

## Partners

AViTeM - Agency for Sustainable  
Mediterranean Cities and Territories  
(France)

ANIMA Investment Network (France)

CIHEAM-MAIM - International Center  
for Advanced Mediterranean Agronomic  
Studies – Agronomic Institute  
of Montpellier (France)

MedCities - Mediterranean Network  
for Urban Sustainable Development  
(Spain)

Metropolitan City of Bologna (Italy)

Aristotle University of Thessaloniki  
(Greece)

Agricultural University of Tirana (Albania)

Interreg  
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# MADRE

Metropolitan Agriculture  
for Developing an innovative,  
sustainable and Responsible Economy

Interreg  
Mediterranean



MADRE



## Background

6,3 billion people will live in urban areas in 2050. Urban agriculture is a major lever for metropolises' sustainability and competitiveness, but still suffers from a "mainstreaming gap" preventing it to reach wider audience.

## Aim

To pave the way for a transnational cluster on metropolitan agriculture in the Mediterranean, to make it a key factor for economic, social and sustainable development.

## The area involved

A partnership between six flagship metropolises: Thessaloniki, Bologna, Tirana, Barcelona, Montpellier, Marseille.

## Six hot topics to start with



### Farmers' innovation:

farming techniques, organization, marketing patterns



### Consumers' innovation:

citizens initiatives, pressure and interest groups



### Academic research:

theoretical and applied research



### Territorial innovation:

policies at local, metropolitan, regional and national level



### Social Innovation:

employment, social diversity, vulnerable populations



### Transnational innovation:

transnational networking



## Tangible Results

- Local workshops to identify hot topics and local challenges
- Study visits and transnational working groups
- Best practices' catalogue
- Thematic web platform
- Joint policy recommendations

**Take part in MADRE to feed our metropolises with local and healthy products**

