



**ADDRESSING FOOD SECURITY AND NUTRITION IN THE CONTEXT OF CHANGING
RURAL-URBAN DYNAMICS:
EXPERIENCES AND EFFECTIVE POLICY APPROACHES**

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Quito – Agrupar Programme

Proponent

RUAF Foundation; FAO

Main responsible entity

CONQUITO-Economic Development Agency, Municipality of Quito

Date/Timeframe

2002-ongoing

Funding source

CONQUITO and a variety of local, national and international organisations

Location

Metropolitan District of Quito

Background/Context

Quito District has a population of more than 2.5 million people. Since the late 1980s, Quito's urban and industrial growth has been characterised by low-density extension and dispersion into the peri-urban and rural valleys surrounding the city. Its urban population doubled between 1980 and 2000, and current projections are that the city's population will grow from the current 2.5 million to more than 2.8 million by 2022. The urban demand for food will only increase, while urban food security may be challenged by a lack of food access and potential supply problems. Already, many families are resorting to small-scale food production on Quito's hillsides, open spaces, and remaining agricultural land areas to feed their families. In 2010, 88% of Quito's population lived in urban areas, while 22% lived in areas that were still considered to have a rural character (Plan de Desarrollo y Ordenamiento territorial del Distrito Metropolitano de Quito 2015 – 2025).

Since 1988, the District of Quito provided more integrated land use and growth planning as well as coordination across governments and institutions. This has also allowed for a regional perspective for the territorial food system. It has facilitated urban-peri-urban-rural linkages through AGRUPAR, a participatory urban agriculture programme begun in 2002, that now includes 87% of urban and 82% of rural parishes. AGRUPAR promotes agro-ecological production and marketing. In addition, new organic/ecological markets have been established that provide organic/ecological producer groups from areas surrounding the DMQ the opportunity to sell their produce to Quito's population.

Since 2015, Quito participates in the City Region Food Systems (CRFS) project jointly lead by RUAF and FAO. The research assesses and develops CRFS as a planning and information-based decision making methodology and tool. It provides guidance for investment, policy and strategy prioritization to improve the resilience and sustainability of food systems. As result from increased awareness and priorities, the

Quito Metropolitan District committed to development of a territorial food policy, building on its urban agriculture programme and strengthening linkages between Quito and surrounding municipalities.

Focus/Objectives

The goal of the AGRUPAR programme is to: 1. Improve food and nutrition security; 2. Farmer income; and 3. Enable the participation of youth, elderly and women, across rural and urban parishes in the Metropolitan District.

The goal for city region food systems is to strengthen connections across the city region to enable food system resilience and sustainability. This starts from a vision where “The Metropolitan District of Quito promotes sustainable production and responsible production, with increased food self-sufficiency within the framework of inclusive and equitable economic development, and territorial resilience, in which healthy, nutritious, balanced and sufficient food is a Right of the population, while strengthening links with its food system”.

Key characteristics of the experience/process

Within the AGRUPAR programme, together there are 2500 gardens covering 27 hectares that produce more than 105 food products. Nearly half of the product are sold through local bio-markets in both urban and rural locations. As part of building city region food system linkages, markets have been established in urban areas for producers from the nearby Pichincha province of that lies outside the District of Quito. Aggregation of rural (from inside and outside the DMQ) and urban production is the key to offering consumers a diversified and sufficient supply of produce. Rural production allows increased diversity of supply, adding to the horticulture produce from AGRUPAR’s urban gardens other products which require larger growing areas, such as pork, trout, honey, eggs, grains, and beans.

Future activities planned to promote a more sustainable and resilient city region food system include:

Strengthening of short food chains, better linking producers from rural areas around Quito to Quito consumers

Reducing food loss and waste along the chain

Development of a territorial food strategy

Establishment of a territorial food council

Key actors involved and their role

The key actor in the Quito city region food system project related to local production and consumption is AGRUPAR as part of CONQUITO, a district level economic development corporation. AGRUPAR has its own operating budget that provides programme stability and enables AGRUPAR to contribute to enhanced and increased ecological production. Nationally, the Strategic Development Plan (2015-2025), through its efforts to improve livelihoods, aims to tackle challenges at the intersection of food coupled with: health including food and nutrition insecurity and diet-related disease; income and employment through support to sustainable, local value chains across the urban-rural spaces; and, land use planning

to protect agricultural land and water resources. This is aligned with the National Plan for Good Living and The Food Sovereignty Law.

CONQUITO integrates its actions with other municipal entities, such as: Health, Territory – Habitat and Housing, Environment, Culture, Social Inclusion and the District Agency of Commerce, Fundación Patronato Municipal San José and the Fundación de Museos de la Ciudad.

Through such collaboration, AGRUPAR's expertise has, for example, been used to help establish school gardens in support of the municipality's programme for 'healthy schools'. In more recent years, and with the topic of healthy food consumption and healthy lifestyles emerging as a new area of political interest, CONQUITO and the Secretary of Health are including healthy food promotion in the health education programme and outreach stations 'Health by Step' (Salud al Paso) and through the promotion of responsible consumption.

The Fundación Patronato Municipal San José manages Child Development Centres for children from 1-3 years of age and is reaching out to AGRUPAR to establish nutrition gardens in their centres to support the healthy food consumption training provided to the children's parents and caretakers. The collaboration with the Museos de la Ciudad has helped integrate the cultivation of food and medicinal plants with awareness-raising on sustainable consumption in public social meeting spaces.

In collaboration with the Secretary of Environment, a new project on 'farms adapted to climate change' is being set up in the DMQ's rural parishes, seeking to develop and promote new climate-smart production technologies that can be easily adopted by local farmers.

The private sector may start to play a more important role in future. New market opportunities may arise with 'Ecuador's inclusive business movement', which encourages the larger private sector to link with small-scale suppliers, such as farmers' organisations, provided their produce meets quality standards, is delivered on time, and is accompanied by an invoice. This may offer AGRUPAR farmers new possibilities to directly supply supermarkets and specialised outlets (hotels and restaurants). Such commercialisation was unsuccessful in the past, however, as prices paid to producers were lower than prices that could be obtained at the bio fairs.

CONQUITO has also established links with the National Government through its Ministries of Agriculture; Social Inclusion; Justice; Industry and Productivity; and Health and Education. From 2010-2012, the Ministry of Agriculture partnered with AGRUPAR in implementing the national nutrition strategy in areas with high levels of child malnutrition in Quito. Collaboration with the Ministry of Justice allows AGRUPAR to intervene in institutional detention and rehabilitation centres. Under the auspices of the Ministry of Social Inclusion, Industry and Productivity, urban producers were certified for their working expertise, recognising their contribution and thus providing an incentive for their further development. School gardens and food and cooking education have been set up in 142 schools in collaboration with the Ministry of Health and Education.

International cooperation has played an important role in the start-up and expansion of the programme and support to training, infrastructure investment, research and impact monitoring. UN Habitat was a key supporter to the start-up of AGRUPAR. RUAF through the joint RUAF-FAO CRFS programme, is supporting the CRFS assessment and development of territorial food policy strategy. This will seek wide coordination among municipal departments as well as coordination with municipalities located in the city region and the Province of Pichincha.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The AGRUPAR program includes more than 12,000 households, and provides set-up infrastructure and technical training producing: more than 400,000 kilos of food and increasing household food security through access to healthy, organic food; improved income stability for marginalized households through more than 1050 community, household and school gardens and over 300 small livestock production units; more than 100 micro-enterprises that grow and process food.

Production has helped strengthen food security and diversification of the diets of the 12,000 involved urban farmers and their families. In addition, and on average, producer families earn USD 55/month from product sales and save another USD 72/month on food purchases. Total savings are 2.5 times the value of the governments' human development voucher, which provides USD 50 a month to vulnerable households. 17% of involved households engaged in more commercial enterprises report supplementary income of 300USD/month.

Direct sale of approximately 100,000 kilos of food through bio-markets served over 17,000 consumers across a range of income levels in urban and peri-urban settings and provided opportunities for rural vendors.

The examples provided earlier of AGRUPAR's collaboration with other strategic programmes (health, education, and environment) have given outreach and legitimacy to the programme. AGRUPAR's policy influence has also led to the recognition of the role of urban and peri-urban food production in the DMQ's climate change adaptation and mitigation strategies. The Department of Environment of the DMQ has been strongly involved in establishing indicators for measuring and reducing environmental impacts, including for example carbon and water footprints. Climate change mitigation and adaptation has been incorporated as one of the key sustainability indicators in the Development Plan of the city, and urban and peri-urban agriculture is highlighted as one of the relevant carbon compensation mechanisms and included as an 'Indicator of a Sustainable City'. The AGRUPAR programme already promotes specific production techniques to adapt to a changing climate, including small greenhouses, drip irrigation, rainwater harvesting, and reforestation, amongst others.

Challenges faced

While acknowledging the remarkable achievements with the AGRUPAR programme through the Metropolitan District of Quito, the CRFS research points to opportunities to extend this work by creating connections between the District of Quito and neighbouring municipalities and provinces. This is a key challenge to creating a more coherent city-region food system. It has been difficult thus far to include the practice in provincial legislation and operational programmes. As well, finding ways to include more

rural communities and to protect peri-urban land are on-going challenges to realizing the multiple benefits of city-region food systems.

Other challenges still remain in order to expand the area covered by the AGRUPAR project. So far, the concept of urban and peri-urban agriculture (or metropolitan agriculture) is still not explicitly recognised/mentioned in Quito's land use plans. This constrains, for example, the development of an affirmative policy and legal framework to allow farming households access to and use of open and vacant spaces for urban agriculture, without requiring previous legalisation by its users. Since an estimated 30% of urban Quito is vacant land, development of agriculture in the urban parishes will also require a review of its cadastre to identify municipal areas that could be allocated for agricultural use, and measures put in place to extend the concession of urban space to producers. A draft ordinance on urban and peri-urban agriculture is currently being developed that seeks to tackle this gap.

Lessons/Key messages

Integrated territorial planning: Working across the Metropolitan District of Quito has facilitated integrated territorial planning that protects land used for food production and ensures compact efficient land use as well as providing nature conservation areas.

Increased food producer incomes and improved access to healthy food for low income consumers fosters the capacity to ensure food sovereignty.

Scaling up planning: District of Quito has committed to developing a more integrated city-region food policy approach as demonstrated by, for example, signing on to the Milan Urban Food Policy Pact. While this is a positive step to develop human, resource and technical capacity needed especially in rural communities, financial resources and devolved power from the national and provincial authorities are required to facilitate and scale out successes. The work now in progress to develop national agro-ecological food production standards would facilitate increased coherence. The official recognition of urban and peri-urban food production as a form of agriculture would enable support through agricultural programmes as well as open the doors to public procurement opportunities. Food focused land use planning as well as a broader consideration of the CRFS to include the surrounding Pichincha province are also recommended.

City region food system is an integrative mechanism to achieve economic development, food and nutrition security, environmental management including water quality and biodiversity protection as well as climate resilience. The Quito example points to and reinforces the importance of having CRFS projects embedded in and supported by cross-cutting technical teams with needed core programmatic financial support; that the goals for regional food system production in urban and peri-urban areas be articulated so that they are in line with other programmes such as food security and economic development; and that there is good baseline and on-going data collection to track and assess successes and areas for improvement.

[Toronto city region food system](#)

Proponent

RUAF Foundation, UN FAO

Main responsible entity

RUAF Foundation; Centre for Sustainable Food Systems, Wilfrid Laurier University

Date/Timeframe

1993-ongoing

Funding source

Daniel and Nina Carasso Foundation, Centre for Sustainable Food Systems, Wilfrid Laurier University

Location

Toronto City Region Food System, Ontario, Canada

Background/Context

Toronto and the surrounding Greater Golden Horseshoe

Toronto is located within the Greater Golden Horseshoe (GGH). The 32,000 square kilometers incorporates 41% of Ontario's farms, over 50% of food manufacturing, 21 upper and single tier municipalities, 89 lower tier municipalities, and around 65% of agri-food jobs including 35, 584 primary agricultural jobs. Over 200 different agricultural products are grown or raised in the GGH. Toronto is known internationally for its progressive food policy environment. A leader in urban food policy, the Toronto Food Policy Council first convened in 1991 following the 1986 WHO gathering that established good health as requiring peace, shelter, education, food, income, a stable ecosystem, and social justice and equity. This active stance continues to the present as the TFPC, still housed under Toronto Public Health, uses food as a lever for change across a range of issues including food access, planning, food distribution, youth and rural issues that include conservation, farmland preservation, agriculture and animal resources and agricultural value-added opportunities. The TFPC contributes to initiatives that include urban and rural considerations. A key outcome of this interaction is the 'Food and Farming Action Plan 2021' (2011). The report recognizes the opportunity to provide more healthy local food to local consumers and points to the high rates of food imported into the region. There is a parallel process integrating regional land use planning tools. The need for improved land use management that includes agriculture is recognized with agriculture situated within the broader context of urban population growth, housing, transportation demands, water quality and quantity, and air quality.

Focus/Objectives

Toronto, Canada has a long history of food policy and programmes. These include programmes and policies oriented at improving access to healthy food; urban, local and regional agriculture production; food markets, nutrition education and food skills, food business promotion, food asset mapping, and localised consumption. As Toronto began to realise that its food security was also dependent on preserving rural farmland in surrounding areas, since 2012 the Toronto Food Policy Council has expanded its area of intervention to include the Greater Golden Horseshoe area surrounding the city – an area of rapid population growth and diminishing agricultural lands.

As part of this increased city region focus, Toronto felt the need to better map and understand dynamics of the city region and adhered to the Toronto city region food system research, part of the joint RUAF and FAO City Region Food System programme implemented in 7 cities (2015-2018).

As part of that programme, it defined its vision to provide healthy food for all, sourced as regionally as possible, and as sustainably produced, processed, packaged, and distributed as possible.

Key characteristics of the experience/process

Next to its own Toronto city food programmes that are extensively documented elsewhere , and as part of its regional work, Toronto and other actors implemented the Golden Horseshoe Food and Farming Alliance, Asset Mapping Project in 2015. The Golden Horseshoe Food and Farming Alliance is comprised of the Niagara Agricultural Policy and Action Committee, the Toronto and Region Conservation Authority, the Friends of the Greenbelt, the Ontario Ministry of Food and Agriculture, Vineland Research and Innovation Centre, Holland Marsh Growers' Association, Durham College, Country Heritage Park, Ontario Federation of Agriculture, Ecosource, Food and Beverage Ontario, the Regions of Durham, Halton, Niagara, Peel, York, and the Cities of Hamilton and Toronto, as well as local representatives from the food and farming value chain. The Alliance was developed to oversee the implementation of the Food and Farming Action Plan 2021. Municipalities were approached both to support the Action Plan and to contribute financially to the Alliance. This funding leverages other funding from the province and other partners. The Alliance has developed a tool that helps municipalities in the region gather data and map the agri-food value chain. The Food Asset Mapping project was piloted in the Golden Horseshoe and expanded in 2015 to the Greater Golden Horseshoe. Food assets include the local food infrastructure that ensures food-secure communities and region – farms, processing and distribution capacity, food enterprises, markets, retailers, community gardens, urban farms, community kitchens, student nutrition programmes, emergency food distribution, and community food organisations or centres. The food asset mapping undertaken by the Golden Horseshoe Food and Farming Alliance will reveal how a regional food systems governance body can assess and track local food assets as a way to connect farmers with processors, manufacturers, and new markets. Planners involved are using the information to understand how land use policy and economic development programmes can best support the agri-food sector and support the implementation of the Food and Farming Action Plan 2021. This tool is available to municipal staff in participating municipalities (<http://www.foodandfarming.ca/research/>).

From 2015 Toronto developed further city region food system (CRFS) analysis. This process built on existing data and the engaged food community. The CRFS assessment consists of a descriptive assessment of the local context and CRFS, based on secondary data, case studies and stakeholder consultations. It followed with further in-depth assessment and definition of policy priorities and interventions around the subject of food hubs/logistics.

Key actors involved and their role

Active engagement throughout the process with members of the: Toronto Food Policy Council; Golden Horseshoe Food and Farming Alliance; Greater Toronto Area Agricultural Action Committee; City of Toronto Economic Development; academic practitioners from York University, University of Toronto and Ryerson University with experience in nutrition, public health, policy; Ontario Ministry of Food, Agriculture and Rural Affairs. In addition, primary data gathering involved more than 80 key informants and more than twenty public meetings.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

As reported by Hoekstra and Baker in a recent report on city-region food systems, impacts of food policies and programmes in Toronto region over the past years include:

- an additional 38 farmers' markets in public parks and 248 school & community gardens;
- with FoodShare, 160,257 students fed through 724 student nutrition programmes;
- 1.8 million acres of farmland protected by the Greenbelt;
- 2 mobile good food market trucks;
- 23 community food agencies supported;
- 116 kitchens available across Toronto for community use;

- 10 CAD million per year for local food businesses and projects funded through the provincial three-year initiative;
- Setting food literacy goals to increase knowledge about local food;

Building on this work, the CRFS research included food flow analysis within the GGH as well as wide consultation across the study area. The CRFS process resulted in the identification of eight policy gaps for further action: 1. Develop and support for transition to mid-scale infrastructure (regional processing, distribution, marketing) 2. Establish financial resources that support a range of scales and stages 3. Establish scale-appropriate regulations and feasibility assessments for midscale infrastructure like regional food hubs. 4. Increase research and educational opportunities directed at regional agriculture and regional infrastructure needs linked to shorter supply chains 5. Provide sufficient social assistance, through a guaranteed income or other measures, to ensure that everyone can afford to eat healthy food. 6. Establish a national food policy and a national school food policy. 7. Ensure widespread formalization and implementation of public procurement policies for local food (with percentages and budgets to meet policy goals) 8. Revise the labour practices, government support and subsidy programs to ensure the necessary skilled labour for all food system areas with tenure security and fair compensation for work.

The first four areas cluster around the need for mid-scale infrastructure such as food hubs for distribution and food processing to provide the missing middle needed to support local food. As a result, these are the focus for Phase 3 of the CRFS project. In addition, the province of Ontario has launched a three-city pilot project for Basic Income. As well, preliminary consideration is underway to develop a national food strategy.

Challenges faced

Data availability from certain municipalities within the GGH was a limiting factor in developing a more comprehensive and detailed quantitative assessment for the GGH. Fortunately, there are robust existing data sets and a long and deep understanding of food system and policy issues in the GGH, which enabled the CRFS assessment to make a significant contribution to better understanding the opportunities and gaps within the GGH.

Lessons/Key messages

Key mechanisms that enable CRFS:

1. Realize policies and programs through:
 - a. Institutional, financial and human resources stability, ideally with legislative support food system goals embedded in city-region planning initiatives
 - b. Inclusive multi-stakeholder governance structures
2. Facilitate and support horizontal and vertical government integration, cooperation and dialogue:
 - Promote knowledge exchange across jurisdictions and scales of government especially urban and rural
 - Facilitate multi-actor/stakeholder engagement
 - Provide human and financial resources to enable integration and coordination
3. Develop food centred policies and programmes to support sustainability
 - Foster production in rural, peri-urban and urban settings
 - Use land use planning to protect water and land resources
 - Facilitate short food supply chains.

The on-going GGH CRFS research has provided insights into opportunities for realizing the objective to provide healthy food for all, sourced as regionally as possible, and as sustainably produced, processed, packaged, and distributed as possible.

[UN Habitat – Integrating urban-rural linkages into National Urban Policies](#)

Proponent

UN-HABITAT in partnership with United Nations Economic Commission of Africa (UNECA) and United Nations Centre for Regional Development (UNCRD), associated partners include the Food and Agriculture Organization (FAO), International Fund for Agriculture Development (IFAD) and other international development partners.

Main responsible entity

UN-Habitat, Urban Planning and Design Branch, Regional and Metropolitan Planning Unit

Date/Timeframe

2018-2019 (tbd, the project might start late 2018 only)

Funding source

UN Development Account

Location

4 African Countries (countries to be defined, proposal: Cameroon, Nigeria, Tanzania (Zanzibar), Guinea Conakry)

Background/Context**Leaving No Place Behind: Strengthening Urban-Rural Linkages in Africa: National Urban Policies for strengthened Urban-Rural Linkages.**

One component for changing urban-rural dynamics is enhancing rural urbanization and strengthening the role of small and intermediate cities for a balanced territorial approach. Small and intermediate cities play a crucial role as market point and are therefore strongly linked to Food Security Chains (both being entry points to the theme of Urban-Rural Linkages among several others such as flows of people, products and information; migration and mobility; regional and territorial spatial planning, etc.).

Progress on SDG 2 (End hunger, achieve food security and improved nutrition and promote sustainable agriculture) can, according to FAO, only be achieved by progressing on other SDGs. SDG 11, target 11.a. aims for Member States to “Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning” and by adopting the New Urban Agenda (para 95) Member States committed to “...support the implementation of integrated, polycentric and balanced territorial development policies and plans, encouraging cooperation and mutual support among different scales of cities and human settlements; strengthening the role of small and intermediate cities and towns in enhancing food security and nutrition systems;...”

Most National (Urban) Policies are yet to combine food security issues with spatial planning. UN-Habitat therefore proposes to support countries to develop and implement “integrated, polycentric and balanced territorial development policies and plans”, aiming to enhancing food security by making small and intermediate cities a strong element in National Urban Policies.

Focus/Objectives

One strategy to foster a balanced territorial development is integrating it into a National Urban Policy. With this proposal for UN Development Account funds, UN-Habitat aiming to support 4 African Countries in developing and integrating Urban-rural linkages into a National Urban Policy.

Key characteristics of the experience/process

Main objective of the project: To build and strengthen capacities of policy makers and change agents at all levels to collect and use evidence for fostering cross-sectoral, multilevel frameworks and action plans for integrated and inclusive territorial development that promotes urban-rural linkages and reduces the

development gap. One strategy for integrated and balanced territorial development is changing the urban-rural dynamics and enhancing capacities of key actors in small and intermediate cities, in their role as market places as well as first access points for the rural population for administrative, economic, finance, educational and medical services. Promoting the rural urbanization will have a strong impact on food production chains and food security for both, rural and urban population.

Key actors involved and their role

UN-Habitat and our partners to provide advisory services to the African Countries selected in regards

- Enhanced the capacities of policy makers to collect evidence needed to develop national and regional urban development frameworks that support the integration of urban-rural linkages;
- Enhanced capacities of policy makers to utilize this evidence for developing policies that strengthen urban-rural linkages; Specific roles of the partners within the project need to be defined.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

Strengthened urban –rural linkages will enhance the connectivity and flow of people, information and products (such as agricultural products). Due to changing diets and as well as a higher demand for processed food, new priorities need to be set – and planned for also in the spatial context. National urban policies with a focus on urban-rural linkages will support a balanced territorial development and have an impact on food supply chains and food systems.

Challenges faced

(The project has not yet started).

Assumptions for challenges that will be faced:

- Available data
- National governments need to promote decentralization
- Integration of all stakeholder in the process
- Governance issues –
Long-term process

Lessons/Key messages

Lessons: ...The project has not yet started.

Key messages:

- Enhanced urban-rural linkages impact Food security for both, urban and rural population.
- Strengthened Urban-rural linkages will help to bridge the development gap and promote equality.
- Changing urban-rural dynamics need to be linked to national frameworks and can not only be addressed by local governments.
- National Urban Policies are one tool for ensuring and promoting a balanced territorial development.

Slovenia – rural-urban linkages through inter-generational cooperation

Proponent

InTeRCeR

Funding source

Limited donation from Austria which covers office rent, accounting costs, and allows for further development of the project through national and international calls for funding. However, all team work is done on a voluntary basis.

Location

Maribor and rural area around the town. There are plans to extend implementation to other regions of Slovenia and abroad.

Background/Context

There is dramatically high unemployment in the town of Maribor, and a large number of socially endangered people whose salary is nowhere near sufficient for a decent livelihood. The population would like to eat healthy food but they cannot afford it; they would also like to grow their own food but have neither the land nor the necessary expertise. In the surrounding countryside there are many elderly farmers who cannot work on the land due to their age and cannot earn a living from agriculture. Their small pension is not enough to even live decently. Consequently, the land is overgrown and both landscape diversity and biodiversity of traditional cultural landscapes are disappearing fast. Both these groups are socially isolated and suffer from serious psychosocial conditions. Depression and apathy are rife among the population of Slovenia. Those who are employed live in fear of losing their jobs – many workers earn minimum salaries which do not provide them with a decent living; they too live at the constant risk of poverty. Domestic food production in Slovenia offers the lowest level of self-sufficiency. The situation is worsening and the Ministry of Agriculture has done nothing so far to halt this trend. Experience to date has shown that there is no will to implement the present project despite the fact that there are negative demographic trends in the rural areas, overgrowing of agricultural land and low food self-sufficiency.

Focus/Objectives

Connect these two socially endangered groups from different environments (rural and urban) under the umbrella of a food-producing cooperative with the aim to improve their social and economic situation. Elderly farmers can teach people from towns to grow food, and they themselves can share in the harvest. During this process people will also learn the traditional knowledge of food processing, crafts and skills which will provide them with a basis for future employment. This approach will also function as a process of integration: the ultimate aim of the project is to establish Work Integration Social Enterprise for the benefit of both groups, and extend this model to other regions of Slovenia and abroad.

Key characteristics of the experience/process

Empower people to engage in intergenerational cooperation; establish common practices (cooperation, cooperatives, inter-generational transfer of knowledge) which are relatively unknown in today's society, but were common until 1991. Experience has shown that people are often unwilling or afraid to reintroduce these practices, but both the knowledge and experience is still present among the older generation. The present situation is partly due to a legislation which punished people financially who helped each other to develop community practices (which have been present throughout history in this

area, and which enabled people to survive in the past). One could say that people are still living in a fear which is greater than that experienced in the former Yugoslavia.

Key actors involved and their roles

- Elderly farmers: allow them to recommence farming on their land; to teach other people how to grow food (transferring the knowledge of the older generation to the younger), imparting insights into the possibilities of earning income from agriculture, traditional crafts and skills.
- Unemployed and social endangered people in towns: provide them with the opportunity to learn how to grow food, and how to exploit traditional crafts and skills which can help improve their social and economic condition.
- Members of the Institute InTeRCeR team: connecting people, helping them through cooperation with experience and knowledge, management and coordination of processes.
- Founders: enabling the implementation of the entire process.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The biggest change in agriculture in Slovenia took place in 1991. Up until this time, Slovenia was self-sufficient and the entire food-processing chain was founded in domestic production. Agricultural policies were based on the approach of cultivating agricultural land, and all those who owned land could earn an income from cultivation. There were also a large number of direct contacts between farmers and consumers, with direct buying from farmers: know your farmer. Slovenia then entered the “free market” era, and the problems began. The change in the system brought with it mistrust: there was no corresponding legal protection against criminal behaviour such as non-payment and fraud. The current policy of subsidizing agriculture does not favour small farmers who live in areas with limitations to agriculture; consequently, small farmers are abandoning agricultural production.

Challenges faced

The biggest hurdle which has prevented project implementation is Slovenian legislation. The approach used in the project is considered as illegal. The problems addressed by the project are mixed and diverse; there is a need for interdepartmental coordination but the relevant ministries are not willing to cooperate among themselves to support the project. The WILSE (Work Integration Social Enterprise) initiative needs funding due to fact that the most important impact is work integration of long-term unemployed and socially endangered people. Yet there is no interest among the relevant ministries to support the project’s application for national and international calls for funding.

Lessons/Key messages

Slovenia is not ready yet for the social innovation described here, even though the project has received awards abroad, the most important being the selection from among 30 semi-finalists in the European Social Innovation Competition 2015. Because of legislation problems in Slovenia, the project was not allowed to receive one of the awards, despite the fact that it showed the biggest social impact among all selected projects. We need to take a different approach to legislation: an integral approach, from the southern hemisphere – favouring nature and the community; legislation on the protection of nature; social legislation and that involving human rights, especially legislation for an acceptable standard of living for citizens. The right to live in a natural environment, to have access to clean drinking water, to eat healthy food and to live with dignity should be accorded to every citizen of Slovenia. In this situation the only viable possibility is to go abroad and to start work there with the implementation of the project – in the international environment.

Mercato Metropolitan

Main responsible entity

Mercato Metropolitan ltd
The FarMM ltd

Date/Timeframe

May 2015 – ongoing

Funding source

Private

Location

Two pilots have been launched in Milan and Turin in 2015. Since July 2016, the initiative is active in London. The program targets urban and associated rural areas across the world in need of regeneration (from Miami to Tokyo, from Manchester to Nairobi, Teheran, Tel Aviv and Cape Town).

Background/Context

In a context of broken food systems, data show:

- A convergence towards a diet high in fat, sugar and processed food, often associated with sedentariness and high levels of Non-Communicable Diseases;
- The exacerbation of the Double Burden of Malnutrition, which encompasses both undernutrition and over-nutrition
- Limited access of small producers to national and international markets due to:
 - Scarce education and use of ICT
 - Infrastructure gaps
 - Fragmentation related to small/micro business dimension
 - Lack of business capacity to organize into integrated, result-oriented structures
 - Limited capacity to find appropriate marketing channels and access to appropriately priced local financing
 - Global competition from big industries, which can reach all markets at low prices
- Scarce customer education on value of natural, sustainable products, compared with low-price, easy-to-prepare “junk foods”.
- Rise in urban agriculture (UPA), now responsible for 15/20% of global food supply. Still illegal in some countries, it provides a significant contribution to household food security and valorizes the nutritional and social value of food.

In this complex and emerging context, the project celebrates food as an important catalyst for conviviality and social cohesion. At the same time, it helps build inclusive development in local communities and contributes to economic development by supporting the regeneration of declining urban areas. Mercato Metropolitan acts as magnets for education around food and nutrition, community led gardens and sourcing ventures, as well as other community development activities, embracing the arts and focused on young people. Food is put at the center of culture and community in a sustainable way.

Focus/Objectives

The initiative aims to:

- create a sustainable community market concept, which targets urban and rural areas in need of regeneration. Working with local governments and strategic partners, it generates business and social ecosystems, where neglected metropolitan areas need it most, thereby stimulating private investments with the initiative providing an anchor for sales and marketing.
- bring natural, sustainable food producers and consumers closer together. Acting as an aggregator, the initiative reduces supply fragmentation while providing a reliable marketing channel for small-scale agri-food actors.
- raise awareness about sustainability, environmental, economic and social issues. To educate adults and children on the nutritional, cultural and social value of food.
- boost sustainable and inclusive economic growth by creating new jobs for low-skilled workers. The initiative is able to offer opportunities across the community and encourages social engagement, involving individuals and organizations independent of their political, religious or social status. Simply put, in the communal experience of eating and preparing food together acts as a foundation for integration helping people to meet in a place where they can experience the taste of simple and authentic beliefs.
- promote research and innovation, inside and alongside the agri-food sector. To promote start-ups and cooperate with educational institutions, providing support to talented students in developing their career in the field of food, nutrition or environment.

Key characteristics of the experience/process

The experience is characterized by a holistic approach to food and nutrition security, embracing a multitude of factors such as food availability, food access, education, social inclusion, innovation, and urbanization.

This approach is combined with a Quadruple Helix model: the program is designed and implemented in a continuous dialog with public authorities, business actors, universities and communities.

Food becomes part of a broader intervention, a means of stimulating sustainable and inclusive development in challenging and declining environments. This is a flexible model that adapts itself to specific conditions: there are no rules, but values that aim to empower traditions, while enhancing local food security.

Key actors involved and their role

Participation is at the basis of the present initiative, which involves several key actors:

- Local communities. A first contact is established to present the program, set up conditions for project's acceptance and understand local needs.
- NGOs and non-for-profit. This collaboration ensures the participation of the most vulnerable people to the project
- Farmers and small-scale producers. They act as project's partners for the supply of high-quality food, which complies with sustainable production standards
- Customers. Direct customer feedbacks help to shape the program and adapt to changing necessities.
- Public and private institutions (governments, international organizations, universities). This cooperation aims to create a highly collaborative environment where academics, policy-makers, professionals and entrepreneurs work together to address issues such as food security, sustainability and traceability, sharing vision and principles for coordinated intervention.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The success of a retail concept, which does not commercialize any industrial mass products (e.g. Coca-Cola) but only natural and locally owned ones demonstrates that people are naturally attracted to healthy, nourishing food and to food education. In a low/middle-income residential area in South London, a vibrant melting pot of ethnic groups (the highest number of Colombian and Congolese residents in London), MM captivates 150.000 people/month.

Children participate in cooking classes; families, young adults and the elderly populate the whole place. The multi-generational space, rare in modern city life, is centered around healthy food and brings people into contact with food and nutrition security in a way that allows them to engage with issues naturally. It is offering a demonstration of how food security is a cross-cutting issue which concerns people of all ages, sex and social status.

More than 100 local producers have found in MM a platform for internationalization and aggregation, an opportunity to try their hand at direct marketing with minimal upfront investment. National and international institutions have shown their interest in the project and universities are in contact with MM's board of directors to present and study the project as a Sustainable Business/Policy Case (Harvard Model). Mercato Metropolitano is now recognized to be a movement, a complex structure of highly passionate professionals, who share a vision for a world without hunger, poverty and social injustices.

Challenges faced

One of the main challenges of the project is the current level of underfunding, which creates constraints for development. Nevertheless, the management has been able to implement an innovative approach with a solid basis for further expansion. A closer collaboration with the public sector might help to overcome this limitation. Expressions of interest are multiplying from cities around the world, and depending on the city, the possibility for redevelopment of large tracts of land in marginal urban areas offers public sector leadership that would allow the initiative to move forward more swiftly. Scarcity of well-performing small artisans needs a structured approach to vendor onboarding and start-up. Suppliers evaluation and selection, combined with education and training is fundamental to achieve project objectives.

Lessons/Key messages

The FarMM and MM profess the following values:

- Food excellence
- Craftsmanship
- Urban renewal
- Sustainability
- Short food value chain
- Engagement
- Consistency
- Glocal approach
- farm-to-mouth CSR

This experience shows that people care about social projects focused on local and global issues that affect present and future generations. In Milan, more than 2 million people came to visit the site in 4 months, about 28.000 micro and small farmers have been involved in the project, and more than 300 new jobs have been created.

An effective policy should be based on participative processes. Public/private initiatives must be presented beforehand to target communities, which share opinions, express doubts and specify needs. This step eventually brings to adjustments before implementation.

Finally, recognizing the multiple dimension of food security is a key element to success. A comprehensive public/private program is not sector-specific. Instead, it analyses and tackles direct and indirect causes of food security.

Lusaka (Zambia) – Responsible waste management

Main responsible entity

Lusaka City Council

Date/Timeframe

The project is still at conceptual stage. The pilot will be done for a period of three years from July 2017- June 2020

Funding source

The project will be co-funded by Lusaka City Council and Kasisi Agricultural Training Center

Location

Lusaka, Zambia

Background/Context

Lusaka is the capital city of Zambia and is experiencing one of the fastest urbanization rates in Africa. The city covers an area of 360 square kilometers and is not only the most populated but most densely populated city in the country. It had a population of 2,191,225 and density of **100 persons per km²** as of 2010. This characteristic of the city implies that the city's expanding population cannot be supported comfortably due to insufficient land to support agriculture activities. The situation is worsened by the growing need for housing development which seems to be a more lucrative investment than agricultural production. Thus Lusaka relies on nearby peri-urban areas for supply of fresh foods to the city. An on-going project by the Food and Agriculture Organization in Zambia called "City Regions Food Systems" reports that food losses and food waste have been observed to be major concern for the city region food system, especially at the market level. This is as a result of poor transportation facilities, bad road network and lack of storage facilities to mention but a few. This negatively impacts farmer incomes as a good amount of produce is lost before it reaches the market. It also creates a challenge for waste management for the city council due to huge amounts of waste that has to be disposed.

The Lusaka City Council therefore intends to partner with organic farming institute called Kasisi Agriculture Training Centre which requires a huge tonnage of organic waste to make manure. This will help the local authority with waste management as well as promote better nutrition for the city through promotion of organic farming products. It is hoped that after the pilot project, the council may be able to assess the projects viability and demand for organic waste such that farmers from the nearby Peri-Urban areas may not entirely lose out when their produce goes to waste but can sell their damaged produce at a minimal fee. It is also hoped that through this project, demand can be created for organic waste and other large scale farmers can partner with the council. The project also hopes to train

underprivileged women in organic farming to increase their incomes given that organic produce fetches more monetary value as compared to conventionally grown produce.

Focus/Objectives

The major objective of the project will be to alleviate the problem of food losses and food waste by getting economic value out of food that does not make it to the table. More specific objectives will include:

1. Assess the possibility of increasing farmer incomes by buying off wasted produce
2. Increasing possible incomes for women who will be trained by Kasisi Training institute in organic farming as they will get higher incomes by producing organic agricultural produce
3. Supporting the production of more organic food stuff as it is healthier and has friendlier environmental impacts
4. Improve waste management in the city
5. Improving the culture of waste separation which the city is struggling with at the moment

Key characteristics of the experience/process

Lusaka City Council manages all markets within the city and is consequently responsible for waste management in the markets. Currently, waste collection is a challenge because waste management fees charged by the council are insufficient to collect all the generated waste and the council usually has insufficient resources and collect and dispose of waste generated in the markets. Much of the waste results from food coming from the nearby towns due to lack of storage facilities and poor infrastructure to get the produce to market in time. On the other hand, Kasisi Agriculture training center is an agriculture training institute for Jesuits of the catholic church and it trains students in organic farming. The training center also has a large farm where they grow organic produce.

The project will therefore aggregate food waste from the markets and supply it to Kasisi Agriculture Training Center to be used in the institute's farm. While the council will be responsible for separation of waste at source and aggregation of the waste, the training institute will be responsible for collection thereby enhancing council's efforts in management of waste. The council will also sponsor a selected number of women (from its existing women groups engaged in gardening) to the agriculture institute to be trained in organic farming. During the project, assessments will be done on how to economically value wasted fresh foods so that eventually, the farmer can sell wasted food at a small fee thereby improve farmer incomes. This will reduce the amount of food that goes to waste and make better use of the wasted product.

Key actors involved and their role

The project will involve four major actors:

1. The local authority whose role will be food waste aggregation in the market place
2. Kasisi Agricultural Training Institute whose role will be to transport the waste from points of aggregation to the their farm as well as to train the less privileged women that will the local authority will sponsor
3. Women groups that will be sponsored to be trained in organic farming
4. Selected researcher to assess the amount of food waste generated, amount of organic fertilizer generated from the waste and possible value for the farmer as well as cost sharing mechanisms in the aggregation and transportation costs for future pricing of the wasted food staffs.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food

systems

This project is still at conceptual stage but it is hoped that the following results will be achieved at the end of the project:

1. Reduced economic losses (improved economic muscle and food security)for the farmer as a result of reduced food waste
2. Improved nutritional status of the city due to improved farming methods through increased production of organic farm produce
3. Improved incomes of women who will be trained in organic farming thereby improving their food security status
4. Promotion of sustainable agriculture systems through increased organic farming

Anticipated Challenges

Anticipated challenges on the project include:

1. It is expected that the women who will be trained in organic farming might have challenges in marketing their produce in the local markets as organic products are usually sold in local super markets which require large quantities in order to purchase from the farmer. It is hoped that since Kasisi agriculture training institute produces organic farm produce on a large scale, they can buy the produce from the women and aggregate with what they produce.
2. Once the pilot project is over and the farmer can sell wasted produce. The challenge anticipated is that who will bear the cost of aggregating the food waste to make it easy for Kasisi institute to collect large amounts of the waste. This is a concern because during the pilot project the food waste will be free but it is hoped that eventually the farmer can get a return on the wasted product. This has an implication on attaining the objective of the project to increase the farmer's income. It is hoped that the researcher to be engaged will clearly show how all parties can benefit from the project.

Key messages

1. Food waste can be useful and has economic value
2. Promotion of organic farming can increase incomes for poor households
3. Challenges that result in food losses faced by farmers from rural and peri-urban areas such as poor transportation and inadequate storage facilities can be alleviated by making use of the wasted products

[Argentina – ProHuerta Programme](#)

Main responsible entity

Ministry of Social Development - Argentina

Date/timeframe

Since 1990 to date

Funding source

National

Location

Argentina - National scope

Background/Context

The Pro Huerta programme was launched in Gran Buenos Aires, Rosario, Santa Fe and Mendoza on 3 August 1990, and further expanded throughout the country.

The programme promotes the development of agroecological fruit cultivation in small farms, supplementing the diet with the inclusion of hens and rabbits. It also features special projects to facilitate the access to water to highly socially vulnerable communities, and to support local and personal capacities to develop technologically appropriate tools.

Focus/Objectives

Overall objective:

Contributing to guaranteeing food security of socially vulnerable populations in rural and urban areas by increasing the availability, accessibility and variety of food products. And promoting and developing the marketing of surpluses, through the self-production of fresh food complementing their dietary needs in agroecological gardens and farms, according to the distinctive features and habits of each region.

Specific objectives:

1. Promoting joint management and inter-institutional coordination mechanisms that contribute to guarantee the right to work and the right to food of the socially vulnerable population in urban, peri-urban and rural areas.
2. Fostering, strengthening and establishing local food production and marketing systems within the framework of social economy.
3. Facilitating the access to safe water for consumption and irrigation.
4. Strengthening the local and regional production of local crops and native seeds, increasing the value of indigenous food products.
5. Raising awareness of the importance of following a healthy diet and protecting the environment.
6. Contributing to promote work-related creativity, skills and crafts, and homemade manufacturing of facilities and tools to produce healthy food.
7. Strengthening the teams of institutional technicians and local volunteer promoters, through training and information, for community work related to the programme.
8. Promoting the coordination between the general public, family producers, promoters, technicians and focal points by strengthening communication.

Key characteristics of the experience/process

The territorial scope of the programme is broad, mobilizing a federal network of 7 500 volunteer promoters. Its activities involve 3 000 organizations and institutions, and 465 thousand family gardens, 6 000 school gardens, 1 000 community gardens and 2 700 gardens in institutions. Furthermore, special projects are implemented in coordination with diverse groups, organizations and institutions as well as local governments. These features demonstrate that institutional networks and their continuous community engagement stand out as a social inclusion policy.

The participation of volunteer promoters supporting technical teams in everyday tasks undoubtedly reflects a key and unique feature explaining the support of this programme. These volunteers collaborate on a daily basis as social agents, who do not only support the programme, but also solve everyday challenges.

All these features and background have made this programme a model experience, globally acknowledged for its interventions in countries like Haiti and Angola, as well as other countries in Latin America. This international scope is supported by the Argentine Foreign Ministry.

Key actors involved and their role

The programme was implemented by the Ministry of Social Development and the INTA (National Institute of Agricultural Technology)

Key changes observed leading to an improvement of food security and nutrition

Pro Huerta works with more than 4 million people and 10 000 institutions and organizations, and participates in more than 600 agroecological fairs, guaranteeing an improvement in the dietary habits, developing technologies focused on food self-production, strengthening families, communities and organizations, promoting a fair and supportive economy, improving the environment and raising awareness of civil rights.

Challenges faced and how they were overcome

The programme has faced multiple challenges during the last 24 years. Featuring a distinctive production model addressing the needs of family agriculture on a agroecological basis and involving a national policy targeting socially vulnerable households, it had to overcome difficulties to be institutionally acknowledged. Over the years, the programme has built its own identity and has been distinguished by its innovative production of agroecological food and the support it has provided to the disadvantaged groups.

It should be noted that these challenges strengthened the foundations of the programme by promoting the integration of technical, management and civil teams: a sign of the empowerment of the capacities that have been built and developed during so many years.

Lessons/key messages

Fostering actions that strengthen food security and sovereignty is essential. In this way, social rights are promoted and enforced, developing as a result enhanced individual and community capacities.

The approach based on participation and community action, involves multiplier agents who solve everyday situations. The State facilitates all the changes but the people make their own decisions about their lives.

The Pro Huerta programme protects nature and the environment and promotes care and solidarity. It enables the transformation of local and everyday realities towards sustainable development improving the quality of life.

Hence, the programme avoids welfare-oriented and unilateral actions, becoming itself a State policy that turns a need into an opportunity to build active citizenship.

[Santiago \(Chile\) – bridging the gap between urban and rural areas through Information and Communication Technologies \(ITCs\)](#)

Proponent

FAO

Main responsible entity

Public Policies Training Unit – Urban Agriculture Information Platform

Date/Timeframe

2009 - 2016

Funding source

FAO

Location

Santiago, Chile

Background/Context

Information and communication technologies (ICT) are offering more opportunities for meeting, whilst enhancing closeness, access to information, and knowledge as a result. In this way, new educational scenarios and environments are enabled, bridging the gap between urban and rural areas, and facilitating knowledge sharing.

The platform “Urban and peri-urban agriculture as a tool to achieve food security and to fight against hunger at the local level”, within the framework of the Public Policies Training Unit, is a successful example in this field.

In this platform, urban and peri-urban agriculture emerges as a link between urban and rural areas, acting as a gateway to address the sustainability of the current food system, interrelating processes like the responsible management of natural resources with consumption, but also with governance and institutional capacities, especially of local governments, with the aim of introducing and integrating new agents to address the migration, food insecurity, marginality and urban growth issues.

In such a heterogenous region, the digital gap is evident. Since 2009, approximately 800 people have participated in this platform. 65% of them completed the programme whilst the remaining 35% didn't, due to the lack of connectivity, access and infrastructures in the rural or peri-urban areas that would allow them to participate and exchange their experiences in a virtual environment.

Focus/Objectives

This model focuses on the participants and the creation of a collaborative learning process.

Collaborative learning using ICT highlights the importance of joint participation through dialogues, forums, thoughts, discussions, group work, readings, recommended literature and real case studies among others.

The focus of this platform is based on the need of approaching issues from the perspective of those involved and their environment to address the divergences between current trends and real experiences. Therefore, the platform entails active participation, not only in the achievement of a target, but also in feedback and networking.

The overall objective of the virtual platform is to “Contribute to the improvement of urban food security and the sustainability of local food systems by integrating urban agriculture as a municipal and territorial development tool in Latin America and the Caribbean “. This is achieved by:

- 1) Using appropriate methodological tools to inform, transmit and transfer all the knowledge gained, related to urban and peri-urban agriculture at the municipal level.

2) Formulating and implementing public urban and peri-urban agricultural public policies at the municipal level, with a participatory and multi-stakeholder approach, and sharing experiences and knowledge.

Key characteristics of the experience/process

The outreach of ICT aims to improve urban food security by implementing tools that strengthen local food systems. In this way, the rapprochement between producers and consumers is facilitated, food needs of the most vulnerable urban populations are met, community bonds are created, public spaces are recovered, and entrepreneurship is broadened.

For this purpose, several conceptual, methodological and policy elements are made available to mainstream this production system in the municipal and territorial development plans.

Networking between stakeholders is voluntary and lasts for 11 weeks with the support of a mentor and regular meetings in virtual forums. Each participant describes his experience, provides information about its context, obtains the tools and completes practical exercises ranging from production itself to municipal management. The final product is an urban agriculture project, with a holistic approach ranging from production, capacity building and advocacy to public policy management or the creation of interest groups.

Key actors involved and their role

Active participants: Local government officials, central government officials (Ministry of Agriculture, Ministry of Social Development, Ministry of Education), civil society, academia, facilitators

Technical team: FAO officials, platform technical support team and a mentor/facilitator/expert

Key changes observed involving an improvement of food security and nutrition

Some of the participants trained in urban and peri-urban agriculture are still linked to projects related to food systems and food security, with topics like urban and peri-urban production, food cooperatives, education projects, local management, or the establishment of inclusive markets, among others.

Challenges faced and how they were overcome

These platforms face a broad digital gap at the regional level. Although many countries have improved their connectivity in rural areas, there are significant differences at the territorial level. Some of the challenges are:

- 1) Monitoring the participants and consolidating future cooperation.
- 2) Enhancing the sustainability of the platform.
- 3) Strengthening intersectoral work.
- 4) Reassessing the architecture of the information included in these platforms.

Information is currently being collected with participants from all versions of the course, seeking information on ongoing experiences, new areas of interest, in such a way to strengthen the platform as a meeting place and an opportunity to reduce knowledge gaps between urban and rural contexts.

Lessons/key messages

These communication forums favour networking and cooperation between diverse stakeholders and experiences, with the objective of integrating new approaches to institutional arrangements in a regional community where information, knowledge and initiatives are provided on a regular basis. The challenge is empowering and envisaging a more effective environment where participants can develop, integrate and maintain their contextual knowledge. And boosting collaborative networks based on local experiences.

One hundred thousand gardens in Tuscany (Italy)

Proponent

Anci Toscana

The Association of Municipalities of Tuscany, ANCI Tuscany (www.ancitoscana.it), is a non-profit association established to achieve the system of local and regional Tuscan autonomies founded on the principles of freedom, democracy and citizen participation. ANCI Tuscany represents 269 Municipalities (99% of the Tuscan Municipalities and 98% of total population) and constitutes the regional branch of the National Association of Italian Municipalities that represents 7318 Italian Municipalities (90% of the Italian population). The Association's main aim is the promotion and strengthening of institutional, regulatory, financial and organizational autonomy of municipalities and other Tuscan autonomies derived by the municipalities through continuous action aimed at promoting and supporting the effective implementation of the principles established by the Constitution of the Republic, the Statute of the Tuscany Region and European Charter of Local Autonomies. The Association represents the system of Tuscan municipalities, promotes development and growth of local autonomies system, protects and represents its interests, even in relations with other institutions and administrations, with economic, political, and social organizations at regional context. The Association takes care of the collection, analysis and dissemination of data and information concerning Tuscan municipalities and delivers support, technical assistance and provision of services to Tuscan municipalities. It promotes the coordination of activities of municipalities and associated bodies and organizational integration in areas where it can achieve the same levels of greater efficiency, effectiveness and economy, the decentralization of the functions of public interest at every level in a logic of institutional subsidiarity and simplification of administrative procedures, forms of coordination among the entities associated at level of territorial areas and on specific thematic needs. Thanks to its high experience designing, managing and implementing EU projects and its high-skilled staff, ANCI Tuscany is very active in the field of EU funded projects, both as Lead Partner that Partner. Through its subsidiary company, Anci Innovazione, ANCI Tuscany supports local public administrations in the management of innovation at technical and organizational level alongside the Tuscany Region and other Italian public administrations in the realization of innovative projects and services to citizens. It participates and supports proactively initiatives related to the Europe 2020 strategic pillars and in particular to the Digital Agenda at a regional, national and European level.

Main responsible entities

Regione Toscana through Ente Terre Regionali Toscane and Anci Toscana

Date/Timeframe

From 2015 to 2018

Funding source

The main funding sources are public, they comes from Regione Toscana and from municipalities who participates to the initiative.

Location

Tuscany and in particular 6 pilot municipalities and all Tuscan municipalities who took part in the initiative

Background/Context

The urban gardening phenomenon began to develop around the 80s, experiencing a strong growth in the last decade. Urban and community gardens have become more and more common in international

metropolises. They can be considered as an important tool to trigger urban regeneration processes, promoting socialization among citizen and the recovery of abandoned areas. The development of activities for the creation of gardens in urban and suburban areas reduces the gap between citizens and agriculture, enhances local food productions and traditions and a new policy that take into consideration the changing relationship between rural and urban areas.

Urban gardens are mainly located in slummy suburban areas in Tuscany and they are managed by old people who usually grow vegetables and fruit for their family needs. Urban gardens have unevenly spread over the territory, due to the lack of a common strategy and guidelines for the homogeneous development of such spaces.

Some Tuscan municipalities such as Florence, Livorno, Grosseto, Bagno a Ripoli have introduced innovative elements regarding the cultivation and management of such spaces, creating models for social inclusion and for the distribution of food to the most vulnerable social groups. Urban gardens have thus started to be perceived not just as a resource for individuals but rather as a tool which can be used to improve life quality, urban sustainability and the relationship between citizens, nature and the environment.

Focus/Objectives

The key aim of the project was to define a Tuscan urban gardening model, allowing municipalities to recover available areas or to improve the ones which are currently used for such purposes. This aim matches the goal of radically change how these areas are perceived, turning recreational areas for elderly people into modern community centres for people of all ages which allow cultural exchange among farmers, youngsters and provide food for disadvantaged citizens. The new urban gardening model includes a series of guidelines which must be followed and respected by all structures on the regional territory.

The management of urban gardens has been assigned to charities in order to promote integration between agricultural, social, cultural and educational activities. Urban gardens represent a great resource for the community, especially in urban areas, since they can be used as a powerful tool to counteract isolation by fostering social bonds and to trigger urban regeneration processes.

Small-scale types of local and solidarity economy can be developed using urban gardens as means for sharing objectives and values. The meeting of different generations enables the exchange of experiences, thus becoming a key element for social development and for the enhancement of agricultural and environmental culture of the territory. Such model also disseminates education practices and information systems on agricultural traditions, the environment and on solidarity economy among communities that are often affected by individualism, with limited activity sharing among citizens.

The urban gardening model mainly targets young people, aiming to create opportunities for growth in the agricultural and social sector. Youngsters can indeed be regarded as a thriving source for innovative initiatives in which vegetable gardens, a fundamental element of rural cultures, can turn into a tool for aggregation and for the development of new shared management models of soils and activities.

Key characteristics of the experience/Process

The initiative “Centomila Orti in Toscana” (one hundred thousand gardens in Tuscany) is a regional governmental initiative for the 2015-2020 programming period. A working group established through a memorandum of understanding signed by Regione Toscana, Ente Terre Regionali Toscane, Anci Toscana and six pilot municipalities (Firenze, Bagno a Ripoli, Siena, Lucca, Livorno and Grosseto) launched the

initiative. A set of guidelines and project methods for the implementation of interventions on private or public areas was designed, together with a series of regulations for the horticultural spaces' management by those in charge. Various methodologies have been adopted in order to involve the citizens and the voluntary associations in the management of such spaces. The initiative was launched through a call for expressions of interest open to municipalities and an experimental call for the six pilot municipalities. A general call was prepared and the delivery of a guide was assigned to the Accademia dei Georgofili which provided information and advice for the implementation of the interventions to all actors involved in the initiative for each role.

Key actors involved and their role

Regione Toscana, Ente Terre Regionali Toscane, Anci Toscana e the six pilot municipalities with experience in this sector have established a working group for the definition of the Tuscan urban gardening model.

Regione Toscana has funded the initiative and issued a public call, originally open only to 6 municipalities for an experimental phase, then extended to all municipalities for the design and implementation of new gardens and the enhancement of the already existing ones.

Anci Toscana has promoted the initiative by getting all Tuscan municipalities involved, inviting them to express their interest and to take part in the public call for the realization of the interventions. Anci Toscana has organised and delivered a series of workshops and events targeting local authorities and aiming to gather innovative ideas and proposals in accordance with the identified model. It has also collected the instances and proceeded to a selection of them through a special committee composed by the main actors of the initiative.

62 municipalities, from urban and mountain areas, took place in the initiative with specific projects.

Key changes observed The new concept of urban garden has a strong aggregative, social and educational value which can be used to recover traditions, foster sustainable farming practices, and promote environmental education.

The recycling of waste and the rational use of natural resources are two concepts at the core of municipal planning. Such urban gardens also promote local food productions and the cultivation of local varieties of germplasm. The close tie between urban gardens and voluntary associations represents a baseline for the development of a new culture, where vegetables and fruit grown in urban gardens can be shared with disadvantaged citizens in soup kitchens or through the food bank and charities, in accordance with the provisions of law 155/2003 "Regulations governing the distribution of foodstuffs for purposes of social solidarity" and with regional law 32/2009 "Measures to combat poverty and social hardship through the redistribution of surplus food" which aims to foster the relationship among companies in the food sector, big food retailers, companies active in the catering sector and voluntary associations in order to ensure the goods which are no longer marketable but still edible are not wasted but transferred to soup kitchens and so on. The distribution phase is also included in specific aid and development projects. This represents an element of great importance in the municipalities' projects.

Challenges faces

The main challenge is to define a new policy to organized these areas in different urban and rural contexts. The new concept of urban garden has a strong aggregative, social and educational value which can be used to promote new approaches in environmental education, recover traditions, foster sustainable farming practices, rural responses to urbanization and promote nutrition issues and poverty reduction.

Lessons/Key messages

Over the last 50 years, urban gardening has been perceived as a pastime for the elderly or for hobbyists

but this activity is destined to become increasingly useful for a growing part of the population living in urban areas since the citizens will enjoy its environmental, social and economic benefits. If implemented properly, urban gardening in central areas or in the outskirts can considerably improve the quality of life, both in technical and scientific terms: this activity is closely linked to the improvement of the air's quality, of the management and storage of excess storm water to slow down the surface runoff, of the increase in biodiversity; the economic revaluation of properties and of neighborhoods adjacent to urban gardens is also a phenomenon which must be taken into account, as many experiences in Germany and USA clearly show. In many areas, urban gardens have indeed become interesting sites visited by curious people and specialists.

Another key aspect to be considered is the social impact of urban gardens: these areas can become community gardens (this is the case with many cities in Northern Europe) with benefits also in terms of integration of migrants who can be involved in such activities, developing a better knowledge of local traditions and sharing their experiences. According to law 166/2016 "Provisions concerning the donation and distribution of food and pharmaceutical products for social solidarity and for limiting waste", a portion of the annual harvest is to be donated to charities and to be used in soup kitchens or for other charity purposes.

This is the reason why the Tuscan urban gardening model also includes the management of "complex of gardens", granting free use to a third party that is to say charities, foundations and other institutions of private nature recognised under the 361/00 DPR, voluntary organization (L 266/91), social cooperatives (L 381/91,; non-profit organizations of social utility (Dlgs 460/97), social promotion associations (L 383/00), social enterprises (Dlgs 155/06), with priority for TAP (Temporary Associations of Purpose) which can ensure a sound management for the preservation of the areas' functionality and goods.

Urban gardening also allows the recovery of green areas, especially of public ones which need renovation: this activity represents a great chance for municipalities to start urban regeneration processes in their territories, boosting the attractiveness of certain areas while improving their management. Urban gardening thus becomes a powerful tool for landscape planning, with great potential for the tourism sector as well, and a new model of rural economy.

[Kenya – WFP: Home Grown School Meals](#)

Proponent

World Food Programme

Main responsible entity

- Government of Kenya, Ministry of Education
- WFP Kenya Country Office

Date/Timeframe

Since 2009

Funding source

- Government of Kenya
- Various international donors

Location

Kenya

Background/Context

School meals

Every day at least 368 million children across low-, middle- and high-income countries are fed at school by their governments. There are good reasons for this: school meals provide children with nutritious food that is essential for their development and learning and, where children or communities are in difficult or disrupted circumstances, can help children find regular support for their daily needs in the classroom.

School meals in Kenya

WFP started school feeding in Kenya in the 1980s, but since 2009 the government has been implementing a government-led home-grown school meals programme (HGSMP). The home-grown school meals programme provides locally produced and purchased food to children in school, with the dual objective of increasing local food production and ensuring school attendance.

Home-grown school meals in Kenya

In 2016, the government-led HGSMP targeted 950,000 children in both arid and semi-arid counties. In parallel, WFP continued to provide school meals for 430,000 children in the arid lands and targeted schools in the informal settlements in Nairobi, that are not yet covered by the HGSMP, where national capacities are still constrained, enrolment and attendance disparities significant, and food insecurity and malnutrition high. To support the sustainable expansion of the HGSMP, WFP also prepared schools in Nairobi, Tana River and parts of Turkana for inclusion into the national HGSMP; this involved another 152,000 children.

In Kenya's HGSMP model, funds are transferred from the National Treasury to the Ministry of Education and then to school accounts. The schools announce a call for tenders and buy food from local suppliers (traders or farmers). This model is used in both rural and urban areas, linking smallholder farmers to schools in both contexts.

WFP provides capacity development support to smallholder farmers, small-scale traders and food processors throughout the country. This is done through training and coaching, food purchases, donation of equipment and facilitation of access to structured markets. The training modules focus on post-harvest handling, agribusiness, financial literacy, gender and procurement processes for the home grown school meals programme (HGSMP) and other structured markets. As a result of these training and market linkage forums, targeted farmer organizations are now aware of the business opportunity offered by the HGSMP market and other markets.

With the support of WFP, the State Department of Agriculture, in consultation with other national and county government ministries, is developing a policy document to provide the basis for guaranteed mechanisms for at least 30 percent of foodstuffs for public institutions to be purchased from smallholder farmers.

Fresh food in Nairobi county

In 2016, WFP and the Government of Kenya also started looking at options to introduce fresh foods into school meals. Several models were initiated to test efficient and effective ways to incorporate locally sourced fresh foods in the school meals in Nairobi County. Three models are tested:

- an additional transfer to schools to cover the cost of fresh food

- using an off-site kitchen that aggregates fresh foods from the export market to deliver to schools
- repurposing cosmetically unacceptable fresh foods

These pilots are active in 88 schools in Nairobi county, reaching almost 80,000 students daily.

Focus/Objectives

- The objective of the HGSMP is to contribute to equitable access to quality education, improved retention, completion and transition rates, and provide a market for farmers.
- The plan is to have a fully government-led school meals programme by December 2018. In the long term, at least 30 percent of the food should be purchased from smallholder farmers.

Key characteristics of the experience/process

- The programme is transitioning from a WFP-led to a government-led programme and in 2016 over 60% of the served school meals were managed by the government.
- Both the government and WFP transfer cash to the schools, who are in charge of procuring locally the food for the school meals.

Key actors involved and their role

- Government of Kenya, Ministry of Education: responsible for the government-led home-grown school meals programme
- Government of Kenya, Ministry of Health: inspection of food quality
- School Meals Committee: administers and manages, at the school level, all facets of the HGSMP implementation, including procurement, food preparation and reporting
- Local traders: participate in tenders
- Farmers' organizations: inform farmers about market opportunities; aggregate supply
- WFP Kenya Country Office: responsible for the implementation of the WFP-led school meals programme and home-grown school meals programme; capacity strengthening of the farmers and farmers' organizations

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The HGSMP was evaluated by an external evaluator in mid-2014 and the evaluator found that schools had received a total of Ksh 2.2 billion for local food procurement between 2009 and 2014 under the HGSMP, effectively turning school meals into a major market opportunity for the local farmers.

The evaluation did not measure the changes in food security and nutrition. However, a meta-analysis of 42 studies of school meals programmes around the world found a positive effect on the weight-per-age of the school children: +0.24kg/child/year in pre-school feeding and +0.37kg/child/year in school feeding (Kristjansson et al., 2016).

A Local Economy Wide Impact Evaluation (LEWIE) of the Kenyan HGSMP is scheduled in 2017.

Challenges faced

In some regions of Kenya the access of local farmers to the market of home-grown school meals remained limited in scale because of: irregular transfers of funds to schools; inadequate communication; low awareness amongst potential suppliers during procurement processes; low preference of some schools for locally produced foods.

Lessons/Key messages

By 2019, with sufficient funding and the required legal frameworks in place, Kenya could have one of the largest locally procured and fully government-financed school meals programmes in Africa.

Tuscany (Italy) – Parco Agricolo Perifluviale

Proponent

Department of Architecture of the University of Florence
Metropolitan City of Florence
Municipality of Florence
Municipality of Scandicci
Municipality of Lastra a Signa

Main responsible entity

Department of Architecture of the University of Florence

Date/Timeframe

May 2015- September 2016

Funding source

Regional Authority for the promotion of participation of Tuscan Region (L:R: 46/2013).

Location

The project area coincides with the periurban area among Florence, Scandicci and Lastra a Signa. More specifically, the site covered by the project is the rural/agricultural area of these three municipalities included among the rivers Arno, Greve and Vingone.

Background/Context

The plain between Florence and Lastra a Signa, covered by the project, is strongly urbanized (in 1954 the urbanized surface was 23% of the total, passed to 60,5% in 2007). Nevertheless, the territory situated on the left side of the Arno river preserves a rural connotation, hosting proximity agriculture and horticulture. In some riverfront areas (Mantignano, San Colombano) and on the lower hilly slopes of Scandicci, there are small or medium plots of land creating an agricultural mosaic. This kind of fabric is characterized by the association of arboreal and herbaceous crops (mostly vineyards and olive trees) and by a traditional texture which is still dense or medium-dense. There are also little fields of mixed crops (herbaceous and grapevine), which are really valuable for their meaning in terms of historical and cultural heritage. The level of ecological diversification is generally quite high.

Focus/Objectives

The main goals of project were:

- protection and regeneration of the periurban agricultural area;
- promotion of food security through the construction of local networks of farmers, citizens and public institutions;
- support of agricultural practices inclusive for the empowerment of vulnerable individuals and groups (disable, indigenous people, migrants, prisoners).

These objectives have been pursued through the tool of 'Parco Agricolo Perifluviale'.

Key characteristics of the experience/process

The project addresses a participatory management of the territory aimed at inclusiveness, at food security and at well-being of the community. Particularity it aims to build of the 'social pact' consist of networks of local actors. These pact are real sites of self-construction and care of rural areas, whit benefits in the security food of populations involved.

Key actors involved and their role

The project has involved many actor: public institutions, associations of citizens, farmers through various modalities of interaction and negotiation addresses at building 'social pacts' for the care and development of rural areas and promote food security.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The main changes observed are:

- a growing of awareness in the local population of the importance of the provenance of their food. Consequently increased their attitude a to turn to agricultural markets supported by local producers to meet their basic food needs.
- a growing of experiences of social farming. The social farming is a farming practice that uses agricultural resources to provide social or educational care services for vulnerable groups of people. Particularly the social farming experiences observed in the area of the project concerns the work involved migrants and ex-prisoners.

Challenges faced

The main challenge faced is the institutional recognition of the 'Parco Agricolo Perifluviale'. The institutional recognition of the Park to increase the possibilities of access to funding and to the protection of agricultural practices action.

Lessons/Key messages

The food security can only be guaranteed through the active involvement of local actors.

Rome (Italy) – Multifunctional farms

Main responsible entity

Municipality of Rome
Lazio Region

Date/Timeframe

From 2014 and further on

Funding source

Municipality of Rome
Lazio Region
For further on, European funds for farmers support

Location

Municipality of Rome, Italy

Background/Context

In the municipality of Rome the relationship between the city and its surrounding countryside is given by the presence of large green areas characterized by significant historical and environmental values that coexist with a massive extensive urbanization. In several cases farming activities play an essential role for the preservation of those green areas. The decree “Terre Vive” (living lands) -Article 66 of DI 1/2012 - adopted in 2014 has allowed 5510 hectares of land for agricultural use to be sold or leased to new farmers of less than 40 years of age in all Italy (Ministero delle politiche agricole, alimentari e forestali, 2014). The same year and following this decree two programs have been launched in Rome, one directly from the Municipality “*Roma, città da Coltivare: terre pubbliche ai giovani e agli agricoltori*” (Rome cultivating the city: public lands for the young and the farmers)” and the other from the Lazio Region “*Terre ai giovani*” (Lands for youth), which also includes lands inside the borders of the municipality. Those special programs allow young farmers to benefit from arable lands and historical farms within the city borders.

Focus/Objectives

Those agricultural projects are directly addressed to young farmers by loaning them city lands in order to help them to start multifunctional farming in order to protect and regenerate the Roman campaign i.e. Ager Romanus. By providing a wide range of services and activities such as agri-tourism and recreational activities, those new managerial approaches may consequently contribute to stop the countryside’s abandonment and to reduce youth unemployment, a major social issue. They represent an investment of different administrations into an innovative way of cultivating, investing in offset neighborhood and regenerating abandoned lands.

Key characteristics of the experience/process

The understanding of the program’s tenants lies behind the city’s socio-economical context, policy measures and agriculture’s particular importance (youth unemployment, land compensation policies of the city). All these factors led to a societal activism asking for the access to farming lands held by the administration. Diverses agricultural cooperatives of Rome funded the CRAT (Coordinazione Romana per l’Accesso alla Terra) (Roman Coordination for Access to Land) in order to express their suggestions and advices in the campaign for public space. They also organized several demonstrations and occupations, which led to the results of the decree “Terre Vive”.

Key actors involved and their role

The administrations play the role of the projects manager since they have a report to furnish every year. The farmers play their role but are also involved in a teaching and communication role of their practices. The last one concerns all the experts and researchers, who follow those projects either as advisers or as observant.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The farms are involved into local selling activities of their products through a regular realization of events, local selling points, dominical sales and the participation to some food and agricultural local events.

At the moment the food production is constituted by a very common range of vegetables and transformed products issue of a strict controlled organic production. They also share the wish to

reintroduce diversity amongst the aliments produced with the use of old species.

In those suburban contexts, where the majority of these farms are located, are composed of local communities which are usually used to buy low- cost industrial food because they cannot afford the organic one. The production of local food available at a very competitive price allows them to benefit from products of high quality

Challenges faced

The state of abandonment and deterioration of the land areas belonging to previous management of non-agricultural activities has seriously slowed down the starts of the activities. Moreover, the farms cannot guarantee, at the moment, complete accessibility to public attendance, except for extraordinary events, due to the lack of essential services. Financial opposition represents probably the most problematic factor since the credit access has been often denied due to very restrictive regulations that do not favor young farmers with entrepreneurial objective at all. Finally, the division of the farms within protected areas and natural parks involves several problems regarding the funding through the Rural Development Plan which cannot be applied to any intervention performed in the public green areas.

Despite all the problems concerning the states of the farms and decelerating the realization of the activities planned, none of the initiative have been suppressed, demonstrating the possibility of overcoming these structural difficulties.

Lessons/Key messages

This program aims to the use of public lands for the development of multifunctional farms located at strategic points within the green grid of the municipality like in close proximity to regional and municipal parks where they play both the role of a park entrance and green connector. Looking at the bigger picture of this initiative it goes well beyond the perspective of multifunctional farms by bringing a solution against urban sprawl problems and valuable landscape services. This plan plays the role as a first experience for state investment directly aimed at the development multifunctional urban farms as well as to youth employment and the participation to the food system and could definitely be seen as a model for further development of similar initiatives.

SUSTAINABLE FOOD SYSTEMS FOR HEALTHY DIETS

[Bogotá \(Colombia\) – SALSA collective initiative](#)

Proponent

FAO

Main responsible entity

SALSA (Food sovereignty and self-sufficiency) Regional Integration Committee, Bogotá, Cundinamarca.

Date/Timeframe

2014 - 2022

Funding source

Belgian Cooperation - Socialist Solidarity

Location

Province of Sumapaz, Province of Oriente, Province of Occidente in the Department of Cundinamarca and Capital District of Bogota, Colombia

Background/Context

SALSA collective formed by 30 local organizations

Focus/Objectives

Propose the creation of inclusive markets based on the reactivation of short distribution circuits, bringing family agriculture closer to urban consumers, prioritizing GAP and agroecological production.

Key characteristics of the experience/process

Local municipal markets.

Coordination of markets and virtual commercial platforms to improve marketing actions.

Restoration of short distribution circuits between peri-urban areas in Bogotá, maintaining the natural buffering corridors.

Conservation of healthy food products and protection of areas of ecosystemic importance.

Creation of conscious and supportive consumption groups with the purpose of enhancing the demand, sustainability and economic access to healthy food. Popular urban economies based on the exchange of trades, inputs and knowledge between rural agricultural producers and urban suppliers (processing machines, technology, services) (Reference: roasted coffee produced by Agrosolidaria Seccional Vianí, one of the organizations in the Committee,))

Key actors involved and their role

Rural food producers organizations, training organizations (focused in social and supportive economy, food security and sovereignty, local public policies, decent employment of young people in the outskirts of the cities), supportive shopping groups and cultural houses in Bogotá.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

Rapprochement between producers and consumers based on trust building initiatives like agro-tourism visits and joint workshops fostering healthy and local food. Transition from temporary fairs to stable markets with continuous periodic initiatives and progress towards self-management / use of new technologies and the consolidation of new platforms and brokering means.

Reinforcement of mindful and supportive consumption, with the aim of enhancing the diversification and sustainability of the markets for the producers, as well as reducing prices and increasing demand.

Challenges faced

Search of sustainable production schemes linked to stable markets. Reinforcement of participatory guarantee systems. Networking with organizations like the Family Farming Network in Colombia (known in Spanish as RENAF). Addressing the challenges and conflicts related to the use of rural land in the outskirts of the cities with touristic initiatives, high impact agricultural monocultures, urban expansion and outsourcing of services.

Lessons/Key messages

Fostering proposals related to local and regional food policies that functionally coordinate rural and urban organizations is essential.

[Ljubljana \(Slovenia\) – Short value chain approach](#)

Proponent

City of Ljubljana, Slovenia
Department for Environmental protection – Section for rural development

Main responsible entity

Rural development in Ljubljana – short food chains

Date/Timeframe

Constant – for programming period 2014-2020 and further

Funding source

Public funds – Municipality of Ljubljana

Location

Ljubljana – the capital of Slovenia – urban areas as well as the rural areas around the city centre.

Background/Context

The City of Ljubljana (hereinafter referred to as MOL) has set an operative goal in self-sufficiency in the Rural Development Strategy of the City Municipality of Ljubljana in the programming period 2014-2020, i.e. increasing recognisability of rural areas and creating a comprehensive approach in marketing of rural goods. MOL has a varied rural area with 826 farms, which sell their products to consumers in Ljubljana in different ways. MOL helps them develop their primary agricultural activities and helps them enter the market with different actions.

For this purpose, MOL has designed some measures to shorten sales channels and citizens of Ljubljana can access locally grown food easily. The measures were prepared so that they encompass as many target groups as possible:

1. Promotion events – within Ljubljana's rural area festival Zeleni prag, which takes place every year in October and presents different food suppliers in MOL to the citizens of Ljubljana; every Saturday Organic market takes place at the Ljubljana Central Market;
2. Doorsteps sales – we are aware that it is best to see where food was grown, therefore we encourage cultivators, also financially, to arrange sales areas on their farms and offer buyers completely fresh locally grown food;
3. Market areas – in MOL there are currently four marketplaces. Additionally, eight marketplaces are being prepared in city communities where citizens will be able to buy locally grown fruits and vegetables;
4. Basket of Ljubljana – it is a standard defining how food must be grown in the City Municipality of Ljubljana according to the principles of organic or integrated production. There are currently 70 food suppliers included in the Basket of Ljubljana;
5. Stimulating new forms of sales (e-marketing etc.)
6. Establishing short food supply chains – we are aware of the importance of cooperation between caterers, hoteliers and other providers of catering services with local cultivators. In this way, the quality of catering services has been increasing in MOL.

Categories 1-5 have been developed together by MOL and the food growers. In order to implement category 6, cooperation of larger number of participants is crucial. Firstly, MOL and the restaurant Druga violina (founded by Dolfka Boštjančič Centre – centre for people with special needs, also employing people with special needs) launched Apple Week in Ljubljana. In the framework of this programme, Druga violina has included apple dishes into their offer; from apples grown in MOL. Today other providers participate in the programme – hotels, shops and restaurants, which offer either apples or apple dishes from apples grown in MOL. At the same time, an educational programme was designed, aimed at raising awareness of local food growing.

Public institute Ljubljana Tourism, MOL and Jarina Cooperative formed a programme Green Supply Chains within the European Green Capital 2016. It is an initiative to increase locally grown food in the gastronomic offer of the municipality (<http://zelene-verige.si/>), project developer is Ljubljana Tourism.

Focus/Objectives

Strategic goal No. 1: Ensure quality agriculture and forestry goods from a preserved environment, with the aim of self-sufficiency of the MOL, by improving the supply of the MOL population with quality food, sustainable forest management and protection, conservation and development of functional capacity of agricultural holdings;

The strategy determines methods of production, taking into account natural and climatic conditions. A special chapter is devoted to monitoring climate change:

- Encourage the introduction of more resistant fruit and vegetable varieties – replacement of the range of products;
- Introducing new technologies in indoor production facilities, allowing the monitoring of or elimination of pests;
- Promote organic farming with the aim of the sustainable preservation of the environment;
- Promote the sustainable use of agricultural land - preservation of the cultural landscape with grazing;

Key characteristics of the experience/process

Long-term development, bottom-up approach.

Key actors involved and their role

Local government, schools, farmers, Agricultural and Forestry Institute, National institute for Agriculture.

Education, networking, producing food...

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

Trust that was built between producers and consumers created good and long term connections.

Challenges faced

Maintaining good communication and support system for creating short food chains beginning in kindergartens.

Lessons/Key messages

Constant presence of support – logistic, financial, educational, advisory.

[Italy – Friendly Countryside initiative \(Campagna Amica\)](#)

Proponent

Campagna Amica Foundation

Main responsible entity

Confederazione Nazionale Coldiretti – Coldiretti National Confederation

Date/Timeframe

The Italian law n.228/2001 introduced the concept of agricultural multifunctionality and allowed direct sales from farmers. The foundation “Campagna Amica” (Friendly countryside) was founded in 2009 and coordinates the activities of the project.

Funding source

Own resources of farmers. Furthermore farmers can invest on multifunctionality and direct sale by accessing the resources of rural development, which is a part of the Common Agricultural Policy (EU)

Location

Italy

Background/Context

With the reorganization of the large-scale retail distribution and a vision of agriculture as a simple provider of raw materials for the industry, the presence of farmers in local markets seemed a leftover from the past and was becoming increasingly marginal. But such a model began to show its limits both on the producers side, with inadequate compensation that did not cover their production costs, and consumers, forced to pay an excessive mark-up for the products on sale.

The production’s surpluses drove the agricultural enterprises to diversify and to seek new markets as not to close down. Direct processing and sale was revalued, and a new relationship with consumers started, centered on transparency, quality, link with the local community and freshness of the products sold, at a price that is fairer for everyone. In this way, farmers managed to reach the final consumer, obtaining a more equitable remuneration for their work and improving the knowledge of their reality among consumers. In some cases, as for example in the hinterland of Rome, these farmers successfully managed to sell their products in local markets and shops of the city, but the lack of organization and self-regulation to guarantee consumers, made those initiatives fail.

Focus/Objectives

The aim of the Campagna Amica initiative is clearly to give strength and continuity to experiences that would have otherwise remained isolated and little lasting in time, by offering a comprehensive and coherent approach to direct sales, thanks to a single brand to be implemented throughout the country. A political and economic plan, built by the producers themselves and shared by the community, capable to offer: a fair price and an effective guarantee of quality and transparency of foods, the enhancement of leading products and the distinctiveness of our territories and of those who live and work there, a general growth of the heritage of our Country.

Key characteristics of the experience/process

Within this context, the farmers association Coldiretti promoted the creation of a self-regulated organization of producers, sharing common principles and rules for the protection of consumers and producers themselves, adhering to farmer markets: the “Fondazione Campagna Amica”. Over the years a network of farms involved in direct sales has grown, creating many Campagna Amica markets, selling

genuine farm-to-table products, with transparent and fair prices. Farms that adhere to the network and want to use the brand “Campagna Amica” accept to undergo periodic checks that ensure the agricultural and Italian origin of the products sold, in order to protect and safeguard the consumer. The Campagna Amica network has become a real commercial network of more than 10,000 points of sales, including over 1,000 Campagna Amica farmers markets, almost 7,000 that on farm points of sales, more than 2,000 agritourisms and 170 Italian shops. It also brings together entities not directly linked to the agricultural world, such as no food companies and restaurants that are an integral part of the Italian value chain and ambassadors of "Made in Italy".

Key actors involved and their role

- Family farms and cooperatives that have converted their production to sell directly, reprocessing and rediscovering methods of production and traditional varieties.
- Fondazione Campagna Amica, the organizational reality in which farmers gave themselves a regulation to ensure consumers, and collaboration with the local authorities, consumer organizations, schools and the civil society, in order to jointly develop the role and the purpose of this type of food production.

Key changes observed with regards to food security and nutrition and sustainable agriculture and food systems

The development of Campagna Amica farmers’ markets occurred in parallel and in dialog with the spread of the "from farm to fork” idea for a more sustainable consumption that also gives attention to the working conditions at the production stage, together with nutritional campaigns on the effects of junk food, promoting the consumption of fresh seasonal fruits and vegetables. All these nutritional, environmental and cultural considerations come with the citizens/consumers awareness of their power to influence the model of development that the country follows, through their purchase choices. It is also clear that Farmers Markets encourage the consumption of healthy foods and an informed consumption of traditional products, allowing the conservation and development of a network of agricultural enterprises in the suburban areas of the cities. They generate a connecting link between city and countryside, while guaranteeing biodiversity and diversification of food, involving enterprises increasingly sensitive to the protection of the environment, and often active in rural tourism.

Challenges faced

Over the years, many results have already been achieved, going from the creation of an economic alternative for many family farms to the creation of a new awareness among consumers. From a quantitative point of view, the number of farmers markets has significantly increased. Furthermore, a strict control system promoted by Campagna Amica ensure consumers that they will find an authentic agricultural Italian product on sale. New challenges have to be faced: Farmers Markets must become even more a meeting and exchange point for all those actors who are interested in good food, both in business (restaurants, canteens, buying groups, etc.) and cultural terms.

Lessons/Key messages

Even within the traditional retail system of cities, it is essential to create a space for the direct sales of food. This has positive consequences from the point of view of nutrition and environment, and for the planning of cities and their hinterland. It favors a more fruitful relationship city-countryside, creates opportunities for qualified employment in the food sector, and a closer and more equitable and inclusive relationship between consumers and producers, even in a context of "Circular Economy". The presence of farmers markets and the selling of their products in the markets, also contributes to improved behavior and sensitivity of large-scale distribution that, after a phase of obstruction, can find

spaces of collaboration with farmers. The key message is the ability of organization and self-regulation of the farmers who can and intend to undertake this journey, the dialog and confrontation with the civil society that can share it and sustain it, the advocacy in public institutions and the political world.