#### **Partners**

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

ANIMA Investment Network (France)

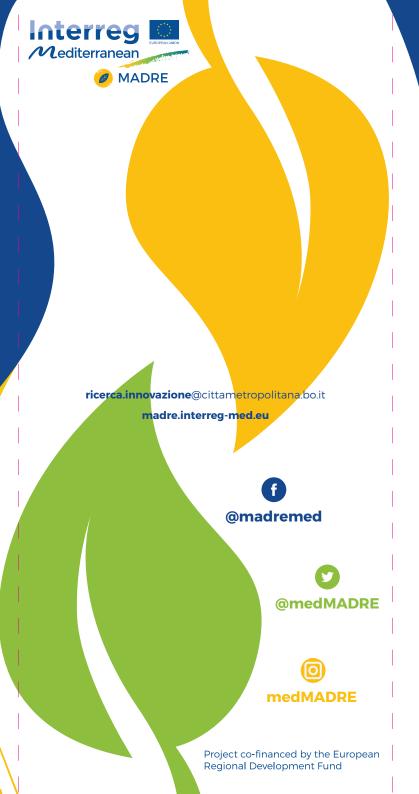
CIHEAM-MAIM - International Center for Advanced Mediterranean Agronomic Studies - Agronomic Institute of Montpellier (France)

MedCities - Mediterranean Network for Urban Sustainable Development (Spain)

Metropolitan City of Bologna (Italy)

Aristotle University of Thessaloniki (Greece)

Agricultural University of Tirana (Albania)





# **MADRE**

Metropolitan Agriculture for Developing an innovative, sustainable and Responsible Economy





# **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:**

theorical 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 \_\_\_\_\_

