



TRANSFER OF KNOW-HOW BEST PRACTICES

March, 2013

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CATEGORIES ANALISED:

- 1) Infrastructures and Urban Planning.
- 2) Services.
- 3) Management.
- 4) Promotion & Communication.
- 5) Farmers markets and enhancing of local products.

STRUCTURE OF EACH CATEGORY:

1) Documentation

- EU projects on this thematic
- Bibliography and Researches

2) Best practices

Within the Partnership

Outside the Partnership

I. INFRASTRUCTURES AND URBAN PLANNING

1) DOCUMENTATION

URBACT MARKETS Project

The Urbact Markets project will draft Thematic Guidelines for three axis:

- 1) Infrastructures and Urban Planning (Town Centre Regeneration). BARCELONA
- 2) Green branded markets (Low Carbon Economy and Local Supply) LONDON
- 3) Promotion of the Employment and Entrepreneurship (Enhancing the commercial attractiveness and boosting the local agricultural and handicraft economy). TORINO

Each of the three Guidelines will have the following content:

- A comparative analysis of the different models of practice available for each subtopic (with case studies)
 - A compilation of new trends and initiatives on the relevant topics of each WG.
 - The relevance of the addressed topics with regard to the EU 2020 Agenda.
 - An analysis of the different legislative trends existing in the EU as well as possible funding opportunities.
- Delivery of Thematic Guidelines studying Markets and Urban Planning/Town centre regeneration.

Scheduled at the beginning of June 2013) they will be prepared by Barcelona.

Project Public Spaces (USA) ¹

- The benefits of public markets <http://bit.ly/QyFka4>
- Public Markets Renew Downtowns & Neighborhoods <http://bit.ly/UPkM4j>

2) AREAS ANALYSED

- 1) Markets remodelling
- 2) The remodelling of historic markets
- 3) The social dimension of markets
- 4) Open air markets.
- 5) Converting city emblematic buildings to markets
- 6) Infrastructures for low carbon economy, energy efficiency

¹ PPS is an American organisation producing many interesting literature on markets.

1.1. MARKETS REMODELLING

- It analyses different kind of innovative process to perform a markets remodelling.

GENOA:

1) Genoa developed an integral remodelling of “Mercato delle Carmine” to redinamize an historic and deprived district, including:

- New statutes of stallholders that allowed the operation of new sellers,
- A new “regional winery” and stalls with local products, and
- The organization of new activities to attract citizens (products demonstrations) aimed at revitalizing the “social atmosphere” of the neighbourhood.

2) **Co-participatory and integrated process for the remodelling of a market**, pilot initiative to renovate the “Mercato di Terralba”. The market remodelling is planned since the beginning with the involvement of many different stakeholders of the city integrated in a partnership. The remodelling process has several steps:

- 1) Children and schools propose renovating ideas to remodel a market through the project “Colora i Mercati”. The ideas are then exposed in the market walls.
- 2) Working Group: In the designing phase take part also the Art School of Genoa, the Genoa’s building school, the faculty of Architecture of the University of Genoa, with the support of a private partner.
- 3) The costs of renovating the market structure are covered by a sponsorship.
- 4) Dinamization: Unicef Genoa and the Faculty of Architecture will produce in the last project phase, events and projects useful to animate the renovated interior with the aim of making the market more attractive from a commercial point of view.

All the process is supervised by a project monitoring group that will study how to transfer this initiative to other city markets.

BARCELONA

A market remodelling, co-financed between the city and the market operators, is the opportunity that the IMMB takes to change:

- a) the statutory relationship with the stallholders: changing commercial opening times, new distribution of responsibilities...
- b) the commercial mix, making more attractive the market, reallocating shops, usually reducing the number of stallholders.
- c) adapting the new facilities to the current challenges and needs: parking, cooking demonstration room, multi uses spaces, underground storage...

Integrated Action Plan: The market remodelling process is for Barcelona and opportunity to “rethink” and upgrade the services and urban planning of the neighbouring area: it may involve green areas, establishing links with the district commercial axis, pedestrianization of streets...

1.2. THE REMODELLING OF HISTORIC MARKETS

A much extended practice all over Europe. Mainly affects historic markets in central districts of the city.

MADRID, LONDON

(Mercado de San Miguel, Borough Market)

The very central and touristic Districts use to make markets very profitable. The most famous markets of Madrid and London underwent a renovation process that has been very beneficial for the city:

- 1) It is highly profitable for markets operators (the remodeling increase the commercial attractiveness both for citizens and tourists)
- 2) Positive for the city, because it gains another place for the tourist appeal.
- 3) In both cases, the markets were historic buildings, and the city recovers its heritage.

The tourism pressure however triggers two negative effects:

- on the prices: markets become posh, and the high quality products sold in them are expensive. This prevents local population to buy there, except if the market is located in a wealthy neighborhood.
- on the products: products to be sold for tourists need to be preserved. Fresh products are only rarely sold, and the market loses part of its attractiveness.

La Boqueria of Barcelona is struggling to balance these negative effects. A very good practice of market placed in a touristic district and that has perfectly combined touristic and local dimensions is Santa Caterina of Barcelona.

STOCKHOLM

Example of a successful refurbishment of a cities' historic market placed in a wealthy neighborhood.

This city had an historical market building in clear commercial decline because of lack of infrastructures renewal and **lack of adaptation to the wealthy consumers** of the neighborhood. The market was not in a touristic place. After a remodeling and a restructuring of the stalls (reducing its number) the market operators could adapt to its consumers profiles, selling “delicatessen”, opening bars and restaurants inside and in the outside walls of the market. It then became again an “inn” social meeting point for the neighborhood.

ISTANBUL. Bad practice.

(The market of the Spices) one of the most famous markets of the city has become a posh nontraditional market that even sells non local products.

VENICE

One of the oldest markets of Europe, the Food Market of Rialto is a fixed open market and is near to disappear because a too high tourist pressure, that has expelled local population from the city centre. Serving fresh food to local restaurants and to the still resisting local population seems not to be enough to avoid the municipality's pressure to change its location to a less central place.

This situation explains that a too high touristic pressure is very negative for the food markets.

1.3. THE SOCIAL DIMENSION OF MARKETS

A very important number of the markets that are nowadays renovated are those located in central and in touristic places, while those in more marginal districts are abandoned, because they use to have a lower economic return. Cities don't use to take into account the social benefits that a market remodeling could have in a more deprived neighborhood.

Barcelona and Genoa (Mercato delle Carmine) have done attempts in this sense.

The Remodeling of markets in deprived city areas.

TORINO

Urban Barriera in Torino, targeted the regeneration of a disadvantaged and marginal neighborhood taking into account the present market in its area as a central point of the project. In the case of Torino the regeneration of **Foroni market** has been paramount within the overall project; in fact the market is the most important concentration of economic activities in the area, as well as a reference point for the inhabitants of the neighborhood. The market is thus able to influence the economy of proximity. In this renovation framework, the stallholders are open to develop an innovative management.

BARCELONA

The remodeling of the **Santa Caterina market**, placed in a previously marginalized neighborhood is a good practice of how markets can dinamize districts. The project included 40 new apartments for elderly people and a new pneumatical waste management system. Now it is an important touristic pole.

1.4. OPEN AIR MARKETS

The role of open air/flea markets in deprived neighborhoods.

LONDON

London carried out a so-called **Regeneris** study, which found out that there is a clear relationship between the most deprived neighborhoods in inner London and concentrations of street markets, given the fact that street markets typically sell cheaper goods than supermarkets, in particular fresh produce.

Regenerating open air Markets

BELFAST St George's Retail Market

Faced with poor trader attendance (the market was near to die with only 7 stalls on the Saturday market) and dwindling customer numbers, Belfast Council reviewed its Saturday Market.

Their strategy was to **regenerate the market by attracting small independent local businesses to trade there**. They mixed food, with a small but top quality craft offer, and reintroduced some 'theatre' by use of musicians and entertainers and themed demonstration days. It took time and hard work, but the change paid off. The market is now full with 110 traders and there's a large waiting list of businesses wanting to attend.

1.5. CONVERTING CITY EMBLEMATIC BUILDINGS INTO MARKETS

Recovering old and central buildings currently out of use or having other uses, and converting them to markets is another possibility carried out by some cities.

GENOA

Genoa has recently renovated the **Wholesale market** (Bolzaneto) and opened its doors to the city and the citizens, hosting performances and cultural animations, letting citizens live markets in another perspective. This is an excellent best practice to integrate an “industrial” infrastructure in the city.

It includes a commercial gallery to taste wines and food products.

Implications: the Wholesale market has to be located in a “populated” environment.

DUBLIN

Dublin has remodelled the **Wholesale market** (also located in the city centre) and opened a section for retail selling (operating like a food market).

MARSEILLES

Marseille has planned to convert the **old building of the Post**, an emblematic building located in the city centre, into a market to dinamize the commercial activity in this city area and to gain a new space for the citizens.

1.6. INFRASTRUCTURES FOR LOW CARBON ECONOMY AND ENERGY EFFICIENCY

6.1. Waste management and prevention

LONDON (Borough Market)

In London a few markets such as Borough market have developed waste strategies, and encourage recycling and composting and reduction of non--recyclable/non biodegradable packaging

TORINO

In the greatest part of Torino markets a separate collection for organic waste, crates, plastic and paper is carried out.

6.2. Heating System.

SUCEAVA (Romania)

The Sustainable Energy Action Plan has in view implementing a clean heating system within the Commercial Complex Bazaar, funded within the Swiss-Romanian Cooperation Programme; this covered market will become a forerunner and a good example to multiply such investments. This action will also enhance the quality of the activity and the working condition.

WROCLAW (Poland)

6.3. Wroclaw central heating system

The city of Wroclaw implemented a pilot programme (2006--2008) in cooperation with Heating Company to install new central heating system in old tenant buildings (old town area), including the markets building.

II. SERVICES

1. DOCUMENTATION

URBACT MARKETS Project

(Beginning of June 2013) Delivery of the Thematic Guidelines studying Markets: **“Fostering employment and entrepreneurship, focusing in making the markets more commercially attractive”**. It will be led by Torino.

“Markets 21: A Policy & Research Review of UK Retail and Wholesale Markets in the 21st Century”, Retail Markets Alliance, November 2009

- “Making the case for public markets as job generators” (<http://bit.ly/Nmnudt>)

- “Public markets provide economic opportunities” <http://bit.ly/V2bfW2>

2) AREAS ANALYSED

- 1) Opening hours
- 2) New services for consumers
- 3) Widening the commercial opportunities
- 4) Fostering innovation of market retailers

BEST PRACTICES

2.1. OPENING HOURS

Bad opening hours are one of the most transversal problems of our markets. If they are not adapted to the current purchasing habits, markets will be no longer attractive for consumers and investors.

BARCELONA

Enlarging opening hours is basically a question of profitability. This is why Barcelona tries to implement new time schedules when remodeling a market, that should suppose an increase of the market operators incomes.

Other measures like the setting up of new tax incentives to promote transfers and assignments may help to introduce to the markets new operators with broader commercial perspectives less reluctant to keep open more hours.

THESSALONIKI

Two of the most central markets of this city open also at night and the market becomes a “night leisure centre”: some bars and restaurants offer drinks and food. Being the markets isolated buildings it doesn’t affect too much to local residents (noise)

Implications: the non opening stalls should be closed. Sometimes a private security service could be required.

2.2 NEW SERVICES FOR CONSUMERS

FLORENCE

The city has adapted the central market first floor for polyvalent uses /entertainment, offering:

- Culinary lessons
- New shops
- Restaurant/bars
- Exhibitions and evening activities.

BARCELONA

Some markets offer **home delivery** (very suitable for elderly buyers) and the possibility of internet buying. Barcelona is now intending to set up a centralized home delivery service to improve the profitability of the service.

Some markets have free Wifi inside.

2.3 WIDENING THE COMMERCIAL OPPORTUNITIES

In some cities in which markets are recognized for selling quality products, market operators use to provide fresh food staff to quality restaurants and bars of the city. This new business opportunity can be reinforced thanks to the communication strategy of Barcelona (see communication section)

Florence shopkeepers have adapted its offer to new consumer demands: supplying light lunch for commuters, meeting the demand of single small size households...

2. 4. FOSTERING INNOVATION OF MARKET RETAILERS

FLORENCE

The city asked to the University of Florence to make a Research that investigated hard economic and social aspects of the business, as well as soft aspects like perception and expectation of the shopkeepers. The study grouped the business according to certain parameters (age of shopkeepers, propensity to innovate etc). It finally defined feasible development strategies adapted to the different kind of business, because they had different problems that needed different strategies.

The results were illustrated and discussed with experts and shopkeepers in a Public meeting.

BEIRUT

Souk el Tayeb offers training courses of Professional Development for F&B professionals, and holds a Souk@School.

It provides regular training sessions tailor made to the needs of the farmers and producers.

III. MANAGEMENT

1. DOCUMENTATION

Central Markets

<http://www.central2013.eu/>

This project, leaded by Venice is making a comparative analysis of the different management models and the best practices existing to address the different problems. Torino, partner of this project, will send us the project documentation once it is ready.

MED EMPORION Project

<http://www.medemporion.eu/index.php/contents/home>

You can download a comprehensive research on Mediterranean markets, identifying the major areas that affect the markets commercial appeal. “The markets of the Mediterranean”

- “Rapport d'orientation pour la dynamisation et le développement des marchés de plein-vent et des marchés couverts” -Étude réalisée par le Bureau d'études CMF (Commerce et Marchés de France) entre mars et novembre 2011 sur les 73 marchés de la CU.
- “Impacte economic dels mercats” – Institut Municipal de Mercats de Barcelona – 2009 & 2011 Research on the commercial impact of the markets to the city. This research reflects the purchasing habits of consumers in markets, which helps to identify commercial solutions.
- “L'integrazione in piazza. Commercianti stranieri e clientela multietnica nei mercati urbani”, FIERI and Camera di Commercio di Torino, 2010.
- Public Markets Renew Downtowns & Neighborhoods (<http://bit.ly/UPkM4j>)
- Wochenmärkte: Merkmale und Entwicklungspotenziale (The open air markets, characterisitics and development potential“.

2. AREAS ANALYSED

1. Researches / business plans
2. Management models
3. Financing mechanisms
4. Management tools

BEST PRACTICES

3.1 RESEARCHES / BUSINESS PLANS

The first condition for a good management is to understand what are the needs of our markets, and this usually implies doing Researches and Development Plans.

FLORENCE

Action Plan to improve the commercial attractiveness of the city markets. Florence has conducted a research that allowed a better identification of the new local consumer demands.

Conduction of another research to understand the stallholder's potential, to better now its turnover.

XANTHI

This city has conducted two interesting businesses plans for the two markets (covered and flea market) addressing issues such as:

- Assessment of capacity, expansion perspectives.
- Infraestructure remodelling proposals (improving sanitary, waste recycling conditions).
- Ability to attract new uses and organize new activities (cultural events, Old town festival...)
- Mobility plan around markets.

LIMASSOL

Survey on the “viability and the revitalisation of the Municipal Market” that proposes a number of recommendations ranging from:

- Working hours
- Enhancing the product range
- Advertisement and promotion
- Upgrading aesthetic image.
- Introducing new products.

One of the recommendations of the survey is to attract to market well known retail and food companies to increase the market commercial attractiveness: Zara Home and McDonalds.

Another is the moving close to the market the sit of public bodies and university to revitalize the area and bring potential consumers.

3.2. MANAGEMENT MODELS

✚ GENOA

Pilot initiative for setting up **private Consortiums** to manage the markets, with competences in training, management, maintenance and renovation against the reduction up to 20% of the concession fees.

✚ BARCELONA

Public, three-staged management system:

- 1) **Managed by a professionalized and autonomous managing body with several departments** (IMMB) : financial, markets remodelling, commercial department and communication & promotion.
- 2) A **director for each market** (IMMB's budget)
- 3) An **association of markets stallholders**.

The markets system of Barcelona, as many other city public departments and even if it is every time increasing the private co-funding share, is from a strictly economic point of view **loss-making**¹. However, this area very linked to a particular conception of the city that understands the markets as a:

- 1) tool for urban planning (upgrading of the neighbourhood's infrastructures and services, and a tool for the regeneration of deprived urban areas,
- 2) an instrument to facilitate neighbouring commerce (avoid pollution) and allowing for public spaces for the citizens interaction (creation of a "sense of belonging to a neighbourhood)
- 3) and a tool to promote healthy alimentary habits, promoting the Mediterranean diet, local and seasonal products, and the interaction of the city with the countryside

This model goes beyond the mere profitability of the financial investment as such and is part of a global strategy for the city.

BEIRUT

Private association with lighter and strongly participatory management system:

Souk el Tayeb has a participatory decision making and governance system with own market rules and regulations. It may be useful for the organization of farmer's markets in other cities, as well as a model of practice to regulate the informal markets of Egypt.

The management system is lighter and participatory:

- Participatory approach in decision making through involving of farmers (producers committee, general assemblies for sharing info...)
- Allowing decision making mechanism that are not bureaucratic, and that ensure sharing information and opinion among farmers and the management team of the market.
- Open communication through regular meetings between the management team of the market and the farmers (committee)-

LONDON

The city markets are mostly individually managed and autonomous. The city district authority, to which markets belong, holds a certain degree of supervision through a board of trustees.

3.3. FINANCING MECHANISMS

BARCELONA

The market's remodelling is partially co-financed by the stall operators. Sometimes this co-funding percentage reaches the 50% of the cost.

New services and infrastructures can help to recover some costs. As an example:

- a) parking
- b) the hiring of new multi uses rooms can help to recover some costs.
- b) the hiring of some commercial spaces to supermarkets selling non perishable foods not only benefits the markets commercial attractiveness (by widening its commercial offer) but also essentially contributes to obtain additional incomes.

3.4. MANAGEMENT TOOLS

BARCELONA

Some markets have in the building entrance doors a **person's counting system**: this facilitates the markets commercial analysis: how many people enter to market? Is the number of consumers increasing or decreasing? At what time do consumers use to go to market?

IV. PROMOTION & COMMUNICATION

1. DOCUMENTATION

URBACT MARKETS Project

The Urbact Markets project will organize the **European day of markets**. The objective is to raise awareness of citizens, local policy makers and EU authorities, on the important role that markets play in our cities from the economic, social and urban point of view.

The activity will join many EU cities organizing at the same day promotional activities around markets that can include Fairs, festivals, conferences, cooking lessons etc mainly looking for the citizens participation.

This event should counterbalance the current major trend of the EU that mainly promotes

- “Public Markets Bring Together Diverse People” (<http://bit.ly/Q5hB3V>)

2. AREAS ANALYSED

- 1) **Communication strategies**
- 2) **Dinamization activities**
- 3) **Communication strategies addressing youth and healthy alimentary habits**
- 4) **Organization of Fairs**
- 5) **Communication strategies to attract tourism**

BEST PRACTICES

4.1. COMMUNICATION STRATEGIES

BARCELONA

-The city has an integrated communication policy, selling to the companies interested in the advertisement the rights for all the markets together, in order to obtain a higher economic return. This contributes to obtain additional funds to conduct communication & promotional activities for all the markets.

-Barcelona has created a logo “product of market”, that restaurants can show in the menu and in the show window always that they cook with market products.

-Barcelona has an very active webpage for the markets, publishing all the activities organized around them: festivals, carnival, celebration of the arrival of seasonal traditional products... Some markets have also its own webpage.

The IMMB also publishes a monthly brochure of the markets activity and initiatives, spread among the city markets targeting stallholders and consumers.

BEIRUT

Souk el Tayeb prepares a newsletter, books and e-weekly news.

4.2. DINAMIZATION ACTIVITIES

FLORENCE:

-Florence offers popular “Cooking lessons” in the central space of the market. Barcelona has in la **Boqueria market** a “**professional kitchen**” in the markets second floor, mainly aimed at professionals and students.

-Florence also organizes the celebration of **concerts in the night** in some markets.

GENOA

Celebration of **auctions at nights** in the markets.

BEIRUT

To **promote Lebanese products sold in its markets**, Souk el Tayeb proposes a **wide range of activities**, some of them organized in the countryside:

- Farmer’s kitchen,
- Regional Eco-activities.
- Sunday’s farmers market in a town.
- Agricultural centre.
- Garden to develop around property.
- Production kitchen.
- Communal Homes of Traditions,
- Activities related to Urban agriculture and rural reserves.

SHEFFIELD Crystal Peaks Market (UK)

The **establishment of a post office into the market facilities** by relocating one scheduled for closure into a retail market hall has improved the market's footfall.

The main outcome has been a significant increase in footfall in the order of 10% or more equating to 4,000 extra visitors per week. This has helped both current traders and assisted in letting stalls. It has also aided payment of rent and service charge invoices as these are sent out to traders on a monthly basis and can be paid over the post office counter, which is the payment route most traders chose to take.

4.3. COMMUNICATION STRATEGIES ADDRESSING YOUTH AND HEALTHY ALIMENTARY HABITS.

GENOA

“Colora i mercati” is a pilot initiative implemented by Genoa this year that tries to bring closer young people and children to the markets. Schools will prepare an “artistic project” connected with the theme of local traditions. The works will be exposed in the perimeter walls of Terralba market (a centric-historic market). This works are supposed to be taken into account for the market structure remodelling.

BARCELONA

Barcelona implements an educational program together with the Province and the city of Barcelona, consisting in a curricular program adapted to three school degrees. The goal is **to promote healthy alimentary habits** among children, learning about food products, nutritional aspects and traditional receipts and cooking. It includes visits to markets and working with web tools: children can upload videos and obtain the course documentation through a web page.

New Covent Garden Wholesale Market (UK)

Recognizing the need to build links between markets and schools, the New Covent Garden Market Schools Project set out to increase young people's understanding of the food supply chain and give children direct experience of growing food. Working in partnership with Wandsworth Council, it combined **farm visits, visits to the wholesale market and a sustainable gardening competition in the schools**. In its second year 7 primary, 1 special needs and 1 secondary school took part – 250 students in all.

4. 4 ORGANIZATION OF FAIRS

BARCELONA

Barcelona annually organizes a “**Markets Fair**” in the city centre. Its conceived as a” **gastronomic party of the city markets**” to promote local food and drinks. It tries to link markets to “quality products” and that’s why the best regional cooks and the best markets stallholders are invited. Tapas and regional wines are sold to the public. It helps to improve citizen’s sentiment towards the city markets.

Financing: The Fair is financially sustainable thanks to:

- the sponsoring by private companies,
- the co-funding by other Institutions interested in the promotion of regional products,
- the renting of the stalls to markets stallholders and other regional producers (Denomination of origin associations, farmers...)
- and a % of the tickets sold by the stallholders.

4. 5. COMMUNICATION STRATEGIES TO ATTRACT TOURISM

TOULOUSE

Toulouse is working on a policy to attract tourism. In particular, this is to be achieved by **highlighting the local gastronomy as an element of the French South West's heritage.**

The development of markets with a strong regional identity contributes to this.

STOCKPORT Market (UK)

Stockport Council reviewed its markets and decided to **incorporate them into the city's culture and tourism offer**. The opportunities presented by the Victorian Market Hall and the Market Place has led to increased publicity, promotion as one of '8 Fantastic Ways to Discover Stockport', and an eclectic range of events such as the annual Culturefeast celebration designed to bring the community together. Footfall in the markets has increased as a consequence.

V. FARMERS MARKETS AND ENHANCEMENT OF LOCAL PRODUCTS

1. DOCUMENTATION

URBACT MARKETS Project

(Beginning of June 2013) Delivery of the Thematic Guidelines studying Markets: Low carbon economy and markets (The Green branded markets). It will be led by Torino.

EU legislation trends: Retail market monitoring report “Towards more efficient and fairer retail services in the internal market for 2020”

http://ec.europa.eu/internal_market/retail/docs/monitoring_report_en.pdf

http://www.rururbal.eu/welcome/index/1_it

http://www.provincia.torino.gov.it/europa/europa/progetti_europa/prog_agricoltura/agricoltura2

TORINO

(“Light on PortaPalazzo, the market that never turns off”)

Torino has conducted a Research that propose measures of shortening the supply chain, promoting Km 0 products and studying other initiatives to increase the presence of local products in a market.

The research is focusing on the Porta Palazzo market but many of its findings can be applied in other markets.

- PPS (USA) **“Public market link urban and rural economies”** (<http://bit.ly/QIZLTv>)

BEST PRACTICES

5.1. STRATEGIES TO INTRODUCE MORE LOCAL PRODUCTS ON MARKETS

GENOA:

Mercato delle Carmine: took advantage of this market remodelling and made a new focus on the promotion of local and regional products. This was secured thanks to the selection of the new operators entering to the market.

BEIRUT

The Souk el Tayeb market has an own **quality assurance system** to ensure the quality and origin of the products sold in its farmer's market.

Souk el Tayeb propose **several interesting initiatives to promote the farmer's markets** such as:

- Farmer's shop (Dekenet): where the certified farmers can sell its products.
- Farmer's kitchen (Tawlet), comprising:
 - 1) lunch & private functions between producers and customers,
 - 2) Cooking classes
 - 3) Wine tasting lessons
 - 4) Catering services
 - 5) Organizing food and fest in the regions, spotlighting different communities and regions, by celebrating local traditions and foods.
 - 6) Capacity building program for farmers, consisting in workshops and consultancies for farmers and producers.

MARSEILLES

The city of Marseille has promoted a participatory guarantee system in a three-stage process:

1) Publication of a charter for farmers' markets and a seasonal fruits and vegetables calendar (double sided printing)

Both consumers and producers have validated the charter for farmers' markets produced during previous semesters.

2) Participative Guarantee System: Thanks to two commissions of farmers working on the farmers' markets, the documents needed to elaborate the PGS have been achieved. They have then been used during 8 visits of farms.

3) A methodological guide for creation of farmer's markets The guide aims to explain how creating and managing a farmers' market. It contains 9 chapters and 2 study cases explaining 2 different ways to manage such markets.

NCR Egypt

Can also provide good practices on the certification of the quality and origin of the food products, since Egypt is working with EU standards.

TORINO

The pilot action for Torino consisted in the creation of a **tourist itinerary** within the Porta Palazzo area aiming at promoting and adding value to the enogastronomic products of the territory. In particular it concerned the introduction of the market in a tourist circuit which connects the cultural aspects (e.g. Mao, Quadrilatero, Porte Palatine) to the socio-economic ones. It moreover promotes the enogastronomic chain through the employment of local fruit and vegetables in the cafés and restaurants involved.

Minor investments: some signalisation panels and touristic brochures.

The City of Torino has recently opened the **VOV 102, the first farmers' market** in Torino, thanks to a partial funding from a Regional tender, won by the City of Torino in partnership with Coldiretti (farmers association) and Enzo B Association (which owns the license for the area). The funds for such investments are thus public and private.

LONDON

The London farmers' markets association adheres to the **'rules' set out by the UK Farmers' Retail and Markets Association**, leading to the accreditation of a market as farmer market. One of the criteria is the goods that are sold in farmers markets in London must be raised, grown, produced, gathered, caught, or baked within 100 miles of the M25 ('the Region'). There are actually 13 accredited farmers' markets in London.

TOULOUSE

In 2012, the Metropolitan Toulouse Urban Community and the Chamber of Agriculture signed a **'Semi--urban agriculture Charter'**. The ultimate aim of this Charter is to preserve land resources and agricultural usage in order to meet the town--dwellers' needs for local, high--quality foodstuffs.



Mercats de Barcelona



Ajuntament
de Barcelona

