

Mouans-Sartoux is looking for

# Local Farmers for a Sustainable Planet



## Integrated Action Plan

### AGRI-URBAN

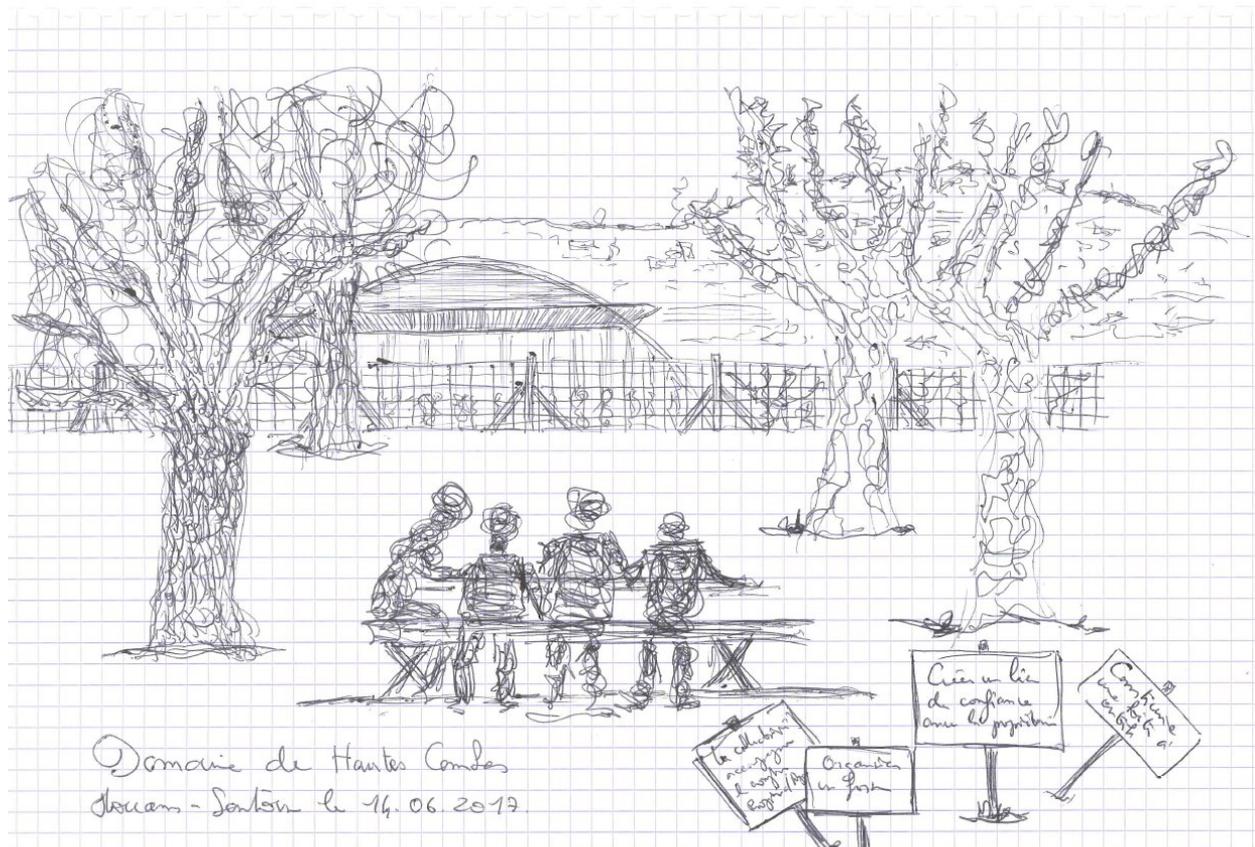
Local Food in Urban Forks

*Author: City of Mouans-Sartoux – Center for Sustainable Food and Education*



# Acknowledgments

Many thanks to all the ULG members and their precious contributions!



*ULG meeting at the municipal farm, minute made by Gabriel Bouillon*

*“ Quand un mangeur devient citoyen, c’est une révolution qui va, grâce à une spirale vertueuse, transformer le monde. ”*

*“ When an eater becomes a citizen, it is a revolution that will, thanks to a virtuous spiral, transform the world. ”*

**François Collart-Dutilleul**





# Table of contents

Acknowledgments.....	3
Mayor Statement.....	7
1. Background and Policy Context.....	8
1.1 City Profile.....	8
1.2 Background.....	10
1.3 Policy Context.....	15
2. Vision and Expected Results.....	20
2.1 Our vision.....	20
2.2 Expected Results.....	22
2.3 The change.....	23
3. Process of building the IAP.....	26
3.1 The method.....	26
3.2 Learning and sharing at EU level.....	27
3.3 The bottom/up approach - Local Group.....	29
4. Our Strategy for Agri-Urban.....	35
4.1 Action planning.....	35
4.2 Monitoring and Evaluation.....	43
4.3 Integrated approach.....	44
5. Financial Resources.....	49
6. Communication Strategy & Public Consultation.....	55
7. The Future.....	59



# Mayor Statement



For more than 30 years, the municipal team has been pursuing the goal of making Mouans-Sartoux a piece of true humanity to make its inhabitants happy while respecting the environment. To achieve this goal, the municipality's projects are ambitious in the areas of education, culture, solidarity, sustainable development, and of course agriculture and food. Our population is very involved in the reflection and the implementation of these projects. Perhaps it is already a form of applied participative democracy,

with its trials and errors, its attempts, its successes. It is the possibility for the citizen to participate in the development of a policy, the organization of events, the reflection on the present and the future, and it is undoubtedly a good way to understand the stakes of a community that wants to live well together.

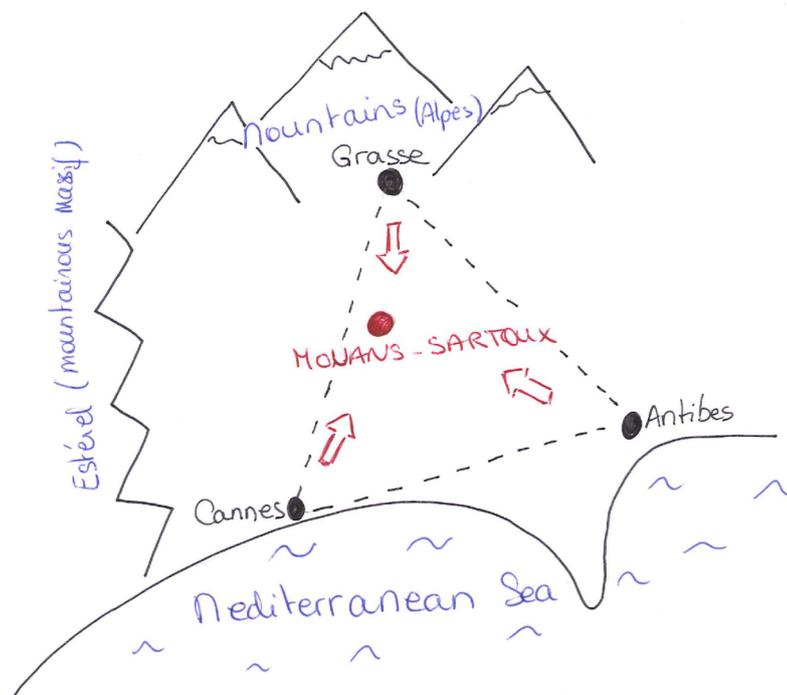
Deciding what we want to eat and where we want our food to come from is a way to feed ourselves while respecting both our health and the environment. This awareness made us to develop a 100% organic school catering system that has become a reference project in France and around the world. But this project has also allowed us to build a shared vision with the inhabitants of Mouans-Sartoux to profoundly transform the urban planning of our city by finding enough areas dedicated to agriculture, despite the land pressure of the French Riviera, to produce organic and local food to feed the population. Our project is that the Center for Sustainable Food and Education, created in October 2016, will become an inspiring place for all cities, a place of training and sharing on governance, so that each territory can decide on its food sovereignty. These last two years of the URBACT Agri-Urban project have made it possible, thanks to enriching exchanges and the discovery of our network partners' good practices, to clarify our vision and to build an ambitious strategy for the future of agriculture in our municipality. This integrated action plan will focus on two of the five axes of our Territorial Agri-Food Project. Voluntarily, we wanted it to be tightened and centered on the biggest difficulty identified on our territory: to succeed to install farmers on the land area dedicated to them and to help them with the viability of their settlement. At the same time, we will continue to conduct our sustainable food education activities, analyze and share our project so that we can progress and inspire other territories.



# 1. Background and Policy Context

## 1.1 City Profile

Mouans-Sartoux is a city of 10,000 inhabitants, in the Alpes-Maritimes departement (South-Eastern France). It is located at the center of a tripled agglomeration (Cannes-Grasse-Antibes) of over 450 000 inhabitants. Due to severe geographical constraints (between sea and mountains), this agglomeration is incapable of growing and extending towards its periphery. Thus its development exerts strong pressure on municipalities located in the centre of this triangle: Mouans-Sartoux is therefore subject to this pressure, which becomes even more intense in terms of forest and agricultural land conservation within our territory.



In Mouans-Sartoux, there are 6500 jobs. The city counts 4324 people as labor force, including 3899 people employed. The unemployment rate is 9,8 %. The average income per consumption unit (INSEE 2014) is € 24,319/year and there are 4,156 tax households (INSEE 2014).

For over 30 years, Mouans-Sartoux has placed education and culture, ecology and citizenship at the heart of its politics.

The city is well-known today:

- for the intense cultural life that has been put at the heart of the city project,
- for having put all its services in municipal boards: water, sanitation, funeral services (free funerals!), green spaces, school meals, maintenance...
- for its 100% organic canteens, without raising prices
- for its organic municipal farm, 6ha, where three municipal agricultural work
- for its battles won against the establishment of an Ikea, an incinerator and, against the doubling of a highway, for the reopening of a railway line, etc., to the benefit of small shops, environment and quality of life.

Since 1999, Mouans-Sartoux has developed an innovative collective school catering system, which embed the socioeconomic and environmental issues and aims at protecting the health of the planet and its inhabitants. The project stresses the importance of food quality, healthy diet, 100 % organic products, short and local supply chains, transparent public procurement and fewer animal-based proteins in menus. In 2005, efforts were put in improving nutritional balance of the meals, and then, procurement turned gradually towards organic products, reaching 100 % in 2012.

In 2010, due to the lack of local organic producers that could supply the canteens with fresh and quality vegetables, the municipality created a municipal farm. Now employing 3 full time workers, the farm produces 24 tons of organic vegetables to provide the canteens exclusively. This represents 85 % of the vegetables eaten in the 3 canteens of the schools of Mouans-Sartoux.

## 1.2 Background

The town of Mouans-Sartoux has historically been strongly connected to the perfumers of Grasse and had a large agricultural perfume plant farming. In recent decades, economic and land pressure have pushed agriculture away from the area.

In 2010, the Agenda 21 of the city set the goal of achieving food self-sufficiency capacity within our territory. For over 20 years, the city has worked at developing a project seeking to reach 100% organic and local food served for lunch meals in the canteens of Mouans Sartoux schools. This goal has been achieved in 2012, thanks to an 80 % foodwaste reduction, which helped reallocate money in food quality without increasing costs.

Back in 1998, due to ‘mad cow’ disease, the elected representatives became aware of the link between food, health and environmental issues. The city immediately decided to serve organic beef in the school canteen. It was the first time that we became really aware about the necessity of changing our practices. In the following months, the Mayor of the time, André Aschieri, was in charge of a parliamentary mission on the health-environment issue. He then met a number of scientists and experts that warned him about their studies, and that new health issues were emerging. These reports concerned electromagnetic waves, indoor and outdoor air quality, but also food aspects. The Mayor, sharing the information with his municipal councilors, led a reflection in order to be exemplary about the various actions implemented by the municipality to limit impacts on the environment and the health, starting from the respect of nature and environment. This is how projects such as active commuting, indoor air quality, preservation of biodiversity and natural spaces, etc. were born. Every first weekend of October, a well-known Book Festival (welcoming 60,000 visitors in a three-day event, which represents 6 times Mouans-Sartoux’s population), invites the population to debate with authors, scientists, philosophers, economists and politicians, in order to get informed, build their thinking and imagine how to build a better world for tomorrow. This is how, for instance, in Mouans-Sartoux Pierre Rahbi founded the Colibri Movement, and Vandana Shiva, Edgard Morin, Suzan Georges, José Bové, Peter Brook... come and give us their vision of the world. This popular approach of knowledge infuses within the population, who takes ownership of this sustainable approach for the future. It is therefore together, as elected representatives and citizens, that we set up local actions to respect the health and environment of the population in a positive synergy.

In 2010, the city created a municipal farm, and hired a first municipal farmer to produce vegetables eaten at every lunch by the students. In October 2012 the urban zoning plan has decided to triple the amount of agricultural land areas of the city. It remains a strong act on

the French Riviera where the land is highly sought for real estate. Since then, the city has decided to help sustainable farming development within its territory by supporting new farms creation (subsidizing installation, protecting farming land within the territory, etc.).

Despite this strong political action, since then, only one organic farmer has been installed. There are many factors that prevent this project from growing and meet the expectations, such as the state of the land (public ones) and the absence of motivation from private owners to put their land under farming activity.

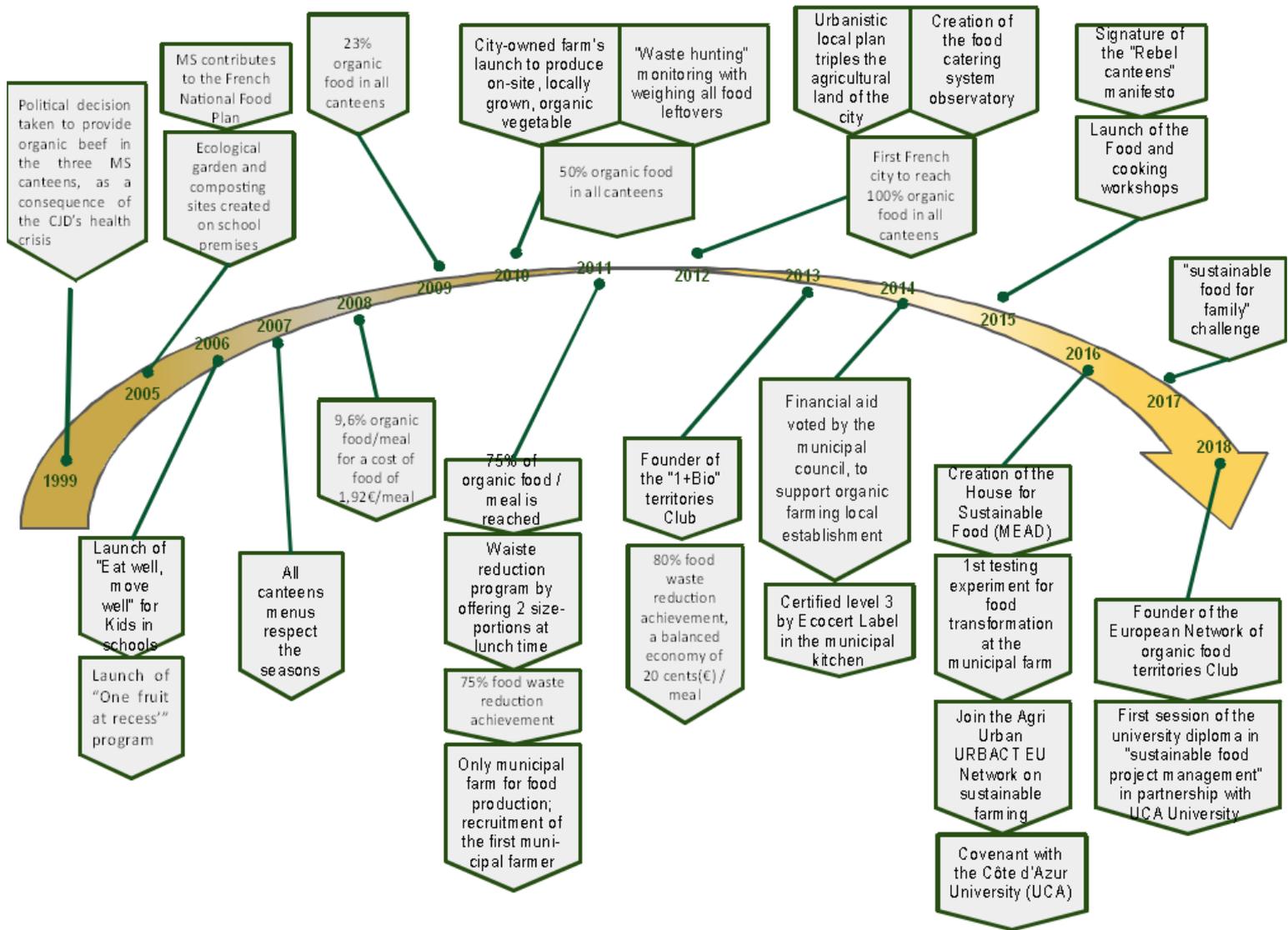
Our main issues regarding agriculture are :

- Loss of agricultural land in the region (massive urbanization)
- Loss of farming activity
- Lack of local and organic food offer
- Difficult access to housing for farmers' willing to settle without coming from the area

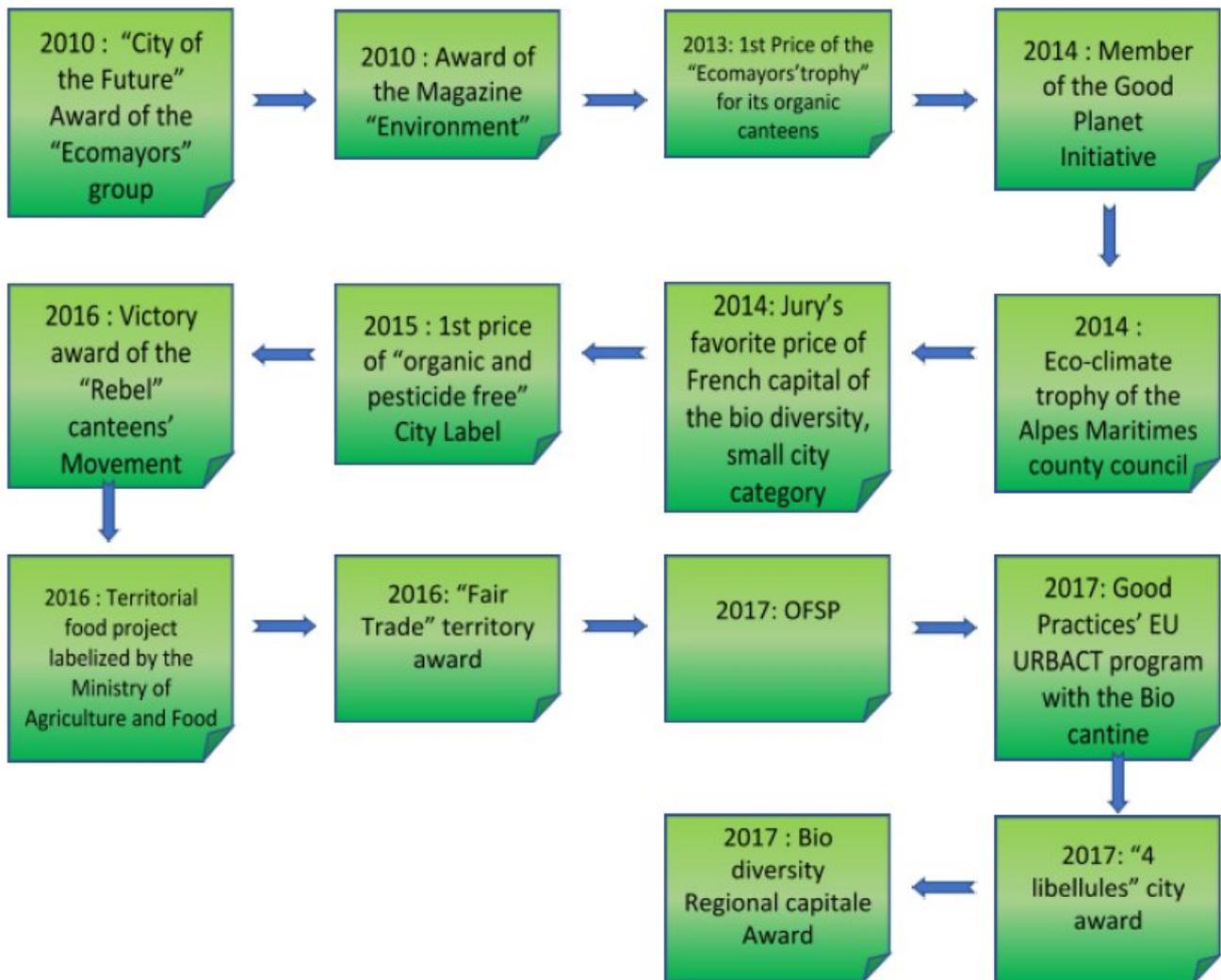
Mouans-Sartoux's 100% organic and local meals served every day in schools have been a starting point to develop a global reflection for a sustainable territorial agri-food policy. Through its MEAD (Center for Sustainable Food and Education), created in October 2016, the city carries on its work on local agri-food systems and education.

The URBACT local group has focused on the issue of farmers installations within the AGRI-URBAN project.

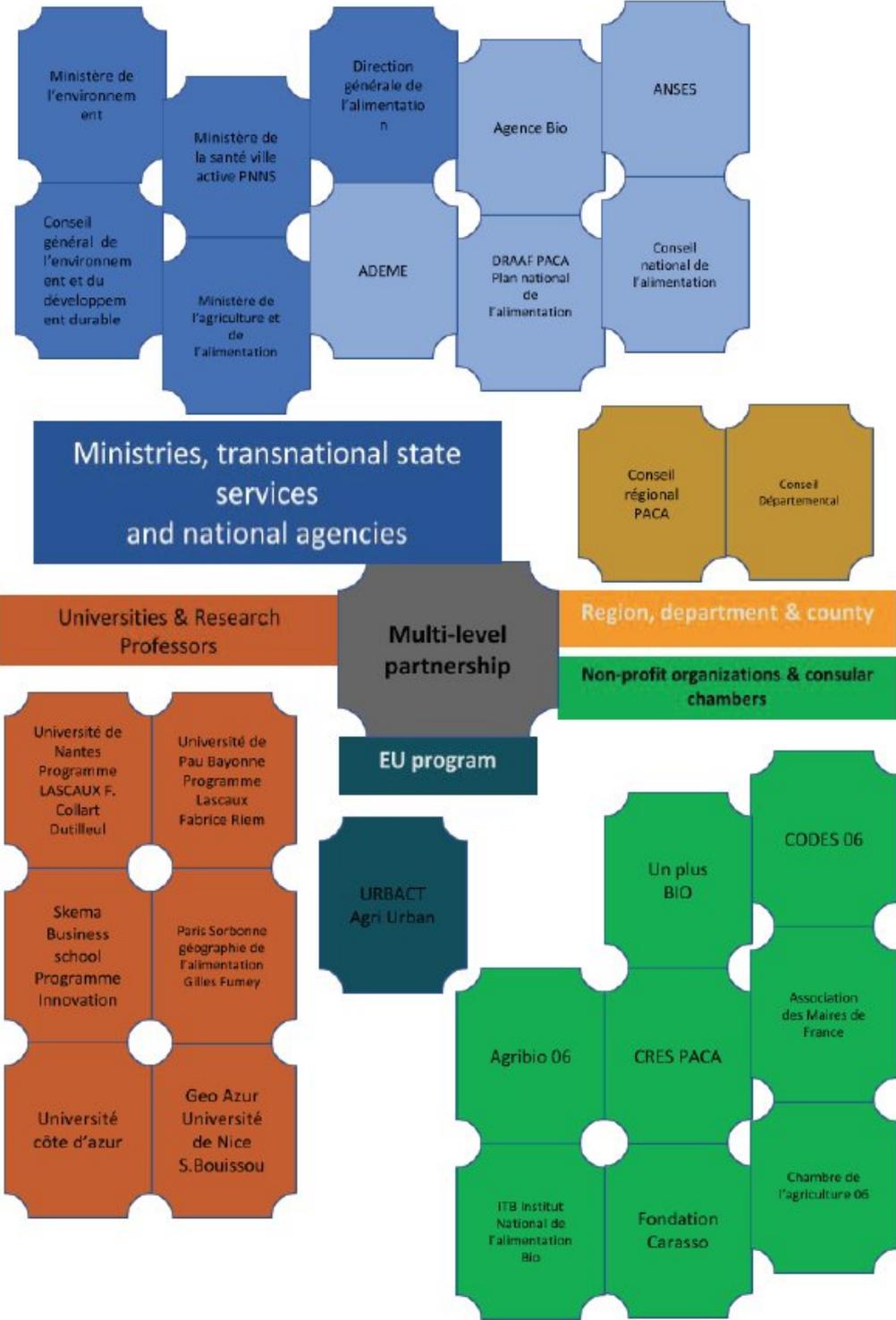
# History of Mouans-Sartoux Food Project



## FOOD PROJECT'S AWARDS & LABELS OF THE CITY OF MOUANS-SARTOUX



# Our partners



## 1.3 Policy Context

### International level

At international level, the Food and Agriculture Organization of the United Nations - FAO's work on sustainable food systems and on the right to food urges countries to develop local policies in that sense. The OFSP (Organic Food System Program) is a network inspired by the United Nation global objectives, in close relation with the UN Sustainable Food Systems (SFS) program (10-Year Framework for Programs on Sustainable Consumption and Production Patterns – 10YFP). Since November 2017, Mouans-Sartoux has joined the Program, which will provide the FAO with combined inputs from all the participant cities on sustainable agri-food systems.

However, the difficulty to conciliate the objectives of the UNFAO (that regulates human rights, such as the right for food) and the ones of the WTO (that deals with the international trade law), demonstrates even more that it is at local level that cities can implement agri-food policies toward more accessible, fair and sustainable food systems.

### EU level

At the heart of the EU2020 Urban Agenda is the will for better knowledge, i.e. success stories such as Mouans-Sartoux, and other knowledge about how cities evolve need to be put to better use and shared more widely.

Such projects contribute to the objectives of the Urban Agenda, by establishing a more effective integrated and coordinated approach to EU policies and legislation with a potential impact on Urban Areas and also contributes to territorial cohesion by reducing the socioeconomic gaps observed in urban areas and regions.

Territorial agri-food policies notably address issues of procurement, focusing not only on cost but also on health and environment: at the interface between inhabitants and other levels of government, Mouans-Sartoux's project adopts a transverse approach and shared governance through the collaboration of many internal services such as youth and education (through animation, school catering, health, prevention and sustainable development sectors), environmental services (managing the municipal farm), the city urban planning office (especially for the agricultural land area project aiming to install new farmers), with crucial cooperation among all stakeholders.

The Urban agenda for the EU has developed 10 Thematic Objectives that strongly entail challenges that the agri-food sector can tackle. By its concrete actions, Mouans-Sartoux's agri-food policy fits in TO 6: Protecting the environment and promoting resource efficiency, TO 8 Promoting employment and supporting labor mobility, TO 9: promoting social inclusion and combating poverty and TO: 10 Investing in education, skills and lifelong learning by developing education and training infrastructure.

Under the umbrella of some outstanding movements and international entities such as the RUAF (Resource Centers on Urban Agriculture and Food) Foundation, the International Urban Food Network or the Milan Urban Food Policy Pact, cities of the world are claiming, through initiatives like the one led by Mouans-Sartoux, a re-empowerment of cities in the framework of food policy.

## **France**

Mouans-Sartoux uses a sustainable integrated approach to urban policy, responding to a range of interrelated needs with a closely integrated response: school catering, health, employment, urban planning, agriculture, education, public procurement, environment, etc. It decided to use collective school catering as a lever to develop a global and coherent agri-food policy, that is in line with national requirements.

Indeed, since a few years in France, many policies and laws on sustainable food and agriculture have emerged. The participative approach employed very recently during the Etats Généraux de l'Alimentation showed how important is the need to implement a real policy on sustainable food at national and EU level. One of the results is a law that should fix the level of organic, local or quality products at 50% in collective catering by 2022. The 11 workshops conducted in cooperation with a large range of stakeholders led to the conclusion that people increasingly ask for food systems and food quality that are safer, more secure and sustainable. A bill (law project) should also go further on the fair price paid to farmers.

In addition, Mouans-Sartoux is founding member of a network of 52 French cities who work on developing more sustainable, ethical and healthier collective catering (that represents 11 million inhabitants and 8 million meals/year), led by the NGO Un Plus Bio. Starting from January 2018, this nationwide network has opened to EU cities from 7 different countries.

For the city of Mouans-Sartoux, being part of these specific networks at national and international level (Un Plus Bio, AGRI-URBAN, Organic Food System Program) is also an opportunity to make the project evolve in the long term and share its experiences to build better policies on food systems in the future.

## **Local level**

In Mouans-Sartoux, the development of a sustainable territorial agri-food sector is part of the city strategy (and the aim of the AGRI-URBAN Local Group). The region around Mouans-Sartoux is characterized by high land pressure and urban sprawl.

In 2012, the local urban planning strategy (PLU) was modified in order to triple the farming area of Mouans-Sartoux (from 42 to 112ha). This document is linked to the Agenda 21 of the city (2010), which defines 21 orientations and 70 actions in various fields connected to the Good Practice (such as management of the urbanization, sustainable transport and mobility, associative life, protection of natural resources...)

In addition, municipal support to local producers will help tackle the loss of farms and lack of offer. In 2014, a first organic grower qualified for this funding (12000€) to install his farm in Mouans-Sartoux. This policy contributes to the local economy and job protection, through the whole agri-food chain value. Due to the enabling framework of Mouans-Sartoux (with high citizen involvement and support for sustainable actions), a grocery store that sells only unpacked organic and local goods was created in 2016 (with two new jobs).

The MEAD is the municipal organ that structures the Territorial Agri-Food Project and policy of Mouans-Sartoux.

*“ Nous sommes la première génération qui ressent l'effet du changement climatique et certainement la dernière à pouvoir y faire quelque chose. ”*

*“ We are the first generation that feels the effect of the climate change, and certainly the last to have the power to do something about it. ”*

**Cyril Dion**  
**Writer, co-funder of the Colibri Movement**



## 2. Vision and Expected Results

### 2.1 Our vision



The vision shown on the picture above is shared with the stakeholders of the local group. Indeed, each of them wants to see local and sustainable food chains develop within our territory, in order to allow access to sustainable food produced by farmers who succeed to live from their activity. ULG members share the vision for different reasons according to their identity and purposes (agricultural developing organizations, food coops or local shops, farmers, public bodies, citizens-consumers, project leaders, etc.).

We want to enable agricultural projects leaders to settle on Mouans-Sartoux's land (private or public). In that sense, there is a need to find solutions in order to make this land available, clean and ready to host a farm. These solutions have to be creative and innovative ideas that can be adapted to the very specific context of Mouans-Sartoux, a small city in a highly pressured area in terms of real estate. In that sense, we intend to make a diagnosis and map of the available areas for farm settlement, find financial aid to rehabilitate some of these plots, sensitize private owners and the population to the agricultural strategy, create some

tools to support new farmers in their project, such as set up an incubator and a food laboratory in order to secure their business model.

The achievement of the project will then contribute to develop and reinforce local and short food chains, create employment and economic activity in relation with sustainable development, reducing impact on health and the environment, and increasing territory's food sufficiency, which will be vital for the future.

This vision is shared by the inhabitants, the local stakeholders and the municipality, as part of its sustainable food policy.

## 2.2 Expected Results

The objective of this Integrated Action Plan is to « Increase the number of organic farmers' settlements in Mouans-Sartoux to make the best use of public and private agricultural land and meet the demand for local products for the collective school catering and for the local population. » This objective is SMART (specific, measurable, achievable, relevant and time-bound).

<b>Objective 1: Increase the availability of local land</b>	<b>Expected Result 1.1: Diagnosis and map of the agricultural land available</b>
	<b>Expected Result 1.2: Increased availability of private land owners on sale &amp; rent opportunities</b>
	<b>Expected Result 1.3: Increased availability of local population and neighborhood for the project</b>

<b>Objective 2: Engage organic producers and support their settlement</b>	<b>Expected Result 2.1: Identify a minimum of 3 new organic producers</b>
	<b>Expected Result 2.2: Create a follow-up group</b>
	<b>Expected Result 2.3: Create a farming incubator</b>
	<b>Expected Result 2.4: Find housing opportunities for new farmers</b>
	<b>Expected Result 2.5: Develop a food-processing laboratory</b>

## 2.3 The change

The change we are expecting is there are at least 3 new organic farmers that can settle in Mouans-Sartoux, with various types of production : vegetables, fruits, eggs and chickens, etc. They will provide the local population with their products selling it by different means (farmers' markets, CSA, local shops, canteens, restaurants, etc.).

*« Face à tous les freins à la transition vers un système agricole durable, il faut changer de mode de décision et privilégier la démocratie participative dans le monde agricole. C'est urgent, ce n'est pas un slogan. C'est l'idée que les choix dans le domaine alimentaire seront mieux informés par un diagnostic posé par une diversité de parties prenantes, et les solutions seront mieux définies par une gamme de propositions émanant de ces acteurs. »*

*« Facing all the breaks on the transition towards sustainable agricultural systems, there is a need to change the mode of decision and favor participatory democracy in the farming sector. This is urgent, this is not a slogan. This is the idea that the choices in the food sector will be better informed by a diagnosis made by a diversity of stakeholders, and the solutions will be better defined by a range of proposals emanating from these actors. »*

**Olivier de Schutter,**

**Former Special Rapporteur for the Right to Food of the  
United Nations Human Rights Council**

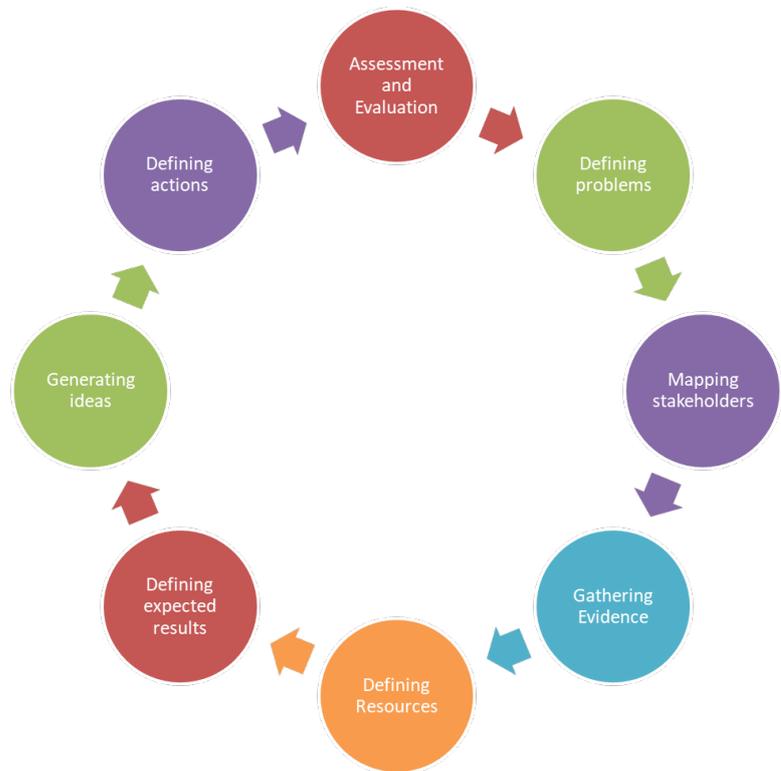


# 3. Process of building the IAP

## 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:

- I. Creation of the Local Support Group with representatives from public and private sector;
- II. Stakeholder Analysis;
- III. Definition of Key Problems and Challenges;
- IV. Gathering evidence based on desktop studies and site work;
- V. Generation of ideas for solutions;
- VI. Transnational visits to partner countries with exchange of best practice and learning;
- VII. Refinement of the Actions and completion of Action Tables;
- VIII. Identification of potential funding mechanisms for IAP Actions;
- IV. Communication and consultation with key stakeholders and validation of IAP;
- X. Further refinement of the IAP following consultation with stakeholders;
- XI. 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 have been 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.

An important part of this journey were 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.

Of note was the bilateral meetings organized:

Mouans-Sartoux participated in four bilateral meetings during phase 2. The city welcomed GAL Condruces, Mollet del Valles and Södertälje.

GAL Condruces wanted to deepen their knowledge about public school catering organization. Following this visit, the GAL implemented an innovating and know-running project about school meal delivery for children, which did not exist before in Belgium. This was the main learning they brought back home. They also took some ideas about education for sustainable food that they introduced within their project.

Mollet del Valles came to see our 100% organic catering system, as they were looking for improving their own project. They visited the municipal farm, the canteens, and were able to discuss with local staff the organization of our canteens. They were very interested in our public procurement contracts and criteria grid to evaluate the suppliers. We also exchanged a lot about food balance, nutrition and introducing more vegetable proteins in the menus, as some staff from the health department of the municipality of Mollet attended the meeting.

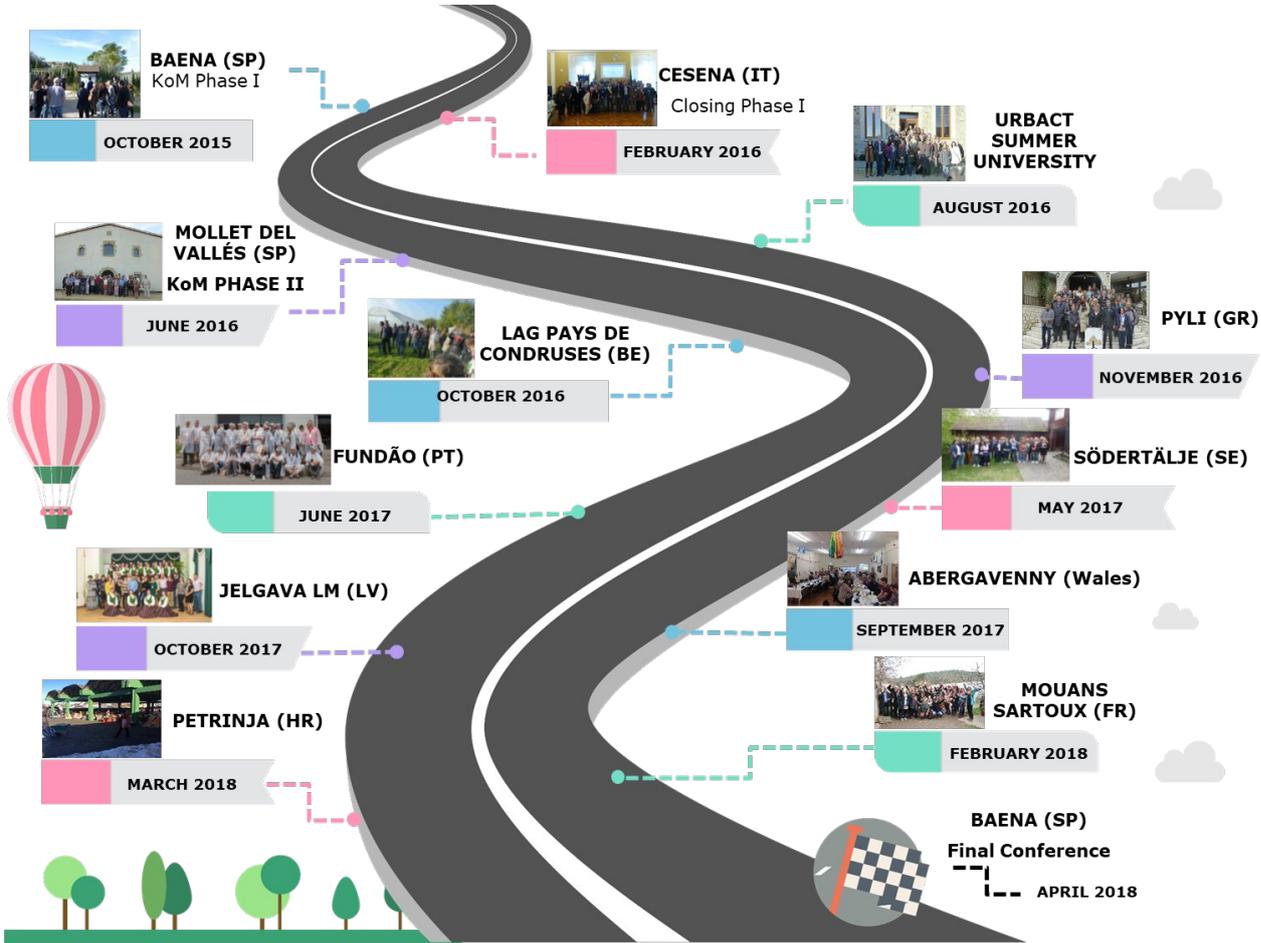
Södertälje will soon visit us (April 4<sup>th</sup> and 5<sup>th</sup>). They are interested in our municipal farm as this is one of their action plan pillars. They also want to understand better our 100% organic school canteens and the relationship between the farm and the kitchens, in order to get some information about the constraints and good practices to implement such a project from the diet unit perspective.

Two people from Mouans-Sartoux's staff and one elected representative visited Mollet del Valles to understand better its agricultural park and the canteens system, related to the Diet for a Green Planet Project. We were also interested in the food processing lab that was set up in the park, and also by the link between local producers and canteens. The exchange and learning were fruitful, as we were able to better understand their situation, and found multiple common points between our 2 cities. In addition, we discussed the levers that could be activated for improving food quality in their canteens, when a private business is in charge of

the preparation of the food. This meeting was enriching, as many of the people working in the field of food and agriculture within the municipality did not have the chance to go to Mollet during the transnational conference held at the very beginning of Phase 2. This exchange nourished our reflection and helped us to draft up some actions of our IAP, considering what we learned from Mollet's projects.

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.



### 3.3 The bottom/up approach - Local Group

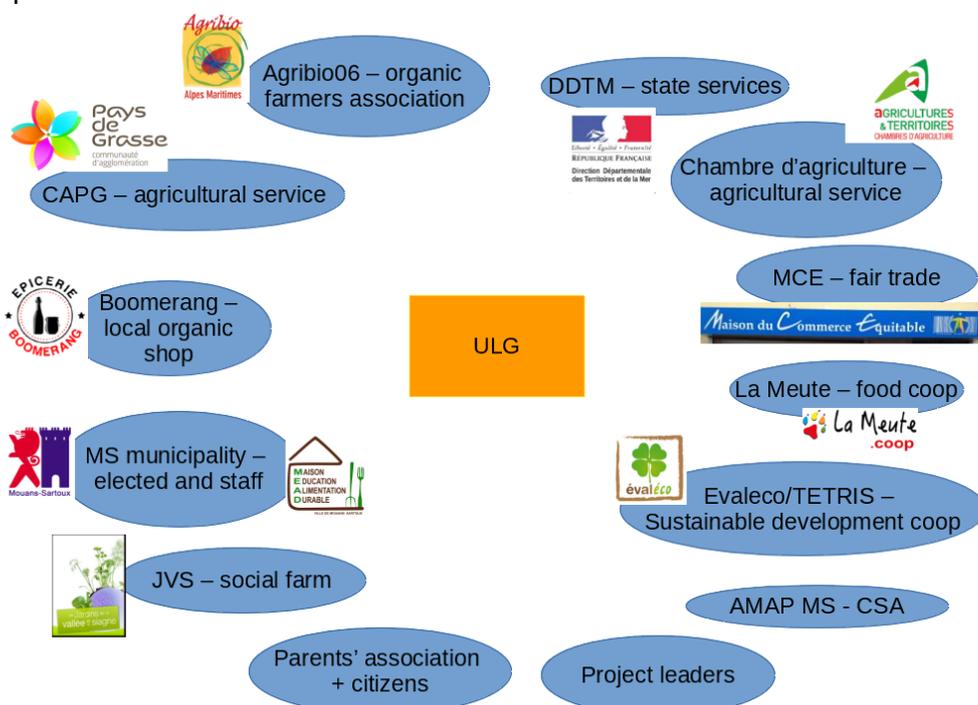


The ULG in Mouans-Sartoux is composed of a group of approximately 15 to 20 local stakeholders. It consists of representatives from: Municipality, NGOs, CSA, food coop, small groceries, social farm, local agricultural development institutions and agencies, agricultural college...

We held 10 working sessions throughout the project where we used the participative approach methodology developed by URBACT and learned at the URBACT Summer University In Rotterdam, but also during transnational meetings, thanks to our lead expert.

We primarily focused on a better understanding of the local agricultural context of the territory, giving the floor to our partners from agricultural services (Agribio 06, CAPG). Then, it took several meetings for the group to identify the problems encountered related to agriculture (using a problem tree), each time narrowing it down to finally focus on farmer' settlements. We identified the constraints, made some surveys about local consumption and production, that helped us with better knowledge of the real issues. The following steps were to start thinking of solutions during 2 or 3 meetings, working either in pairs or small groups, and then altogether. During the final moments of the process of building our IAP, we worked online to complete and improve our tables of actions, sharing it on a platform. At last, we held a meeting in order to complete and validate these tables with the members.

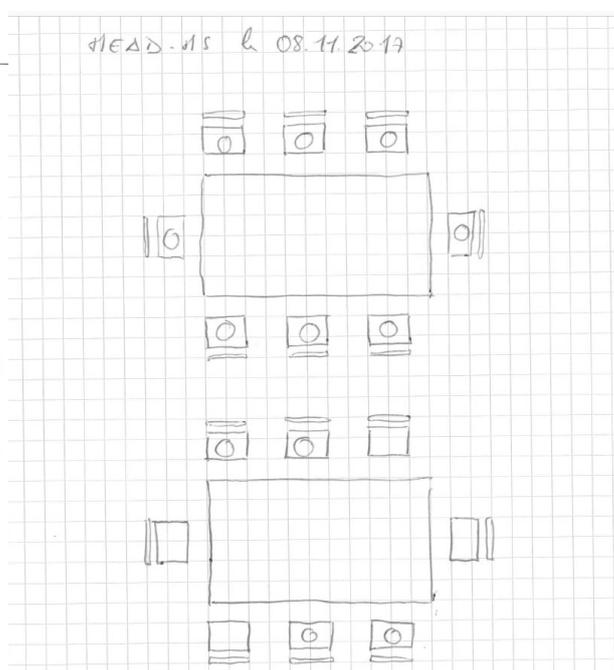
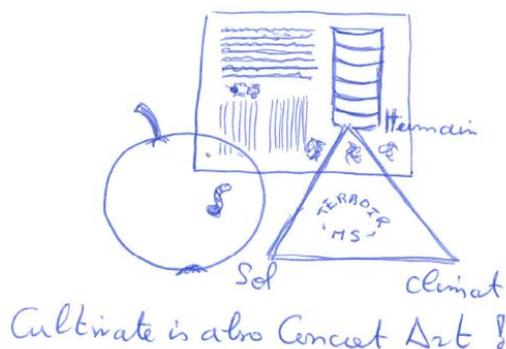
Here is a presentation of our ULG members :

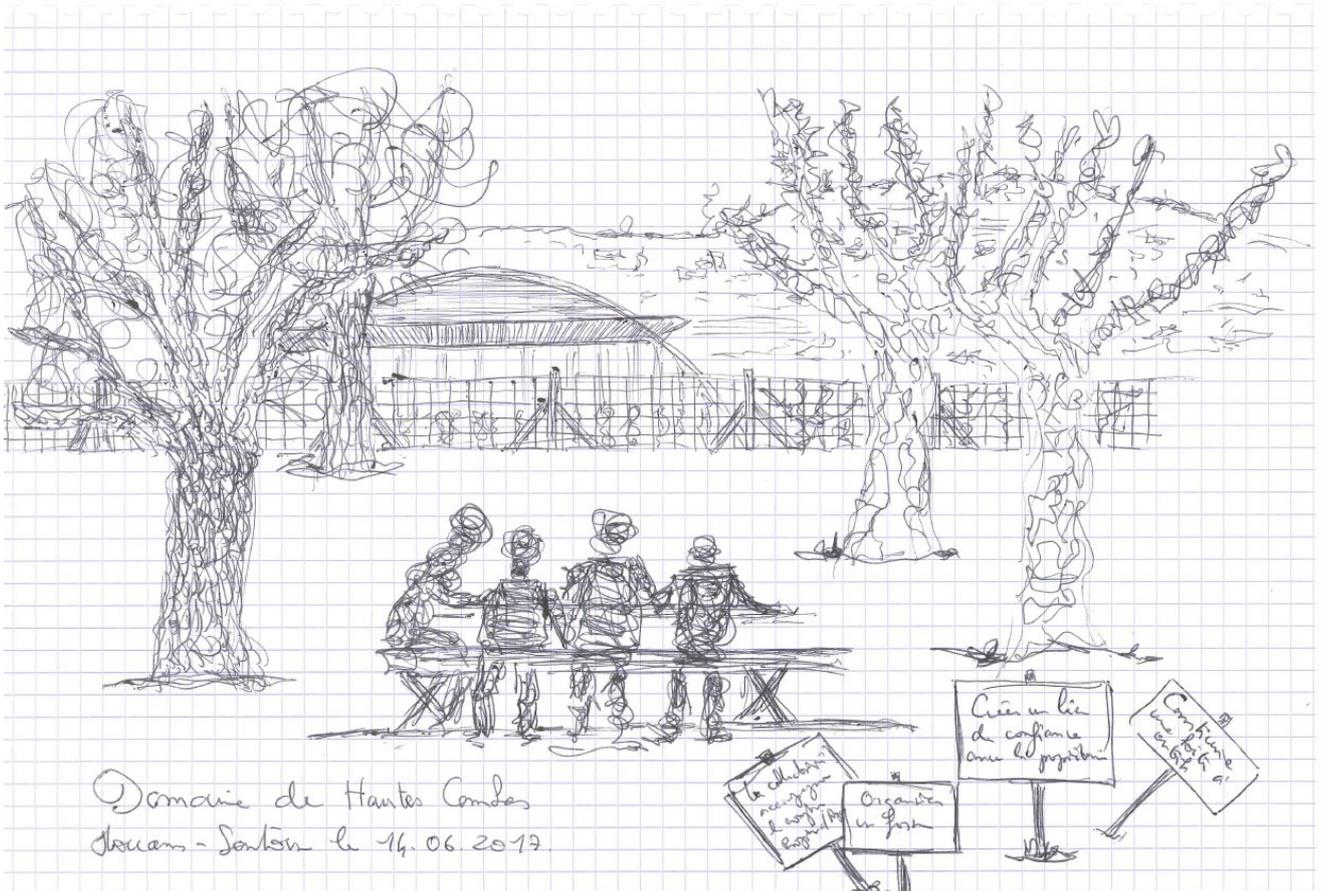


ULG Member	Self introduction	ULG approach	Expectations for the IAP
CAPG	Gabriel Bouillon leaves in Mouans-Sartoux, family father, he is in charge of agricultural projects at the CAPG. CAPG is a public authority/administration that gathers 23 municipalities (including Mouans-Sartoux), on whose behalf it is in charge of several competences such as economical development included agriculture. The territory covered by CAPG is 490km <sup>2</sup> , 102,000 inhabitants, elevation is from 6 to 1700m.	"We gladly participate in the municipal collective action of the MEAD, as in any initiative in agriculture of the municipalities of our perimeter and which brings together a number of partners with whom we are used to working."	The action plan should allow the municipality to measure the road that remains to be done in terms of land animation and farming settlements, to solicit the necessary funding to achieve the objectives in a coherent and communicable framework
Agribio 06	Lison is the coordinator of Agribio 06. Agribio 06 is the organic farmer's association of the Alpes-Maritimes. The activities carried out by the group encourage the increase of the number of organic certified farms in our department (in March 2018, we count 259 certified producers) and make it possible to professionalize and structure the sector to meet the growing demand of consumers and collective catering. In order to protect the agricultural heritage that has shaped our department, we work from upstream to downstream of the sector: preservation of agricultural land, support of farming settlements and conversions, training of farmers, development of short food supply chains, public awareness about the challenges of local food without pesticides.	Collective intelligence and conviviality are the watchwords of this initiative led by Mouans Sartoux.	We hope that the implemented actions will result in the permanent settlement of new organic farmers. Moreover, we expect a lot of awareness about the provision or rental of private or public land for agricultural purposes: this is the biggest constraint on our territory.
Epicerie Boomerang	Epicerie Boomerang is the first organic and zero waste grocery store in South of France. We focus on reducing food waste , distance between producers and customers by offering more than 800 day to day products in bulk	This local group is an enormous opportunity for us all to think about tomorrow's challenges regarding agriculture	Epicerie boomerang is looking for more producers of cheese, eggs, vegetables and fruits . We wish to make a new local economic system al together from the earth to the final consumer
AMAP network	José Fiorini is engaged in several community supported agriculture networks (AMAP). He represents Les AMAP du 06 (Alpes-Maritimes) and is a member of the board of the regional network Les AMAP de Provence (160 CSA), which is part of the inter-regional network MIRAMAP (2100 CSA).	He is engaged in the ULG to continue and develop actions with citizens, associations, official bodies and elected representatives of the Alpes-Maritimes for organic canteens and the support of farmers participating in a sustainable, diversified, ethical and socially responsible organic farming.	He wishes that the action plan contributes to put in place a "know-how" at the department level and especially a "let know" at national and European level, fully linked with the 10 cities of the AGRI-URBAN network.

ULG Member	Self introduction	ULG approach	Expectations for the IAP
Yann Rozier, FarmGrid project holder	Yann, project holder in Agro-energy, looking for synergies, circularity and resilience at the territory level, through a territorial networking strategy and climate change adaptation.	Kindness, respect, collaboration and prospective for the common interest	A pooling of the expertise and experimentation of the different working groups, an acceptance of their value for all territories that have not yet integrated these issues and solutions.
Parents' Association - School Orée du Bois	The Association of Parents of children of the School "l'Orée du Bois" organizes events and activities to help children grow and open up in the context of their school while promoting friendly exchange time and also supports teachers' projects and actions.	As parents, we believe that it is essential to find solutions for the settlement of farmers in the city of Mouans-Sartoux so that our children can benefit from local and organic products.	We believe that we must educate parents for a sustainable food, as it is the logical continuation of the efforts provided by the city for many years to develop a 100% organic collective catering based on fresh and local products.
Azur antibes eco-training centre (Horticultural college and CFPPA apprenticeship pole and continuous learning pole)	Our 10 hectare site is home to 4 different training centres, among them the horticultural development sector with teaching support and the production, experimental and development quarter for our apprentices. Our sectors are varied and unique in the Department, such as: Landscaping, Horticulture, Environment, Water management, Professional Training.	Students, apprentices and adult trainees are taught in an exceptional setting that combines a variety of adapted teaching materials: a horticultural operation, an organic market gardening workshop, a collection greenhouse, educational areas for green space projects, laboratories, a computers room,..	The development sector is an experimental area which welcomes apprentices. It is also a technical and technological showcase for projects focusing on water management, input reduction, agroforestry, organic agriculture and edible flowers.

AGRI URBAN\_15 le 25 09 2017. EAC





*“Aujourd'hui, il est nécessaire de repenser l'exception agricole en lui assignant de nouvelles fonctions telles qu'assurer la sécurité alimentaire, préserver la nature pour garantir les besoins fondamentaux des générations futures, améliorer la santé globale des écosystèmes, des sociétés, des communautés et des personnes.”*

*“ Today, it is necessary to rethink the agricultural exception, by assigning new functions, such as ensuring food security, preserve the environment to guarantee the fundamental needs of the futures generations, improve the global health of the ecosystems, societies, communities and people.”*

**Michel Serres**



# 4. Our Strategy for Agri-Urban

## 4.1 Action planning

We divided our IAP into two main objectives (see section 2.2 Expected results) and five actions:

### **OBJECTIVE 1 : INSTALL FARMERS ON PRIVATE AND PUBLIC FARMING LAND**

ACTION 1 : Design a municipal Atlas for agricultural land completed by a diagnosis

ACTION 2 : Inform and sensitize about farmers settlement

### **OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING**

ACTION 3 : Support farming settlement for new producers

ACTION 4 : Provide housing to farming project holders

ACTION 5 : Create a collective food processing Lab

The tables below detail our strategy to boost sustainable agriculture in Mouans-Sartoux, within these five actions.



OBJECTIVE 1 : INSTALL FARMERS ON PRIVATE AND PUBLIC FARMING LAND						
ACTION 1 : Design a municipal Atlas for agricultural land completed by a diagnosis						
Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Indicators and target outputs
ACTION 1.1. Creation of a municipal Atlas	farming zones and plots sheet	GIS layers (private/public, cadastre, landowner's identification)	GIS	City of MS	CAPG DDTM	short term 6 month
	Submitted layer to ONF	GIS layer	GIS	City of MS	CAPG, ONF, DDTM ?	short term 6 month
	Memory of the use of the site	Knowledge and acceptance of the neighbours of the tradition, decision making help	History of Mouans sartoux	City of MS	Mediatheque, Anciens (Gourdon, Mado, Le Blay, Fred Rebuffel), neighbours, departemental Archives, CAPG (culture)	short term 6 month
	Identify and list current, existing, possible and known uses	List	Convention pâturage (grazing convention), PAC		DDTM federation of hunters, ONF, neighbours	short term 6 month
	Existing buildings (housing and/or technical)	List, areas, sanitation	PLU cadastre SPANC	City of MS	URBA SDIS DDTM RME ABF	short term 6 month
	Constructibility of housing and/or technical buildings	List	PLU cadastre SPANC	City of MS	URBA SDIS DDTM RME ABF	short term 6 month
	Regulatory layers	List	EBC PPRI zonage PLU DTA	City of MS	URBA DDTM SDIS	short term 6 month
	List clearing possibilities (trees..)	EBC zones excluded, layer of DDTM wooded vs farming activity of less than 30 years	Mapping of clearing DDTM	City of MS	CAPG, DDTM	short term 6 month
	List irrigation possibilities and water access by plot	GIS layer hydro irrigation / potable water/water streams / springs	mapping, Canal de la Saigne	City of MS	RME, Lyonaise, SICASIL, URBA, municipal Archives	short term 6 month
	List access state for agricultural machinery	SIG, right of way, tonnage, guarantee access to each plot	Cadastre	City of MS	URBA DST PM	short term 6 month
ACTION 1.2. Mapping	Assess agronomic potential and quality of land for cultivation	List of possible type of production per plot	Aerial photographic campaigns, local agricultural competencies and knowledge	City of MS	IGN geoportail, CA06, Agribio 06, local farmers, CAPG	short term 6 month
	Create GIS layers to identify the plots	Map of Mouans-Sartoux's farming land and their characteristics	GIS and layers from the diagnosis (ACTION 1.1)	City of MS	CAPG	short term 6 month

OBJECTIVE 1 : INSTALL FARMERS ON PRIVATE AND PUBLIC FARMING LAND							
ACTION 2 : Inform and sensitize about farmers settlement							
Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Timeframe	Indicators and target outputs
ACTION 2.1. Inform land owners and put them in contact with farming project holders	Build up a tool box (legal information, leases,...)	Farm settlement or farm extension under the shape of rural leases or provision agreements	Leaflet "farming leases" CA06, studies by Terre de liens, Leaflet CA06, Leases templates DDTM, decrees/by-law and revision index..., Mouans-Sartoux and MEAD websites	City of MS	Terre de liens, CA06, CAPG, SAFER, DDTM	short term 6 month	Number of farmers identified
	Inform private owners on the necessity of letting their land on provision to farmers	Permanent information mission (via dematerialized portal), press, advertisement at La Strada theater, markets, shows...	Farming land study by PNR developing council, studies by Terre de Liens, leaflets CA06/...	City of MS	CdD du PNR, Terre de liens, CA06, CAPG, SAFER ?	short term 1 year	Number of resources in the toolbox (evolution)
	Sell agricultural land	Contractualization of the sale	SAFER	SAFER	SAFER, mutual bank? Terre de Liens	Mid-term 5 years	Number of land owners contacted
Create a link between project holder and land owner	Individual visits/meetings or door to door to raise awareness among private land owners	meeting of every concerned owner	Territory at a human size, few resources needed but human resources, sociological profile will be appreciated	City of MS	CdD du PNR, Terre de liens, CA06, CAPG, SAFER, Montpellier Sup'agro	short term 2 years	2 or 3 on site meetings/year with owners and farmers
	Organise meeting sessions for testimonies between land owners and farmers	2 or 3 on site meetings/year - signature of agreements (leases) between land owners and project holders	Yann Vidal, Yann Maestro, JVS, other CAPG farmers?	City of MS	CA 06, CAPG, Terre de liens, JA, ADEAR, PAI	2 or 3 years	Number of land owners willing to rent their land
Inform private land owners on the modalities of provision of land	Municipal local group to support the projects	operational local support group	Partners' experience, location for meetings in the city hall, participation of coordinator of the project.	City of MS	Local farmers, mayor or engaged elected representative, CAPG, CA 06, Agribio 06, RENETA, PACA, Terre de liens, ADEAR 06	Immediate	Number of informational meetings
	Implementation of a farming incubator « Espace Test Agricole » (See ACTION 3.2)	Signature of agreements (contrat CAPE of 3 years max)	On private land provided by the owner, this experience has already been done by CAPG, currently, there are 50 ETA in the PACA region.	City of MS or CAPG	Scop Mosaïque, RENETA (national network for ETA), CA 06, Legta Vert d'Azur...CAPG	Immediate implementation possible, duration 1 to 3 years	Number of appointments

ACTION 2 : Inform and sensitize about farmers settlement							
Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Timeframe	Indicators and target outputs
<b>ACTION 2.2.</b> <b>Raise awareness among the neighbours, population about local agriculture and farm settlement</b>	organize a forum, markets...	Awareness of the local production reality	Already 2 weekly markets, events organized by the municipality (Marché Gourmand, Honey Festival, Printemps des Possibles...) etc)	City of MS or local associations (Mouans Commerce, Centre Culturel, etc)	local associations, population, farmers	Existing – 1 year	Number of meetings, forums, markets
	Organise on site visits between land owners, neighbours, project holders and farmers already settled	Creation of social and human link : farming projects acceptance	Land owners are already known	City of MS	farmers, neighbours, land owners	conception : 2 months, within 6 months les 6 – visits according to the opportunities	Number of visits
	Rehabilitate memory of farming situation on the locality	Make available farming projects by the knowledge of how it used to be in the past (resilience) – exhibition on MS and farming 50 years ago.	Older generations of MS experience, elected representatives, local farmers, historical maps, cadastre...	Centre Culturel des Cèdres (reflets du monde rural, municipal archives)	City of MS, population (farmers, older generations)	short term 6 month	Number of levers identified that are favouring the project (sociological study)
	Sociological diagnosis	identification of levers and brakes to the acceptance of local agricultural projects	students MHSH, IMRED, ...	INRA PhD Martina Tuscano (analysis and follow up)	INRA, University, research...	3 years	% of awareness about the project (to be measured by an internal survey)

OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING  
ACTION 3 : Support farming settlement for new producers

Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Timeframe	Indicators and target outputs
ACTION 3.1. Land Rehabilitation	Rehabilitate agricultural land (accessibility, clearance, etc)	Land ready to be cultivated	Social integration workshops, participative workshops, financing,....	City of MS	CR, CD...	1 year	Number of farmers who settled their farm Target : 2 to 3 farmers settled 1 market gardener, 1 egg producer, 1 meat producer Proportion of cultivated agricultural zones volume of production Producers' income Number of financial aids distributed Number of farmers engaged and supported in the incubator Number of projects studied by the support group Percentage of eligible projects Amount of the municipal budget allocated to food projects Number of testimonials received
	Create an incubator (espace test agricole) Identify a place for this project Select the mode of support	Identify the location for the test	Private land	City of MS	MOSAIQUE (Mosagri), Terre de Liens, RENETA, ADEAR 83 (AITA) & 06, other cooperatives SCOP holding such incubators		
ACTION 3.2. Create a farming incubator (« Espace Test Agricole »)	Define the testing area, number of project holders for settlement...	Model the starting group / identify individual and collective needs, create a local support group for settlement (ACTION 3.3)	Partners with experience in coordination-animation of such groups (TDL, Mosaïque)	City of MS	MOSAIQUE (Mosagri), Terre de Liens, RENETA, ADEAR 83 (AITA) & 06, other cooperatives SCOP holding such incubators		
	Re-cultivate former farming plots (small plots leases)	Short term revenue – small plot lease – local support group for settlement	Mapping	City of MS	Mosagri / AgriBio 06 / Jardins Solidaires 06 / technical services – various networks		
	Develop training in Agroenergy, pilote project, testing a new model	validation of a model and feasibility, discover agroenergy projects in the incubator	Commission Energie, FarmGrid (knowledge)	City of MS			
	Create a platform linking offer and demand in terms of agricultural land	connect private owners and project holders		City of MS	SAFER		
ACTION 3.3. Communication plan : Find new project holders for farming settlement	Establish requirement specifications for farmers' settlement on Mouvans-Sartoux's territory	Settlement requirement specifications	urbanistic document, organic farming guideline, existing practical guide for farm settlements ; intern	City of MS	agricultural services	2 months	
	create a local support group for settlement	group of professionals ready to meet as soon as a potential project needs evaluation	agricultural services partners	City of MS	Agribio 06, Chambre d'Agriculture, ADEAR, TDL, CAPG, etc.	permanently	
	Communication campaign towards project leaders : identification of the project AU 4.0 for Agri-Urban 4.0	Information available for project holders	calls for proposals ; City's communication volunteer and communication officer	MEAD (Center for Sustainable Food and Education)	City of MS	Agricultural services ; ULG ; Mouvans-Sartoux media library	6 months 2nd semester 2018
	Rely on the agricultural history of Mouvans-Sartoux to nourish the agricultural future of the city	agricultural memory of the city and solutions for the future	Farming history of the city, farming atlas (see ACTION 1.1), Mouvans-Sartoux elderly people (Mado Giroux) ; intern	City of MS	Media Library, Elderly & Older generations of MS experience (Gourdon, Mado, Le Blay Fred Rebuffel), neighbors, departmental archives, CAPG (cultural services)		



OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING							
ACTION 3 : Support farming settlement for new producers							
ction title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Timeframe	Indicators and target outputs
ACTION 3.4. Innovative support for farmers' settlement	Financial aid to farming settlement by the municipality of MS	Help to the realisation of settlement	financial aid voted by the municipal council (deliberation) – 20 % of the total amount of investment for sustainable water management / up to 12000€	City of MS		Running – immediate	Amount of subsidies given
	Financial added value to farming settlement via energy recovery	financial input from energy recovery project to help farm settlement	Commission Energie, FarmGrid (knowledge)	City of MS	Commission Energie, public/private partnership		Number of agroenergy projects tested Number of validated projects Quantity of energy produced Financial part of energy production in the farm income
ACTION 3.5. Marketing support	Territory's food offer and demand diagnosis	State of the art of organic local products offer and needs on the territory	Agronomist engineer intern who conducts surveys (producers, shops and population)	City of MS / MEAD	CODES 06	Running – immediate	Number of responses by type of questionnaire Realization of an analytical document Réalization of a synthesis



OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING										
ACTION 4 : Provide housing to farming project holders										
Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Timeframe	Indicators and target outputs	Global indicators		
<b>ACTION 4.</b> <b>Provide housing to farming project holders</b>	Alternative housing solutions (pilot project of tiny house, participative habitat)	a small plot dedicated to alternative housing for farmers	hackaton for innovative ideas, knowledge of city planning office	City of MS	UCA ULG Eco Habitat 06, Habitat Paille 06, Maltae, Habitat et Humanisme	PLU 2 years	% of farmers lodged in alternative housing	% of farmers lodged in « classic » housing		
	Housing within the municipal real estate properties (rehabilitate houses on HC)	use foresaken and abandoned buildings of HC	existing building, Technical Services, city planning office	City of MS	City services CR CD Urbanisme, PLU, SCOT Ouest DDTM, Maltae, Habitat et Humanisme	PLU 2 years	% of farmers lodged in communal housing	% of farmers lodged in alternatives housing		
	Negotiate partnerships with social housing providers( for lodging farmers, farming hamlets)	rental housing specifically designated for farmers	plots to be converted into building surface, good cooperation with some social home providers	City of MS	Social home providers, Habitat et Humanisme, CAPG (habitat) Urbanisme, PLU, SCOT Ouest DDTM, Maltae, Habitat et Humanisme	PLU 2 years	% of farmers lodged in social housing			



OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING						
ACTION 5 : Create a collective food processing Lab						
Action title and short description	Sub-action	Expected result	Resources and assets	Project leader	Partners/key actors	Indicators and target outputs
<b>ACTION 5.</b> <b>Create a collective food processing workshop (to secure farmers' business model and diversify market opportunities)</b>	identify the needs on the territory and define a project scope	state of the art of potential users ready to engage to ensure profitability	data collected by interns, administrations data, internship collecting data on food demand and offer	City of MS	Lycée Horticole Antibes, CAPG, Agribio, autres CC, Chambre d'Agriculture, other network linked to farmers	Number of farmers interested
	Size the transformation lab, choose location and scope	project costing : volumes, nature, quantities to be transformed, frequency...	Experience and knowledge of structures that implemented such projects (LEAP Provence Verte, Ecopole alimentaire, ESAT Labastide Châteauneuf...)	City of MS	Agribio, agriculteurs, Chambre d'Agriculture, CCI...? CAPG	Number of farmers concerned Number of communities concerned
	Legal and financial arrangement	definition of the legal structure and statutes submitted	experiences of other organisations	City of MS	Public/private partnership : farmers, others municipalities, CAPG, Agribio...? legal services	Number of partners involved
	design the lab	plans, process, hygiene (PMS, documents...)	experiences of other organisations, food quality service of the canteens of MS (PMS)	City of MS	DDPP, architects, kitchen designers...?	6 months
	building, starting of activities, management	lab built, utilisation schedules	experiences of other organisations : Lycée Provence Verte, Ecopole Alimentaire ; social workshops	City of MS	farmers, municipalities, public/private partnerships (ADSEA?)	1 year

## 4.2 Monitoring and Evaluation

Throughout the implementation of the actions, there will be a regular follow-up and evaluation, such as described in this section, to be completed by the indicators and target outputs available in the action tables:

### **OBJECTIVE 1 : INSTALL FARMERS ON PRIVATE AND PUBLIC FARMING LAND**

### **OBJECTIVE 2 : ENGAGE ORGANIC PRODUCERS AND SUPPORT THEIR SETTLEMENT AND HOUSING**

- Monitoring tables of the candidates to farm settlement
- New candidate's file analysis by the support group of experts
- Regular meetings with the support group for farm settlement
- Quarterly meeting with the Mayor for checkup
- ULG meetings for monitoring and action
- Stakeholders' engagement (Chambre d'Agriculture, Agribio 06, etc.) thanks to the signature of a potential partnership agreement, with objectives and deadlines
- Evaluation of the actions in the frame of a master's thesis (internship by a student in agronomy) (spring-summer 2018)
- Internal surveys conducted towards the population and farmers of the territory to evaluate their level of sensitization on the project (organic and local consumption indicators) (spring 2018)
- political validation: vision led and shared by the elected representatives of Mouans-Sartoux
- Stakeholders' engagement: events organization, communication, sensitization, regular meetings...

## 4.3 Integrated approach



The IAP, strongly interlinked with the municipality’s policy, is consistent with Mouans-Sartoux’s Agenda 21, and answers to 15 of the 17 United Nation Food and Agriculture Organization’s Sustainable Development Goals.



Link between local production and the municipal social grocery store  
 Social pricing of the school canteen meals according to families’ income for all the school going children, so that they have access to a 100% organic meal every school day



Food security and sustainable agriculture: Access for everyone to quality food  
 Ensuring local farming by encouraging farmers settlements  
 Promoting sustainable production  
 Improving nutritional balance



Living in healthy conditions and in a healthy environment  
Food that respects the health  
Limiting pollution sources (air, water, soil...)  
Enabling good quality life and vocations in farming activities



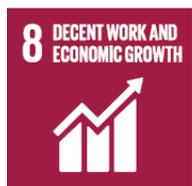
Sustainable Food education to every audience  
Long-life training for farming jobs  
Farming Incubator



Developing organic farming for a sustainable water resources management  
Financial aid to farmer's settlement focusing on water savings



Thinking about farmers' settlements that integrate agroenergy  
Balance new farmer's business model when starting their activity  
Clean and sustainable energy utilization, to preserve the environment



Sustainable Agriculture Contribution to territory's economic activity  
Activity that respects the health of the planet and its inhabitants  
Creating jobs that can not be relocated  
Short agri-food chains that contribute to local economic growth



Innovative projects integrated in the IAP (agroenergy)



Share our experiences with other territories (OFSP, European Club Organic Food Territories, etc.)  
International cooperation, with MAS, a Mouans-Sartoux solidarity NGO, on agroecological and small scale food processing projects in Togo and Congo



The sustainable agri-food project promotes territories' resilience  
Sustainable production and consumption  
Preservation of natural and farming areas  
Preservation of the capacity to produce sustainably for the sake of future generations



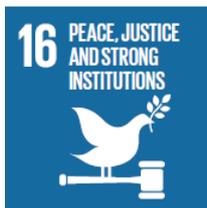
Supporting short food supply chains and direct marketing for farming produce  
Support and involvement in fair trade (local and with southern countries)  
Mouans-Sartoux is member and labeled by the Fair Trade Towns network



Fighting against climate change with agroecology and organic production methods  
Food relocated within the territory  
Promoting resilience



Ecosystems conservation: Mouans-Sartoux is a 0 pesticide 100% organic city  
Contribution to biodiversity protection (Capital of Biodiversity 2017)  
Developing sustainable farming and food that preserve ecosystems and spaces for future generations  
Local Urban Plan tripled agricultural areas and saved natural zones



The IAP was created in consultation with local stakeholders, members of the local group, elected representatives, population and will evolve according to the local needs



Local partnerships: agricultural services, ULG members, steering committee  
External partnerships: networks (OFSP, Un Plus Bio, URBACT, European Club)

*“Cultiver la terre pour se nourrir est un acte de résistance : soit nous nous plions aux lois du marché, soit nous reprenons en main notre destin en produisant nous-mêmes.”*

*“Cultivate the earth to feed ourselves is a resistance act: either we comply to the market regulation, either we take charge of our destiny by producing ourselves.”*

**Pierre Rabhi**

**Agroecologist, founder of the Colibri Movement**



## 5. Financial Resources

To boost job creation, growth and competitiveness in our city, we need to maximize 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 Programs 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 programs and funding provide financial support to hundreds of thousands of people and organizations 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 programs.

**WHO FOR?** Farmers, foresters, rural businesses, groups, organizations...

**European Regional Development Fund (ERDF)**

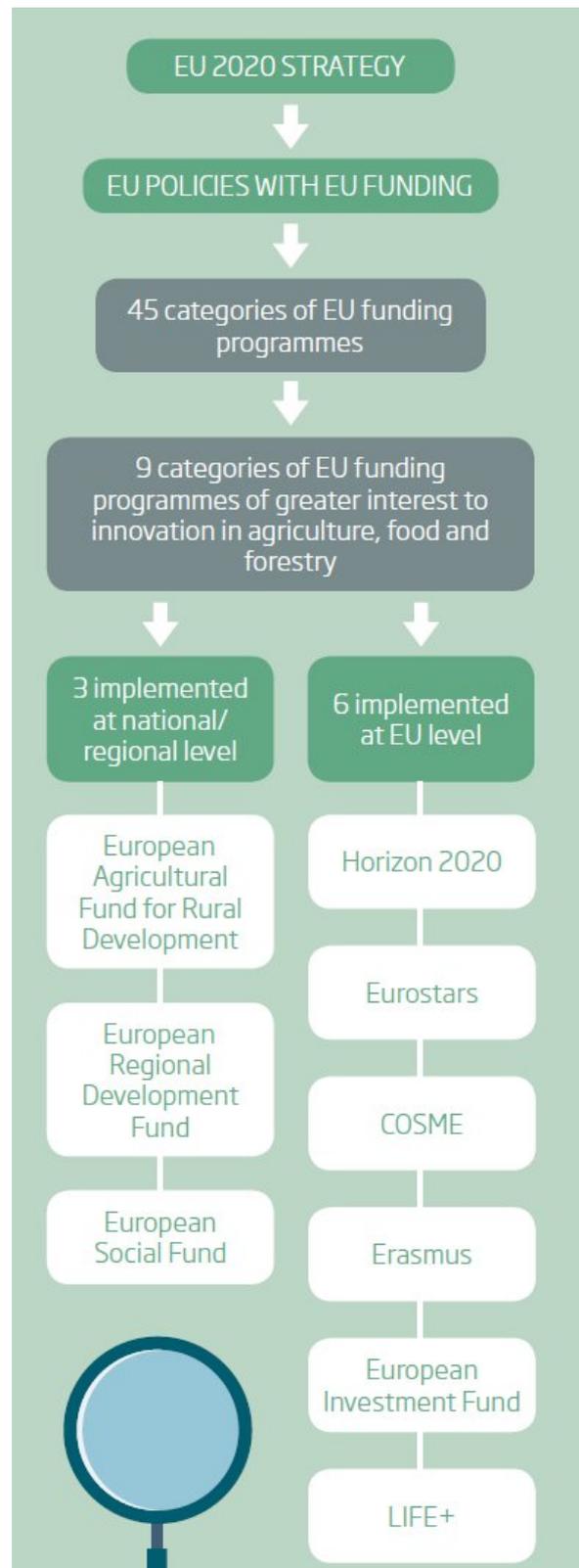
**BUDGET:** Approximately €200 billion

**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 Programs.

**WHO FOR?** SMEs, research centers, universities, local and regional authorities, training centers, non-profit organizations...



### ***INTERREG: Cooperating between regions***

ERDF also provides funding for several European territorial cooperation activities including the Interregional cooperation programs known as 'INTERREG'. There are three types of INTERREG programs: interregional cooperation between crossborder regions, between states in a given part of Europe, and between regions throughout the whole of Europe. The interregional cooperation program 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 programs may support investments more widely, including in the agri-food chain. The cooperation programs are currently being defined by managing authorities. First calls for proposals are expected in 2015.

### ***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, favoring 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 centers, universities and non-profit organizations.

### ***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 centers, universities, different sorts of organizations.

### ***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.

## 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 modernized 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 program, such as the calls on “Digitizing 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 **9<sup>th</sup> Framework program**.

*“ Il y a une très forte demande de la société de pouvoir participer à la décision publique. ”*

*“There is a very strong demand from the society to be able to participate to the public decision making.”*

**Nicolas Bricas,  
Director of the « Alimentations du Monde » Chair  
at the UNESCO**



## 6. Communication Strategy & Public Consultation

Our first communication action will be the public event dedicated to the IAP launch. We will organize an evening in Mouans-Sartoux, April 17th 2018, which will happen in three phases. The main objective is to present the IAP to the population, local authorities, partners and ULG members. Our strategy and main actions will be developed during the evening, through a formal moment with elected representatives, mayors and partners. We intend to sign a partnership with some institutions that contributed to our IAP in order to engage them for the following step, which is the implementation of the actions. These two stakeholders are the Chambre d'Agriculture 06 and Agribio 06. As the idea is also that the population themselves make suggestions to improve the IAP, we will have a more informal time with several workshops on our different actions, relying on our ULG members to participate in the process, and answer to people's questions and suggestions. This is crucial for the integrated and participative approach we want to give to our IAP, and will contribute to enrich our actions, add fresh new ideas, and increase the relevancy. The population can also take appropriation of the actions and become part of the process.

To release and communicate about this event, there will be posters and flyers disseminated in the city, as well as press articles and releases at local level ; the information will also be sent through social media, networks and other contacts. At EU level, AGRI-URBAN network, NUP and URBACT Secretariat will relay information through their media.

In addition, the IAP itself contains communication actions (ACTIONS 2.1 and 2.2) such as sensitization and information to private land owners, population, potential project holders, etc. The communication event will be the start of the IAP implementation.

Furthermore, our team at the Center for Sustainable Food and Education is currently conducting a survey in the shape of three questionnaires towards three different audiences : population, local food stores and organic farmers, to understand better local food offer and needs on the territory (ACTION 3. 5 of the IAP), which can also be considered as a communication action.

Last but not least, the fact that the Center for Sustainable Food and Education is present and even organizes local events (market, food festivals, Printemps des Possibles, Festival du Livre, etc.) is also a good means to communicate on the IAP to the local people.

There will also be actions more focuses on private land owners, terriens, and towards potential agricultural projects holders.

Eventually, Mouans-Sartoux is part of several national and international networks, which will contribute to disseminate the IAP, especially Organic Food System Program, National and European Club Organic Food Territories, URBACT, other partners such as Fondation Carasso, DRAAF and ADEME who are deeply involved in our Territorial Agri-Food Project.

*“ Des jardins d'espoir qui produisent de la « vraie nourriture », la joie de faire passer de la nourriture, la joie de manger la nourriture, c'est ça l'avenir.”*

*“ Gardens of hope that produce « real food », the joy to give food, the joy to eat food, this is the future.”*

**Vandana Shiva**



## 7. The Future

The IAP is entirely integrated in the global project of the Center for Sustainable Food and Education (MEAD) led by the municipality. The actions developed in the document are linked to the ongoing Territorial Food Project of the city, planned to last several years, therefore ensuring the project continuity. In Mouans-Sartoux, we are convinced of the social and public utility of the project, which relies on real fulcrums and solid partnerships.

Among others, these fulcrums are the population involvement, the strong political support, the well structured Center of the MEAD with a dedicated team that works hard on implementing the actions, which all will ensure a sound and steady development. We expect positive and ambitious results from these projects.

For the future, we still care very much in the learning and sharing of experiences of our project with other cities and territories. One of our goals is to participate in the global growing in awareness of the municipalities, and showcase that every territory can feed its population and develop urban agriculture projects, even in constrained environments such as ours.