



CASCAIS
AMBIENTE

FROM ALLOTMENTS TO URBAN AGRICULTURE PROGRAM

ROLE OF POLITICAL COMMITMENT TO TODAY CITY STRONG AND
INSPIRING URBAN AGRICULTURE PROGRAMME

Ru:rbán

Phase 2 - Transfer Network Meeting

Main Venue: 11th September

André Miguel

Head of "Terras de Cascais" Division at Cascais Ambiente

**FACTS YOU MIGHT NOT KNOW
ABOUT THE BEST PLACE TO LIVE
A DAY OR A LIFE TIME**

CASCAIS The Charm
of the Atlantic
Coast.

FACTS YOU MIGHT NOT KNOW ABOUT THE BEST PLACE TO LIVE A DAY OR A LIFE TIME

CASCAIS

The Charm
of the Atlantic
Coast.

SUSTAINABLE TOURISM DESTINATION

32%
of territory
is natural park



210.361

Population

12%

Expats

123

Nacionalities

32km

Coastline

97,4km²

Territory



210.361

Population

12%

Expats

123

Nacionalities

32km

Coastline

97,4km²

Territory



4

Universities

65

Public schools

11

International schools

5

Hospitals

Best portuguese
maternity



450 000
visitors / year

17
museums



450 000
visitors / year

17
museums



6 km²
parks and green
spaces

11
large parks



96km
walkways
and bikeways



**OUR
MISSION**

To make Cascais the best place
to live for **a day** or a **lifetime**

Through innovative public policies and territorial management, attracting leading investments, fostering and managing knowledge, preservation of natural resources and heritage, engaging citizen participation and intelligent use of technology.



OUR VALUES

Our success is **citizen's satisfaction**

Our work is **professional** and **ethical**

We deliver **quality** and **excellence** in all we do

Our positioning is **global**

Our management is **sustainable** and **transparent**

We Value and **empower employees**



“To Make Cascais The Best Place To Live For A Day Or A Lifetime”



CASCAIS
AMBIENTE

650
WORKERS

158
VEHICLES

97_{KM2}
TERRITORY

32%
NATURAL PARK



IMPORTANT MARKS

Renewable energy and
energy efficiency:
8696 ton CO₂

Marine
resources:1^a
**Protected marine
area** with local
management

Climate change: Local
action plan for climate
change adaptation
Cascais 2030

Environmental
awareness:
22 mil volunteers
172 mil students

Waste:
400 ton waste
collected/day

Natural assets
regeneration:
Quinta do Pisão **380** ha
203 mil planted trees

Urban agriculture:
475 gardeners
Terras de Cascais
project

Green spaces
management:
83 Playgrounds
113 ha green spaces





2009 FRAMEWORK



Strong commitment of the executive to sustainability and Agenda 21 Leads to development Agenda Cascais 21 Office

In the Agenda Cascais 21 office
some of the founding projects
of the municipality are
created:

Hortas de Cascais
Participatory budget

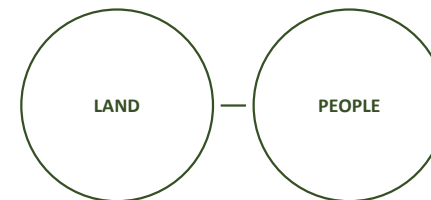
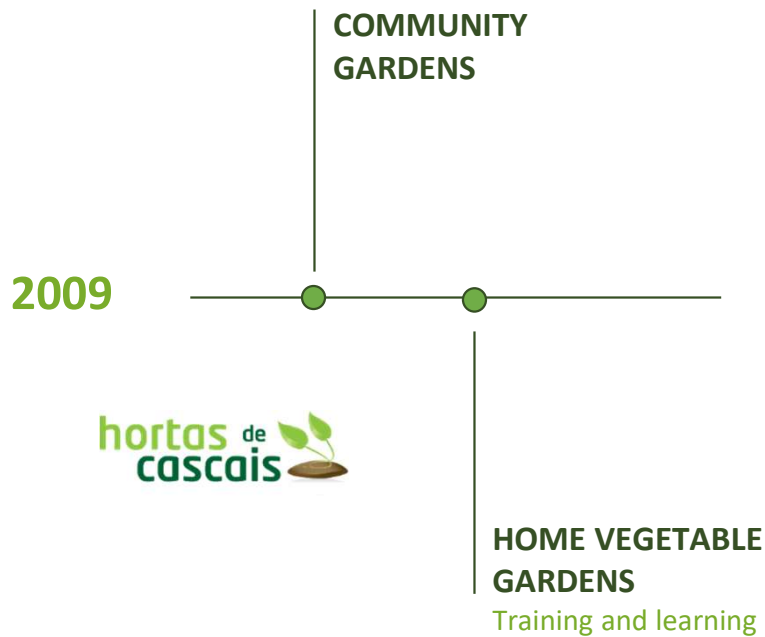
Inside Agenda Cascais 21 grows the notion that community gardens are role model for Agenda 21, working all the 4 pillars of sustainability:

Governance
Economic development
Social cohesion
Environment

2009 FRAMEWORK



The first community garden is born from the participation of local population

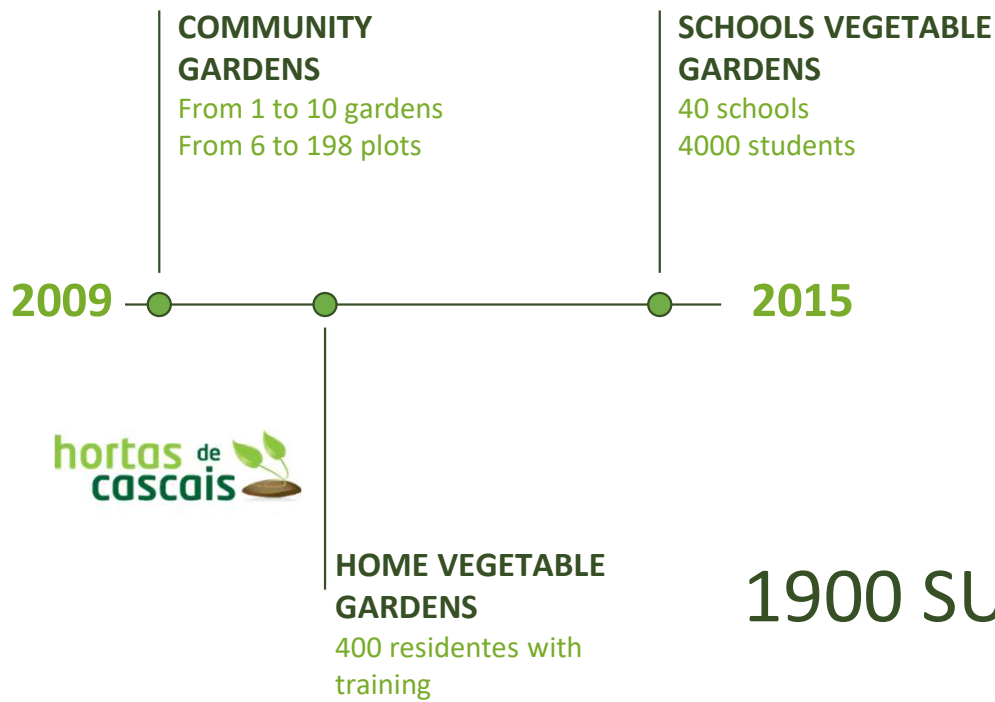


The design of Hortas de Cascais project starts



6 YEARS LATER....

The project is getting mature and it's a **BIG SUCCESS**



1900 SUBSCRIBERS WAITING FOR PLOT





WHAT'S A COMMUNITY VEGETABLE GARDEN IN CASCAIS?

- Organic farming
- Sharing responsibilities and maintenance of shared areas and furniture - Community
- Free access for residents
- Training for free however mandatory





WHAT'S A COMMUNITY VEGETABLE GARDEN IN CASCAIS?

Location – inside the **neighbourhood** for a daily **routine**

In **municipal land** – **Public spaces**

Place to build communities

Sharing compost bins, tool-sheds, taps, picnic areas

A place that unites people, where neighbours can meet





1900 SUBSCRIBERS WAITING FOR PLOT, WHO?



Different motivations

Healthy eating

Heritage and cultural links between generations

Social needs

Entrepreneurship





1900 SUBSCRIBERS WAITING FOR PLOT, WHY?



Cascais has strong engaged citizens

Resident's associations

Participatory Budget

Neighbourhood Tutor

City Points





1900 SUBSCRIBERS WAITING FOR PLOT, WHY?



Quality (and quantity) of the gardens

The garden is the new center

Open (to the outside)

Functional

Beautiful

Full of life

Creates... Aspirational desire

Everyone wants to be part of that community





1401900 SUBSCRIBERS WAITING FOR PLOT, WHY?



Registration form

On-line subscribers list, opened since 2010 - Dynamic

VS

Closed application for each community garden - Static

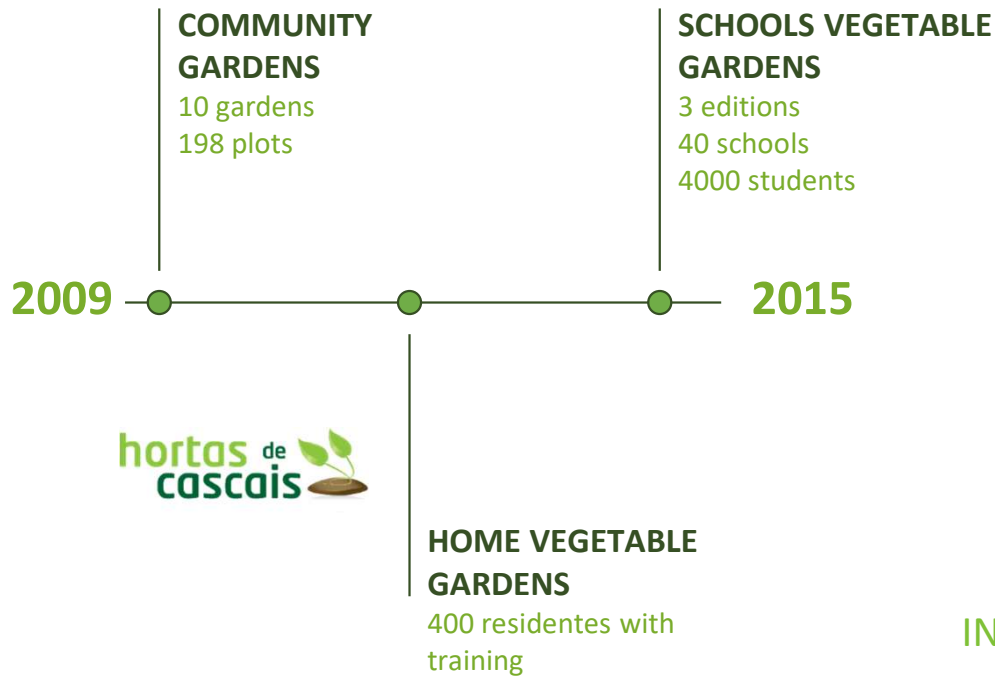


1900 SUBSCRIBERS WAITING FOR PLOT





THE DAY AFTER 2015



RETHINKING HORTAS DE CASCAIS

INTEGRATING LOCAL PRODUCTION AND MARKET

AGRICULTURAL ECOSYSTEM FOR CASCAIS





**TERRAS
DE CASCAIS**

Juntos pelas raízes

Together by the roots



VISION

MAKE CASCAIS A REFERENCE IN URBAN
LANDFARMING AND HEALTHY FOOD

LANDSCAPE

PEOPLE

ORGANIC
FARMING

LOCAL FOOD
PRODUCTION



MARKET SURVEY

ACCEPTANCE OF TERRAS DE
CASCAIS PRODUCTS:

LOCAL

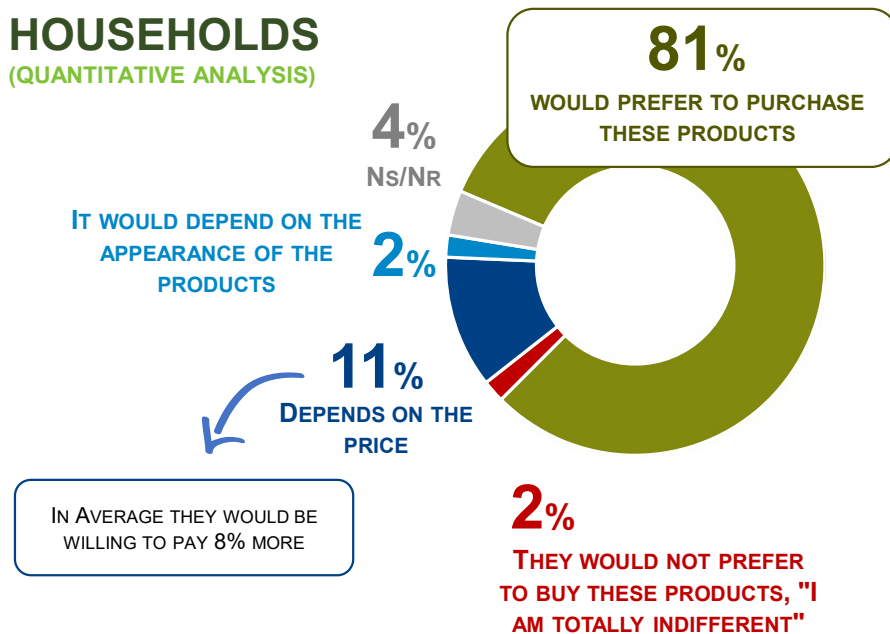
ORGANIC

SEASONAL

MARKET SURVEY



HOUSEHOLDS (QUANTITATIVE ANALYSIS)



Total annual consumption (€)

84 217 597,40 €

PROFESSIONAL SECTOR (QUALITATIVE ANALYSIS)

Terras de Cascais concept is extremely well received, leaving no one indifferent;
High enthusiasm, interest and willingness to participate in the project

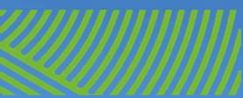
IPSSs show **extreme interest in the project**, but are highly constrained by the price factor

Total annual consumption (€)

15 637 118,58 €



VINEYARDS OF CASCAIS



VINEYARDS OF CASCAIS



In the municipality of Cascais is the smallest demarcated wine region in Portugal

The same principle of Community Gardens is applied to other types of production, such as vineyards, orchards and olive groves

As cepas escolhidas são exclusivamente de castas do Vinho de Carcavelos DOP

As vinhas são divididas em conjuntos de cepas, posteriormente atribuídas aos municípios

Winegrowers receive training in organic viticulture - because in Cascais this is our mode of production



VINEYARDS OF CASCAIS

Vinha Comunitária da Belavista



Vinha Comunitária do Murtal



Vinha Comunitária da Belavista





VINEYARD OF MOSTEIRO

Mosteiro
de Santa
Maria do
Mar
2,7ha



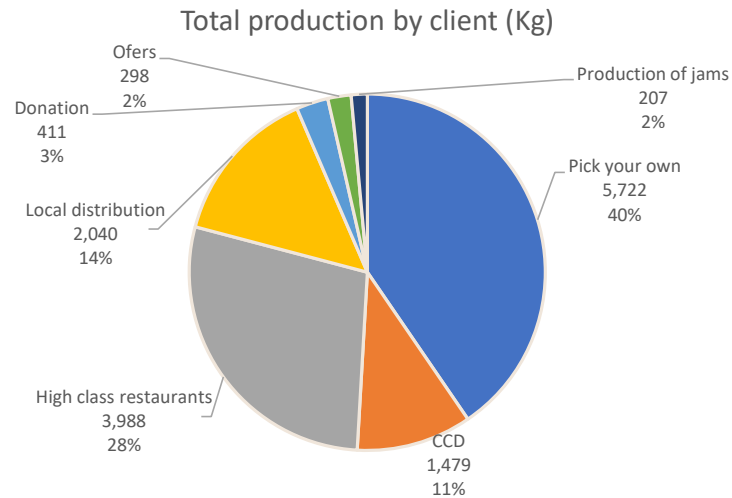
QUINTA DO PISÃO VEGETABLE GARDEN

PICK YOUR OWN GARDEN



HORTA DA QUINTA DO PISÃO

Pick your own garden



Organic vegetable production, seasonal and healthy products

Social responsibility, training centre for unemployed people

Pedagogical and Educational garden pick your own/school visits, opened daily

Selling produce to high class restaurants in Cascais – Validates Terras de Cascais strategy



HORTA DO BREJO

TIRES PRISION VEGETABLE GARDEN



HORTA DO BREJO

TIRES PRISION VEGETABLE GARDEN

Facilitating the integration of inmates in the community and labor market – Professional Qualification

Sell organic food to ensure financial sustainability

To supply the lack of fresh food in Local Food Bank (through the free baskets distribution to families with social needs in Cascais)

**150 WEEKLY BASKETS
VEGETABLES AND FRUITS**

**Support for
75 families**

**Sale of 75 weekly
baskets**



TERRAS DE CASCAIS LAND BANK



BANCO DE TERRAS DE CASCAIS



WHAT IS IT?

A platform that facilitates contact between owners with lands without use and those interested in practicing horticulture in Cascais.

We want to promote urban agriculture avoiding abandonment of the agricultural land and giving use to expectant lands.



NEW PROJECTS



NEW PROJECT

HORTAS NINHO

AGRICULTURAL INCUBATOR



HORTAS NINHO

AGRICULTURAL INCUBATOR



Promoting agricultural entrepreneurship in the Municipality through the creation of a gardens' nucleus for the young farmers installation;

Encourage Cascais production to respond to the growing demand for organic and local food.

The background features a dark green field with a pattern of concentric, slightly irregular circles, creating a ripple effect. A faint, stylized silhouette of a tree is visible in the center, overlapping the circular pattern.

IDENTITY
TERRAS DE CASCAIS[®] TRADE MARK

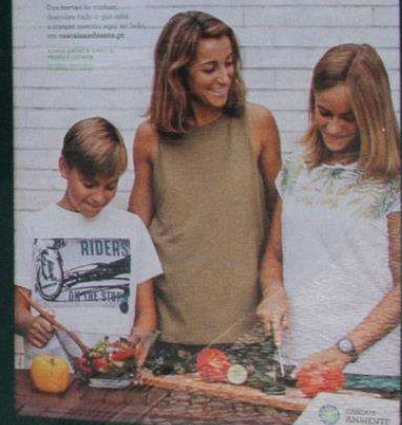


TERRAS DE CASCAIS

Comunidade de Regadio

DA NOSSA TERRA PARA A NOSSA MESA

Uma história de tradição...
descobrir o sabor e que está
no espírito cascalense. Rega-se e produz-se
em cascais.com.pt



CASCAIS
MUNICIPALIDADE

TERRAS DE CASCAIS TRADE MARK IDENTITY



 **TERRAS DE CASCAIS**
Juntos pelas raízes

A NOSSA TERRA CRESCER CONNOSCO

Das hortas às vinhas, descobre tudo o que está a crescer mesmo aqui ao lado, em cascaisambiente.pt

ALEXANDRA LOURENÇO
DA PASTA CONDIÇÕES DO ESTO DA PASTA

 CASCAIS AMBIENTE



 **TERRAS DE CASCAIS**
Juntos pelas raízes

AS PESSOAS VOLTARAM À TERRA

Das hortas às vinhas, descobre tudo o que está a crescer mesmo aqui ao lado, em cascaisambiente.pt

SANDRA LOUREIRO E NATILDE
DA PASTA CONDIÇÕES DO ESTO DA PASTA

 CASCAIS AMBIENTE



 **TERRAS DE CASCAIS**
Juntos pelas raízes

CULTIVAMOS BOAS RELAÇÕES

Das hortas às vinhas, descobre tudo o que está a crescer mesmo aqui ao lado, em cascaisambiente.pt

LEONILDE CASTELAS E ALFREDO ADRIANO
DA PASTA CONDIÇÕES DO ESTO DA PASTA

 **TERRAS DE CASCAIS**
Juntos pelas raízes

 CASCAIS AMBIENTE

TERRAS DE CASCAIS TRADE MARK IDENTITY

TERRAS DE CASCAIS
Juntos pelas raízes

DA NOSSA TERRA PARA
A NOSSA MESA

Das hortas às vinhas,
descobre tudo o que está
a crescer mesmo aqui ao lado,
em cascaisambiente.pt

MARIA ABOUCA GARCIA,
PEDRO SAKOMBE
DA SICRETA CONSULTING
DA UNICIA & ASSOCIADOS

CASCAIS AMBIENTE

TERRAS DE CASCAIS
Juntos pelas raízes

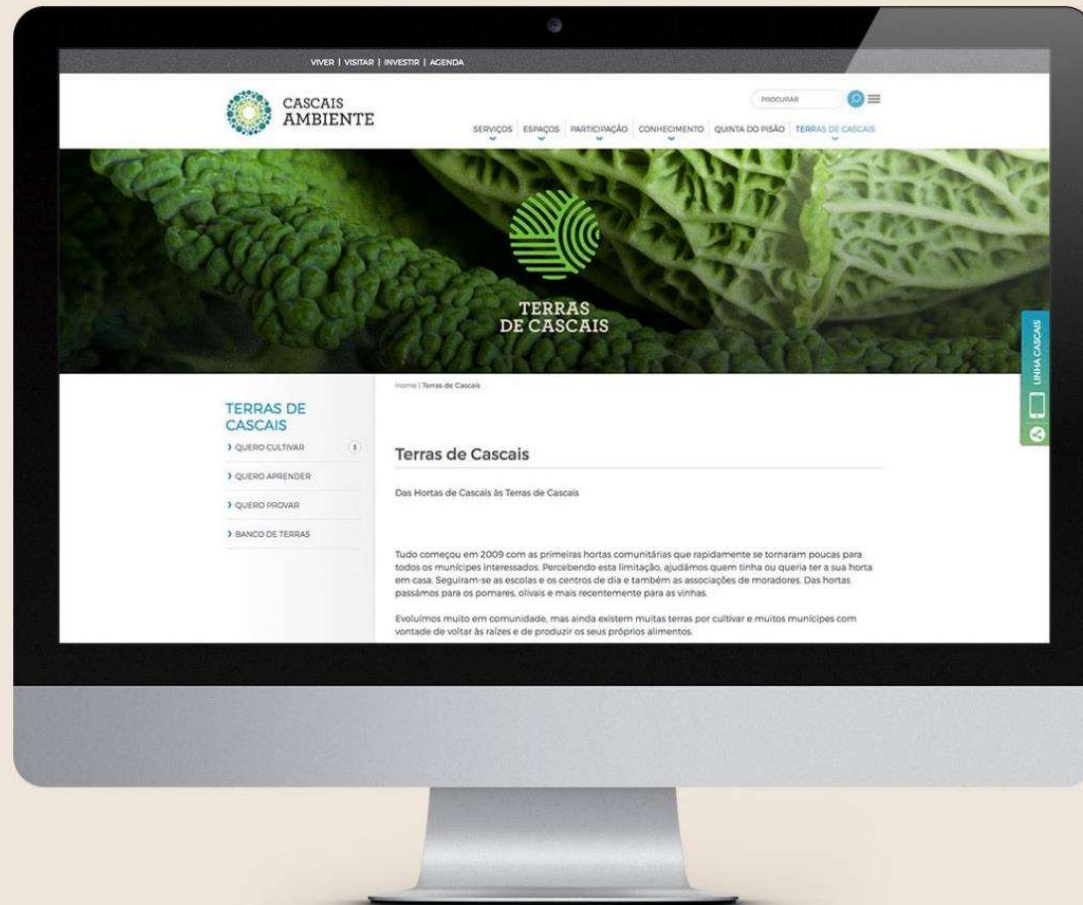
JUNTOS PARA PLANTAR,
COLHER E PROVAR

Das hortas às vinhas,
descobre tudo o que está
a crescer mesmo aqui ao lado,
em cascaisambiente.pt

ERÍCIO NICOLAU
TORRADO DO TONAL COMERCÍAS

CASCAIS AMBIENTE

SITE



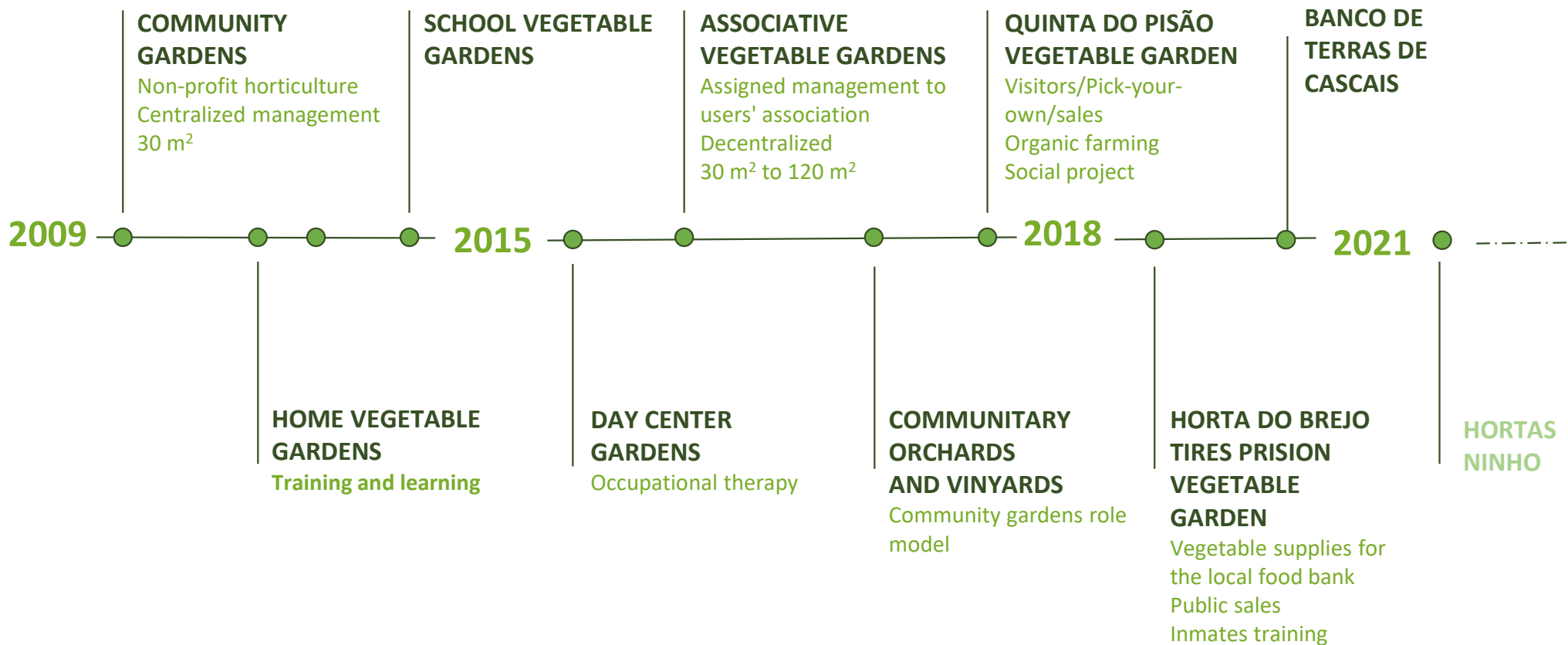


“Community gardens are a bad political decision, for each community garden opened, we allocate 20 plots and 50 inhabitants apply to the waiting list, it is still a project that I strongly believed since the beginning, although everyone said it was not going to work”

Carlos Carreiras, Mayor of Cascais



TIME LINE TERRAS DE CASCAIS





31

Community Gardens
650 farmers

2

**Associative
Vegetable garden**
52 plots

13

**Day Centre
Vegetable Gardens**

3

**Community
vineyards**
19 farmers

3

Community Orchards
17

**School Vegetable
Gardens**
52 schools

Horta do Brejo
Tires prison garden
**7 Ton Donated
Fresh vegetables**

Quinta do Pisão
Vegetable garden
22 Ton / year

90 000 m²
**Dedicated to
local production**



**TERRAS
DE CASCAIS**
Juntos pelas raízes

