



AGRI URBAN BAENA

INTEGRATED ACTION PLAN -SUMMARY-



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

★URBACT
Driving change for
better cities



**ORDENANZAS DE LA VILLA DE BAENA
(siglos XV y XVI)**

**Tocantes a lo que an de guardar las tenderas ansí
de la Alta como de la plaza baxa**

*“ ... Que en la dicha tendilla plaza baxa no aya mas numero
de cinco tenderas..., que no han de tener ninguna de ellas mas
de tres ortelanos ansí del rio marvella o de quadaxox...”*

AGRI-URBAN (URBACT III 2015-2018)

Lead Partner: Ayuntamiento de Baena.

Technical Coordination: Antonio Zafra y Raquel Moreno (ADEGUA).

Technical Management Ayuntamiento de Baena: María Bazuelo.

Information: <http://urbact.eu/agri-urban>

Contact: agriurban@ayto-baena.es

URBACT III

AGRI-URBAN BAENA Integrated Action Plan -Summary-

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Urbact & Agri-Urban

URBACT

URBACT is a Territorial Cooperation programme of the European Union aimed at promoting a sustainable and integrated urban development in European cities. The mission of the URBACT programme is to facilitate the work of European cities in order to generate in common solutions to the main challenges of urban policies, through the exchange of experiences, the identification of good practices and the shared learning.

More information about URBACT is available on the programme's website: <http://urbact.eu>

AGRI-URBAN

AGRI-URBAN is a project that proposes reconsidering the situation of the agri-food sector in the small and medium agricultural cities of the European Union.

Agri-food production is a mature industry that continues to have an important role in terms of GDP, employment and environmental sustainability. However, it is necessary to activate new potentials for sustainable growth through innovation, other business models and integrated local strategies.

AGRI-URBAN is an URBACT network formed by 11 European cities in 10 EU States:

- o SPAIN: Baena (Lead Partner);
- o LATVIA: Jelgava LM.
- o PORTUGAL: Fundão.
- o CROATIA: Petrinja.
- o UNITED KINGDOM -WALES:
Monmouthshire County Council.
- o SPAIN: Mollet del Vallès.
- o FRANCE: Mouans- Sartoux.
- o BELGIUM: GAL Pays des Condruces.
- o ITALY: Cesena.
- o SWEDEN: Södertälje.
- o GREECE: Pyli.



Summary

The AGRI-URBAN BAENA Action Plan is the result of the participation of the Baena City Council in the AGRI-URBAN project, supported by the EU Programme URBACT III. The project has brought together eleven small and medium-sized cities committed to reinventing their role in the field of agri-food production, promoting sustainable food systems from a sustainability perspective.

The specific content of this Plan is the result of the proposals and consensus of more than fifty people who, in their own name or on behalf of institutions and entities, have participated in a dozen local meetings under the inspiration of the experience exchanges and shared learning within the network of European cities. This has taken place through 11 transnational meetings in which 16 local representatives participated (politicians, municipal officials and members of the Local Group that has worked over the two years of the project. The Action Plan, approved by the Municipal Plenary Meeting for its implementation in the next three years, is framed in a general context of previous local programmes and plans in the area of urban and rural development. The content of the Plan refers to this background, that served as its basis together with the diagnosis defined in the above mentioned plans, updated by the stakeholders involved in AGRI-URBAN. This Plan defines a vision, objectives and actions, which are briefly described later in this document.

The approval of the Action Plan is a significant stage of the AGRI-URBAN project in BAENA, an ongoing process that does not finish with this instrument, but rather initiates a new stage, that of implementation, which requires the commitment of all stakeholders involved, of the local society as a whole, and the support of external institutional and professional agents. The door of AGRI-URBAN, like the countryside/fields around, remains open ...



The Agri-Urban approach

It is aimed at recovering the key role that food had in the birth of European cities, committing them once again to facilitating a sustainable connection between food production and consumption, engines of integrated development and of the improvement of the citizens' quality of life.

An “Agri-Urban Baena” vision

It aims to reinforce the potential of the local agri-food sector, promoting in particular the role of the city as “ a European Capital of Olive Oil”, combined with a local approach, more diversified, healthy, ecological and a driver for economic growth, through actions that facilitate the contact between producers and consumers, ensuring access for all residents to healthy food and fostering the economy.

It is about promoting an integrated vision in a city of high agricultural specialisation, placing production and the food sector at the centre of sustainable development in the municipality.

This vision is built around the following main objectives:

- The promotion of employment and entrepreneurship through the increase of the supply of local, organic food (objectives 1, 2, 4).
- The promotion of local and organic food consumption practices accessible to all citizens (objectives 4, 5, 7, 8).
- The implementation of educational and communication actions aimed at raising awareness of citizens, producers and consumers about the benefits linked to the production and consumption of local food based on economic, environmental and social criteria (objectives 3, 7, 8, 9).
- The promotion of a municipal identity associated with the production and consumption of local and organic food with a sustainable approach (objective 6).



The change

The driving force for change in this Plan aims at gradually reversing the great paradox in which the food system of the municipality of Baena is anchored. In spite of having extensive lands, net providers of food, Baena barely supplies pro-

duce to the population, given the productive specialisation based on the monoculture of olive trees and the fact that its renowned olive oil is sold mostly to the national and international market.

Transnational learning

The purpose of the transnational exchange has been to share experiences and learn from partners in order to develop new initiatives to address similar problems in each partner country. This was considered the true added value of the AGRI-URBAN Network where political representatives

and city officials together with people involved in the Local Groups have had the opportunity to visit, see and discuss with relevant people in the partner countries about how to address the various problems and which solutions would be best suited to their own situation.

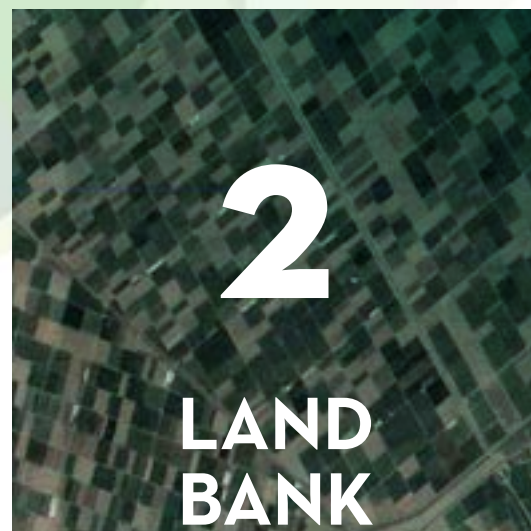
THE LOCAL GROUP

This Action Plan has been prepared on a participatory basis, where a Local Group has been formed and met nine times throughout the project, sharing the analysis of the situation, defining and prioritising the actions that could be integrated into this plan. Methodologically, the Local Group has worked on two different levels. On the one hand, forming around a small group where independent professionals, municipal councillors and officials, small entrepreneurs, consumers, representatives of other local entities and companies, members of associations and other citizens of Baena. On the other hand, open meetings have been organised in parallel for the general public, the media and other interested actors in order to disseminate the AGRI-URBAN project and gather ideas and input about the possible actions to include in the “AGRI-URBAN BAENA” Plan.

TYPES OF ACTIONS

- Creation of small infrastructures
- Promotion of employment
- Support to short distribution channels
- Food education
- Activities and events
- Awareness raising and promotion about organic agricultural products
- Self consumption and social production
- Economic promotion and development.

SUMMARY OF ACTIONS







1.- INCUBATOR

1.1. Technical study “model proposal for incubation of agri-food initiatives”

Technical study that contains the specific proposal of a model of training and incubation for agri-food initiatives.



1.2. Baena food incubator

Opening of a space / incubator “BAENA FOOD INCUBATOR” with the surface, infrastructure and equipment according to the designed model. Including:

- Initial development of an incubation experience for an estimated period of 2-3 years and with participation of 4-6 entrepreneurs.
- Start-up of a technical management model capable of ensuring the start-up, tutoring of the beneficiaries and subsequent insertion.
- Information and dynamisation campaign in collaboration with other entities and organizations.
- Creation of an inventory of resources and sites with which to interact (Congress Center, old and new market halls, municipal greenhouse, southern city sector, green areas, other buildings).



2.-LAND BANK

2.1. Technical study, regulatory proposal and promotion campaign for the creation of a local land bank

Technical study, regulatory proposal and promotion campaign for the creation of a Local Land Bank. It includes a technical study, a standardized proposal ready for local implementation and a communication and promotion campaign for the creation of a “Land Bank” as a system of intermediation between the supply and demand of arable land.





3.- SCHOOL VEGETABLE GARDENS

3.1. School vegetable gardens

School Gardens: Participation of schoolchildren in a school garden experience either in the educational center or in another suitable space for this purpose, facilitating an educational programme and promoting the consumption of organic food produced.

3.2. Pilot plan in school canteens

Intervention, within the framework of the implementation of a school project around healthy and local food, in the management of purchases of fresh local and organic food in a local school canteen. Supporting the intervention with the enhancement of a small school garden.

3.3. Educational and dissemination programme “food teaches people”

Value the importance of a healthy diet that includes organic and proximity food, using the positive results of the experience of the pilot project in school canteens described in action 3.2 so that it can be transferred to other school canteens directly as well as to the families themselves indirectly.

LOCAL FOOD HUB

4.-STORAGE, TRANSFORMATION AND DISTRIBUTION

4.1. Baena food hub. Center for new baena agri-food initiatives

The aim is to create in the medium term, once the viability and sustainability are confirmed, a Center for storage, transformation and distribution of agri-food products. It is conceived as a multiple space for new agri-food initiatives, offering a physical structure to support new local food productions and providing stakeholders with basic equipment, infrastructure, training and other possible resources. At the same time, it is proposed as a multi-resource platform, to support potential users with services such as training, technical support, access to resources, laboratory of ideas and sociocultural spaces.

This space can be created as a pole connected to a network of similar spaces located along the National Road 432, within the framework of a Food Corridor proposal called as well "Corridor 432".

Its implementation implies the following phases:

| Phase | Description |
|-------|---|
| I | <p>1.1. Study: Preliminary process of identification and detailed description of needs among producers, potential retailers, consumers, etc., together with a detailed analysis of the existing facilities, capable of hosting the center.</p> <hr/> <p>1.2. Drafting of basic project for the works, equipment and other materials.</p> <hr/> <p>1.3 Definition of financial needs, potential public and private sources and definition / completion of the negotiation process for fund raising.</p> <hr/> <p>1.4. Definition of the organisational and management model of the center.</p> |
| II | <p>2.1 Implementation of the construction work and opening of the Center, total or partial (in phases).</p> |



5.- SOCIAL HARVEST

5.1. Social harvest of Baena

Support for food production and consumption by NGOs and associations of cultural and social interest of Baena. It includes the following actions:

1. Works of adaptation and equipment of the parcel at Pedro Reyes Street and optionally of a rented plot in Calle Carderos (dry cultivation use / non-summer crop to be analysed).
2. Implementation of an internal organisational system that includes the production and consumption model, marketing standards and the distribution of tasks and responsibilities.
3. Implementation of a mentoring model at the service of the partner organisations and people involved in this initiative.
4. Implementation of a project monitoring service by all the actors involved and with municipal technical support.
5. Programming and implementation of a communication plan agreed upon by all the parties involved, directly engaged in its execution, looking for professional cooperation and other collaborations from local civic organisations.
6. Development of new actions that can be promoted after bringing the parcels back to production and self organisation of the management system by all the stakeholders involved.





6.- PROMOTION OF THE BRAND “BAENA”

6.1 Promotion of the brand “Baena, city of olive oil” related to the promotion of the Extra Virgin Olive Oil under Baena Denomination of Origin and the local agri-food culture

I) Carry out an intervention at several levels to relaunch the brand “Baena, City of Olive Oil” as a way of positioning the olive oil produced in the area with Denomination of Origin (DO). Three direct actions are proposed: 1) Celebration of the Olive Oil Days Event with a renewed format, focused on the promotion of Baena as the “European Capital of Olive Oil”. Three axes should define this approach: the typicity of varieties, the mountain olive groves and the organic production. 2) Celebration of the Fresh Olive Oil Day in all schools, through a tasting for children and young people. 3) Campaign aimed at increasing the local consumption of olive oil in the local and provincial radio.

II) Co-organisation of events and activities for the maintenance and promotion of the mountain olive groves, the organic olive oil and the support to research and innovation in the field of olive oil production in the DO BAENA.

III) Co-organisation of events and activities to promote the production and consumption of new food products in the municipality.

6.2 Proposal for adaptation actions and new uses for the Olive Oil Museum

Carry out an action to improve the existing facilities in the context of a redefinition of the Museum’s object and, if applicable, include a new management model. The improvement can affect elements such as access, retro-lit reception floor, backlit bottles in the cellar, jars, wine cellar, outdoor patio panels, top floor furniture, exhibition and top floor games, etc.

The scope and meaning of these changes will be adjusted to the approach and positioning decided for this asset, beyond the dimension of the current museum concept that does not seem to clearly capture its proposal. Based on the present thematic character linked to olive oil, the center should open to a greater relation with food, in particular with the local productions, and in general with an integrated vision of food. In short, this space can revolve around the AGRI-URBAN concept and project. Some maintenance work (safety, air conditioning, furniture) can be necessary and a re-adaptation of the graphic identity.

The approval of an annual programme of activities is essential to ensure the success of this proposal. Among these actions, those aimed at promoting the revitalisation of local food production should be prominent, programming events and training activities around them (asparagus, pomegranate, cheese, salt ...).

Finally, the communicative dimension must be clearly reinforced (web, social networks ...), and the professional staff according to the proposed strategic management adjustment.



7.- EDIBLE CITY

7.1 Reduction and elimination of chemical plant protection products in the municipality of Baena

Establishment of an alternative measures plan to the use of chemical phytosanitary products and calendar of implementation with dates and commitments to be implemented in public spaces and green areas of the municipality of Baena. This initiative has been taken by numerous Spanish municipalities and in other countries such as France, is a mandatory measure established since 2017 by the French government.

In Spain, the current Royal Decree 1311/2012, of September 14, which establishes the Action for the Sustainable Use of Phytosanitary Products, states that “the competent authority in each case may apply the precautionary principle limiting or prohibiting the use of phytosanitary products in specific areas or circumstances “. The aforementioned Royal Decree also establishes that the competent bodies will establish, for their territorial areas, measures to inform and raise awareness in “special reference to the risks resulting from their use and possible acute and chronic effects for human health, as well as the use of not chemical alternatives.”

Among the spaces to be considered are: schools, walks and roads, cemeteries, green areas, urban public sites, parking lots, multiple use areas ... Plans and alternative measures are being tested and can be easily extrapolated for local implantation.

7.2 Edible city. Planting of trees, aromatic and edible plants

Edible city. Actions for the planting of trees and shrubs, including fruit trees, aromatic plants and vegetables in public spaces of the city, including:

1. Site map and design of participatory execution and maintenance projects.
2. Execution of the projects and annual maintenance / monitoring.
3. Actions for training and dinamisation of people and groups involved in the execution and maintenance of the projects.



8.- SOCIAL VEGETABLE GARDENS

8.1 Social vegetable gardens. Food production and consumption for the benefit of Baena's families

Social Gardens. Production and consumption of food for the benefit of Baena's families.

The following sub-actions are included:

1. Organisation and management in the current social gardens:
 - Creation of an adjustment body in the form of a participatory commission that assesses and monitors the use of the plots, offering suggestions and management improvements to be approved and implemented.
 - Realisation of measures that ensure the maintenance and optimal state for its use of the facilities and equipment.
 - Implementation of activities of dynamisation of the group, favouring its self-organisation and integration with other groups and the local community.
2. Opening of new municipal social gardens after detection of needs, selection of participants, basic training and implementation of the set up project of the plots.
3. Creation of a municipal service to monitor these actions.





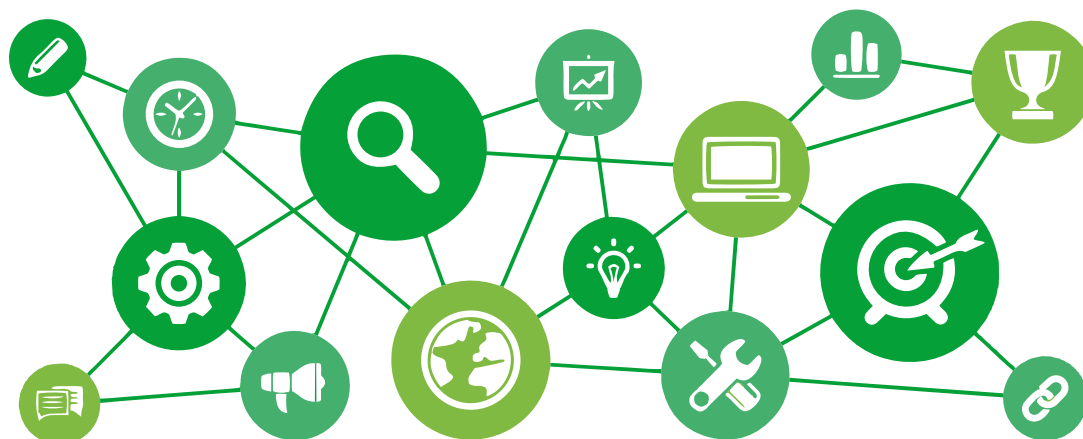
9.- COMMUNICATION PLAN

9.1 Definition of the agri-urban baena communication plan

Definition of the contents of the plan, calendar of actions, target audience, responsible persons and associated resources, prioritising implementation levels, producing an internal and external communication plan with implementation measures in coordination with the AGRI-URBAN Contact Point (10.1).

9.2 Progressive implementation of the Agri-Urban Baena communication plan

Implementation of the contents of the communication plan - calendar of actions, managers and associated resources -, prioritising execution levels both in the internal and external communication plan and according to the designed implementation measures, while reviewing and adapting throughout its execution.





10.1 Constitution of a stable Agri-Urban Baena work team

Constitution of a mixed work team, the Plan team, with the capacity to coordinate the implementation of the actions, the follow-up, ensure compliance with the communication plan (integrating the action 9.1. team), coordinate the tasks of the AGRI-URBAN Contact Point and the appropriate alignment of the implementation of the actions of the AGRI-URBAN BAENA Plan with the rest of the municipal actions, so that AGRI-URBAN is not isolated but its actions are connected within the framework of the municipal city project. Create an AGRI-URBAN Contact Point.

10.2 Drafting and submission of new technical projects related to the plan and its implementation

Designing, writing and submission of new technical projects related to the AGRI-URBAN BAENA Plan and the implementation of its actions or others connected so that it can evolve in parallel to the development of municipal policies and identified needs and opportunities.





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