

URBAN EMPATHY – Working Package 3

RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

1. Partner's description

(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)

Name of the institution presenting the result	BARCELONA INSTITUTE OF MARKETS
Type of institution (city, region, agency, tech institute...)	INSTITUTE (autonomous body depending of the City of Barcelona)
Main contact	Name: Gerard Navarro Position: external consultant IMMB Telephone: 0034 93 488 15 20 Mail: gnavarro@dsae.cat Nuria Costa Position: head of international relations IMMB Telephone: 0034 93 413 28 54

2. Project description

(Summary information of the project corresponding to the result)

Name of the project	MED EMPORION
Acronym of the project	MED EMPORION
Starting date	01/04/2009
Ending date	30/06/2012
Project status (finished, execution...)	Finished
Project type (standard, targeted, strategic, ...)	Standard
Lead partner of the project	Barcelona City Council. Barcelona Institute of Markets (IMMB)
Project website	http://w110.bcn.cat/portal/site/Mercats/
Programme (MED, Interreg...)	MED

Programme Priority	4
Programme Objective	2
EU 2020 Strategy (choose the most suitable one from the following options)	<input type="checkbox"/> Smart growth <input checked="" type="checkbox"/> Inclusive growth <input checked="" type="checkbox"/> Sustainable growth <input type="checkbox"/> Economic governance

Description of the **PROJECT**. Main topic and objectives. (300 words approx.) *(Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from)*

The project's aim was to valorize local markets as strength for urban development. The idea of the project is to valorize the links between the town and its markets in the MED region. It is based on the assumption that markets play a central role within the towns and territories from an economic, cultural, social and touristic approach, as well as in the spatial planning because they create activity, trade, tourism, and cohesion.

The project focus on the following priority axes:

- 1) Promotion of the local food production and representation of its functions on local market places (in terms of sustainable production, (Agenda 21));
- 2) Pilot actions for the regeneration of market places as locations to become touristic poles and to reinforce their role as cultural and social places. The partners tried to develop a new role of markets as a model of economic, social and environmental sustainability and also strengthen the role that they could play on the field of food safety, food quality and on integration between urban and rural (hinterland) areas.

MED EMPORION produced a number of outputs, from a Handbook and guidelines on markets, to Pilot Actions that in the most of cases conducted to very visible results like the remodeling of markets or the creation of new farmers markets. But the most visible output was the celebration of 5 big fairs in each partner city: Barcelona (LP), Torino, Marseille and Genoa. The fairs have proven to be the most important output of the project, in terms of visibility, public participation, potential to spread messages among citizens and public sympathy.

3. Result description

(Summary information of the result to be capitalized in URBAN EMPATHY)

Name of the result to be capitalized in URBAN EMPATHY	URBAN FAIR “Market of Markets”
Type of result (operational tool, recommendations, good practices, guideline, ...)	Event
Current status of the result (under development, completed, not started...)	Completed
Type of deliverable (document, website, database, ...)	Videos, TV / radio impact, Press releases, brochures, flyers, posters, programmes (150.000 samples)...
Specific URL link	http://somedemercat.cat/mercato-de-mercats https://www.youtube.com/watch?v=ITFID6G0qnE http://vimeo.com/109575739 (for the current edition 2014)
Publication date	The first edition was celebrated during the 22-24 October 2010.
Language	-----

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words aprox.) *(Brief description of the result’s most relevant characteristics, pointing out the main objectives and purpose.)*

The output to be capitalized is the celebration of an international Open-Air Food market festival in the each partner city (Barcelona, Torino, Marseille and Genoa). This fair is a massive open-to-public event with recreational character that gathers city market sellers, regional DO organizations and farmer’s producers to sell its products in a very central place of the city. The fair includes tastings, culinary lessons, as well as actions to promote Mediterranean diet and its products, conferences and seminars. The best chefs and restaurants of our regions that use products of the markets in their restaurants were invited to give speeches in the Fair.

The goals of this fairs were to make the citizens aware of the importance of healthy eating, of the environmental benefits of the neighboring commerce (against the current trends of travels by car to big malls), of the benefits of eating seasonal, fresh proximity products (thus enhancing the urban-rural linkages), of the role of markets as custodians of our culinary and gastronomic traditions, or places for social interaction, as well as its potential in the urban planning of the city (creation of public spaces, economic and even touristic boost of deprived neighborhoods), and as platforms to enhance sustainable practices among citizens.

The first edition of the Fair of Barcelona, called Mercat de Mercats (Market of Markets) gathered 180.000 visitors during the weekend it was celebrated (22 – 24 October 2010), 150.000 direct purchases from the stalls, 40.000 portions of food and drink served, 7.000 citizens involved in activities (conferences, culinary lessons), 600 children involved in activities, and more than 200 press articles.

The currently fourth edition celebrated this year in Barcelona gathered 265.000 visitors.

Photos of the event below:

http://w110.bcn.cat/portal/site/Mercats/menuitem.cbbdaa21d18cb6185cf05cf0a2ef8a0c/?vgnnextoid=4dd1038241e29410VgnVCM1000001947900aRCRD&vgnnextfmt=formatDetail&vgnnextchannel=1f5fede30b518210VgnVCM10000074fea8c0RCRD&lang=en_GB

List of keywords related to the result (10 words max.) *(Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)*

Sustainable urban patterns for citizens and our cities (reduction of traffic, health, waste reduction, short supply chain,...)

Social and economic integration of our neighbourhoods (neighbouring commerce, public spaces, new points of district' centralities, tourism, recovering of historic buildings....)

Promotion of healthy life styles

Urban-rural linkages

Describe the potential benefits or improvements that the result may generate through the capitalization process (200 words approx.) *(Describe improvements either in your result or those that it may generate due to the capitalization process)*

The valorisation of the city food retail or specialist markets can bring many positive externalities to our cities, provided that an integrated policy and participative processes are set in place.

Concepts like urban sustainability and the empowerment of the neighbours in the planning process of these facilities and the uses of the markets for their neighbourhoods have generated a big interest and participation of our citizens and retail associations of our cities.

The organization of these Fairs are only a tool to make our citizens aware of all the values that our markets encompass. MED EMPORION has produced also guidelines and researches, but we have learned that without this kind of participative activities open to wide public the potential of spreading of results and the real impact on population is very low. And something more: given that our cities are touristic places, and that some of the visitors are tourists, the spreading potential of the Fairs has been even international.

4. Result evaluation

According to your own criteria, which are the main strong points of your result?
Which are the weak ones? (300 words approx.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

Strong points:

- Strong and effective communication potential.
- It gains the sympathy of the citizens and the pride of sellers and local producers.
- Educational potential: an ideal platform from which to spread Markets and sustainable values: healthy eating, Mediterranean diet and gastronomy, high quality produce, professionalism of our traders...
- It contributes to boost the regional food-farming industry.

Weakness:

- Possible overcrowding if it's not very well organized.
- Expensive for public administrations, if not co-funded by private companies.
- It should have some elements to not become a regular fair or a farmer's market: should have a certain size and gather the best products, DO and producers of the region, the message to convey should be clear, the stalls should be occupied by real market operators or farmer's, side activities should be organized (speeches of celebrities of the cooking sector, culinary demonstrations, activities for children, delivery of leaflets to make citizens aware of certain values....)

How do you think your result can affect the main aspects to be considered in a sustainable urban model?

(300 words approx.) (Describe the capacity of the result to fulfil the sustainable urban model main principles)

Cross - cutting aspects

- Territorial management and urban design
- Social and Economic cohesion

Sectorial aspects

- Sustainable mobility
- Energy efficiency

All of them. Of course, we should look at the real target behind this celebration, which is to promote the retail markets, the neighbouring commerce, the healthy habits and a more sustainable city. Below you will find a list of the aspects that the project wanted to reinforce, as a contribution from the market to our cities:

Cross cutting aspects

Territorial management & urban design.

- Markets are linked to the typical Mediterranean model of dense cities. A market has only sense when placed in a dense neighbourhood, a model of city that makes a more reasonable use of public services and energy.
- Reinvigoration of neighbourhood through the remodelling or building of new markets, either by recovering historic heritage (many markets are in historic buildings and central places), by generation of new places of centrality in new neighbourhoods or because they can also be used to regenerate deprived neighbourhoods.
- Generation or preservation of public spaces for social interaction.
- Management of tourism flows (many markets are among the most visited places of our MED cities).

Social & Economic cohesion.

- The markets are **economically integrated** into the neighbourhood: generate employment & entrepreneurship, are integrated into the districts commercial offer and commercial axis, provide new opportunities like tourism attraction, etc.
- Enhancing urban-rural links: supply chain, local industry, balancing city/countryside by increased revenues of regional farmers...
- **Social cohesion:** markets provide public planned services for the neighbourhood (some of them have parkings, meeting rooms for citizens,

public spaces, libraries, kindergarten...). The affluence of people brings security to previously deprived places, they are a very effective tool to promote healthy life styles, incubate and generate citizens-led social inclusion initiatives (collaborations with local food banks, Fa bene project...), and to organize social events (ex: enhancement of local traditions...)

Sectorial aspects

Sustainable mobility

- Promotion of neighbouring commerce (walking habits, avoiding the English model of car travels to the city outskirts to buy in big malls).
- Promotion of the use of public transport and the pedestrianization of the surrounding streets of the market.
- Enhancement of the short supply chain (traceability, local agriculture, urban rural links)
- Reduction of urban freight related traffic: (new distribution/delivery model – shop & store, smart delivery...)

Energy efficiency

- Waste reduction & recycling campaigns conducted by the markets.
- Use of renewable energies (high impact because they are very crowded public buildings)

What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words aprox.) *(Describe the level of influence of the result and its applicability on EU policies)*

It could have a big impact on environmental governance both at local and regional level. The main concept linked to market is "proximity": purchase of proximity for citizens/customers, supply chain of proximity for producers, and a strong potential to convey sustainable practices to our citizens thanks to the massive affluence of public.

The most important influence on concrete policies can be reached at local level. The event can raise awareness on local bodies to reinforce public instruments of market management. It can also influence regional policies of support to AOC products, due to the interest they reach at the fair.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words aprox.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

All of them.

The main target is the citizens, the habits of which we want to change.

Secondly, we also targeted of course the private sector (producers, association of traders), who were enthusiastic about this event.

Finally, the celebration of this Fairs are very welcomed and popular by the citizens. This has helped us very much to raise the attention of our Mayors to the markets and their benefits, and in some cases, made that them decided to support investments for our markets.

Is the result currently in use in the Europe/MED area? (150 words aprox.) *(Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)*

This Fair is being steadily organized since the first one of 2010 (the only financed by the Program). They have had such success in public participation that the cities of Barcelona, Torino and Genoa continue to celebrate them. In 2014 the 4th edition was held, and in Barcelona it is a consolidated activity, co-financed by many private sponsors. These fairs have become so popular that some of them are overcrowded. In its last edition Mercat de Mercats of Barcelona received about 265.000 visitors in a Weekend.

The events are now co-financed by private companies that want to see associated their image to the concepts promoted there: Mediterranean diet and products, fresh and quality products, healthy alimentary habits, commerce of proximity...

The event has had an impact outside the original project cities at international level. Since the first edition of 2010, many other cities (either big or small) are addressing Barcelona to imitate this fair in their cities.

Below you will find the links that show the results of the fourth edition of Mercat de Mercats.

<http://somdemercat.cat/mercat-de-mercats>
<https://www.youtube.com/watch?v=ITFID6G0qnE>
<http://vimeo.com/109575739>

According to your own criteria, what are the main innovative aspects of the result? (150 words approx.) *(Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)*

Institutional collaboration: the city council, the Barcelona Province Government (Diputació), the Barcelona's Tourism Agency and the Agricultural Department of the Generalitat (Catalan Government) collaborated in the organization of the event and selection of DO, producers, sellers...

It has been innovative to associate to this event the best cooks and restaurants using fresh products bought in the markets. 4.800 brochures explaining recipes have been delivered.

This is a perfect example of a sustainable use of public funds. The first edition was co-financed by public institutions and thanks to its success this event is now organized every year with the financing of the very sellers that come to sell its products and private sponsors. It has now become a landmark even in our cities.

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words aprox.) *(Please provide further information on implementation and transferability requirements of the result)*

In the case of Barcelona, "Mercat de Mercats" is organized by the Institute of Markets of Barcelona City Council, in collaboration with over 130 agents: traders of the 40 markets in the city, producers and artisans of the territory, wineries, restaurateurs, private and institutional sponsors, social entities etc., all united under the concept of "the great feast of markets and gastronomy".

It is funded through four similar contributions: sponsorship, ticketing and sales spaces, institutional collaboration and contribution of the Barcelona City Council considers this fair the great act of promoting market experience just before starting the Christmas season. The total cost is valued at € 400,000.

Please send this form duly filled to Mercedes Vidal mercedesvidal@bcnecologia.net