



Mediterranean Network on Metropolitan Agriculture and Food Systems Action Plan



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1. THE MADRE NETWORK SCENARIO

1.1 A look towards the future

From 2018 onwards, the MADRE project will be transformed into a Mediterranean network on metropolitan agriculture and food systems :

- Key stakeholders (from both North and South Mediterranean countries) will take a leading role in the network animation, as well as the definition and implementation of its activities.
- Thanks to the Agri-Madre digital platform, emails, web conferences and other tools, on-line work will be systemised with the network of MADRE partners and participating stakeholders, so that a virtual community on metropolitan agriculture and food systems is created across the Mediterranean, extending the capabilities of the physical network.

1.2 What does this initiative imply ?

All this implies a staged transfer of responsibility from initial project partners to key stakeholders. The experience developed by the MADRE project is indeed encouraging :

- In terms of ownership, most partners and local stakeholders are requesting the creation of a Mediterranean network (81.25% of the 80 respondents to a survey conducted in March 2018), involving metropolises and other local authorities, universities and research institutions, professional farmers and their groups, and civil society organisations. They are convinced of the benefits of a multi-country and multi-stakeholder cooperation scheme across the Mediterranean.
- In terms of funding, MADRE has shown that the European Commission is convinced of the importance of supporting metropolitan agriculture and food systems to meet several urban challenges (food security, job creation, environmental quality, social inclusion, urban-rural linkages, etc.) and that local authorities and other stakeholders are ready to contribute financially to the implementation of activities (15% co-financing provided by MADRE partners, in-kind contributions provided by some local authorities).
- In terms of content – ideas, concepts, activities-, MADRE has paved the way by testing different types of activities (metropolitan and transnational working groups, technical visits, best practice catalogue, web platform, etc.) and addressing various topics (farmers' innovation, social innovation, consumer innovation, academic research, territorial innovation and transnational innovation). The network action plan takes into consideration the lessons learnt from the MADRE project.

1.3 What specific value will be added by a mediterranean network ?

Several organisations, networks and initiatives address agriculture and food issues at the international level, such as the United Nations Food and Agriculture Organization (FAO), the Milan Urban Food Policy Pact (signed by 165 cities), United Cities and Local Governments (UCLG), Local Governments for Sustainability (ICLEI), C40 (network of the world's megacities committed to addressing climate change), the Forum of Regional Governments and Global Associations of Regions (ORU-Fogar), UNESCO Chair in World Food Systems, the RUAF Foundation, the International Urban Food Network, Eating City International Platform, the International Network for Community Supported Agriculture (URGENCEI), Agri-Urban (European network for the promotion of agri-food employment in small and medium-sized cities), URBAN GREEN TRAIN (ERASMUS+ Key Action 'URBAN GReen Education for ENTteRprising Agricultural Innovation'), etc.

Some other organisations and networks focus on the Mediterranean area: the Union for the Mediterranean, International Center for Advanced Mediterranean Agronomic Studies (CIHEAM and its 4 Institutes), MedCities, the Agency for Sustainable Mediterranean Cities and Territories (AVITEM), ANIMA Investment Network, the Intermediterranean Commission of the Conference of Peripheral Maritime Regions of Europe (CRPM), the Euro-Mediterranean Regional and Local Assembly (ARLEM), Arco Latino, the Mediterranean Universities Union (UNIMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), URGENCI through its Mediterranean network of Local and Solidarity-based Partnerships for Agroecology, the Mediterranean Citizens Assembly, SwitchMed, etc.

But none of these initiatives addresses Mediterranean agriculture and food systems with a multi-country and multi-stakeholder approach. Yet, several factors plead for a specifically Mediterranean approach (including Northern and Southern Mediterranean countries): the common climate and environmental challenges (biodiversity hotspot), the region's heritage as cradle of agriculture and related practices, the nutritional and culinary value of the Mediterranean diet and associated products, and the specific culture where family and human relations have a central place. Moreover, considering the diversity, complexity and cross-cutting nature of agriculture and food systems, it is crucial to remove boundaries between stakeholders and facilitate collective work on strategic issues. Thus, the MADRE network will serve as a bridge between various Mediterranean countries and stakeholders facing common challenges.

Despite their economic, political, institutional and demographic differences with Northern Mediterranean territories, Southern Mediterranean territories will be welcome in the network. On the one hand, they show strong similarities and complementarities with Northern Mediterranean territories. On the other hand, their integration will give more weight and coherence to the approach. Indeed, the future of the area cannot be imagined from a single shore: a global vision of the Mediterranean is essential for geopolitical, social, economic and environmental reasons. The latter dimension is crucial in the perspective of adaptation and resilience to the acceleration of climate change in this biodiversity hotspot.

With the aim of improving practices on both rims, the network will facilitate the exchange of knowledge and know-how taking into account the context in which they have developed. This exchange would be as much North-South as South-North. Indeed, some smart solutions found in Southern Mediterranean territories could meet Northern Mediterranean challenges such as water management, extreme drought conditions, revitalization of ancestral know-how, etc.

Moreover, transnational reflection and experimentation on similar and interrelated problems would encourage complementarities and more sustainable models. The creation of this Mediterranean network must be seen in a broader context of globalization, where networking between metropolises is essential to the emergence and dissemination of local solutions.

Another key dimension of the network would be its ability to influence the evolution of practices at the regional level. Building on the specificities of Mediterranean agricultural and food systems, it would contribute to the development more sustainable development models for the whole area.

2. COMPOSITION AND GOVERNANCE OF THE NETWORK

One of the objectives assigned to the MADRE network is to create a new model of governance of agricultural and food systems at the Mediterranean level, based on the quadruple helix.

The quadruple helix applied to the metropolitan agriculture and food system



2.1 Composition of the network and relations among its members

The MADRE network will involve **all categories of stakeholders** :

- Local authorities and affiliated entities (metropolises, cities, provinces, regions, decentralised national bodies, etc.);
- Academia (universities and research institutes);
- Private sector (farmers, businesses, enterprise groups, professional organisations, etc.);
- Civil society (consumer associations, community gardens, NGOs, etc.).

It will cover **the entire agricultural and food chain**: production, processing, distribution, consumption, waste management, influence and support.

It will start with the 6 metropolises associated with the MADRE project (Barcelona, Montpellier, Marseille, Bologna, Tirana and Thessaloniki) but will soon be extended to other **Northern and Southern Mediterranean metropolises**.

Relations within the MADRE network will be organised at 3 levels :

- **Metropolises** : MADRE will act as a network of metropolitan clusters, which will be coordinated at the Mediterranean level;

- Stakeholder categories: MADRE will connect local actors with their peers in other Mediterranean metropolises to encourage experience-sharing and create synergies; these relations will be facilitated by the establishment of 4 stakeholder groups, each of them being coordinated by an organisation representing the concerned stakeholder category;
- Themes: MADRE will allow actors from different Mediterranean metropolises and stakeholder groups to work together on specific themes of common interest for the development of agriculture and food systems.

2.2 Governance of the network

The governance of the network would be based on the following structures :

- **Steering committee**

Role : supervision, strategic goals, partnerships, advice, follow-up on achievements, etc.

It will include all members of the network and represent the Mediterranean community of metropolitan agriculture and food systems. The Steering committee will propose specific themes and activities to be included in the network action plan.

It will meet as often as possible on the side-lines of a major event organised by a member of the network.

- **4 stakeholder groups**

Role : representing stakeholders' interests and coordinating specific activities

The Steering committee may be organised in stakeholder groups gathering all stakeholders in the same category. Each of them would be coordinated by an organisation representing the concerned stakeholder category.

The following coordinators have been pre-identified :

- Local authorities and affiliated entities: MedCities
- Academia: CIHEAM-IAMM
- Private sector: CiVAM PACA
- Civil society: URGENCI

Initially, coordinators will be appointed on a voluntary basis. In a later stage, they may be elected by members of their stakeholder group.

- **Executive committee**

Role: animation of the network, definition and supervision of its action plan

It will include coordinators of each stakeholder group, plus 1 or 2 other members from each stakeholder category. Each category will be represented with the same number of members. The Executive committee will validate specific themes and activities proposed by the Steering committee, integrate them in the network action plan and mobilise interested stakeholders for its implementation.

It will meet 2 or 3 times a year, alongside international meetings or virtually.

- **Thematic groups**

Role : facilitating the work of the network on specific themes of common interest

Thematic groups will be composed of actors from various categories and metropolises and interested in a specific theme/ activity proposed by the Steering committee and validated by the Executive committee. For the first year of existence of the network, 4 thematic groups may be created, corresponding to the 4 missions/ action lines described below.

Thematic group members will nominate one of them to coordinate collective work within the group.

- **Executive team**

In a first stage, the executive team will be composed of dedicated staff within member organisations. They will exchange emails and organise regular conference calls to coordinate and follow up on their respective work. In a later stage, the network legal entity may employ staff to develop its activities.

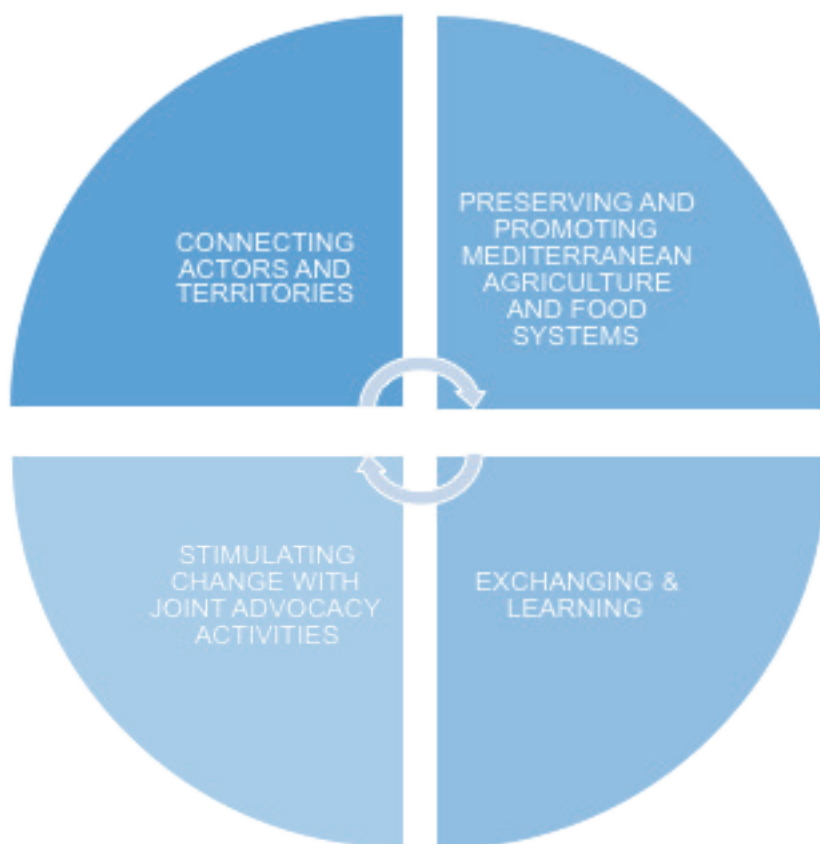
2.3 Legal status

While the MADRE network will have no legal existence in its initial phase, it may be useful to create a body with legal powers (ability to represent its members, to receive contributions and to hire personnel, etc.) in a later stage. A possible option would be to establish an association or any other kind of non-profit organisation under the law of a Mediterranean country.

3. MISSIONS AND ACTION LINES

In partnership with MADRE partners, Aix-Marseille University (CERGAM) PhD student in Management Science Flore Tissone conducted a survey to better understand the needs and expectations of MADRE stakeholders. 80 people contributed, all stakeholders of the MADRE project, from the six metropolitan territories. They included participants in transnational working groups (TWG), metropolitan working groups (MWG), members of the steering committee and people who only received information without participating in project activities.

Their answers were considered to define specific dimensions of added value for the Mediterranean network on metropolitan agriculture and food systems. The resulting 4 main missions and action lines of this network are described below.



3.1 Connecting actors and territories

➤ Objectives

Connecting actors and territories, either virtually using interactive web tools or physically during international events, to create synergies

Increasing the visibility of individual projects through the network

➤ Activities

The main component of this action line will be virtual networking through the Agri-Madre web platform and social media. The Agri-Madre web platform is an interactive tool, where actors can map themselves, promote their projects, and search for other organisations and projects in the Mediterranean area. Its online forum allows users to post their requests and topics of discussion and receive answers and suggestions from other users. MADRE social media are other available tools for virtual networking.

Physical networking will be facilitated at the official launch of the MADRE network, to take place in Salon de Provence (Bouches du Rhône, France) on 1 June 2018 as part of the “Salon des Agricultures de Provence”. Events published by their organisers in the “Events” section of the Agri-Madre web platform will create new opportunities of physical networking. Dedicated funding for the

animation of the MADRE network will offer the possibility to organise various Mediterranean networking events: roundtables, thematic working groups, technical visits, pitching sessions, etc.

Ideally, networking will be supported and formalised by the development of a large cooperation project, covering Northern and Southern Mediterranean territories and involving various stakeholders. The latter ones will be in charge of designing the project and implementing its action plan (further details in section “Possible funding for the network management and action plan” and “Timeline for the 1st year”).

Approach / themes

Sustainable agriculture and food will be a shared value within the MADRE network. Networking will build on existing actors and initiatives to design future agriculture and food systems in the Mediterranean.

Networking activities will target a specific category of stakeholders, a specific theme / link in the agri-food chain or the entire community.

Basing on a survey of 80 participants in the MADRE project, interesting themes for new cooperation projects include: agriculture and food governance; support policies; collective organisation and intelligence; short food chains and local food systems; business models, economic impacts and funding of metropolitan agriculture; social, environmental and biodiversity impacts of metropolitan agriculture; education and pedagogy; social and solidarity economy; sustainable agriculture and food concepts (food justice, commons, ecosystem services, etc.); management tools and practices; various nexus (agriculture/-nutrition, food/health, food/territory, food/tourism, agriculture/circular economy, etc.).

Responsibilities

This action line will involve all categories of stakeholders (public authorities, academia, private sector, civil society) and links in the food chain (production, processing, distribution, consumption, waste management, influence and support).

They will map themselves and present their projects on the Agri-Madre web platform. They will feed the online forum with relevant discussions. They will also promote their events on the dedicated section.

Some actors may be interested in organising joint events. The network will facilitate connections. Organisers will remain responsible for the organisation, promotion and funding of these events.

Interested and qualified stakeholders will also participate in the design and implementation of future cooperation projects. They will act as partners or associated partners of these project

3.2

Preserving and promoting Mediterranean agriculture and food systems

➤ Objectives

Preserving agricultural land and ancestral know how and practices through research, dissemination and awareness raising activities

Promoting the Mediterranean diet

➤ **Activities**

This action line will include research, dissemination and awareness raising activities. It is crucial to develop and implement these activities jointly as the MADRE project identified the insufficient knowledge transfer from academia to the rest of society as a strong weakness of research on metropolitan agriculture and food systems.

The Agri-Madredigital library ("Resources" section on the Agri-Madre web platform) will be a privileged tool to disseminate this knowledge. The information and documents shared on the platform can cover both local/national and Mediterranean contexts. Ideally, the Agri-Madredigital library will be connected with the FAO Urban Food Action Platform.

During the first year of existence of the network, this action line will mainly consist in the centralisation of relevant information, knowledge and studies. In a later stage, collaborative research and publications on the Mediterranean specificities of metropolitan agriculture and food systems could be developed by the MADRE network (subject to the availability of dedicated funding).

➤ **Approach / themes**

Research on metropolitan agriculture and food systems is very diverse and challenging. Its multi-disciplinary and interlacing nature demands for a holistic approach and an important work of integration. This action line will be based on a bottom-up approach and involve non-researchers in knowledge generation and transfer.

Various metropolitan contexts will be considered, with their commonalities and differences: urban and bordering areas facing strong demographic pressure; growing climatic, environmental and biodiversity issues; diversified institutional contexts, etc.

The Transnational Working Group on academic research implemented as part of the MADRE project recommended to embrace the diversity of issues and approaches of metropolitan agriculture from a trans-disciplinary, holistic and horizontal approach, as well as to focus on Mediterranean specificities.

A number of approaches appear as especially promising: ecosystemic or environmental services, circular economy, environmental metabolism, health and food, climate change, life cycle assessment, social and solidarity economy, food as a common, etc.

In addition, the following themes were identified as key for research at the Mediterranean level: water management, conflicts over land use, short supply chains and other marketing channels, informatics, green roofs and soilless methods, the role that private enterprises can play in urban agriculture, how to increase local food provision, stakeholders' perceptions, labelling, new economic models for high value products, food identity, regional integration and territorial issues, sea products and aqua-culture, planification of urban agriculture, etc.

➤ **Responsibilities**

This action line will involve all categories of stakeholders (public authorities, academia, private sector, civil society) and links in the food chain (production, processing, distribution, consumption, waste management, influence and support).

They will share their knowledge and documents on the Agri-Madre web platform. They may also build

3.3

Exchanging and learning

➤ Objectives

Building collective capacities of action through exchange and learning activities

Strengthening creativity and coherence

➤ Activities

This action line will include the exchange of experience and practices ("pool of practices"), of existing and new know-how, technics and methodologies ("learning").

The Agri-Madre web platform and its "Projects" section will be a privileged tool to share inspiring practices. Ideally, it will be connected with the FAO Urban Food Action Platform. The "Events" section will allow to promote experience-sharing and training seminars organised by members of the MADRE online community.

During the first year of existence of the network, this action line will mainly consist in on-line exchanges and the dissemination of partner events via the Agri-Madre web platform and social media. In a later stage, a Mediterranean programme of training and experience-sharing could be developed by the MADRE network, addressing the various stakeholders in metropolitan agriculture and food systems and their respective needs (subject to the availability of dedicated funding).

➤ Approach / themes

The know-how and practices shared within the network will be directly related to the Mediterranean specificities of metropolitan agriculture and food systems. Circular economy principles will be encouraged.

Mutual learning between territories, between peers and between the different actors will be promoted. Training activities will target a specific category of stakeholders, a specific theme / link in the agri-food chain or the entire community.

Possible themes are as follows: urban and peri-urban agriculture practices and technics, local food systems, circular economy, land management, soil quality, water management, seeds and varieties, energy saving and alternative sources, waste recycling, etc.

➤ Responsibilities

This action line will involve all categories of stakeholders (public authorities, academia, private sector, civil society) and links in the food chain (production, processing, distribution, consumption, waste management, influence and support).

They will share their practices and initiatives on the "Projects" section of the Agri-Madre web platform and promote their experience-sharing and training seminars on the "Events" section. They may also build partnerships to develop joint training programmes.

3.4

Stimulating change with joint advocacy activities

➤ Objectives

Shaping local, resilient and sustainable food models in the Mediterranean area

Making agriculture and food a priority in metropolitan strategies

➤ **Activities**

This action line will mainly consist in advocacy activities towards policy makers (at local, metropolitan, regional, national and international levels) and other decision makers, including agri-food giants and lobbies.

During the first year of existence of the network, most efforts will concentrate on the dissemination of the Policy Paper and White Papers produced as part of the MADRE project. Other policy advocacy and influence activities may be developed in later years, basing on members' expectations.

The network could also support local authorities in the development and animation of metropolitan clusters as a key instrument of governance and policy dialogue on agricultural and food issues.

➤ **Approach / themes**

The Mediterranean area will have to face major risks in the coming decades. It is therefore essential to mobilize stakeholders, and especially policy makers, on agricultural and food issues related to these risks. Developing a common Mediterranean strategy for metropolitan agriculture and food systems would increase the impact of public policies.

Rather than denouncing current practices, advocacy activities will focus on raising awareness, formulating recommendations and providing concrete examples to decision-makers. They will create linkages between the actors of change and policy-makers.

Fields of advocacy may include: legal frameworks and strategic planning, access to agricultural land, support to initiatives, sustainable local food systems, governance of food systems, food security and self-reliance, changing agricultural and food paradigms, Mediterranean resilience, agroecology, re-dynamizing ancestral practices, removing boundaries between sectors / topics (water, seeds, soils, land, energy, waste, etc.), circular economy and food, etc.

➤ **Responsibilities**

This action line will involve all categories of stakeholders (public authorities, academia, private sector, civil society) and links in the food chain (production, processing, distribution, consumption, waste management, influence and support).

4. COORDINATION WITH OTHER NETWORKS AND PROJECTS

The MADRE network will coordinate with organisations, networks and initiatives addressing agriculture and food issues at the international level, such as the United Nations Food and Agriculture Organization (FAO), the Milan Urban Food Policy Pact (signed by 165 cities), United Cities and Local Governments (UCLG), Local Governments for Sustainability (ICLEI), C40 (network of the world's megacities committed to addressing climate change), the Forum of Regional Governments and Global Associations of Regions (ORU-Fogar), UNESCO Chair in World Food Systems, the RUAF Foundation, the International Urban Food Network, Eating City International Platform, the International Network for Community Supported Agriculture (URGENCEI), Agri-Urban (European network for the promotion of agri-food employment in small and medium-sized cities), URBAN GREEN TRAIN (ERASMUS+ Key Action 'URBAN GRGreen Education for ENTteRprising Agricultural Innovation'), etc.

It will also seek to create synergies with other organisations and networks focusing on the Mediterranean area: the Union for the Mediterranean, International Center for Advanced

Mediterranean Agronomic Studies (CIHEAM and its 4 Institutes), MedCities, the Agency for Sustainable Mediterranean Cities and Territories (AVITEM), ANIMA Investment Network, the Intermediterranean Commission of the Conference of Peripheral Maritime Regions of Europe (CRPM), the Euro-Mediterranean Regional and Local Assembly (ARLEM), Arco Latino, the Mediterranean Universities Union (UNIMED), the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), URGENCI through its Mediterranean network of Local and Solidarity-based Partnerships for Agroecology, the Mediterranean Citizens Assembly, SwitchMed, etc.

5. POSSIBLE FUNDING FOR THE NETWORKS MANAGEMENT AND ACTION PLAN

Possible funding sources for the management of the MADRE network and its 4 main action lines include :

➤ Territorial cooperation programmes

Suitable for action lines 1. Connecting actors and territories, 2. Exchanging and learning and 4. Stimulating change with joint advocacy activities.

ENI-CBC-Med 2014-2020: call for strategic projects to be launched in Q4 2018 (further information on www.enpicbcmmed.eu/enicbcmmed-2014-2020)

Interreg MED 2014-2020: call for projects to be launched in Q4 2018? (further information on <https://interreg-med.eu>)

URBACT: call for the creation of Action-Planning Networks to be launched in January 2019 (further information on <http://urbact.eu>)

➤ Twinnings

Suitable for action lines 1. Connecting actors and territories, 3. Exchanging and learning and 4. Stimulating change with joint advocacy activities.

Further information on: https://ec.europa.eu/neighbourhood-enlargement/tenders/twinning_en

➤ Decentralised cooperation (national funds)

Suitable for action lines 1. Connecting actors and territories, 2. Exchanging and learning and 4. Stimulating change with joint advocacy activities.

Specific conditions in each country.

➤ EU research and innovation programmes

Suitable for action lines 2. Preserving and promoting Mediterranean agriculture and food systems.

Partnership for Research and Innovation in the Mediterranean Area (PRIMA): calls for projects to be launched in 2019 (further information on <http://prima-med.org>)

Horizon 2020 (further information on <https://ec.europa.eu/research/participants/portal>)

➤ **Erasmus+ EU's programme to support education, training, youth and sport**

Suitable for action lines 2. Preserving and promoting Mediterranean agriculture and food systems and 3. Exchanging and learning.

Further information on <http://ec.europa.eu/programmes/erasmus-plus>

6. TIMELINE FOR THE 1ST YEAR

- **April - May 2018** : mobilisation of Mediterranean actors for their active participation in the future MADRE network and their signature of the Memorandum of Understanding (MoU)
- **1 June 2018** : official launch of the MADRE network in Salon de Provence (Bouches du Rhône, France) as part of the "Salon des Agricultures de Provence" and signature of the MoU by its first members
- **June - July 2018** : dissemination of the MADRE Policy Paper and White Papers, as well as the Network Action Plan and MoU, organisation of local events and bilateral meetings to mobilise key actors
- **31 July 2018** : end of the MADRE project
- **4th quarter 2018** : development of a project proposal by key network members to be submitted under the ENI-CBC-Med call for strategic projects
- **End 2018** : transfer of the management of the MADRE online platform from AVITEM to a key stakeholder within the MADRE network
- **End 2018 - Early 2019** : development of a proposal by member cities to be submitted under the URBACT call for the creation of Action-Planning Networks to be launched in January 2019
- **S1 2019** : development of a project proposal by key network members (particularly academic stakeholders) to be submitted under the 2nd PRIMA call for proposals



See the catalogue on-line at the following links:

goo.gl/Qs2LFi

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