

PRESS RELEASE

METROPOLITAN AGRICULTURE AND FOOD SYSTEMS IN THE MEDITERRANEAN: MADRE PROJECT LAUNCHED THE NETWORK

On June 1st in Villa Valmer, Marseille, partners, stakeholders and institutional representative met for the final conference of MADRE, the European project on urban and peri-urban farming.

During the event, MADRE partners presented the project results and launched the Mediterranean network on metropolitan agriculture and food systems among cities and stakeholders.

Marseille, 1st June 2018 – On 1st June, MADRE partners and stakeholders gathered for the final event of the project in Villa Valmer (Marseille, France). The conference – **Metropolitan agriculture and food systems in the Mediterranean** – was the opportunity to present MADRE’s results to a wider audience. Within the conference,



two roundtables put together experts and deputy mayors coming from the 6 metropolitan areas involved and representatives of some of the major international organizations dealing with agriculture and food.

MADRE – Metropolitan Agriculture for Developing and innovative, sustainable and Responsible Economy – has been introduced by Patrick Crézé, Development Director, and Manon Dieny, project coordinator, both of AViTeM. The Best Practice Catalogue, the Agri-Madre digital platform, the White Papers and the Policy Paper represent the key outputs of MADRE project. The signature of a Memorandum of Understanding for the creation of a

Mediterranean network on metropolitan agriculture and food systems comprises the commitment to continue working together after the project’s end.

THE DELIVERABLES: PRESENTING MADRE PROJECT’S RESULTS

The **Best Practice Catalogue** includes 36 selected best practices on urban and peri-urban agriculture, collected thanks to the support of the 6 metropolitan working groups, but more initiatives are included in the **Agri-Madre online platform**. These tools aim at mapping key stakeholders; consolidating the knowledge gained in the territories; evaluating the economic, environmental and social performance factors of urban and peri-urban agriculture; promoting the most relevant and innovative practices and networking opportunities. The **White Papers** and **Policy Paper** contain the analysis of the 6 innovation thematic areas linked with agriculture and identified within the project (social innovation, farmers’ innovation, territorial innovation, transnational innovation, academia innovation, consumers’ innovation) and policy recommendations to strengthen-urban and peri-urban agriculture in public policies at a local and metropolitan level.



THE ROUNDTABLES: AN OCCASION TO MEET AND COOPERATE

The first roundtable – on the challenges and interests of the creation of a Mediterranean network on metropolitan agriculture and food systems – was moderated by Thierry Giordano, Decentralized Cooperation Advisor of FAO (UN Food and Agriculture Organization) – and was about the Mediterranean specificities and the solution to strengthen agriculture. Among the speakers were François Marcadé (coordinator of CIVAM PACA), Vicent Garcés (President of the The Mediterranean Citizens’ Assembly Foundation (MCAF), social council of “World Capital of Sustainable Food 2017”, City of Valencia) and Davide Di Martino (Milan urban Food Policy Pact Secretariat).

The second roundtable involved cities and metropolises interested in the development of the Mediterranean network and was moderated by Xavier Tiana, Medcities Secretary General and Head of International relations of the Metropolitan Area of Barcelona. The speakers were deputy mayors and councillors from Aix Marseille Metropole, Barcelona Metropolitan Area, Metropolitan City of Bologna, Municipalities of Tirana, Thessaloniki, Neapolis-Sykyies and Mouans-Sartoux. Finally, the Deputy Mayors and stakeholders, representatives of the 6 cities, signed the **Memorandum of Understanding** for the creation of a Mediterranean Network on Metropolitan Agriculture and food systems.

BEYOND MADRE: A MEDITERRANEAN NETWORK ON URBAN FARMING

MADRE project represents a network of actors engaged in making agriculture a key driver for sustainable economic development and gives a structure to cities for their next agricultural and food policies. Project partners collected – with the contribution of the **more than 250 stakeholders** involved – **around 50 best practices**



on urban and peri-urban agriculture which compose a set of knowledges in the 6 metropolitan and 6 transnational thematic working groups. All the cities involved within MADRE – Barcelona, Marseille, Montpellier, Bologna, Thessaloniki and Tirana – are also signatories of the Milan Urban Food Policy Pact: this means a synergy among the two initiatives and how agriculture represent one of the major levers for metropolises’ environmental, social and economic sustainability, and a key factor for future economies. The co-design of food and agriculture policies and the transition from a top-down to a bottom up approach strongly emerged, as well as the importance of linkages

between rural and urban areas and food policy with social and economic policies.

The rising **Mediterranean network on Metropolitan agriculture and food systems** represents the commitment of public authorities, farmers, academia researchers and civil society organisations to work together for the promotion of urban and peri-urban agriculture initiatives and policies beyond MADRE project.

ABOUT MADRE PROJECT

MADRE is a capitalization project co-financed by the Interreg Mediterranean programme, which 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 regions.

MADRE is carried out from February 2017 to July 2018 with a total budget of € 1.17 mln co-financed € 0.99 mln by the Interreg MED Programme. It involves a multidisciplinary partnership from 5 countries, each partner represents a flagship metropolitan area: AVITEM (Agency for Sustainable Mediterranean Cities and Territories – project coordinator), ANIMA Investment Network (Marseille, France), CIHEAM-IAMM - Mediterranean Agronomic Institute of Montpellier (France), Metropolitan City of Bologna (Italy), MedCities (Barcelona, Spain), Aristotle University of Thessaloniki (Greece), Agricultural University of Tirana (Albania).

Further information: <http://madre.interreg-med.eu>

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