



fundão

365 dias à descoberta



**AGRI-URBAN
ACTION
PLAN**

**FUNDÃO
LOCAL
PRODUCTS**

**HEALTHY FOOD
HAPPY CHILDREN**





PLANNED INVESTMENT: **174.460,00 €**



PROJECT SCHEDULE: **September 2017 to December 2020**



NUMBER OF ACTIONS: **5**



NUMBER OF NEW SME'S: **10**



NUMBER OF JOBS CREATED: **15**



NUMBER OF BENEFICIARIES (Students, Professors, Local Producers / Sup



URBACT III (2014-2020)

URBACT III is an European Territorial Cooperation program, launched by the European Commission in the context of 2014-2020 cycle, promotes and finances the thematic networks of cities working to develop common solutions to contemporary urban challenges, reaffirming their key position in the face of growing complexity of corporate changes.

URBACT III, managed in France by the *Commissariat Général à l'Égalité des Territoires* and with a National Contact Point in the DGT *Direção Geral do Território*, has the **CCDR-C** the regional interlocutor for the Centro region of Portugal.

Projects financed under URBACT III is organised around four main objectives:

- To improve the **capacity** of cities to manage sustainable urban policies and practices in an integrated and participative way
- To improve the **design** of integrated urban and sustainable strategies/ action plans in cities
- To improve the **implementation** of integrated urban and sustainable strategies/ action plans in cities
- To ensure that practitioners and decision makers at all levels have **access to knowledge** and share know-how on all aspects of sustainable urban development

Eligible beneficiaries: Cities from EU 28, Norway and Switzerland, constituted in networks to which they can join partners such as Regional Authorities, Universities and Research Centre's

In the first call in 2015, the Agri-Urban project, was one of the 21 European projects approved under the URBACT program, and intended to rethink agricultural production strategies in small and medium-sized European cities, aiming to enhance innovation and new business models in the agro-food sector, focusing on job creation.

The municipality of Fundão was the only city in the Centro region that participated in this first call of the program URBACT III.

pliers): 7 322





Mayor Statement

Dr. Paulo Fernandes

"The participation of the Municipality of Fundão in the AGRI-URBAN project has been a unique experience of sharing and learning, which will greatly contribute to building a more sustainable path for our collective future.

We look at local economy valuation, job promotion and quality of life as central issues in public policy and this requires networking with the promotion of partnerships, synergies and opportunities.

Today, Fundão is known as a Land of tradition and innovation. As agri-food is the main economic sector of the county, characterized by products and producers of excellence, our territory begins to assert itself in several other fields related to industry and innovation.

The strategy aims to be as integrated and coherent as possible, and at the same time we want to project our products to the world, but also to strengthen its connection with the local community.

The short-circuits of production and consumption, a theme that we learn so much from the experiences of AGRI-URBAN, play an important role at a time when communities are particularly demanding about healthy eating, traceability, good practices, planning and rational use of resources.

I therefore welcome the definition of PUBLIC PLATE as the strategic axis of our Action Plan designed by the Local Action Group of Fundão, in order to effectively integrate local products into school meals for elementary and secondary schools in the municipality of Fundão.

It is a worthwhile project that will contribute to a healthier food in schools and to enhance local products, but in reality we have seen an even deeper and wider impact through the potential to decisively influence the community in a change of consumption habits that at all levels are advised.

On behalf of the Municipality of Fundão, I would like to thank all those involved in this project, by integrating the Local Action Group and all European partners, for kindness, hospitality and sharing.

On the part of the Municipality, you can count on total commitment and motivation in the implementation of the Action Plan – Local Products + Healthy Food = Happy Children. It will be another step on a journey that we are relying on everyone."

Paulo Fernandes

Mayor of Fundão

The Agri-Urban project

AGRI-URBAN is about rethinking agri-food production in small and medium-sized cities that have a relative specialization in agri-food production. Agri-food production is a mature industry that still continues to play an important role in terms of GDP, employment and environmental sustainability. That is why new growth potentials must be activated by means of innovation, new business models and strategies.

Agri-Urban is a URBACT network of eleven European cities from 10 European member states:

SPAIN: City of Baena (Lead Partner)

LATVIA: Jelgava

PORTUGAL: City of Fundão

CROATIA: City of Petrinja

WALES: Monmouthshire county Council

SPAIN: City of Mollet-del-Vallès

FRANCE: City of Mouans-Sartoux

BELGIUM: LAG Pays De Condruses

ITALY: City of Cesena

SWEDEN: City of Södertälje

GREECE: City of Pyli

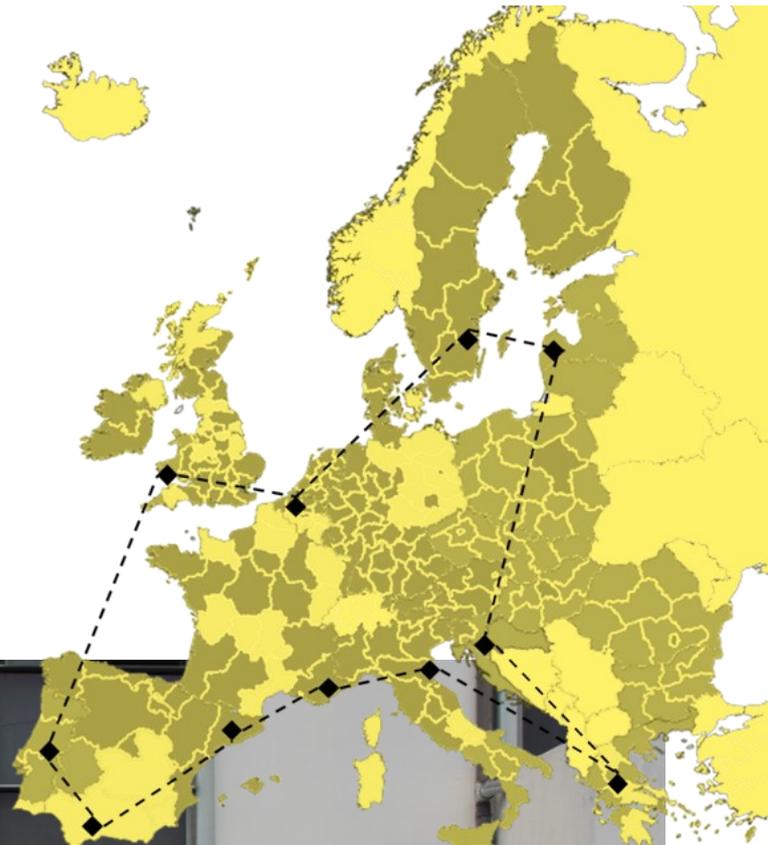


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AGRI-URBAN
TRANSNATIONAL
CONFERENCE
FUNDÃO
Thematic Workshop Phase II
07 < 10 june 2017

EXECUTIVE SUMMARY

The network intended to address initiatives related to short-circuit production and consumption, land access and employment for young people in agriculture, training policies and support for the inclusion of new producers, urban agriculture, organic products or planning related to agricultural soils.

The main objective of the project is to seek new urban-rural relations, through a focus on integrated urban development and job creation. Among the partners, there are success stories in the implementation of short circuits of production and consumption, introduction of organic foods in school menus, rural land access and entrepreneurship.

Fundão was distinguished by the territorial promotion approach based on its endogenous resources of excellence, which the Municipality has been developing with recognized merit and success, as the case of cherry since 2004, or in 2012, the creation of Fundão Producers' Club, in order to facilitate the internationalization of the products of excellence of the council.

This project is an opportunity to now look at the internal market.

The experience of this participation in the Agri-Urban project has led to the consolidation of a strategic direction of the PUBLIC PLATE to support local producers, i.e. it aims to contribute to boost the activity of local producers through the institutions that provide school meals in the county of Fundão.

This focus was chosen and outlined by the LOCAL ACTION GROUP, meeting monthly. This has opened up a greater collective awareness of the importance of healthy eating, particularly in childhood, because it requires more attention, since it is at this stage that the human body is in full development, and the continuous practice of inadequate diet can develop nutritional deficiencies.

The vast majority of the school meals in the municipality of Fundão, from pre-school to high school, are supplied by specialized companies, or by other contracted institutions such as IPSS, restaurants, associations, etc., and that their suppliers have nothing to do with the introduction of organic farming products or local products.

With this ACTION PLAN, we want to bet on a healthier diet in public schools, based on criteria such as organic production and sustainability, as well as nutritional and public health ratios, and also allow the possibility of contributing positively to the valorisation of productions and local markets, and in this way, enhancing the dissemination and consumption of local products.

1. BACKGROUND AND POLICY CONTEXT

1.1 City Profile

The city of Fundão is an important local centre of industry and services, mainly micro and SMEs. Around it lies some of the most fertile land in the region, in a large valley (Cova da Beira) between the Gardunha and Estrela hills, where the Zêzere River starts its way towards the Tagus. The most significant productions are cherries, peaches, olive oil, wine, wood pulp and vegetables.

The geographical reality of the Municipality of Fundão covers a set of 23 parishes, with an approximate area of 701.65 Km² and a population around 30000 inhabitants (15000 in the city) and integrates them into the designated region of Cova da Beira that, although its peripheral position on the national context, has had an increasing and undisputed ability to uptake and to attract investment through the specificities of its economy, through interventions in the field of infrastructure and equipment, for its functional organic structure which enables convergence of fields of knowledge as teaching with agriculture, tourism with energy, combining solutions in the regional context that affects the national scenarios and propagates a transnational horizon.

Some of the most important wolframite mines in the world (a mineral source for the element tungsten) are explored within its municipal limits. Other important mines extract lead and tin. High quality mineral water is bottled from several sources. The Industrial area developed various industries and trades of interest to the national level as the transformation of wood, granite, glass and a special investment in the french and swiss industries of polished pieces of watch and jewellery, the textile fabrics have also great importance. In this region there are several hotels and restaurants with touristic relevance.

The diversity of characteristics of its soils allows the production and exploitation of endogenous quality products. **This place currently possesses the largest cherry production in the country, due to weather conditions provided by altitude and by solar exposition. Also noteworthy are products as the chestnuts, honey, wine, olive oil, cheese, wild mushrooms, sausages, that always have been at the base of the gastronomic culture of the local population.**

In the scope of the work developed by the municipality of Fundão, in broad partnership with a group of entrepreneurs in the agro-food sector, resulted the creation of the **Fundão Producers' Club**, brand aggregating a set of endogenous products of excellence of the council. The strategy includes participation in national and international fairs, creation and development of new integrated products, opening shops, training plan for entrepreneurs, business missions, inverse missions, development of partnerships, among many other initiatives.



As the result
through awa

- ⇒ Municipali
- ⇒ First place
- "Developm
- ⇒ Municipali



As a result of the strategy of the last 4 years, the Municipality of Fundão has been publicly recognized for the awarding of several prizes:

• Municipality of the Year 2014 in the Centro region

• Winner of the competition "European Awards for Business Promotion 2015", in the category "Improvement of the business environment", organised by IAPMEI and European Commission.

• Municipality of the Year 2016 – National level.

1.2 Socio-Economic Background

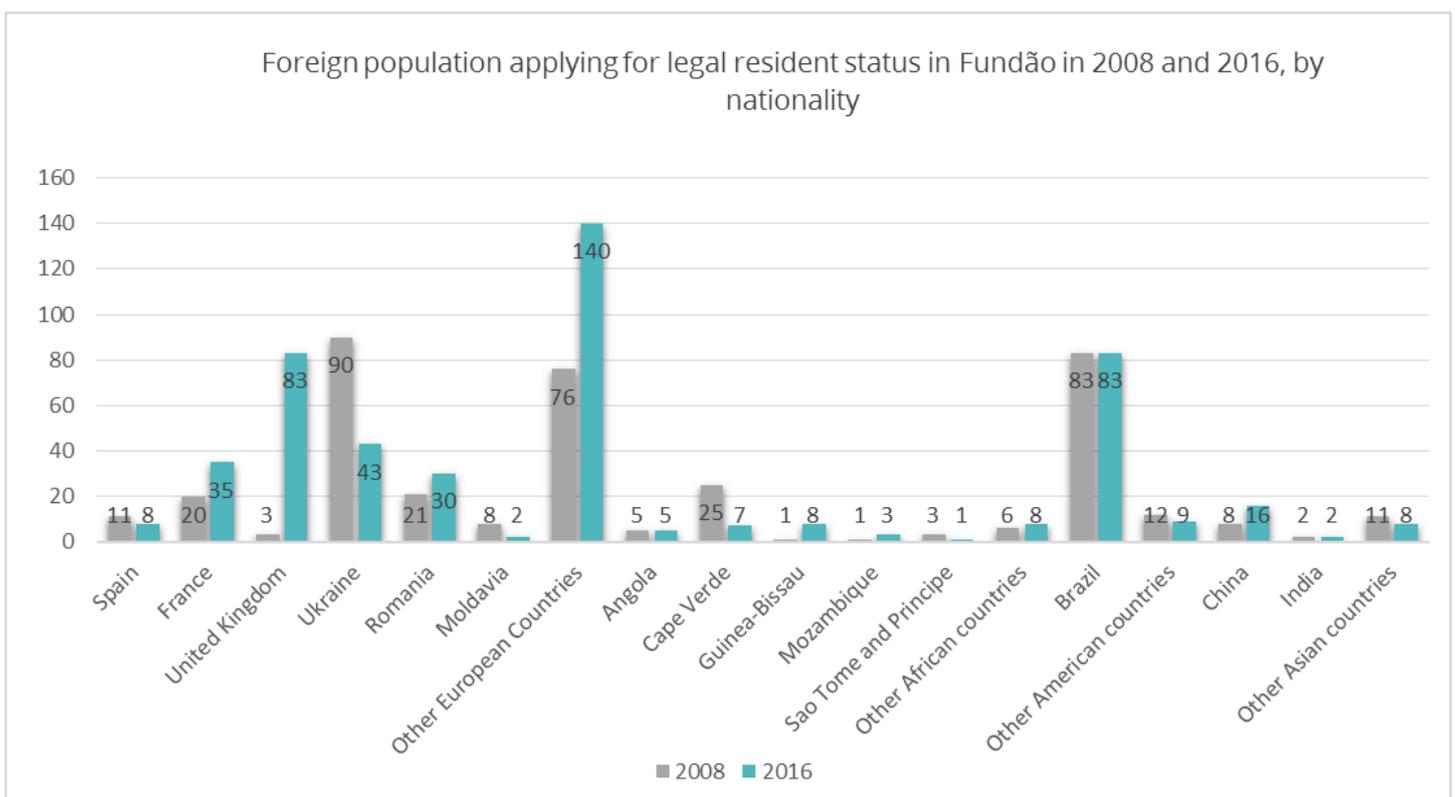
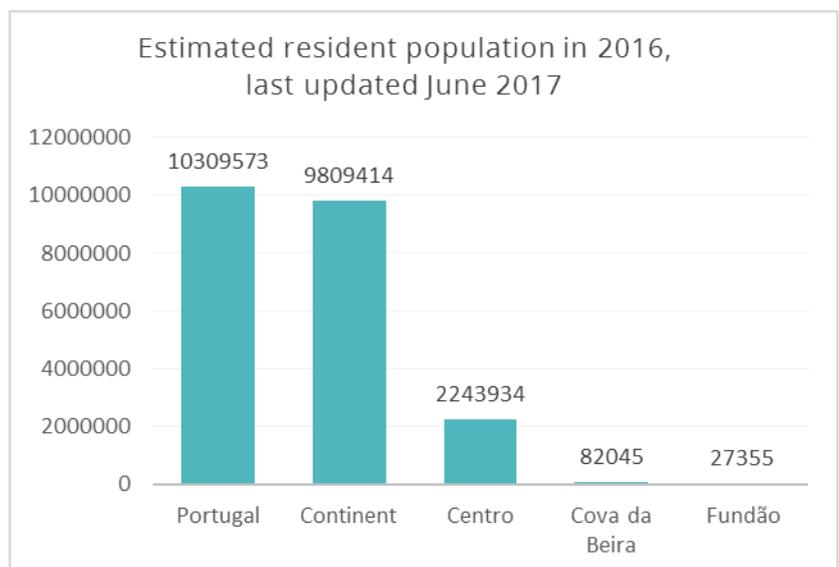


DEMOGRAPHY

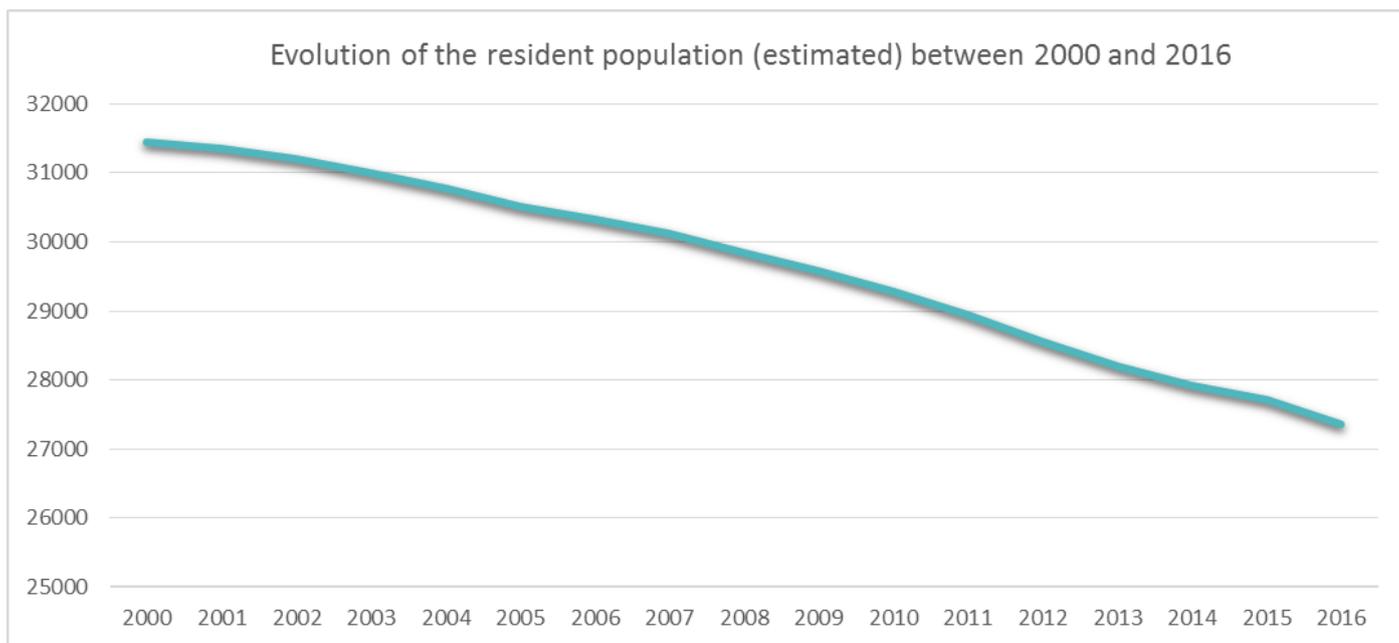
Demography have been one of the biggest political problems in the region and in the city of Fundão for a long time.

In 2016, the estimated resident population in Fundão is 27.355 inhabitants, equivalent to:

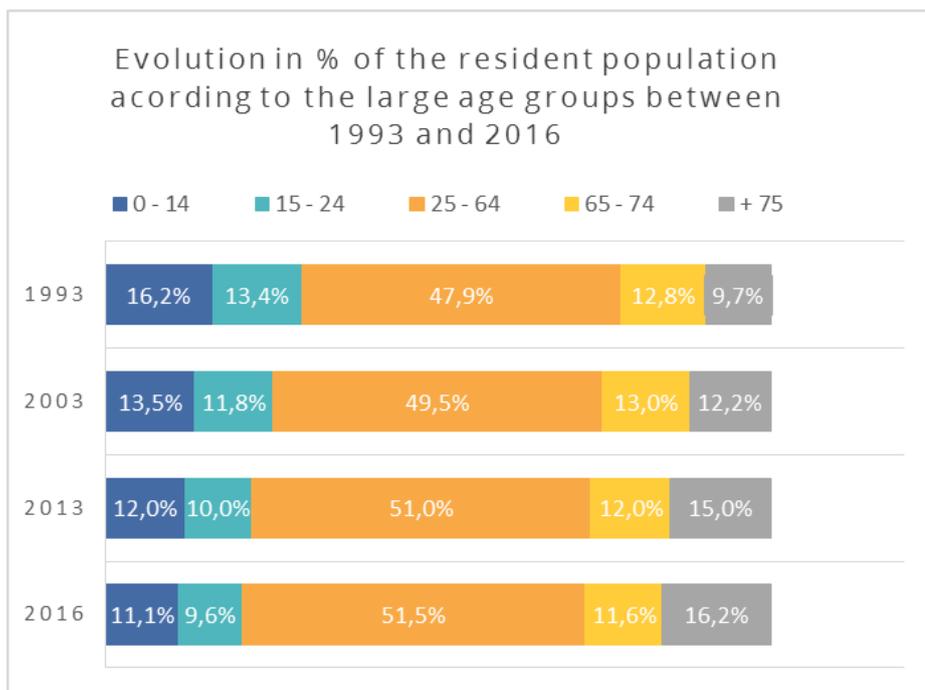
- 12,5% of the population of Beiras and Serra da Estrela (NUT III) with 218.961 inhabitants;
- 1,2% of the population of Centro Region (NUT II), with 2.243.934 inhabitants.
- In Fundão, 1,8% of the total resident population (27.355 people) is a foreign population that requested legal status of resident (492 people).



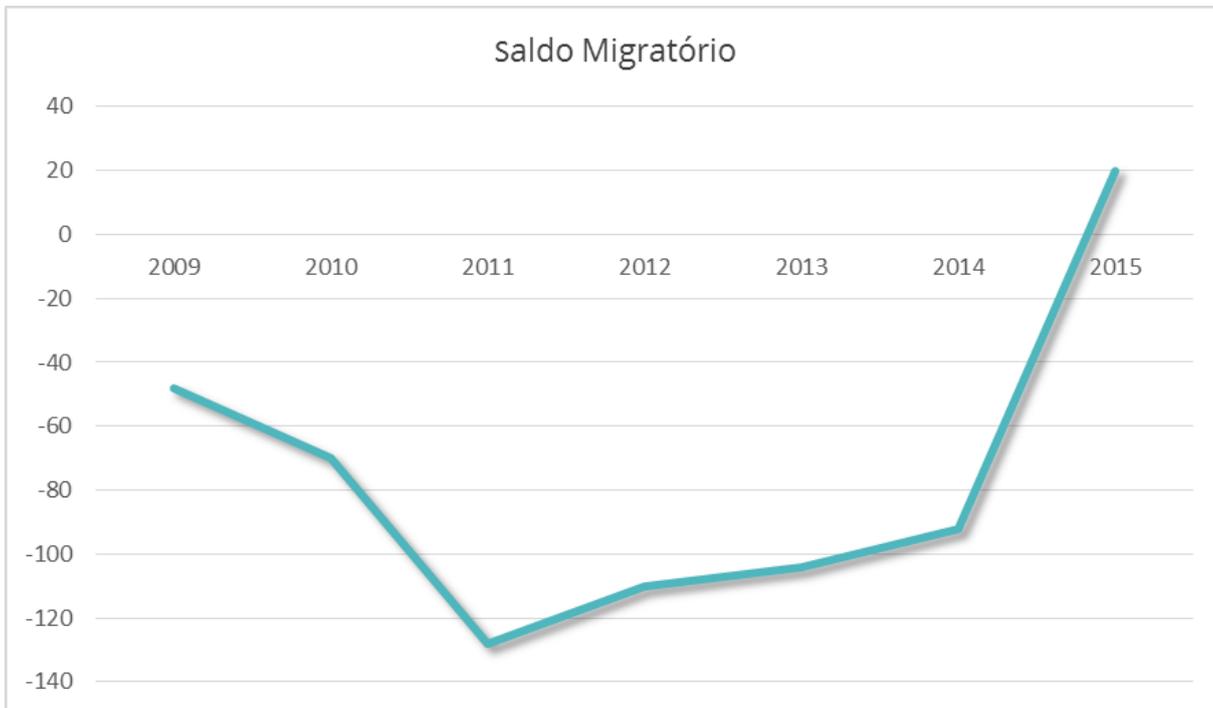
- Between the census periods (2001 and 2011), Fundão showed a decrease population of 7.70%, a tendency that is in line with the Centro Region. In the period between 2011 and 2016, the rate decreases to 5.47%.



- In 2012, 51,4% of the population of Fundão was concentrated in the age bracket of the 25-64 years, followed by the age group 65 or more years with 26,9%.
- In the last decades, there has been a decrease in the younger classes, which reflects a very clear and growing trend towards an aging population. It is important to note that the number over 65 years old (7609 in 2016) exceeds twice as many children and young people aged 15 or less (3030 in 2016). **Characteristics of a rural area in which the young population immigrates to greater cities or foreign country in search of better job opportunities.**



- ⇒ Accentuated decrease of population
- ⇒ Reduction of young population
- ⇒ Index of aging much higher than the national and regional average
- ⇒ Foreign population increase



The county of Fundão has suffered over the last few years a great decline in socio-economic terms due to several economic factors, among them emigration.

Despite being a county with a high ageing rate, the city of Fundão did not suffer the population decline of the rest of the county, since it welcomed a good part of the population from its interior, having a considerable number of young people whose parents work here or reside. To add to this, we have, for the first time and over many decades a positive migratory flow, starting in 2015.

The **Fundão Innovation Plan**, created in 2012, favoured an investment in the policies of creating social value: attracting investment, repositioning products such as the Fundão's cherry, creating jobs, attracting human capital, etc., Betting on models of Consortium that brought greater participation among universities, polytechnics and technology centres, that stimulated local democracy and captured new companies and businesses.

The Innovation Plan allowed a double benefit: **attracting new people to Fundão and creating new jobs, in new areas and of high qualification, at the same time were requalified buildings of the historical centre.**

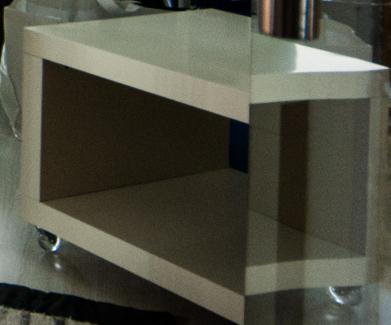
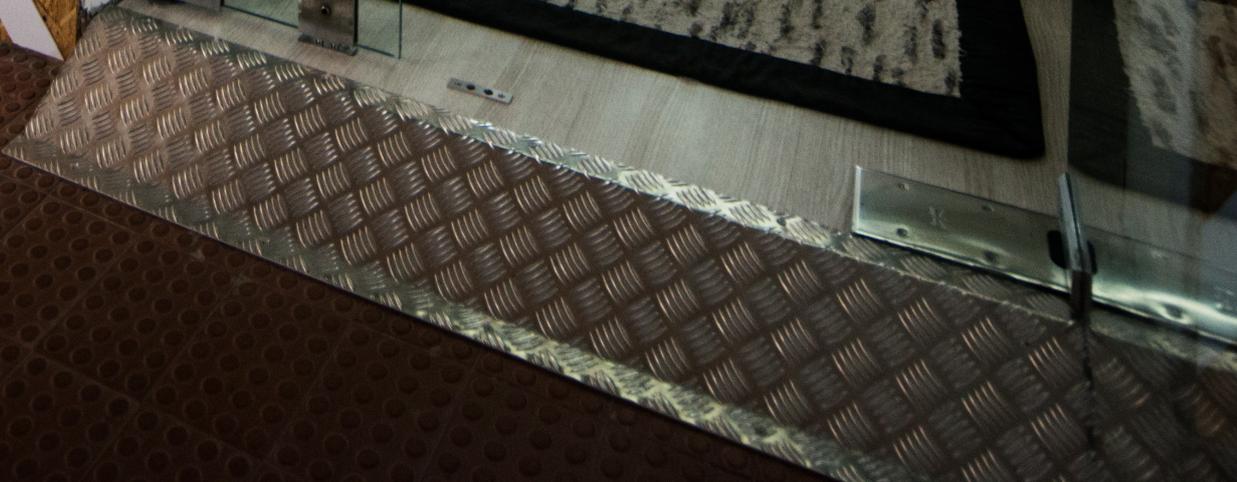
It can be stated that, the Innovation Plan had a positive influence on the migratory balance.



- ⇒ Positive migratory balance in 2015 and 2016 - 1st time since 2001
- ⇒ Natural balance - loss of 200 people per year!
- ⇒ Active working age population increasing.

ARMAZÉM

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Labour Availability: Potential for Reconversion is another bet by the Municipality of Fundão

BUSINESS & LABOUR MARKET

Unemployment rate	2009	2013	2016	2017
Nº	1456	1892	1552	1157
%	8%	10,9%	9,1%	7,3%

Unemployment rate at Fundão falls to lowest level since 2009

In December 2014, with regard to age segments, the unemployed population of Fundão is mostly in the range of 35-54 years, representing 44% of the total, following the age range of 55 or more years, with 24% in total unemployed population.

In line with the above-mentioned, most of the unemployed in Fundão are seeking new employment (87%), with the remaining 13% looking for the first job.

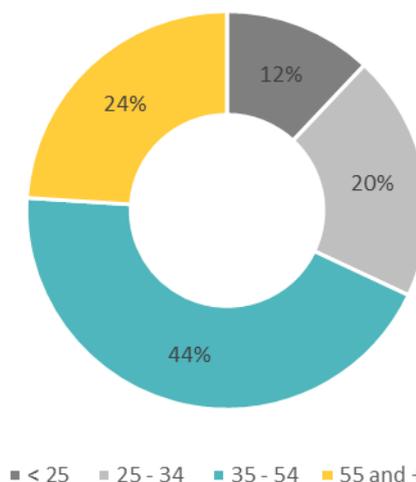
The Fundão's unemployed population is concentrated in the age range of 35 to 54 years, is mostly looking for new employment and 64% is coming from the service sector.

In 2011, Fundão has an active population of 12,246, which represents 32% of the active population of Cova da Beira.

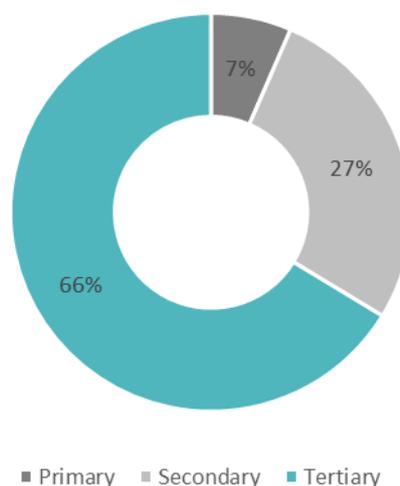
Fundão employs mainly in the Tertiary sector, in line with Cova da Beira, Centro Region and Portugal.

The majority of the population is employed in the tertiary sector (66%), followed by the secondary sector with 27% of the employed population in 2011. This trend also occurs in the remaining municipalities of Cova da Beira (67%) and the Centro Region (66%).

Unemployed population in Fundão according to age group, in 2014



Employed population by activity sector in 2011



CENTRO DE
**NEGÓCIOS
E SERVIÇOS**

ALTRAN



- ⇒ 2,000 unemployed at peak of crisis in 2012
- ⇒ 1,157 unemployed in December 2017
- ⇒ Active population: from 2011 to 2016 we rose from 60.8% to 65% while the region and country were always downloading.

Jobs created since May 2012:

- ⇒ 300 in the luxury products industry (precision metalworking)
- ⇒ 100 in the textile industry
- ⇒ 200 in the agri-food sector
- ⇒ 200 in the social economy
- ⇒ 500 in the ICT sector (new area of employability)



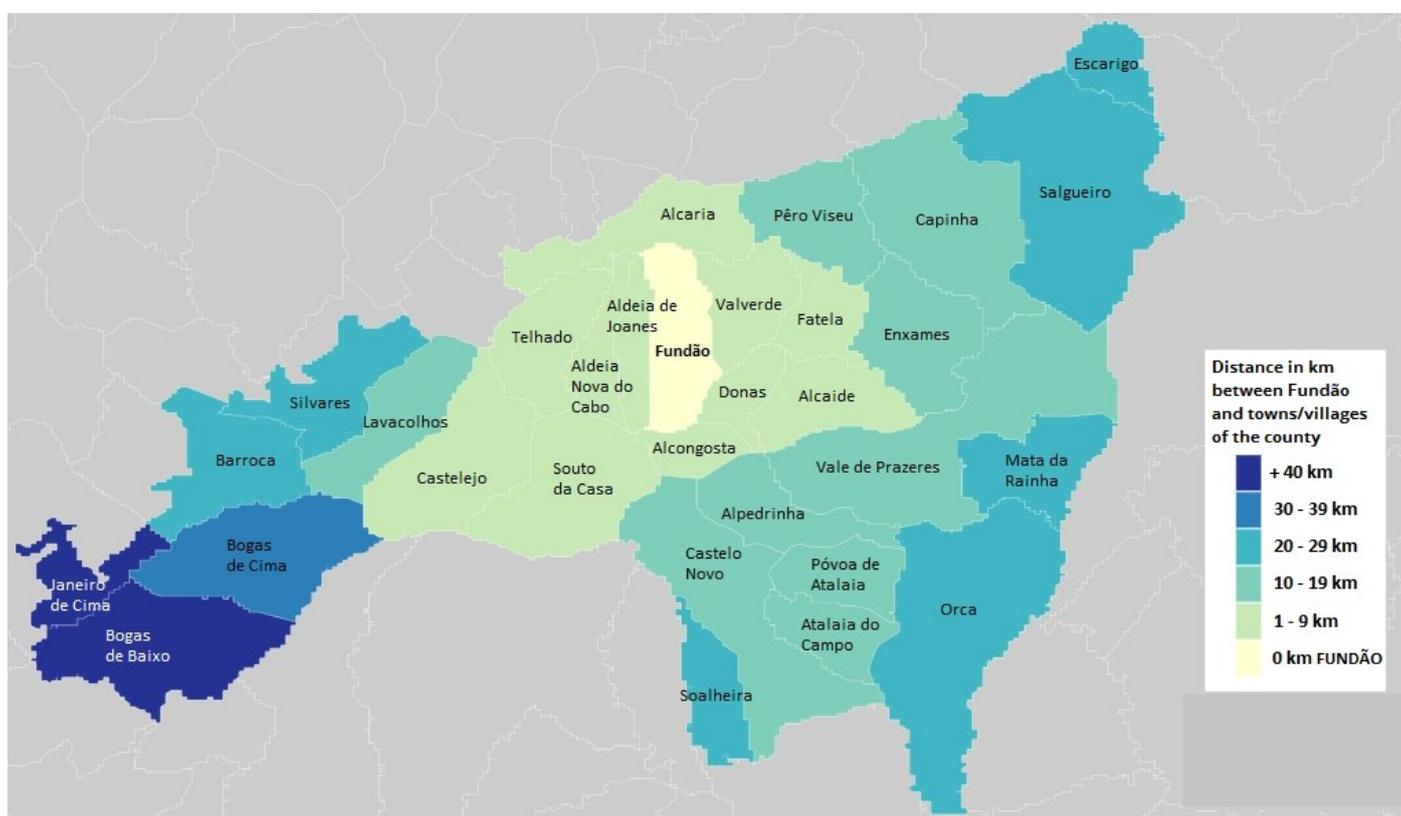
Fundão occupies an area of 700 Km², in which 23 parishes are distributed.

The territory is quite different, from parish to parish.

TERRITORY AND SOCIOECONOMIC CONTEXT

The following map, characterizes the distance in km, between the county seat, the city of Fundão and the parishes. The nearest village is Aldeia de Joanes with 1 km and the furthest with 54 km is Janeiro de Cima.

There are, still today, some difficulties in the connection of the urban centre of the city of Fundão to the bordering parishes.

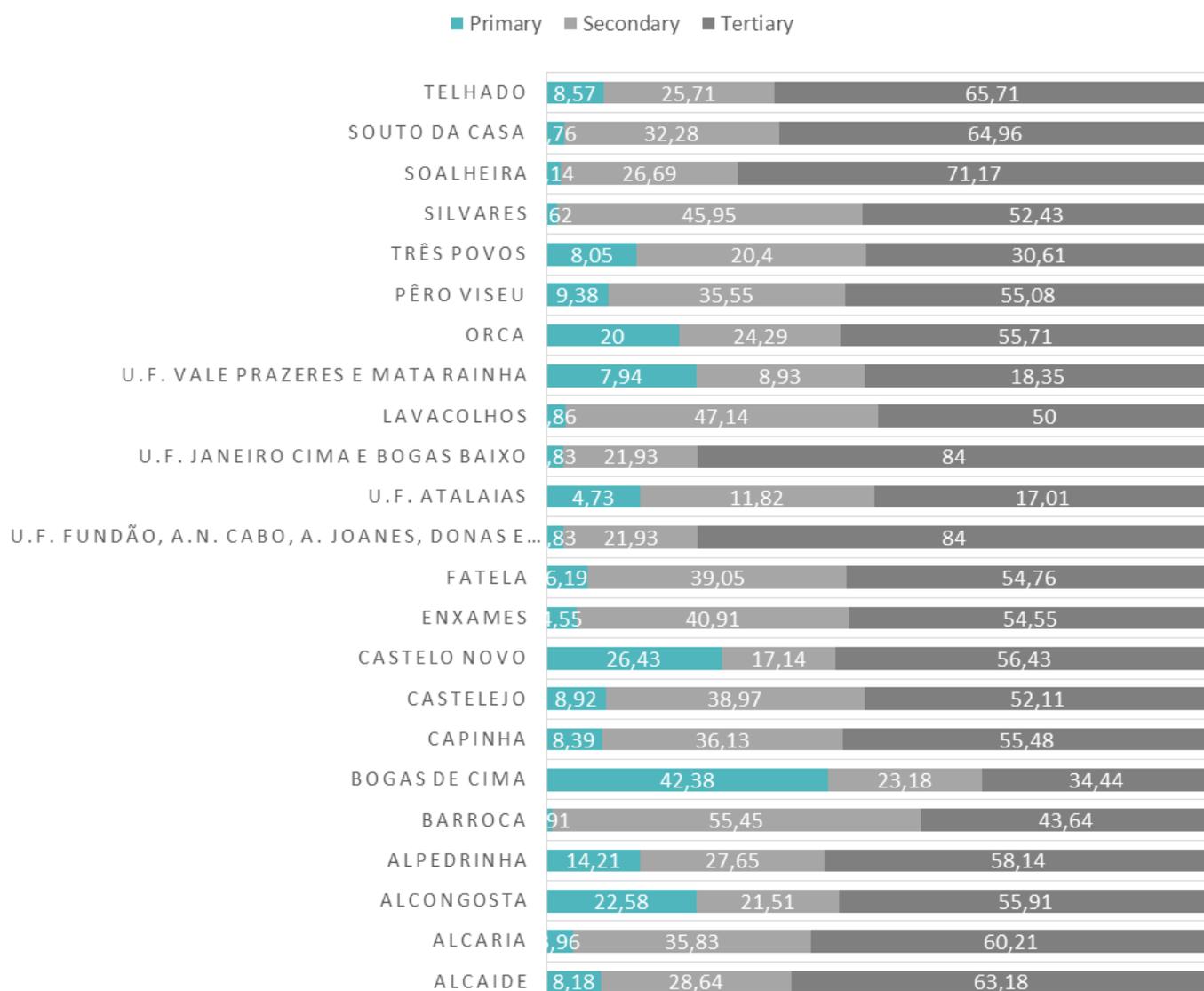


The municipality presents a clearly concentrated settlement in the urban sector, as is the case in the territories with low density characteristics. The Union of parishes Fundão, Valverde, Donas, Aldeia de Joanes and Aldeia Nova do Cabo, concentrates around 45.99% of the total resident population.

From the observation of the next graph of the distribution of employed population by the activity sectors, it can be concluded that the primary sector, once the driving-force in the countryside, employing tens of thousands of people and feeding others, is an increasingly less important sector, being obvious “migration” to the secondary sector, but especially to the tertiary sector. The percentage of population in the tertiary sector is also an indicator of human and social development of a country, **although it is now clear that a country's true wealth, self-sufficiency, and economic independence come from agriculture and industry.**

The majority of parishes of Fundão have in the tertiary and secondary sectors, the main employers of the population, the primary sector being not very representative.

% Population by Activity Sector in 2011



There are some parishes, as is the case of **Alcongosta**, where **Agriculture is the source of income of 22.58% of the employed population, saving itself that this is actually a parish where the cultivation of Cherry is the motor of economic growth at local level**. Also, the parishes of Orca, Bogas de Cima and Castelo Novo have a significant weight of the primary sector (20% to 42%).

The parishes of Schist (Silvares, Barroca and Lavacolhos) have a very significant weight of the secondary sector (+45%), related to the expression of the extractive industry in this territory.

It is highly probable that **the primary sector is becoming increasingly less expressive**, either because of the disappearance of the generation that was dedicated to family and subsistence agriculture, or because of the gradual modernization of society, and the population of 21st Century seeks more "attractive" jobs.



Currently, the production of cherry leads the local economy of the county, even reaching results over 20 million euros per year. This is a productive activity that already counts on more than 300 local producers that ensure more than 2000 jobs per season.



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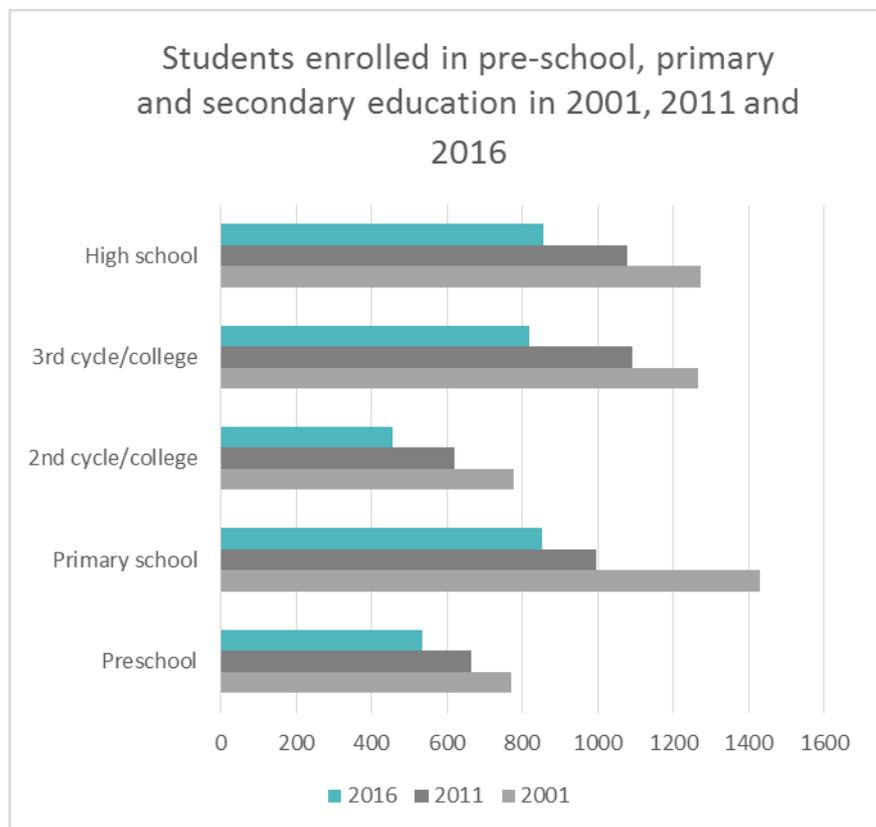
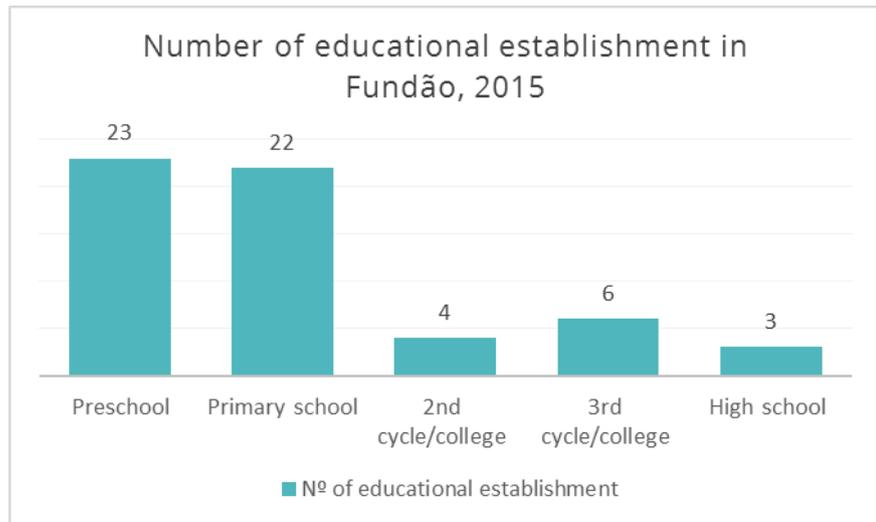


Fundão has a network of educational institutions, and the participation rate in professional courses in high-school education is higher than the regional average.

Portugal has promoted policies of decentralization at local and school level.

The municipality of Fundão has established agreements (meals, non-teaching staff) with the Ministry of Education to manage with proximity the valences of the county, **from preschool to 1st cycle/primary school.**

Nº of Students (public and private) in Fundão	2016
Preschool	534
1st cycle/primary school.	851
2nd cycle/college	456
3rd cycle/college	820
High school	857
TOTAL	3.518



- ⇒ Reduction of the school population
- ⇒ Pioneer program to combat school failure
- ⇒ School Park Requalification
- ⇒ + €5 million for works and implementation of the plan to combat school failure.



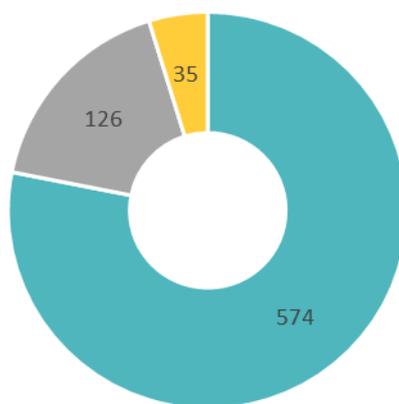
CANTEEN

Public canteens with vegetarian option from June 2017.

The law that defines the obligation to offer at least one vegetarian meal option in canteens and public canteens was approved on March 3, 2017, at the Portuguese Assembly of the Republic.

Nº of Entity that makes meals (Basic School)	2017
IPSS (Private Social Solidarity Institutions)	26
Concession Company	2
School	1

Food-producing entity, daily total number in 2017, daily total number in 2017 (1st Cycle)



■ IPSS ■ Concession Company ■ School (EB1 Silvares)



➔ 735 Meals per day
 ➔ 126 420 meals served in the school year (172 school days)
 ➔ The school EB 2/3 Silvares, is the only school in the county that has its own kitchen



735 meals per day

About 735 meals are served daily in primary schools, dispersed throughout the territory of Fundão.



29 canteens from 1st to 4th year of primary school

There are 29 canteens serving first and fourth grade students. Of these 1 is managed by the school itself and 26 by the IPSS to which they belong. 2 are concession by the ministry to a private company.



For students a meal costs up to € 1.46

A student in step A does not pay to eat at school, the rest pay € 0.73 or € 1.46 depending on belonging to step the B or C level of the School Social Action



State comparts up to €2.50

For a meal in canteen, the state (Ministry + Municipality) shares up to €2.50, by the maximum regulated amount.



Program to generalize the supply of school meals to students of the primary school

The terms and conditions for implementing the program are discussed annually between the Municipality and the local partners (IPSS and schools).



Who decides what to cook?

The menus are soon defined at the beginning of the year by the school (direct management) or in conjunction with the company (if it is a concession) or IPSS and follow guidelines of the Directorate-General for Education and the specifications.



Who controls the quality?

First of all the school, but also the health delegate, the Director General of school establishments, the Directorate-General for Education and the ASAE. Companies ensure that they do too.



What penalties are planned?

The specifications establish a series of rules and obligations, as well as penalties and, on the limit, provides for the termination of the contract when the fines reach 20% of the overall value contracted.



1.3 Policy Context

About ten years ago, the municipality of Fundão assumed **the intransigent defence of its territory and its endogenous products as a strategy for affirming and developing its local economy, based on the perception and analysis of the potentialities of the county.** The strategy went through the creation of a set of anchor events associated with the local / thematic products, both in the city and in its surrounding villages, in an annual calendar that was also fundamental for the Region. Examples include: **Cherry Festival, Cheese Fair, Chocalhos - Transhumance Paths Festival, Míscaros - Mushroom Festival**, among others, which, throughout the 365 days, accompanying the seasons, are animating and functioning as a showcase, for a wide audience, of those who are our products and producers.

Tradition is visible in the hands skills of the people of the county. The PDO yellow cheese of Beira Baixa, the wine, the olive oil, the sausages, the sweets.

Combining tradition with innovation, Fundão developed new products that would prove to be the ex-libris of the municipality - the cherry - like the Cherry Pastel, the Cherry Bonbon of Fundão, among other products.

In 2006, in order to respond to the installation of several companies that wish to innovate and combine technology to the service of community, of the environment and economy, together with the agro-alimentary sector value, the **Cova da Beira Supply Market (MACB)** building was adapted to this end , resulting in its functional spaces in a varied configuration to respond to the diverse nature of the installed activities; Business hosting space for services; Boxes; Training room; Warehouses with and without refrigeration chambers.

In 2012, in order to affirm the products and brands of excellence of Fundão, guiding them fundamentally to external markets, a **Producers' Club** in the agri-food sector was created. Sharing the costs of promotion in particular, marking presence in international markets and fairs, the Municipality is currently launching some of its brands and companies into new export markets and new consumers such as China, Japan, Brazil and the Middle East.

The Producers' Club bets are:

- Promote the affirmation of products and brands of excellence of Fundão;
- Conquest of new export markets;
- Creation of synergies between agents of the agri-food sector

2004

TO BET ON THE ENDOGENOUS PRODUCTS AND POTENTIALITY OF THE MUNICIPALITY



2006

TO BET ON ENTREPRENEURSHIP



2011

TO BET ON THE ALLIANCE BETWEEN TRADITION AND INNOVATION



2012

TO BET ON COOPERATION & INTERNATIONALIZATION



The City Council of Fundão, inaugurated in July 2017, together with several institutions in the region, the **Cova da Beira Training Centre**, with the objective of qualifying labour in the agri-food, new technologies and polishes of different materials .

Agriculture was considered an economic activity with little relevance and without future, the result of erroneous public policies. Nowadays, the positioning is different and the agri-food and forestry sector is dynamic, propelling new technologies, strategic and with sustainable future.

Projections on the labour market in the European Union by 2025 show that 26% of employment opportunities in Portugal reside in agriculture and an opportunity for young people.

Agriculture is increasingly a technological and knowledgeable activity, whose sustainability depends on the ability to harmonize the productivity, technological and environmental issues, without neglecting its economic and social structure. Undoubtedly, the country's future depends on the competitiveness and internationalization of agroforestry companies and products, stimulated by the increase of R&D in partnership with the companies and entities of the scientific system.

This articulation is crucial to meet the main challenges of the sector, and in Fundão, its last bet is **a field of experimentation and demonstration of Internet of Things (IoT) and robotics for agriculture**.

Several dozen projects and start-ups will have the opportunity to test in real environment the applications they develop for the agricultural sector.

Taking advantage of the entrepreneurship and innovation ecosystem that has been created in Fundão in recent years, companies in the field of experimentation can take advantage of the potential of the Biotech Plant Lab of Beira Interior, recently created in the old seminary building, in Gardunha .

2017

TO BET ON TRAINING AND REQUALIFICATION



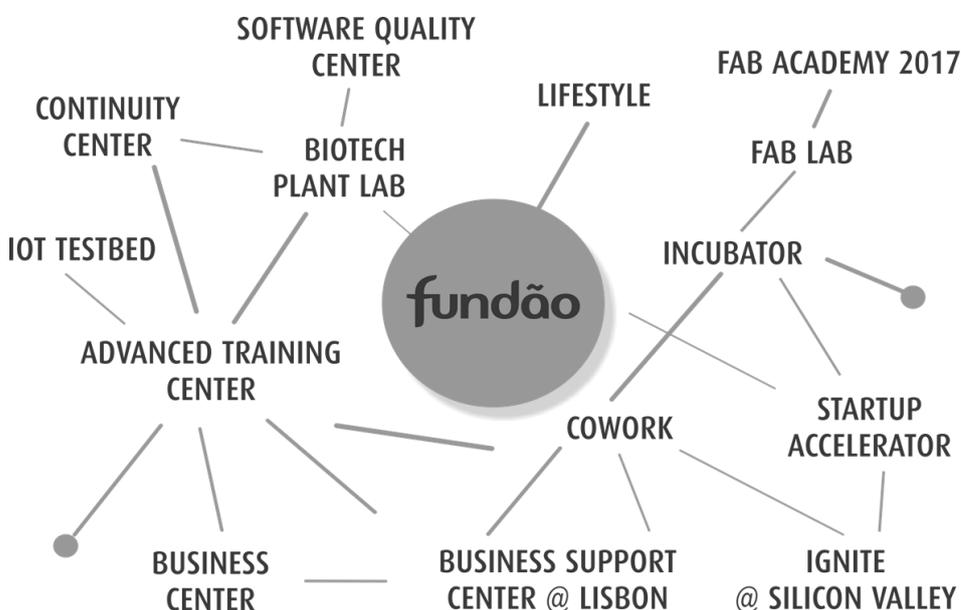
2018

TO BET ON R&D - ROBOTICS FOR AGRICULTURE.



IoT Testbed

fundão
plano de inovação



The agri-food sector is one of the four investment areas defined in 2012, whose results are already visible, notably with respect to the cherry row and the agribusiness line.

Funding Hub

Facilitation in fundraising and investor contact



Business Incubation Centre

Incubation space for business ideas and company installation

Open Lab

Testing and experimentation of IOT technologies in rural-based activities



Agro Cen

201



Scale-Up Seminars

Program for accelerating and converting ideas into business

Networking Factory

Creation of a network of mentors and specialists and organization of annual

IoT
Centre

18



IoT Showroom

Demonstration spaces of the technology created and development in the Centre



2. VISION AND EXPECTED RESULTS

2.1 Our Vision

About six years ago, Fundão was challenged to become the first fully “open” municipality in the country: open to young people, to creativity and innovation, open to business, entrepreneurship and “by wanting to do”. Open to new cultures, new ways of being and living in a territory in which we can easily associate a context of urban existence with the best and healthier of the wealth rural, natural, heritage and historical, with the respective gains in term of quality of life.

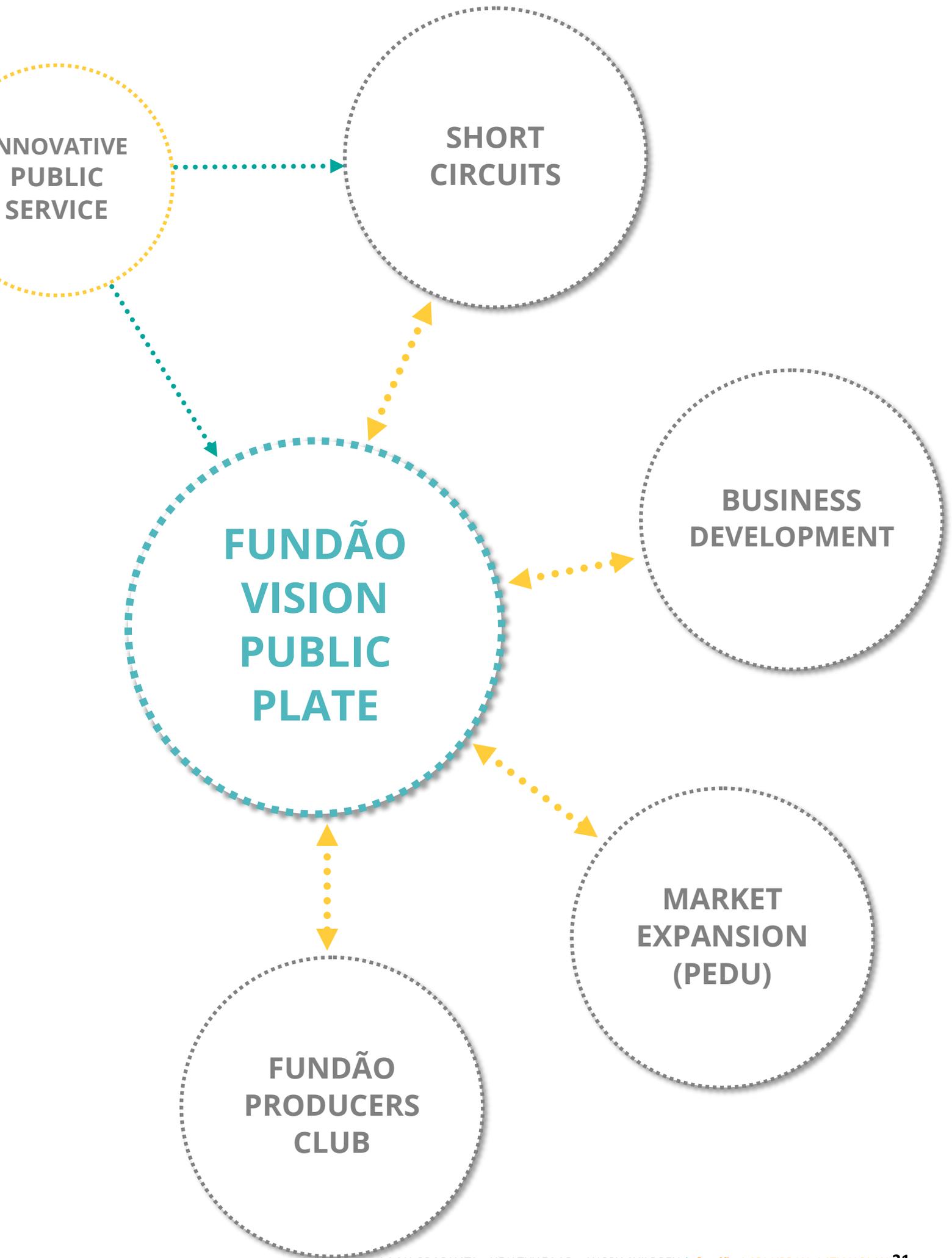
Now, thanks to the experience of the European partners of the AGRI-URBAN project, and the working method in co-creation with the LOCAL ACTION GROUP, **Fundão is faced with the challenge to implement a strategy for the PUBLIC PLATE**, namely - **more sustainable and with organics products**. The LAGs prefers before calling **HEALTHY PLATE** or **HEALTHY CANTEEN**.

The large majority of school population’s meals of primary and secondary education in the county of Fundão are provided by specialized companies, such as Uniself and Gestal, or by IPSS. A strategy for the **HEALTHY CANTEEN** is something that can be quite comprehensive, in terms of influencing **SHORT CIRCUITS**, influencing **BUSINESS DEVELOPMENT**, and then there will be connection with other areas, such as the Producer’s Club and the markets will play here a key role.

Our vision is to contribute to boost the activity of conventional and organic local producers, through institutions that provide school meals in the municipality.

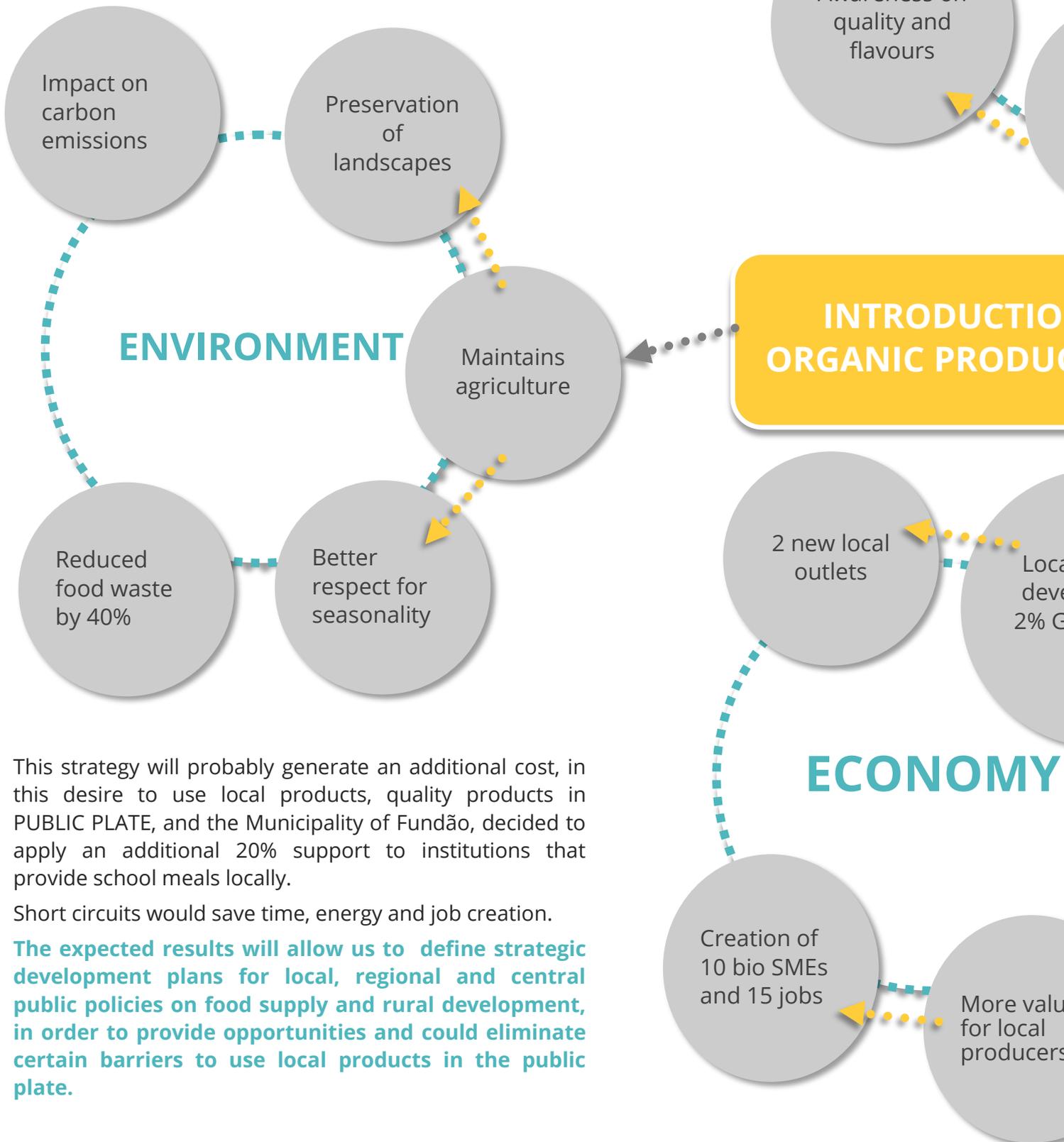
An incentive to implement the Action Plan (IAP) is a 20% increase in the amount of funding allocated to the institutions (IPSS) with which it has filed the supply of school meals, since they acquire most of the goods from local producers. The objective is to, through an innovative way, with the creation of FUNDÃO APP, **produce a new model to support the short circuits of commercialization**. On the other hand, the municipality will also be economically valuing all those who, through the contracting process with the City Council for school meals, can purchase, in a verifiable way, thanks to the APP, products originating in the council. In a certain way, it is an interesting method of using public money to help leverage local markets and local producers to boost sales. There is also the social, environmental and promotion value of the local economy, which this measure ends.

This IAP connects in terms of its strategy with our PEDU - STRATEGIC PLAN FOR URBAN DEVELOPMENT. The **Axis - City MARKET** - in the valorisation of local markets of proximity through the improvement of infrastructure and equipment to support its operation, has a connection with the support to the SHORT CIRCUITS that is intended in the AGRI-URBAN ACTION PLAN.



2.2 Expected Results

The **introduction of local products into the PUBLIC PLATE** will contribute to a local sustainable development, and will have impacts on the three pillars (economy, environment and social), but also in politics and health.



This strategy will probably generate an additional cost, in this desire to use local products, quality products in PUBLIC PLATE, and the Municipality of Fundão, decided to apply an additional 20% support to institutions that provide school meals locally.

Short circuits would save time, energy and job creation.

The expected results will allow us to define strategic development plans for local, regional and central public policies on food supply and rural development, in order to provide opportunities and could eliminate certain barriers to use local products in the public plate.

HEALTH

Improving health
(↘ obesity)

Increase of fresh products by 80%

POLICY

Best image of the Territory

INTEGRATION OF LOCAL AND GLOBAL PRODUCTS IN PUBLIC PLATE

Interconnection between schools / producers

Local economy development + GDP primary sector

Develop access to local products

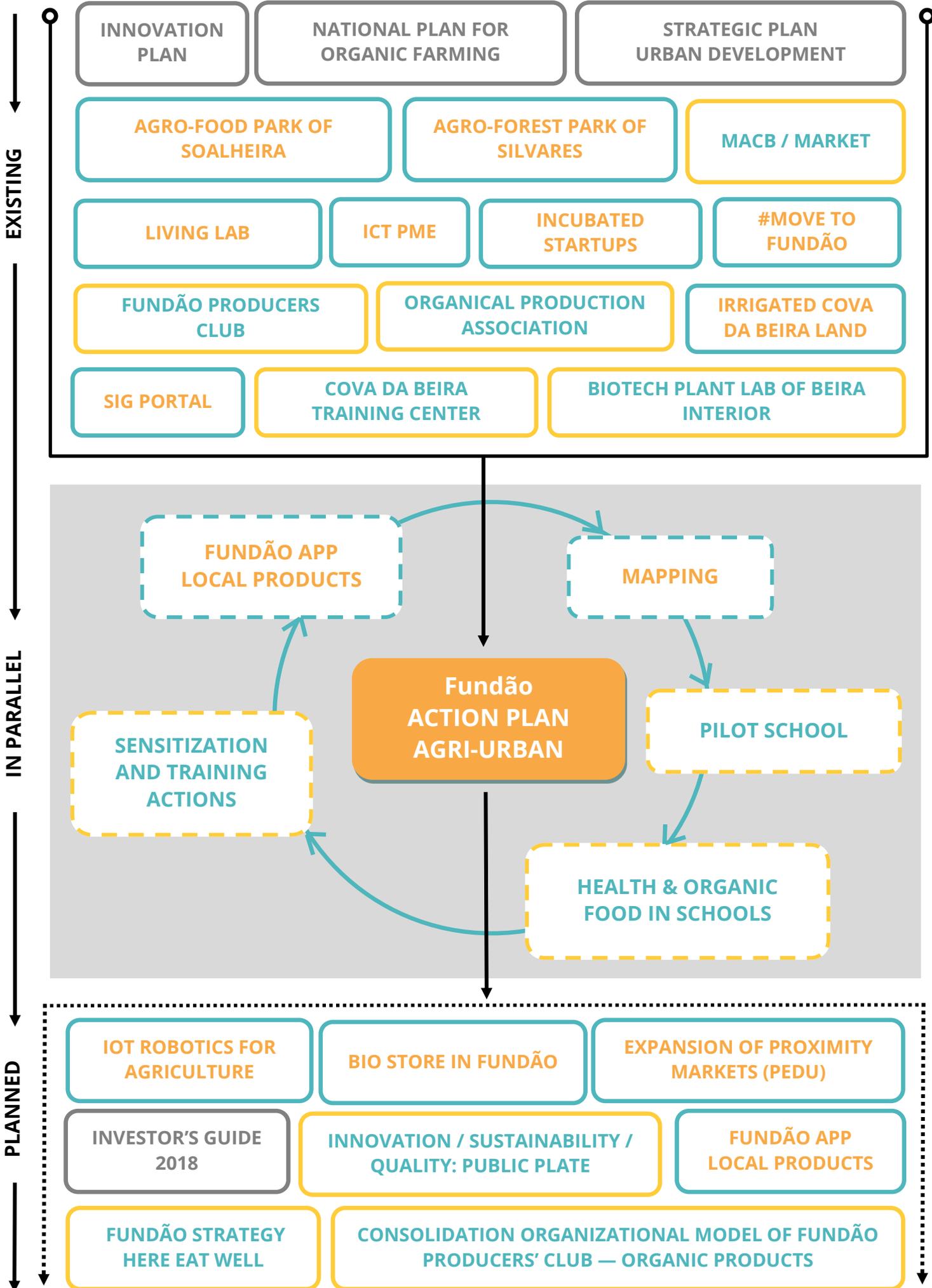
Provide an INNOVATIVE public service

SOCIAL

Reduction of private intermediaries

Work appreciation of producers and cooks

Reducing social inequalities access to food





AGRO-FOOD SECTOR:

- ⇒ About 1,000 permanent jobs
- ⇒ Need for 300 people in each harvest season - creation of the Temporary Job-hosting Centre
- ⇒ Weight in local economy: 100m € per year
- ⇒ Cherry: 20m € per year/private investment of 5m € each year / 200 new hectares every year - 10% increase per year
- ⇒ Almost 50m € of private investment since 2012, including biotechnology
- ⇒ Projects approved at PDR2020 in 2016 for Fundão: 9m €
- ⇒ Investment in the empowerment and reinforcement of CERFUNDÃO and the expansion of the Supply Market of Cova da Beira (MACB)
- ⇒ Importance of the Fundão Producers' Club for internationalization - about 100 new business contacts
- ⇒ Creation of the Biotech Plant Lab of Beira Interior
- ⇒ Conclusion of the irrigated Cova da Beira land and realization of works for the creation of the irrigated of the South Gardunha
- ⇒ Future actions already planned: creation of biotechnology accelerator and installation of experimental fields.



2.3 The Change

In January 2018, in the partner city of Mouans-Sartoux, the Municipality of Fundão participated in the official creation of the **EUROPEAN CLUB ORGANIC FOOD TERRITORIES**, which involves seven countries and sixteen European cities, whose objective is to connect European territories to make food sustainable, a pillar of agricultural, economic, social and public health development. The integration of this network, proves, in sum, the municipal interest in taking this IAP in its implementation.

One of the focus of this ACTION PLAN, is to provide the canteens of the county schools, biological and quality food, improving the meals consumed by students, and also associate this consumption with local production, rewarding effectively those who produce with quality and certified way, for this 5 strategic actions have been defined.

One of them, the action **# 2 PILOT SCHOOL**, being the EB 2/3 SILVARES School (under the umbrella of Grouping of Schools Gardunha and Schist) is already a reference in the local context, and is one of the 348 canteens in the country that is still managed by the school itself, and unique in the county. The Silvares school was resisted to delivery the canteen management to catering companies, or other entities. These hold the autonomy to launch public tenders, in each calendar year, and in the supply of fruits and vegetables, essentially gain by the local producers. A small revolution that will be implemented with this IAP in Silvares canteen and then in the rest of the county, from April 2018, will offer at least 80% of the local and seasonal products in its menus, of which 10 % will be biological products.

Also foreseen for 2018, it is a proposal from the government for the decentralization of competences in the area of Education. Skills that most municipal councils have only held at pre-school and primary school - such as physical ownership of schools, supervision of non-teaching staff and responsibility for school social action, meals, small and large works in the establishments, security and even the contracting of services such as water and electricity - will be fully delivered to the municipalities, covering now all the cycles of primary and secondary education. This is what the government's proposal for the decentralization of competencies in the area of Education, a document that the government delivered to the National Association of Portuguese Municipalities (ANMP), provides.

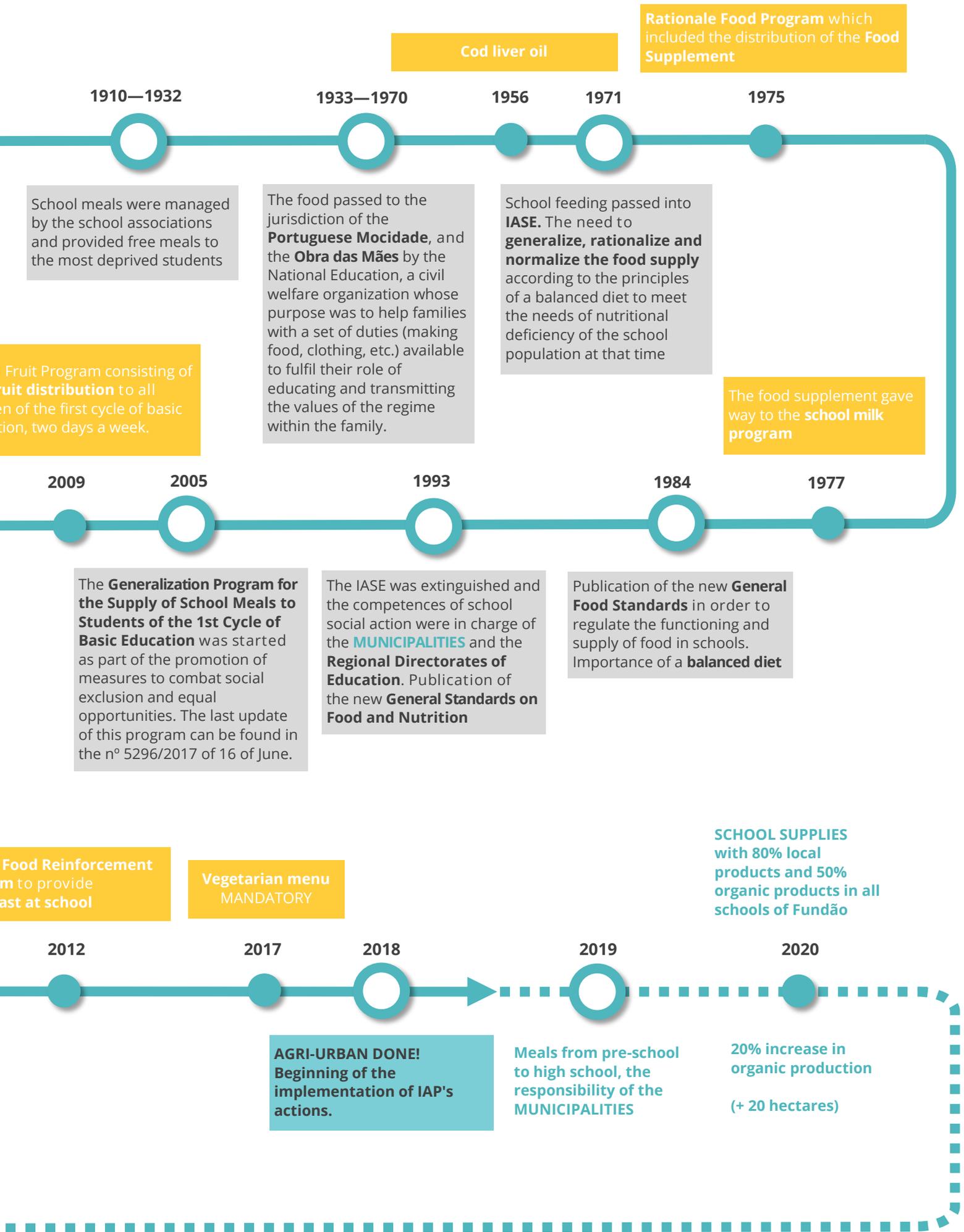
This would be a favourable change in the planned implementation of the actions **#3 HEALTH & BIO FOOD IN SCHOOLS** and **#4 SENSITIZATION AND TRAINING ACTIONS**. Extending the skills in the area of education for the Municipalities, will be a facilitating link in the implementation period of the actions envisaged in this IAP.

Another positive change, the publication in Diário da República, on April 17, Law No. 11/2017, which establishes the mandatory existence of **a vegetarian option in the menus of canteens and public cafeterias**, since June 2017.

Currently, there is a growing number of vegetarians around the world, as well as in Portugal, several reasons that can lead to the adoption of a vegetarian diet.

School
free fr
childre
educat

School
Progra
breakf





fundão
branding





3. PROCESS OF BUILDING OF IAP

3.1 The Method

The project methodology was established during Phase I of Agri-Urban.

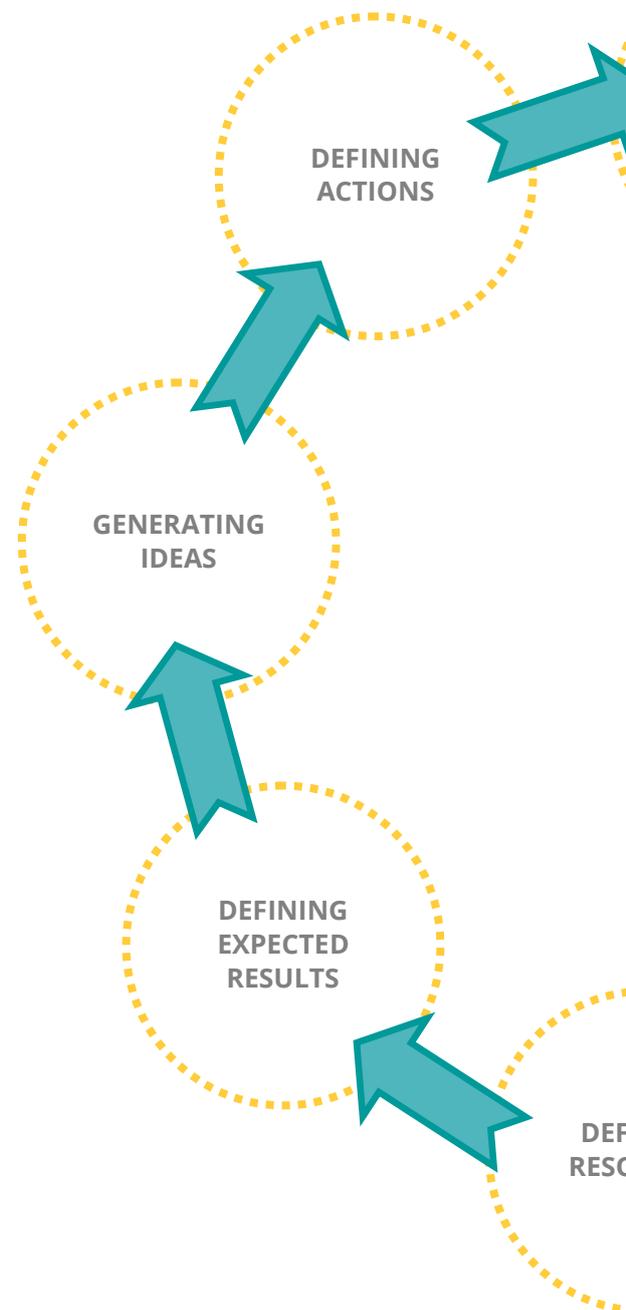
The Project Team developed a methodology for the transnational meetings and for the work with the Local Groups which was discussed and approved by the Local Groups and then developed through a series of meetings.

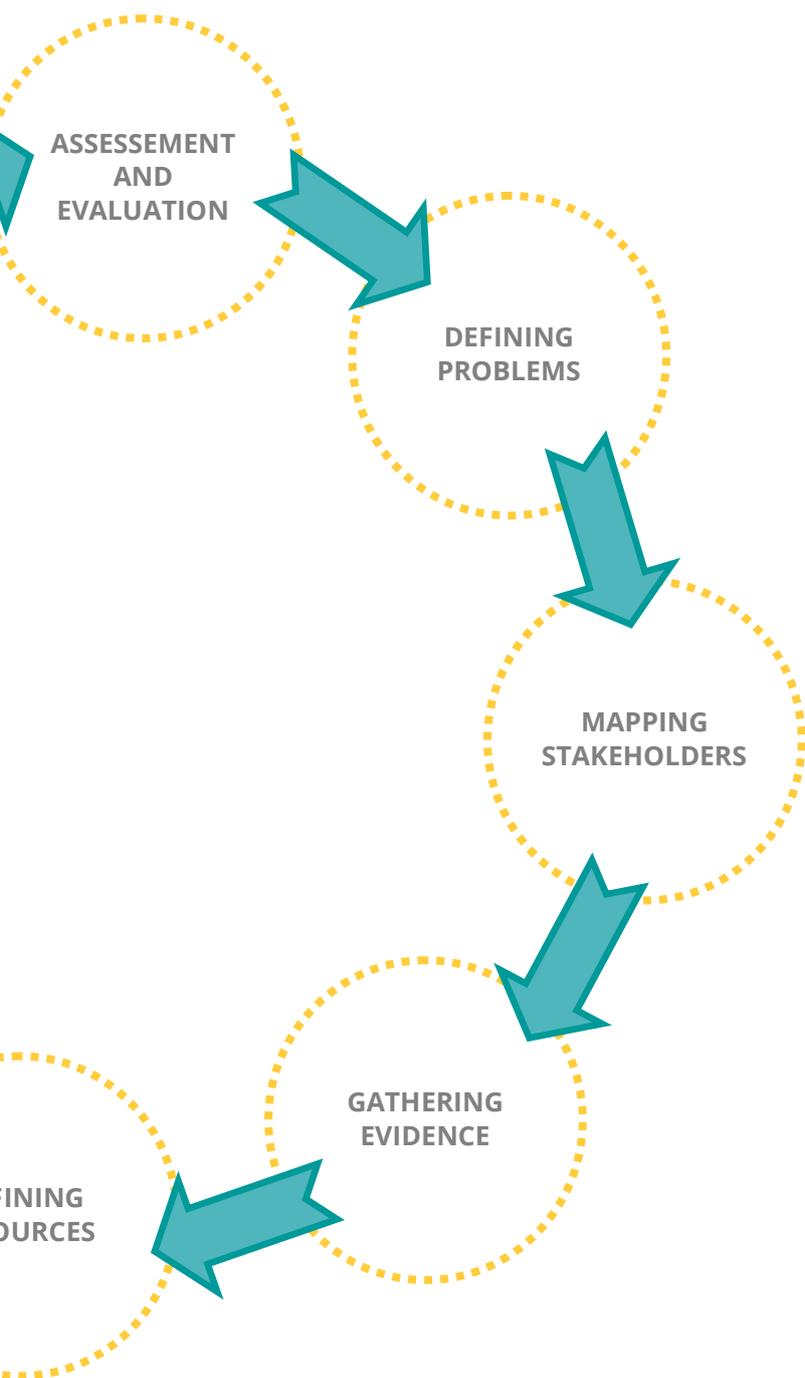
The Integrated urban development and participative action-planning were at the heart of our work. The infographic on the right, recaps the main steps to go through to develop an integrated action plan, which will analyse problems and opportunities, address specific needs by defining expected results, and prepare a set of actions in co-production with stakeholders.

In each AGRI-URBAN stop (transnational meeting) we work a different step of the Action-Planning Cycle

The following is a summary of the key stages at local level:

1. Creation of the Local Support Group with representatives from public and private sector;
2. Stakeholder Analysis;
3. Definition of Key Problems and Challenges;
4. Gathering evidence based on desktop studies and site work;
5. Generation of ideas for solutions;
6. Transnational visits to partner countries with exchange of best practice and learning;
7. Refinement of the Actions and completion of Action Tables;
8. Identification of potential funding mechanisms for IAP Actions;
9. Communication and consultation with key stakeholders and validation of IAP;
10. Further refinement of the IAP following consultation with stakeholders;
11. Completion of Phase 2 and formal launch of IAP.







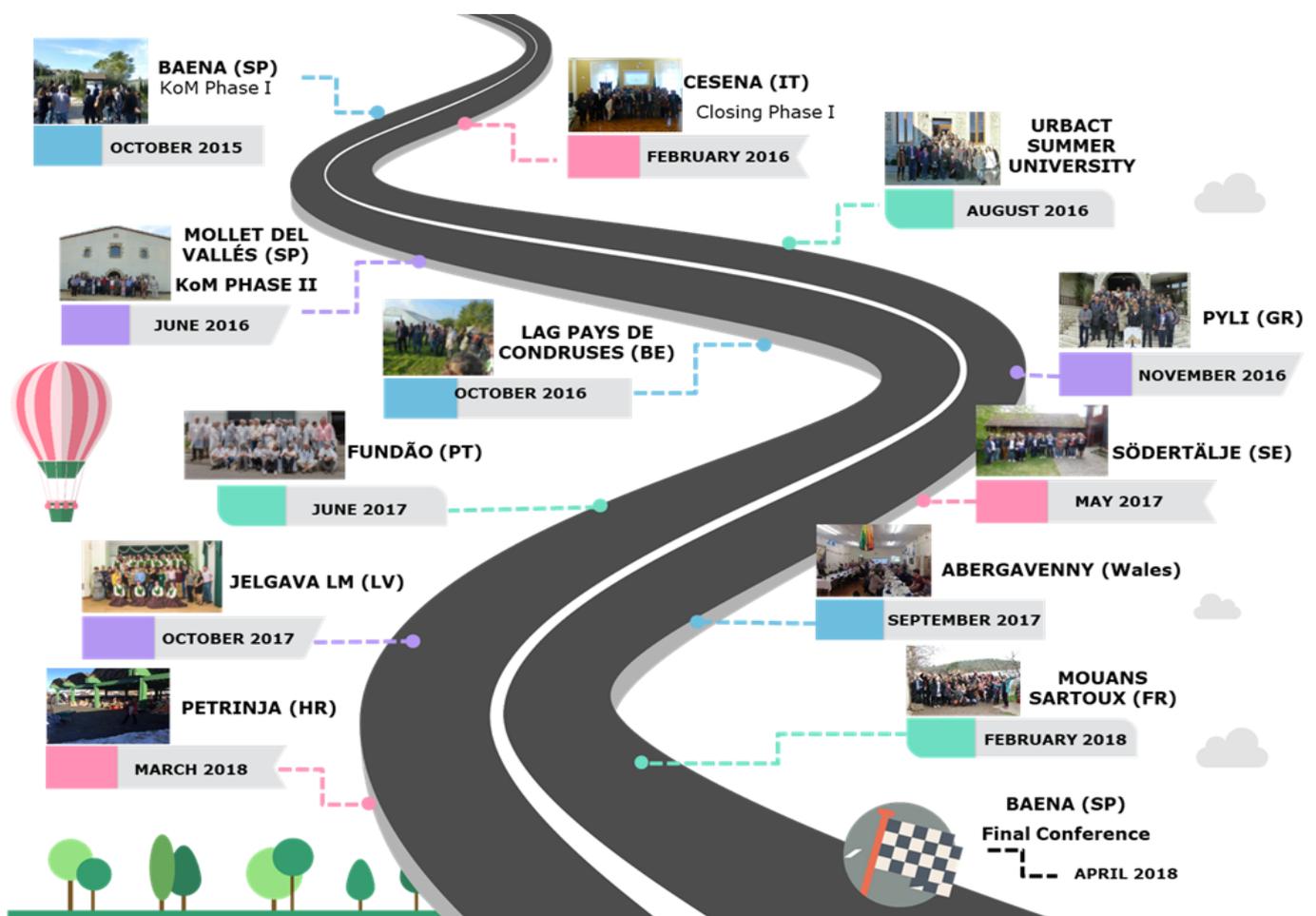
3.2 Learning and sharing at EU level

Since October 2015 that our journey at Agri-Urban started. Together with 10 EU cities we were rethinking agri-food production in small and medium-sized cities that have a relative specialization in this area, with the goal to increase transparency in the European food system, strengthen the rural-urban relationship and raise jobs in the sector.

The transnational exchange meetings, where representatives from each partner country visit each other during project development to exchange best practice ideas, share relevant case studies and develop new ideas within their own cities based on experiences and learning. The transnational exchange was considered the most valuable part of the project as the ideas and learning generated among partners is now being reflected in each IAP across the Agri-Urban partnership. **The focus is on providing local solutions to local problems.**

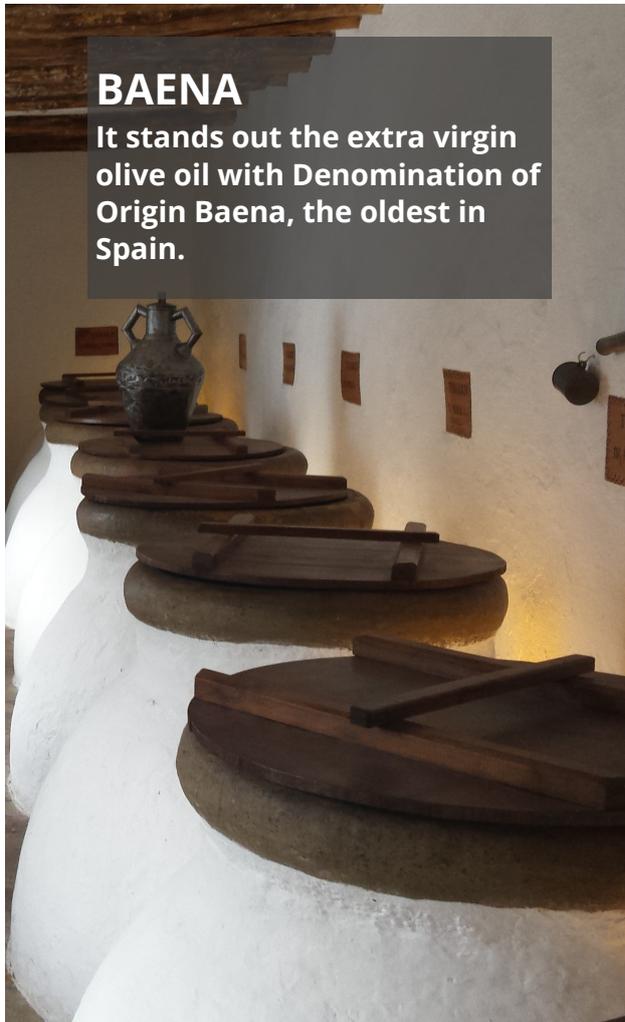
The purpose of the transnational exchange was to share experiences and learning between partners and develop new initiatives in tackling similar problems in each partner country. This was considered the real added-value of the Agri-Urban Network where key personnel of LGs were afforded the opportunity to visit, see and discuss with relevant individuals in partner countries as to how to tackle various problems and what solutions would be best suited and fitted to their own situation.

The following image is a visualization of our journey that started in October 2015 in Baena and finished in April 2018 at the same place.



BAENA

It stands out the extra virgin olive oil with Denomination of Origin Baena, the oldest in Spain.



MOLLET-DEL-VALLÈS

Definition of the terms of reference for supplying school meals with organic products.



PYLI

Partnership with... in the promotion of innovative solutions for the valorisation of products (packaging)



ISTITUTO TECNICO
Garibaldi - Da Vinci
Agraria, agroalimentare e agroindustria

CESENA

Centre of highly specialized agribusiness companies



LAG PAYS DES CONDRUSES

Farmer's Cooperative selling local products online, with direct delivery to customers.



SÖDERTÄLJE

' City of the year - selected in 2014 for serving 17,000 healthy lunches a day in all public ca





Universities
of
ions for the
products



ABERGAVENNY

Abergavenny's Food Festival is the largest in Wales



MOUANS-SARTOUX

100% of local and organic products served in school canteens



school food '
more than
ches per
canteens



JELGAVA

University promotes research into organic food and innovative technologies for packaging food.



PETRINJA

Municipality generates a store with agro-food products from local producers

3.3 The Bottom-up Approach - Local Group

LOCAL ACTION GROUP OF FUNDÃO

The LOCAL ACTION GROUP (LAG) is a partnership formed by local representatives from public and private sectors of the intervention territory, in Fundão, and who have been involved with the AGRI-URBAN project throughout the project period. We sought to structure a partnership that would guarantee a comprehensive representation of sectors, thematic areas of the project focused on Agri-food, Services, Communication, Education, Local Community, etc.

In this group, the main focus is given to the **people**, who represent the institutions, companies, are the ones that bring all the know-how and knowledge about their entities.

It was decided, at the beginning of its organization, to have 5 categories of representation of an entity at the level of **politics** and **education**, at the level of **knowledge**, at the **economic level**, a representation of **associative groups** and **citizenships**, relevant to the project.

The Local Action Group of Fundão
AGRI-URBAN

The right diagram shows the structure of the LAG:

POLITICAL ENTITIES: MUNICIPALITY

- Office of Development and Investment Support + FABLAB
- Office of Education
- Rural Development and Agriculture
- Division of Planning and Quality of Life
- Producers' Club

POLITICAL ENTITIES: Regional Structural Fund Authority and regional policy implementation

CCDRC—Development Coordination Committee of the region Centro

PUBLIC ENTITIES: EDUCATION

- Grouping of schools of Fundão
- Grouping of Gardunha and Schist schools

- **KNOWLEDGE: RESEARCH CENTRE / UNIVERSITY**
- CBP-BI - Biotech Plant Lab of Beira Interior
- IPCB - Castelo Branco Higher School of Agriculture

CITIZENSHIP: LOCAL COMMUNITY

- Fundão Social Network (network partnership with IPSS, CACCF, Matriz E6G, SMCF ..)

PRIVATE ENTITIES: START-UP, areas from Agrotourism and Agri-Food Producers

- Villa and Farm
- Producers associated with the Producers' Club

ASSOCIATIONS: Community-based Local development (DLBC)

- ADERES
- RUDE

ASSOCIATIONS: Agricultural producers organised

- BIOECO Association of Organic and Agroecological Agriculture
- CASTELO NOVO 2.0

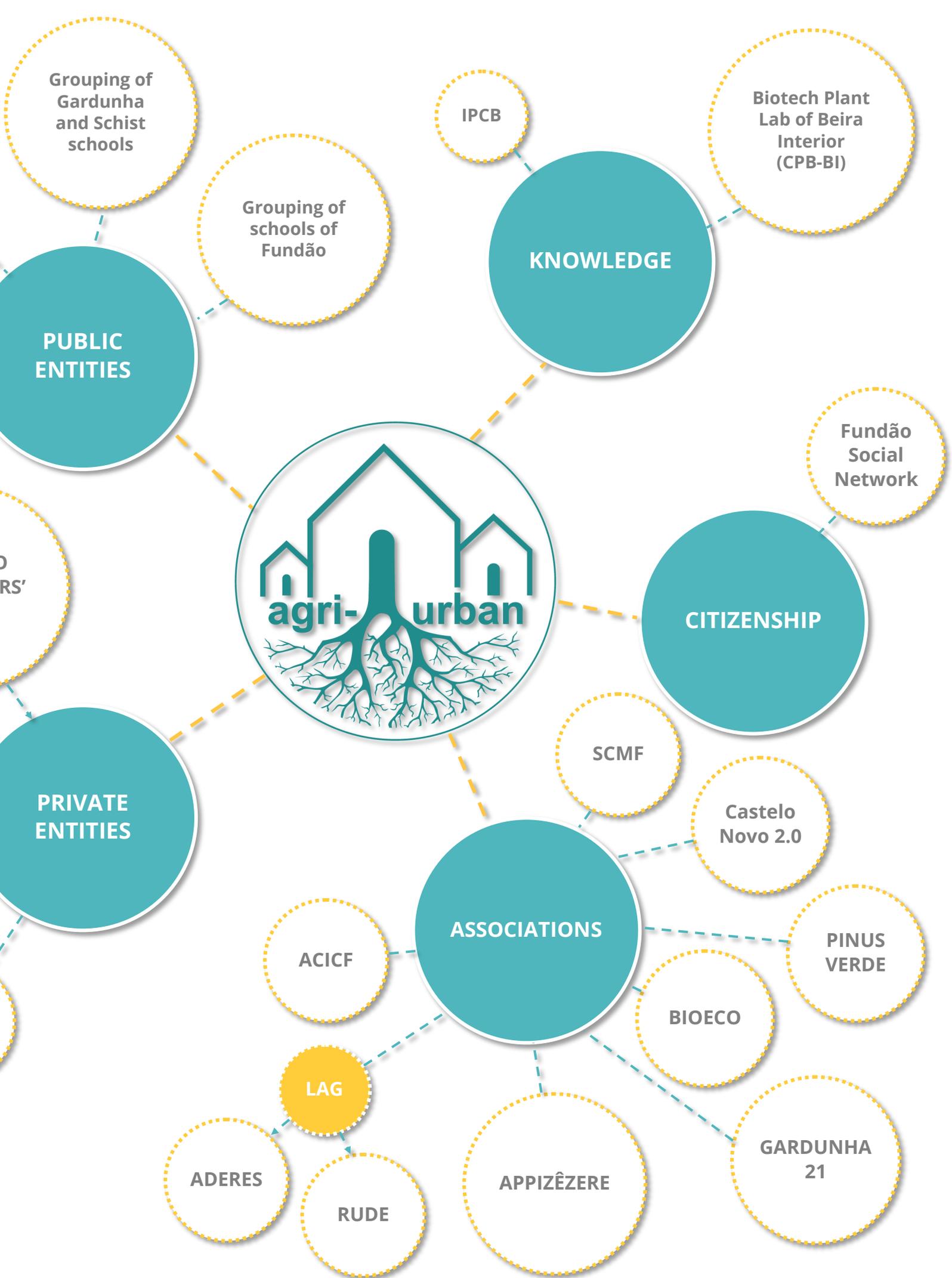
ASSOCIATIONS: Pedagogical Farm

- SCMF - Santa Casa da Misericórdia do Fundão

ASSOCIATIONS: Certifying Entities / Training

- PINUS VERDE (Agroforestry)
- APPIZÊZERE (Agricultural)
- ACICF (Support for Entrepreneurship)

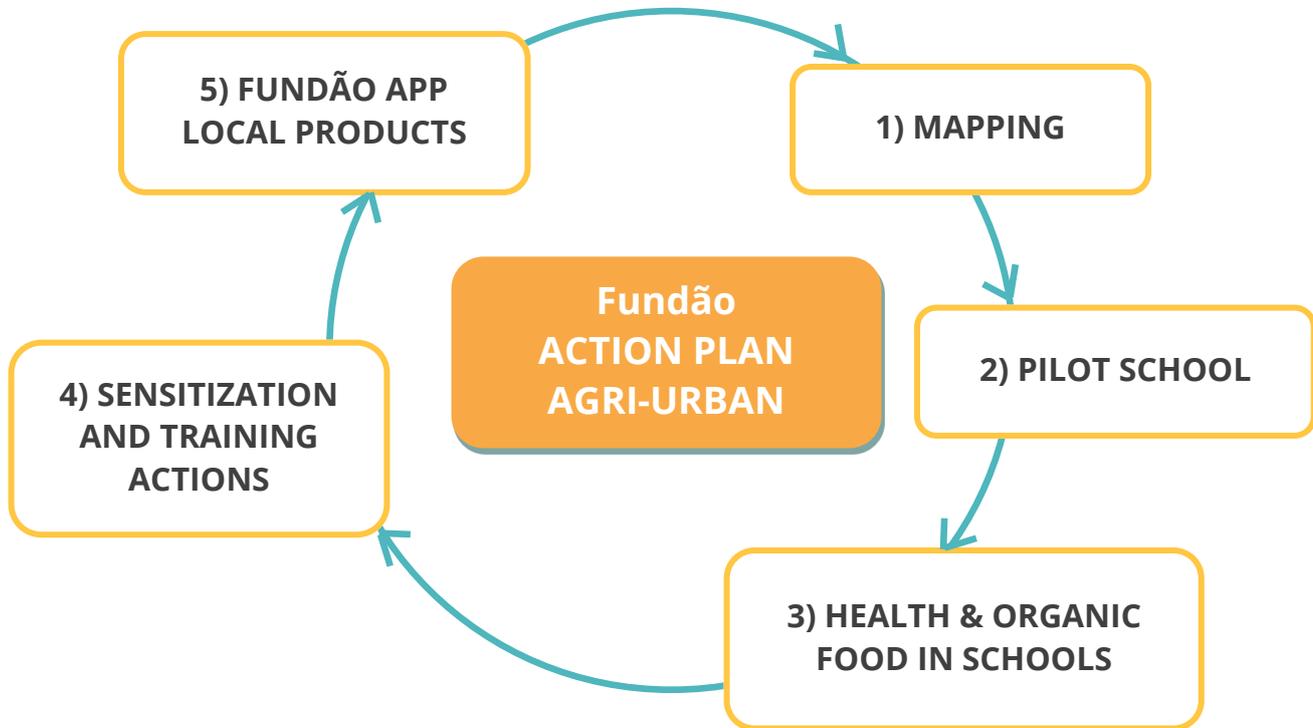






4. OUR STRATEGY FOR AGRI-URBAN

4.1 Action Planning



The main objectives of the policy of this ACTION PLAN are:

1. **Boosting the local economy** - considering the design of the public plate involves the confection of meals with a defined percentage of local and organic fruit and vegetables products, thus influencing the increase of production and the increase of the demand of these products.
2. **Offer better quality food for children.**
3. **Influencing the production strategy**, that is, by drawing these specifications, we are designing what the market has to produce, what suppliers are going to buy. In other words, if suppliers want to buy organic products, the concern and the strategy of the producer will then be to produce more organic products, etc.

For this, we plan 5 activities, in which some run **in parallel**:

- 1) MAPPING
- 2) PILOT SCHOOL
- 3) HEALTH & ORGANIC FOOD IN SCHOOLS
- 4) SENSITIZATION AND TRAINING ACTIONS
- 5) FUNDÃO APP LOCAL PRODUCTS

Product suppliers and meal suppliers are the two target groups for this project.

1 MAPPING OF SUPPLY AND DEMAND



IDEA

MAPPING OF SUPPLY AND DEMAND

MAIN OBJECTIVE

Know the local supply and its potential
Meet the needs of canteens (products, quantities, delivery regularities)

VISION

Obtaining a database of local horticultural / organic producers
Obtaining a database of local entities providing school meals
Determine the potential supply / need.

BACKGROUND

Lack of knowledge of state-of-the-art production in the municipality of Fundão.

LEAD ORGANISATION

Municipality of Fundão | Rural / Agro-Food Development Office

KEY PARTNERS

BIOECO; Producers' Club of Fundão; Producers of the Square and the Local Market

CITY COUNCIL FOCUS AREAS

Attractiveness of investment - Importance of local products in the economic and social dynamisation in Fundão

TIMESCALE / BUDGET

September 2017 to March 2020 | € 21.000,00

STATUS

Elaboration and application of the questionnaires and interviews to the horticultural producers of the county of Fundão.

INSPIRATION

LAG Pays des Condruses (Belgium) - Ceinture Aliment-Terre - civic platform of citizens, economic and cultural agents for the transformation of the regional food system.

1. MAPPING OF SUPPLY AND DEMAND

Action Title & Short Description	Intend Result	Resources & Assets	Lead organization	Key partners	Timescale / Budget
<p>1. SURVEY OF SUPPLY Elaborate and apply questionnaires and interviews to the producers of the county of Fundão and bordering counties.</p>	<p>DATA with real knowledge of horticultural and organic agricultural production in the municipality of Fundão</p>	<p>Logistics Platform: Fundão market square / MACB / Eco Market</p> <p>Horticultural products: Quality Local Products Certified Biological Products</p>	<p>Municipality of Fundão</p> <p>Rural / Agro-Food Development Office</p>	<p>Organized local producers: BIOECO Producers' Club</p> <p>Producers of the Market Square and the Local Market</p> <p>CBP-BI (Elaboration of the questionnaire)</p>	<p>September 2017 Duration 6 months</p> <p>CMF RESOURCES: € 0.00</p>
<p>2. SURVEY OF DEMAND Elaborate and apply questionnaires and interviews to providers of school meals in the municipality of Fundão.</p>	<p>Obtaining a database of the needs of local entities providing school meals</p>	<p>29 Primary School Canteens</p>	<p>Municipality of Fundão</p> <p>Education Office</p>	<p>2 Groupings of Schools IPSS SCMF</p>	<p>December 2017 Duration 8 months</p> <p>CMF RESOURCES: € 0.00</p>
<p>3. MAPPING OF SUPPLY Creation of a standardized mapping approach. 3.1: Map the agricultural and horticultural areas of the county of Fundão 3.2: Mapping the agricultural and horticultural areas of the bordering county of municipality of Fundão according to the increase in DEMAND</p> <p>This mapping will allow the evaluation of the levels of supply of a service based on the distance to which the beneficiary areas are from the areas that produce it. Without this practice, it is not possible to balance supply and demand.</p>	<p>This mapping will serve as a basis for decision-making, as support for planning and management.</p>	<p>Geo-referenced information (SIG) - Municipality of Fundão</p> <p>Financing: Action application PDR2020 20.2 RRN-AlimentaÇÃO!: Short circuits Agrifood for the realization of the Human Right to Adequate Food..</p>	<p>Municipality of Fundão</p> <p>Division of Planning and quality of life</p>	<p>DRAP Centro Regional Direction of Agriculture and fisheries</p> <p>PINUS VERDE</p> <p>APPÍZERE</p>	<p>September 2018 Duration 1 year</p> <p>EXTERNAL SERVICE BUDGET: €15,000.00</p>
<p>4. BALANCE BETWEEN SUPPLY AND DEMAND Identification of the needs to be met by the available local supply. Promote and value the establishment of partnerships with local farmers / suppliers (vegetables and fruit)</p>	<p>New contracts between producers and schools: logistics / supply / planning of orders (products, quantities, characteristics, periodicity) BETTER organization of production)</p>	<p>Project submitted: PDR 2020 Operation 10.2.1.4. - Short chains and local markets</p>	<p>Municipality of Fundão</p> <p>Rural / Agro-Food Development Office</p>	<p>RUDE / ADERES BIOECO Producers of the Market Square</p> <p>2 Groupings of Schools IPSS SCMF</p>	<p>March 2018 Duration 2 year</p> <p>EXTERNAL SERVICE BUDGET: € 6,000.00</p>



IDEA	PILOT SCHOOL
MAIN OBJECTIVE	Meal preparation at the Silvares canteen with the introduction of organic food (10%) and local production (80%)
VISION	Success of the pilot project whose methodology could be implemented on a larger scale in the Fundão schools groupings so that there are meals with organic food and local production.
BACKGROUND	Basic School of SILVARES: -Kitchen and cafeteria itself -Sample of the number of meals between 30/40 per day (1st cycle)
LEAD ORGANISATION	Municipality of Fundão Education Office
KEY PARTNERS	Grouping of Gardunha and Schist Schools
CITY COUNCIL FOCUS AREAS	Supporting local SMEs in the agricultural area Food Sustainability as a Priority
TIMESCALE / BUDGET	6 MONTHS: May to December 2018 € 1,455.00
STATUS	The EB 2/3 School in SILVARES (under the umbrella of the Grouping Gardunha and Schist Schools) is a reference in the local context, because it is one of the 348 canteens in the country that is still managed by the school itself and unique in the county.
INSPIRATION	Building on the good practice of the Mouans-Sartoux (FRANCE) city of the AGRI-URBAN project

2. PILOT SCHOOL

Action Title & Short Description	Intend Result	Resources & Assets	Lead organization	Key partners	Timescale Budget
<p>1. REVISION OF THE PILOT PROJECT'S PUBLIC PROCUREMENT Reconfigure contracts on a scale that could be managed through local SMEs (smaller lots) + introduction of organic fruit and vegetable products (10%) and local production (80%) Certified Products Requirement Criteria for seasonality, freshness (frequent, fast and regular deliveries, ...)</p>	<p>Influence that the next competitions and award decision to IPSS food suppliers, price is not the only criterion of weighting, valuing the use of fresh and organic products, and varied and nutritionally balanced menus.</p>	<p>Set of Specifications of the Spanish partner AGRI-URBAN Mollet-Del-Vallès In 2012 the Directorate-General for Education (DGE) published a document with recommendations for healthier food in schools.</p>	<p>Municipality of Fundão Education Office Legal Office</p>	<p>Grouping of Gardunha and Schist Schools DGE Centro ARS CENTRO</p>	<p>March 2018 Duration 2 months CMF RESOURCES: € 0.00</p>
<p>2. ARTICULATION BETWEEN PRODUCERS/ SUPPLIER AND CANTEN MANAGERS The 2x per week supply, based on the weekly menu, adapted to the products of the season, elaborated by IPSS Silvares nutritionist. Production planning in result the contracting of purchases.</p>	<p>↗ Increase in canteen consumption of organic and horticultural products Regular flow of large quantities of Producers' products</p>	<p>This pilot project falls within the National Strategy and Plan for Organic Agriculture, approved in July 2017 Nutritionist IPSS Silvares</p>	<p>Municipality of Fundão Education Office</p>	<p>Grouping of Gardunha and Schist Schools DGE Centro</p>	<p>May 2018 Duration 6 months BUDGET: € 0.00</p>
<p>3. ANALYSIS AND EVALUATION OF MENUS Weekly menu planning (for 8 weeks) depending on local, seasonal products, and a% of organic products, by the nutritionist. Evaluate the menus with nutritionists, in order to analyse the menus presented, with a minimum advance of 4 weeks Interview Students, Teachers, Cooks about Project Satisfaction</p>	<p>Construction report that gives recommendations for a healthy diet with local and organic products of Fundão, whether the term Municipal satisfaction, students, cooks, and caregivers. ↗ Satisfaction with food service</p>	<p>Nutritionist IPSS Silvares</p>	<p>Municipality of Fundão Education Office</p>	<p>Grouping of Gardunha and Schist Schools DGE Centro</p>	<p>May 2018 Duration 6 months BUDGET NUTRITIONIST SERVICE: € 1,200.00</p>
<p>4. STRATEGIES FOR THE REDUCTION OF FOOD WASTE Creation of a structure leading to the reduction of FOOD WASTE. Measurement of waste (soup, second, fruit), analysis and implementation of measures; Use of vegetable waste for composting</p>	<p>↘ Food waste ↘ COST PER MEAL thanks to waste management</p>	<p>FAB-LAB Schist Village- Construction of the structure for food waste Model of Mouans-Sartoux</p>	<p>Municipality of Fundão Education Office</p>	<p>FAB-LAB Schist Village</p>	<p>March 2018 Duration 2 months FAB-LAB BUDGET € 110.00</p>
<p>5. PEDAGOGICAL ACTIONS Planting of vegetables in small pedagogical garden</p>	<p>Stimulating and acquiring new healthy eating habits</p>	<p>Existing greenhouse at the school EB 2/3 Silvares</p>	<p>Municipality of Fundão Education Office</p>	<p>Grouping of Gardunha and Schist Schools</p>	<p>May 2018 Duration 6 months BUDGET: €145.00</p>



IDEA

HEALTH & ORGANIC FOOD IN SCHOOLS

MAIN OBJECTIVE

Supply of local and organic vegetable and fruit products school canteens (1st Cycle) of the county of Fundão

VISION

Meal preparation with organic food (10%) and local production (80%)

BACKGROUND

School Universe of Fundão - facing the territory of 22 schools there are 26 institutions that provide 735 meals a day, 126 420 annual, based on 172 school days.

LEAD ORGANISATION

Municipality of Fundão | Education Office

KEY PARTNERS

Grouping of Schools of Fundão / Grouping of Schools Gardunha and Schist

CITY COUNCIL FOCUS AREAS

Supporting local SMEs in the agricultural area
Food Sustainability as a Priority

TIMESCALE / BUDGET

School Year 2018-2019 | € 5.825,00

STATUS

The supply / confection of the meals, at the parish level, are carried out in the Day Centres, IPSS of the respective parishes; in the city of Fundão, the meals are supplied / concessioned by restaurants or companies, except for Santa Casa de Misericórdia, which is itself a confectionery, having another particularity, it uses several vegetables from its vegetable gardens.

INSPIRATION

Building on the good practice of the Mouans-Sartoux (FRANCE) city of the AGRI-URBAN project

3. HEALTH & ORGANIC FOOD IN SCHOOLS

Action Title & Short Description	Intend Result	Resources & Assets	Lead organization	Key partners	Timescale Budget
<p>1. REVISION OF THE PUBLIC PROCUREMENT Creation of conditions, namely through stimuli and regulation, so that the schools of the 1st cycle, through the Municipality and School Groups, begin to make the acquisition of biologically produced food directly to the local producers, through contests.</p>	<p>Local producers organized to respond to notices of the public tenders and the contractors for the preparation of the specifications of the notices Decrease in private intermediaries</p>	<p>Set of Specifications of the Pilot School Project Set of Specifications of the Spanish partner AGRIL-URBAN Mollet-Del-Vallès</p>	<p>Municipality of Fundão Education Office Legal Office</p>	<p>2 Groupings of Schools DGE Centro ARS CENTRO</p>	<p>August 2018 Duration 2 months BUDGET: € 0.00</p>
<p>2. ARTICULATION BETWEEN PRODUCERS/ SUPPLIER AND CANTEN MANAGERS The 2x per week supply, based on the weekly menu, adapted to the products of the season, elaborated by the nutritionist. Production planning in result the contracting of purchases.</p>	<p>Interconnection between schools / producers The supplier will have a traceability system in place that will make it possible to easily verify the origin and quality of the food supplied</p>	<p>Local horticultural producers whose 9 are producers of organic production IPSS meal providers</p>	<p>Municipality of Fundão Rural / Agro-Food Development Office</p>	<p>2 Groupings of Schools BIO ECO Producers' Club IPSS SCMF</p>	<p>Start in September 2018 Duration 9 months BUDGET: € 0.00</p>
<p>3. ANALYSIS AND EVALUATION OF MENUS Weekly menu planning (for 8 weeks) depending on local, seasonal products, and a% of organic products, by the nutritionist. Evaluate the menus with nutritionists, in order to analyse the menus presented, with a minimum advance of 4 weeks Interview Students, Teachers, Cooks about Project Satisfaction</p>	<p>Report that gives recommendations for a healthy diet with local and organic products of Fundão, whether the term Municipal satisfaction, students, cooks, and caregivers. ↗ Satisfaction with food service</p>	<p>Nutritionist of the School groups of Fundão</p>	<p>Municipality of Fundão Education Office</p>	<p>2 Groupings of Schools DGE Centro</p>	<p>Start in September 2018 Duration 9 months BUDGET NUTRITIONIST SERVICE: € 3.600,00</p>
<p>4. STRATEGIES FOR REDUCING FOOD WASTE Creation of a structure leading to the reduction of FOOD WASTE. Measurement of waste (soup, second, fruit), analysis and implementation of measures; Use of vegetable waste for composting</p>	<p>↘ Food waste ↘ COST PER MEAL thanks to waste management</p>	<p>FAB-LAB Schist Village- Construction of the structure for food waste Model of Mouans-Sartoux</p>	<p>Municipality of Fundão Education Office</p>	<p>FAB-LAB Schist Village</p>	<p>August 2018 Duration 2 months FAB-LAB BUDGET: € 2,225.00</p>
<p>5. OBSERVATORY OF HEALTHY CANTINES Survey with beneficiaries of the project (nutritionists, students, teachers, cooks, local producers) on the outcome of the project. Final Report preparation</p>	<p>Final report that responds to both nutritional recommendations and the need to provide pleasant and appealing meals with local and organic products from Fundão, as well as the satisfaction in term Municipal, students, cooks, and caregivers</p>	<p>Nutritionist of the school groupings + Municipal team in the area of education and social services</p>	<p>Municipality of Fundão Education Office</p>	<p>2 Groupings of Schools DGE Centro ARS CENTRO</p>	<p>Start in April 2018 Duration 32 months CMF RESOURCES: €0.00</p>



IDEA	SENSITIZATION AND TRAINING ACTIONS
MAIN OBJECTIVE	To promote the defence and protection of small producers and of a local economy. To sensitize and empower the professionals involved in the food supply in the public dish for a healthier offer, promoting good practice in the places of supply of meals
VISION	It is intended that all IPSS, Hospital, High school and the professional and the associations, with activity in the county of Fundão, that have knitting own meals can adhere to healthy food with a% of local and/or organic products
BACKGROUND	The total of Social Infrastructures existing in the municipality of Fundão is 83, aimed at the elderly people (day canters and home support), children / youths (centres for leisure activities, kindergartens) and disabled people + 1 Hospital.
LEAD ORGANISATION	Municipality of Fundão Rural / Agro-Food Development Office
KEY PARTNERS	ACES Cova da Beira (ARS Centro) / Pinus Verde / Appizêzere / ACICF / BIOECO
CITY COUNCIL FOCUS AREAS	Support local SMEs in the agricultural area - Contribute to boosting the activity of local producers by establishing dialogues and contacts with stakeholders. Food sustainability as a priority.
TIMESCALE / BUDGET	2 YEARS: September 2018 to September 2020 € 41.100,00
STATUS	The Municipality of Fundão joined the European Club "ORGANIC FOOD TERRITORIES" in January 2018
INSPIRATION	Based on the practices of the cities Mouans-Sartoux (FRANCE), Södertälje (SWEDEN) and Mollet-del-Vallès (SPAIN), and the LAG Pays-de-Condruces (BELGIUM) of the AGRI-URBAN project.

4. SENSITIZATION AND TRAINING ACTIONS

Action Title & Short Description	Intend Result	Resources & Assets	Lead organization	Key partners	Timescale Budget
<p>1. SENSITIZING AND TRAINING PROFESSIONALS Training of Operational Assistants - To deepen topics related to the feeding and nutrition of schoolchildren, as well as hygiene and food safety care to be taken by food handlers in the preparation, confection and distribution of food.</p> <p>Training of local producers targeting organic products - sensitizing, motivating, providing information on soil preparation, how to use composting, how to carry out sowing, transplantation and some irrigation systems in the field of organic production.</p>	<p>To confer qualification skills at the level of production, training and knowledge in Organic Agriculture.</p> <p>➤ Initiative and entrepreneurial spirit</p> <p>To master production and processing techniques for organic agricultural products, including water and soil management, pest and plant disease prevention and control, animal health and welfare, and certification, control of quality and food safety</p> <p>➤ the OFFER of organic products</p>	<p>APPIZÉRE and PINUS VERDE are accredited by DGERT; Formative Activities.</p> <p>Fundão's professional school has a KITCHEN TECHNICIAN course. This school have a specific kitchen to give training</p> <p>Financing: Action application PDR2020 20.2 RRN-AlimenTAÇÃO!: Short circuits Agrifood for the realization of the Human Right to Adequate Food.</p>	<p>Municipality of Fundão</p> <p>Rural / Agro-Food Development Office</p> <p>Education Office</p>	<p>PINUS VERDE</p> <p>APPIZÉRE</p> <p>ACICF</p> <p>2 Groupings of Schools</p> <p>Producers supplying canteens</p> <p>IPCB</p>	<p>Start in November 2018</p> <p>Duration 1 YEAR</p> <p>RESOURCES EXTERNAL</p> <p>TRAINING: €12,000.00</p>
<p>2. DATA BASE OF LOCAL AND / OR BIOLOGICAL PRODUCERS</p> <p>Dissemination of the database of local horticultural / organic producers and entities of interest</p>	<p>Increase production of organic products and fruits and vegetables</p> <p>Increased consumption of organic and horticultural products</p>	<p>Data of the following entities:</p> <p>DRAP Centro</p> <p>BIOECO</p> <p>Producer's Club</p> <p>ACICF</p>	<p>Municipality of Fundão</p> <p>Rural / Agro-Food Development Office</p> <p>Computer and Communication Office</p>	<p>DRAP CENTRO</p> <p>BIOECO</p> <p>PRODUCERS CLUB</p> <p>ACICF</p>	<p>Starting June 2018</p> <p>Duration 6 MONTHS</p> <p>RESOURCES EXTERNAL SERVICE PUBLICATION: €13,600.00</p>
<p>3. PROJECT SUCCESS COMMUNICATION STRATEGY</p> <p>Sensitize entities such as the Hospital, high and Professional School, IPSS, Associations, etc., for the adoption and introduction of a% of local products and% organic products in the confection of their meals.</p> <p>Dissemination of informative (and formative) materials, such as guides, manuals, leaflets, videos about the project.</p>	<p>Hospital, High School and Professional, IPSS, Associations with activity in Fundão, who have their own meal confection now acquire in CIRCUIT-SHORT mode</p> <p>➤ Highest quality in PUBLIC DISH MEALS</p> <p>➤ Increased consumption of organic and horticultural products</p>	<p>Financing: Action application PDR2020 20.2 RRN-AlimenTAÇÃO!: Short circuits Agrifood for the realization of the Human Right to Adequate Food.</p>	<p>Municipality of Fundão</p> <p>Rural / Agro-Food Development Office</p>	<p>LAG AGRÍ-URBAN</p> <p>Fundão Health Centre</p> <p>ARS CENTRO</p> <p>IPCB</p> <p>Local Producers</p>	<p>Start in September 2018</p> <p>Duration 2 YEARS</p> <p>CMF RESOURCES: € 0.00</p> <p>RESOURCES EXTERNAL SERVICE VIDEO / DISCLOSURE: €15.5000,00</p>



IDEA

Fundão APP LOCAL PRODUCTS

MAIN OBJECTIVE

Stimulate the activity of local producers through institutions that provide school meals in the municipality of Fundão

VISION

Creation of an INNOVATIVE model to support the short circuits of commercialization

BACKGROUND

Logistic platform of commercialization: MACB; Market Square and Local Market

LEAD ORGANISATION

Municipality of Fundão | Rural / Agro-Food Development Office

KEY PARTNERS

START-UP in the areas of ICT in Fundão, Cowork and incubator A PRAÇA, Municipality Market Square

CITY COUNCIL FOCUS AREAS

Social, environmental and promotion value of the local economy

TIMESCALE / BUDGET

6 MONTHS-Start in September 2018 | € 105,080.00

STATUS

Assuming its rurality, Fundão has bet since 2012 on a strategy to combat the typical desertification of the interior regions by **creating a model of attraction of technological companies for the county** and, thus, energize and attract residents. At this moment in the launch phase of a **technological pole dedicated to the Internet of Things (IoT)**.

INSPIRATION

LAG Pays des Condruces (Belgium) - Ceinture Aliment-Terre - civic platform of citizens, economic and cultural agents for the transformation of the regional food system.

5. Fundão APP LOCAL PRODUCTS

Action Title & Short Description	Intend Result	Resources & Assets	Lead organization	Key partners	Timescale Budget
<p>1. CREATION OF THE APP Municipality will launch a mobile application to facilitate the purchase of local products between producers and beneficiary entities and have a verification system, evidence of the purchase.</p>	<p>Use of public money to help leverage local markets and local producers to boost sales</p>	<p>START-UP in the areas of ICT in Fundão Cowork and Incubator Municipality Market Square</p>	<p>Municipality of Fundão Rural / Agro-Food Development Office</p>	<p>START-UP in the areas of ICT in Fundão Viila & Farm</p>	<p>Start in September 2018 Duration 3 MONTHS RESOURCES EXTERNAL SERVICE CREATION APP: € 6,000,00</p>
<p>2. APP USERS PROTOCOL Increase in 20% of the amount of funding allocated to the institutions with which they have filed the supply of school meals, since they acquire most of the goods in the local producers</p>	<p>Application model with regard to verification question To value economically all those who through the contract they have with the municipality for school meals can buy, verifiably, "products originating in the county</p>	<p>Legal Office of the Municipality</p>	<p>Municipality of Fundão Rural / Agro-Food Development Office</p>	<p>IPSS and contracted schools that provide meals to schools Local Producers BIOECO</p>	<p>Start in September 2018 Duration 1 MONTH BUDGET CMF + 20% from April 2018 to December 2020 suppliers: € 93,080.00</p>
<p>3. TRAINING FOR APP USERS</p>	<p>Effective use of the APP Fundão by beneficiaries</p>	<p>The technicians of the Computer Office will be the trainers of this action.</p>	<p>Municipality of Fundão Rural / Agro-Food Development Office Computer and Communication Office</p>	<p>IPSS and contracted schools that provide meals to schools Local Producers BIOECO</p>	<p>Starting January 2019 Duration 2 weeks CMF RESOURCES: € 0.00</p>
<p>4. TRAINING FOR ENTREPRENEURSHIP PRODUCERS IN THE AGRICULTURAL MARKET Informing producers of the existence of tools / simple online platform for the online marketing of their products</p>	<p>Empower producers in the marketing of agricultural products simply and quickly. Expand the possibilities of disposing of agricultural products and the ability of producers to negotiate prices</p>	<p>Financing: Action application PDR2020 20.2 RRN-ALIMENTAÇÃO SMARTFARMER BEIRA INTERIOR (E-commerce Proximity Market) BIA.PT in partnership with the Producers' Club have already formalized contacts for the online sale of agro-food products</p>	<p>Municipality of Fundão Rural / Agro-Food Development Office Computer and Communication Office</p>	<p>APPIZÉRE PINUS VERDE DRAP CENTRO BIOECO Viila & Farm BIA.PT</p>	<p>Start in September 2018 Duration 6 MONTHS RESOURCES EXTERNAL SERVICE TRAINING: € 6,000.00</p>

4.2 Integrated Approach

In relation to the following diagram, AGRI-URBAN is an URBACT project that involves European cities and is developed in 2 phases. The first phase, the lead expert and the lead project coordinator, in this case the city of Baena, Spain, had to visit all cities, and to develop the Baseline Study, this document was the starting point of each city for the project. In elaborating this document with the areas of common interest or not of each city, this diagram was created which summarizes the concept behind the AGRI-URBAN project, which identified four themes:

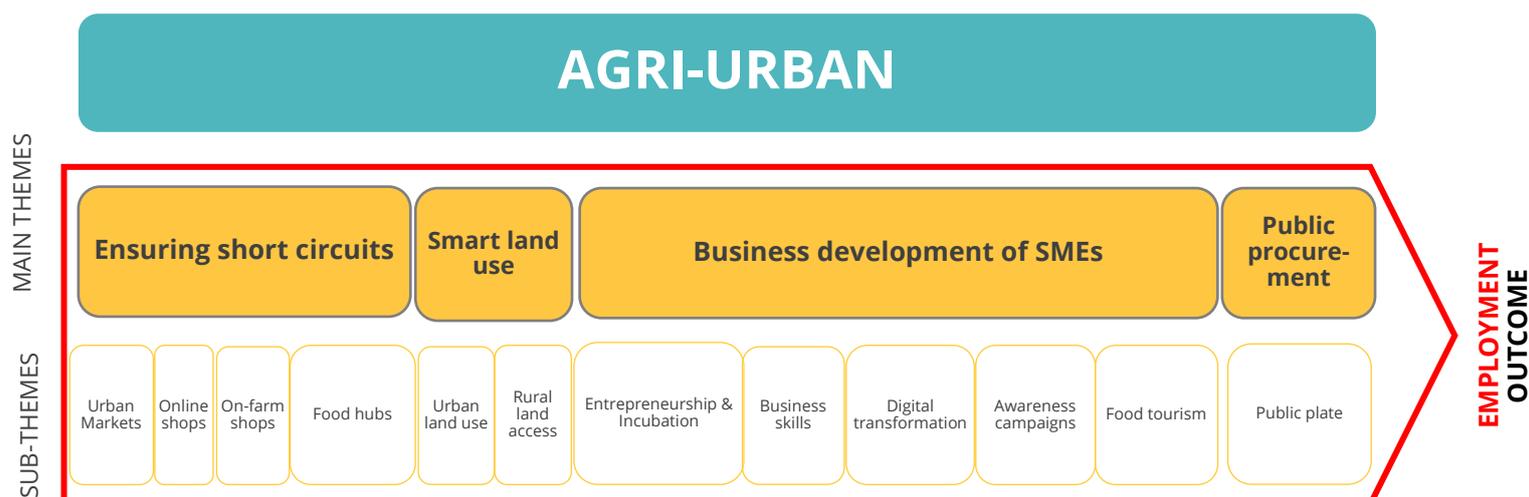
Short circuits of production and consumption

Smart land use

SME Business development SMEs

Public Procurement

These are the themes that the cities of the consortium are developing their IAP, but it is not obligatory, to elaborate projects or concrete actions in all the themes. For example, there will be



The important thing is that cities identify local dynamics, local projects, that can be leveraged using this project. Leveraging is to take on development opportunities within these themes, and use the AGRI-URBAN project, to develop an Action Plan to achieve these dynamics. And then we have the possibility with this Integrated Action Plan, **the possibility of financing these actions with the financial resources that exist for this purpose.**

When this project has been transformed into this diagram, it remains very comprehensive, in terms of themes, and that is why each city has to do this exercise, to focus and narrow down, in the selection of the themes of the project, so that the IAP has a very own and strong identity for each city. All cities are different, and each plan will be different, what is sought at European level, is to stimulate synergies, as for example other cities can help others, based on their experiences, with the implementation of these Plans, and therefore, from there, **the important thing was to identify the dynamics that Fundão wants to focus on the project.**

The dynamics related to the agri-food sector that exist in Fundão, some that exist and others that were launched by the President of the Municipality of Fundão, we had to understand how they can be interconnected with the project, and how are they feasible in the scope of implementation of the AGRI-URBAN project.

The dynamics previously selected are:

- **PRODUCERS' CLUB**
- **IOT Testbet, connected to AGRO-TECHNOLOGY**
- **BUSINESS DEVELOPMENT SMEs**
- **SHORT CIRCUITS**
- **PROXIMITY MARKET**
- **PUBLIC PROCUREMENT**
- And the whole agrifood branding "**FUNDÃO AQUI COME-SE BEM**".

Some of these initiatives are new, others already exist and may need some renewal, others some reorganization.

It is obvious that Fundão has a strategy of attracting investments from companies, these more based on other sectors of activities such as IT, but **the area of agriculture, is still an area of high employability in Fundão**. It is therefore necessary to arise SMEs in training, at the level of the creation of better conditions in the production of their products, at the level of the processing of their production and more organic, biological solutions, at the level of marketing channels and distribution, at the level of business models, so this is an area that Fundão has been developing some initiatives, which is worth looking at in a more negotiating way. How these initiatives, which are happening, can promote **ENTREPRENEURIAL DEVELOPMENT**.

The **PRODUCERS' CLUB** is an initiative that exists since 2012, which has promoted the local products nationally and internationally, however is still very dependent on the Municipality of Fundão itself. Thus, it is necessary to rethink the operating model in order to attract new producers, create new criteria of inputs, so there is a lot of work related to the Producers' Club and business development. Both initiatives have an obvious connection, one empowers SMEs and the Producers' Club tries to reinforce them, with synergies between these two initiatives.

Moving on to the most instrumentation part, today the agri-food sector is a sector of intense technology, or consumes technology, in terms of automation of its agricultural production, the IOT Testbed will be a centre of experimentation, which also in turn, is Interconnected with the training and development of companies.

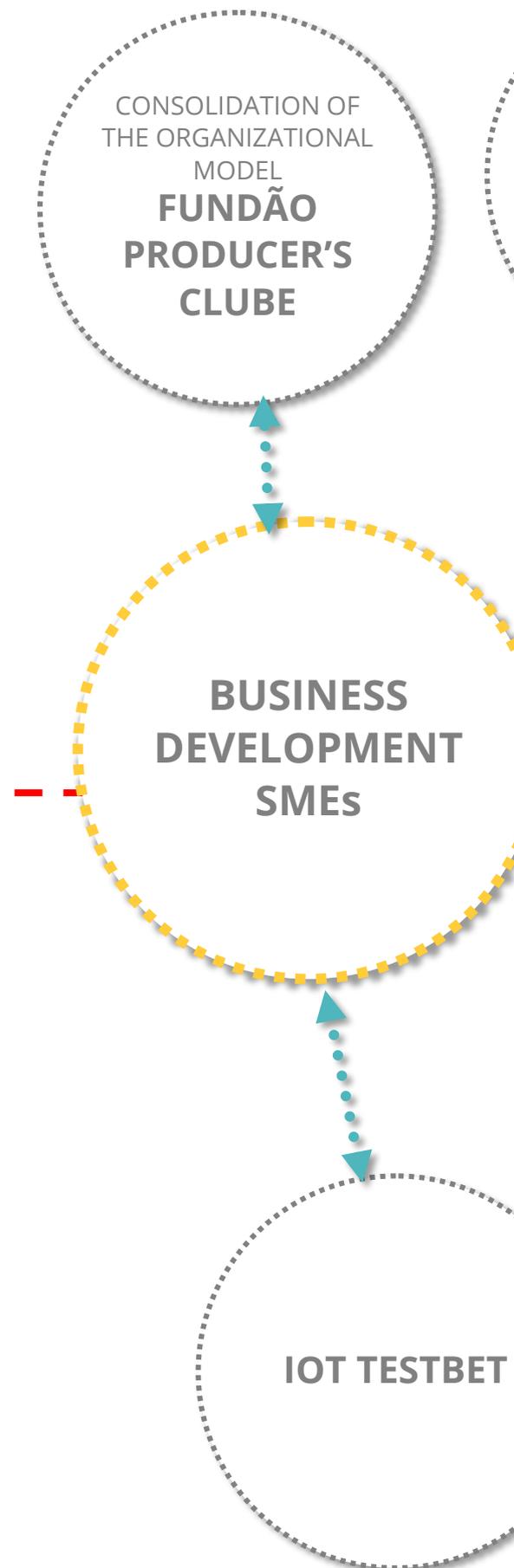
The **Short Circuits** of production and consumption, and the **Proximity Markets**, both instigators have an obvious interconnection. There is an Urbact project that is the "Urban market", a project of dynamisation of the local market, and a reflection of how local markets, the squares, can influence the consumption of more organic food. Markets can stimulate the local economy, giving small producers a chance. It is necessary to rethink the functioning model of the local markets, linked to short circuit policies

Then we have **Public Procurement**. At European level, the largest food buyers are public services. If we orient the public entities to buy better, we will first, influence to improve the quality of food consumption, and secondly, inject money into the local economy, in small producers, that these care about a more biological production, more Organic. **A policy of Public Plate and purchase with greater responsibility, this has a positive effect on the local economy, but also, on the generation of local employment.**

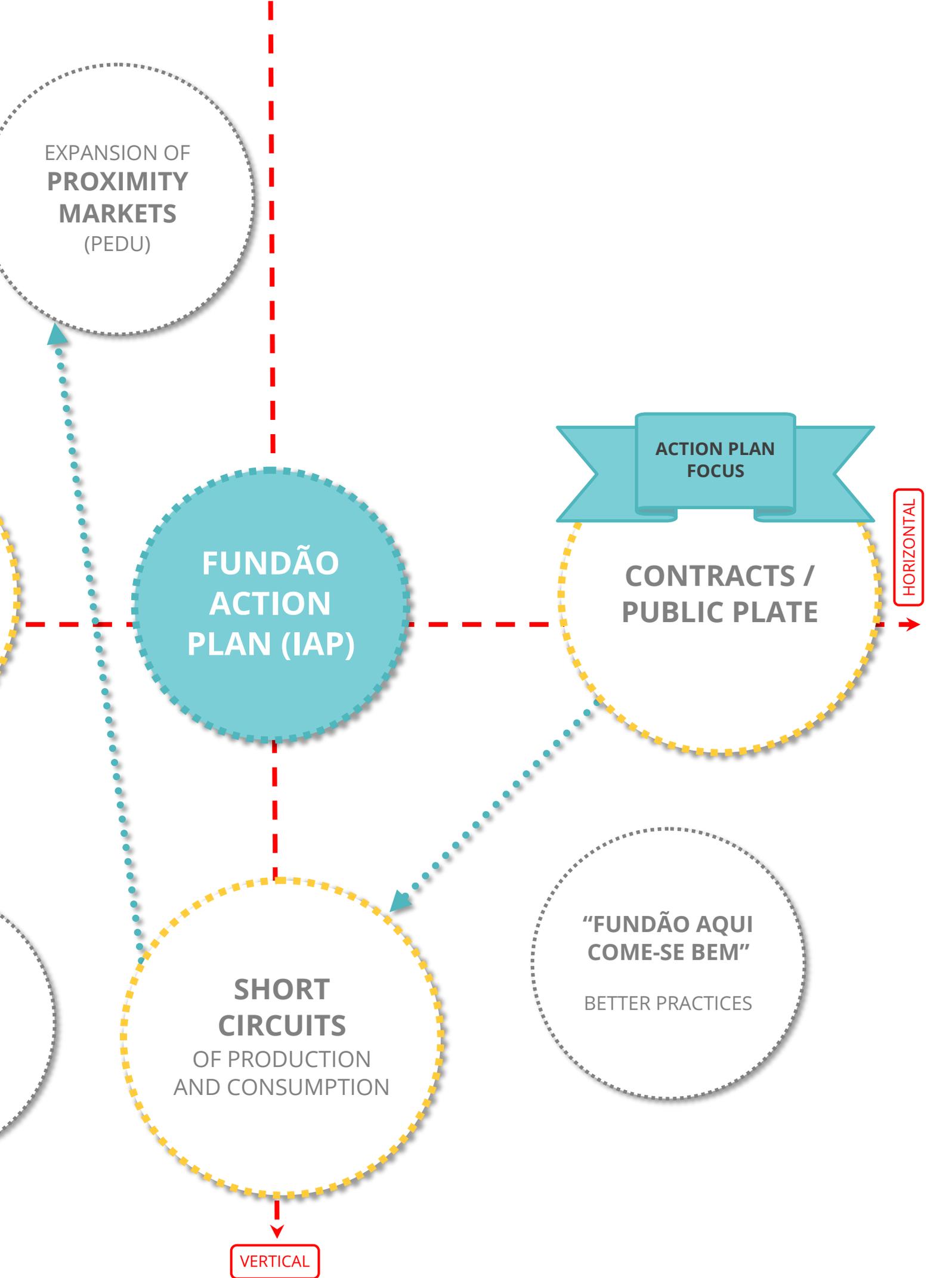
Two European cities, Södertälje (Sweden) and Mollet-del-Vallès (Spain), both partners of the Agri-Urban project, started with a project, "Diet for a Green Planet" at URBACT II. These cities have had to develop discernment in public procurement, and had enormous difficulties just to organize and convince schools, hospitals, nursing homes, etc. to buy healthier food. A policy of public plate can be a catalyst for a major change in a city or region. This initiative is clearly linked to the **Short Circuits**, because through a purchase in the public plate, we can stimulate production and the local economy.

In addition to what is associated with **Public Plate**, in terms of municipal policy, there is an interest in evaluating some model of support and positive discrimination for economic agents to join in this logic and to implement food quality in their own restauration. **The AGRI-URBAN project turns out to be a favourable mechanism.**

In the context of this project, we will also be able to reflect on the Fundão's branding, how to communicate out, the motto "**FUNDÃO AQUI COME-SE BEM**" (*FUNDÃO HERE WE EAT WELL*).



FUNDÃO DYNAMICS / INITIATIVES:



4.3 Risk Analysis

If the initiatives of this Action Plan are implemented, on the one hand, there will be an increase in the cost of meals produced and consequent increase in public spending (Municipal), and on the other, the creation of more jobs. These will be some of possible impacts, which aim to increase the weight of local production in the supply of canteens in the municipality of Fundão.

There may be an increase in the demand for local or regional products leading to an increase in production and, presumably, **may lead to an increase in the market price of these products**. This increase in price will lead to an increase in the producers' incomes and an increase in producers' profit is thus expected.

But in addition to the rise in prices for general consumers, it is also foreseeable that there will be an **increase in the cost of meals as a result of the increase in the price of the goods used in the meal**, and the introduction of new contractual requirements in the case of canteens may also lead to an increase in the cost of contracts.

The expansion of demand by canteens and we expect in the other public plate, should cause an increase in local and regional food production, which should lead to an increase in demand for productive factors. Employment will tend to increase.

Organic farming is often accused of being too expensive and therefore incompatible with the Public Plate.

Still, **organic farming** is often accused of being too expensive and therefore incompatible with the Public Plate. If the extra cost is real, we should understand the reasons and, above all, see that it is minimal when optimized!

The reasons for the extra cost: organic food is a quality food, which requires more work, for a lower yield per hectare. The price also includes the cost of product certification and control. Finally, organic farmers receive little information and support on existing subsidies.

But this extra cost is relative and controllable through:

- From **waste**. Discover the times when waste is important and analyse the means to remedy it.
- The **seasonality of products**. Replace expensive winter products (eg, tomatoes) with locally available vegetables.
- **"Natural" instead of processed**. Replacing pre-made dishes with "homemade" can also have an impact on the budget: prepared dishes often contain a large proportion of water. Not to mention the difference between flavour and nutritional value!

According to the European partners of the AGRI-URBAN project, the first difficulties were:

1º) **To cover the families** - they called the parents to inform them of this strategy, a communication of the benefits of the implementation of this strategy;;

2º) The schools were only prepared to heat the food, that is, they had to equip the schools with **equipment to cook meals;**

3º) The delivery time of the products by the producers, **the distribution, the logistics was not effective,** or a **lack of organization on the supply part;**

4º) They had to give **training to the cooks** in the cooking of the dish because for example cooking organic peas is different, in terms of the cooking time, cooking frozen peas;

5º) They went to open the canteen, once a week, to parents to come to lunch with their children, in a form of **acculturation of the parents on good food;**

6º) How does the Municipality manage to ensure that the products actually come locally, that the products are really organic, etc. **They were based on a monitoring system to ensure that the contract of the public plate, the set of specifications, are fulfilled.** It must be clearly defined how the Municipality or an external entity ensures that what is defined in the set of specifications is being complied with.

On the following page, it is planned to create a management model to overcome these difficulties and find solutions.



4.4 Impact assessment

Evaluation of results is essential. We have defined in this IAP the introduction of local and organic products in the Public School Plate as a priority, with the objectives of identified results. To ensure proper coordination and follow-up of this process, a **MONITORING COMMITTEE** will be set up within the sub-action #3.5 "OBSERVATORY OF HEALTHY CANTINES", bringing together the different stakeholders. The composition of the Committee shall be as follows:

- **Municipality of Fundão:** Executives and technicians of the Municipality of Fundão from various offices (in the graph of the following page represents the responsibilities of each Office / Division, according to the type of actions to be developed, in articulation with the entities involved)
- **Schools:** Representative of the School Group of Fundão and of the Grouping of Gardunha and Schist Schools, and of the Professional School of Fundão
- **Professionals involved in the production and distribution of local products:** producers, distributors, school meal suppliers
- **Associations:** Representative of Pinus Verde, Appizêzere, ACICF, ECOBIO ...
- **Other partners:** IPCB (agricultural school), ARS CENTRO, CBP-BI and Nutritionists.

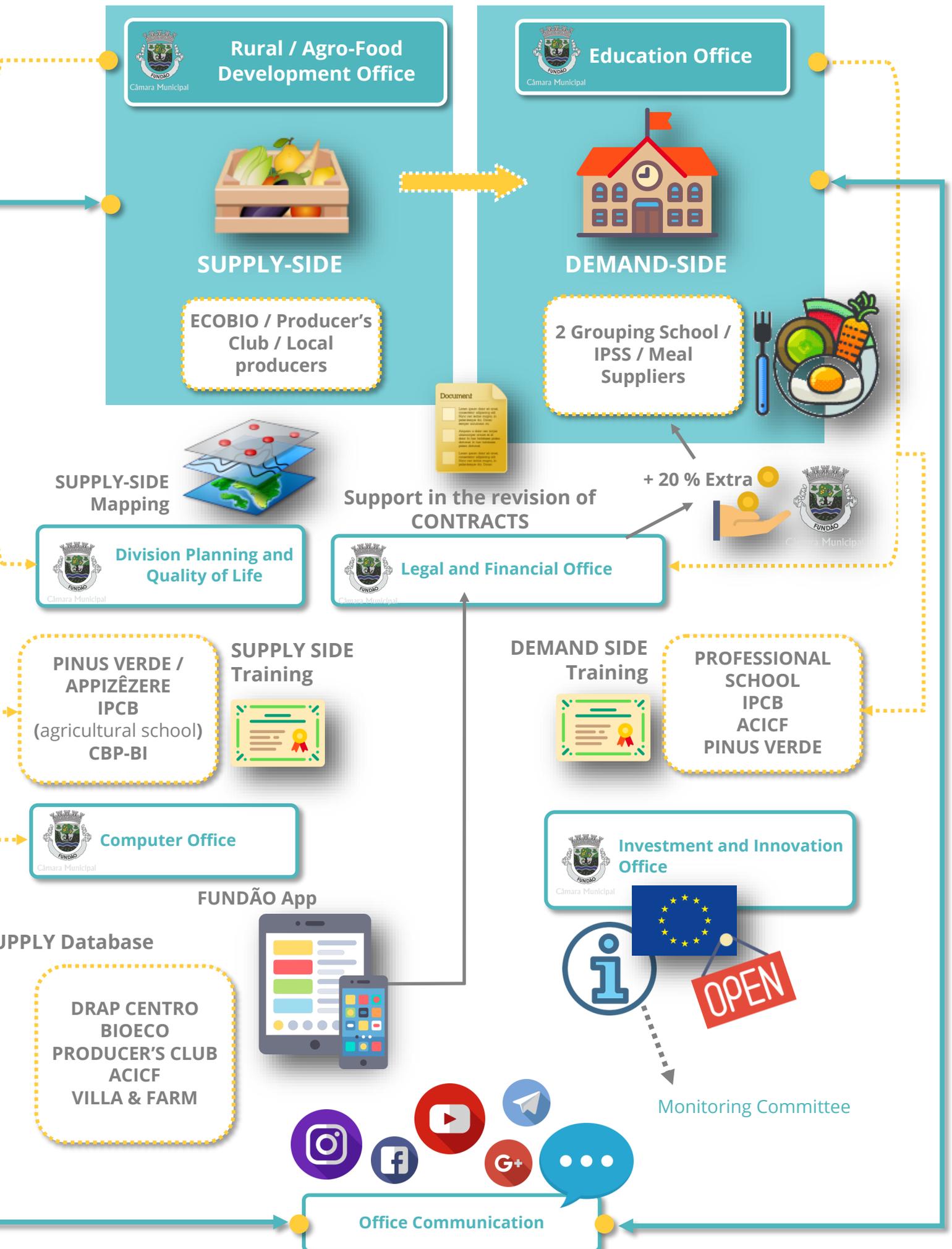
The committee will meet **two to three times a year** to ensure that the actions of the parties involved are followed.

The objectives of the work to be developed by the **Monitoring Committee** shall be::

- Make regular assessments of the supply of local and organic products and identify any difficulties and find solutions;
- Plan the quantitative and qualitative needs of food for transmission to suppliers (introduction of new products);
- Monitor and streamline the communication around the project;
- Inform the beneficiaries, of existing community support, legal and institutional frameworks favourable to the implementation and development of sustainable agriculture, to put into perspective the possibilities of evolution of the project;
- Create various reports of the project tracking process as well as the Final report.

It will also be created **2 WORK ACTIONS GROUP**: one on the **SUPPLY-SIDE** coordinated by the Rural / Agro-Food Development Office, and another, on the **DEMAND-SIDE**, coordinated by the Education Office.

This Working Group will be the main facilitators, animators of this project. They will have to carry out field visits, either on the farms of the producers or in the school canteens, depending on the responsible Office. This group will meet **six times a year**, convening only the stakeholders..



The evaluation and measurement of the impact of this project, on the introduction of local and quality products in school canteens, will be based on different methodologies, such as a questionnaire distributed to the actors and partners, and through the creation of a series of indicators, whose evolution will be measurable over time, thus allowing the project to be evaluated as a whole. Here are some examples:

Children's satisfaction

- Ask the students at the end of the year about quality of meals and quality of service;
- Evaluate their interest during animations, visits, workshops;
- Measure the amount of food waste.

Parents' satisfaction

- Quantify the enrolment increase in the canteen;
- Measure their presence in conferences, tastings and open days.

Producers' satisfaction

- Record the increase in delivery of products in school canteens;
- Measure their participation in educational projects;
- Evaluate their attendance at a training session and measure the quality of these training courses through a questionnaire.

Kitchen staff satisfaction

- Evaluate their attendance at a training session and measure the quality of these training courses through a questionnaire.

Local Products / Food

- Control the% of local and fresh products used for each meal during the year;
- Control the% raw materials from organic farming used per year for each meal.

Food Waste

- Quantify the waste that is measured by weighing them with the structure for this purpose after each meal;
- Quantify the waste in cooking, which is defined by the assessment of food surplus, leftover and waste of raw materials during meal preparation.

Costs

- Compare the estimated budget of meals with the final budget

Local development

- Quantify the number of farmers who change their mode of production;
- Assess the construction progress of the organic sector and the short circuits;
- Measure the mobilization and adherence of the largest number of local stakeholders to the project and the impacts beyond the public plate (hospital, behaviour change at home, for example)

Definition of criteria for delimitation of geographical proximity in Short Circuits (supply side)

INDICATOR: Meal preparation in canteens with organic food (10%) and local production (80%).

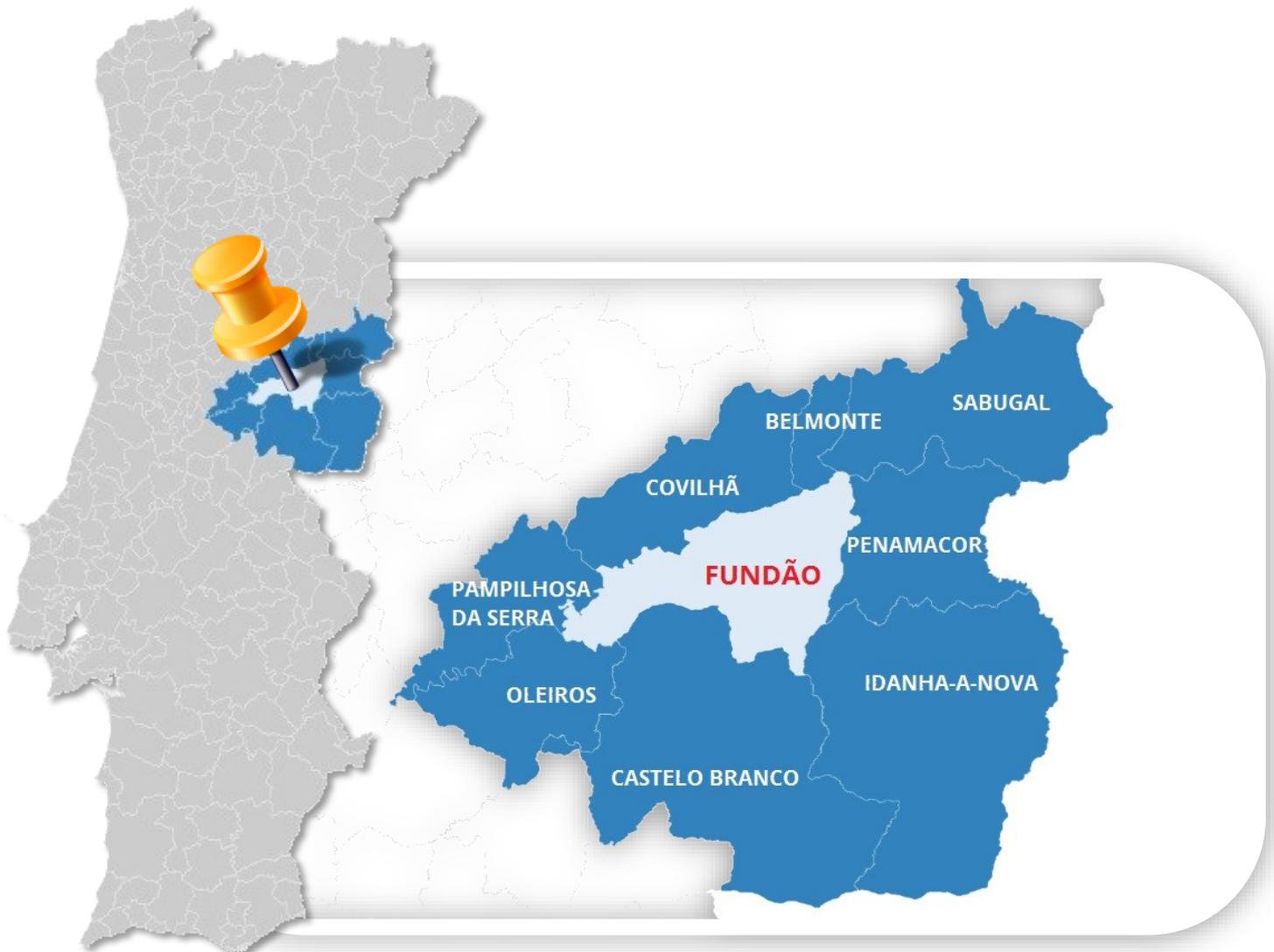
Territorial delimitation criteria used in direct sale in Portugal according to the Law:

- **Portaria n.º 74/2014**, direct supply by the producer of small quantities of products of animal origin county and municipalities bordering the place of production.
- **Decreto-Lei n.º 85/2015**, legal regime applicable to local producers' markets **products produced in the geographical area of the county where the local market of producers and bordering municipalities is located.**

Definition of Short food supply chains (Short Circuits):

- How local products are traded in a structured way for producers and consumers in a territory;
- Limiting the number of intermediaries between producers and consumers;
- By privileging the geographical proximity between the origin of the products and the point of sale to the final consumer.

Therefore, we define our criteria for territorial demarcation of SHORT CIRCUITS in (80%) Fruit and vegetables and (10%) organic products produced in the geographical area of the Municipality of Fundão and in the bordering municipalities (if the supply does not exist in the municipality):







5. FINANCIAL RESOURCES

To boost job creation, growth and competitiveness in our city, we need to maximise the quality, quantity and impact of our actions investments. Exploiting the potential for synergies between Horizon 2020, the European Structural and Investment Funds (ESIF) and other innovation and competitiveness-related EU Programmes can help us to achieve this objective.

This section describes the rationale for developing links between the different funding sources and explains how they can be combined, based on a suggested 5 step approach:

Step	Action	Commentary
1	Make the participation in EU funds a policy priority	Addressing lack of political motivation and reluctance and explains why it is important for local politicians to address funds at city level.
2	Get informed	Addressing the lack of information on EU and structural funding opportunities (and to a certain extent complex administrative rules managing funds) and explain where to find such information.
3	Explore co-financing possibilities	Addressing the barrier of co-funding requirements and lack of resources and give tips on where to look for possible co-funding.
4	Get connected and learn from others	Addressing the lack of information on finding and limited technical capacity. It gives examples of different sources of funding and link to other cities in a similar process.
5	Establish partnerships and foster cooperation	Addressing difficulties in establishing adequate partnerships and proposes ways to foster cooperation with the different stakeholders.

The key to delivery and implementation of the IAP is finance. Without the necessary financial support and resources, the actions are unlikely to be implemented and therefore the plan will not have the impact envisaged in its vision, aims and objectives. There is however no one source that will deliver sufficient finance to fund all individual aspects of the IAP. Within the Action Tables, a number of funding schemes and instruments have been identified that are considered key potential funding sources and these will be pursued throughout the implementation phase of the project.

A wide range of programmes and funding provide financial support to hundreds of thousands of people and organisations such as farmers, students, scientists, NGOs, businesses, towns, regions and many others. EU funding is available on local, regional, national, interregional and EU level. These schemes are grouped into 45 different categories, 9 of which are directly linked to innovation in agriculture, food and forestry. The most relevant for our IAP are presented below.

European Agricultural Fund for Rural Development (EAFRD)

BUDGET: € 95 billion

AIMS: Improve competitiveness for farming and forestry, protect the environment and the countryside, improve the quality of life and diversification of the rural economy, and support locally based approaches to rural development.

WHAT TYPE OF FUNDING? Grants and subsidies for projects and contractual commitments provided by regions or countries implementing their rural development programmes.

WHO FOR? Farmers, foresters, rural businesses, groups, organisations...

European Regional Development Fund (ERDF)

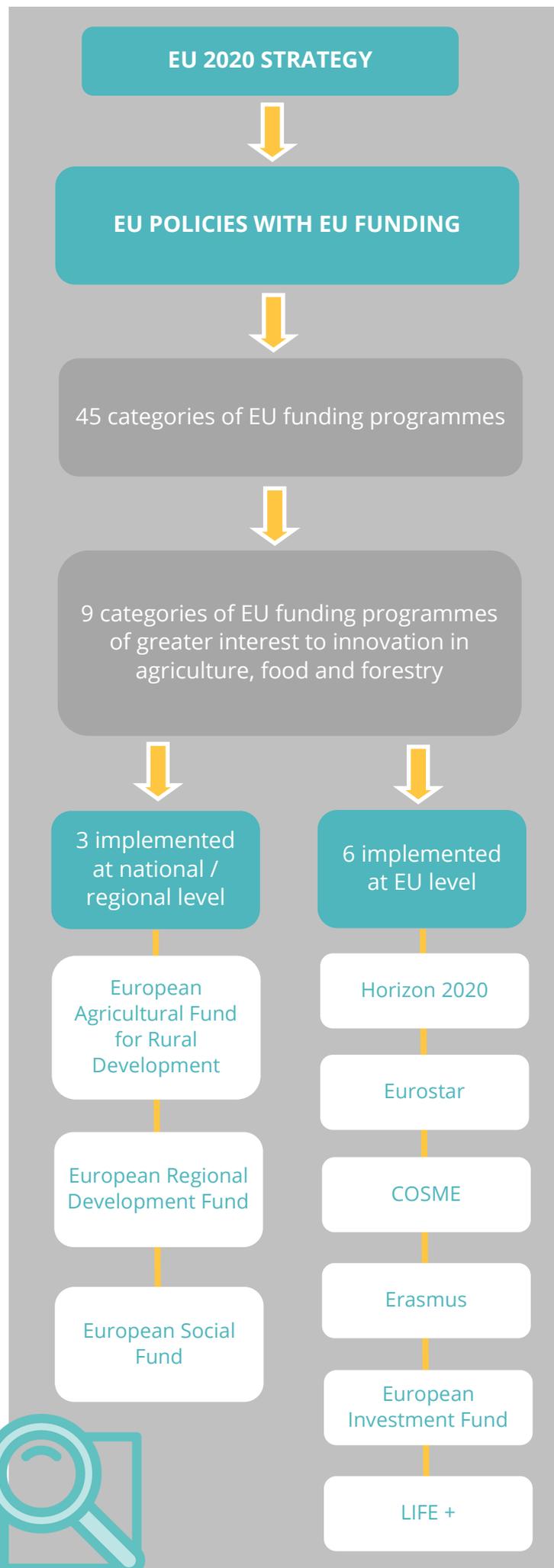
BUDGET: Approximately €200 billion

AIMS: Strengthen economic, social and territorial cohesion in the European Union by correcting imbalances between its regions.

FOCUS: Research and innovation; digital agenda; SME competitiveness; low-carbon economy.

WHAT TYPE OF FUNDING? Grants and other types of financial support provided by regions implementing their Operational Programmes.

WHO FOR? SMEs, research centres, universities, local and regional authorities, training centres, non-profit organisations...



EUROPEAN SOCIAL FUND (ESF)

BUDGET: Minimum €80 billion

AIMS: Investing in human capital to improve job opportunities for all EU citizens.

FOCUS: Improving skills and jobs, favouring employment, mobility and social inclusion, fighting poverty.

WHAT TYPE OF FUNDING? Grants and other forms of support provided by regions and Member States.

WHO FOR? Businesses, public bodies, schools and training centres, universities and non-profit organisations.

INTERREG: Cooperating between regions

ERDF also provides funding for several European territorial cooperation activities including the Interregional cooperation programmes known as 'INTERREG'. There are three types of INTERREG programmes: interregional cooperation between cross border regions, between states in a given part of Europe, and between regions throughout the whole of Europe. The interregional cooperation programme for 2014-2020 'INTERREG EUROPE' is open to all regions and supports mainly the exchange of practices at regional policy level. Cross-border and transnational cooperation programmes may support investments more widely, including

in the agri-food chain. The cooperation programmes are currently being defined by managing authorities. First calls for proposals are expected in 2015.

EUROSTARS

BUDGET: €1.14 billion

FOCUS: Innovation in all sectors.

WHAT TYPE OF FUNDING? Grants for development of new products, services or processes provided on a country-by-country basis.

WHO FOR? Consortia must include at least one research and development performing small or medium sized enterprise (SME). Other participants can be of any kind (industries, universities and research institutes).

ERASMUS +

BUDGET: €14.77 billion

FOCUS: Education, training, youth and sport

WHAT TYPE OF FUNDING? Scholarships, grants for small projects, loan guarantees for students...

WHO FOR? Educational institutions, training centres, universities, different sorts of organisations.

LIFE +

BUDGET: €3.4 billion

FOCUS: Environment and climate action

WHAT TYPE OF FUNDING? Grants for environmental projects provided through yearly calls for proposals.

WHO FOR? Private companies, NGOs, public bodies.

HORIZON 2020 (H2020)

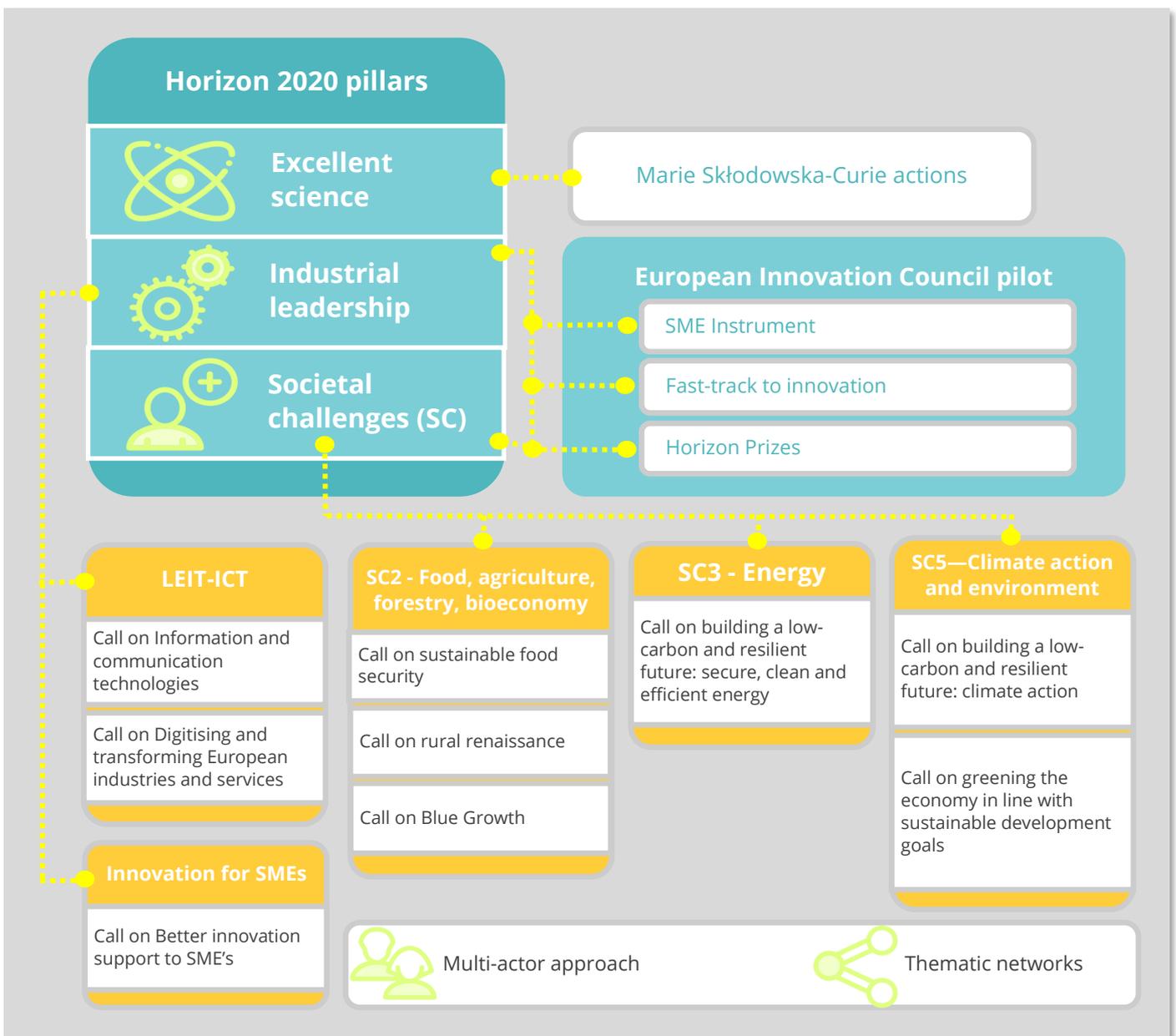
The main opportunities for agriculture and forestry can be found in two main H2020 calls :

- Sustainable Food Security (SFS)
- Rural Renaissance (RUR)

With these calls, we search support to: improve the management of resources and ecosystems to provide healthier and more diverse food to people while safeguarding the environment and adapting to climate change; develop smarter, greener and more circular rural economies through modernised policies, generation renewal, more innovative value chains and enhanced uptake of digital opportunities.

There are also opportunities for agriculture and forestry in other parts of Horizon 2020 work programme, such as the calls on “Digitising and transforming European industry and services” (LEIT-ICT), “Building a low-carbon, climate resilient future” (SC3), “Greening the economy in line with Sustainable development goals” (SC5) or the “European Innovation Council Pilot”.

Opportunities for our IAP will continue after the end of Horizon 2020 in the so called **9th Framework Programme**.





6. COMMUNICATION STRATEGY & PUBLIC CONSULTATION

Communication plays a vital role in the success of the project. **LOCAL PRODUCTS + HEALTHY FOOD = HAPPY CHILDREN**, is an essential factor for the successful introduction of local and organic products in school canteens. We dedicate to action #4-SENSITIZATION AND TRAINING ACTIONS, a specific sub-action for the COMMUNICATION STRATEGY.

This one have five goals:

- Emphasize and highlight the local and organic products between supply demand, creation of the DATABASE;
- Promote communication between local producers and schools / schools meals providers;
- Promote the approach adopted by school canteens, for their valorisation in regional and national context;
- Influencing parents, students, teachers, cooks, suppliers, to be more aware of the interests and benefits of quality and local food.
- Create a collective of reflection, which will be the continuation of the meetings of the Local Action Group, to bring the informative elements of the progress of this project to persuade, at regional/national level, decision-making bodies of education and interested communities, the benefits of this project (around films or conducting conferences with nutritionists, local producers, municipal executives, associations...).

The **Communication Office of the Municipality of Fundão**, in conjunction with the Education Office and Rural and Agro-Food Development Office, and the key partners of Action 4, would have the function of informing / disseminating externally and internally the different activities of this Action Plan, through the following means of communication available or to be carried out:

- The website and social networks of the Municipality of Fundão;
- Creation of animations, videos, photographic reports during the project (reinforcement of territorial anchorage from project through the presence, for example, of producers);
- Link with the local and regional media.
- Conducting a local and / or national seminar to present the project results, dissemination of good practices and support guide to the development of local strategic plans at the end of the project (this can be financed by the project, if approved, "**AlimenTAÇÃO! Short circuits Agri-food for the realization of the Human Right to Adequate Food**" of the National Rural Network);
- The Action Plan Portuguese version published on the website of the Municipality of Fundão.

The estimated budget for the COMMUNICATION STRATEGY will be a value of **€ 29.100,00** (cost inherent in the production and assembly of video, printing of documents, pamphlets, posters ...)

The Government's program includes the measure to promote a **National Strategy and Action Plan for the development of Organic Agriculture (ENAB)** already implemented by the Resolution of the Council of Ministers on July 27, 2017. This initiative intends to make known the ENAB, In the first phase, the pilot project of organic food in the basic school of Silvares, contributing to the implementation on the axis - Promotion and Markets, the action 2.1.2 - Incorporate organic products In the menus of public plate.

7. THE FUTURE...

Most people have never heard of Fundão, since it is a small town located in the centre of Portugal (Cova da Beira), but now Fundão is on the map!

Fundão also represents a hidden jewel for producers, the community, where the consumption of organic products came to stay. Thanks to the implementation of the project **LOCAL PRODUCTS + HEALTHY FOOD = HAPPY CHILDREN**, has grown and taken new bets, both part of the Distribution, as of the Production. The bet on healthy food with local and organic products, has created new dynamics in the city, notably the offer of new shops and restaurant dedicated to organic products. Because in Fundão, here we eat well! And in a healthy way.

As an agricultural investor, you will certainly receive a number of options and long lists of benefits presented by agencies or institutions dedicated to raising investment, all over Europe or in Portugal, but for decades, the world's leading brands have Fundão in their radar, making our city the main national attractiveness pole of ICT innovation companies, industries in the areas of polishing, watchmaking and jewellery, and thanks to robotic IOT for agriculture, now new solutions at your disposition.

We have the people, the places and the will to make our city the home of your well-being, and we here sell TIME.

In Fundão, we believe that we can offer several advantages: agricultural land at low-cost purchase or lease prices, infrastructures with good national and Iberian accessibility, human talent at competitive prices and a low cost of living. And we also complement this package with a wide range of tax incentives.

Feel free to contact us, to visit us and enjoy the opportunities that the city of Fundão has to offer.







APPENDICES & SUPPORTING VOLUMES

STATISTIC DATA

- CCDR Datacentro (2017) - <http://datacentro.ccdrc.pt/>
- INE Instituto Nacional de Estatística (2017) – <https://www.ine.pt/>
- PRODATA - Base de Dados Portugal Contemporâneo (2015) - <https://www.pordata.pt/>

GUIDES, REPORTS AND THESES

- DOUARCHE, Delphine (2010), *La Restauration Collective: passerelle pour la valorisation des produits agricoles locaux*. Rapport d'étude Master 2 Professionnel. Centre Universitaire de Formation et de Recherche - Jean-François CHAMPOLLION
- DOUARCHE, Delphine (2010), *La Restauration Collective: passerelle pour la valorisation des produits agricoles locaux*. Rapport d'étude Master 2 Professionnel. Centre Universitaire de Formation et de Recherche - Jean-François CHAMPOLLION
- Guide de la restauration collective responsable – CIVAM et Fondation Nicolas HULOT – 2009. <http://www.civam.org/index.php/systemes-alimentaires-agricoles-territorialises/systeme-projets-nationaux/138-restauration-collective>
- Guide Pratique Favoriser l'approvisionnement local et de qualité en restauration collective - Ministère de l'Agriculture et de l'Alimentation - Stéphane le FOLL - 2014 - <http://agriculture.gouv.fr/ministere/guide-favoriser-lapprovisionnement-local-et-de-qualite-en-restauration-collective>
- Carnet d'Expérience pour initier une démarche de lutte contre le gaspillage alimentaire en restauration scolaire Favoriser l'approvisionnement local et de qualité en restauration collective - Département de Saône-et-Loire Direction de l'aménagement durable des territoires et de l'environnement (2011) - http://www.saoneetloire71.fr/uploads/media/CARNET_gaspillage_alimentaire_VF.pdf
- Guide méthodologique à destination des responsables de la restauration collective: Introduire des Produits Locaux dans mon Restaurant Scolaire—Stéphanie HEUZÉ (2013) - <http://www.defis-ruraux.fr/resto-co/guide-methodo.pdf>
- Programa Nacional para a Promoção da Alimentação Saudável - Direção-Geral da Saúde. Sistema de Planeamento e Avaliação de Refeições Escolares - Recomendações Alimentares. Disponível em: <http://www.plataformacontraaobesidade.dgs.pt:8080/SPARE2/recomendacoes.php#btab4>.
- Programa Nacional para a Promoção da Alimentação Saudável - Direção-Geral da Saúde. Planeamento de Refeições Vegetarianas para crianças em Restauração Coletiva: Princípios Base. (2016) Disponível em: <https://www.alimentacaosaudavel.dgs.pt/>
- Silva, S. C. G. et al. Linhas de orientação para uma alimentação vegetariana saudável. Programa Nacional para a Promoção da Alimentação Saudável. Direção-Geral da Saúde. Disponível em: <http://nutrimento.pt/noticias/linhas-de-orientacao-para-uma-alimentacao-vegetariana-saudavel/>. (2015).
- VALENTIM, Maria (2013), *Refeições Escolares e Ação Social: o caso do município de Coimbra*. Relatório de Estágio no âmbito do Mestrado em Sociologia. Universidade de Coimbra
- Circuitos Curtos Agroalimentares—Produzir e Consumir Localmente . REDE RURAL NACIONAL—Revista nº3/2013 Disponível em: <http://www.rederural.gov.pt/images/emRede3.pdf>
- MUNICÍPIO DO FUNDÃO, “Fundão Plano de Inovação” (2017)
- MUNICÍPIO DO FUNDÃO, “Guia do Investidor” (2014)

PHOTOGRAPHIES / IMAGES

Municipal photo archive

FINAL NOTES

This IAP counted on the participation and contribution of an extended set of people and entities that have contributed greatly to the development of this project.

The team of Municipality of Fundão appreciates the contribution of all.

Team of Municipality of Fundão

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Miguel Gavinhos (Vice-Mayor of Fundão)
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Sandra Raposo (Division of Planning and Quality of Life)
Carlos Agostinho Nobre (Municipal Market)

Participants at AGRI-URBAN LOCAL ACTION GROUP meetings

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Miguel Sousa (Inova+)
Miguel Vasco Ribeiro (Agency Gardunha XXI)
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Jorge Andrade (Grouping of Schools of Gardunha and Schist)
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Nuno Ribeiro (BIOECO)
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Luís Rodrigues (Villa and Farm)
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Rui Pombo (Santa Casa da Misericórdia do Fundão)



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Ajuntament de Mollet del Vallès



Södertälje kommun