public Institution for Adult Education for improving farming with innovative production, EU regulations and education of farmers. Today, it is the lead institution in providing educations and workshops for farmers and all in relation of agricultural sector. They have implemented some EU projects regarding experimental plantations of chestnuts and other cultures that this area is rich and recognizable with.

- EMPLOYMENT: Local government recognized organic farming as the future sector for their farmers. They have implemented subsidies for farmers in organic production. Every newly employed person in organic production gets approx. 200 euros of subsidies every month during the first year of employment.

- ORGANIC FOOD: "Green House" is a project of local government in implementation. The main objective is to open a "Green House" in city center where citizens can buy organic food and other homemade products, souvenirs and crafts to support the local small farms and "buy local". Main organic products in Petrinja are: cheese, honey, lavender, wine, "rakija"- schnapps, honey schnapps, liqueurs from various fruits, eggs, meat sausages, jams, products from chestnut and plum and many other.

- HOUSE OF HEALTH – an NGO managed place in the city center which addresses young people, children, third-generation, or older people whose population is increasing and who have their own specific needs, but not in a way to be a hospital or health facility. Specifically, House of Health is working complementary to the health system, and its goal is to prevent, pay attention to the promotion of health and to promote the health, healthy lifestyles and everything that affects our health throughout life like increasing number of non-communicable chronic diseases that are the result of how we live. Living under stressful conditions certainly has repercussions on the health of citizens and Petrinja is dealing with the problem.

- RURAL TOURISM- Near town's area there are beautiful rural houses where you can eat homemade food. This part of tourism is in progress and not fully developed but it has a lot of potential. We have a few rural tourism places lik "The Arc Tišinić" led by the family Tišinić, Millstone resort and others. Website of Petrinja tourist board: <http://petrinjaturizam.hr/>.

- FAIRS – There are 2 main fairs in Petrinja that are economic fairs – St. Lowrence Day 10. 08. and Tominje, weekend before Christmas. At the fairs every known farmer, craftsmen another participate and show their products. These fairs have a great number of visitors, especcially St. Lowrence Day, patron saint of the city, where we have visitors from other cities not just people



form Petrinja.

**Why would like to join AGRI-URBAN?**

- lack of knowledge about modern, organic farming/additional training of farmers;
- lack of knowledge in marketing activities and product placement/education for farmers;
- promoting local products vs. supermarkets;
- placing homemade organic products in local schools, kindergartens, home for elders etc.;
- lack of encouragement for starting new small organic farms;
- lack of knowledge and interest in EU (CAP) grants to be competitive/lack of understanding of amount of administration for applying (farmers)/education of farmers;
- lack of knowledge about economy development based on the cultivation of chestnut;
- to produce an AGRI-URBAN strategy for strategic actions that can lead to better quality of life, promote; organic and healthy food, help local farmers place their products and all combined with urban needs of everyday life with cooperation of all stakeholders (local government, NGO's, small farmers, tourist board etc.);

We have a lot of potential in this field because of the natural resources and location.

**There are existing strategies and plans in line with AGRI-URBAN project?**

NO. We have no existing strategy as a document, only initiatives like the ones mentioned.

**Section 2 –Network activities for phase 2**

**2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK**

**2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN)?**

Local problems are there is the need to inform and educate more farmers how to be more competitive, to produce organic food and for young people to start their own farms. They need to know accounting and to comply with new legal obligations for farmers, especially how to get the subsidies from European Agricultural and Rural Development Fund. The response so far was low regarding the fact that this is farming territory.

Also the main problems with the existing farmers are that they don't use email so the information flow is low. They have a habit of going personal to agencies to get information and that is why we think they need a Farmers incubator for getting all information and help in one place. The main challenge is to get farmers products on the market so the promotion of their products is very important.

**2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.**

The priority at local level is economic development. We want to bring new entrepreneurs and production in the city so we can build the economy and bring work for unemployed people. In this policy issue farmers are included. The city administration is doing everything to promote them on fairs across the country and has given subsidies for every newly employed person in organic farming.

These kinds of subsidies don't exist anywhere in the country so this is really high on the local political agenda. Reason for that is to start the economy and due to high unemployment rate in Petrinja, open new work possibilities.

**2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?**

The policy that has been implemented is subsidies for new employment in production, service and ecological-production. Also, the city opened a public institution for education of farmers "Centre for plum and Chestnut" that is places in the rural area of the municipality.

**2.1.4. Do you had previous experience of working through transnational exchange on this topic?**

We have no previous experience of working through transnational exchange on this subject.

**2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?**





To make an Action plan that will organize the methods we already have and the new ones into one strategic goal to educate farmers, get young farmers involved, to promote natural products and to raise citizens' awareness of buying local natural products and healthy lifestyle.

We would like to define in the Action plan educational activities, farming activities, marketing and promotional activities, and support activities for farmers like accounting and administration organizing and participating fairs etc. To get all activities in one strategy document that will be the guide for local government in development of agricultural sector.

**2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?**

We would like that Action plan becomes a live document that will steer the local government to get new policies for farmers and be aware with development needs of farmers.

**2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?**

Croatia has 2 Operational Programmes and Rural Development Programme. They all cover the whole country. The one that is in the relation with the project is Rural Development Programme.

ERDF - **Operational Programme Competitiveness and Cohesion 2014 - 2020**

ESF - **Operational Programme Efficient Human Resources 2014-2020**

EARDP - **Rural Development Programme of the Republic of Croatia for the Period 2014-2020**

**2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?**

The Measures that can be relevant with the policy challenge in the project are:

M01 - Knowledge transfer and information actions

Priority 2 "Enhancing the profitability of agricultural holdings and competitiveness of all types of agriculture in all regions, and fostering innovative agricultural technologies and sustainable forest management, with emphasis on the following focus areas"

Focus Area 2B: Facilitating entry of adequately skilled farmers into the agricultural sector, with an emphasis on generational renewal.

Priority 3 "Promoting food chain organization and risk management in agriculture": Focus Area 3A: Improving competitiveness of primary producers by better integrating them into the agri-food chain through quality schemes, adding value to agricultural products, promotion in local markets and short supply circuits, producer groups and organisations and inter-branch organisations;

M04 - Investments in physical assets

Priority 2: Enhancing farm viability and competitiveness of all types of agriculture in all regions and promoting innovative farm technologies and the sustainable management of forest

Priority 3: Promoting food chain organisation, including processing and marketing of agricultural products, animal welfare and risk management in agriculture

M06 - Farm and business development

6.3.1. Support for young farmers- business start-up aid for young farmers

6.3.2. Support for investments in establishing non-agricultural activities- business start up aid for non-agricultural activities in rural areas.

M11 - Organic farming

M11.1. Payment to convert organic farming practices and methods

M11.2. Payment to maintain organic agricultural practices and methods

**2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)**

Identify your regional Managing Authority

We have good working relations with our Managing Authorities. The MA for Rural Development Programme is Ministry of Agriculture, Directorate for Management of EU Funds for Rural Development, EU and International Co-operation. This Programme has approved in the 2<sup>nd</sup> half of the 2015 so there wasn't any Calls for proposals except some for farmers. When we were in contact the communication was very good.

**2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER**

**2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc. ?**



The key local stakeholders are representatives that have connection with the project theme and can be involved in creation of new policies that are realistic and workable. We have selected representatives from many sectors. Every selected organization will have one representatives on our meeting and this is not final group because if there will be new stakeholders that want to be involved they can come.

Local stakeholders are listed in the table below with Edisa Mašinović and Marijeta Grabovac Zec as leader/ULG coordinator and project manager, and also Željka Tonković as an important member of project team.

**2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.**

This will be a new group that we will set up for the project. We hope the group will last after the project ends and to develop new ideas on the subject. This group will be the first of the kind that will be combination of stakeholders from all sectors with the same aim - AGRI-URBAN. Making a connection with agricultural products and placing them to the citizens, raising awareness about healthy local products vs. supermarket groceries in the city.

**2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)**

ULG Coordinator will be Edisa Mašinović, senior expert for project coordination in Mayor's Office, who works in partner organisation Town of Petrinja and is in daily communication with local stakeholders in many fields, and also with town departments, main public companies and institution, associations, development agency etc.

She has certificate for Head of projects and programs of local and regional development and experience in preparing and implementing a few projects. Connection with the city administration is very good because the cooperation exists in almost every town project.

Also her job is head of the Unit for Intervention plan of Town Petrinja, which is the specific territorial Strategy plan and in process of preparation, because Petrinja is one of the 5 towns which are elected to participate in Program of integrated physical, economy and social regeneration of small towns in war affected areas of Ministry of regional development and EU funds. She also must coordinate with Partnership for Intervention plan whose members are representatives of public, private and civil sector and who will participate in the development and implementation of this Intervention plan.

She is directly in contact with all Head of the Departments and with the Mayor.

**2.2.4. How will the ULG work for the co-production of the integrated action plan?**

The ULG will be presented the project and their multi-dimensional concept of sustainability which includes three types of objectives. That is why we have picked members that will cover all three objectives. The ULG will have meetings in accordance with the project and how many times the group needs to have a meeting or more often if necessary. We will bring our own ideas that can be in use for the integrated action plan and how to stimulate citizens and farmers to be more active in this subject. After every meeting we will have Minutes send to other project partners and consult with their ideas or opinion. ULG will discuss ideas from other cities and if they can apply use it.

The ULG will be motivator and organizer of events and activities that can have affect to the public and for implementation of the project.

**Fill out the table with your ULG members**

Organization name	Profile (short description)	Contacts	Why joining the LG
Petrinja Development Agency	Town development agency - public institution	Phone: +385 815 058 Email: info@petra.com.hr	In communication with local stakeholders and farmers as well. They give information, education, prepare projects funded by national and EU funds for the applicants. Technical support.
	LAG is an NGO that is implementing LEADER	Phone +385(0)91/56 9-7744	They are the operating link between the local farmers and

Local Action Group Zrinska Gora-Turopolje	approach - Links between actions for the development of the rural economy.	Email	ured@lag-zrinskagora-turopolje.hr	EU funds. They promote local products at fairs and finance participation on fairs for farmers etc. A vital part of the Urbact local group.
		skype		
NGO "Naš život"	General objective of the NGO is care for older citizens, operating the House of Health for all citizens and importance for leading healthy life, education about prevention of diseases, public-health actions etc.	Phone	+385 44 813 384	Important part of community and leader in prevention of diseases, care for older citizens and healthy diet. Can be important for project development. Have experience in EU funded projects from European Social Fund.
		Email	<a href="mailto:udruga@nas-zivot.hr">udruga@nas-zivot.hr</a>	
		skype		
Student cooperative "Bratovština", High school Petrinja	Bratovština is an agricultural student cooperative that plant and produce their own products with the help of their teachers and sell their products like natural apple juice, cheese, apple chips, sausages etc.	Phone	+385 44814142	Important in providing education and help for young students who want to become farmers and other citizens. They can be very helpful with their knowledge and experience.
		Email	<a href="mailto:ravnatelj@ss-petrinja.skole.hr">ravnatelj@ss-petrinja.skole.hr</a>	
		skype		
Centre for plum and chestnut	Public institution, leader in education of farmers and exploration of experimental plantation of plants specific for continental Croatia or Sisak-Moslavina County.	Phone	+385 44826096	Representatives from this institution have a vital part in education existing farmers of new EU regulations about using products like pesticides or new farming methods.
		Email	<a href="mailto:centar.sljiva@gmail.com">centar.sljiva@gmail.com</a>	
		skype		
Tourist Board Petrinja	Tourist Board Petrinja, lead organizer and promoter of town of Petrinja, its economy, farmers and culture in economic fairs in Petrinja and across the country.	Phone	385 (0)44 813 876	Having knowledge in organizing fairs, contact with lead local farmers.
		Email	<a href="mailto:kontakt@petrinjaturizam.hr">kontakt@petrinjaturizam.hr</a>	
		skype		

## 2.3. LEARNING AND CAPACITY BUILDING

### 2.3.1. Baseline at partner level in terms of learning needs

o) Please tick the most relevant box:

We have experience tackling **AGRI-URBAN** challenges/ problems

We have some experience to share but a lot to learn

We want to be involved in **AGRI-URBAN** to learn from other parts of Europe

p) Please list any specific learning need if relevant:

### 2.3.2. Potential contribution to network exchange and learning activities in terms of experience

o) Please tick the most relevant box:

We have successfully implemented policies/ actions related to **AGRI-URBAN** policies but we know we can improve

We have started to address this issue at local level



We do not have much experience in this field

- p) Please list any specific policy approach/ project related to the network topic that could be shared with the partners if relevant:

**2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)**

- o) Please tick the most relevant box:

We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in **AGRI-URBAN**

- We have practice(s) but we are not sure it is/ they are so good

We do not have any specific practice, we want to develop one – this is why we joined this network

- p) Please list any specific "good practice(s)" that could be shared at network level if relevant:

- Opening the House of Health in European cities, subsidies for employment at farms that are growing organic food.

**2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?**

More educational activities to inform citizens about healthy lifestyle. It is important to increase the awareness of citizens so they will buy more organic food produced in the villages nearby.

Also, there is the need to inform and educate more young farmers so they can start a farm. We have an idea to establish an Agro-incubator that can be in service to farmers.

**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions

- NO

**3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?**

**3.3. Scope: what were the key objectives of this integrated urban strategy/action plan and the policy challenges it was meant to address?**

**3.4. Integrated approach: how was this strategy/ action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/ action plan (e.g. stakeholders involved, co-production process, etc.)?**

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES

NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)

**3.7. Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**



Please tick the relevant box:

YES

NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:



## 11. MUNICIPALITY OF MOUANS-SARTOUX

*Short Name: Mouans-Sartoux*

<b>Section 1 – Data related to the city</b>	
Details for the contact with the city	
Name of organisation (e.g. Municipality/City Council of xxx)	Ville de Mouans-Sartoux
Address	Place du Général De Gaulle
Postal code	06370
Town/City	Mouans-Sartoux
Region	Provence Alpes Cote d'Azur
Country	FRANCE
Website address	<a href="http://www.mouans-sartoux.net/">http://www.mouans-sartoux.net/</a> et <a href="http://restauration-bio-durable-mouans-sartoux.fr/">http://restauration-bio-durable-mouans-sartoux.fr/</a>
Details of Lead Coordinator	
Name	PEROLE Gilles
Phone	0632601505
Fax	0492924707
Email	gilles.perole@mouans-sartoux.net
Area of responsibility	Adjoint au Maire délégué à l'enfance et à l'éducation
Name	RAIBON Elsa
Phone	0648971211
Fax	0492924707
Email	elsa.raibon@mouans-sartoux.net
Area of responsibility	Conseillère municipale

Have you applied to other URBACT projects? Which one(s)? NO.

### **General Information**

Capital City	PARIS
Regional capital	MARSEILLE

### Demographic Characteristics of the City

Number of inhabitants	10 464
Unemployment rate	10.5% unemployment rate The town has 6400 active jobs for 4700
Income per capita	Median income per consumption unit (INSEE 2012): € 24,319/year Number of tax households (INSEE 2012): 4086
Please add any other demographic information that might be relevant to your particular geographic project area (e.g. statistics about migrant populations, young people, large elderly population, etc.)	The Alpes-Maritimes department is a peculiar department: it is composed of a very large mountainous area (south end of the French Alps) and is limited by the Mediterranean Sea in the South: over 90% of the population lives on a very populated coastal strip which represents less than 10% of the total territory of the Department. Mouans-Sartoux is located at the boundary between this significant, yet sparsely populated, mountainous area and the overcrowded narrow coastal strip. In 1964, Mouans-Sartoux, which accounted for just 2200 inhabitants, hosted 500 people from the community Harkie repatriated from Algeria (end of the decolonization period). This community represents the Algerians who decided to fight along France within the Algerian conflict. This community established well



	in Mouans-Sartoux and it remains one of the largest Harkie community within the department.
Location (region) - short description about main business, social and environmental characteristics of your region	Mouans-Sartoux is a city of 10,000 inhabitants. It is located at the center of a tripolar agglomeration (Cannes-Grasse-Antibes) of over 450 000 inhabitants. Due to intense geographical constraints (see above), this agglomeration has the inability of growing and extending towards its periphery. Thus its development exerts strong pressure on municipalities located in the center of this triangle: Mouans-Sartoux is therefore subject to this pressure, which becomes even more intense in terms of forest and agricultural land conservation within our territory.

***Please provide a short description of your city, in line with AGRI-URBAN goals***

The town of Mouans-Sartoux has historically be strongly connected to the perfumers of Grasse and had a large agricultural perfume plant farming. In recent decades, economic and land pressure have pushed agriculture away from the area. The Agenda 21 of the city has set a goal of achieving food self-sufficiency capacity within our territory. In the same time, we aimed at developing a project seeking to reach 100% organic and local food served for lunch meals in the canteens of Mouans-Sartoux Schools.

The city hired a municipal farmer who produces vegetables eaten every lunch by the students. In October 2012 the urbanism local plan has decided to triple the amount of agricultural areas of the city. It remains a strong act on the Riviera where the land is highly sought for real estate. Since then, the city has decided to help farming development within its territory by supporting new farms creation on our territory (subsidizing creation, farming land protection within the territory, etc.).

***Why would like to join AGRI-URBAN?***

The main challenge for our community is to move from a planned document that is tagging agricultural land to putting into realistic land operation. Therefore, we must convince the owners to agree to rent their land for farming exploitation. It is also necessary to help farmers to settle in our territory. Another challenge to overcome is to contribute to an effective short supply chains development in order to be able to supply to the population. Organic production methods remain a priority for our city.

***There are existing strategies and plans in line with AGRI-URBAN project?***

YES. Our main goal is to enhance organic food production in our territory to respect Human Health and the environment. This plan is articulated into 3 specific strategies:

- Develop a sustainable food "home". This project is currently under development, with a strong educational component for children and citizens of Mouans-Sartoux. This place has been thought to develop strong connections with national and international project in order to facilitate accessibility, spreading and sharing of the information;
- Connect the local agriculture to institutional and collective catering. Such entity is part of all cities and remains an important market where leverage can be applied;
- Increase the number of farmers by helping them to start their farm on our territory.



## Section 2 – Network activities for phase 2

### 2.1. POLICY CHALLENGE ADDRESSED BY THE NETWORK

#### 2.1.1. What are the local problems/challenges faced in your city in relation to the selected AGRI-URBAN?

How can Mouans-Sartoux contribute to the development of new farms on our territory? The main issue is to find farmers that are willing to set up their exploitation locally. The space has already been delimited and “allocated” for farming on the city land (see part 3.2 and 3.3). Most importantly, the city has to work locally with the private land owners. Considering the real estate high profitability and land restriction, they are very reluctant to rent their land for farming activity, they would rather wait and let the space free of farming activity.

#### 2.1.2. Is this policy issue a priority at local level? Does this stand high on the local political agenda? Please expand.

This is high priority for Mouans-Sartoux but not really at the territory level. MS is the only one city that has taken action for such land restriction for farming for the whole Department (county equivalent).

There is one other experimental Project of multi farmers regrouping on a 30-acres-land. This project is occurring further away in the rural semi-mountainous part of the county (more farming land than in our area), with the goal of selling to areas closer from the littoral.

#### 2.1.3. What are the policies, strategies and actions that have already been developed (and perhaps implemented) by the partner in relation to AGRI-URBAN problems/challenges?

See part 3.2 and 3.3

#### 2.1.4. Do you had previous experience of working through transnational exchange on this topic?

We have developed previous collaboration with national universities (Nantes and Madrid) and our project was presented internationally in South America. Moreover, we have had previous contact with Canada in relation to our AGRI-URBAN project.

#### 2.1.5. What is the likely focus of the Action Plan to be produced as an output through participation in the AGRI-URBAN?

We want to improve the number of new farmers to start their activity on our territory, with a focus on organic farming for which we will continue to propose a financial help (limit of 15000€).

We also want to work on food transformation in order to improve our organic crop optimization and reduce our costs for the best offer.

Last but not least, we aim to work on mutualisation process with private farmers to develop a new business model locally for food transformation.

#### 2.1.6. What change do you hope to see at local level as a result of the implementation of the Action Plan (in terms of local policies, local governance, etc.)?

The governance and policies are already been set up. We have to work on adapted models for implementation.

#### 2.1.7. What are the Operational Programmes covering your city/region (ERDF, ESF)?

N/A

#### 2.1.8. Which priorities of these Operational Programmes (OP) would be relevant to the policy challenge addressed by the partner in the network?

N/A

#### 2.1.9. What working relations does the partner have with the Managing Authorities of these OPs (e.g. previously funded projects, exploratory contacts, Article 7, etc.)?

N/A



## 2.2. URBACT LOCAL GROUP TO BE SET UP BY THE PARTNER

### 2.2.1. Who are the key local stakeholders to be involved in the Local Group (ULG) in terms of city departments, local organisations/agencies, NGOs, civil society, private sector, etc.?

This group aims to be a mix of all (city departments, local organisations/agencies, NGOs, civil society, private sector). It will be led by the city of Mouans-Sartoux and we will rely on an existing network. At least one stakeholder (potentially 2) will be scientists/ researchers focusing on the Right for food access.

### 2.2.2. Will this ULG build on an existing group/platform/partnership involving these stakeholders or will this be set up as a new group? Please expand.

This will be a new group, led by the city of Mouans-Sartoux. It will rely on an existing network that we previously established and built up over time while establishing the city-owned farm.

### 2.2.3. Who will be the coordinator of the URBACT Local Group? Please provide background information (organisation in which the coordinator is working, role/position, connections with the city administration and relevant city departments, experience in running such local partnerships...)

MS will ensure proper coordination, with 1 FTE for field work. We have already ran pilot committee groups with multi partners.

### 2.2.4. How will the ULG work for the co-production of the integrated action plan?

The group will be part of the validation process of the project + setting up yearly objectives + On-going evaluation with adjustments if needed/appropriated and final step evaluation.

### Fill out the table with your ULG members

Organization name	Profile (short description)	Contacts		Why joining the LG
Chambre de l'Agriculture	County/Departmental Collectivity	Phone		
		Email		
		Skype		
University Scientist/ Researcher	U. of Nantes, Fr	Phone		
		Email		
		Skype		
AgriBio 06	Non for Profit Organization (organic food and network)	Phone		
		Email		
		Skype		
Private Land Owner	TBD x2 probable	Phone		
		Email		
		Skype		
Agglomération du Pays de Grasse	City/county collectivity (group of cities)	Phone		
		Email		
		Skype		



Epicierie Sociale	Social grocery shop for underprivileged MS inhabitants for access to food and basic products	Pho ne		
		Ema il		
		skyp e		
City-owned on-site farmer and head of Green Space for Mouans-Sartoux		Pho ne		TBConfirmed (Sébastien et Frédéric)
		Ema il		
		skyp e		
Mouansoise du Commerce Equitable (MCE)	Non for Profit Local and Organic Shop	Pho ne		
		Ema il		
		skyp e		

<b>2.3. LEARNING AND CAPACITY BUILDING</b>
<b>2.3.1. Baseline at partner level in terms of learning needs</b>
<p>a) <u>Please tick the most relevant box:</u>  <input checked="" type="checkbox"/> We have experience tackling <b>AGRI-URBAN</b> challenges/problems  We have some experience to share but a lot to learn</p> <p>We want to be involved in <b>AGRI-URBAN</b> to learn from other parts of Europe</p> <p>b) <u>Please list any specific learning need if relevant:</u></p>
<b>2.3.2. Potential contribution to network exchange and learning activities in terms of experience</b>
<p>a) <u>Please tick the most relevant box:</u>  <input checked="" type="checkbox"/> We have successfully implemented policies/actions related to <b>AGRI-URBAN</b> policies but we know we can improve  We have started to address this issue at local level  We do not have much experience in this field</p> <p>b) <u>Please list any specific policy approach/project related to the network topic that could be shared with the partners if relevant:</u>  City-shared farm; school kitchen for organic lunch meals for all MS children.</p>
<b>2.3.3. Potential contribution to network exchange and learning activities in terms of good practice(s)</b>
<p>a) <u>Please tick the most relevant box:</u>  <input checked="" type="checkbox"/> We think we have some practice(s)/ project(s) that could be regarded as "good practice(s)" in <b>AGRI-URBAN</b>  We have practice(s) but we are not sure it is/ they are so good</p> <p>We do not have any specific practice, we want to develop one – this is why we joined this network</p> <p>b) <u>Please list any specific "good practice(s)" that could be shared at network level if relevant:</u>  Sustainable food education program (children, schools, communities, collectivities);  Connexion between collective catering and farming;  City-shared farm.</p>
<b>2.3.4. What key capacities should be enhanced in the city in relation to AGRI-URBAN?</b>
We want to increase the link with private partners (farmers, other food processing needs, private land owner, etc.).



**Section 3 – Information related to the baseline situation of the partner in terms of existing Integrated Urban Strategy/ Action Plan**

**3.1. Has the partner already produced an integrated urban strategy/action plan dedicated to the policy challenge addressed by the network, and using an integrated and participatory approach?**

Please tick the relevant box:

YES - if yes, go to 3.2. and following questions  
 NO

**3.2. Time frame: when was this integrated urban strategy/action plan designed? What period does it cover?**

Urbanism plan modification to include farming land preservation (min. space restriction for farming) was voted in October 2012, after more than one year of discussion. It has not limitation in time, but mainly secures farming space on our territory. We also voted a financial help (max. 15k€) that could be given to any *organic* farming creation.

**3.3. Scope: what were the key objectives of this integrated urban strategy/action plan and the policy challenges it was meant to address?**

See above for detail.

**3.4. Integrated approach: how was this strategy/action plan integrated? What were the main dimensions addressed (economic, social, environmental)? Please illustrate with actions foreseen under each dimension.**

Between 2012 and 2015, 4 new farms were opened, bringing not only economic activity and employment on our territory, but also encouraging organic farmers to develop their activity (1 farm received the financial help). There is also a social implication as the organic farmer is a third generation farmer in our city and the first one to start an organic only farming business.

**3.5. Participatory approach: What kind of participatory approach was developed for the production of this integrated urban strategy/action plan (e.g. stakeholders involved, co-production process, etc.)?**

See above: financial help for heavy investment up to 15k € max. We are trying to include more private stakeholders most notably the farming land owners to include them in the process.

**3.6. Does this integrated urban strategy/action plan embed some policy approaches or good practices coming from a transnational cooperation project?**

Please tick the relevant box:

YES  
 NO

If YES, please expand (e.g. partner was involved in a transnational cooperation project? Other?)  
 AGRI-URBAN (URBACT III)

**3.7. Does this strategy/action plan include a set of result indicators and a monitoring framework to follow up on progress with these indicators?**

Please tick the relevant box:

YES  
 NO

If YES, please illustrate with the main indicators developed and briefly present the monitoring framework in place:

Besides quantification (N of farmers and space/land measures).

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