



CityZen
Interreg Europe



European Union
European Regional
Development Fund

Urban agriculture policies - from social benefits to
business models

*CityZen – Enhancing scalable innovations and new business
models based on urban farming ecosystem values*

Applied Research and Communications Fund





REGIONAL DEVELOPMENT FUND OF
CENTRAL MACEDONIA ON BEHALF OF
THE REGION OF CENTRAL MACEDONIA



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CityZen Partners

- Applied Research and Communications Fund, Bulgaria
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- Municipality of Beja, Portugal
- Higher Technical School of Agrarian Engineering, UVa, Spain
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- CIMBAL-Baixo Alentejo Intermunicipal Community, Portugal
- National Heritage Foundation of Castilla y Leon, Spain
- Foundation "Sofia Development Association", Bulgaria

Urban Farming and CityZen

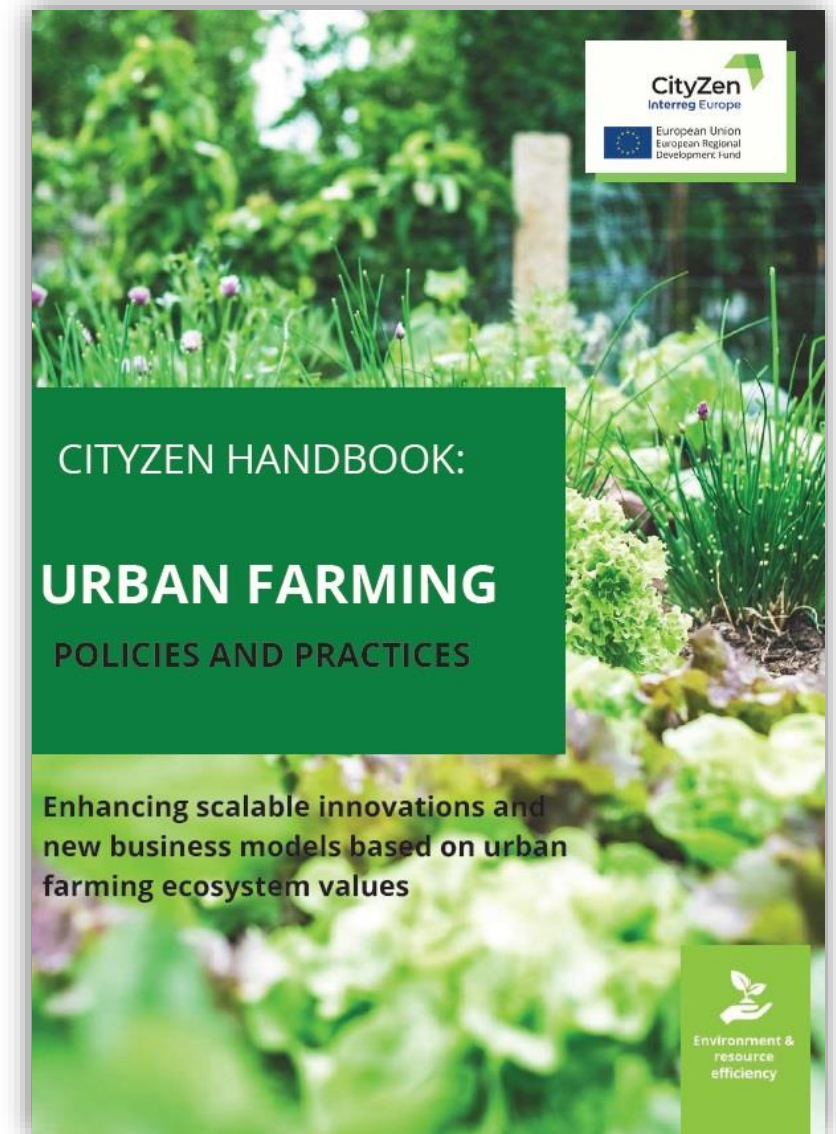
CityZen views urban farming as:

- a source of values for cities and citizens
- an opportunity for better urban resources management
- a business niche for entrepreneurship in cities and towns

CityZen explores:

- regional policies in support of UF initiatives
- support measures and actions to enhance local policies
- good practices for interregional learning

<https://projects2014-2020.interregeurope.eu/cityzen/>



Public policies for UF – CityZen experiences

Public policy support on UF starts with **social and educational benefits** over those with a business purpose:

- **Social and educational benefits are more tangible**
 - ✓ food security & affordability, healthy eating, greening cities
- **They align with public values**
 - ✓ public welfare, community building, sustainable lifestyles
- **Business-oriented initiatives may face greater challenges**
 - ✓ access to capital, market competition, regulatory barriers
- **Social and educational benefits may have a broader impact**
 - ✓ reaching out wider range of people, appealing to citizens

CityZen public policies examples

- **New Investment Priority for the ROP 2014-2020 of Castilla y Leon**
 - ✓ Call for school urban gardens – 65 projects approved and implemented
- **Beja Municipality & CIMBAL support to:**
 - ✓ Santo Amaro's market - urban farmers sell their produce free of charge since the pandemics
 - ✓ School urban gardens with a mobile app



CityZen public policies examples

- SOfiaGreen support to vertical mini gardens for kindergartens
 - ✓ add-on call to finance 10 mini urban gardens for children (pilot action on creating designs for vertical urban gardens)
- Call for rooftop gardens for municipalities within ROP 2014-2020 of Central Macedonia
 - ✓ greening of 4 public building rooftops in densely populated areas of Neapoli-Skykies Municipality



CityZen public policies examples

- Educational farm and Farm Stations – RegionalPark Rhine-Main
 - ✓ Public-private initiatives by the Department for Rural Areas, Local municipalities, RegionalPark's Green Belt initiative, local farmers.
- Allotments, Community Food Lab
 - ✓ supporting local food production, social inclusion, small producers and entrepreneurs



CityZen experiences in UF business models

Overall, the choice of business model will depend on factors such as **available space, market demand, and access to capital.**

- **Direct-to-Consumer**
 - ✓ farmers markets, on-line platforms
- **Urban Farm Tours and Education**
 - ✓ additional revenue for farmers
- **Community-Supported Agriculture (CSA) and subscriptions**
 - ✓ pre-pay of share of the farm's produce, renting allotments
- **Restaurant Sales**
 - ✓ stores growing own fresh vegetables for their in-house restaurants
- **Association of producers**
 - ✓ "VallaEcolid" Association helps urban farmers to connect with municipal bodies, schools, etc.

We asked 150 representatives of local businesses, civic organizations, individuals and households what they thought was **the most urgent support for urban agriculture ...**

- Better access to urban land, including mapping of public buildings suitable for roof gardens as well as private buildings with suitable roof space
- Small grants to start urban gardens
- Rental schemes for basic infrastructure
- Free access to farmers' markets for urban gardeners
- Tax reduction for business activities in urban agriculture
- Free use of water and electricity by urban gardens
- Vouchers for consultancy and technical services, including support and programmes to develop innovative projects
- Regulation of urban agriculture, including market access for hobby farmers and sale of surplus produce from households

The Covid-19 pandemic has played a significant role in the development of urban agriculture in several ways:

- **Increased demand for local produce**
 - ✓ importance of local food systems
- **Food security**
 - ✓ reduction of reliance on distant food sources
- **Community building**
 - ✓ renewed interest in local communities
- **Job creation**
 - ✓ opportunities for people with economic hardships
- **Health benefits**
 - ✓ the pandemic has highlighted the importance of having good health



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Благодарим ви!
Thank you!

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Questions welcome



Project media