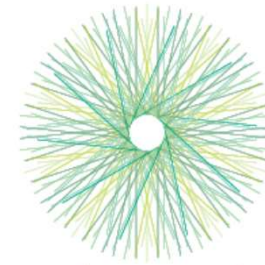


EIP-AGRI Workshop

Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri
AGRICULTURE & INNOVATION



funded by





Programme 22 September

Sharing experiences in breakout sessions

09:30-11:00 Breakout sessions – Discussing cases in three groups

2.3 Facilitating and integrating urban and peri-urban producers into the regional food system

Land for young farmers and short food chains and related funding in Brittany – Mr Gilles Maréchal - Terralim / Espaces et Sociétés ESO, France

Urban gardens as part of the city food system of Madrid – Ms Nerea Morán – Madrid Agroecologico, Spain

EIP-AGRI Workshop 'Cities and Food – Connecting Consumers and Producers'

Wednesday 21 and Thursday 22 September 2016 - Kraków, Poland

Facilitating and integrating urban and peri-urban producers into the regional food system

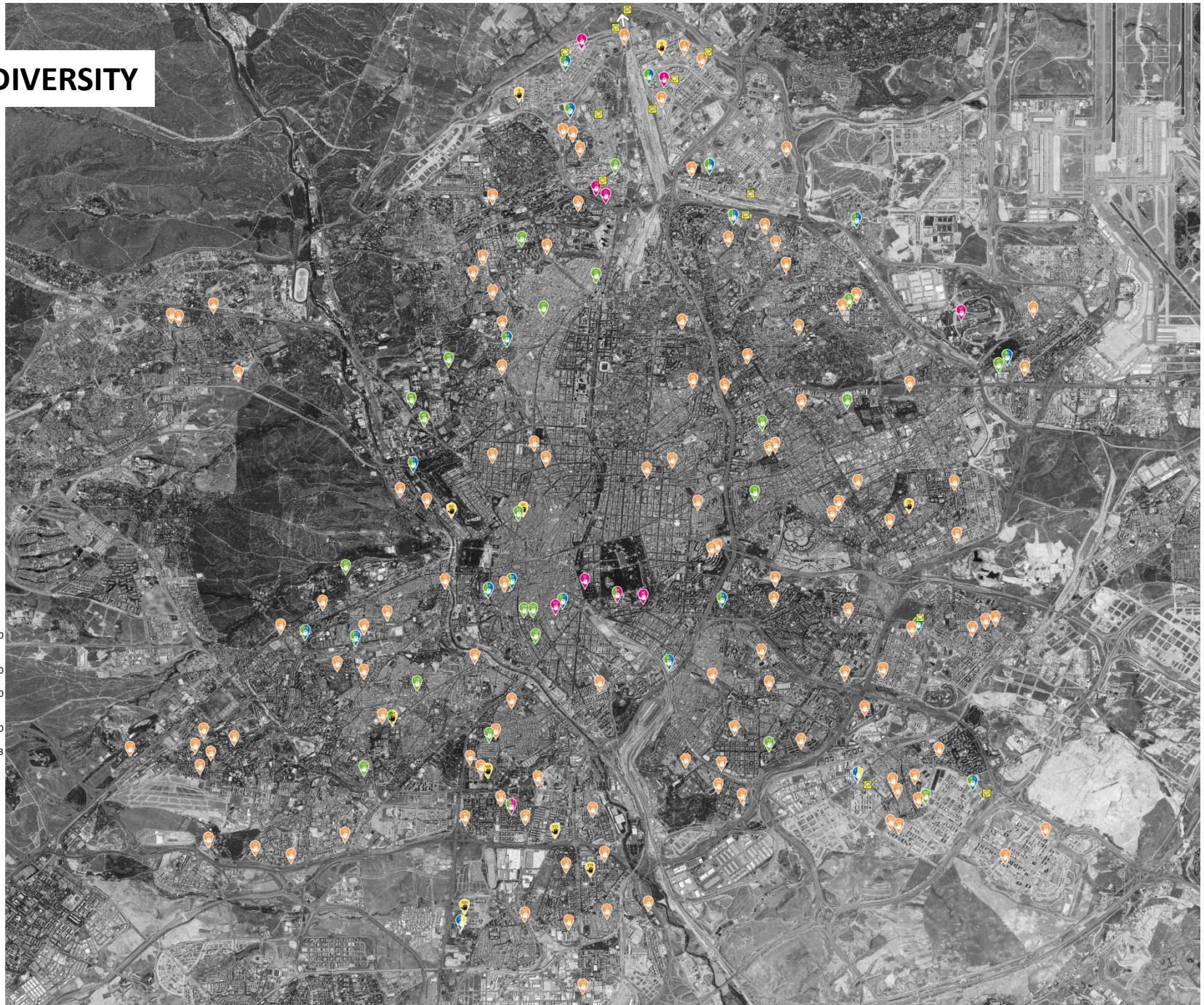
MADRID: URBAN GARDENS AS PART OF THE CITY FOOD SYSTEM

Nerea Morán
Madrid Agroecologico

GARDEN DIVERSITY

Huertos Urbanos en Madrid

-  Red de huertos escolares ecológicos Ayuntamiento de Madrid 120
-  Programa municipal de huertos urbanos comunitarios. Ayuntamiento de Madrid 30
-  Red de huertos urbanos comunitarios de Madrid (reHd madri) 40
-  Huertos de Centros de Educación Ambiental 10
-  Huertos en Programas de Integración y Terapéuticos 13



INSTITUTIONALIZATION. COMMUNITY GARDENS MUNICIPAL PROGRAM

COMMUNITY GARDENS

2014 OPEN CALL: 17 sites

2015 OPEN CALLS: 15 sites

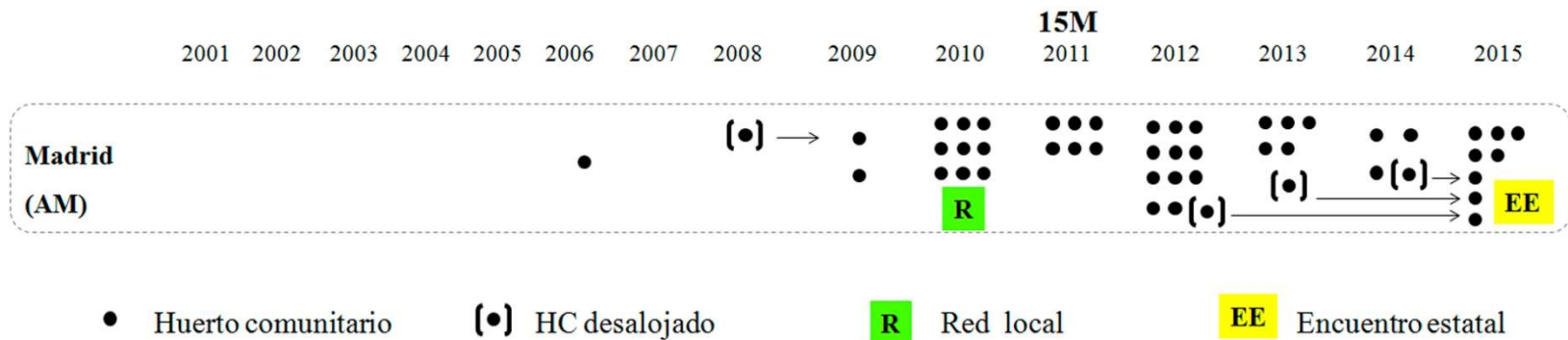
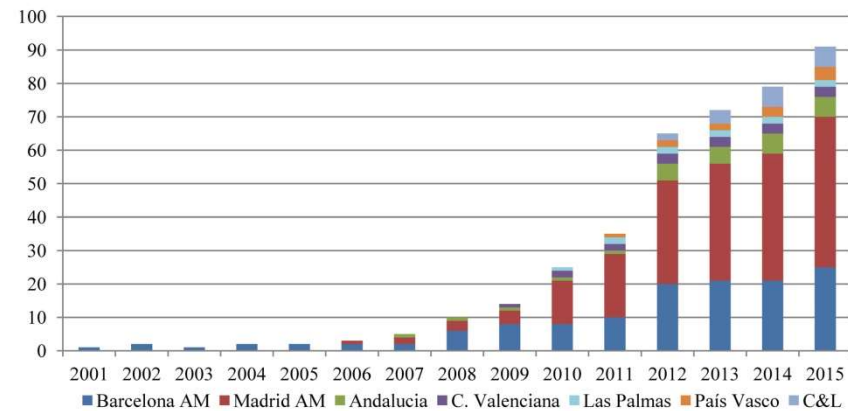
2016 - TRAINING CENTRE PROJECT

LOCAL FOOD

2015 – MADRID AGROECOLOGICO (-> AUPA)

2015 – MILAN URBAN FOOD POLICY PACT

2016 – PILOT PROJECTS



FIGURES: Fernández Casadevante y Morán

LOCAL GOVERNMENT SUPPORT & ECONOMIC VIABILITY

PUBLIC FACILITY

AVERAGE MUNICIPAL
INVESTMENT: 15.000 €

Soil

Fence

Tool shed

Efficient water supply (1m³/1m²)

Seedlings from municipal
greenhouses

GARDENER'S ASSOCIATIONS RESPONSABILITIES:

Design and construction

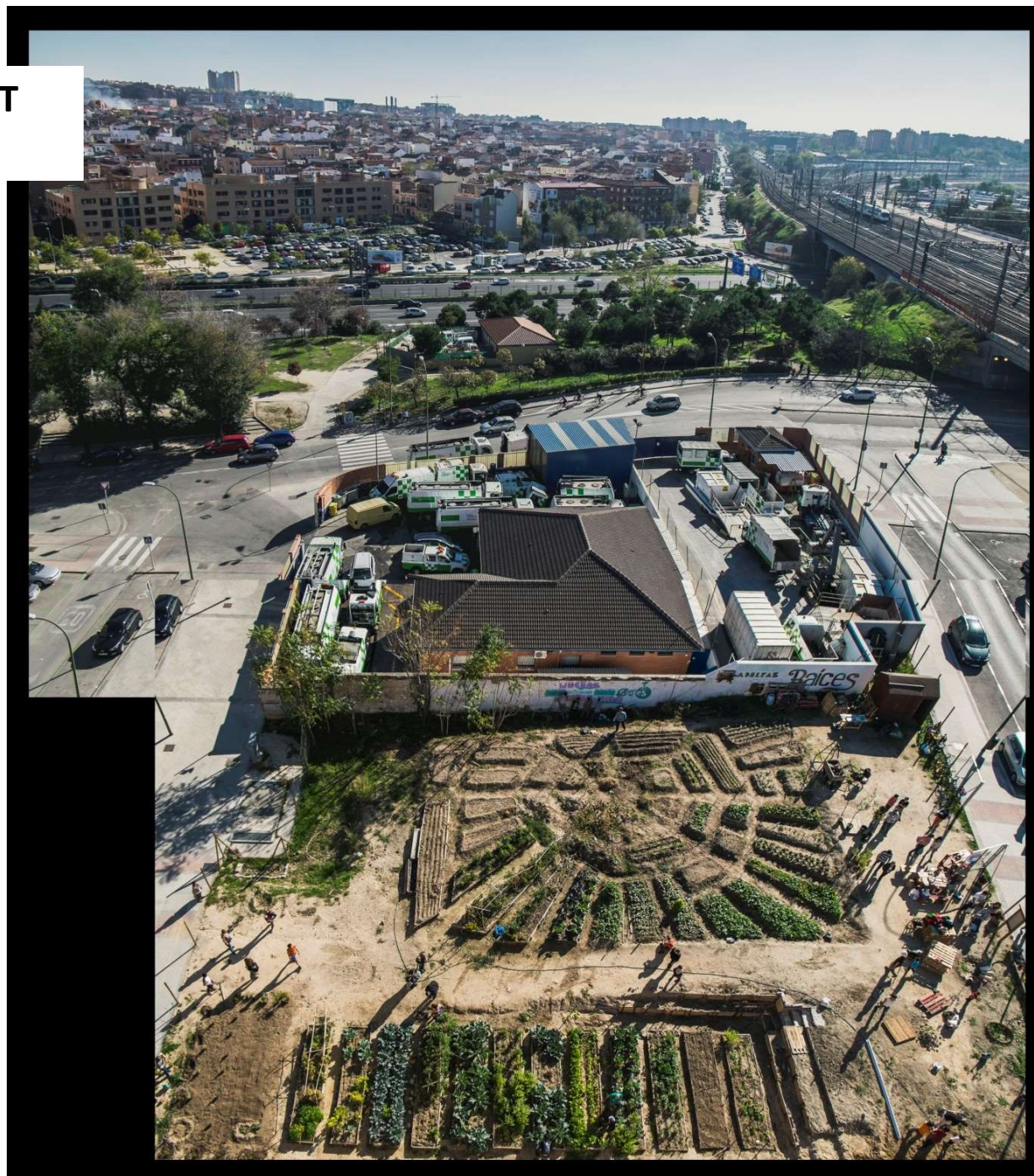
Watering system

Free activities & events

Maintenance and management

Civil liability insurance

Not for sale



THE FOOD CHAIN IN THE GARDENS & THE CULTURAL SHIFT

PRODUCTION & PROCESSING: Self-consumption oriented. | Organic, seasonal, growing system.
COMSUPTION: Food culture celebration. | Popular solidarity network
WASTE DISPOSAL: Composting

CULTURAL TOOLS

Dissemination, education, CSAs...

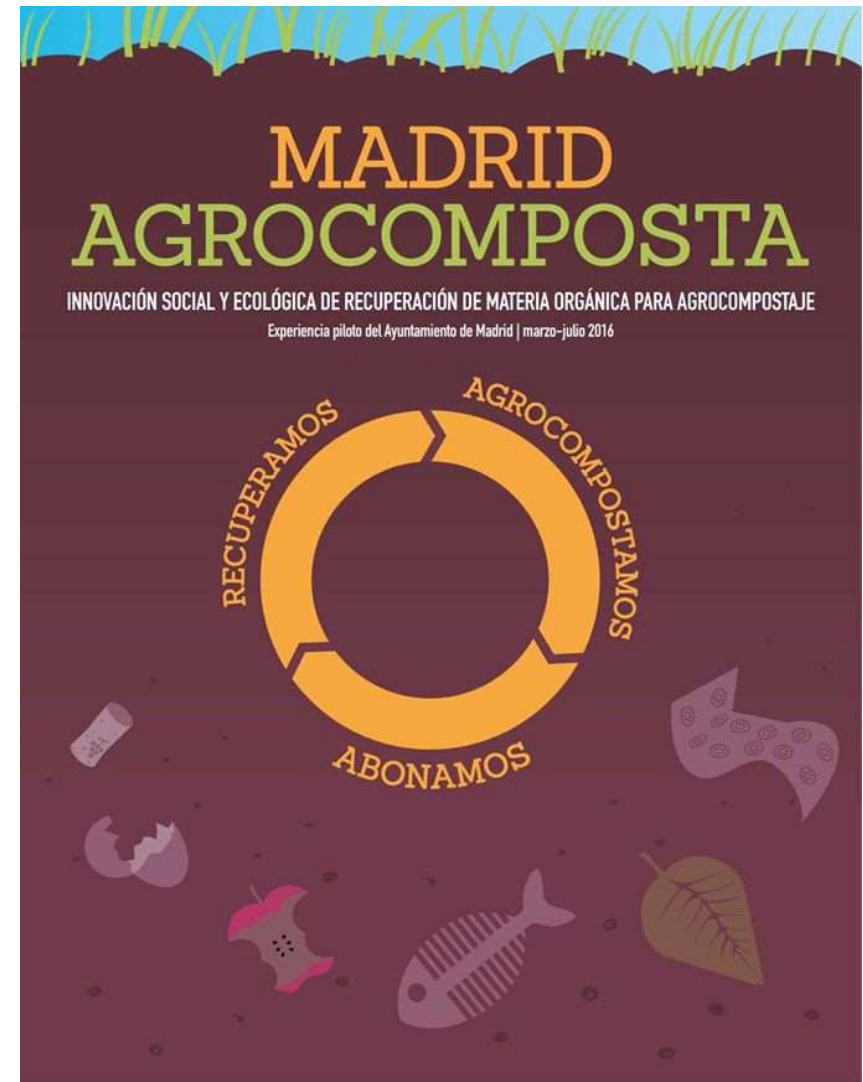


THE FOOD CHAIN IN THE GARDENS & THE CULTURAL SHIFT



PILOT PROJECT “MADRID AGROCOMPOSTA”

City Council + Madrid Agroecológico +
Community Gardens Network



Más información:

www.madridagroecologico.org/guionmadridagrocomposta
info@economiasblondex.org

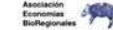
Impulsa Plataforma:



Colabora:



Coordina:



ENVIRONMENTAL EVENTS, PASEO DEL PRADO



PILOT PROJECT “SUSTAINABLE MARKETS”



JULIO DE 2016

MERCADOS ALIMENTACIÓN SOSTENIBLE



DE LA HUERTA A LA PLAZA

PONIENDO LA ALIMENTACIÓN EN EL CENTRO

CAMPAÑA DE PROMOCIÓN DE AGRICULTURA DE PROXIMIDAD, ALIMENTACIÓN SOSTENIBLE Y AGROECOLOGÍA EN LAS PLAZAS DE DISTRITO CENTRO

🕒 DE 10:00 A 15:00 HRS.

MERCADILLOS AGROECOLÓGICOS

- 03.07 Plaza de Isabel II <M> Ópera
- 09.07 Plaza de la Paja <M> Latina
- 17.07 Plaza Pedro Zerolo <M> Chueca
- 24.07 Plaza Santa Barbara <M> A. Martínez
- 31.07 Paseo del Prado <M> Atocha

PUESTOS AGRICULTURA PROXIMIDAD

- 18.07 Plaza Puerta de Toledo <M> P. Toledo
- 21.07 Plaza Puerta de Toledo <M> P. Toledo
- 26.07 Plaza de San Ildefonso <M> Tribunal
- 29.07 Plaza de San Ildefonso <M> Tribunal

FERIA AGROALIMENTARIA

- 16.07 Plaza Puerta de Toledo <M> P. Toledo
- 30.07 Plaza de la Paja <M> Latina



DISTRITO CENTRO
Rescatando Ciudadanía

BARRIERS

INSTITUTIONAL | PLANNING | PARTICIPATION



SUCCESS FACTORS

CIVIL SOCIETY GROUPS COORDINATION (CITY AND REGIONAL SCALES)

SOCIAL INVOLVEMENT

MUNICIPAL COORDINATION: LOCAL GOVERNMENT DEPARTMENTS | PILOT PROJECTS | SCALE UP



RECOMMENDATIONS

HORTODIVERSITY AND ADAPTATION TO LOCAL CONDITIONS

SCHOOL, COMMUNITY, THERAPEUTIC, COMMERCIAL, TRAINING AND DEMONSTRATIVE GARDENS ...

DEPENDING ON SOCIAL INTEREST AND PUBLIC RESOURCES

CLEAR ADMINISTRATIVE PROCEDURES

- MUNICIPAL OFFICE OR PERSON OF REFERENCE
- SPECIFIC PLANNING AND MANAGEMENT TOOLS

GOVERNMENT – CIVIL SOCIETY – PRIVATE SECTOR (FARMERS)

LINKAGE WITH SOCIAL ECONOMY – socioecological sustainability and resilience

EMPLOYMENT, AFFORDABILITY, ACCESSIBILITY

AGRO-ECOLOGICAL TRANSITION, AGRIFOOD SYSTEM DEMOCRATIZATION