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# Workshop Chania May 2014

Diputació de Barcelona (DIBA)

Name of the Project: Rururbal

Name of the Partner: Diputació de Barcelona

Name of the speaker: Jordi Bellapart



Projet cofinancé par le Fonds Européen  
de Développement Régional (FEDER)

Project cofinanced by the European Regional  
Development Fund (ERDF)





# Main aim of the Rururbal project

Create a **Common Crossborder Territorial Government Charter** for the sustainable development of periurban areas, based on actions aimed at promoting the marketing and consumption of local products.



## AIMS:

- Promote a re-balance in the relationship between big cities and periurban rural areas.
- Value peri-urban rural areas.
- Promote the maintenance of the landscape identities in the Mediterranean area.
- Reinforce competitiveness of agricultural farms and local distribution networks.
- Develop equitable commercial relationships by promoting direct sales.
- Ensure the perpetuity of peri-urban farms and landscapes.
- Enhance the co-decision and co-operation mechanisms between public and private entities and between different levels of administration

# Partners



## Barcelona (Spain)

- . Consell Comarcal del Vallès Oriental
- . Diputació de Barcelona
- . Generalitat de Catalunya

## Aix-en-Provence (Provence-Alpes-Côte d'Azur, France)

- . Communauté d'Agglomération du Pays d'Aix

## Grenoble (Rhône-Alpes, France)

- . Association pour le Développement de l'Agriculture dans l'Y Grenoblois (ADAYG)
- . Communauté d'Agglomération du Pays Voironnais

## Torino (Piemonte, Italia)

- . Provincia di Torino

## Siena (Toscana, Italia)

- . Amministrazione Provinciale di Siena

## Thessalonique (Macedoine Centrale, Grèce)

- . Αριστοτελειο Πανεπιστημιο Θεσσαλονικης (Université Aristote de Thessalonique)



## Examples of demonstrative actions in two partner cities :

- Province of Barcelona
- Thessaloniki



## Province of Barcelona and local Council of Vallès Oriental

- 1. Reintroduction and production of local tomato varieties**
- 2. Promotion of local biological products in school canteens**





## 1. Theatre play « The formula of life »

- Participative theatre play for school pupils
- How to save the world, voyage to the paste, find the formula of the lost life...





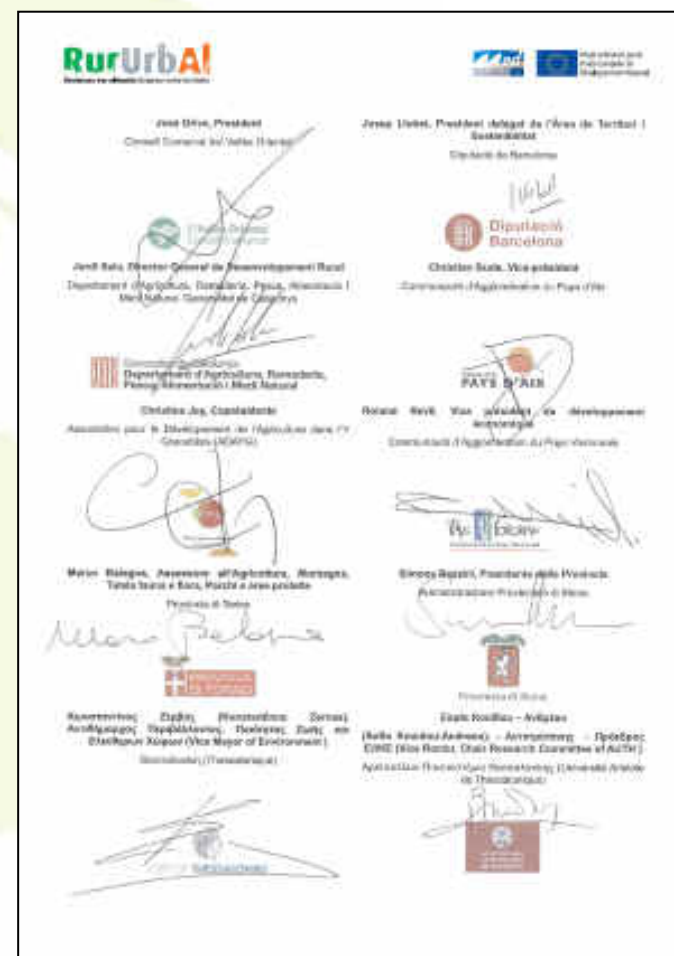
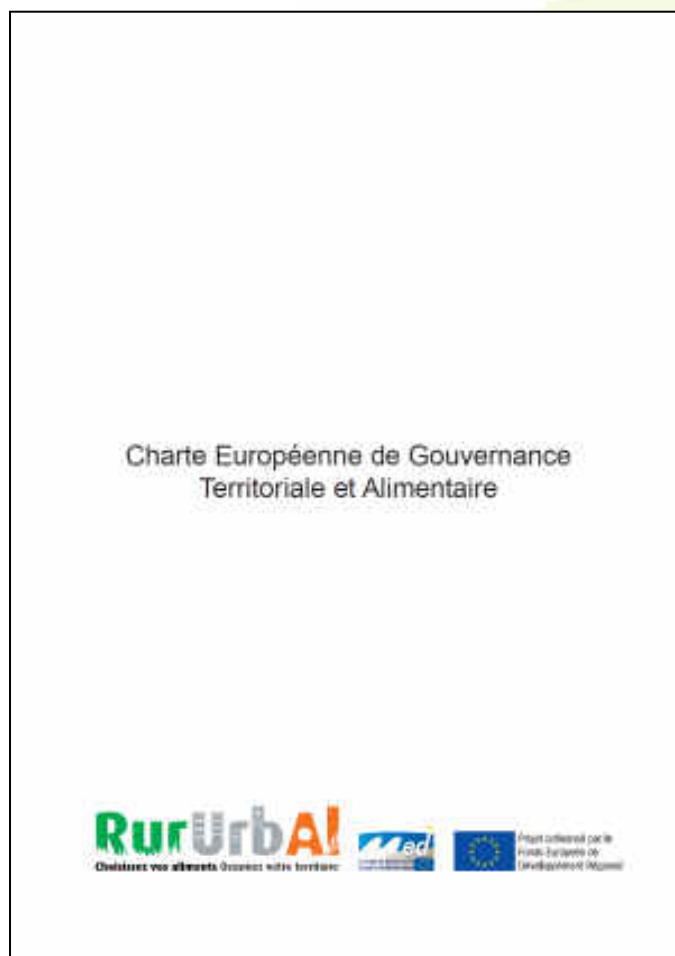
Some deliverables signed and  
published





# Signature of the European Charter of Territorial & Nutritional Governance

## Charte Européenne de Gouvernance Territoriale et Alimentaire





## Best practices and pilot actions (multilingual brochures)



## Challenges and opportunities on each cross-sectoral component

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

### **Topic 3:**

We **BELIEVE** that a territorial governance project in the sector of the short food chain, presupposes the following:

1. Discussion and cooperation; creation or development of local groups of economic and social agencies of the public and private sectors,
2. Incorporation of various viewpoints: public-private, men-women, urban-rural, adults and the elderly, ...
3. Incorporation of agencies of the whole food chain, from the producer to the consumer in a single project,
4. Definition of obligations and responsibilities of each agency.
5. Offer products, with a basic homogeneity concerning quality and reasonable pricing,

»»Approaching consumers and producers, getting to know each other, each group presenting their views and interests through:

1. Support of direct sales,
2. Working with children, involving families and using thematic activities or/and participatory actions
3. Direct contact between producers and consumers
4. Adapting supply to various selling circuits and clientele (eco-labelling, local varieties, packaging,)

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*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

### Topic 3:

## Assessment of daily and domestic economy, through:

1. Promotion of entrepreneurial initiatives for local products and their consumption at educational institutes, canteens and other collective catering facilities (f.e. schools)
2. Implementation of initiatives at the cooperative and company level for various types of audiences: children, the young, the elderly
3. Recognition and restructuring traditional experiences an area, regarding cultures and production & processing of rural food products.

In the context of promoting local products, retrieving traditional knowledge and experience is equally significant, as these often allow us to maintain the area and the landscape we want to preserve.

## Operational tools and best practices [Linked with the e.Book contents](#)

*Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities*

### Topic 3:

#### C1. Governance and participation involvement

##### - [European Charter of Territorial & Nutritional Governance](#)

- Validating regions through local producers of agro-food products and small commercialization circuits/Direct sales network for local products at the Montseny Natural Park (Diputació de Barcelona)
- Co-responsibility of social partners in nutritional projects /Food from the field to the plate a factor for sharing and social bonding (Communauté d'agglomération du Pays Voironnais)

#### C2. Operational and R+D priorities

- Mobilisation and collective work of various agencies. F.e.: Tomato of Vallès Oriental Retrieval, production and promotion of local varieties. (Consell Comarcal del Vallès Oriental)
- Construction of distribution models for local products . F.e. «Terres de Provence» (Communauté du Pays d'Aix en Provence)
- Collective organisation of producers to propose gift packages of local products to municipalities and enterprises/Preparation of a list of offers for Christmas packages of local products (Association pour le Développement de l'Agriculture dans l'Y Grenoblois)
- Farmers' Market de Porta Palazzo (Provincia di Torino)
- Construction of a governance tool for the creation of a reference space of a territorial food system in a peri-urban area/ La Bottega di Stigliano (Provincia di Siena)

21/08/2014



**Thank you for your attention**