

Barcelona City Council's food policies 2021



Introduction

During its 2020-23 term of office, the municipal government resolved to commit itself to making the food transition towards a fairer, more sustainable and healthier system an important part of its government action. For all the lack of authority of local councils in this area and want of recent historical precedent, cities need to become actively involved in promoting transformational food policies seeing as they consume 70% of the food produced in the world and are the main centres of consumption and marketing as well as key players in generating debates and cultural change.

Given its recognition of the current unsustainable nature of its food system and its wish to change this situation, Barcelona City Council opted to construct the “Barcelona World Capital of Sustainable Food 2021” project, with the blessing of the Milan Urban Food Policy Pact. The project was implemented after the city had won its bid to organise the 7th World Forum of the Milan Urban Food Policy Pact 2021, the international institutional element that this capital status was centred on.

Hence, towards the end of 2020, the City Council drew up the Government Measure for Sustainable Food for 2020-2021, which includes the Council’s food policies in this area. It is a document created within the framework of the World Capital of Sustainable Food, although it 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”.

The measure was launched by the Commissioner for Social and Solidarity Economy, Local Development and Food Policy, through the Office for Economy, Resources and Economic Promotion, and coordinated through the Coordination Office for the Barcelona World Capital of Sustainable Food Project, with a mixed working team from Barcelona City Council and the Barcelona Metropolitan Strategic Plan (PEMB), given its metropolitan approach.

Precedents

There are social players that have been working for years to raise citizen awareness of the need to transform the food system and taken the time to raise the profiles of food sovereignty, sustainable food and agroecology. Processes have also been established for networking between initiatives and players, numerous collaborators and prime movers of various activities or actions under the world capital project.

- Some of these notable processes included La Repera between consumer cooperatives, activities of the *Aliança per la Sobirania Alimentària dels Pobles* [Towns and Villages Alliance for Food Sovereignty] and the *Xarxa Agroecològica de Catalunya* [Catalan Agroecology Network], initiatives from *Transgènics Fora* [Transgenics Out] and *Som lo que Sembrem* [We are what we sow], the community allotments network. All these and other processes established fertile periods through a social fabric with a greater commitment to the need to transform the agri-food system and acted as precedents for the world capital project.
- This entire social fabric, which evolves over time and goes through cycles with high and low periods of activity, nourished the *Llaurant Barcelona* process, a conference on food marketing in Barcelona organised in 2014 by the magazine *Sobirania Alimentària* in collaboration with local organisations and Barcelona City Council, and which inspired the subsequent institutional process.
- In 2015, after the Milan Urban Food Policy Pact had been signed, Barcelona City Council prepared its first municipal food policy tool, the Food Policy Promotion Strategy for 2016-2019. That strategy included more than 60 measures aimed at promoting food sovereignty, responsible consumption, agroecological production, short-circuit marketing and the presence of agroecological and local produce in municipal markets, while ensuring food safety and combating food wastage. This first tool initiated a path in Barcelona City Council for generating the first cross-cutting work dynamics, the first systematic approach and the implementation of several initiatives found in the first projects, notable among which was the inclusion of organic-food criteria in nursery-school public procurement. This strategy feeds off the city's other policies and measures, such as the Neighbourhood Plan (2016-2026), the Climate Plan (2018-2030), the Urban Agricultural Strategy (2019) and the Social and Solidarity Economy Promotion Plan (2016-2020).
- In the metropolitan area, between 2017 and 2019, Barcelona City Council took part in the process of drafting the Food Charter of the Barcelona Metropolitan Region (CARM), a strategic coordination tool for implementing local and metropolitan food policies developed by over 100 players from the quadruple helix.
- During the subsequent term of office (2019-2023), the Climate Emergency Declaration for 2020-2030, the new economic agenda Barcelona Green Deal (2020), the 2030 Agenda Promotion Strategy (2020), the City Strategy for the Social and Solidarity Economy in Barcelona 2030 (2020) and, finally, approval of the Barcelona Metropolitan Region Food Charter (2020) at a Full Barcelona City Council meeting, have established a firmer framework which helped to shape the Barcelona World Capital of Sustainable Food 2021 project.

Despite the importance of the various activities, Barcelona City Council did no cross-cutting or comprehensive work and had no such vision on food policies and sustainable food until the 2021 Barcelona World Capital of Sustainable Food project, and the activities of the various organisations was very fragmented, despite all the attempts at creating an umbrella project or organisation that would include the above-mentioned food sovereignty initiatives and organisations.

Hence the proposal from Barcelona City Council, as the World Capital of Sustainable Food 2021, for a more ambitious city-wide project that could act as a lever for change. The project aims to become a platform for promoting this issue across the board in the City Council and the city in general, and entails collaboration with organisations, other institutions and enterprises to put sustainable and healthy food at the centre of the political and public agenda. To that end, not only have several initiatives been created, both in public policy format and through collaborative projects with other players, but others already in existence have also been strengthened and contextualised within a sensible framework, and coordinated under a joint vision of transformational policies. Accordingly, the four main World Capital of Sustainable Food goals have been to:

- Host and organise the 7th World Forum of the Milan Urban Food Policy Pact;
- Create short- and medium-term sustainable food projects and policies;
- Redirect the year's cultural programme to raise awareness of this issue among the public by holding a sustainable food week, among other things, and
- Prepare a sustainable food strategy for 2030 in order to have a roadmap for food policies over the coming years.

At the end of this document there is a summary of the initiatives, public policies and activities enshrined in the World Capital of Sustainable Food 2021 project. These initiatives have been categorised according to the six pillars of the Milan Urban Food Policy Pact: governance, sustainable and healthy diets, social and economic fairness, food production, supply and distribution, and food wastage. Added to these is the climate emergency, which is central. It should be noted that many of the initiatives featured here often have a cross-cutting impact in several fields. A detailed description is given below of the initiatives created or launched under the world-capital banner, not just strategic projects but also more one-off initiatives to raise the profile of the project and the players involved.



Governance

Governance includes the processes that transform society and the economy based on collective action and in favour of common goals. Hence this section's focus on events and the City Council's collaboration with other players and institutions, as well as on activities, with the aim of building alliances and strengthening the players working to achieve a more sustainable and healthier city in the sphere of food.



Collaborators

It is essential to grasp that the world capital project can only be understood through collaboration that strengthens and expands it, which includes the public, institutional and association sectors in it.

- Notable players in the institutional area include the Barcelona Metropolitan Area (AMB), the public body made up by the city and the 36 metropolitan municipalities where 42.8% of Catalonia's population lives. The AMB is a key player in linking Barcelona with farmers. Barcelona Provincial Council, with its *Parc a taula* and BCN Smart Rural projects, the Catalan Ministry of Climate Action, Food and Rural Agenda, which is collaborating on the building of a new joint technical food office, or spaces such as the rural parks network or the Espai Rural Gallecs are others. Finally, the collaboration with other important institutions such as the Barcelona Education Consortium, the Public Health Agency and the Municipal Institute of Social Rights should be noted too.
- Some very important players that stand out in the public and business sectors and the economic fabric are the Barcelona Municipal Institute of Markets and the Federation of Municipal Markets, which groups together the stallholders' associations and food shop guilds that Barcelona City Council works with in the Green Commerce project; Mercabarna, a key player for changing Barcelona's food system that hosts the Biomarket and *Terra Pagesa* projects (Local Products Exchange Centre), led by the country's main farmers' organisation, the Unió de Pagesos; the Barcelona Metropolitan Strategic Plan (PEMB) for world-capital coordination; and key players in the restaurant and food sectors the City Council has been working with under the Seasonal Menu project; as well as the city's main hotel and catering schools, the Restaurants Guild, Barcelona Sustainable Restaurants, and Slow Food Barcelona, with which the City Council organised the *Terra i Gust* Sustainable Restaurant Fair, or the Barcelona Gastronomic Forum for the 2022 edition of the fair.
- With regard to the association sector, Agropolis is being promoted to achieve social governance. This is a participatory space that aims to unite important city social organisations, cooperatives and enterprises working in the field of food sovereignty, agroecology and sustainable food. Collaboration with the organisations taking part in Agropolis, organisations grouped together in AlterBanc or social alliances with organisations such as the charity Càritas, the Red Cross and the Food Bank Foundation takes many forms. The City Council also participates in the Network for the Right to Adequate Food within the framework of the Citizen Agreement for an Inclusive Barcelona.
- In addition, Barcelona is part of several city networks, both domestic and international, which it collaborates and shares knowledge and good practices with. These include the Spanish City Network for Agroecology, the C40 food group, the UCLG network, the Eurocities food group and the Milan Urban Food Policy Pact.
- Finally, regarding Barcelona City Council's own internal coordination, alliances have also been created to mainstream the significance of sustainable food and management and coherence of the city's food policies. An extensive, unprecedented managerial board was set up in 2019 on this issue with the various areas involved in food projects and policies and economy promotion programmes, which met until the end of the World Capital of Sustainable Food year.

Subsidies:

Barcelona City Council provides several opportunities for supporting agri-food projects:

- The most important subsidy it awards for transforming the food system is part of the **Impulsem el que fas** [We promote what you do] call for subsidy applications, which has included a sustainable food category since 2020. That year subsidies amounting to €500,000 awarded to 23 sustainable food. In 2021, €600,000 was awarded to 43 projects. These subsidies are expected to create synergies among their recipients, through meetings, and to better adapt the rules for the call for subsidy applications in the near future. A few examples of projects are the creation of organic canteen certification for school canteens and the restaurant sector and the promotion of urban agriculture through international initiatives coordinated by civil society organisations.
- In addition, there are other subsidies which, while not having an exclusive category, promote a change in the food system, such as those for Urban Ecology, Global Justice, the Social Economy and the city's districts.
- Finally, there is **MatchImpulsa**, which is a cross-cutting feminist programme to create a digital platform for Barcelona's social, solidarity and collaborative economy. The programme is a joint initiative of the Open University of Catalonia, Barcelona City Council and Barcelona Activa. More specifically, one of the three work ecosystems, "Digital Agroecology" is aimed at sustainable food and had 32 organisations signed up to it. The programme consists of three lines of development: skills acquisition, acceleration and prototyping.



Planificació Sostenible Barcelona 2030



Diagnosi

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Visió compartida

Quins 3 conceptes, frases o idees força defineixen com creus que ha de ser el sistema alimentari de Barcelona l'any 2030?

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Quina opció sembla bé aquesta diagnosi?



Agropolis

This is a unique element of food governance in Barcelona, a public and community space for discussion and work made up by 90 social and economic organisations from the city's agro-ecological fabric and the sustainable food sphere, together with Barcelona City Council. An initiative aimed at creating a transformational space for Barcelona's food system, through the values of agroecology and food sovereignty. It began in March 2019 and was reactivated in the autumn of 2021 after the most intense period of the pandemic. The project aims to facilitate project inter-cooperation, networking and the promotion of new projects, as well as comparing local government public policies.





Sustainable Food Strategy for 2030

Finally, in the governance sphere, it is worth noting the participatory nature of the 2030 Barcelona Sustainable Food Strategy drafting process. This strategy will be the roadmap and framework that will have to be followed by sustainable food policies, as well as by any action undertaken by city organisations that adhere to it. This strategy aims to set some broad objectives for the city, agreed to with the most representative players of the quadruple food helix (public sector, private sector, civil society and academia) and to thereby get a commitment from them all. Another goal is that of identifying possible future initiatives and one-off projects to promote a sphere for food policy governance in the city.

The process for preparing this strategy will consist of five main actions between November 2021 and July 2022:

- **Establishment of a technical group and a diverse advisory board** which will monitor and work on the strategy throughout the process.
- **Plenary sessions** with a wide range of representatives from all the sectors and areas of the quadruple food helix and Barcelona City Council working for a sustainable food system.
- **Sectoral or thematic meetings** with key players.
- **In-depth bilateral meetings** with key players.
- **Fact-finding process open to the public** and all kinds of organisations.

Sustainable and healthy diets

The Barcelona World Capital of Sustainable Food project stands out in this key aspect due to two strategic initiatives: a commitment to promoting healthy and sustainable diets with cultural activities planned throughout the year, and a short-term project for raising the profile of sustainable and healthy diets. The change to healthy and sustainable diets will likewise have to be accompanied by a large-scale cultural change. The cultural programme was given a change of direction in 2021 to highlight the issue of sustainable food and promote this cultural change.



Public Food Procurement Guidelines

Firstly, of particular note is the update to the Public Food Procurement Instruction, in collaboration with the Procurement Department and the Area of Urban Ecology, which will be an important and pioneering tool for providing cross-cutting and comprehensive guidance to Barcelona City Council's entire public food procurement. This update has included new local and seasonal criteria, among other environmental developments, invariably in line with the mandatory EU regulatory framework, and in accordance with the region's productive capacity. The criteria, which are cross-departmental, are as follows:

- Increase in vegetable protein foods and reduction in animal protein foods.
- Reduction of added sugars and ultra-processed products.
- Food from organic agriculture (OA).
- Fresh seasonal food.
- Food with a short market circuit.
- High-quality food.
- Fair trade food.
- Environmental quality of the vehicle fleet.
- CO2 emissions associated with transport.
- Food wastage.
- Training.
- Special work centres, occupational integration centres, and social and solidarity economy (outsourcing).

Minimum conditions, several optional criteria and recommendations have been established since then to encourage bidders to give priority to the healthiest and most sustainable options. To round this off, a key element yet to be defined will be the monitoring and checking of compliance with this public instruction.



Healthier and more sustainable school canteens

Secondly, of particular note is the “Healthier and more sustainable school canteens” project carried out jointly with the Barcelona Public Health Agency and the Barcelona Education Consortium. With 42 of Barcelona’s primary schools already taking part, this project is aimed at making school dinners healthier and more sustainable to improve children's health, while also supporting local economies and combating the climate emergency. To achieve this goal, school menus are being transformed by increasing the consumption of fresh vegetables and vegetable protein, promoting the use of olive oil and reducing the consumption of animal protein. In addition, local and seasonal products are starting to be included.

The 102 nursery schools with 8,500 daily menus are already a benchmark: the proportion of organic produce used rose from 3% in 2008 to 95% in 2021. The issue of local and short-circuit products was subsequently incorporated in an innovative manner, tackling the legal difficulties of EU regulations that do not allow differentiation by origin in public procurement.

Cross-departmental training plays a key role in achieving these goals, and work is being done to promote support in all areas. This change in menus is bringing about a change of habits and changes in cookery management and cookery spaces. Hence the need to train the players involved, such as teachers, organic and local farmers and catering companies, and monitors. Finally, families need to be accompanied too and given reasoned explanations as to why measures such as reducing animal-protein consumption are urgent and necessary.



Educational and cultural projects

A crucial part of transforming the food system will involve fostering a far-reaching cultural change and, above all, having an impact on the food education of future generations. Educational projects have been launched with this aim to introduce sustainable food into schools' educational projects. Barcelona City Council's More Sustainable Schools "Eat Sensibly" micro-network has been working in this area: training teachers, promoting experience exchanges and providing educational tools and resources for cross-cutting work on sustainable food in classrooms and from several learning areas. These resources include an educational guide entitled "Alimenta't amb seny" [Eat sensibly], the "Maleta de l'alimentació sostenible" [Sustainable Food Suitcase], an educational resource that includes books, games and graphic and experimentation materials for all educational stages, and the literary suitcase "Tothom a taula!" [Everyone to the table]. The 2020-2021 academic year saw 11 schools involved, while the 2021-2022 academic year will see some 20 schools involved. In addition, there are other projects from different areas at Barcelona City Council with an impact on children's food education, such as the Barcelona Public Health Agency's educational health and food programmes, the Learning and Service programmes on sustainable food, school visits to municipal markets organised by the Municipal Institute of Markets and school visits to Mercabarna.

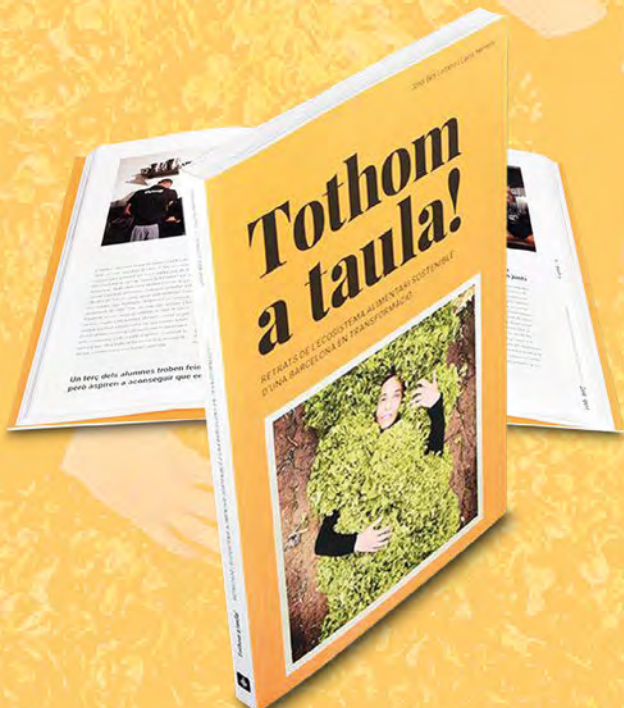
The city's cultural world has also joined the bandwagon for promoting a cultural change towards food through art: six of the city's museums have been promoting food-themed workshops relating to the exhibitions held at the time and offered to Barcelona's schools. In addition, the book **Tothom a Taula. Retrats de l'ecosistema alimentari sostenible d'una Barcelona en transformació** [Everyone to the Table! Portraits of the Sustainable Food Ecosystem of a Barcelona in Transformation] contains around thirty stories on the people at the heart of the transformation of Barcelona's food system.

An initiative entitled "Ara i aquí, les escoles" [Here and now, schools] has been promoted to raise awareness of the work being done at schools and to give children a say and a role in sustainable food, as part of the city's world capital status. The education community was called on to show the result of the learning process and express its ideas and demands regarding the food system, by preparing posters featuring food-themed artistic expressions and messages, resulting in an exhibition with over 200 posters that will be put on public display. The exhibition, which will conclude the CMAS21's activities, will be presented by the children themselves during a ceremony attended by representatives from the 80 schools taking part and by the Mayor of Barcelona.



Tothom a taula!

RETRATS DE L'ECOSISTEMA ALIMENTARI SOSTENIBLE
D'UNA BARCELONA EN TRANSFORMACIÓ



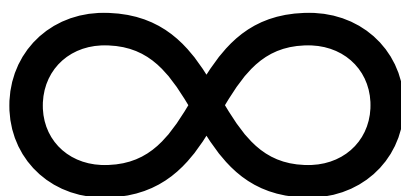
Barcelona City Council's food policies

Barcelona Llibres barcelona.cat/barcelonallibres [@bcn_llibres](https://twitter.com/bcn_llibres)

Events on sustainable food

The issue of sustainable food was gradually incorporated into the city's annual cultural activities calendar throughout 2021 so it could be introduced to the public (Science Biennale, Mercabarna summer school, BioCultura, Interculturality Week, La Mercè and so on), and several new or other events not usually held in the city were organised. On top of all that, there were several occasions when the issue of sustainable food was highlighted more in the city in 2021:

- A scientific conference was held from 15 to 17 October in the University of Barcelona's Aula Magna, entitled "The future of food: how to combine health and sustainability". Professionals from the world of health, sustainability and food joined forces to reflect on the issue during the conference.
- The 7th Global Forum of the Milan Urban Food Policy Pact was held from 19 to 21 October 2021. It acted as a blended and face-to-face meeting space for a total of 500 participants with a technical profile and political representatives from over 200 cities that have signed the Milan Urban Food Policy Pact, as well as members of international agencies, the scientific community and international organised civil society with a food focus. The forum had 150 speakers from 30 countries, with roundtables and discussion spaces involving these players. During the event, the emphasis was put on the link between food and the climate emergency. Some of the organisations that collaborated in putting together the programme were: Milan Urban Food Policy Pact, C40, ICLEI, CGLU, GAIN, EAT Foundation, RUAF, FAO, the Food Foundation, Birmingham City Council, the University of Barcelona, IPES-Food, Nourish Scotland, Mercabarna, World Wholesale Market Association, URBACT, Red de Ciudades por la Agroecología, PEMB, AMB and the Generalitat de Catalunya.



**Estratègia
d'Alimentació Sostenible
Barcelona
2030**



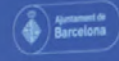
7è Fòrum Global
del MUFPP

7º Foro Global
del MUFPP

7th MUFPP
Global Forum

7e Forum Mondial
du MUFPP

7th MUFPP Global Forum
Barcelona 2021



- Sustainable Food Citizen Week was held between 14 and 25 October in Barcelona and featured over 500 very diverse activities for focusing the citizen debate on the need for a change in food habits for transforming the food system towards fairer and more sustainable models. There was a range of activities from the more recreational and existential (food experiences, shows, workshops and so on) to the more reflective (talks, roundtables, documentary films, etc.). The programme was designed for a very extensive range of audiences and age groups, and the activities took place mainly in the district of Ciutat Vella, although activities were also held in each of the city's neighbourhoods. The activities were organised with over 70 organisations working in the field of sustainable food in the city. Over 100,000 people took part. Notable activities included the following:
 - A show officially opened in Plaça de Sant Jaume with Cabo San Roque, arranged as a festival-opening joint speech delivered by some of the central players of the food system: representatives of crop and livestock farmers, fishermen, local commerce and the food/restaurant industry.
 - An exhibition on the history of food and supplying Barcelona, at the Museu d'Història de Barcelona (MUHBA).
 - 4 food experiences.
 - *Per una alimentació sostenible: actuem!* [For a sustainable food system: let's act!], an exhibition and educational platform travelling round the districts which emphasises the need for a change in the food system.
 - A concert by the Vegetable Orchestra.
 - *Terra i Gust*, a new gastronomic catering and sustainable food fair held in the Rambla de Santa Mònica featuring farmers and cookery organised by Slow Food Barcelona specifically for the World Capital of Sustainable Food.
 - *Mercat de Mercats*, a traditional Barcelona-market event, also had sustainable food as its main feature.
 - The Universal Soup Festival held in Nou Barris, an event with strong ties to the area organised by associations and local residents that celebrates diversity and interculturality through food and which took place this year with a special focus on sustainable food.
 - The Spanish State's first Cooperative and Participatory Supermarkets Forum.
 - Participation in radio and other media programmes, such as *Hoy por Hoy* on Cadena Ser, *Carne Cruda* on elDiario.es, and BTV. Note in particular TV3's broadcast of *Alimentar el futur*, a documentary made within the framework of the World Capital of Sustainable Food 2021 that reached an audience of 100,000 people.
 - In addition, exhibitions, roundtables, tasting sessions, shows and workshops were also organised, always in collaboration with associations, libraries, markets, community centres, etc.
- Finally, the World Capital of Sustainable Food 2021 enjoyed the collaboration of the *Fòrum Gastronòmic*, a gathering for food professionals held from 18 to 20 October in which more than 300 enterprises took part, featuring close to 70 activities and 100 speakers. During the event, the World Capital of Sustainable Food 2021 became a venue for sustainable-food activities and a joint space with the AMB for presentations on the relationship between farmers and cookery, as well as a space for family farms.
- The European Agroecology Forum was held on 17 and 19 November at the Nau Bostik in Sant Andreu, bringing together 200 participants from the academic world as well as organisations working in the field of agroecology from civil society and the primary sector.



Seasonal Menu

Finally, another project from the World Capital of Sustainable Food 2021 is the Seasonal Menu. This is a project organised in collaboration with Barcelona's three most prestigious schools in the hospitality and tourism industries (Sant Ignasi, CETT and ESHOB), with several goals. On the one hand, it aims to support the Barcelona Metropolitan Area's restaurant and catering sector during the post-Covid period and, on the other, to highlight some of the principles that sustainable food is based on. Restaurants and hospitality schools are therefore offering menus with seasonal and local produce. This project has been joined by 126 restaurants in Barcelona (167 in the metropolitan area). A series of seasonal and local goods was produced for each season, and four Seasonal Menu cooking demonstrations were held in 2021 (explained below), one for each change of season, prepared by hotel-management schools in collaboration with renowned chefs.





Social and economic equity

This area covers all the measures aimed at promoting the right to access adequate food, social and solidarity economy activities and work skills acquisition, etc. As part of the World Capital of Sustainable Food 2021, Barcelona City Council has launched two main projects: the *Alimenta* project and several others promoted under the Neighbourhood Plan.





Per una
alimentació
empoderadora
digna,
sostenible
i saludable



Ajuntament
de Barcelona



The *Alimenta* project is all about creating a new social food model in Barcelona from 2021 to 2023, to guarantee the right to food in an inclusive and dignified manner, making the most of the potential of the current system and resolving the shortcomings identified.

During 2020, the pandemic put Barcelona's food security at risk in the wake of a substantial (364%) rise in the number of financial grants awarded and a 16.1% rise in meals served in soup kitchens. Hence the robust response needed, which will come with *Alimenta*, grouping together food-aid initiatives and resources in Barcelona. This project's main goals are to:

- Promote integrating initiatives for food-aid service users, thereby boosting their independence and empowerment.
- Improve the quality of food aid under health, sustainability, local-production and environmentally friendly criteria.
- Promote the integration of food aid users into the community and the workforce.
- Encourage the use of the city's food-aid circuit.
- Promote networking between all the sectors involved in food in the city.

Barcelona City Council has been working in collaboration with its social partners and organisations, as well as businesses, to implement this programme. The project is divided into three key areas:

- Food with meaning: to improve traceability and entry and exit procedures for users in food-assistance circuits.
- Food spaces: creating new physical spaces for providing food services, including communal soup kitchens, invariably under social or work insertion programmes in collaboration with the Red Cross. This not only guarantees access to food but also fosters self-management, empowerment and work placements.
- Healthy and sustainable food: to ensure that food aid products are healthy and have been sustainably produced, that is, organically, locally and seasonally. To achieve this, cooperation with other players is essential, such as CIAP for supplying products, Mercabarna for reusing food, and collaboration with AlterBanc, a non-profit organisation run by several neighbourhood movements that aims to become an alternative food bank with an agroecological and social-economy perspective and which will guarantee, under a pilot test funded by the City Council, the provision of some *Alimenta* venues with local, organic food directly brought in from producers.

Projects under the Neighbourhood Plan

The new Neighbourhood Plan is a municipal four-year initiative, from 2021 to 2024, whose goal is to promote the mainstreaming of municipal as well as food-focused policies and initiatives.

It plays a key role in promoting sustainable food in each of the districts of Barcelona. An example of this is the *Cistelles* programme for the Les Roquetes and La Trinitat Nova neighbourhoods, under which “some fifty families can receive a weekly hamper full of fresh, organic and locally sourced fruit and vegetables and, at the same time, work on aspects relating to healthy food”.





Photo:
Andreu Adrover
for the Neighbourhood Plan

Food production

Despite having a residual agricultural area, cities need to promote ways to reconnect with the rural environments where food is produced and to promote socially just, fair and organic ways of producing and processing local and healthy food, as well as to guarantee appropriate regional planning and management of local resources.

Barcelona City Council has been working in coordination with other metropolitan players, such as PEMB and the AMB, to make headway in protecting and promoting multifunctional periurban agricultural parks as a key piece in the transformation of the food system.

In addition, it has also developed the Urban Agriculture Strategy, as a form of community cohesion and social awareness of the world of production acting as a window to the field, with production spaces such as urban allotments, municipal and school alike, and the AgroVallbona project.

Of particular note is Can Calopa, a part of these municipal production spaces, in the Collserola Nature Park. This is a social-economy project managed by the Olivera cooperative under which, beside organic wine production, work is carried out with people with functional diversity.



Urban Agriculture Strategy in Barcelona

In 2019 there were 94 urban allotments (including municipal allotments for the elderly, allotments under the Vacant Site Plan / All Hands to Greenery programme, community allotments and social allotments, *horts a precari* [allotments put up in public and private spaces without any agreement with their owner or administrator], and individual private allotments). In addition, there are over 355 school allotments in the city too. That same year (2019) saw the Area of Urban Ecology launch the Urban Agricultural Strategy in Barcelona for the 2019-2030 period. The goal behind this strategy is “to improve and increase agricultural areas in the city under an agroecological model: these allotments need to maximise environmental and social services and increase the presence of nature in the city for the benefit of the people and biodiversity conservation”.

An initial analysis of the projects that were up and running was therefore carried out, and several goals were planned under four strategic areas:

- Regional: to promote growth in the area of land cultivated in the city.
- Agroecological model: to promote organic agriculture and consolidate and extend initiatives for improving the biodiversity of urban agricultural spaces; and to promote the agroecological model in the city and at metropolitan level.
- Social and community: to promote activities that increase social, therapeutic, emotional and community benefits.
- Governance and coordination: to promote a shared governance model based on participatory democracy and to foster the empowerment of the community fabric; and also to establish the municipal tools needed for achieving a city committed to urban agriculture.

Several initiatives were provided for in these areas, ranging from the promotion of urban allotments to the fostering of urban composting and the creation of seed banks.



Since the World Capital of Sustainable Food 2021, one of the spaces that has tried to reclaim its role as a benchmark in Barcelona's agriculture is the La Ponderosa estate, the last horticultural production estate in Barcelona. It is located in the Vallbona neighbourhood.

An innovative agroecological project known as AgroVallbona has been prepared for this estate and for the Granja del Ritz, the public facility located next La Ponderosa and in need of renovation. Barcelona City Council was responsible for its design, through the Arran de Terra cooperative, and it is being promoted by the Besòs Consortium, the Neighbourhood Plan and Barcelona City Council. The project includes several hectares of urban agriculture, school visits, entrepreneurial projects and urban apiculture. In sum, it aims to be an agroecology nexus acting as a benchmark for the whole of Barcelona that makes the Vallbona neighbourhood an agroecological reference in the city.

Intensive work was carried out throughout 2021 within the framework of the Master Plan for the Neighbourhood and sinking of railway lines to achieve the first goal of the project, which is the protection of this agricultural estate located on developable land. Making such behavioural protection effective will require, among other things, the land's re-classification as non-developable. That would represent the culmination of a pioneering process in reversed urban-development planning.

There are several goals behind this initiative:

- To create a space for approaching agroecology and the challenges of our agri-food model.
- To create socio-community innovation spaces in urban agroecology and sustainable food.
- To offer tools for professionalisation in fair, healthy and sustainable food.
- To conserve the city's last big horticultural estate.



Photo:
Andreu Adrover
for the Neighbourhood Plan

Supplies and distribution

Supplies and distribution set the framework for all the measures focused on improving the governability and operation of the food supply chain and food distribution circuits to make healthier and more sustainable food – i.e. organic, fresh, local and seasonal food – more accessible while fostering fairer relations in these distribution food chains so that farmers receive decent incomes for their produce and their feasibility is guaranteed. Barcelona, as Catalonia’s main consumption and marketing centre, is attempting to be an ally of the primary sector and rural area in search of improvements in economic feasibility conditions.

Barcelona has three large initiatives in this area as part of its capital status: the Local Food Exchange Centre: CIAP - Terra Pagesa, the Biomarket and the Green Commerce project.

Barcelona has a twofold goal in supplies and distribution: on the one hand, to facilitate access to organic, local and seasonal food for retail shops and provide support for local trade, whether markets or traditional shops; and on the other, to facilitate the purchase of these products for consumers and ensure a decent means of living for small and medium-sized farms. Finally, it is important for demand to be increased on the basis of the cultural change desired through capital-status communication campaigns and activities and events.



Biomarket

The Biomarket is a wholesale organic food market located in Mercabarna. It was officially opened on 23 November 2020, immediately becoming the largest organic wholesale market in Spain and in southern Europe. The market emerged as a response to the growing demand for organic produce in Catalonia and throughout Spain. It has a total surface area of 8,900 m² and 21 wholesale stalls (sixteen 131 m² stalls for wholesale companies, two 130 m² stalls for agricultural cooperatives, and three 57 m² stalls for multi-product companies). It has an area for individual producers to sell their produce, as well as stalls for multi-products, other than fruit or vegetables, such as legumes and meat. It also houses an office for the Catalan Council for Organic Agricultural Production (CCPAE) to guarantee product certification.





Local Food Exchange Centre: Terra Pagesa

The Local Agro-food Exchange Centre (CIAP), under the trade name Terra Pagesa, is a project organised in collaboration with the Unió de Pagesos, the largest agricultural organisation operating in rural Catalonia. As its name suggests, the CIAP is a commercial and logistics centre that facilitates the distribution of local products between farmers and small shops and municipal markets located in Mercabarna. This innovative centre facilitates this trading relationship without the need for producers to be present face to face – one of the main obstacles for most – thanks to an online platform, and it also generates logistical and transport facilities for user-producers.

One of the most important elements of the CIAP is product traceability, hence the use of innovative methods such as thermal printing for labelling and QR codes with information on producers and products.

In conclusion, the CIAP will enable farmers to have a space for selling organic, local and seasonal foods without intermediaries, aimed mainly at small shops and stallholders in municipal markets, and these will in turn will be able to sell their products at affordable prices.

It is now in its pilot stage and is expected to be set up in the Biomarket's spaces.



**TERRA
PAGESA**

Projecte de distribució
de productes de
proximitat, directes de
la nostra pagesia.

Escaneja'm
per saber d'on vinc!

Productor:
El Moli Antic



**TERRA
PAGESA**



terrapagesa.cat

Green Commerce

Green Commerce is a programme aimed at promoting the supply of local, organic foodstuffs sold directly by producers among the stallholders at Barcelona’s municipal markets. Hence the project’s joint organisation with the Barcelona Municipal Institute of Markets (IMMB) and the Barcelona Federation of Municipal Markets (FEMM). The goal behind Green Commerce is to supply organic and local food throughout Barcelona, sold directly by producers, and at the same time to bring extra value to municipal markets. It also aims to work with retailers in markets so they can become consumer motivators for this kind of sustainable food among city residents.

The project was created to improve the existing Green Markets programme; so there will be new signs and stricter measures regarding the percentage of presence of this type of food that market retailers will need to have out in their stalls to obtain the signs. Depending on the percentage of certain types of food, such as organic eggs and free-range chicken and fresh fish from markets, stalls may qualify as “Green Commerce” or a “Green Commerce corner”. Once the launch stage is over, these criteria will be verified externally to ensure they are properly applied.

In order to start seeing how they worked, a pilot test was carried out in six markets (La Concepció, Llibertat, Sarrià, El Ninot, Sants and Horta) between January and June 2021 and has now been extended to include all 38 municipal markets in the city. It already has 614 stalls signed up, representing 55.6% of the possible market (vegetables, meat, fish and fruit and vegetables). Retailers were undergoing training and revitalisation in November 2021 to become consumer motivators of sustainable food, which citizens learnt about from a communication campaign.





Tomàquets

Directe
de pagès
**COMERÇ
VERD**



Albergínia
700

Food wastage

Food wastage is being tackled, on the one hand, under the projects being carried out by the Area of Urban Ecology at Barcelona City Council, notable among which are the following: recovering surpluses from school canteens; a guide for launching a food use network; a pilot test for recovering surpluses from small shops to give to food-aid organisations; a guide on managing food wastage at fairs and conferences during pandemics and a collaborative project called Ecowaste 4 Food between Barcelona City Council and the Catalan government which has a food use action plan. On the other hand, a significant project for tackling this problem is the food reuse centre.



Food Reuse Centre

This centre is part of Mercabarna's circular economy strategy and is aimed at tripling the capacity for recovering food, which would otherwise be wasted, from 1.5 million kg to nearly 4 million kg per year, at distributing them through the city's social organisations. In addition, the food items that wholesalers have to bring can be traced and followed up through a smart content and big data system in order to prevent wastage.

Mercabarna retailers will have the obligation of sending all initially discarded food to a triage room. Once there it will go through various filters: first, to find out whether the food is appropriate for human consumption; second, in case it is not, whether it is suitable as ingredients in processed products; third, if that is not possible either, whether it can be turned into animal feed, and, finally, should it be completely discarded, it will be turned into organic compost. The centre will be managed through the social economy: the operational side will be run by a social integration company (Formació i Treball) and the management side shared between Mercabarna and the Red Cross, Càritas and the Banc dels Aliments Foundation.





Climate emergency

Barcelona City Council is strongly committed to combating the climate emergency. The projects described in other parts of this document include a climate aspect that should be highlighted, especially those whose goals are to promote changes in citizens' diets and reduce excess animal-protein consumption, to cut down food wastage and emissions derived from the production and consumption of food packaging, to reduce energy consumption in distribution and storage processes, and to promote organic food consumption and the transformation of agricultural production systems into organic production systems, production systems with fewer emissions resulting from the absence of chemical fertilisers and which are noted, among other things, for having better-quality soil with a greater capacity for absorbing and fixing carbon.

Barcelona City Council has taken several commitments on board over the last few years on the link between food and climate.

Per una alimentació sostenible. Actuem!

Els grans acords

El que fa la política municipal

Idees innovadores

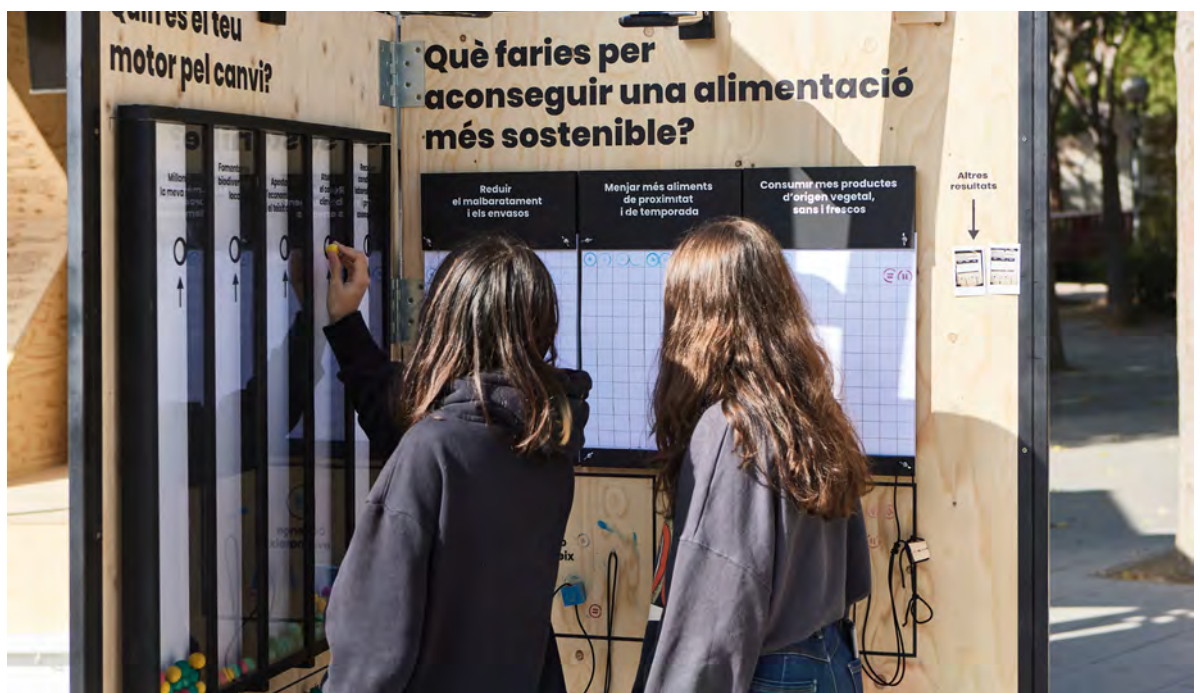
Àrea metropolitana de Barcelona



The Good Food Declaration

Barcelona and thirteen other big cities from around the world signed the Good Food Declaration in October 2019, under which it undertook a series of commitments for 2030. These commitments are:

- To align public procurement policies with the Planetary Health Diet's recommendations, ideally using organic food.
- To support an increase in vegetable-based food consumption in cities and to distance itself from unsustainable and unsuitable diets.
- To reduce food wastage by 50% in relation to data from 2015.
- To work with citizens, enterprises, institutions and other organisations to create joint strategies for deploying these measures and achieving these results inclusively and fairly, as well as incorporate this strategy into the city's Climate Action Plan.



Què és l'alimentació sostenible?

L'alimentació sostenible és la que pretén alimentar tothom, independentment del lloc on visqui o del seu poder adquisitiu, d'una manera beneficiosa per a les persones, però també per als territoris i per al planeta.



És bona per a les persones perquè les cuida: garanteix que tothom tingui accés a la informació, formació i recursos necessaris per produir, preparar, comprar i gaudir d'aliments segurs, saludables, de qualitat i saborosos que ens permetin portar una vida plena.



És bona per als territoris perquè impulsa la pagesia i la ramaderia local i el comerç de proximitat. Promou economies locals diversificades i pròsperes que distribueixen els beneficis equitativament.



És bona per al planeta perquè no l'explota: els aliments es produeixen, transformen, distribueixen, venen, compren i eliminen de manera que conserven i regeneren els nostres recursos limitats, com l'aigua o el sòl, i també els nostres ecosistemes. L'alimentació sostenible contribueix a frenar la crisi climàtica, garanteix el benestar dels animals (ramaderia i fauna salvatge) i preserva i fomenta la biodiversitat del planeta.

The Barcelona Challenge for Good Food and Climate

The Barcelona Challenge for Good Food and Climate was presented at the 7th Global Forum of the Milan Urban Food Policy Pact, held in Barcelona in October 2021. Based on the Milan Urban Food Policy Pact and the Good Food Declaration, the challenge is an appeal to all cities and their citizens to transform their food system into a city strategy for combating the climate emergency. The challenge implies an undertaking from cities to commit themselves to a series of initiatives based on the areas described in the Milan Urban Food Policy Pact, where key aspirational goals are set out. These goals include the Good Food Declaration's commitments.




CHALLENGE 1



MITIGATION
Reduce the GHG emissions of agri-food systems to limit global warming.

CHALLENGE 2



ADAPTATION
Adapt local agri-food systems to enable them to be more resilient during extreme climate events.

Roadmap

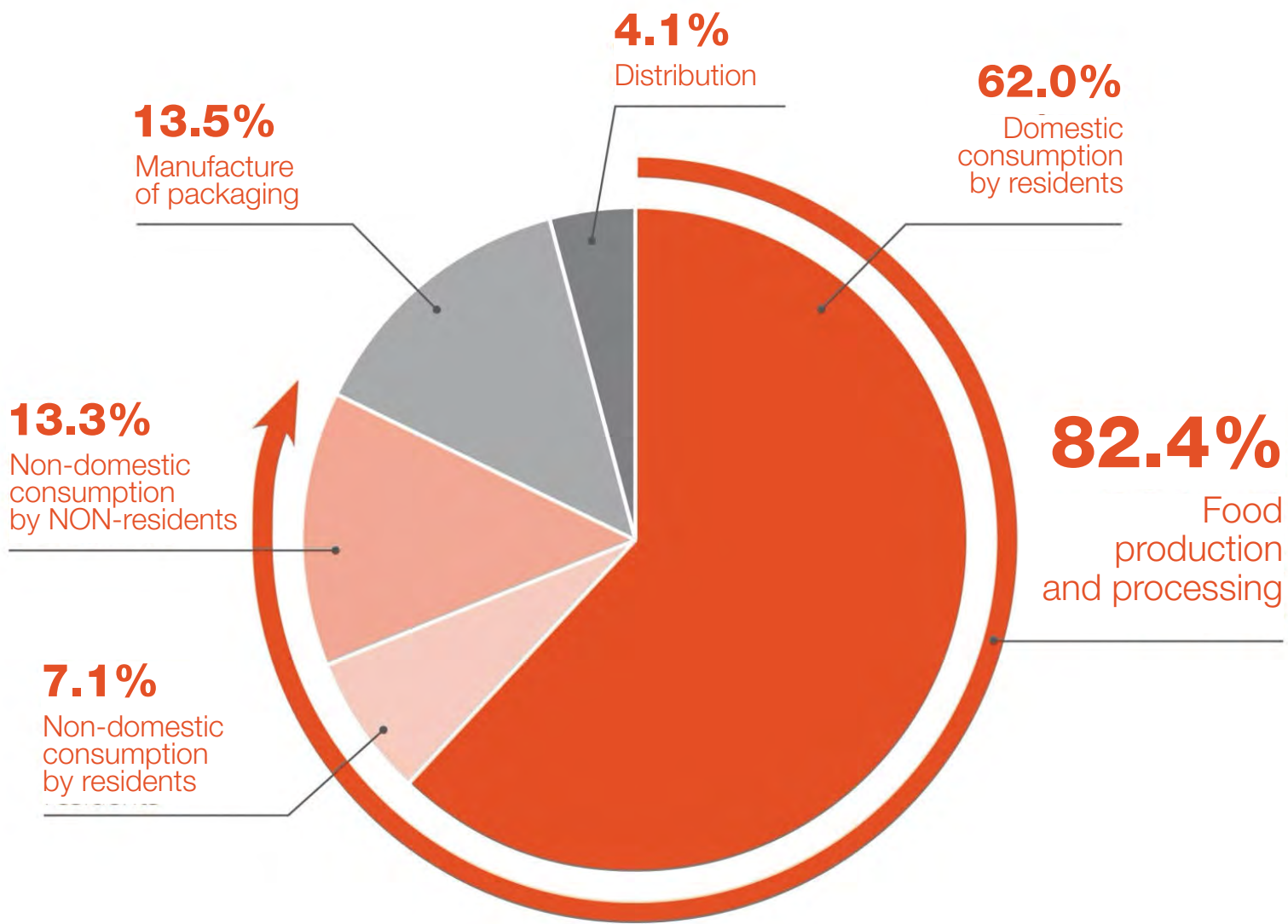


Report on the carbon footprint

Barcelona Regional published a study in November 2021, commissioned by Barcelona City Council, on the carbon footprint of Barcelona's food system. Although important areas were left out of the study (such as emissions relating to food preparation and refrigeration, marketing, last mile transport and food waste processing, both food wastages and food-package waste management), an initial estimate was taken representing the carbon footprint of Barcelona's food system: 2,527,983 tonnes of CO₂ equivalent a year.

The study calculates the products with the most emissions and establishes that animal-based products (meat, dairy and fish and seafood) represent 60% of the emissions derived from domestic food consumption in the city.

It also highlights the carbon footprint in each stage of the food chain. For example, the food production and processing stage accounts for 82.4% of total GHG emissions, the manufacture of packaging accounts for 13.5%, and food distribution accounts for 4.1%.



Carbon footprint of
the Barcelona food system
(2021)

Conclusions and future predictions

Barcelona's designation as World Capital of Sustainable Food has put sustainable food at the centre of its public agenda. But what will its long-term impact be on Barcelona's food system?

In the first place, a pioneering specific sustainable food department will be created in the municipal area, with a stable annual budget, as well as an expert technical team dedicated specifically to promoting the transition to a more sustainable food system. In addition, a work and coordination space is being set up between the Catalan government and the City Council for joining forces and carrying out joint initiatives in this area, as well as a joint technical office for implementing a shared work plan. A similar dynamic is also aimed at with the Barcelona Metropolitan Area and Barcelona Provincial Council, as well as other metropolitan municipalities.

As for organisations, a series of alliances and synergies have been generated between the players working in the area of sustainable food which will enable us to continue strengthening our networking. In addition, support will continue to be given to organisations from the Agropolis participatory area and municipal subsidy lines such as "Impulsem el que fas". An assessment is also being made of the continuity of an annual awareness-raising event and networking among sustainable food players and citizens, which will take over from Sustainable Food Week.

It will thus be the City Sustainable Food Strategy for 2022-30 and the governance spaces resulting from it that create the continuity framework for both the City Council and its affiliated players and which will set out the future possibilities in the city .

The World Capital of Sustainable Food 2021 has helped to open up a path, working collaboratively with every kind of association, organisation and institution. It has also managed to bring the principles of sustainable food to the entire city of Barcelona and its residents, having a positive impact on the area and its rural life.

Per què és important canviar?

Canviar per la nostra salut

Cada any moren a l'Estat espanyol 90.000 persones per malalties relacionades amb una alimentació insana. Sí, és molt. Aproximadament una quarta part del total de defuncions al país: malalties cardiovasculars, diabetis, càncers d'estòmac i còlon en són les causes.

La dada: Podem atribuir a la mala alimentació fins al 55% de les malalties cardiovasculars, el 45% dels casos de diabetis i fins al 40% de casos de càncer d'estòmac o còlon.

Els experts coincideixen a dir que una dieta sana ajuda a reduir els índexs d'obesitat però també els riscos de moltes malalties greus en l'edat adulta (diabetis, càncer, hipertensió, etcètera). I malgrat tot, es dona una tendència negativa, especialment en els nens.

El 2020 la meitat de la població de Catalunya tenia excés de pes tot i que la majoria tingués una bona percepció de la seva salut. Un 17% té obesitat i aquesta xifra ha crescut amb els anys. Aquest problema de salut té un biaix de classe que es veu en l'obesitat infantil i juvenil: és més freqüent a les escoles dels barris amb menys poder adquisitiu.

Per aquesta raó és imprescindible tenir accés a una alimentació suficient i apropiada amb hàbits saludables. En aquest sentit, només el 65% dels barcelonins fa un seguiment adequat de les recomanacions de dieta mediterrània.

El Plat Saludable

Olis saludables:

Utilitzar olis saludables (com l'oli d'oliva o el de colza) per cuinar, amanir o a taula. Limitar la mantega. Evitar els greixos "trans".

Verdures:

Com més verdura -i més variada- millor. Les patates no compten.

Fruites:

Menjar molta fruita i de tots els colors.



Aigua:

Beure aigua, te o cafè (amb poc sucre o gens). Limitar la llet, els làctics (1-2 racions al dia) i els sucus (1 got petit al dia). Evitar les begudes ensucrades.

Proteïnes saludables:

Triar peix, aus, llegums, i fruits secs. Limitar la carn vermella i el formatge. Evitar la cansalada, els embotits i les altres carns processades.

Cereals integrals:

Menjar cereals (grans) integrals variats (com pa integral, pasta integral i arròs integral). Limitar els cereals refinats (com l'arròs blanc i el pa blanc).

