

Urban farming policy implications in the current economic system, business models and supply chains

21-22 January 2021

First Online Impact Workshop

21 Jan 2021, 9:45 – 13:00 CET

9:45 – 10:00 CET Welcome

by ARC Fund (LP) and Higher Technical School of Agrarian Engineering-University of Valladolid/Natural Heritage Foundation of Castilla y León as host partners

Plenary: Impulse presentations

10:00 – 10:20 Urban farming business models

by **Andrea Patrucco**, Independent consultant on urban policies and rural-urban development, Milan, Italy

10:20 – 10:50 Q&A

moderated by CityZen partners

Key highlights of this slot:

- Organizational and business models in urban farming: a close connection
- What are the economic impacts that urban farming produces?
- Municipalities as activators of new urban and peri-urban farming processes: implications of short value chains
- Urban farming and urban economies: agricultural projects of circular economy and agro-ecology
- The role of citizens: from consumers to prosumers
- Comments and recommendations on environmental, economic and social sustainability

10:50 – 11:10 Technology and Innovation for urban farming

by **Eleftheria Gavrillidou**, Dipl. Architect Engineer, MLA Landscape Architect, Aristotle University, Greece

11:10 – 11:40 Q&A

moderated by CityZen partners

Key highlights of this slot:

- Set of infrastructures that serve the functions of the urban farm - primary function of cultivation, additional functions of participation, community engagement, social and cultural purposes.
- Role of high-tech farming technologies in UF
- Combination of key technologies with participatory practices of the engaged community
- Social and organizational innovations in the context of UF
- Role of local institutions/organisations in R&D and innovation (distance of the researchers to the local situation)
- UF in several urban design and planning scales
- UF forms is designating resilient cities' strategies
- Comments on environmental, economic and social sustainability & resilience

11:40 – 12:00 Short Break

12:00 – 12:20 Applying creativity to urban farming business modelling in the new reality

by **Antonio Carlos Ruiz Soria**, International Economist expert in creativity and sustainable development, Economía Creativa, Spain

12:20 – 12:50 Q&A

moderated by CityZen partners

Key highlights of this slot:

- Why creativity for urban farming (UF)? Creativity, Design and UF business modelling.
- Methods and tools for entrepreneurs, policy makers, researchers and other stakeholders to design support measures, promote UF to funding entities and craft innovative and resilient business models, such as:
 - Tools for Storytelling and Communication
 - Commercialization approaches and dynamic business planning.
 - Physical/Digital continuity: How to embed digitization (and technology) in the UF business modelling process.
 - etc.
- Innovative funding and activities to increase alternative funding (from banks and venture capitals, to crowdfunding, and social corporate responsibility from multinational corporations, cooperatives, etc.
- Criteria and indicators for identification of successful business models and their impact in the frame of the SDGs.

12:50 – 13:00 Wrap up and closure of Day 1

22 Jan 2021, 10:00 – 13:00 CET

Host partner: Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia

Plenary: Urban farming practical examples and showcases

10:00 – 10:30 Mertola Municipality's (Portugal) set of measures to foster local urban farming initiatives (10'), presenter (tbd), Q&A (20')

10:30 – 11:00 Collaboration of Bulgarian Central Cooperative Union with schools to launch herb gardens and train young managers of cooperatives/urban farms (Bulgaria) (10'), **Vania Boyuklieva, Deputy Head, Bulgarian Central Cooperative Union**, Q&A (20')

11:00 – 11:30 Food Lab in Valladolid in support of local eco-producers and food chains (Spain) (10'), **Estefanía Díez Amo, Agroecological Engineer, Vallaecolid producers, processors and ecological shops Association**, Q&A (20')

11:30 – 12:00 Argo Social Enterprise facilitates social inclusion through new urban farming jobs and skills in Thessaloniki (Greece) (10'), presenter (tbd), Q&A (20')

12:00 – 12:15 Short Break

Parallel sessions: Elaboration of Policy Recommendations to foster:

12:15 – 12:55 (40 min group work)

- **group 1:** New business models and UF implications, *moderator: Andrea Patrucco, rapporteur: to be nominated by the group*
- **group 2:** Technology/innovation diffusion and enhanced participation of the local community, *moderator: Eleftheria Gavriilidou, rapporteur: to be nominated by the group*
- **group 3:** UF potentials in the context of pandemics/crises, *moderator: Antonio Carlos Ruiz Soria, rapporteur: to be nominated by the group*

Optionally, each group can further specify its policy recommendations to the respective target group of policy-makers addressed – municipal/regional; national; pan-European (incl. ERDF, etc.).

Plenary: Wrap up on Policy Recommendations

12:55 – 13:15 5-7 min overview by each group rapporteur

13:15 Closure
