

ADVANCING THE EDIBLE CITY: IDEAS, PRACTICES
AND SYSTEMS

Metropolitan strategies for sustainable food: the case of Barcelona

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**Oficina Conjunta de l'Alimentació
Sostenible**

 Generalitat
de Catalunya

 Ajuntament
de Barcelona

 Pla Estratègic
Metropolità
de Barcelona

 **Prodeca**
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CONTEXT

- ▶ Food policies require systemic and transversal approaches, as well as work from different administrative and territorial levels
- ▶ Essential Metropolitan and country Focus: Link the Large food consumption and commercialization center with its food producing territory
- ▶ joint collaboration through a shared office from where to continue to carry out the sustainable food projects of the different strategies and promote new ones, making the most of the synergies that can be generated

STRATEGIC FRAMEWORK



PEOPLE



PLANET



TERRITORY



SUSTAINABLE
FOOD JOINT
OFFICE



CARM: FOOD CHART OF THE METROPOLITAN REGION AND STRATEIC PROCESS: BACELONA DEMÀ



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HEALTHY AND SUSTAINABLE FOOD STRATEGY FOR THE CITY OF BARCELONA 2030



Ajuntament
de Barcelona

STRATEGIC FOOD PLAN IN CATALONIA 2021-2026

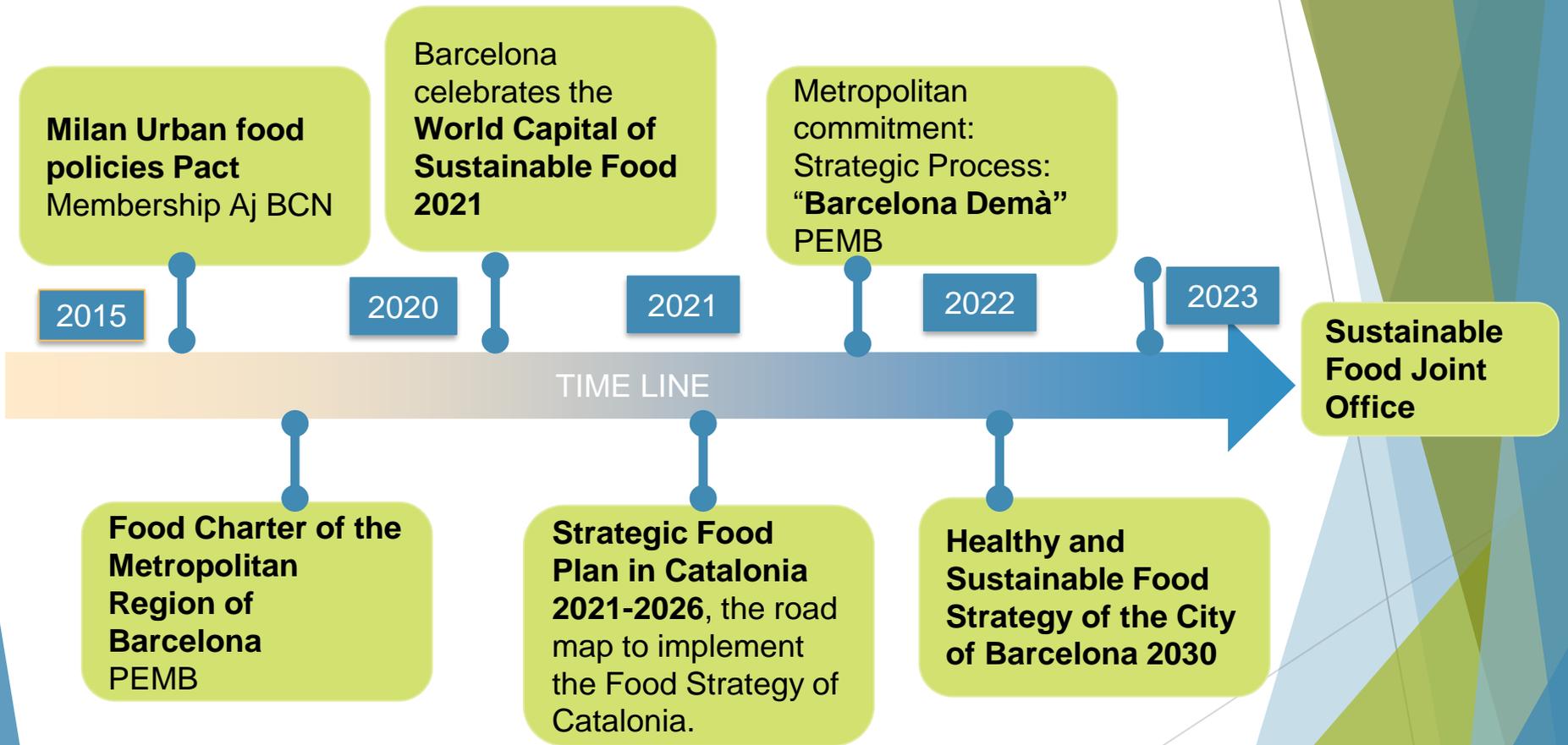


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BACKGROUND



BARCELONA HEALTHY AND SUSTAINABLE FOOD STRATEGY FOR 2030

CHALLENGES

The need to promote sustainable food

Unequal access to healthy, sustainable food

Negative environmental impacts and excessive food waste

A lack of clear, rigorous and agreed information that helps to raise people's awareness

Little regional resilience to the crisis, which has an impact on global food distribution chains

Gender inequalities: Food insecurity mostly affects women.

Low consumption of locally-sourced, organic food, and the need to increase organic production in Catalonia

Concentration of power within the food system:

Coordination difficulties among stakeholders: :



WHO HAS HELPED TO PRODUCE THE STRATEGY?

A total of 1,053 people took part in producing the EASSB2030, between November 2021 and July 2022.

23 working sessions were organised, with the participation of 198 people and 112 organisations linked to the food system.

The online citizen consultation attracted 834 contributions.

Furthermore, 25 farmers and 16 scientists participated in the working sessions during the drafting of the strategy.

76.9% of the people who contributed to this strategy were women.

An inter-administration session was held, with the participation of the Government of Catalonia, the Barcelona Metropolitan Area and Catalonia's four Provincial Councils

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VISION

We aim to have a food system with a **more sustainable production and consumption**. A transparent, participative, resilient, secure food system, with **just and equitable relationships**, inspired by agroecology, **which tackles the climate emergency** and the extinction crisis, and which prevents food loss and waste.

We want everyone to have access to **healthy, organic, seasonal and locally sourced food**, with sustainable fishing that guarantees animal welfare and which prioritises distribution through shorter, fairer and more balanced food chains.

We want food to be **flavourful, to celebrate the life and diversity of cultures and bodies**, and which helps us to connect with other people. We would also like the food system to include aware and empowered consumers

STRATEGIC GOALS



GOAL 1 To increase the production, sale and consumption of seasonal, locally-sourced and organic food, with sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains



GOAL 2 To protect, recover and promote urban and peri-urban agricultural areas



GOAL 3 To promote healthy, sustainable food for all



GOAL 4 To increase the resilience of the food system and guarantee the right to healthy and sustainable food



GOAL 5 To prevent food loss and waste



GOAL 6 To combat the climate emergency and the extinction crisis



GOAL 7 To promote a cultural and educational shift towards sustainable food



GOAL 8 To promote and foster fair relationships in the food chain



GOAL 9 To coordinate and mobilise stakeholders in the food system to carry out specific and measurable actions linked to existing strategies

54 LINES OF ACTION AND 265 INITIATIVES: SOME EXAMPLES



Green commerce

54% of stallholders and 614 market stalls have joined.



"Terra pagesa"

Local Agro-food Exchange Centre (CIAP)



Healthier and more sustainable school canteens

42 primary schools in Barcelona are already participating



Public Food Procurement Guidelines

Pioneering tool to guide all Barcelona City Council's public food procurement

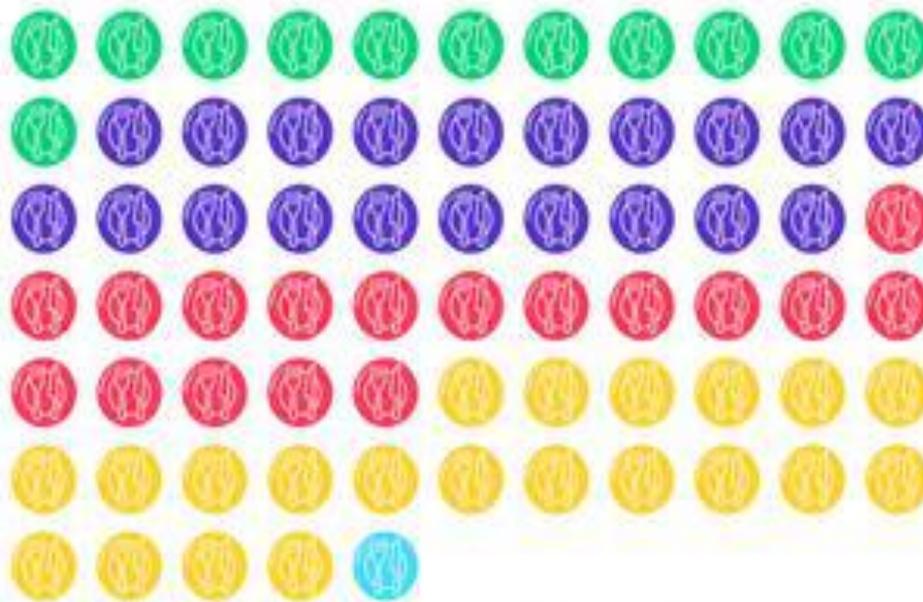
CARM: FOOD CHART OF THE METROPOLITAN REGION AND STRATEIC PROCESS: BACELONA DEMÀ

Food policies focused on metropolitan region with actors of the quintuple helix

Carta Alimentària de la Regió Metropolitana de Barcelona



Adhesions a la Carta Alimentària de la Regió Metropolitana (CARM)



■ Universitats i investigació (16,9%) ■ Administració pública (28,17%) ■ Empresa (23,94%) ■ Organització ciutadana (29,58%) ■ Mitjà de comunicació (1,41%)

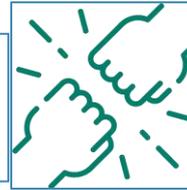
MAIN OBJECTIVES AND ACTIONS

SUPPORT AND VISIBILIZE



processes of transition to a model of greater food sovereignty

STRENGTHEN



Fairer, safer, sustainable and healthier food system

BASED ON



Social, ecological and proximity criteria

Decalogues for sustainable food



Decàlegs per a una alimentació sostenible

Què podem fer les famílies per incorporar l'alimentació sostenible en el dia a dia?

- 01** Preguntar per l'origen dels productes frescos que comprem i prioritzar els de proximitat sempre que sigui possible.
- 02** Quinar almenys dos àpats a la setmana en família, incloent el procés de compra i posant en valor d'on provenen els aliments, qui els ha produït i envasat, i qui els distribueix.
- 03** Prioritzar el consum de fruita o entrepans variats en lloc de productes industrials en l'esmorzar i el berenar.
- 04** Substituir la proteïna animal per proteïna vegetal en almenys dos àpats setmanals durant un any i continuar fent-ho progressivament.
- 05** Observar i analitzar els residus orgànics per dimensionar el nostre volum de malbaratament.
- 06** Recopilar receptes amb productes d'aprofitament, com el pa sec o la fruita molt madura.
- 07** Quantificar setmanalment el volum total d'envasos relacionats amb l'alimentació que utilitzem i plantejar objectius de reducció.
- 08** Visitar un parell de cops cada any alguna explotació agrícola o ramadera, horts urbans o un mercat de pagès.
- 09** Experimentar el fet de cultivar el nostre menjar, encara que sigui de manera puntual, simbòlica o parcial.
- 10** Elaborar un receptari familiar a partir de converses amb la gent gran del nostre entorn.

#CompromísMetropolità

Food Mission

HEALTHY FOOD



Guarantee access to healthier food and sustainable for everyone and everywhere

In 2030 the diet of the population of the metropolitan region of Barcelona will be based on 60% local food

Sustainable
Production

Distribution
and
marketing

Responsible
consumption

Healthy
Diets

Equity in the food
chain

SUSTAINABLE FOOD JOINT OFFICE

- ▶ Joint effort of public administrations to align and coordinate their policies to transform the food system towards more sustainable models.
- ▶ promotes sustainable food projects that combine the skills, resources and knowledge of the four institutions to amplify their impact, at municipal, metropolitan and country level, seeking complicity with the rest of the territory.
- ▶ 6 people. Started 1 February 2023

MISSION

- ▶ Articulate the strategies, resources and knowledge of the administrations that make up the Office in order to amplify the transformative impact of its policies in the field of sustainable food, in Barcelona and the metropolitan region.

LINES OF ACTION AND SOME OUTSTANDING PROJECTS

Urban/rural connection through gastronomy

- ▶ Twinning and sponsorship of producers by schools and restaurants
- ▶ Youth stays in the Rural World
- ▶ “Va de Cuina”: “It’s about cooking”

Food Education

- ▶ Cross-cutting of sustainable food in study plans of the Food Institute of Mercabarna

ALGUNS PROJECTES DESTACATS

Right of access to sustainable food

- ▶ Network of Consumer Cooperatives linked to Wallet Cards
- ▶ Table of the Third Sector for adequate nutrition

Regulatory framework

- ▶ Catalan Food Law

Communication

- ▶ Joint Story Telling on Sustainable Food and Campaigns

THANK YOU VERY MUCH

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