

Manifesto for the Joint Celebration of the INTERNATIONAL DAY OF MARKETS

The market, the social and economic heart of our cities

The representatives from the cities of Barcelona, Venice and Florence, as Leaders of the projects URBACT MARKETS, CENTRAL MARKETS and MARAKANDA, respectively, together with the backing of a number of other cities listed below, aim to declare the Commitment of their respective municipal governments to the promotion of the retail markets¹, selling both food and non-food items. They consider, on the one hand, their fundamental role in local commerce in their cities and, on the other hand, their function as catalysts for urban regeneration and social cohesion.

To show this commitment, the signatory cities and other bodies engage to actively participate in the organization of the **INTERNATIONAL DAY OF MARKETS**, as an expression of their support for a shared vision of the role and conception of markets as expressed below.

Moreover, in order to pursue long-term strategies, to ensure constant coordination and connection among the cities involved and to develop joint activities and transnational projects to promote retail markets in Europe and beyond, the signatory cities and bodies express their willingness to revitalize the European Network of Markets named EMPORION, founded in Barcelona in January 2006. EMPORION was born to defend and strengthen the position of markets in European society and the important role of markets in the European construction process and its role is deemed very important by the signatory cities and organizations.

THEY DECLARE THAT

- They value the significance of retail markets. Extrapolated figures from a survey carried out in 2008 showed that some **25,000 retail markets**, including open-air/street and covered markets, operate in the European Union, with more than **450,000 retail market traders** operating businesses in those markets. Additional to that, over **1 million people** were deemed to be working in these retail markets, with the total turnover surpassing **Euro 40 billion**.
- Several core **socio-economic benefits**, derived from the existence of retail markets within local economies and communities, have been identified. These include:

¹ A Retail Market means those premises, often covered buildings, which unite a variety of commercial establishments and retail entrepreneurs that provide a wide commercial offer of food products of daily consumption complemented by other non-food products, and all this under a unity of management". (Definition according WUWM)

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- **FOSTERING SOCIAL COHESION.** Markets provide a point of exchange between various strata of society, generate a “sense of belonging to a neighbourhood” and have a key social and cultural support role, highlighting civic values, through the recovery, dissemination and exemplification of these values.
- **SUPPORTING THE INCLUSION OF THE MOST VULNERABLE IN THE COMMUNITY.** They are a unifying constituent of cities and neighbourhoods, a centre for services and an element of integration for the elderly, immigrants and people at risk of exclusion.

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- **BOOSTING EMPLOYMENT through SMEs and ENTREPRENEURSHIP.** Markets are key actors in the generation of economic activity in cities, being structural elements of commerce that generate business dynamism and employment. These include retail market traders, local producers, along with logistics and distribution companies.

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- **URBAN AND ECONOMIC REGENERATION.** Markets are a valuable tool for a more integrated and cohesive urban planning. They can be used as part of the regeneration of historical centres and rehabilitation of neighbourhoods, at a social, cultural and economic level.
- **PROMOTING CULTURE AND ATTRACTING TOURISM.** Markets are the essence of social and cultural heritage of each community. As such, they act as a pole for local and foreign tourism, promoting gastronomy and culinary tradition.

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- **REDUCING ENVIRONMENTAL IMPACT.** By promoting commerce of proximity, markets help to avoid the use of private transport. In this way they reduce pollution and contribute to building an integrated city.
- **PROVIDING SUPPORT TO LOCAL AGRICULTURE.** They develop a model that encourages the links between urban and rural, bringing together producers and artisans.
- **ENCOURAGING LOCAL PRODUCTION AND CONSUMPTION.** This guarantees quality and variety of products, the consumption of seasonal products as well as local and regional excellence and variety.

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- **ENHANCING THE HEALTH OF THE CITIZENS.** Markets are vital players in ensuring European consumers have access to affordable and good-value fresh produce, with increased choice and product diversity. Markets are also key in the promotion of healthy alimentary habits offering a location for public and good information dissemination
- **FACILITATING MONITORING OF FOOD STANDARDS AND QUALITY CONTROL MEASURES.**

THEY UNDERLINE

that despite the growing collection of European data providing evidence of the vital role retail markets play in supporting the goals of cities and local governments, European retail markets do not always benefit from the most suitable locations, nor sufficient urban planning recognition or funding. The signatory cities and bodies believe that all these features and values represent an historic and cultural legacy that we must strive to protect and strengthen.

Having regard to the elements highlighted above,

THEY EXPRESS

Their commitment to promoting the following objectives:

- To encourage local government to **put the markets on the agendas** (to integrate them in urban planning strategies and allocating investments to them). Retail markets cannot function optimally in premises with bad conditions, without promotional/marketing funds, nor can they operate competitively without effectively funded management able to provide for basic needs such as good lighting, sufficient parking, as well as safe and hygienic amenities.
- To **encourage the EU to also recognize** in the Operational Programs and other Financial Instruments **the relevance** that markets have and the contribution they make in the cultural, social, economic and environmental fields in order to facilitate the obtaining of financial resources needed to strengthen their benefits for the EU citizens.
- To encourage the local authorities and the EU to consider markets in the **national and EU retail policy**: studies and statistical analyses within various European member states provide ongoing evidence of the importance of markets to implement effective retail policy.
- To encourage continued vigilance by market authorities, national administrations and the EU to update their knowledge of the contribution markets make to the economy, as well as to promote and protect the markets through their legislation, especially concerning the implementation of the **European Service Directive** (Directive 2006/123/EC).
- To support the belief that food distribution must comply with several **social and ethical goals** and it should include a preference for fresh produce over industrialized products.
- To encourage increased attention within local, national and regional governments for ensuring opportunities are taken by decision-makers to support **increased professionalism in markets**, both in the management and trading conducted on retail markets, thereby supporting the integral public-service role of these businesses.
- To urge organizations such as the **United Cities & Local Government (UCLG)**, **Eurocities** and **CEMR/CCRE** to place public market discussions back on the international agenda.

- To work together, establishing national and European strategies to place markets squarely on the political agendas of respective States and of the European Union.
- To collaborate with other networks such as the World Union of Wholesale Markets to pursue common objectives and realize joint initiatives in order to raise awareness on the important role played by markets as engines of economic development, social cohesion and for the promotion of cultural values.
- To foster private initiatives in the promotion and revitalization of retail markets in the urban and peri-urban context in order to achieve the common goal of creating more balanced patterns of economic and social development in the territories involved.
- The signatory cities commit to study the appropriateness of formally constituting EMPORION in a formal Association. This Association would furthermore pursue the achievement of the aforementioned objectives as expressed in this Manifesto, the coordinating of the celebration of the International day of Markets for the years to come and will be entrusted to apply for the official recognition of that day.

TO MAKE THESE OBJECTIVES MORE VISIBLE, THEY EXPRESS THEIR UNDERTAKING TO ACTIVELY PARTICIPATE IN THE CELEBRATION OF THE INTERNATIONAL DAY OF MARKETS, BY THE ORGANIZATION IN THEIR CITY OF A NUMBER OF FREE-FORMAT ACTIVITIES AROUND THEIR MARKETS.

The activities will be organized by the signatory cities on the same date in Spring 2014, and this Day will be celebrated for the years to come until the obtaining of the recognition of the International Observance of that Day by a competent International Body.

Other cities or organizations who are not currently involved in either of these projects are also actively encouraged to adhere to this initiative

January 2014

SIGNATURES

Barcelona (Spain)

Venice (Italy)

Florence (Italy)

Torino (Italy)

London (Great Britain)

Genova (Italy)

Maribor (Slovenia)

Dublin (Ireland)

Xhanti (Greece)

Bratislava (Slovak Republic)

Toulouse (France)

Limassol (Cyprus)

Usti (Czech Republic)

Wroclaw (Poland)

Favara (Italy)

Krakow (Poland)

Pecs (Hungary)

Suceava (Rumania)

Veszprem (Hungary)

OTHER BODIES

WORLD UNION OF WHOLESALE MARKETS (WUWM)

Conservatoria delle Cucine Mediterranee (Italy)

Region of Attica, Athens, (Greece)

National Research Center, Cairo, (Egypt)

Souk el Tayeb Beirut (Lebanon)