



# Government measure for sustainable food

2020–2021



**Good for people**  
**Good for regions**  
**Good for the planet**



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# Introduction

# 01



**Food is a basic biological and socio-cultural process, cutting across all areas of social and political life.** Besides being a biological necessity and a fundamental right, it represents a daily source of enjoyment and pleasure and is a reason for ritualised celebrations and everyday gatherings in all cultures.

It is also an element that underpins and reproduces social inequalities on a local and global scale. Which is why, as demonstrated by various episodes in the course of history, food holds a huge potential for catalysing profound social and economic changes.

The food system is currently one of the big challenges facing the world, which notably include climate, ecological, social and healthcare emergencies. The COVID-19 crisis has challenged the *status quo* of the hyperglobalised world we live in, repositioned our priorities and highlighted the frailty of our economic and food systems, the interdependence between human societies and the rest of nature, social and personal vulnerabilities, and the critical importance of becoming more sustainable and resilient.

Cities play a key role in the functioning of the food system and its potential transformation. They are not only home to more than half the world's population, who consume up to 70% of the global supply of food according to the FAO, but also globally occupy, according to a report from the International Energy Agency published in 2016, just 3% of the earth's surface, consume up to 60% of

water resources for domestic use, represent around 2/3 of the demand for primary energy, generate over 50% of waste and produce some 70% of global greenhouse-gas emissions. They are therefore key players in the creation of a healthier, fairer and more sustainable food system, when we bear in mind, above all, that 70% of the world's population is projected to be living in cities by 2050.

This government measure aims to promote a medium- and long-term transformation of the food system that respects and is beneficial to the people, the regions and the planet, in accordance with the commitments undertaken by the city of Barcelona when it signed the Milan Urban Food Policy Pact in 2015, the first international treaty on urban food policy to enjoy the support of the FAO. Barcelona will be the World Capital of Sustainable Food throughout 2021 and the host city of the 7th Global Forum of the Milan Urban Food Policy Pact in October 2021, a framework that makes this government measure all the more relevant.



We need to produce, transform, sell, buy and consume food creating prosperity, promoting social justice, conserving and regenerating resources and ecosystems and safeguarding the capacity of future generations to eat sustainably. Barcelona intends to take advantage of the opportunity presented to it as World Capital of Sustainable Food, by taking a great leap forward in the everyday life of its citizens in terms of sustainable food and making decisive progress in three main goals:

1

**To promote healthier and more sustainable diets, as well as providing all citizens with access to them by fighting against social inequalities.**

2

**To Generate more economic opportunities** for local sectors, such as local shops, municipal markets, the restaurant sector, farmers and developers, by boosting local Catalan organic farming production.

3

**To combat the climate emergency** in the Barcelona metropolis and facilitate an agro-ecological transition, by promoting urban agriculture and protecting peri-urban spaces and **generating resilience in the face of global risks.**



# Drafting of the government measure

# 02



This measure includes contributions from a large range of individuals and organisations that are consolidating the ecosystem of urban food policies of Barcelona and its metropolitan setting.

At the same time, far from being an isolated measure, this relates to the City Council's policies and to commitments made by the city. Below is a description of the relevant aspects of the process for drafting this government measure.





# 2.1 Preparation process

The current government measure for sustainable food is being promoted by the Commissioner for Social and Solidarity Economy, Local Development and Food Policy, through the Manager's Office for Economy, Resources and Economic Promotion, and has been coordinated through the Coordination Office for the Barcelona World Capital of Sustainable Food Project, with a mixed work team from Barcelona City Council and the Barcelona Metropolitan Strategic Plan (PEMB).

For the purposes of drafting the contents of this measure, four managerial work groups were established, meeting up since December 2019, with the following Barcelona City Council manager's offices and other public bodies taking part, in addition to other players from the food ecosystem:

### Municipal manager's offices

#### Manager's Office for the Area of Economy and Resources

- Manager's Office for Budgets and Taxation
- Manager's Office for Resources
- Manager's Office for Personnel and Organisational Development

#### Manager's Office for the Area of Urban Ecology

- Manager's Office for Environmental and Urban Services
- Manager's Office for Mobility and Infrastructures
- Manager's Office for the District of Ciutat Vella
- Manager's Office for the District of Eixample
- Manager's Office for the District of Sants-Montjuïc
- Manager's Office for the District of Les Corts
- Manager's Office for the District of Sarrià - Sant Gervasi
- Manager's Office for the District of Gràcia
- Manager's Office for the District of Horta-Guinardó
- Manager's Office for the District of Nou Barris
- Manager's Office for the District of Sant Andreu
- Manager's Office for the District of Sant Martí
- Foment de Ciutat SA

#### Other public bodies

- Barcelona Public Health Agency (ASPB)
- Barcelona Municipal Institute of Markets
- Barcelona de Serveis Municipals (BSM)
- Barcelona Activa
- Barcelona Information and Communication
- Municipal Tax Office
- Municipal Institute of Urban Planning
- Municipal Institute of Urban Landscape and Quality of Life
- Municipal Institute of the Mies van der Röhe Foundation
- Municipal Institute of Parks and Gardens
- Grup Barcelona d'Infraestructures (BIMSA)
- Barcelona Cicle de l'Aigua (BCASA)
- BIT Habitat Foundation
- Barcelona Institute of Sports
- Municipal Institute of Information Technology
- Municipal Institute of Social Services
- Municipal Institute for People with Disabilities
- Barcelona Municipal Institute of Housing and Renovation
- Barcelona Institute of Culture
- Barcelona Municipal Institute of Education
- Barcelona Education Consortium
- Collserola Natural Park Consortium
- Besòs Consortium
- Barcelona Metropolitan Strategic Plan (PEMB)
- Barcelona Metropolitan Area (AMB)

#### Other players from the food ecosystem that are also linked to the projects included in this government measure:

- Arran de Terra
- Barcelona Restaurants Sostenibles
- Ecocentral
- Escola de Cuina, Hostaleria i Restauració de Barcelona (ESHOB) [Barcelona School of Cookery, Hotel Management and Catering]
- Escola d'Hosteleria i Turisme (CETT) [School of Hotel Management and Tourism]
- Escola Superior d'Hostaleria i Turisme Sant Ignasi [Sant Ignasi School of Hotel Management and Tourism]
- Federation of Municipal Markets
- Gremi Provincial de Detallistes de Fruites i Hortalisses de Barcelona [Barcelona Provincial Fruit and Vegetable Retailers' Guild]
- Gremi de Restauració [Restaurateurs' Guild]
- Mercabarna
- Red de Ciudades por la Agroecología
- Milan Pact Secretariat
- Slowfood Barcelona
- Unió de Pagesos [Farmers' Union]
- University of Barcelona
- Xarxa Agroecològica de Menjadors Escolars de Catalunya (XAMEC) [Catalan Agro-Ecological Network of School Canteens]
- Xarxa de Consum Solidari [Solidarity Consumption Network]
- C40 Cities Network
- Eurocities Network
- Network for the Right to Adequate Food
- 24 organisations funded through the "Impulsem el que fas" call for subsidy applications
- 92 organisations from the Agròpolis participatory space



## 2.2 Cross-cutting nature

This government measure is inspired by other policies that have been developed within the framework of Barcelona City Council.

### 2016–2019 Food Policy Promotion Strategy (FPPS)

The FPPS is becoming the primary municipal food policy strategy, whose established goal is to promote a food policy aimed at food sovereignty, responsible consumption, agro-ecological production and short-circuit marketing and the presence of agro-ecological and local produce in municipal markets, while ensuring food safety and combating food wastage.

### 2016–2026 Neighbourhood Plan

The Neighbourhood Plan is an extraordinary programme with an allocated budget of 150 million euros, to reverse inequalities between Barcelona's neighbourhoods. It is a municipal initiative which launches actions, in collaboration with local residents, to improve the neighbourhoods most in need, in the areas of education, social rights, economic activity and urban ecology. The Neighbourhood Plan features projects on the right to sustainable and community food.



### 2018–2030 Climate Plan

The Climate Plan gives an integrated overview of the measures to tackle climate change, enabling the fulfilment of the objectives of the new Covenant of Majors for Climate & Energy, which Barcelona City Council has signed. This is a strategic programme with 242 measures for tackling the climate emergency, coordinated around four main areas: mitigation, adaptation, citizen action and climate justice.

The Climate Plan has a specific line of action on food sovereignty, aimed at using local, ecological and healthy products for improving the population's quality of life and looking after nature. The total 18 lines of action proposed are cross-cutting and are interlinked with food, highlighting the relationship between the climate and food emergencies.

### 2019 Urban agricultural strategy (UAS)

The UAS is a tool for planning the initiatives needed to improve and increase agricultural land areas in the city under an agro-ecological model. These allotments are intended to maximise environmental and social services, and increase the presence of nature in the city for the benefit of the people and biodiversity conservation. The vision for 10 years from now is one of an eco-friendly, healthy, resilient city, whose citizens are involved in the management of its allotments and promoting agro-ecology and food sovereignty.

### 2020–2030 Climate Emergency Declaration

The Climate Emergency Declaration presented in January 2020 extends and boosts the goals of the Climate Plan in the fight against the climate crisis. According to this declaration, the city is committed to being carbon neutral by 2050 and to reducing greenhouse gas emissions by 50% by 2030, compared to the values from 1992. This implies, among other things, promoting a thorough transition in every area of social life. Given that, according to the Intergovernmental Panel on Climate Change, the entire food production system is responsible for between 21% and 37% of global greenhouse gas emissions, a radical overhaul of our current food system is also required if we are to combat the climate emergency in a credible and effective way.

### 2020 BCN Green Deal: a new economic agenda for Barcelona

A new economic plan for the next ten years, to rekindle our ambition and harness all the city's potential, prioritising the retention and training of talent, facilitating economic activity and attracting more and better investments. The goal is to create 103,000 quality jobs in the digital and green sector. The new BCN Green Deal agenda sets out 10 priorities and 38 measures for strengthening the city through three key aspects: competitiveness, sustainability and fairness. As regards food, this new economic model is coordinated around entrepreneurship, trade, circularity and tourism.



### 2020 Strategy for promoting the 2030 Agenda in Barcelona

This government measure, under which Barcelona City Council adopts the UN 2030 Agenda as its own, deploys an action plan “for people, the planet and prosperity”, breaking vicious cycle of the current development model.

Food is the key target of some of the 2030 sustainable development goals, and also features in other goals, for example those related to the climate crisis, health and social inequalities.

Looking ahead to 2030 enables us to mobilise our commitments with a ten-year view and encourages us, in turn, to act urgently and in a coordinated manner to preserve life. It also provides us with a full alignment of goals within the Barcelona Food Strategy for 2030.

### 2020 Social and Solidarity Economy (SSE) City Strategy for 2030

The SSE Strategy aims to create a roadmap for implementing SSE policies in Barcelona for the next ten years. It establishes conscious consumption as one of its strategic levers, with the cross-cutting challenges it identifies having an impact on what could become the future food strategy for the city.

### 2020 Signing up to the Barcelona Metropolitan Region Food Charter

A unanimous decision was taken by all political party groups at the Full Municipal Council Meeting of September 2020, for the city to sign up to the Barcelona Metropolitan Region Food Charter, which promotes an overhaul of the metropolitan food system.





## 2.3 Metropolitan approach

The complexity of the social needs for transforming the food system requires local policies that do not need to be parochial; they need to be coordinated on the scale of metropolitan areas to have an effect on a genuine policy for reducing social inequalities and territorial segregation through agro-food ecosystems.

Here the city of Barcelona has been steadily adopting a growing commitment to food policies over the last few years and introducing a metropolitan-scale focus, taking account, above all, of the fact that the metropolitan region is a notable food-production pole and a centre where food consumption and marketing are concentrated in Catalonia.

A year after the signing of the Milan Pact, Barcelona is involved in a process with the participation of more than 100 organisations and municipalities, committed to promoting a coordination

and collaboration framework for implementing metropolitan-region food policies. This process culminated in the Barcelona Metropolitan Region Food Charter, a document of principles that territorialise the Milan Pact at the scale of the metropolitan food system. The city of Barcelona and its Metropolitan Area endorse and encourage others to sign up to the Charter as a framework for preparing future food strategies with a 2030 horizon to implement it in the metropolitan region's municipalities, under the same umbrella and common vision.



### **Coordination with the Barcelona Metropolitan Area**

The preliminary organisation for World Capital of Sustainable Food year involved consolidation of a dynamic of close collaboration with the Barcelona Metropolitan Area for working on projects and events that incorporated this aspect and to ensure the project could extend beyond the city's administrative limits.



# Action framework: sustainable food

# 03



Sustainable food involves feeding the entire population in a way that benefits the people, the planet and regions. Sustainable food is:

## Good for people

as it guarantees that everyone has access to the information, education and resources needed for producing, preparing, buying and enjoying safe, healthy, quality and delicious food that allows us to enjoy a full life. Which is why sustainable food is sensitive to the economic and social needs of the most vulnerable among us, such as minors and individuals on their own, people who are dependent on others, and migrants.

## Good for regions

as it promotes diversified and prosperous local economies that are fair in their distribution of benefits and capable of responding to adversities. It therefore ensures the well-being of workers, local shops, producers and developers from the primary sector, and other food-sector enterprises and organisations, whether in local or other areas. Sustainable food underscores traditional diets and knowledge while acknowledging and celebrating the diversity of cultures that enrich our region. At the same time, it generates positive relationships between urban and rural environments, and even between the global south and north, based on respecting ecological cycles, establishing fairer links between regions and promoting more resilient and supportive city models.

## Good for the planet

as food is produced, transformed, distributed, sold, bought and eliminated so that our limited resources, such as water and the soil, are conserved and regenerated, as are our ecosystems. Sustainable food helps to halt the climate crisis, guarantees the well-being of animals (livestock and wildlife) and preserves and boosts the planet's biodiversity.





The transformation of our food is not just aimed at promoting individual changes in diet but also at bringing about the conditions in the various sectors (economic, health, environment, social and political), activities (production, transformation, distribution, meal service, sale, consumption and elimination) and levels of action (individual, community, local, regional, national and international) which enable the transformation of this complex system without leaving anyone behind along the way.

It is important for us to understand and make the most of the interconnections between the various sectors, activities and players to create sustainable food, as well as **recognise the unique features and interdependencies between regions**. It is essential for us in Barcelona to think in terms of the metropolitan area or region in order to coordinate policies and improve the impact of food initiatives.

Finally, through these actions, it is crucial to guarantee the effective participation of various groups, with special attention on the most vulnerable and invisibilised, thereby incorporating a gender, class and ethnicity approach that enables levers of change to be identified and unique and effective initiatives to be launched. Finally, sustainable food promotes people's capacity to decide on their own food system and thereby construct food sovereignty.





# Justification

# 04



Feeding the city is possible thanks to a complex, global system that includes every activity relating to the production, transformation, distribution, sale and consumption of food as well as waste management. Even so, this system is currently not capable of feeding us adequately. It also generates a whole host of negative effects for people and the planet.



2021 will see Barcelona not only playing host to the 7th Milan Pact Global Forum in October but also implementing food projects and policies throughout the year and offering a cultural programme centred on this issue. We need to open a big debate on the role of food in key aspects for the present and the future and drive ahead with a large-scale transformation in this area. There are at least four aspects that justify this option:



# 4.1

## Barcelona has committed itself internationally to sustainable food: Milan Urban Food Policy Pact and Good Food Declaration (C40)

The last decade has seen cities throughout the world begin to recognise the food system's potential for improving people's well-being and creating more ecological, prosperous and egalitarian economies and societies. Proof of that can be seen in the Milan Urban Food Policy Pact, the first international treaty on urban food policy, signed in 2015, in which 210 cities from around the world, representing over 450 million residents, undertake to "develop sustainable, inclusive, resilient, safe and diversified food systems". One of the first cities to sign and promote this pact, Barcelona has been working together with other cities to construct cooperation strategies in decentralised urban food policies and facilitate and promote sustainable food that is accessible to all citizens. What is more, in October 2019, Barcelona signed the C40 Cities network for climate action's *Good Food Declaration*, through which it undertakes to adopt *planetary health diets* and reduce food waste by 50% by 2030. Barcelona will also be the World Capital of Sustainable Food in 2021 and the host city of the 7th

Global Forum of the Milan Urban Food Policy Pact in October 2021, a context that positions it as an international benchmark in implementing urban food policies.



# 4.2

## Sustainable food is beneficial to our health and needs to be accessible to everyone

According to the FAO, one out of every four deaths is caused by poor diet, in other words, they are avoidable deaths. Food is our main source of health, and good food habits are crucial for preventing diseases. According to a study from the Barcelona Public Health Agency in 2020, 10% of children in Barcelona aged between 3 and 4 suffer from childhood obesity. The high levels of obesity and overweight in Barcelona, both in its adult and child populations, require political initiatives that attempt to change and improve the poor eating habits that cause this situation.

What is more, poor diet is strongly linked to social inequalities. According to the AMB, 14% of the population in the metropolitan area of Barcelona cannot afford to eat a balanced diet. The incidence of obesity and overweight is rising in populations in a precarious socio-economic situation. Being overweight, for example, is associated with a higher likelihood of suffering other serious illnesses, such as cardiovascular diseases or cancer, which significantly reduce our quality of life and increase pressure on our pu-

blic health system. It also leads to an unequal impact of health problems in our neighbourhoods arising from the way we eat. Furthermore, among the effects of the economic crisis arising from the COVID-19 pandemic, is a significant and worrying increase in food insecurity and food poverty, above all among the female population.

Which is why we need to rethink and reconfigure a good part of our diet and eating habits. According to the experts, over the coming decades we are going to have to double our consumption of healthy food, such as fruit, vegetables, legumes, nuts and seeds, giving priority to local and ecological production. We also need to free up time so we can eat better, considerably reduce ultra-processed products and sugars, provide access to adequate food, share tools so everyone is able to eat better and create healthy, fair and sustainable food environments.



# 4.3

## Sustainable food is an economic opportunity for the Metropolitan Region

Food is a central aspect of economies. The agro-food industry is the leading European industrial sector and the powerhouse of Catalonia's industrial fabric, as it represents 11.9% of its GNP. The economic benefits of the food production system are also distributed unevenly throughout the food cycle. These structural inequalities are particularly evident in the situation of the primary and small business sector. The primary sector is disappearing in Catalonia; only 1.6% of the active population work in the agricultural sector, and this is an ageing population with little generational handover. The 2019 Metropolitan Urban Development

Master Plan stated that between 30% and 50% of the surface area and agricultural production capacity in the Barcelona metropolitan region has been lost over the last 12 years, resulting in the growing external dependence and diminishing resilience of our agro food system. What is more, an important part of the work done in the agro-food chain is precarious and unstable, involving long hours and low salaries. Even so, the food system's transformation can be a source of green, quality, innovative and prosperity-creating employment. The production, distribution, sale and consumption of fair, healthy and sustainable food creates an opportunity for economic benefit for players working in the sustainable food sector especially for local farmers, the sustainable restaurant sector and small businesses. In fact, Barcelona's residents are becoming increasingly predisposed to supporting economies based on sustainable food. According to data from the 2019 Òmnibus, 78% of the city's residents take into account whether a product is local; 3%, whether

it is a product direct from the farmer, and 58%, whether it is an organic product.

Putting sustainable food at the centre offers an opportunity for rethinking the relationship between the city and the rural world, between urban society and the primary sector. We need to strengthen the ties between local producers and sale and distribution networks to strengthen local economies and provide a boost to sustainable products from our local environment. What is more, we are a global metropolis that is privileged to have an agricultural park nearby the city and an iconic network of municipal markets (Barcelona alone has 42 markets receiving 62 million visits a year). World Capital of Sustainable Food year needs to contribute to the economic revival of sectors that are currently in a very difficult situation, owing to the impact of the health crisis, such as the hotel and commerce sector, while bringing visibility to, regenerating and celebrating interconnection and interdependence links between countryside and cities.



# 4.4

## Sustainable food is crucial for fighting the climate and ecological emergency

According to the highest scientific authority on climate change, the IPCC, the entire agro-food system generates between 21% and 37% of global greenhouse gas emissions. This means that, to combat the climate emergency, it is crucial we transform our current food production system. In addition, the impact of this food system on the planet is not limited to the climate crisis but also strongly linked to the degradation of agricultural land, the pollution of surface and ground water, overfishing and mass extinction of species, including a loss of 75% of cultivated biodiversity and 80% deforestation, as pointed out by the UN. On top of all that, much of the food in the current system lacks nutrients, contains chemical residues and is packaged in plastic, which ends up polluting both soil and water.

In the face of all that, we need to facilitate and promote a *planetary health diet*, with fresh, organic and local food that creates less waste, as well as diets with more vegetable-based products that create fewer

emissions while being healthier too. Furthermore, it is also imperative that this is done so that such food stops being a luxury for the few and becomes accessible to the entire population.





# 4.5

## New challenges in the context of global risks

COVID-19 has been teaching us important lessons at every level, also in relation to the food system. Firstly, agriculture and industrial livestock are intensifying the loss of habitats of other species all over the planet. This means they are creating conditions that increase the risk of outbreaks of zoonotic diseases which, as in the case of COVID-19, are transmitted from animals to humans. Second, while it is true that COVID-19 has not brought about general food-supply problems, the restrictions to movement required in the face of the pandemic have caused a series of disturbances which are putting the resistance of local, regional and global food-supply chains to the test, with repercussions across the globe. These disturbances have revealed numerous underlying vulnerabilities throughout the food chain and have highlighted the lack of job security found in part of the sector. As with other workers in essential services, those working in the agriculture and food sector proved to be major players during the pandemic, without wanting to be, given that they took on big health risks

to continue maintaining the flow of food for the entire population. Third, among the effects of the economic crisis arising from the COVID-19 pandemic, we find a significant and worrying increase in food insecurity and food poverty, above all among the female population.

Given the uncertainty of global risks, we need to generate resistance, that is, our capacity to adapt and change, to improve our capacity to react to new general problems.



# Areas of action, budget, projects and calendar

# 05



To promote sustainable food in Barcelona, we have divided the project into **six fields of action**. All these fields of action include strategic work lines that feature specific projects where work is being carried out to promote sustainable food. The table on page 35 shows the fields of action, work lines and the series of projects that are being worked on.



**The total budget for all the projects promoting sustainable food in Barcelona is 9,605,438 euros.**

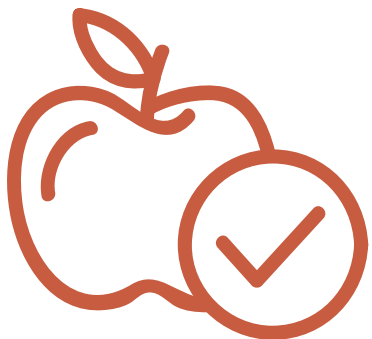
This budget includes the hosting of the 7th Milan Pact Global Forum and the organisation of Sustainable Food Week, the drafting of the 2030 Food Strategy, the sustainable food events to be held throughout 2021, the communication and network strategy, and the more than 93 projects from the various areas in various fields of action, together with projects from food organisations subsidised through the “Impulsem el que fas” call for grant applications. Some of the projects are still in the process of being scaled, provided with an approximate budget that may increase as they develop.

The six areas of action are as follows:



# 5.1

## Promoting healthy and sustainable diets that are accessible to everyone



This area includes all the initiatives centred on two major work lines:

1 – **Promoting healthy and sustainable food that is accessible** to all Barcelona's residents. There are two important elements in this area. On the one hand, work is being carried out through **the City Council's public procurement** as a necessary action consistent with the application of sustainable food criteria, which aims to be a lever of change within the City Council's entire area of action. And, on the other hand, work is being carried out through **educational programmes** to promote education and citizen awareness, in favour of a fairer, healthier and more sustainable food system, raising people's awareness of how we eat and the effects of food on health, people and the planet.

2 – **Progressing towards the right to adequate food** for everyone in the city of Barcelona, from a transformational perspective. This is about making progress in the **transition on three levels**: First, moving towards a model for empowering and bringing dignity to people in a

situation of social exclusion, having moved towards a model based more on guaranteeing income and leaving food-aid initiatives for situations that strictly require it. Second, moving towards a **model for co-producing policies** with social organisations. Finally, moving towards a model that deals with the right to adequate food from the **need to transform our food system** to one based on the principles of sustainable food (which respects the planet, people and regions). This means ensuring the supply of organic, local and seasonal products at an affordable price for all citizens, through marketing short-circuits that guarantee fair conditions for producers. This transition is being carried out through work within the framework of the Network for the Right to Adequate Food and the Alimenta programme launched by Barcelona City Council's Area of Social Rights, as an umbrella for the city's existing initiatives in this field.



# 5.2

## Facilitating the distribution and marketing of local, organic and short-circuit food



This area consists of several inter-related projects geared towards one of the main goals of the “Barcelona, World Capital of Sustainable Food 2021” project: promoting healthy, fair and sustainable food distribution and marketing in Barcelona that foment, among other things, local, ecological and short-circuit produce. It is also about making the most of the economic opportunity that arises from citizens opting more for products that are local, organic and sold directly by farmers.

Initiatives are therefore being promoted here, to increase and raise awareness of the presence of organic, local and short-circuit products in the municipal markets network, Mercabarna and the city’s trade and restaurant and catering sector. And support is also being given to strategies for improving the distribution and logistics of such types of products. A series of projects are being developed here with the Municipal Institute of Markets, retailer guilds, the Barcelona Federation of Municipal Markets, Mercabarna, the Wholesalers’ Guild and the restaurant and catering sector. As for the latter, for example, work is being carried out

in collaboration with the city’s hotel-management schools and renowned chefs on the “Menú de la capitalitat” [Capital Menu] project, a series of food proposals that incorporate several principles of sustainable food and which include culinary indicators and techniques intended for use as a guide for Barcelona’s restaurants which are keen to offer it to prepare a sustainable, healthy menu adapted to each season.



# 5.3

## Promoting an agro-ecological transition in the city



This field is based on the need to promote initiatives and social players already working within the framework of agro-ecology and sustainable food. It is divided into two lines of work:

1— **Promoting the Urban agricultural strategy:** For a while now, municipal policies in Barcelona have been promoting organic agriculture in urban and peri-urban spaces and generating refuge spaces for biodiversity. The projects worked on in this line of work are aimed at helping to promote urban agriculture in Barcelona. Urban agriculture is promoted, not as a productive practice, but rather as a healthy, social and community practice for citizens: it is a window to the countryside that enables us to find out about agricultural principles, improve our physical and mental health and build our community.

So there are projects in this line of work which are aimed at promoting the practice and knowledge of urban agriculture among organisations and citizens; at expanding spaces and the network of allotments in Barcelona; at creating benchmark spaces in urban agriculture and agro-ecology;

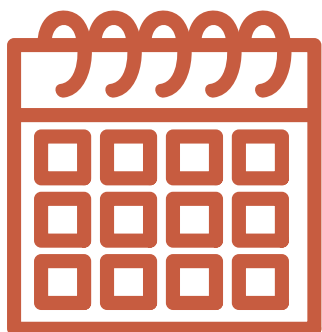
at eliminating legal obstacles to enable agricultural and farming activities in Barcelona and promoting the sustainable management of the region through agriculture and farming activities, including fire-prevention.

2— **Revitalising Agròpolis, a public-community space shared** between social players and the public authorities with the aim of promoting an agro-ecological transition in Barcelona together with citizens and the organisations most involved in the field of agro-ecology and sustainable food. It is here that several organisations and people associated with these areas periodically meet, create alliances and yield returns on municipal food policies with their opinions and proposals.



# 5.4

## Putting sustainable food at the centre of the programme throughout the year and organising the 7th Milan Pact Global Forum



This area concentrates all the work linked to what will be the heart of the Capitalitat Alimentària [Food Capital] project throughout 2021, the **organisation of the 7th Milan Pact Global Forum** being held from 19 to 21 October 2021. The Forum will focus on the connection between food and the climate crisis and, strategically, will take place a few days before the UN Climate Change Conference being held in Glasgow in November 2021.

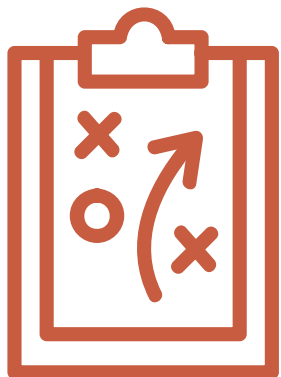
**Besides the Milan Pact Global Forum, the City Council's entire events and activities programme in 2021 will be centred on the issue of sustainable food.** This are events that are already normally carried out in the city, such as the La Mercè annual festival, the Science Biennial, where sustainable food will specifically be included, and any new events that might be thought up by the City Council or organisations. Notable among all these events is Sustainable Food Week, which has been organised to take place a few days before the Milan Pact Global Forum and is intended to offer a cultural dissemination and outreach programme to encourage all citizens to take part.





# 5.5

## Preparing a 2030 food strategy



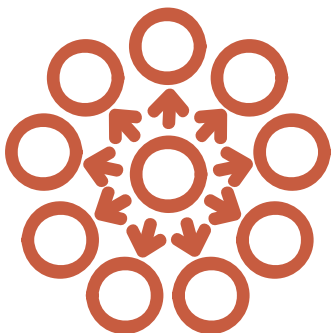
As enjoyed by many other cities within Spain and internationally where there is a political commitment to urban food policies, a ten-year food strategy will also be prepared in 2021 to act as a roadmap for food policies over the coming years. This strategy, which will feature not just contributions from the social players of the quadruple food helix but also contributions from citizens through a participatory process, will also be in line with the city's sustainable development goals.

In fact, World Capital of Sustainable Food year will culminate with the presentation of the 2030 Food Strategy.



# 5.6

## Adopting a cross-cutting approach to sustainable food in municipal programmes, districts and policies



Given the cross-cutting nature of food issues and their presence in numerous areas of Barcelona City Council, all the above-mentioned areas of action for promoting them are being worked on in close collaboration and cooperation with Barcelona City Council's corresponding areas which are involved from their various perspectives (such as health, the climate emergency, the social economy, commerce and consumption, culture etc.).

The aim in this sixth area of action, by contrast, is to include the perspective of sustainable food in numerous municipal programmes and policies which are already in progress, and to territorialise the focus in the city's neighbourhoods through existing local municipal facilities. So, for example, work is being carried out on local development policies in neighbourhoods with various experts, to include this perspective in the various projects, and in the neighbourhood plans, where work will be carried out in 2021 on food as a central element of their initiatives. And also from the City Council's internal

policies regarding internal training or communication, in the economic-promotion lines with financial boosts to calls for grant and subsidy applications for enterprises and organisations linked to sustainable food, by introducing food in policies for promoting the social and solidarity economy and so on.



# Table of projects on sustainable food at Barcelona City Council

# 06



# Area of action 1

Promoting healthy and sustainable diets that are accessible to all citizens

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021	
<b>1.1</b> <b>Promoting the inclusion of organic, local and social criteria in public food procurement</b>	Updating specifications for invitations to tender for soup kitchens, primary-school canteens, nursery canteens and restaurant services at the Zoo and Olympic ring	Barcelona Municipal Institute of Education (IMEB) Barcelona Serveis Municipals, SA (BSM) Social Rights Barcelona Education Consortium	X	X	X	X	X	X	
	Studies on the external impact of public food procurement on the health and healthcare services	Global Justice and International Cooperation	X	X	X	X	X	X	
	Monitoring projects funded in organisations on studies of the impact of public procurement in the global south	Global Justice and International Cooperation	X	X	X	X	X	X	
	Updating food directives. Revising and updating environmental, local-food, social and health criteria	Procurement Urban Ecology Food Policies			X	X	X	X	X
	Pilot test for improving food from vending machines in the City Council's public establishments	Manager's Office for Resources			X	X	X	X	X



# Area of action 1

## Promoting healthy and sustainable diets that are accessible to all citizens

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>1.2</b> <b>Promoting awareness-raising and education on healthy, fair and sustainable food in schools</b>	Work groups: 1 – To share experiences in introducing the sustainable-food perspective in schools' educational plans 2 – To define the school canteen model from educational and food perspectives	Barcelona Education Consortium		X	X	X	X	X
	Incorporating sustainable food criteria in the ASPB's Food and Physical Activities Plan for Barcelona's schools and in the IMMB's "Mengem sa, mengem de mercat" [Eat well, eat market produce] educational programme	Barcelona Public Health Agency (ASPB) Barcelona Municipal Markets Institute (IMMB)	X	X	X	X	X	X
	Pilot test in six schools for promoting health, fair and sustainable food in the framework of the School Menus Review Programme (PReME)	Barcelona Public Health Agency (ASPB) Food Policies		X	X	X		
	"Ens ho mengem tot" Schools micro-network and Schools micro-network on healthy, fair and sustainable food	Urban Ecology Food Policies		X	X	X		
	City-scale pilot project on promoting sustainable food among young people in neighbourhoods: Service Learning and research projects in secondary education	Neighbourhood Plan				X	X	X



# Area of action 1

Promoting healthy and sustainable diets that are accessible to all citizens

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>1.3</b> Promoting the inclusion of a transformational approach in access to adequate food	Baskets with healthy habits and emotional support	Neighbourhood Plan	X	X	X			
	Work plan for the Network for the Right to Adequate Food	Social Rights	X	X	X	X	X	
	Alimenta, a new food model	Social Rights	X	X	X	X	X	X



## Area of action 2

### Marketing and distributing local, organic and short-circuit food

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021
<b>2.1</b> Facilitating the distribution and marketing of local and organic products	Promoting the design of the Local Agro-Food Exchange Logistics Centre (CIAP)	Food Policies	X	X	X	X	X	X
	Promoting the presence of organic and local food in Mercabarna: Biomarket and green wholesalers	Mercabarna	X	X	X	X	X	X



# Area of action 2

## Marketing and distributing local, organic and short-circuit food

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021
<b>2.2</b> <b>Increasing the presence of organic and local products in the municipal markets network and in the restaurant and catering sector</b>	Training in sustainable restaurants and catering, circular-economy project in restaurants for making the most of leftovers for fertilisers and distinction process for restaurants with sustainable food practices	Commerce, restaurants and catering and consumption			X	X		
	Green Stall-Holders (programme for identifying and supporting local stall-holders and trade that opts for selling organic and local products)	Barcelona Municipal Markets Institute (IMMB)		X	X	X	X	
	Capital Menus: seasonal menus in the framework of 2021 Barcelona World Capital of Sustainable Food year	Tourism, events and creative industries		X	X	X	X	
	Training in local products	Mercabarna			X	X	X	X





## Area of action 2

### Marketing and distributing local, organic and short-circuit food

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>2.3</b> <b>Reducing plastic and food waste in the food chain</b>	Food Recycling Centre	Mercabarna	X	X	X	X	X	X
	Launch of the Zero Plastic programme in Barcelona's markets	Barcelona Municipal Markets Institute (IMMB)	X	X	X	X	X	X
	Projects for reducing food waste: Ecowaste for Food; reducing waste at fairs and conferences	Urban Ecology	X	X	X	X	X	X



# Area of action 3

## Agro-ecological transition in the city

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021
<b>3.1</b> Enabling and strengthening projects and spaces for inter-cooperation between the city's agro-ecological organisations	Revitalising the Agròpolis Participatory Space and promoting inter-cooperation projects	Food Policies	X	X	X	X	X	X



# Area of action 3

## Agro-ecological transition in the city

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021
<b>3.2</b> <b>Supporting and advising the city's agro-ecological organisations</b>	Service offering advice and support in agro-ecology and training in agro-ecology and food sovereignty, aimed at the sector's organisations and socio-economic initiatives and at municipal staff	Food Policies		X	X	X	X	X
	Call for 'Impulsem el que fas' grant applications: Support for sustainable food projects in organisations	Food Policies	X	X	X	X	X	X



# Area of action 3

## Agro-ecological transition in the city

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<h3>3.3</h3> <p><b>Strengthening and promoting the city’s benchmark spaces and projects within the framework of the urban agriculture strategy and supporting environmental regeneration projects</b></p>	Promoting Masia Can Soler as a benchmark facility in the Horta-Guinardó district and the city, in the field of environmental education, agro-ecology and healthy food	Horta-Guinardó district	X	X	X	X	X	X
	Extending Can Calopa’s positive impact to Barcelona’s citizens	Food Policies	X	X	X	X	X	X
	Strategic initiatives on urban agriculture in Barcelona; urban allotments in Pla i Armengol, Llabor Grogà, legal study on urban agriculture and livestock, urban agriculture observatory, community allotments, Alimentem Collserola, pasture in Barcelona, agricultural contract in Collserola...	Horta-Guinardó District Collserola Nature Park Consortium Urban Ecology	X	X	X	X	X	X
	Agrovallbona, Barcelona’s benchmark urban agriculture centre: amending the project’s planning and conceptualisation	Urban Ecology Food Policies		X	X	X	X	X



## Area of action 4

### 2021 World capital of sustainable food: annual programme and milan pact summit

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>4.1</b> Organising a milan pact summit with ambitious policy commitments	Organising the Milan Pact's Mayor's Summit	Food Policies	X	X	X	X	X	



## Area of action 4

### 2021 World capital of sustainable food: annual programme and milan pact summit

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>4.2</b> Promoting the summit's citizen experience	Sustainable Food Citizen Week	Food Policies	X	X	X	X	X	



## Area of action 4

### 2021 World capital of sustainable food: annual programme and milan pact summit

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>4.3</b> <b>Promoting new events and introducing a sustainable-food approach to events already taking place across the city, to mark the year as sustainable food capital</b>	Food as a cornerstone to the city's events; Science biennial, Obrim els Carrers [We're opening up the Streets], Biennial of Thought, La Mercè festival, library networks, memory community network...	Culture, Education, Science and Community Urban Ecology			X	X	X	X
	Interculturality and Sustainable Food	Culture, Education, Science and Community			X	X	X	X



# Area of action 5

## 2030 Food strategy

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>5.1</b> Generating a coherent narrative on healthy, fair and sustainable food	Sustainable food, "Manual de ciutats" [city manual]	Food Policies	X	X	X	X	X	





# Area of action 5

## 2030 Food strategy

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<h3>5.2</h3> <h4>Designing and defining the food strategy</h4>	Presenting and signing up to the Metropolitan Region Food Charter (CARM)	Barcelona Metropolitan Strategic Plan (PEMB)	X	X				
	Analysis: How does Barcelona feed itself?	Food Policies	X	X				
	Drafting of the city's 2030 Food Strategy	Food Policies		X	X	X	X	X



# Area of action 6

## Incorporating sustainable food into other municipal programmes and initiatives

Strategic lines	Main projects	Area, service or institution leading it	jul-sep 2020	oct-des 2020	jan-mar 2021	apr-jun 2021	jul-sep 2021	oct-des 2021
<b>6.1</b> <b>Promoting projects and the sustainable food approach among staff at the city council and municipal facilities</b>	Space for technical training, exchange of experiences and good practices in sustainable food for staff at the City Council (collaborative)	Barcelona Activa	X	X				
	Developing a communication strategy for sustainable food with municipal workers	People and organisational development		X	X	X	X	X



## Area of action 6

### Incorporating sustainable food into other municipal programmes and initiatives

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>6.2</b> <b>Incorporating sustainable food into municipal programmes</b>	Incorporating sustainable food into programmes from neighbourhood plans, ASPB, social and solidarity economy	Neighbourhood Plan Barcelona Public Health Agency (ASPB) Food Policies			X	X	X	X



## Area of action 6

### Incorporating sustainable food into other municipal programmes and initiatives

Strategic lines	Main projects	Area, service or institution leading it	jul–sep 2020	oct–des 2020	jan–mar 2021	apr–jun 2021	jul–sep 2021	oct–des 2021
<b>6.3</b> <b>Introducing the sustainable food approach into municipal enterprises or those closely linked to the city council</b>	Promoting sustainable food in the city's events. Mobile World Congress 2021, Barcelona Design Week, Tibidabo, and so on	Food Policies Barcelona Serveis Municipals (BSM)			X	X	X	X

