



Project co-financed by the European Regional Development Fund

A project labelled by the UfM



# MADRE

Metropolitan Agriculture for Developing an innovative, sustainable and Responsible Economy



## Countries:

Albania, France, Greece, Italy, Spain.

## Target Groups:

Innovative farmers, consumers and consumer associations, citizen initiatives, researchers, metropolitan, regional and national policymakers.

## Theme:

Food Systems

## Key Words:

Agrifood, efficiency, clusters, metropolitan and periurban agriculture, urban sustainability, local food production.

## Starting and Ending Dates:

February 2017 - July 2018

Metropolitan and periurban agriculture (MPA) still suffers from a “mainstreaming gap” within public policy.

To address this gap, **MADRE** produced a MPA assessment methodology based on good practices collected by local partners in 6 Mediterranean cities. The project mapped and connected key MPA stakeholders to encourage transnational cooperation in the MED area and foster change in urban food supply and land use mod-

els. **MADRE** capitalised on knowledge, networks and pilot actions and policies to empower MPA stakeholders and initiate a transnational clustering process based on a pluralistic and multilevel partnership from 5 MED countries. It identified best practices and consolidated the knowledge gained by evaluating the environmental and socio-economic performance factors of MPA to promote its most relevant and innovative practices and facilitate their replication in other territories.

Sharing is caring: knowledge exchange and community building have lasting impacts, which depend on the goodwill of all project participants!

## MADRE Pilot Projects



## Challenges

MADRE's project targeted eight main challenges that can be addressed by MPA:

- Increasing social inclusion
- Green job creation in urban and periurban areas
- Improving food quality and supporting local value creation
- Offering organisational benefits to urban stakeholders
- Providing educational, health and nutritional benefits through local food production
- Improving territorial integrity and land management
- Adopting MPA to obtain environmental benefits in urban and periurban areas
- Fostering synergies and cooperation between public authorities, academia, the private sector and civil society

### The InterregMED Green Growth Community

Green Growth is a thematic community that promotes sustainable development in the Mediterranean within the framework of the Interreg Med Programme. It supports the sound management of natural resources by enhancing cross-sectoral innovation practices through an integrated, territorially-based cooperation approach.

The community supports its projects in communicating and capitalising on their results to increase their impact at the policy level and ensure their potential transfer into other territories.

Visit our website:

[green-growth.interreg-med.eu](http://green-growth.interreg-med.eu)

Join the Green Growth Capitalisation Platform:  
[interregmedgreengrowth.eu](http://interregmedgreengrowth.eu)

## Solutions

The **MADRE** Catalogue presents best practices collected from the project's 6 cities within MPA's 6 key innovation areas (production, social, consumer, academic research, territorial and transnational innovation). **MADRE's** work illustrates the great variety of MPA solutions that have been developed in very diverse local contexts. It comprises:

- [White Papers for Metropolitan and Peri-urban Agriculture](#)
- [AGRI-MADRE – Metropolitan agriculture and food systems in the Mediterranean](#)
- [MADRE book](#)
- [Policy Paper: Towards sustainable food systems in the Mediterranean: the role of metropolitan agriculture](#)
- [Best practice Catalogue and Platform on Urban and Peri-urban Agriculture](#)

## Green Growth and the EU Green Deal

**MADRE** highlighted the pivotal role of EU metropolitan areas in catalysing green growth and creating a more sustainable and healthy EU food system, based on the objectives of the [EU Green Deal](#) and [Farm to Fork strategy](#).

Urban farms, shared community gardens, green balconies and rooftop gardens can provide locally produced, healthier and more nutritious food products, while supporting local food production and consumption. Local production requires less packaging, refrigeration and fossil fuel inputs related to transport. At scale, MPA yields direct economic benefits by creating green jobs, forging short food value chains and supporting innovative local investment systems. It can also act as a lever for social inclusion by reinforcing the social

fabric, developing new urban-rural links and valorising local cultural heritage.

Depending on the farming practices involved and the short supply chains adopted, MPA has numerous positive environmental impacts, such as mitigating the urban heat island effect, lowering flood risks and reducing stormwater runoff. It can also improve air quality, increase carbon sequestration and support urban biodiversity through the green spaces that it provides for citizens.

Rainwater harvesting and treated wastewater can be reused for irrigation, rooftop gardens and vertical farms can benefit from waste heat, and the large amounts of organic waste generated by cities can be composted and used as fertile soils.

### Further Information:

MADRE Website:

[agri-madre.net/](http://agri-madre.net/)

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Social Media Channels:





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Union for the Mediterranean  
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الإتحاد من أجل المتوسط



# MADRE

## Type of the result:

- Offline tool
- Policy recommendations

## Language(s) in which the result is developed:

- English
- French

## What is the most appropriate level for its use/ implementation?

Local, regional and transnational

## DESCRIPTION OF THE RESULTS

### Thematic White Papers

The **MADRE** project aims to change the metropolitan food supply model by capitalising on existing good practices, by empowering the different stakeholders in metropolitan and peri-urban agriculture, and by initiating a dynamic of transnational cooperation in the MED region.

The **MADRE** partners, based in France (AVITEM, ANIMA, Mediterranean Agronomic Institute of Montpellier), Italy (Metropolitan City of Bologna), Spain (MedCities – Barcelona Metropolitan Area), Greece (Aristotle University of Thessaloniki) and Albania (Agricultural University of Tirana), all representing a flagship metropolitan area, joined force to:

- improve the innovation capacity of metropolitan agriculture in the Mediterranean territories;
- identify and evaluate the economic, environmental and social performance factors of metropolitan agriculture;
- identify and network metropolitan agriculture stakeholders;
- assess the feasibility, conditions and means of creating a transnational cluster of actors in metropolitan agriculture.

The project produced a Urban and Peri-Urban Agriculture Catalogue highlighting the best practices in six MADRE metropolises: Barcelona, Montpellier, Marseille, Bologna, Tirana and Thessaloniki. This catalogue focuses on the most relevant, innovative and replicable practices in terms of farmers' innovation, social innovation, consumer innovation, academic research, territorial innovation and transnational innovation. It is intended for local or national public authorities, but also academia, consumer associations and NGOs active in agriculture preservation and environment protection, and last but not least, urban or peri-urban farmers and agri-food professionals!

A book on metropolitan agriculture and nature-based solutions was also edited to analyse the social and relational impact of agriculture into the city and the territory. It presents different points of view and methodologies to give suggestions and indications for the city and urban areas innovation, especially in the Mediterranean European countries.

A policy paper finally highlighted the importance of urban and peri-urban agriculture in the Mediterranean; the key issues and good practices to foster metropolitan agriculture and some policy recommendations addressing urban and peri-urban agriculture from a critical, proposal-oriented perspective and with a special focus on Mediterranean metropolitan areas. Building from existing knowledge and successful practices in the region, the document is aimed at giving a clear and succinct overview of the main challenges and opportunities of this issue. In addition to that, a number of inspiring examples are also presented along with a series of recommendations for public action to pave the road to sustainable metropolitan agriculture.

## PROJECT IMPLEMENTATION AND EVALUATION BY END-USERS

MADRE policy recommendations were disseminated towards policy makers and technicians in charge of development agriculture and local food systems within 6 European cities. These recommendations helped raising awareness on metropolitan agriculture positive impact and sharing best practices in terms of farmers' innovation, social innovation, consumer

innovation, academic research, territorial innovation and transnational innovation.

The SESAME micro-learning training, inspired by MADRE recommendations, were tested in November 2020 towards policy makers and technicians in Marseille, Bologna and Barcelona.

## WHAT IS THE TRANSFER POTENTIAL?

The ERASMUS project SESAME allowed partners to have additional financial resources to capitalise on MADRE. The good practices highlighted in Madre Urban and Peri-Urban Agriculture Catalogue and policy recommendations presented in its policy paper are all the more relevant to foster the transition to sustainability and the "new normal".

The policy recommendations were updated and converted into micro-learning video to be disseminated towards policy makers and technicians in Marseille, Bologna and Barcelona. Collaborative workshops with the relevant stakeholders will be needed to disseminate good practices and trigger the development of similar initiatives

## WHAT IS THE PROJECT REPLICABILITY?

MADRE's policy recommendations capitalise on other projects. The SESAME project - funded by the ERASMUS+ programme and set up by AVITEM, MCBO and AMB - focuses on urban and peri-urban agriculture. It is run by entrepreneurs who design and lead agricultural projects, and involves public authorities through implementation of facilitating strategies. SESAME designs and tests training courses: one on entrepreneurship in agricultural high schools, and 'micro-learning' courses to raise awareness among spatial planning managers.

## WHAT CHALLENGES MAY ARISE?

The involvement of public authorities is key to allow and support the development of metropolitan agriculture. At the national level, incorporating metropolitan agriculture into legal frameworks is a prerequisite. At the local level, new initiatives needs support especially in terms of priority given to protecting agricultural land and facilitating its access and localising food systems through short supply chains.

The expected transferring potential is the emergence of new metropolitan agriculture initiatives in the n the Mediterranean territories.