

# AGRI-URBAN

## *Our learning and sharing journey*

### Final Report



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**★ URBACT**  
Driving change for  
better cities

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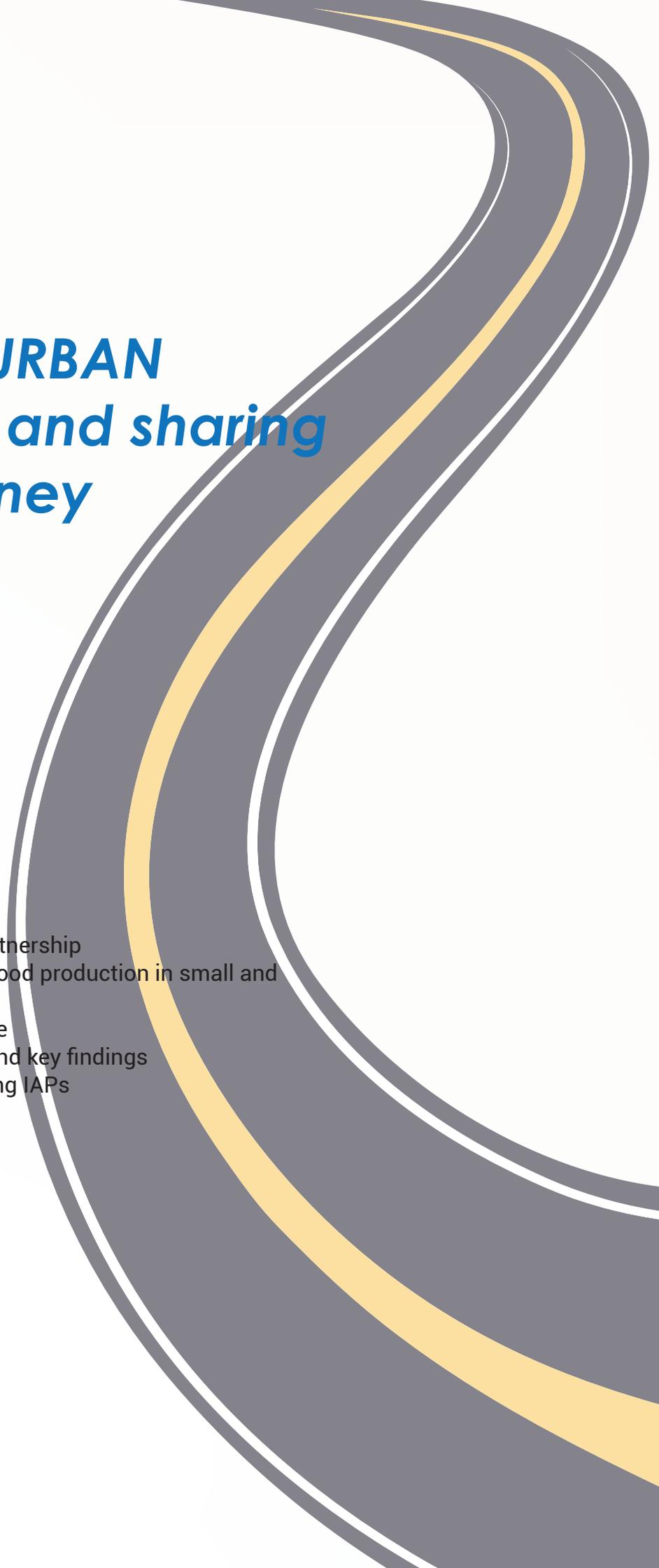
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# **AGRI-URBAN**

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## Summary



This publication is the final technical report of AGRI-URBAN project, named "AGRI-URBAN - Our learning and sharing journey" and it describes and analyses the process used in the project to build the cities Integrated Action Plans (IAPs).

- ✦ Section 2, **AGRI-URBAN vision and partnership**, sketches the project vision and the individual visions of each AGRI-URBAN city.
- ✦ Section 3, **Rationale: re-thinking agri-food production in small and medium cities**, describes the key role that small and medium European cities are playing to stimulate sustainable food ecosystems and to stimulate jobs.
- ✦ Section 4, **A shared learning experiences**, outlines the projects methodology for the transnational meetings and for the work with the Local Groups.
- ✦ Section 5, **AGRI-URBAN added value and key findings**, highlights the main project outputs and how they can be used by all kind of stakeholders.
- ✦ Section 6, **Cities on the move. Reviewing IAPs**, presents the main action of the IAPs, which are a precious instrument at the service of European cities.
- ✦ And finally, section 7, **And... beyond AGRI-URBAN**, builds an image of the AGRI-URBAN cities in the future.



# AGRI-URBAN vision and partnership

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 continues to play an important role in terms of GDP, employment and environmental sustainability. That is why new growth potentials must be activated by means of innovation, new business models and strategies.

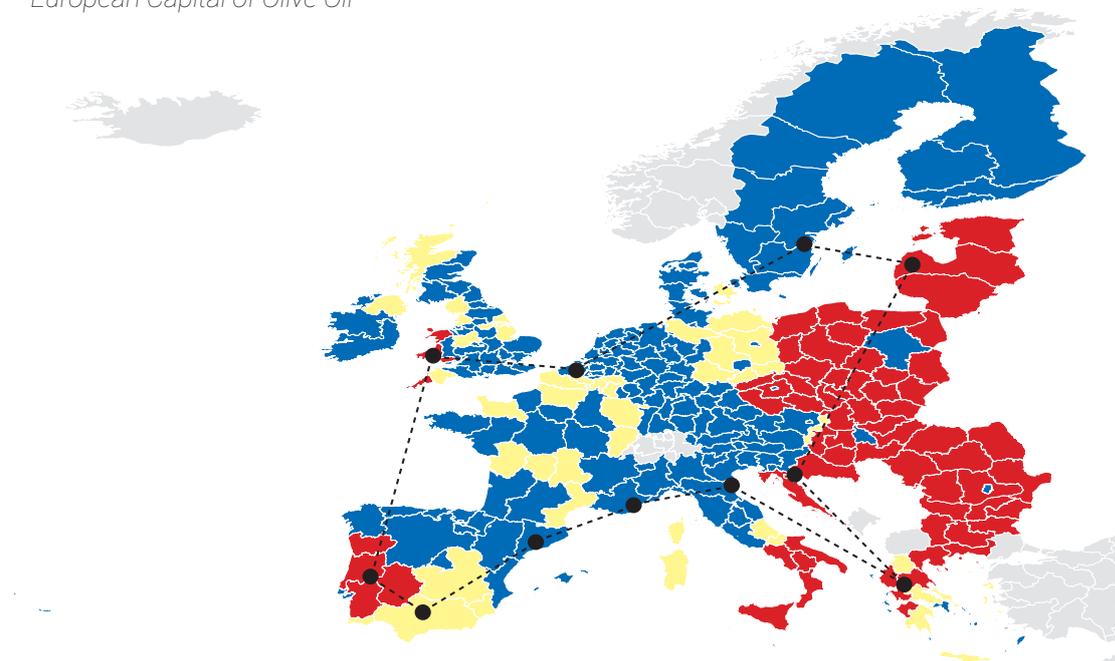
Our vision, as network, is to place small and medium-sized European cities at the core of a growing global movement that recognizes the current complexity of food systems based on economies of scale is causing economical, societal and environmental challenges to cities and rural areas. Closer links between medium-sized rural cities and nearby cities are not only societally and environmentally beneficial, but also ensure regional economic development.

AGRI-URBAN is an action planning network within the URBACT programme. The partnership consists of 11 European cities working towards sustainable food systems.

The cities and their visions are:

- SPAIN: City of Baena (Lead Partner) - to be the "European Capital of Olive Oil"

- LATVIA: Jelgava LM - a sustainable territory in the central part of the Baltic states for the implementation of business activity ideas that contribute to the growth and the improved quality of life of our citizens
- PORTUGAL: City of Fundão - to promote healthier food based on our local products at our school canteens
- CROATIA: City of Petrinja - to promote quality eating to achieve quality living
- WALES: Monmouthshire county Council - to make it a place where Culture, Cuisine and Community is intrinsically linked, where local produce is the purchase of choice for residents
- SPAIN: City of Mollet del Vallès - eat well in Mollet
- FRANCE: City of Mouans- Sartoux - to create a virtuous loop of circular economy in agri-food systems and develop short and sustainable food chains
- BELGIUM: LAG Pays De Condruses - to implement the 3H strategy, Health of the soil, Economic Health and People's Health
- ITALY: City of Cesena - strengthening the District of agro-food excellence in Cesena
- SWEDEN: City of Södertälje - a sustainable and resilient future
- GREECE: City of Pyli - the best place to start producing sustainable agri



# Rationale: re-thinking agri-food production in small and medium cities

During the past 30 months, we at AGRI-URBAN understood that food is no more considered just as a commodity or as a nutritional necessity; it is an emerging multidimensional policy challenge, which crosses ecological, social, economic and spatial dimensions.

Since an early stage of the project that it was clear that a sustainable and integrated urban approach was needed to deal with the main issues that must be addressed: an inclusive, coherent and reflexive urban-rural food governance system; a more solid social and physical infrastructure to reduce the distance between producers and consumers, and to promote circular economy; reliable markets for quality food producers, resulting in new opportunities for SMEs development; the need for experimenting new forms of entrepreneurship in the agricultural sector, and for creating new jobs and skills.

While the typical approach to transform cities and regions are on a scale and dimension of global governance, we at the AGRI-URBAN partnership, strengthen the importance of the local level and bottom-up initiatives. We put in practice our position as mediator, facilitator and innovator in the deployment of a local food strategy.

This leading role of AGRI-URBAN cities created opportunities for young workers to start up new business, create qualified jobs, improve their quality

of life and wellbeing, strengthen their sense of belonging and integrate them into the community. We believe that now we are better prepared to understand the complexity of food system supply chains.

The original approach proposed in the Baseline Study, based on four themes: Short Circuits; Smart Land Use; Business Development of SMEs and Public Procurement, grew during the project implementation based on the work developed at local and transnational level and topics such as: skills and competences, city branding, food education, community's platforms and others, are now part of our project.

Also, we build our findings on the borders of cross-sector linkages and hybridization between different fields (agriculture, food industry, culture, education...) and actors (SMEs, NGO, PA) with the ultimate aim of pushing AGRI-URBAN cities to find the best actions to make a change and to achieve their individual visions.

Food is definitely an urban challenge. International agencies (such as UN, OECD) underline the need to connect research and policy around an innovative and more integrated sustainable food security agenda, and stress the central role of local authorities. Small and medium size European cities will play a leading role in this urban challenge.



# A shared learning experience

The project methodology was established during Phase I of AGRI-URBAN. The Project Team developed a methodology for the transnational meetings and for the work with the Local Groups which was discussed and approved by the Local Groups and then developed through a sequence of meetings.

The purpose of the transnational exchange was to share experiences and learning between partners and develop new initiatives in tackling similar problems in each partner country. This was considered the real added-value of the AGRI-URBAN Network where key personnel of LGs were afforded the opportunity to visit, see and discuss with relevant individuals in partner countries as to how to tackle various problems and what solutions would be best

suited and fitted to their own situation.

We follow a process based on the Action-Planning Cycle to stimulate share and learning in the partnership. The process was design in way that all the cities could follow the learning curve during the project life time. When and if some part of the Action-Planning Cycle was not clear for the cities, the LE organized skype meetings to assure a good flow knowledge.

The following tables describe the AGRI-URBAN approach to the different steps of the Action-Planning Cycle, giving information about the working sessions organized in each transnational meeting, the tools used to animate the meetings, the inputs for the meetings and the outputs.

## Phase I (September 2015 to March 2016)

### Baena October, 2015

Action Planning Cycle	Definition of Key Problems and Challenges
Working Sessions	WS 1: Success stories of Urbact projects WS 2: AGRI-URBAN – What is it and what is it not? WS 3: - Implementing Phase 1 WS 4: AGRI-URBAN focus – thematic groups
Animation tools	Icebreaking activities - Motivational movie Urbact Movie Story telling Focus group
Inputs	AGRI-URBAN Phase I application
Outputs	Plan for phase I implementation Draft of key problems and challenges to be addressed Transnational meetings plan



## Cesena February, 2016

Action Planning Cycle	Definition of Key Problems and Challenges Stakeholder Analysis
Working Sessions	WS 1: Enlargement of the Partnership for Phase II WS 2: Draft Baseline Study and Application Form Phase II WS 3: AGRI-URBAN Basket. What partners bring and what they take from AGRI-URBAN basket? WS 4: AGRI-URBAN themes and sub-themes Ws 5: Local Group – How to build it?
Animation tools	Icebreaking activities - AGRI-URBAN QUIZ Building a food basket based on the main products of AGRI-URBAN members is an exercise of understanding the network AGRI-URBAN knowledge Market
Inputs	Draft version of the baseline study
Outputs	Baseline study Application Form Phase II Local group structure



## Phase II (June 2016 to May 2018)

### Mollet del Vallés June, 2016

Action Planning Cycle	Creation of the Local Group with representatives from public and private sector Definition of Key Problems and Challenges
Working Sessions	WS 1: Engaging the network members WS 2: Breakout sessions: Session for officers: Administration and financial tasks for AGRI-URBAN local staff Session for Mayors and councillors: Visit to the City Council and other facilities WS 3: "Local Food Policy" WS 4: AGRI-URBAN themes WS 5: Local groups sessions
Animation tools	Wall of fame Breakout sessions Plenary session Working groups LG influence/relevance table
Inputs	AGRI-URBAN Phase II application Baseline study Draft list of LG members
Outputs	Agreement on AGRI-URBAN themes LG composition Planning the first meeting with LGs



**LAG Pays de  
Condruces  
October, 2016**



Action Planning Cycle	Stakeholder Analysis Definition of Key Problems and Challenges Gathering evidence based on desktop studies and site work
Working Sessions	WS 1: Stakeholders mapping WS 2: Session to increase integration of all members; What have you done? WS 3: Working evidence
Animation tools	Build a stakeholders map for each city – Mind map The stakeholders importance/influence grid What have you done? – it's an invitation for some member make a free style presentation about an activity linked to AGRI-URBAN Working evidence - with the trigger question "How do you want to use this in your city" and using a methodology based on the following steps: Reflecting - Open discussion in the group about the visits; Thinking - Open discussion in the group about the visits how you can use the information provided in your city?; Applying - Simulate implementation – main actions, difficulties and expected results –30 minutes; Round table for exchange of ideas.
Inputs	AGRI-URBAN themes Draft of LG composition Site visits
Outputs	LG final composition Key problems and challenges addressing the AGRI-URBAN themes

**Pyli  
November, 2016**



Action Planning Cycle	Gathering evidence based on desktop studies and site work Generation of ideas for solutions
Working Sessions	WS 1: Building a local and shared vision for a clear time line, with stakeholders, defining concrete objectives (s.m.a.r.t.) and results based on a problem or on development needs is key for the IAPs WS 2: Benchmarking IAPs WS 3: Inspiration market for AGRI-URBAN cities WS 4: Planning the 6 months until next transnational meeting
Animation tools	Vision attributes table Benchmark IAPs from Urbact II projects Inspiration market is based on a gallery of ideas from cities outside AGRI-URBAN. It intends to kick-off ideas generation stage
Inputs	Key problems and challenges addressing the AGRI-URBAN themes LAPs from Urbact II projects Cities ideas to stimulate agri-food policies
Outputs	Cities vision IAP template First draft of ideas for solutions Plan for the 6 months until next transnational meeting

**Södertälje**  
**May, 2017**

Action Planning Cycle	Generation of ideas for solutions Stakeholder Analysis
Working Sessions	WS 1: Recall the Spirit WS 2: What have you done with your Local Group? WS 2: Ideas2Actions WS 3: Reflections and What's next?
Animation tools	Movies from previous meetings Fishbowl to analyse how local groups are functioning in each city Ideas2Actions – working the actions tables in groups of cities
Inputs	LGs report Action table Cities vision
Outputs	AGRI-URBAN database of ideas Planning for 2017 activities Template for action labels



**Fundão**  
**June, 2017**

Action Planning Cycle	Generation of ideas for solutions Refinement of the Actions and completion of Action Tables
Working Sessions	WS 1: Ideas2Actions - Citiesduet WS 2: Background, Policy Context and City Profile WS 3: Multilateral meeting with Fundão LG WS 4: Reflections and What's next?
Animation tools	Working with a coacher (Miguel Sousa and Eddy) Integrated approach exercise using the vertical and horizontal approach diagram Multilateral meetings between AGR-URBAN partners and Fundão local stakeholders. Each participant chose one subject from a variety of sub-themes of our project and this took us to simultaneous debates. The activity was very productive and it went till the evening where all of us went to have dinner.
Inputs	AGRI-URBAN database of ideas
Outputs	Action tables Integrated approach draft



## Abergavenny September, 2017

### Action Planning Cycle

Refinement of the Actions and completion of Action Tables  
Identification of potential funding mechanisms for IAP Actions

### Working Sessions

WS 1: Funding and resources for actions implementation  
WS 2: Strategies to launch the IAP  
WS 3: Fringe event (in partnership with Abergavenny Food Festival) - Public policies that emphasize industry or the integrated vision of food as the axis around which sustainable policies pivot, with cities and their inhabitants at the center. Innovation open to many fronts and approaches, actors and beneficiaries. Unusual scenarios to promote the conversation around food also in an unusual and surprising way. These are some of the elements behind the lively debate at the St. Michaels Center with the participation of David Morris (Deputy Head of Food for the Welsh Government), Kevin Morgan (Professor of Governance and Development at the School of Geography at Cardiff University), Sidharth Sharma (Creative Director of the Shambala Festival) and Miguel Sousa (Leading Expert for the AGRI-URBAN Project).  
WS 4: Wrap up network needs



### Animation tools

Integrated approach guide  
Story telling and press releases guide  
Urbact writing guidelines  
Moment allow the network to reflect on the work in progress in different dimensions: Where do I need Support? Where I'm now in the IAP? What is not clear? What is missing?

### Inputs

AGRI-URBAN actions tables  
Draft structure of IAPs

### Outputs

Funding strategy  
Out of the box communication ideas  
Network needs to close the project identified

## Jelgava Local Municipality October, 2017

### Action Planning Cycle

Refinement of the Actions and completion of Action Tables  
Identification of potential funding mechanisms for IAP Actions

### Working Sessions

WS 1: Pitch your IAP  
WS 2: IAP funding needs  
WS 3: Pitch your IAP for the Ad-hoc expert

### Animation tools

Pitch guidelines for cities  
AGRI-URBAN had its first contact with the Ad Hoc Expert that will support the last stage of the project life cycle. The cities participating in the meeting were encouraged to present their first drafts of the Local Action Plans and knew about the work plan presented by the Expert.

### Inputs

Funding strategy  
Network needs to close the project identified

### Outputs

Workflow with the Ad-hoc expert  
IAP Pitch



## Mouans - Sartoux February, 2018

Action Planning Cycle	Refinement of the Actions and completion of Action Tables Communication and consultation with key stakeholders and validation of IAP
Working Sessions	WS 1: IAPs peer review WS 2: Last mile for the IAP WS 3: Speed dating with OpenAgri UIA project- <a href="http://www.uia-initiative.eu/en/uia-cities/milan">http://www.uia-initiative.eu/en/uia-cities/milan</a> WS 4: Next steps
Animation tools	Peer review methodology based on: Step 1: Preparation of the peer review. Organize your action table on the Wall accordingly to the AGRI-URBAN main theme: Short circuits; Smart land use; Business development of SMEs; Public procurement; "Others". Go around the action tables and select the ones that you would like to peer review; Invite other cities for a peer-review session - it can be bilateral meetings and multilateral meetings. Step 2: The peer review session. Keep the peer review meetings with a duration of 20 minutes maximum to allow everyone to peer with everyone – allows 5 meetings per city), or organize a working group to review more than one action table. Triggers for the peer review discussion: share your concerns, listing the things that still need some attention; check that all the parts have been considered (objectives, resources, timings, ownership, risks, barriers); Does it all seem plausible and realistic?; It is likely that completing all the actions will lead to the desired results? Discuss the next steps for the action under analysis. Step 3: The peer review wrap-up. Open discussion with all the group about the peer review exercise What have you learned? What are you considering changing after the review session? What will you do next?

Inputs	IAPs action tables
Outputs	Plan for the IAP last mile Plan for bilateral meetings between cities



## Petrinja March, 2018

Action Planning Cycle	Communication and consultation with key stakeholders and validation of IAP Further refinement of the IAP following consultation with stakeholders
Working Sessions	WS 1: IAPs Poster Session WS 2: Working Session with Petrinja LG; WS 3: IAP self-assessment exercise WS 4: Local communication event to launch the IAP WS 5: Next steps (IAPs preparation, Final conference, outputs, ...)

Animation tools	Poster with the goal to produce a poster for the final conference Urbact IAP self-assessment excel sheet
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Inputs	IAPs draft
Outputs	Poster draft IAP assessment Plan for local communication events Final conference plan



The added value of the transnational meetings went far beyond the work developed in the working sessions. For each meeting a set of visits, presentations from local experts and engagement with local stakeholders, were organized. Some examples are:

» **Baena, October 2015:**

- Visit to a project of social orchards and the second to the farm and organic olive oil mill "Cortijo de Suerte Alta".
- Visit to the wine cooperative "Nuestro Padre Jesus Nazareno" was made.
- Visit to the organic olive oil mill "Nunez de Prado".

» **Cesena, February 2016**

- Visit to the Agrarian Technical High School.
- Visit to the Malatestiana Library - <http://www.comune.cesena.fc.it/malatestiana>.

» **Mollet del Vallés, June 2016:**

- Visit to ES GALLECS Agrarian Park, presented by Gemma Safont [www.espairuralgallecs.cat](http://www.espairuralgallecs.cat),

where we had the opportunity to visit a rare example of agri-sustainability in the middle of an intensely urbanised area, showing a complex profile of activities that connect directly with the principal challenges addressed by the AGRI-URBAN project.

The experience lived in Gallecs during the last decades is very useful to rethink the link between the rural and urban spaces, from which to claim the role of small and medium-sized cities as active promoters of employment and entrepreneurship in the agricultural sector.

» **LAG Pays de Condruces, October 2016:**

- Visit of a Mobile Bottling Lab and presentation of the project by Céline Mahut (Agriculture Services of the Province of Liège). An initiative of the province funded by the ESF consisting in a mobile plant for bottling and canning. They use vegetables donated by supermarkets that are used by social groups or unemployed people. It is also employed by small farmers to transform their horticultural





surplus ([www.conserveriesolidaire.be](http://www.conserveriesolidaire.be)).

- Network of Agriculture Community Support in Brussels and Wallonie, introduced by Emilie Thomas, Group d'achat solidaire Le beau Mur & Inter GAC de Liège [www.gasap.be](http://www.gasap.be) and [www.beaumur.org](http://www.beaumur.org).
- Cooperative Point Ferme - Logistical Platform –E-commerce –short supply chain –Food hub project. Meeting with Marjorie (CEO) [www.pointferme.be](http://www.pointferme.be).
- Farming Incubator - explanation by JF Pecheur and meeting with Fanny Lebrun (seeds producer) and Renaud (market gardener), [www.cycle-en-terre.be](http://www.cycle-en-terre.be).
- Women/men and their products –Taste table and discussions. Eddy Montignies (quinoa, oil, etc.) <http://www.landfarmandmen.be/> and Véronique (ice cream) <http://glacevero.jimdo.com/>.
- Invited expert: Jean François Pecheur "Ceinture Alimentaire Liègoise, Social Innovation, green belt, social economy and short supply chain".

» **Pyli, November 2016:**

- Incubation in Thessaly, community gardens "Socratis Farm" in Kartdisa, by Aristotelis Tsogas a Local Incubator.
- Small fish farm, G.Roussas: Located in the middle of a pristine landscape, this small fishery managed by a man aged 53, is a good example of tenacity and strong work for someone who loves the freedom of living

in nature and the opportunity to produce a handmade food.

- Wood sawmill, Geladaris family: family business in which three generations are working with the abundant wood from nearby forests, a significant part of which are public property. They run a sawmill and produce construction timber and furniture.
- TYRAS A.E. - OLYMPOS. One of the biggest dairy factories in Greece. It is one of the five biggest dairies in Greece. This factory shows how a small local family "factory" can become an industry.
- Trikala Cow-farm - Family dairy farm. The cow farm of Mr. Vasilis Kaletsis is one of the biggest in the area and a member of the cooperative milk factory of Trikala "TRIKKI".
- Invited speaker: Mediterranean Diet, by Manouras Athanasios. Professor of Alimentation at the Technological Institute, University of Thessaly.
- Invited speaker: Agri-tourism in the region, by Glykeria as representative of KENAP (Center of Development of Pyli and Kalampaka). The speaker pointed out some of the most important natural and cultural resources present in the area, as well as the different leisure activities that can be enjoyed by visitors.

» **Södertälje, May 2017:**

- The Lindblom Cafe in Torekallberget serves as a place of inclusion, retraining, language



- learning, job training, education - using food and agriculture as natural tools. The food is produced locally and organically as much as possible, and cooperation takes place with different suppliers also considered as part of the process. <http://www.sfris.se/web/page.aspx?refid=267>.
- The Eko-odlarna i Telje project is aimed at refugees with long-term unemployment, to facilitate their integration into the host country as well as their professional rehabilitation. After a period of training, a sustainable social enterprise has been established to produce and sell organic vegetables, offer training to unemployed people and carry out other activities such as honey production, plant nursery, etc. <http://www.sfris.se/web/page.aspx?refid=258>.
  - An Anthroposophical District, Waldorf education, curative pedagogy, culture, anthroposophical medicine, biodynamic agriculture - activities inspired by anthroposophy in Sweden today. <http://www.antroposofi.info/jaerna/ytterjaerna>.
  - Skillebyholm, in connection with the philosophy of the district, is a meeting place and a centre for biodynamic agriculture, education and sustainable development. <http://www.skillebyholm.com>.
  - Norrbyvälle farm has been active over the last thirty years. At present they have two residences where they offer daily activities for adults, as well as accommodation

for young people with neuropsychiatric disorders. His approach is based on the anthroposophical idea of man and the focus of attention is therapeutic training for young people and social therapy for adults. <http://www.norrbyvalle.se/om-norrbyvalle/>.

- Skogsbrynet, is a border area between forest and society, between nature and culture, where opposites can unite and enrich each other. Five young people have created a cooperative that cultivates land - 1.8 rented hectares belonging to the municipality of Södertälje - where they also offer cultural, social and educational activities. A co-creative learning project. <http://undertallarna.se/>.

» **Fundão, June 2017:**

- The first visit in the cherry city was CERFUNDAO, responsible for packing and commercialization of cherries. We took this opportunity to know more about the branding strategy of the city. Fundão has been working a long time in its branding strategy, therefore it was interesting to share their views. Visiting Cerfundao we learned how important is a branding strategy as well as an effective communication between farmers. <http://www.cerfundao.pt/>.
- Living Lab Cova da Beira and Fablab - An old building has been reused and transformed into the home for Incubated Companies such as CogusBox, which was the one we visited. <http://www.llcb.pt/>.





- Natura Glamping Gardunha - a new sustainable business model for camping. A way of tourism where people will have a different relationship with the environment, eating local food and reconnecting with the land. <http://www.naturaglamping.com/portal/index.php/pt/>.
  - CASTELO NOVO 2.0 is a good example of Urban-Rural connection. New neo rural people who come from the city and develop a project which is prioritizing health, sustainability and integration. <http://www.aldeiahistoricasdeportugal.com/agenda/eco-mercado-castelo-novo-20-2a-edicao/>.
- » **Abergavenny, September 2017:**
- AGRI-URBAN was invited to join the celebration of the 19th edition of this Food Festival (link is external). A festival that attracts about 20,000 people.
  - The AGRI-URBAN network was invited to enjoy two dinners in two places rescued from a fate that aimed towards their disappearance, two spaces now alive and ready to enrich the health and social life of the community, two sites that are true 'convivium'. The ingredients of these dinners are people in action, the recovery of heritage, solidarity actions, grassroots policies aimed at promoting "transition" economic models. All mixed in both menus, kindly prepared and served.
  - In the first one, Drybridge House, a small group of people joined together to face the threat on a monumental house of the municipality 20 years ago, with more faith than means to acquire it and to engage themselves with its future. Since then the Bridge Community Center (link is external) has kept its responsibility to renovate and maintain the building, offering the community space and a lively environment through effective actions by local volunteers with no other creed than that of encouraging cooperation and interaction among all types of groups regardless of age, race, orientation or any other identifying marks.
  - The second dinner took place in the Community Center, where they want to nurture the future with social, cultural and economic opportunities around a simple and common table. It is worthwhile transcribing the menu served as if it were a chapter of the statutes of this non-profit association that, nevertheless, feeds the progress of the city and its people.
  - Abergavenny Community Canteen (link is external). Organising a community dinner every month in order to promote the consumption of fresh and local products as well as the dialogue among the attendants who at the same time raise funds to support social causes of local or international character.

- Abergavenny Community Centre's Kitchen Project (link is external). A living lab to share food, disseminate healthy nutrition knowledge and fight against the feeling of social isolation.
  - Abergavenny Incredible Edible (link is external). Inspired by the pioneer example by Incredible Edible Todmorden, this initiative seeks to involve the local people in ways of production that make food accessible to anyone.
  - Abergavenny Just Food (link is external). A local group created to promote public debate on food policies and hunger from a social justice and sustainability perspective.
  - The Laurie Jones Community Orchard (link is external). A fruit plantation on a County Council plot to supply fruit to local schools in a first initiative aimed at strengthening food security from a territorial point of view.
- » **Jelgava Local Municipality, October 2017:**
- The rural environment and agriculture in Latvia -a presentation by Sniedze Spruge, Adviser on Rural Development Issues of the Latvian Association of Local and Regional Governments (LALRG).
  - The Riga Central Market ([www.rct.lv](http://www.rct.lv)) - guided by Ivars Jakovels, Manager of Marketing projects & Inese Rebaïne, Head of Planning Department.
  - Local traditional bakery / Farmstead "Caunites" [www.caunites.lv](http://www.caunites.lv).
  - Latvia University of Agriculture (LUA) - The Head of the centre, Sandra Muizniece-Brasava, guided a visit and presented a pitch about the studies and labs working inside this centre of Technology and Knowledge Transfer, meanwhile a local producer and entrepreneur, Kristine Ozolina spoke about her original creation: "Pupuci", broad bean crisps.
  - The farm, managed by Juris Cīrulis, initially had 7.2 ha of land, 3 cows, 20 head of sheep and 6 sows. Today it has 700 ha of land, 300 dairy cows, and a series of hothouses to grow lettuce and herbs, producing also its own energy in a good example of circular economy.
- » **Māris Šņickovskis introduced the "Amatnieku Seta", an association of nine local food producers who market their products in a shop located in the centre of the city and participate in markets and commercial events in Riga and other nearby towns. Very interesting its range of processed foods from plants and vegetables.**
- » **Mouans-Sartoux, February 2018:**
- School canteens and lunch at the municipal restaurant - Discover what happen in the local canteens.
  - Town walk - A vibrant town walk across Incredible Edible, composters, Vidal shop, Epicerie Boomerang, etc. A final remark around the increase of bulk shops selling in Europe and France, a country where now there are open more than one hundred shops. In Boomerang, they wash your glass bottles thanks to a washing chain financed by crowd funding.
  - Municipal Farm (Domaine de Haute-Combe) where we were received by Frederic and Sebastian, both responsible of the management of the site. To know more about the activity developed at the municipal farm.
  - Community Gardens of Mouans-Sartoux - Les Jardins de la vallée de la Siagne. Organic Farm working for social reintegration of





unemployed people by economic activity. Introduced by Hervé Machet. Read more about the project.

- Les Jardins familiaux des Canebiers, introduced by Jean Vatone, President. The municipality owns this land dedicated to social gardens. Each resident of Mouans-Sartoux can request a plot of approximately 70 m<sup>2</sup> for a renewable period of 3 years, where they can grow vegetables for their own consumption. The assignment is free and the beneficiaries only pay a small annual fee to the association that groups them. They have collective spaces and equipment (cabin, compost ...), as well as facilities. The municipality intends to open new spaces for social gardens. For this, it is requiring the housing developers to assign plots for this purpose.
- Presentation of Hackaton projects on sustainable food - Event organised by the Côte d'Azur University aimed to boost sustainable food projects developed by students, professionals, citizens in some different topics: urban agriculture, food tech, waste reduction, future of the food and short circuits. The AGRI-URBAN network was invited to participate as jury in the



final presentation of the projects by their promoters, evaluating about the relevance, feasibility and social / environmental impact generated by them. A platform aimed at facilitating the connection between land owners and potential users, was the theme developed by the winner team.

» **Petrinja, March 2018:**

- Green House Petrinja - Presentation of the Municipal initiative managed by a public body to promote local agri-food through a shop, testing workshop and farmer training on branding and marketing. The plan for the future is to expand, opening an online shop and physical shops in Zagreb and the coastal resorts;
- Agriculture high school - The Principal introduced the educational project and aimed at uniting tradition and quality and explained the training programs available. He also gave information on their plans for the future that include innovation and products research. The AU Delegation visited the premises and could exchange with the staff who are engaged in the Petrinja ULG.
- LAG Zrinska Gora Turopolje - The LAG's Manager Mr Nogic, presented the Croatian

framework for rural development and the territorial strategy for the area and the current action plan. See the presentation

- Public institution for plum and chestnut - The AU Delegation was welcomed by the staff of the center. (JOSO Dolenac, Principal and Ante Maric, Head of Agriculture of Petrinja) and Djuro Juic (President of Path of Chestnut Association and ULG member). They showed their projects and explained the agricultural reality of the territory.
- Banijska Sara pig producers - The founder and President of this association of producers explained their initiative and business project to breed the local pigs varieties and give added value to the product.

Another important aspect of AGRI-URBAN was the number of bilateral transnational meetings between AGRI-URBAN cities to intensify cooperation and learning. The exchange between members of the

Local Groups of the partner cities, implying work visits in some cases, is offering interesting results. During the project life time the following bilateral meetings were organized:

- LAG Pays de Condruces to Mouans-Sartoux: <https://www.youtube.com/watch?v=C60GUu6h0Ls&t=105s>
- Mollet des Vallés to Mouans-Sartoux and Mouans-Sartoux to Mollet des Vallés: <https://www.youtube.com/watch?v=Bffve5DZBi4>
- Fundão – Moauns-Sartoux
- Jelgava L.M. & Cesena to Södertälje
- Södertälje to Moauns-Sartoux

Also, due to the fact that during AGRI-URBAN phase 1 it wasn't possible for the LE and LP to visit Mouans-Sartoux, an extra visit was organized in February 2017. The visit was an opportunity for the LP and LE to participate in the Local Group meeting and to support in the meeting animation.



# AGRI-URBAN added value and key findings

Making sure that the outputs of AGRI-URBAN is actually being used and adding value was one of the main challenges of our work. It was particularly challenging when we developed them with the aim to be easily understood by small and medium-sized European cities that do not belong to AGRI-URBAN

network. We treat our outputs as individual products that can be used by all.

Our added value and key findings can be measured by the quality of the following outputs:

What?	Name	Target audience
Manifesto	POLICY DECLARATION by all Mayors of the AGRI-URBAN network: "Local food policy and employment in small and medium sized European cities".	Policymakers and managing authorities
Calendar	AGRI-URBAN Calendar with cities visions	LGs and citizens
Article	<p>Baena challenges</p> <p>What do European consumers want on their plate today?</p> <p>"ES GALLECS" as an AGRI-URBAN model initiative</p> <p>The contribution of food sector to reduce youth unemployment in European medium-sized cities</p> <p>AGRI-URBAN on the Road</p> <p>City and countryside, a Baltic travel</p> <p>Abergavenny, a foodie-community's sense of place</p> <p>Two cities united by a love of good food</p> <p>Food Festivals are for summer</p> <p>An inspirational meeting: the Södertälje food ecosystem</p> <p>Creative food in Zemgale</p>	Wide Urbact community
Case Study	<p>ES Gallecs AGRI-URBAN model initiative</p> <p>Smart use of resources in Jelgava Local Municipality</p> <p>SMEs Development &amp; Smart Land use in Municipality of Pyli</p> <p>Södertälje - Connecting people, place and nature – the Norrbyvälle model</p> <p>FUNDÃO - The cherry on top: agrifood as an iconic territorial brand</p> <p>Community Food Initiatives in Abergavenny, South Wales, UK..</p> <p>Educational Farms in Cesena</p> <p>FOOD HUBS - The next step in the re-territorialisation of food systems</p> <p>Mouans-Sartoux's territorial sustainable agri-food project</p>	<p>AGRI-URBAN LGs</p> <p>Wide Urbact community</p>

Transnational meeting minutes	Creative Minute Mollet del Vallès	Wide Urbact community
	Creative minute LAG Pays de Condruces	
	Creative minute Pyli	
	Creative minute Fundão	
	Creative minute Sodertlaje	
	Creative minute Jelgava LM	
	Creative minute Abergavenny	
	Creative minute Mouans-Sartoux	
Creative minute Petrinja		
Video	Baena - <a href="https://www.youtube.com/watch?v=CU1xequn7eM">https://www.youtube.com/watch?v=CU1xequn7eM</a>	Wide Urbact community
	Cesena - <a href="https://www.youtube.com/watch?v=oLVrnmH3Bw">https://www.youtube.com/watch?v=oLVrnmH3Bw</a>	
	LAG Pays de Condruces - <a href="https://www.youtube.com/watch?v=BJwfFcNiwOE">https://www.youtube.com/watch?v=BJwfFcNiwOE</a>	
	Fundão - <a href="https://www.youtube.com/watch?v=HiC-MBpT0Lo">https://www.youtube.com/watch?v=HiC-MBpT0Lo</a>	
	Sodertlaje - <a href="https://www.youtube.com/watch?v=MoeZH6CA86M">https://www.youtube.com/watch?v=MoeZH6CA86M</a>	
	Jelgava LM - <a href="https://www.youtube.com/watch?v=7qHpipWRIm4">https://www.youtube.com/watch?v=7qHpipWRIm4</a>	
	Abergavenny - <a href="https://www.youtube.com/watch?v=b-8aR29iVEM">https://www.youtube.com/watch?v=b-8aR29iVEM</a>	
	Mouans-Sartoux - <a href="http://urbact.eu/transnational-meeting-mouans-sartoux-video">http://urbact.eu/transnational-meeting-mouans-sartoux-video</a>	
Petrinja - AGRI-URBAN channel in Youtube		
All videos at: <a href="https://www.youtube.com/results?search_query=agri-urban+urbact">https://www.youtube.com/results?search_query=agri-urban+urbact</a>		

Our production of results went far beyond what was expected in the project. All the information is available at AGRI-URBAN URBACT website <http://urbact.eu/agri-urban>.

## Cities on the move. Reviewing IAPs

It was clear from the onset of AGRI-URBAN that the project has not operated in isolation. Throughout the duration of the project, AGRI-URBAN has collaborated with a range of ongoing processes and projects within the cities. Each city partner developed an Integrated Action Plan. Since the beginning that the cities faced the IAP not has an administrative exercise but has a strategic tool that combines short term actions with long term visions in response to the themes of the network. Each IAP is unique, in terms of local context, theme and coverage.

The following table organize the IAPs actions with the AGRI-URBAN themes (Short circuits, smart land use & urban – rural linkages, business development of SMEs and public procurement) set at the beginning of the 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.

### Ensuring Short Circuits

City	IAPs Action
Cesena	The AGRI-URBAN Markets – for the sale of agri-food products (farmer markets). The markets will be characterized by the sale of local products, both fresh and processed with the possibility of consumption on the spot. Side socio-cultural activities will animate the markets (live music, book presentation, etc.).
	Mapping to Connect - create a network of producers, consumers, Universities and Agrarian Technical Institute "Garibaldi/Da Vinci". Creating relationships and cooperating are two key words for sustainable local development of the agri-food sector.
Jelgava LM	Development of a local products and services support system. Facilitation of the recognition of products and services from the municipality. Provision of support instruments for the development of local business activities.
Mollet del Vallès	Promote local, organic and seasonal menus in city restaurants - Collaborate with restaurants to create their own seasonal gastronomic menus with local and organic products from the rural area of Gallecs and the surrounding region.
	Increase the availability of products from Gallecs in the municipal market.
	Set-up a stand at the weekly outdoor market in Mollet to sell products from Gallecs and from the region.
	Build a Food Hub (logistics centre and warehouse) to distribute products from Gallecs, six surrounding municipalities and other producers to suppliers and directly to the public.
	Create a route of "Eat Well in Mollet" eateries across the city.
Abergavenny	Create an online store in which orders are filled by the food hub (logistics centre and warehouse) (see 13. Food Hub Action Table).
	Development of a Food Hub - To promote economic growth in the food sector. This is seen to be the catalyst for future development.
Petrinja	Green House is an existing facility that is mostly used for promotion and marketing of the agri-food products. There, people can find various homemade products like sausages, brandies, liqueurs, honey and juices from local farms.

Fundão	Mapping of Supply and Demand - Know the local supply and its potential to meet the needs of canteens (products, quantities, delivery regularities).
	Sensitization and Training actions - To promote the defence and protection of small producers and of a local economy. To sensitize and empower the professionals involved in the food supply in the public dish for a healthier offer, promoting good practice in the places of supply of meals.
	Fundão APP local products - Stimulate the activity of local producers through institutions that provide school meals in the municipality of Fundão.
Baena	Baena Food Hub - The aim is to create in the medium term, if the viability and sustainability are previously confirmed, a Center of Storage, transformation and distribution of agro-alimentary products.
	Social Orchards - FOOD PRODUCTION AND CONSUMPTION FOR THE BENEFIT OF BAENA FAMILIES. - Promote the practice of production and consumption of local and ecological foods accessible to all citizens. Implement educational actions and communication aimed at raising awareness among citizens, producers and consumers about the benefits linked to production and consumption food based on sustainable economic, environmental and social criteria.
	"Social Harvest of Baena". Support for food production and consumption by NGOs and associations of cultural and social interest of Baena.
	Promote the practice of production and consumption of local and ecological foods accessible to all citizens. Implement educational and communication actions aimed at raising awareness among citizens, producers and consumers about the benefits linked to a production and a food consumption based in sustainable economic, environmental and social criteria.
Pyli	Edible city - PLANTING OF TREES, AROMATIC AND EDIBLE PLANTS - Promote the practice of production and consumption of local and ecological foods accessible to all citizens. Implement educational and communication actions aimed at raising awareness among citizens, producers and consumers about the benefits linked to a production and a food consumption based in sustainable economic, environmental and social criteria.
	Provoke the turn of the agri-food and forestry production to modern ways of high value and quality but still traditional products.
Mouans-Sartoux	Link between local production and the municipal social grocery store.
	Food security and sustainable agriculture promoting access for everyone to quality food and a nutritional balance. Living in healthy conditions and in a healthy environment.
	Supporting short food supply chains and direct marketing for farming produce. Support and involvement in fair trade (local and with southern countries).
Pays de Condruces	Visibility and local consumption - Reinforce the visibility of our territory actors that are developing activities to stimulate short circuit practices.



## Smart Land Use

City	IAPs Action
Mollet del Vallès	Develop a guide to manage school gardens in Mollet - Collaborate with primary school directors to develop a guide to managing school gardens and to create learning activities for students related to gardening skills, environmental issues and healthy eating.
	Land use - facilitate access to land by regulation and classification of the agricultural area of Gallecs so as to attract young agricultural producers to complete the transformation to organic agriculture in Gallecs.
Abergavenny	Access to Land - This plan refers to "Old Lands" Community Supported Agriculture (CSA) as one example of a land owner wanting to use his land for agro-ecological farming, veg boxes etc. There is a growing movement in the UK (and indeed elsewhere) which suggests that more land be used for similar purposes.
Södertälje	Agricultural parks - To establish agricultural parks in Södertälje.
	Municipal vegetable farm - To be able to serve meals in Södertälje's schools, kindergartens and elderly care homes with a majority of the produce grown in Södertälje while providing work-based training and rehabilitation opportunities.
Baena	Technical study, regulatory proposal and promotion campaign for the creation of a Bank of Local land. It includes a technical study, a standardized proposal ready for local implementation and an informative and dynamic campaign for the creation of a "Land Bank" as a system of intermediation between supply and demand of arable land.
	School Gardens: Participation of schoolchildren in a school garden experience either on their own educational center or in another suitable space for this purpose, facilitating educational program and promoting the consumption of organic food produced
Mouans-Sartoux	Developing organic farming for a sustainable water resources management.
	The sustainable agri-food project promotes territories' resilience. Preservation of natural and farming areas.
	Ecosystems conservation: Mouans-Sartoux is a 0 pesticide 100% organic city. Contribution to biodiversity protection (Capital of Biodiversity 2017). Developing sustainable farming and food that preserve ecosystems and spaces for future generations. Local Urban Strategy Plan tripled agricultural areas and saved natural zones.
Petrinja	Establishing an agricultural zone in Petrinja's rural areas will stimulate the agri-food production in many ways. It will enable farmers who don't have enough land to expand their production. Also, the zone will attract new investors into the area.
Pays de Condruces	Towards an agriculture that incorporates the principles of Agroecology, an agricultural production system based on a better use of ecological functionalities in order to "produce more and better with fewer natural resources".



## Business Development of SMEs

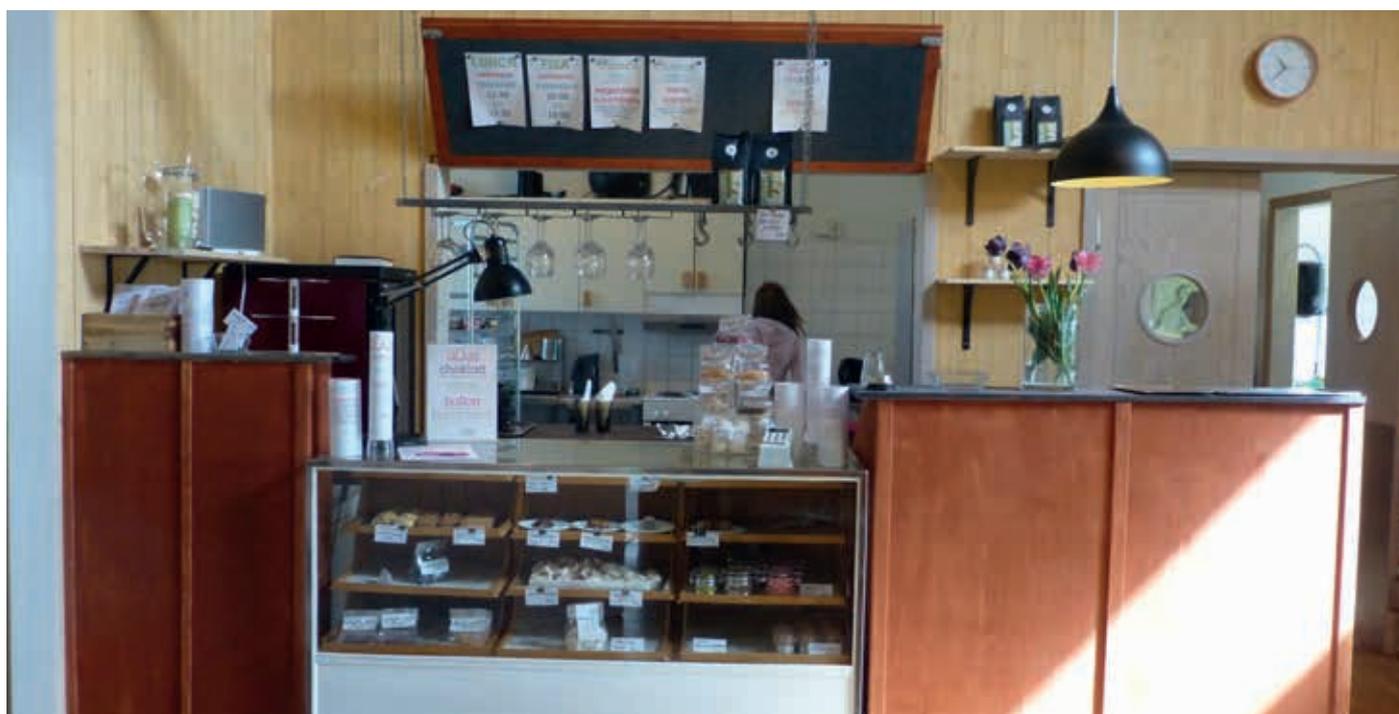
City	IAPs Action
Cesena	Start-up School - The action aims at contributing to students' professional development based on the concept that a "new way " of doing business is feasible also in agriculture, sector strongly characterized by traditions but with a strong need for innovation.
Mollet del Vallès	Launch an agricultural incubator for young entrepreneurs in Gallecs.
	Develop the "Eat Well in Mollet" - as a symbol of nutritious, local, organic and sustainable food. The brand will become a key part of the city's identity and city branding.
	Promote food tourism in Gallecs - To offer a variety of activities in Gallecs that are designed to appeal to tourists, such as Nordic walking, a "Calçotada" (spring onion harvest and preparation), and cycling tours in order to attract more visitors to Mollet.
Abergavenny	Education - to support advisory and training services on sustainable food systems The Education element was amalgamated to include the suggested Youth Food Academy (which could be incorporated into the Food Hub).
Petrinja	Building the facilities for processing, production and packaging of meat and vegetables (Cooperative Banovina).
	#Made_in_Petrinja is a project that will aim on branding, marketing and promotion of the local agri-food products. Project activities will result in the increased recognition of local producers and their products. Meat products made from domestic sort of pig Banijska šara and the domestic honey Banski med will be in the focus of branding and marketing campaigns.
	Setting-up the Agri-Food sector database.
	Producers Club - will help the agri-food producers from rural areas to place their products on the market and increase their sale. The city will start the initiative and make first steps.
	One Stop Agricultural Shop - will be an agri-food info-point located in the headquarters of Petrinja's development agency PETRA. It will offer: 1. all necessary information (subsidies, EU funding programs, rural policies, legislation, etc.); 2. educational workshops, courses and similar activities; 3. management consulting.
	Educational course for fruit growing and wine production.
	Even Chestnut needs our help.
Södertälje	Farming Incubator - To lower the threshold for commercial farming in Södertälje & stimulate more locally grown produce.
	New-Old Knowledge - A range of courses open to the public which focus on sustainable food production, homesteading and animal husbandry at Torekällberget.
Baena	Farming incubator to support young business to grow.
	Dynamization of the Baena Olive brand to promote agro-food culture.

Pyli	Biomass use for thermal production - Pyli is located in the centre of Greece and it is surrounded by cultivations of corn, apples but also with big quantities of forest remaining and other lingo cellulose materials that can be burned for thermal energy production.
	Organize the producers to cooperative formations – Law 4384/2016. One of the main product in Mucipallity of Pyli is Wood products and in its biggest percentage solid wood, with the main species of wood from Pines, Fir, Oak and Beech. Solid wood is quite expensive and its use is very common in constructions but also as packaging material. The competition from other countries are become very strong and the forest associations try to find a solution. The legal entity of a Cooperative formation under the new legislation give them an opportunity.
	Education - Knowledge is something that we always need. New European laws , new products, new techniques.
	New products - Promote eco-tourism as secondary activity by promoting eco local products. Most of the Hotels are very well equipped but there is need for more tourism.... One of the ways to attract tourists is to promote different kind of tourism like... eco tourism with local food...
Mouans-Sartoux	Farming Incubator.
	Support to farmers - Create the good conditions for farmers' settlements. Support farmers to develop sustainable business models.
Pays de Condruces	Sustainable Agribusiness Projects – Professionalization of our local ecosystem to support sustainable agri-food projects.
Jelgava LM	Creation of a Smart Resource Board for the development of business activity in the Jelgava municipality - Inter-institutional collaboration on developing the business activities field; Identification, research and systematisation of the value of local resources; Development of a "Smart Municipality" concept; Improvement in infrastructure for the requirements of business activity development; Facilitating the business skills of Jelgava Local Municipality residents.
	Development of knowledge-based business activities in the Jelgava Municipality. Facilitation of sustainable (environment, economy and society) business activities in Jelgava Local Municipality. Spreading knowledge/technology to residents and businesses and making it more accessible.



## Public Procurement

City	IAPs Action
Mollet del Vallès	Implement a food model in the Mollet Health Foundation based on the "Eat Well in Mollet" values - promote healthy dietary habits amongst local citizens. The health promotion strategy will improve access to nutritious, local, organic and sustainable food and educate citizens to make healthy choices.
	Improve the quality of foods and beverages offered in public vending machines in Mollet - To improve the quality and nutrition of foods and beverages sold in vending machines in municipally-managed venues in Mollet del Vallès.
	Define food indicators for the public canteens in Mollet - Conduct an audit in the public canteens managed by the municipality, and use the results as a tool to review the public procurement criteria for catering and to develop food indicators.
Fundão	PILOT SCHOOL - Meal preparation at the Silves canteen with the introduction of organic food (10%) and local production (80%).
	HEALTH & ORGANIC FOOD IN SCHOOLS - Supply of local and organic vegetable and fruit products school canteens (1st Cycle) of the county of Fundão.
Baena	PILOT PLAN IN SCHOOL DINING ROOMS - Intervene, within the framework of the implementation of an educational center project around food Healthy and local, in the management of purchases of fresh local and organic food in a dining room local school Supporting the intervention with the enhancement of a small school garden.
Pays de Condruces	Organic and local school canteens – develop and improve the local Bio school canteen project.
Cesena	"Organic Canteen Nearby" acts on the concept of sustainable school canteen, enhancing the educational aspect and low environmental impact. The action proposes a high quality dining table model, with an ethical approach and characterized by sustainable choices.
Moauns-Sartoux	Social pricing of the school canteen meals according to families' income for all the school going children, so that they have access to a 100% organic meal every school day.



## Other

City	IAPs Action
Cesena	Urban Beekeeping - bring citizens closer to the world of bees, to raise awareness of their ecological role and the benefits of their products, to protect the vegetative species' biodiversity and to encourage the reduction of pesticides in agriculture.
	Agri-Food Events - The events linked with the agri-food sector aim at promoting local products and contributing to economic development of Cesena area through the organization of specific events to enhance local high quality products and excellences of the agri-food sector.
	Campaign - "How on earth do you eat?" - is an agri-food integrated educational project that deal with education , production and restoration fields. Local producers and educational farms will create educational opportunities for children and lead workshops and trainings in their educational farms for families and citizens to discover seasonal and traditional agricultural products.
Mollet del Vallès	Disseminate healthy eating messages throughout Mollet - Use existing, well-established communication channels for health promotion to educate the public about nutritious, local, organic, sustainable food and the "Eat Well in Mollet" principles.
	Organize an annual "Eat Well in Mollet" festival.
	Amplify the educational and leisure activities related to food sustainability that are offered in the city.
Petrinja	Green Tuesdays - With the aim to promote local agri-food products, the city of Petrinja, together with partners, will organize various activities at city markets.
	Traditional cooking of BANOVIINA area – conservation of intangible heritage and cultural identity.
Södertälje	POLLINATION PLAN - To actively lower the threat against pollinators and engage both farmers, companies, the municipality and its citizens. Södertälje is the first municipality in Sweden to write a dedicated pollination plan.
	SUSTAINABLE CITY HALL - To convert Södertälje City Hall into a flagship for sustainability. To 'walk the walk' and not just 'talk the talk' about sustainability.
	SÖDERTÄLJE LOCALLY GROWN - COMMUNICATION PLATFORM - one-stop shop for all your growing needs in Södertälje. This is the place where you can find out everything you need to know about growing in Södertälje, find inspiration, information and the right contact person.
	Sustainable summer activities - Organise summer activities for youth with a focus on sustainable food production.
	NEXT GENERATION - FOOD, FARMING & EDUCATION - To attract a new generation of farming and gardening entrepreneurs, and to attract more students in these areas to Södertälje.

Baena	EDUCATIONAL AND DISSEMINATION PROGRAM "FOODS THAT TEACH" - Value the importance of a healthy diet that includes organic and proximity foods, using the positive results of the experience of the pilot project in school canteens described in action 3.2 so that it can be transferred to other school canteens directly as to the families themselves indirectly.
	PROPOSAL FOR ADEQUACY ACTIONS AND NEW USES FOR THE OIL MUSEUM - Carry out an action to improve the existing facilities in the context of a redefinition of the object of the Museum and if it is the case, including the own model of management of the same.
	DEFINITION OF THE AGRI-URBAN BAENA COMMUNICATION PLAN - Define and activate a Communication Plan linked to all actions of the Integrated Action Plan AGRI-URBAN BAENA.
	ESTABLISHMENT OF A STABLE WORK TEAM AGRI-URBAN BAENA - Ensure the implementation, revitalization and dissemination of the plan and promote shared learning actions and facilitate financing channels for the actions of the Plan.
	Reduction and elimination of phytosanitary of chemical origin in the municipality of Baena.
Mouans-Sartoux	Share our experiences with other territories (OFSP, European ClubOrganic Food Territories, etc.). International cooperation , with MAS, a Mouans-Sartoux solidarity NGO, on agroecological and small scale food processing projects in Togo and Congo.
Abergavenny	Development of a Local Food Shared Vision - Compile a Shared Food Vision agreed by stakeholders to act as a guideline for future food development in Abergavenny and its environs. A shared vision for a growing friendly county – one in which individuals, families, community groups and small entrepreneurs as well as established businesses are encouraged and enabled to grow, process and purchase the nourishing and affordable food that the county needs in a way that sustains our environment and ensures our resilience in the challenging times ahead.





## Presents along the way





## And... beyond AGRI-URBAN

**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.**

*AGRI-URBAN Baseline, March 2016*

The statement made in March 2016 on the AGRI-URBAN Baseline Study guide us during the project implementation. We addressed the employment and job creation, along with competitiveness, as the main focus of AGRI-URBAN, in terms of international cross-learning and action planning at local level. We built an identity based on the common needs and opportunities that small and medium size cities in Europe are facing.

AGRI-URBAN is an Action Planning Network, so beyond AGRI-URBAN is the Implementation phase of the IAPs. Some key aspects for a successful implementation of AGRI-URBAN IAPs are the following:

- keep running the Local Group that will be at the heart of the activities and keep the participatory process open to representatives of

communities, residents, or other beneficiaries of the actions under implementation;

- update the structure of the LG for accordingly to the implementation needs;
- managing public procurement processes;
- checking on state aids and other sources of funding;
- strong management and monitoring system

Each of these aspects requires capacities in the teams that are leading the work within the city and in cooperation with local stakeholders.

Besides the implementation at local level, the AGRI-URBAN network intends to actively take part in transnational exchange and learning activities within the network but also with other small and medium size European cities.

## Beyond AGRI-URBAN our cities will be:

### **Baena:**

European capital of Olive Oil supported by a strong political and technical working group and with a wide participatory approach from local community.

### **Södertälje:**

Malar Valley region hosts young growers and entrepreneurs, efficient methods for a sustainable production and a local infrastructure for processing and delivery of food.

### **Fundão:**

Fundão is on the map as the city with the happier children in the world! The bet on healthy food with local and organic products, has created new dynamics in the city, notably the offer of new shops and restaurant dedicated to organic products.

### **Petrinja:**

A city with strong and developed agricultural sector, with developed, competitive and sustainable rural areas, with big number of producers and the variety of products, a city with healthy population and responsible, good behaving visitors opting for healthy local products.

### **Jelgava LM:**

A modern, inclusive and sustainable agro-business city.

### **Pyli:**

A perfect example of a city that links urban-rural territories in order to encourage smart land use, preserve traditions and increase employment in younger people.

### **Cesena:**

A pioneer city in the agri-food value chain, that has a clear vision for the future and aims at creating a participated path with local stakeholders that wants to define needs and opportunities and co-projecting the future.

### **Mollet de Vallès:**

Is the perfect example of a city that values nutritious, local, organic and sustainable food for its citizens. Through broad-reaching dietary health promotion, community members of all ages and socio-economic statuses will encounter healthy eating messaging while they shop, learn, socialize, access public services, enjoy leisure time and carry out their daily lives in Mollet. Through growth in the agri-food economy, based on the re-organization of agricultural lands in Gallecs and the emergence of new lines of business for local producers, the city will experience a surge in skilled and unskilled jobs in the agriculture sector.

### **LAG Pays de Condruces:**

The agroecology region, which applies concepts and principles to optimize the interactions between plants, animals, humans and the environment, as well as the social aspects that need to be taken into account in order to make the food system sustainable and fair.

### **Mouans-Sartoux:**

A permanent learning and sharing city uses the city territory to showcase urban agriculture projects.

### **Abergavenny:**

The place where Culture, Cuisine and Community is intrinsically linked, where local produce is the purchase of choice for residents.

