

Barcelona Healthy and Sustainable Food Strategy for 2030

**Executive
Summary**
November 2022



Pla Estratègic
Metropolità
de Barcelona



**Ajuntament
de Barcelona**



PHOTOGRAPHIC CREDITS:

All Photographs are from Barcelona City Council's Image Bank

except for those appearing on pages 14, 16, 24 and 50 (author: Jordi Salinas).

*This document contains photographs with Creative Commons Licence 4.0.

Photographs by the Division of Marketing and Communication at Barcelona Activa, SAU SPM.

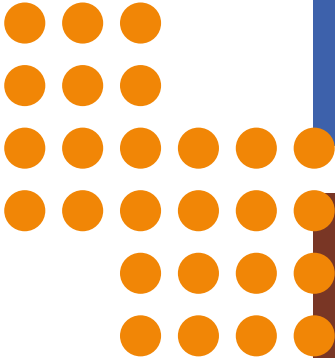


This document aims to:

... address people who are directly linked to the food system (chefs, primary and secondary schools, universities, hospitals, distributors and retailers, consumers, fishing, catering, production and farming professionals, political representatives and specialists from public administrations, organisations, etc.) who are committed to transforming the food system in the City of Barcelona and its Metropolitan Area.

... guide organisations and city residents interested in following this strategy's proposals, and promoting new projects or initiatives that foster the transformation of the city's food system.

This strategy has been conceived holistically. We have ensured that initiatives are not repeated in different goals, although many of these actions are relevant to more than one of the goals, and in reality, each one is interrelated with the others.



Promoted by the Office of the Commissioner for Social Economy, Local Development and Food Policy at Barcelona City Council, in collaboration with the Barcelona Metropolitan Strategic Plan, November 2022.



CONTENTS

1	Foreword by the Mayor	6
2	Why do we need a Healthy and Sustainable Food Strategy?	8
3	Challenges for Barcelona's food system	10
4	Background	12
5	A city strategy constructed by stakeholders from the city and the territory	14
6	The participatory process	15
7	Who has helped to produce this strategy?	16
8	Shared vision	18
9	Strategic goals	20
10	Implementation framework	80
11	City 2030 Proposals for Healthy Sustainable Food in Barcelona	82

1 FOREWORD BY THE MAYOR

Food is essential for people's health and well-being, in addition to being a fundamental part of our lives. We are a city that celebrates its relationships, communities and diversity around a dining table. Our cuisine, our network of municipal markets, local shops, school dining rooms, fairs and festivals and even all the farmers who feed us, are all everyday snapshots of our city.

The globalised, industrial food system currently generates many problems, both locally and globally. In a context where the climate emergency is more tangible than ever, the food system is responsible for generating up to a third of greenhouse-gas emissions, while also causing soil degradation and a loss of biodiversity. Furthermore, there is a low level of generational handover in farming, where people struggle to make a decent living; inadequate nutrition has a negative effect on the health of people and the planet, and unfortunately, part of the population does not have the resources to eat enough or in an adequate way.

Faced with all of these challenges, cities have a vital role to play. Half of the world's population lives in cities, consuming over 70% of the food produced worldwide. They are the main centres of consumption and commercialisation, and they are also key stakeholders in the creation of narratives and cultural change. For this reason, more and more cities are becoming involved, promoting measures that favour access to just, sustainable and healthy diets for all.

We can't wait any longer. Increasingly, there are more mobilisations, especially among younger people, who remind us that there is no future or well-being without the planet, and call for the urgent implementation of bold policies and

strategies to counter the serious ecological deterioration, without leaving the most vulnerable people behind.

In recent years, in spite of jurisdiction limitations, Barcelona has given increasing weighting to the issue of food. Barcelona's World Sustainable Food Capital status during 2021 was a commitment to promoting sustainable food in the city, and it placed the issue at the centre of the political agenda.

The 2030 Barcelona Healthy and Sustainable Food Strategy, the first of its kind in the city, is not just the most important legacy of the city's World Sustainable Food Capital status. It is also an instrument co-produced with the most notable stakeholders in Barcelona's food system, who are committed to its transformation, in order to improve the health of people, economies and the planet. This is not only a Barcelona City Council Strategy, but also a city-wide strategy, and together we are making it a reality. To make food an essential factor in facing the challenges ahead of us.

I would like to thank everyone who makes it possible for us to have a healthy, sustainable meal on the table every day, everyone who has taken part in producing this strategy and to all those who are involved in its implementation. I would also like to make special mention of the municipal sustainable-food team, led by Commissioner Álvaro Porro González, for his efforts, his ideas for promoting this issue in Barcelona, producing this strategy and helping to ensure that our city can eat in a fair, healthy and sustainable way.



Ada Colau Ballano
Mayor of Barcelona

2 WHY DO WE NEED A HEALTHY SUSTAINABLE FOOD STRATEGY?

The globalised, intensive agro-industrial food system has enabled a limited period of food abundance that has often neglected people's health, local economies and the planet. It is now generating existential future challenges to which we must provide urgent responses. However, in order to tackle the dominant food system, a sectorial approach is not enough. What we need is a systemic approach via cross-cutting food policies and strategies that enable us to see and provide solutions to all the problems involved.

Numerous cities and territories around the world, including the City of Barcelona and its Metropolitan Area, wish to rethink, transform and reappropriate their food system. This means reversing global food trends, mostly fostered by international trade treaties that conceive food as mere merchandise, and instead, opt for shorter, fair and balanced chains, for proximity, for the commerce, catering and farming of our territory, and also for ecological sustainability in the primary sector and throughout the food system.

This strategy is a road map for transforming the City of Barcelona's food system. It is the result of a participatory process in which notable stakeholders in the food system of our city and its metropolitan area have imagined, discussed and conceived what the city's food system should be like by 2030, and what we need to do to facilitate that transformation.

The strategy makes it possible to bring together dozens of existing projects that are already working in that direction.



It also allows a certain amount of projection for the years ahead and defines a shared vision, prioritising goals and creating a commitment to action among all stakeholders, in order to create or expand more projects and initiatives. Establishing this common framework of action makes it possible to promote a joint space of governance, coordination, debate and work, while also forging new alliances and attracting stakeholders from all areas of city life to work towards transforming the food system.

This strategy is a legacy of Barcelona being the 2021 World Capital of Sustainable Food, which enabled a greater focus on the need to transform the food system, and during which the Milan Urban Food Policy Pact's Global Forum was organised. Hundreds of cultural activities were reorientated during the year in order to deal with the issue of sustainable food and over eighty short and medium-term initiatives and projects were implemented.

Sustainable food involves feeding the entire population in a way that benefits people, planet and places. In order to achieve this, we need to produce, transform, sell, buy and consume food in a way that generates economic prosperity, promotes social justice, looks after, conserves and regenerates our resources and ecosystems, and safeguards the ability of future generations to also eat sustainably.



3 CHALLENGES FOR BARCELONA'S FOOD SYSTEM

The need to promote sustainable food: the consumption of processed food rich in saturated fats, sugar and salt has increased and significant population groups continue to consume too much meat, sugary drinks and fast food.

Negative environmental impacts and excessive food waste: excessive greenhouse-gas emissions from the food system and excessive levels of food loss and food waste, in addition to generating waste products and single-use plastics.

Unequal access to healthy, sustainable food: there are population groups that cannot access food of sufficient quality or quantity that would enable them to develop their lives normally. There are also dietary differences that generate significant health inequalities between neighbourhoods and which are due to inequalities in terms of income and social contexts.

A lack of clear, rigorous and agreed information that helps to raise people's awareness: a lack of tools agreed among stakeholders that make it possible to distinguish disinformation from information, and insufficient emphasis on sustainable food in the educational sphere.



This is largely based on the document by R. Binimelis and A. Roca (2021), "How does Barcelona feed itself? Diagnosis of Barcelona's food system", available at www.alimentaciosostenible.barcelona.

Little regional resilience to the crisis, which has an impact on global food distribution chains: in the current context of climate emergency, health crisis and the war in Ukraine, which may lead to situations where global food distribution is disrupted, it is also necessary to construct a food system with an active production network in the territory, which can help to overcome possible impacts and reduce food vulnerabilities in such a way as to guarantee sufficient food supplies for everyone at all times.

Low consumption of locally-sourced, organic food, and the need to increase organic production in Catalonia: Most of the fish, fruit and vegetables consumed in Catalonia come from Spain. Around one fifth of Catalonia's agricultural land is dedicated to organic production, although most of that surface area is used for pasture.

Coordination difficulties among stakeholders: due to a lack of spaces and regular collaboration dynamics, as well as diverse interests and jurisdictional differences among the various public administrations. It is necessary to include interdependencies and the development of agrifood initiatives with a comprehensive vision.

Gender inequalities: Food insecurity mostly affects women. The inequalities between men and women are reflected by both productive work in the agri-food system (contributions, registration in the agricultural census, wage gap, recognition and visibility, etc.) and in the reproductive work linked to food. The dominant cultural conventions on beauty exercise greater regulatory pressure on the bodies of women.

Concentration of power within the food system: an increasing market share for large-scale food distribution and commercialisation in Spain and Catalonia, although the city's small, local shops still have a significant market share, which is very unusual in comparison with other cities. The dynamics of concentration and inequalities are also observed throughout the food chain.

Decreasing and insufficient productive capacity: the lack of agricultural land inside the city, the loss of agricultural land in the metropolitan area, and the decrease and difficulties in terms of generational handover in the primary sector.

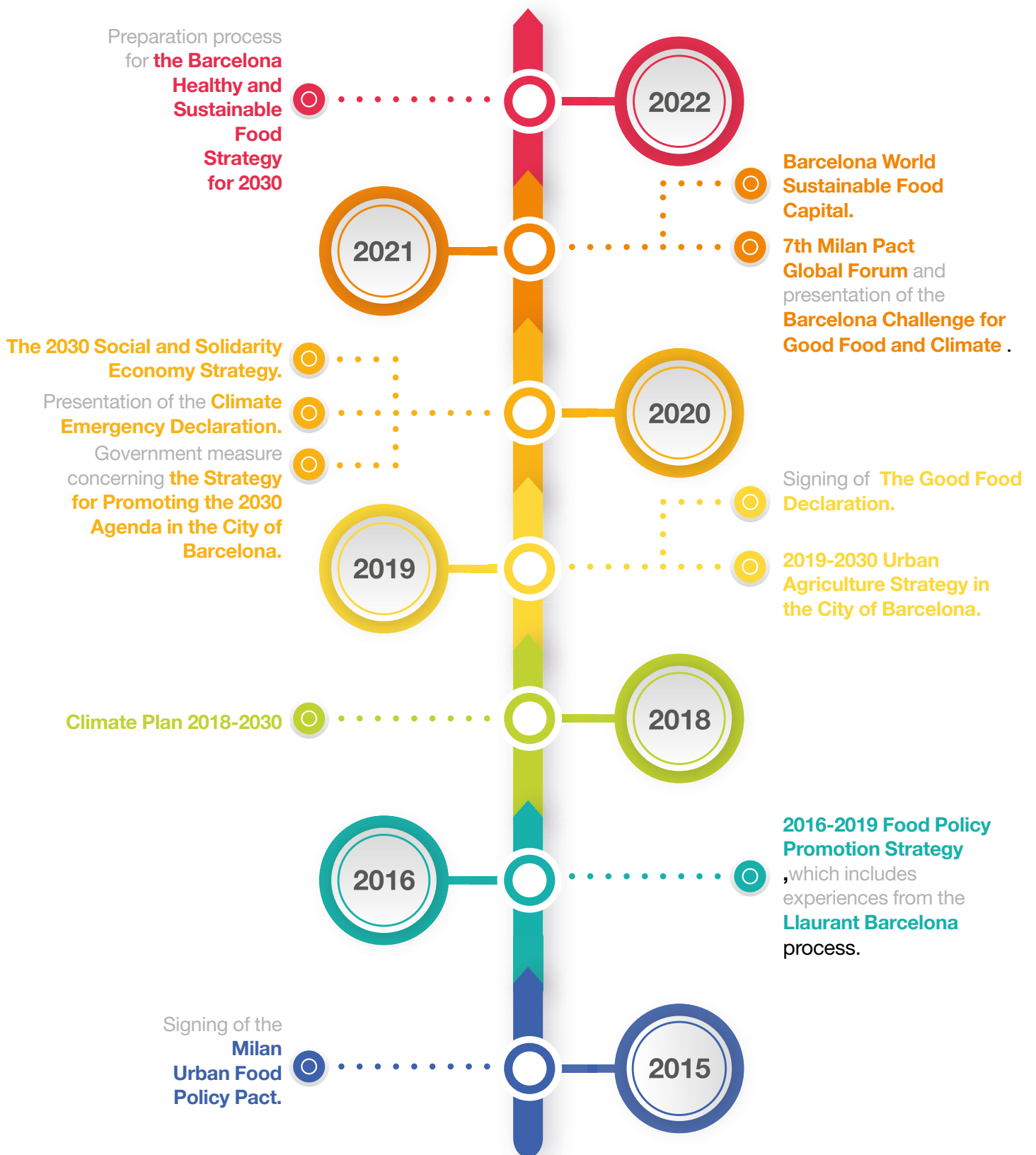


4 BACKGROUND

In recent years, and more explicitly during the 2020-23 term of office, Barcelona City Council has been committed to including the transition towards a fairer, healthier and more sustainable food system in its governmental actions, in spite of a lack of municipal tradition and the jurisdictional limitations of city councils in this area. This centrality is reflected in various ways: with acquired international commitments, the generation of intramunicipal and supramunicipal strategic coordination strategies, the creation of a specific budget section and allocation for policies in this area, with the publication of documents and reports which, directly or indirectly, argue for the necessary systemic transformation, and with the organisation of events concerning sustainable food and the launching of medium-term projects, especially as part of Barcelona's status as World Sustainable Food Capital.

All the projects and initiatives that form part of the World Sustainable Food Capital are detailed in the document **"The Food Policies of Barcelona City Council. 2021"**, which can be viewed on the website.





5 A CITY STRATEGY CONSTRUCTED BY STAKEHOLDERS FROM THE CITY AND THE TERRITORY

The Barcelona Healthy and Sustainable Food Strategy for 2030 (EASSB2030) is the shared roadmap for the city's food policies that must be followed for the next eight years.

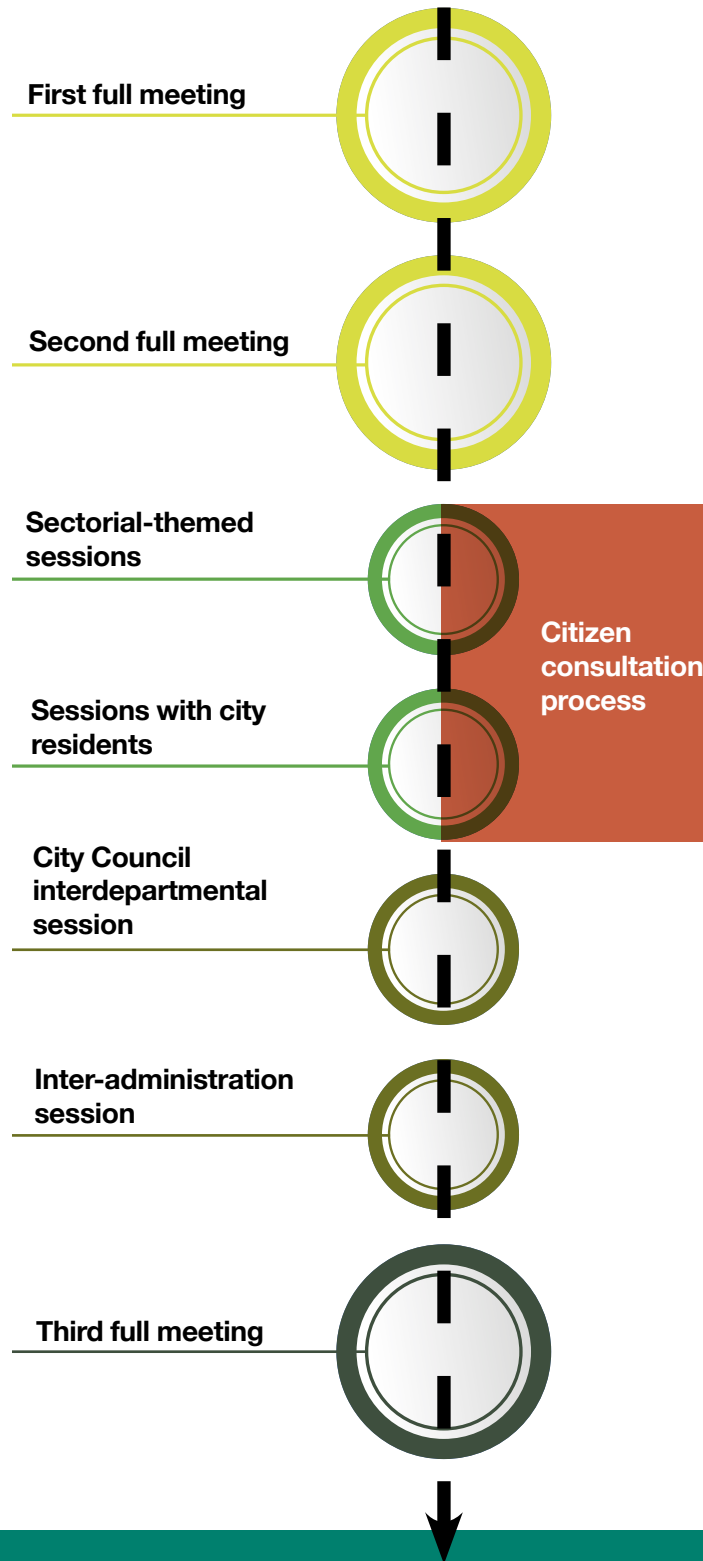
The transformation of our food system aims not only to foster individual changes in diet, but also to provide appropriate conditions that make it possible to transform this complex system in the corresponding sectors, activities and levels of activity, without leaving anyone behind. For this reason, it is important to identify, understand and take advantage of existing opportunities and interconnections, in order to progress and make sustainable food accessible in Barcelona, as well as recognising singularities and interdependencies between territories.

For this reason, everyone has a relevant role to play in the transformation of our food system, and so EASSB2030 aims to be a transformative city strategy, i.e., a strategy that can guide and give greater visibility to the actions of all food-system stakeholders who wish to contribute to its transformation, and offer a space for forging alliances and facilitating coordination and cooperation between stakeholders and projects.

EASSB2030 establishes major goals, lines of action and initiatives agreed with the most representative stakeholders in Barcelona's food system (public administrations, the private sector, the academic and research sphere, the general public and their organisations, and the media), along with various sectors (health, environment, social justice, culture, economy) and stages of the food chain (from farm to fork).

6

THE PARTICIPATORY PROCESS



Production of the Barcelona Healthy and Sustainable Food Strategy for 2030

7 WHO HAS HELPED TO PRODUCE THIS STRATEGY?

A total of 1,053 people took part in producing the EASSB2030, between November 2021 and July 2022.

23 working sessions were organised, with the participation of 198 people and 112 organisations linked to the food system.

The online citizen consultation attracted 834 contributions.

Furthermore, 25 farmers and 16 scientists participated in the working sessions during the drafting of the strategy.

76.9% of the people who contributed to this strategy were women.

An inter-administration session was held, with the participation of the Government of Catalonia, the Barcelona Metropolitan Area and Catalonia's four Provincial Councils

1,053
people
took part in the
production process
for the EASSB2030

23
working sessions.
198 people and 112
organisations linked to
the food system.

834
online contributions

25 and 16
farmers and scientists

76.9%
of the people who
contributed to this
strategy were women

Well-being and Development Association (ABD)
AECOC Association of manufacturers and distributors
Guild Association of Barcelona and Province Fruit and Vegetable Wholesale Businesses (AGEM)
Barcelona Public Health Agency (ASPB)
Catalonia Public Health Agency (ASPC)
Agròpolis
Barcelona City Council
 Councillor's Office for Commerce, Markets, Internal Regulations and Tax
 Councillor's Office for Education
 Councillor's Office for Climate Emergency and Ecological Transition
 Councillor's Office for Health, Ageing and Care
 Commissioner for Social Economy, Local Development and Food Policy
 Area for Social Rights, Global Justice, Feminism and LGBTI Affairs
 Area of Culture, Education, Science and Community
 Barcelona Activa
 More Sustainable Schools
 Barcelona Municipal Institute of Markets
 Municipal Institute of Social Services
 Commerce, Restaurant Trade and Consumer Affairs Services Directorate
 Social and Solidarity Economy and Sustainable Food Services Directorate
 Area for Ecology, Urban Planning, Infrastructures and Mobility
 Manager's Office for Environmental and Urban Services
Barcelona Metropolitan Area (AMB)
AnimaNaturalis
Ana Moragues (University of Barcelona)
Rural Initiatives Association of Catalonia (ARCA)
Arran de Terra Cooperative
Young Farmers' Agrarian Association (ASAJA)
Federated Association of Families of Students of Catalonia (aFFaC, ex-FAPAC)
ASOBIO
ATTA Permacultura
BioCultura
Biomarket
Caprabo
Càritas
Carlos González (Catalan Institute of Oncology)
Carne Gasull (journalist)
Catalan Organic Agricultural Production Council (CCPAE)
Healthcare Analysis and Programmes Centre (CAPS)
Agrifood Economy and Development Research Centre (CREDA)
Cèrcols, SCCL
CETT: Barcelona School of Tourism, Hospitality and Gastronomy
Claudia Rocío Magaña (University of Barcelona)
Clúster Foodservice de Catalunya
Catalan Association of Dieticians-Nutritionists (CoDiNuCat)
Collserola Pagesa
Barcelona Education Consortium - Area of Innovation, Programmes and Training
Cooperativa Molsa
Agro-ecological consumer cooperatives belonging to the
DESOS Opció Solidària platform
Bio Eco newspaper
Barcelona Provincial Council
Dovella School Services
Ecologists in Action
Elena Carrillo (Ramón Llull University)
Enric Tello (University of Barcelona)
Esquerra Republicana de Catalunya
Expogestió
Catalan Federation of Agrarian Cooperatives (FCAC)
Barcelona Federation of Municipal Markets(FEMM)
Formació i Treball
Fridays for Future
Alicia Foundation
Àurea Foundation
Food Bank Foundation
Hospital de la Santa Creu i Sant Pau Healthcare Management Foundation
Espigoladors Foundation
Gasol Foundation
Roure Foundation
Fundesplai
Gastronomic Forum
Generalitat de Catalunya
 Catalan Institute of Health (ICS)
 Prodeca
 Catalan Food Safety Agency
GRAIN
Barcelona Provincial Fruit and Vegetable Retailers' Guild
Barcelona Butchers Guild
Bonpreu Group
Lluerna Group
Health Warriors
Herbolario Navarro
Hortec
Barcelona Institute of Regional and Metropolitan Studies (IERMB)
Joan Rieradevall (Autonomous University of Barcelona)
Juanjo Cáceres (University of Barcelona)
Justícia Alimentària [Food Justice]
LaCoordi
Leitat
Lif3 Economy for Life
L'Ortiga Cooperative
Mar Calvet Nogués (University of Vic)
Marta Llobet (University of Barcelona)
Gregal Soup Kitchen
Mercabarna
Montse Tafalla (University of Barcelona)
Nutrició Sense Fronteres
Oxfam Intermón
Pàlcam Educació
Baix Llobregat Agricultural Park
Collserola Natural Park
Barcelona Metropolitan Strategic Plan (PEMB)
PIMEC Agrifood
PIMEC trade union, Commerce section
Pont Alimentari
Restaurant Xavier Pellicer
Cuina and *Arrels* magazines
Rezero
Ruralitzem
Slow Food Barcelona
Societat Catalana de Pediatria
Susana Toboso (Autonomous University of Barcelona)
Torribera Mediterranean Centre
Unió de Pagesos [Farmers' Union]
Vegetalia
Veritas
Veus de Sobirania Alimentària a Ciutat
Vida Sana
Xarxa Agroecològica de Menjadors Escolars de Catalunya (XAMEC) [Catalan Agro-Ecological Network of School Canteens]
Climate Justice Network

8 SHARED VISION

We aim to transform Barcelona's food system and make it as sustainable as possible by 2030





We aim to have a food system with a more sustainable production and consumption. A transparent, participative, resilient, secure food system, with just and equitable relationships, inspired by agroecology, which tackles the climate emergency and the extinction crisis, and which prevents food loss and waste.

We want everyone to have access to healthy, organic, seasonal and locally-sourced food, with sustainable fishing that guarantees animal welfare and which prioritises distribution through shorter, fairer and more balanced food chains. We want food to be flavourful, to celebrate the life and diversity of cultures and bodies, and which helps us to connect with other people. We would also like the food system to include aware and empowered consumers.



9 STRATEGIC GOALS



9
goals

54
lines of
action

265
initiatives



GOAL 1

To increase the production, sale and consumption of seasonal, locally-sourced and organic food, with sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains



GOAL 2

To protect, recover and promote urban and peri-urban agricultural areas



GOAL 3

To promote healthy, sustainable food for all



GOAL 4

To increase the resilience of the food system and guarantee the right to healthy and sustainable food



GOAL 5

To prevent food loss and waste



GOAL 6

To combat the climate emergency and the extinction crisis



GOAL 7

To promote a cultural and educational shift towards sustainable food



GOAL 8

To promote and foster fair relationships in the food chain



GOAL 9

To coordinate and mobilise stakeholders in the food system to carry out specific and measurable actions linked to existing strategies

The following list of possible initiatives could be promoted by a wide variety of city stakeholders and make it possible to introduce lines of action for achieving the above-mentioned goals.



GOAL 1

To increase the production, sale and consumption of seasonal, locally-sourced and organic food, with sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains

Why is this important?

- Most of the fish, fruit and vegetables consumed in Barcelona come from outside Catalonia.
- Only 22.1% of agricultural land is dedicated to organic production, and of this, only 7.3% are for rainfed and irrigated crops (the remaining 14.8% is pasture).
- There is a limited consumption of local, organic food, although 73.5% of Barcelona residents take the proximity of the product's origin into account, while 58.3% take into account whether the product is organic or not.
- A need has been identified to promote a production, distribution and consumption model that strengthens the local economy and local farming, is more organic, promotes territorial balance and food sovereignty, regenerates local food culture and cuisine, and fosters the generation of links with city residents.



Lines of action and initiatives

1

To increase the supply of seasonal, locally-sourced and organic food, sustainable fishing and animal welfare, distributed in shorter, fairer and more balanced chains and to connect it to demand

- To contribute to the consolidation of the Terra Pagesa project.
- To guarantee the consolidation of the Biomarket project and, in general, the sale of organic or locally-sourced produce in Mercabarna.
- To promote the “Green Commerce” project in municipal markets and local shops, in order to increase the supply of seasonal, locally-sourced and organic food, sustainable fishing and animal welfare in shorter food chains.
- To foster and promote the sale of locally-sourced produce by wholesalers in Mercabarna, as well as the presence of local producers and agricultural cooperatives and the sale of their produce.
- To promote the presence of more municipal-market stallholders who offer organic food, facilitating new installations and commercially promoting the presence of this product in existing stalls.
- To create a space that connects large-scale distribution and small-scale producers, in order to create synergies and shared values.
- To create a working committee with large-scale distribution in Barcelona, in order to further healthy and sustainable food
- To promote shared production, processing and commercialisation areas.
- To promote the offer of seasonal, locally-sourced and organic food in automatic vending machines and convenience shopping areas.
- To promote the presence of seasonal, locally-sourced and organic food in the city's bars and restaurants.

2

To promote the public procurement of seasonal, locally-sourced and organic food, sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains

- To produce, approve and make full use of the potential of Barcelona City Council's new, responsible public contracting and procurement instructions.
- To promote that publicly-managed communal dining rooms (especially in educational centres) should continue to include sustainability criteria.
- To campaign for the drafting of a Catalan law concerning public food contracting and procurement.
- To include food-sustainability criteria in Barcelona City Council subsidies and agreements.

3

To provide greater visibility for seasonal, locally-sourced and organic food, sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains

- To provide support for instruments (labels, brands, campaigns, etc.) that encourage consumers to choose local products.
- To promote an agreement among food-chain stakeholders to facilitate information for consumers about the origin of foodstuffs.
- To provide support for the smart-labelling initiative, for promoting sustainable produce and companies.
- To undertake awareness-raising campaigns about the benefits of organic food and the reasons for its price.
- To reach new audiences by producing audiovisual productions which not only showcase the benefits of this type of food, but also the negative impacts of other products.
- To disseminate knowledge, tools and tasty recipes to promote seasonal cuisine.
- To showcase the difference between production systems from the perspective of animal welfare.





4

To progress towards regulations that favour the consumption of seasonal, locally-sourced and organic food, sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains

- To study the promotion of economic incentives for producers and sellers of this type of food.
- To promote the development of Catalan and Spanish legislation to favour the consumption and sale of these food products.

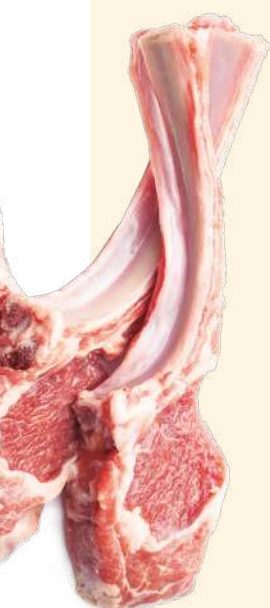
5

To promote the creation and consolidation of companies that promote the consumption of seasonal, locally-sourced and organic food, sustainable fishing and animal welfare, as well as distribution in shorter, fairer and more balanced food chains

- To provide advice to producers, distributors and marketers (including the hospitality sector) on this type of food.
- To create a specific programme to foster entrepreneurship that promotes the consumption of these foodstuffs, especially as part of the social and solidarity economy.
- To provide communicative and economic support (via subsidies, lines of credit or access to commercial establishments) for commercial or social projects aimed at generating new small and medium-sized channels and instruments that favour the presence of these foodstuffs.
- To include healthy and sustainable food criteria in the various categories of Barcelona City Council subsidies.

6

To investigate and foster innovation in the food initiatives and needs of Barcelona and its Metropolitan Area

- To ensure that the Metropolitan Food System Observatory develops a programme of robust data on what amount and type of food is consumed in Barcelona and its Metropolitan Area.
 - To encourage studies that explore our capacity to meet this demand with a model of local, organic production subjected to increasing drought conditions and extreme climatic phenomena, in order to supply an increasingly poor population.
 - To evaluate the potential and difficulties involved in alternative consumer initiatives and networks, in order to promote healthy, sustainable food.
- 

Alerts



To clarify the concepts we are working with (e.g. locally-sourced product) in order to minimise possible confusion.

To not confuse locally-sourced products with local sales.

To analyse the impact of actions at each link in the chain, and especially, the weakest links in terms of negotiating power or market strength, such as the primary sector.

To take into account that this needs to be tackled systemically, while also being aware that the city is able to influence the stages of distribution and consumption more directly.

To not allow proposals to be exclusively aimed at people with medium or high incomes.

Examples of projects



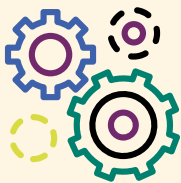
FOODCOOP

The first cooperative, participative supermarket for healthy, sustainable food in Barcelona (with the support of Barcelona City Council).



REBOST MOLSA COMPREHENSIVE COOPERATIVE:

A service cooperative with sixteen shops selling locally-sourced organic food in Catalonia (six in Barcelona), which is transformed into a comprehensive cooperative with the stakeholders in the food chain as cooperative partners (local shops, farmers, production companies, workers and consumers).



LEADING PROJECTS

“GREEN COMMERCE” PROGRAMME

An initiative to increase the volume of locally-sourced, organic foodstuffs from small-scale producers which are consumed in Barcelona (led by the Barcelona Municipal Institute of Markets - IMMB, the Federation of Municipal Markets - FEMM, and Barcelona City Council, with the cooperation of four food retailers' associations).

BIOMARKET

A wholesale market of organic food in Barcelona (Mercabarna), with initiatives to improve the presence of organic or locally-sourced produce in Mercabarna (led by Mercabarna).





GOAL 2

To protect, recover and promote urban and peri-urban agricultural areas

Why is this important?

- The loss of agricultural land in Barcelona's Metropolitan Area from 1956 to 2018 caused an 80.5% decrease in the surface area under cultivation.
- Overall, between 2010 and 2019, the number of people employed in Catalonia's primary sector fell by nearly 24% and there are problems concerning generational handover.
- The Province of Barcelona's degree of self-sufficiency in fruit and vegetables is 15%.
- The response to this situation should be to protect and support the development of the current productive areas, recover agricultural land and foster the territory's balance and sustainability.
- This is important for aligning the EASSB2030 with Barcelona City Council's 2030 Urban Agricultural Strategy (EAU2030).
- In order to improve the quality of urban areas, foster people's health, community relationships and experience what cultivating food means, while also countering the climate crisis, it is necessary to expand and promote urban allotments.



Lines of action and initiatives



1

To expand urban agricultural areas as green spaces for awareness-raising, experimentation, community action and health

- To develop and reinforce the Barcelona Urban Agriculture Strategy.
- To promote the creation, maintenance and social and ecological benefits of community allotments where planning permits them.
- To facilitate effective tools for promoting green roofs and allotment spaces and the protection of existing ones in the city that are of environmental and community value, in accordance with urban planning.
- To make full use of existing facilities to create new allotments and seed banks.
- To promote planning that respects and values green and agricultural urban areas.
- To increase the presence of edible plants in the city's green infrastructure that is dedicated to fostering agroecology.
- To define common technical criteria for sustainability and good practices in city allotments, minimise individual privatisation dynamics and maximise the community impact.
- To facilitate the use of community allotments as places for conserving local varieties of crops and wild edible species.
- To promote the development of school vegetable gardens.

2

To give greater visibility to existing urban agricultural areas and to provide information about their existence

- To provide information about the social benefits of this type of initiative.
- To reinforce the dissemination of the city's environmental facility network.
- To create and distribute a directory of urban community allotments and seed banks.
- To produce and create effective tools for raising awareness about existing agroecological projects.

3

To promote regulations that facilitate, foster and protect urban and peri-urban agricultural activities and spaces

- To promote the recognition and legal protection of agricultural areas as essential places for conserving biodiversity and agrobiodiversity.
- To have an impact on the development of regulations in Catalan law concerning agricultural areas, to establish the priority of farming uses within metropolitan urban planning, and to introduce a series of measures that facilitate access to land for new farmers and establish fair conditions for access, starting with the price.
- To promote the elimination of legal barriers that make it impossible to perform productive harvesting, agricultural and livestock activities in Barcelona.
- In the Metropolitan Area, to promote a reserve of agricultural land, in order to increase territorial resilience against possible emergency situations and to guarantee supplies.

4

To support the sustainability of existing agricultural and livestock projects in the metropolitan region, as well as entrepreneurship for new projects

- In the Metropolitan Area and Catalonia, to promote the creation of financial aid to help young people and women undertake agroecological projects, with the leasing of land and housing subsidies, as well as grants for modernising infrastructures and ensuring fair access to the land.
- To prioritise regenerative agroecological practices by organising training activities or demonstrations on various subjects, and to support land recovery in areas where there is a high risk of erosion, among others.
- To promote the public ceding of land for carrying out innovative agricultural pilot projects.
- To facilitate effective close coordination, with resources, among the territory's public administrations (municipalities, the Barcelona Metropolitan Area, the Province of Barcelona, the Generalitat, the Spanish state, the network of municipalities for the Social and Solidarity Economy), as well as its economic fabric, associations and academic world.
- To facilitate the creation and reception of regenerative livestock, multi-purpose farms, agricultural trial areas, agroecological incubators and agricultural parks in all municipalities.



5

To promote the growth and consolidation of peri-urban agricultural initiatives

- In the Metropolitan Area, to promote the activation of support mechanisms for launching and consolidating agricultural and livestock projects.
- In the Metropolitan Area, to promote the activation of mechanisms and the launch of new projects to facilitate a conversion to ecological agricultural production and the diversification of crops.
- In the Metropolitan Area, to promote an extension to the Collserola Agricultural Contract and the introduction of other means of helping sustainable production (e.g. AMB subsidies for the Muntanyes del Baix and Serralada de Marina projects, making the subsidies conditional on the achievement of certain parameters of productivity, conservation of biodiversity and water and carbon storage).


6

To foster research and innovation in urban and peri-urban agricultural areas

- To promote the production of a census and a mapping of urban and peri-urban agricultural areas.
- To quantify the potential for the renaturalisation of the urban and peri-urban environment with edible plants in empty sites and rooftops.
- To develop urban-agriculture sustainability indicators (environmental, social and economic).
- To study the interrelationship between rainwater, solar energy and urban ecology, in order to favour urban circularity.
- To study the possibility of generating therapeutic training or placement activities for people in vulnerable situations, via urban community allotments and seed banks.
- To facilitate initiatives in community allotments, such as the creation of small-scale seed banks.
- To evaluate the potential and difficulties involved in an agroecological transition in peri-urban agricultural areas.



Alerts



To know how to differentiate between agricultural areas that have a productive goal and those with a community or social goal.

Although this is based on a clear aim of expanding urban agriculture in the city, to take into account that city spaces are limited and that it is necessary to evaluate the creation of new urban-agriculture areas case by case, and to evaluate other potential uses and services that they could have.

To attend to the needs of generational handover in agrarian production projects.

To accept the limitations to Barcelona City Council's jurisdiction in the Metropolitan Area, and therefore to foster the involvement of other administrations.

To take into account that urban agriculture projects sometimes involve the privatisation of spaces for a few people and, in consequence, to ensure the community aspect of these few and very valuable spaces.

Examples of projects



48 HOURS OF URBAN AGRICULTURE

An annual event that celebrates urban agriculture in the city, with activities, debates, training sessions and guided tours (led by Replantem and with the support of Barcelona City Council).



FOOD SYSTEM OBSERVATORY

A project to generate information and indicators that make it possible to analyse the environmental, economic and social aspects of the metropolitan food system (led by the Barcelona Metropolitan Area).



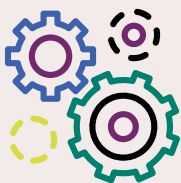
BCN SMART RURAL

A project that aims to introduce a smart agrarian development strategy in rural Barcelona (led by the Province of Barcelona).



MANS AL VERD [HANDS TO GREENERY]

Part of the Nature Plan (2021-2030), this project brings together and promotes initiatives that involve Barcelona's residents, organisations and companies in the promotion and conservation of the city's biodiversity and green areas, including urban allotments (led by Barcelona City Council).



LEADING PROJECTS

COLLSEROLA AGRICULTURAL CONTRACT

A programme that aims to financially recognise the environmental services provided by farming in Collserola Natural Park, via a specific call for subsidies (led by the Collserola Consortium, and with the support of Barcelona City Council, the Barcelona Metropolitan Area and the Government of Catalonia).



AGROVALLBONA

A municipal project for the comprehensive promotion of agroecology in the last large agricultural area inside the municipality of Barcelona. By reversing urban planning, the project recategorises urban land as agricultural land and develops a project that includes professional training, community allotments, education and awareness-raising for children and the general public, a short supply chain production project and support for new agroecological projects (led by Barcelona City Council).





GOAL 3

To promote healthy, sustainable food for all.

Why is this important?



- In Barcelona, the consumption of processed food rich in saturated fats, sugar and salt has increased and significant population groups continue to consume too much meat, sugary drinks and fast food. There is also a simultaneous reduction in the consumption of plant-based foodstuffs, especially vegetables, legumes and cereals.
- The proportion of childhood obesity in the City of Barcelona is 7% in children aged 3 to 4, 12.7% in 8 to 9 year-olds and 6.5% in adolescents. 34.6% of city residents aged between 18 and 74 are overweight, while 14.7% are obese. In all age groups, obesity is more frequent in lower-income districts.
- 50.5% of Barcelona's schools do not offer any plant-based protein foodstuff as a second course.
- Through the Good Food Cities Declaration and The Barcelona Challenge for Good Food and Climate, Barcelona is committed to a 100% alignment of public procurement with the principles of the 2030 Planetary Health Diet.
- Over one thousand chemical components can act as hormonal disruptors and many of them are involved in aspects of the food system (pesticides, packaging components, etc.).

Lines of action and initiatives

1

To promote the connection between people's health and healthy, sustainable and safe food, providing visibility for professional dietitians-nutritionists and public health professionals

- To contribute to the implementation of the 2021-2025 Barcelona Health Plan.
- To create meeting spaces for health professionals in various specialities, in order to promote connections between health and healthy, sustainable and safe food.
- To carry out training on healthy, sustainable and safe food for professionals in the health sector.
- To foster school programmes that promote healthy, sustainable and safe food, based on scientific evidence and evaluated and developed by previously-trained teachers.
- To foster a social and health integration model that enables the areas of health and nutrition to work together in order to promote healthy, sustainable and safe diets, as well as studying their effects on the entire population, in addition to stressing the need to guarantee rights with equality and equity.
- To foster the concept of the Planetary Health Diet and its equivalents, as well as its application.



2

To promote healthy, sustainable, safe and flavourful diets, and make the general public aware of them

- To foster the transformation of school menus towards healthier, more sustainable models, with a greater presence of plant-based protein, fresh, organic, seasonal and locally-sourced produce in both schools (scaling up and consolidating the “Healthier and More Sustainable School Canteens” project), and institutions or businesses that offer dining-room services: universities, hospitals, museums, restaurants, hotels, conference centres, etc.
- To study the evolution of how much a sustainable-food hamper costs in the city.
- To encourage the media and other communication channels to foster the knowledge, tools and practice of healthy, sustainable and flavourful nutrition.
- To undertake informative campaigns for various audiences to promote fresh foodstuffs that are low in sugar and saturated fats, without ultra-processed ingredients, with a reduction and improvement in animal-based protein, while also promoting plant-based protein.
- To raise awareness about the impact of food on our health (e.g., the benefits of organic products and the effects of plastic waste).
- To create a specific series of campaigns for people assisted at the various levels of social services.

3

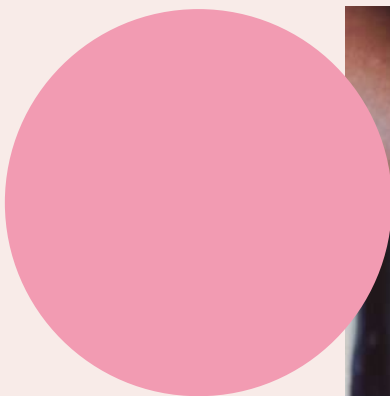
To make progress in labelling regulations and initiatives that favour the consumption of healthy, sustainable food and discourage misleading advertising and fake news

- To influence administrations with regulatory jurisdiction in the area of food advertising.
- To regulate advertising spaces under municipal jurisdiction which target children, in regard to less healthy foodstuffs.
- To encourage the catering sector to provide nutritional information about the content of their menus or indicate the healthiest dishes.
- To foster the introduction of healthy, sustainable food in automatic vending machines, or to provide nutritional information about the products they sell.

4

To offer city residents and organisations involved in the food system tools that facilitate healthy, sustainable and safe cuisine

- To foster the organisation of courses on healthy, sustainable and safe cuisine in municipal facilities in all city neighbourhoods, adapted to cultural diversity, aimed at a variety of age groups and socio-economic profiles, and with some specifically targeting men, showcasing co-responsibility for family nutrition.
- To incorporate sustainable community kitchens into municipal facilities.
- To foster and facilitate the development of community projects and interventions and care networks by neighbourhood associations and groups, in order to promote healthier, safer and more sustainable food in city neighbourhoods, especially among people who are subject to greater food insecurity.
- To provide organisations that work for the right to access to food with support for research and innovation.
- To promote an analysis of the impact of plastic food packaging on health, as well as the resulting chemical/environmental pollution.



Alerts



Whenever possible, to prioritise empowering interventions for people undertaking nutritional support programmes, instead of welfare-type interventions.

To ensure that all projects follow food-security principles and prevent the existence of social inequalities.

To take cultural diversity in food into account.

To be aware of and tackle the possible rejection of the change in traditional, established eating habits by some of the population.

Examples of projects



PROJECT SISME

An awareness-raising project for schools, with training and support for teachers to give classes on healthy habits, including healthy eating, and to prevent childhood obesity (led by the Gasol Foundation, with the support of Barcelona City Council and the Barça Foundation).



GEGAAN PROJECT

A food innovation project to improve the quality of elderly people's lives, with the aim of providing them with a minimum amount of knowledge, skills and motivation to manage their nutrition with as much autonomy as possible, and to create an active community network to help them feed themselves adequately and safely, adapted to their needs (led by the Aícia Foundation).



“WE DON'T WANT PLASTIC HEALTH”

A campaign to demonstrate, via urine analysis, the presence of plastic in our bodies, resulting from the proliferation of single-use plastic packaging (led by Rezero).



LEADING PROJECTS

“HEALTHIER AND MORE SUSTAINABLE SCHOOL CANTEENS” PROJECT

An initiative with 50 schools that promotes healthier and more sustainable food for children, in school and at home, by rebalancing menus, training and support for the entire education community, help with introducing the teaching programme, etc. (led by the Barcelona Public Health Agency and Barcelona City Council, with the support of the Education Consortium).





GOAL 4

To increase the resilience of the food system and guarantee the right to healthy and sustainable food.

Why is this important?

- In 2016, 4% of Barcelona's population suffered from high levels of food insecurity, while 8.6% suffered from some type of food insecurity.
- The territorial distribution of food commerce reveals inequalities in the city's food environments. There are fewer shops and services on the outskirts of the city.
- The unequal distribution of shops with organic food, which represent 5.9% of the total number of food shops in the city, is even more marked.
- During the Covid-19 health crisis, the city's Food Bank increased the amount of food it distributed by 30% in comparison with the previous year.
- In order to tackle current and future global risks, it is necessary to foster a type of resilience that has greater capacity for reducing vulnerabilities and overcoming impacts in a proactive way, with the aim of ensuring the provision of healthy, sustainable food to the entire population, at all times.



Lines of action and initiatives

1

To ensure sustainable, healthy food environments for all the city's neighbourhoods

- To expand the diagnosis on food environments in Barcelona's neighbourhoods, in order to evaluate the barriers to achieving healthy, sustainable food, in terms of accessibility (physical access), affordability (economic access) and availability (products on offer).
- To make full use of the potential of municipal markets as leading neighbourhood food outlets.
- To promote the use of urban planning resources to facilitate the presence of healthy, sustainable food establishments and to limit the number of establishments selling less healthy food, especially in areas around schools.
- To produce a diagnosis on the current situation and the causes of inequality in access to food (including the perspective of food security).
- To ensure that the areas around schools are sustainable, healthy food environments.
- To generate and share good practices in order to create sustainable food environments in public and private spaces, e.g. sports centres, universities, cultural facilities, etc.

2

To guarantee access to healthy food for the most vulnerable people

- To produce a diagnosis of inequalities that reveal the situation of the city's most vulnerable people (homeless people, those in an irregular administrative situation, etc.) and their limitations for accessing services, and to include a gender perspective.
- To include people in a vulnerable situation in the identification of problems and the designing of solutions, in order to ensure effectiveness, empowerment and dignity.
- To identify the causes of food insecurity in relation to access to healthy, sustainable food, and its use, and to establish connections with other challenges such as the cost of housing and energy, in order to develop comprehensive, effective solutions.

- To promote a mixed food-distribution model and cash cards that facilitate access to healthy, sustainable food.
- To promote a food-distribution model in distribution centres that does not generate stigmatisation and facilitates the choice of healthy, sustainable food, nutritional training, and community integration of people with food insufficiency.
- To promote and support public or privately managed programmes, financial aid and areas that facilitate food provision beyond homes, especially in regard to the people and neighbourhoods with the greatest food vulnerability.

3

To move towards a guaranteed-food model that is more in line with healthy, sustainable food

- To generate incentives so that purchases made with solidarity cards are made in establishments that offer healthy, sustainable food.
- To make full use of the potential of Barcelona City Council's new, responsible public food contracting and procurement instructions.
- To ensure that guaranteed food-security organisations follow purchasing criteria of locally-sourced, organic produce with a low environmental impact (reuse and recycling, etc.) and social and solidarity economy projects with available budgets for purchasing food.
- To promote the participation of people served by guaranteed-food organisations in the decision-making process in regard to the type of food that is bought.
- To promote the participation of people in a food-insecurity situation in the operations of food initiatives.
- To promote the strengthening and development of cover for dining room subsidies throughout the year and to ensure that the food they receive is healthy and sustainable.
- To provide support for local food distribution points (e.g., social grocery stores) as a model for offering healthy, sustainable produce to all city residents.
- To foster and explore alliances between farmers and organisations or groups that work for the right to adequate food.
- To work towards achieving a type of guaranteed income that will enable all city residents to cover their food needs in a self-sufficient way.



4

To guarantee the short and medium-term supply of food, due to possible disruptions in normal supplies

- To produce an interactive mapping tool where information is deposited in regard to which public infrastructures should be mobilised in the event of food-supply disruption.
- To encourage the consumption of locally-sourced production as a resilience mechanism.
- To promote a food distribution and consumption network that is distributed, diverse, and not highly centralised, in order to increase resilience to emergencies.
- To apply measures for the conservation, evaluation and safeguarding of agricultural land and fertile soils, by means of specific legislation, land planning and concerted management instruments, such as agricultural parks and participatory stewardship, which are reflected in the Barcelona Metropolitan Urban Development Master Plan and in municipal urban organisation plans.


5

To promote the community aspect of food, in order to promote healthy, sustainable eating

- To promote and foster the creation of community spaces, such as community kitchens or food-reuse and recycling networks with a community perspective.
- To provide greater visibility for community initiatives that promote healthy, sustainable eating.
- To foster public policies that are clearly geared towards achieving healthy, sustainable and safe nutrition for all.
- To promote the importance and the community side of food in educational environments.



Alerts




To take into account the effects of advertising and fake news in regard to healthy eating.



To avoid the discourse on healthy eating causing stigmatisation and discrimination towards people with fat bodies and perpetuating prescriptiveness, while abandoning individualistic and shame-and-blame discourses.

To take socio-cultural aspects into account and plan solutions that are adapted to the diversity of cultures and traditions in the city.

To take as a reference model the community work defined and implemented by the Municipal Institute of Social Services.



To ensure the supply of food in general and to try to ensure that it is healthy, sustainable food.

Examples of projects



ALTERBANC

A project that promotes new types of food aid by supplying seasonal food that comes directly from local agroecological farmers to families that are vulnerable to social and nutritional risk (led by the AlterBanc organisations and supported by Barcelona City Council).



GREGAL FOOD CENTRE

One of the innovative community kitchens in the Alimenta project, where the aim is to guarantee access to decent, sustainable and healthy food for people in a vulnerable situation (led by the Gregal Solidarity Soup Kitchen, with the support of Barcelona City Council).



LEADING PROJECTS

ALIMENTA PROJECT

A city project that, through a wide-ranging governance with the social fabric, promotes the right to food and community relations, while also revising and innovating in relation to food-aid programmes (led by Barcelona City Council).





GOAL 5

To prevent food loss and waste.

Why is this important?

- With its adhesion to the Good Food Declaration and its commitment to the Barcelona Challenge for Good Food and the Climate, Barcelona made a commitment to a 50% reduction in food loss and waste by 2030, compared to 2015.
- This is one of the targets of the Sustainable Development Goals.
- It is calculated that over 87 million tonnes of food are wasted in Europe every year, throughout the entire food chain (approximately 173 kilos per person per year), especially fruit and vegetables.
- It is necessary to implement Act 3/2020 on the prevention of food loss and waste.



Lines of action and initiatives

1

To foster the prevention of food loss and waste at origin

- To promote food-waste prevention projects among large commercial generators, municipal facilities and collective catering centres (especially school canteens, hospitals and residencies, among others).
- To promote food-waste prevention projects in activities with catering services organised or funded by Barcelona City Council, via the mechanisms of responsible public procurement.
- To create spaces for sharing projects and actions that have an impact on prevention at origin, among all stakeholders.

2

To promote innovative models for channelling food that is about to be wasted.

- To facilitate and reinforce food reuse and recycling networks in the city's neighbourhoods.
- To facilitate and reinforce models for channelling surplus food from collective catering and commercial establishments.
- To improve information about the Agricultural Park and Collserola among Barcelona residents and social organisations, as a tool for prevention and fostering the culture of reuse and recycling.
- To foster innovative circular-economy projects in the food system.



3

To promote the culture of food reuse and recycling

- To raise people's awareness about the prevention of food waste, through training, cooking, education, campaigns, etc.
- To undertake communication campaigns with the involvement of all stakeholders in the food system.
- To counter prejudices concerning the link between a foodstuff's aesthetic appearance and its nutritional value.
- To disseminate existing guides on reuse-and-recycling shopping and cuisine.
- To foster reuse-and-recycling cooking with the involvement of haute cuisine.
- To improve the general public's knowledge of use-by and sell-by dates and how to interpret them.

4

To contribute to the introduction of regulations that promote advances in the prevention of food loss and waste

- To provide support for all stakeholders in the food chain so that they can comply with their obligations under Catalan Act 3/2020 on the prevention of food loss and waste, and the future Spanish law on preventing food loss and waste.
- To promote the knowledge, tools and application of the hierarchy of food loss and waste prevention set out in Catalan Act 3/2020 and the future Spanish law on food reuse and recycling, based on the circular bioeconomy, for all stakeholders in the food chain (from field to plate).



5

To promote innovative models for food reuse and recycling

- To create a specific programme to foster entrepreneurship in the prevention of food loss and waste, especially as part of the social and solidarity economy.
- To provide tools for production, distribution and commercialisation companies, as well as the hospitality sector and associations, that wish to make progress in the prevention of food loss and waste.
- To promote the symbiosis of industry and the circular economy throughout the food system, especially in food-processing companies, with the aim of developing new products resulting from food reuse and recycling.
- To promote workshops and kitchens, and their scalability, for transforming the product and increasing its added value.

6

To measure, evaluate and monitor food loss and waste

- To contribute to the development of systems that measure food loss and waste at all stages of the food chain (primary sector, industry, wholesale distribution, retail distribution, markets, schools, health centres, catering and hospitality, households, etc.).
- To produce a precise, up-to-date diagnosis that makes it possible to detail the causes of this problem in the city, in order to establish effective, transformative solutions.

Alerts




To destigmatise and to change the concept of reuse and recycling (which in certain environments is seen as an unattractive practice and reserved for vulnerable groups).

To remember the distinction between food loss and food waste.

To ensure that the positive impact of reducing waste is not only associated with the redistribution of food.

To remember the distinction between the volumes generated at each stage of the food chain and the responsibility for that generation (which may be found at other stages).

To take into account that the prevention of food loss and waste must be considered as one part of healthy, sustainable food, and not as an isolated action.



To take into account that food loss and waste is a structural characteristic of an industrial, globalised model and not a consequence solely of individual practices.



Examples of projects



PROJECT PONT ALIMENTARI [FOOD BRIDGE]

An initiative to use surplus food from the retail distribution, meal services and restaurant sector, in order to offer it to social organisations supporting vulnerable groups (led by Rezero and the Resources Bank Foundation, with the support of Barcelona City Council, Badalona City Council and the Government of Catalonia).



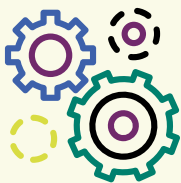
INFORMATIVE PROGRAMME

An initiative to reduce food loss in the primary food sector and to raise awareness about the value of food (led by the Espigoladors Foundation).



TOO GOOD TO GO APP:

This acts as an intermediary between restaurants and shops that offer produce they have not been able to sell to consumer services, in order to reduce food waste (Too Good To Go).

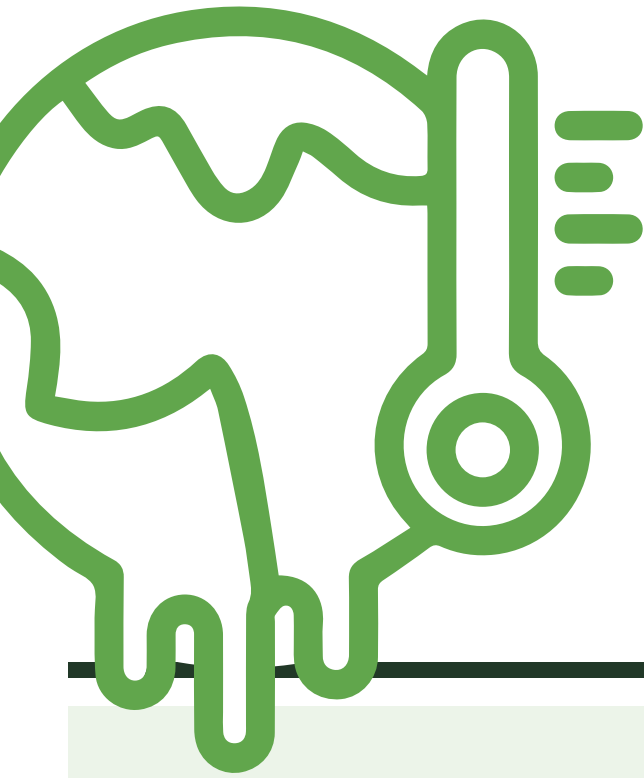


LEADING PROJECTS

PROJECT FOODBANK

A social project that aims to recover tonnes of food which is unmarketable but which is fit for consumption (led by Mercabarna and Training and Employment, with the support of Barcelona City Council, the Red Cross, Càritas, and the Foodbank Foundation).





GOAL 6

To combat the climate emergency and the extinction crisis.

Why is this important?

- The planet is faced with an evident climate and ecological crisis, due to greenhouse-gas emissions, the increase in deforestation and changes in land use, the lack of fresh water, chemical pollution of water, land and air and the disturbance of nitrogen and phosphorus cycles, as well as the extinction crisis, the pollinator crisis and soil degradation.
- The food system is responsible for between 21% and 37% of the world's greenhouse-gas emissions. Barcelona's agrifood system has a carbon footprint of around 2,928,919 tCO₂e/year.
- In Barcelona, food distribution accounts for around 4% of all greenhouse-gas emissions linked to the food system.





Lines of action and initiatives



1

To reduce the consumption of food that generates high levels of emissions

- To foster a reduction in food that generates high levels of emissions in activities that have a catering service organised or funded by Barcelona City Council, via responsible public procurement mechanisms.
- To guarantee that publicly-managed communal dining rooms (especially in education centres) include criteria aimed at reducing food emissions.
- To advocate for the production of a Catalan law on food procurement and purchasing that includes a reduction in food emissions as a priority.
- To promote alternatives to animal-based protein and offer more knowledge and tools to the general public concerning how to cook them (e.g., legumes).
- To promote a reduction in animal-based protein of industrial origins and to increase the offer of alternatives to animal-based protein, placing special emphasis on the restaurant industry and communal dining rooms (especially, but not exclusively, school canteens).
- To promote food production methods and forms of consumption that do not depend on fossil fuels or synthetic fertilisers.
- To promote projects that reduce food loss and waste (see Goal 5).

2

To promote the energy transition, renewable energies and energy efficiency in the food sector

- To foster joint work among stakeholders in the system to improve energy efficiency at all stages of the food chain.
- To guarantee that publicly-managed communal dining rooms (especially in education centres) include criteria aimed at reducing food emissions.

- To advocate for the production of a Catalan law on food procurement and purchasing that includes a reduction in food emissions as a priority.
- To promote alternatives to animal-based protein and offer more knowledge and tools to the general public concerning how to cook them (e.g., legumes).
- To promote a reduction in animal-based protein of industrial origins and to increase the offer of alternatives to animal-based protein, placing special emphasis on the restaurant industry and communal dining rooms (especially, but not exclusively, school canteens).
- To promote food production methods and forms of consumption that do not depend on fossil fuels or synthetic fertilisers.
- To promote projects that reduce food loss and waste (see Goal 5).

3

To promote the protection of water resources and the efficient use of water in the food sector

- To promote water efficiency throughout the food sector.
- To promote the reuse of water in urban and peri-urban agriculture.



4

To protect biodiversity and promote the conservation and recuperation of land and the marine environment

- To promote protection programmes for pollinator species.
- To foster the elimination of legal barriers that make urban beekeeping impossible.
- To promote initiatives that link extensive livestock projects with fire prevention.
- To foster regenerative agricultural initiatives.
- To reinforce the overflow protection system and provide support for initiatives that treat and purify the city's water, in order to protect the marine environment.
- To produce a study on how to reduce the impact of Barcelona's economic and leisure activities on the marine environment.
- To raise people's awareness in order to foster the sustainable consumption of fish (fishing methods, seasons, the state of each species, etc.).
- To promote citizen-science projects in order to provide information and showcase the city's biodiversity (the marine environment, insects, birds, etc.).



5

To improve the efficiency of collecting the organic waste fraction

- To introduce individualised systems such as door-to-door collection or smart containers, in order to recover the organic fraction of municipal waste in more city neighbourhoods.
- To expand the commercial collection of the organic fraction of municipal waste.
- To consolidate and expand urban composting initiatives linked to urban allotments, and above all, to influence community composting.

6

To reduce the use of single-use plastics and packaging and to promote the reduction, reuse and recycling of packaging and wrappings

- To foster the introduction of returnable packaging with economic incentives.
- To foster reuse circuits and cleaning systems for reusable packaging in markets and shops.
- To promote the introduction of incentives for buying loose produce.
- To include “zero waste” in the management of municipal markets, the restaurant sector and the tourism sector.
- To foster the prevention of food-packaging waste in meetings and events at public facilities and those that receive public funding.
- To foster the use of reusable packaging for food in shopping, take-away food and home deliveries.
- To ensure compliance with the application of an additional charge for single-use plastics in purchase receipts.
- To promote tap water and reduce the use of single-use water bottles via awareness-raising campaigns.
- To install water fountains in municipal facilities and spaces.
- To supply water via large tanks connected to the mains water supply at public events.
- To continue using reusable glasses for cold drinks at municipal facilities, beach bars and events, while expanding their use at sporting and cultural events, including public events and private ones that have public support, by means of a deposit-return system.
- To promote the introduction of the reusable “BCN” cup for take-away hot drinks in cafés, bars and restaurants throughout the city, at an attractive price for the establishment and the general public, by means of a deposit-return system.
- To promote the introduction of new biodegradable materials in the fishing sector, in order to eliminate plastics.
- To promote new practices in the fishing sector in order to eliminate “ghost fishing” (lost or abandoned fishing nets that continue to indiscriminately trap and kill everything they capture).



7

To disseminate a scientifically rigorous narrative that helps to combat the climate emergency and the extinction crisis

- To provide support and give visibility to the production, distribution, commercialisation and consumption of locally-sourced, seasonal organic produce and products from extensive ecological livestock farming and sustainable fishing.
- To provide support and give visibility to projects aimed at recovering local varieties in Barcelona's metropolitan region.
- To carry out promotional campaigns for organic food as a key factor for protecting biodiversity and fertile soils and combating the climate emergency.
- To carry out campaigns to foster the use of lunch boxes, cloth bags and reusable containers, in order to raise awareness that commercial establishments are obliged to accept reusable containers.
- To raise awareness about the state of marine species in the Mediterranean Sea and their seasonality, as well as the fishing gear used and the repercussions on marine ecosystems and social contexts.

8

To foster research and innovation on tools for combating the climate emergency and the extinction crisis

- To generate and disseminate knowledge about the environmental and social impact of various types of food production and their production systems.
- To promote research and innovation on emission reduction, production and sustainable fishing, sustainable distribution, energy transition, the use of water, land conservation and recuperation, the conservation of land and marine biodiversity, the creation and distribution of more sustainable packaging and other materials, and the revaluing of waste in the City of Barcelona and its Metropolitan Area.
- To foster studies on the Catalan fishing industry's carbon footprint.



Alerts

To take into account that all the Goal's lines of action are defined under criteria of scientific rigour.

To take into account the current debate in society concerning the consumption of animal-based protein and to include its impact on animal health and ethics, as well as the environmental impact.

To support the necessary transitions in production and commercial fabrics.

To guarantee food security for all the alternatives proposed in the EASSB2030 in regard to this Goal.

To influence the reduction of plastics and unnecessary single-use materials.

To coordinate an empowering discourse on what can be done about it.

To take into account the new contaminated land and waste law.



Examples of projects



ECOLOGICAL CERTIFICATION

The Ecological label aims to guarantee the organic, locally-sourced origin of the food in school canteens and restaurants (led by XAMEC - Agroecological Network of School Canteens in Catalonia, with the support of Barcelona City Council and the Government of Catalonia).



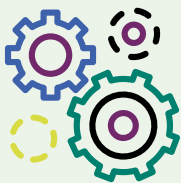
FOSTERING LIVESTOCK-FARMING ACTIVITIES

Fostering pasture in order to prevent fires, as part of the Alimentem Collserola programme (led by the Collserola Consortium, with the support of Barcelona City Council).



ZERO PLASTIC COMMITMENT

The aim is to combat the climate emergency, promoting specific projects geared towards reducing plastic (led by Barcelona City Council).



LEADING PROJECTS

NEW PUBLIC PROCUREMENT INSTRUCTIONS

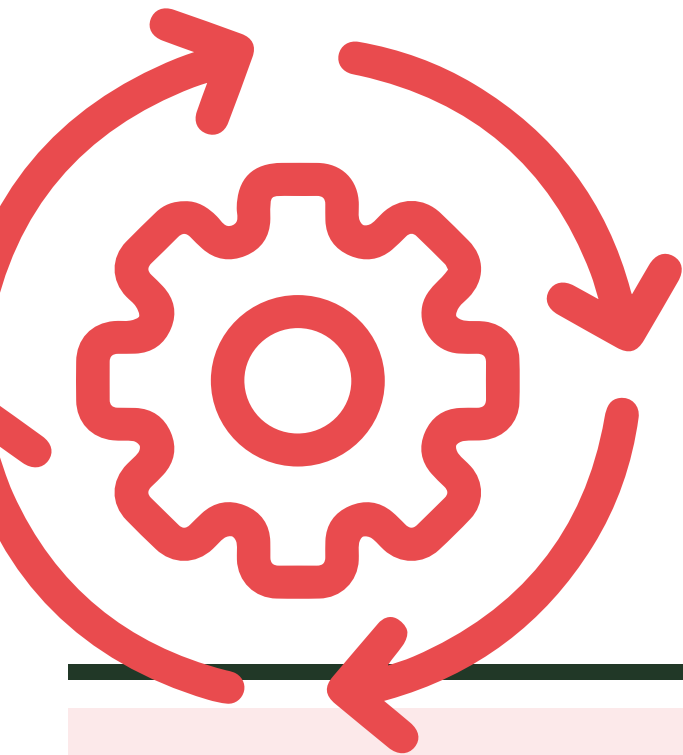
New municipal regulations to ensure that a series of criteria linked to the principles of healthy, sustainable food are applied in a cross-cutting way to public contracts throughout the City Council and all aspects relating to food (led by Barcelona City Council).



DOOR-TO-DOOR SELECTIVE WASTE COLLECTION

The new door-to-door waste collection model with the best results consists of leaving waste separated into the various waste fractions (organic, recyclables, paper and cardboard, general waste and glass) in front of the building's front door on the scheduled day of collection (led by Barcelona City Council).





GOAL 7

To promote a cultural and educational shift towards healthy, sustainable food

Why is this important?

- Although it may be increasing, there is still no general public awareness about the need to transform our food system.
- There is a lack of clear, rigorous and agreed information that would facilitate greater awareness among the general public.
- There has been an increase in food marketing that promotes high-calorie, affordable products that are not very nutritious (especially targeting children and adolescents).
- A change of food values, perceptions and behaviour is required, through measures such as including healthy, sustainable food as a mainstream constant in the education system, a cultural food discourse, a change in food environments and fostering urban community agriculture.
- Our food culture reflects cultural diversity and can act as an instrument for integration through diversity.



Lines of action and initiatives

1

To introduce healthy, sustainable food in all education centres, both regulated and non-regulated

- To work towards including healthy, sustainable food in infant, primary and secondary school curricula.
- To explore the creation of a network that connects schools with their local area, families, producers, catering companies, administrations and social organisations, in order to share knowledge and tools, establish synergies and work together on educational projects concerning healthy, sustainable food.
- To promote educational programmes (teacher training, resources, etc.) to introduce healthy, sustainable food into the centre's educational project and work with the Department of Education to include subjects concerning healthy, sustainable food in school curricula.
- To foster experience activities, with ties to the local area and linked to existing local initiatives, via methodologies such as learning and service in the area of food systems in various education centres, including primary and secondary schools and universities.
- To establish a unified offer of educational programmes and resources about healthy, sustainable food, which are coherent and aligned with EASSB2030, and with a single means for schools to apply, via the City Council and organisations such as the IMMB, ASPB and Mercabarna, and with the Barcelona Education Consortium playing a central role.
- To promote the Mediterranean diet as a healthy, sustainable way of eating.
- To include aspects concerning the unequal distribution of care time between men and women, also reflected in the area of food, into some of the educational programmes on healthy, sustainable food.



2

To include healthy, sustainable food in vocational training spaces

- To promote healthy, sustainable food in Barcelona's Institute of Food and in the city's catering schools .
- To collaborate with the Government of Catalonia and universities in order to include healthy, sustainable food in those university faculties located in the city which may deal with the subject of healthy, sustainable food.
- To work with Barcelona Activa to include healthy, sustainable food in vocational training courses relating to catering, commerce, gastronomy, etc.
- To consolidate and expand the criteria of healthy, sustainable food introduced into the Innofood programme.

3

To promote the key role played by gastronomy and restaurants in fostering healthy, sustainable food

- To promote healthy, sustainable food in the culinary offer and through food promotion channels generated in the city, such as leading fairs and events.
- To encourage the gastronomy and restaurant sector to showcase practices and products that are in line with healthy, sustainable food.
- To encourage haute cuisine to disseminate a narrative on reused-food cuisine and sustainable food.
- To promote the connection between catering and community centres and education centres, in order to disseminate the narrative on healthy, sustainable food to the entire population.
- To provide support and showcase the city's restaurateurs who opt for healthy, sustainable food.



4

To ensure that knowledge and the narrative about healthy, sustainable eating reaches all city residents

- To carry out awareness-raising and citizen-involvement campaigns concerning healthy, sustainable food.
- To guarantee the presence of a significant space for healthy, sustainable food in symbolic city events with media coverage (big annual festivals, large fairs, notable public spaces in neighbourhoods, etc.).
- To establish alliances with the media and influencers, in order to achieve a narrative that is adapted to all audiences.
- To support experience activities with a fun component, in order to disseminate healthy, sustainable food.
- To forge alliances with cultural stakeholders (museums, exhibition halls, etc.) in order to highlight the cultural component of healthy, sustainable food.
- To include leading culinary spaces and fairs in the narrative.
- To explore ways for health and social services professionals, along with municipal market traders and retailers from local shops, to recommend healthy, sustainable food.
- To mainstream the healthy, sustainable food perspective in the programming of activities in the city's network of environmental facilities, as well as in community nutrition programmes.
- To promote cooking workshops that feature traditional Mediterranean-diet recipes, using locally-sourced seasonal horticultural products and sustainable-fishing produce.
- To showcase the social and symbolic centrality of food as part of the social organisation of care, as well as providing greater visibility to all the jobs necessarily involved in the local agrifood system. while also tackling gender stereotypes.
- To promote the role of the restaurant sector as a key stakeholder in the cultural shift towards healthy, sustainable eating.



5

To avoid the stigmatisation and discrimination of people with fat bodies that perpetuates normativity, and abandon individualistic and shame-and-blame discourses

- To develop a communication protocol, so that the promotion of healthy food does not contribute to the stigmatisation of people who are considered to have non-normative bodies.
- To work with the Municipal Mental Health Plan and specialised organisations in order to contribute to tackling the growth in eating disorders and fatphobia.
- To create campaigns against discourses concerning fat bodies and normativity that are disconnected from health and dietary issues.

6

To facilitate tools so that the entire food system can showcase, adopt and apply practices that are in line with this common narrative

- To create a directory of healthy, sustainable food tools (guides, decalogues, resources, good practices, etc.) segmented by type of stakeholder and activity sector.
- To encourage organisations that wish to align themselves with healthy, sustainable food to promote training programmes.
- To establish a repository of resources and guides for critical education on healthy, sustainable food.




7

To generate knowledge about the food system and its impacts

- To promote spaces for debate, the exchange of knowledge and tools concerning the food system.
- To give greater visibility to scientific studies that are being conducted in this area.
- To foster research into Barcelona's food system, in order to improve diagnosis and actions, as well as monitoring the impact of specific programmes. To promote joint studies that identify good practices and opportunities. To use tools such as public calls for applications, grants, awards for degree and masters studies, etc.
- To promote the co-production of knowledge with various system stakeholders, focusing on action, in order to evaluate and use various types of knowledge about food, from an inclusive viewpoint and a gender perspective, which have a real impact, such as citizen-science projects and participative research-action. To include this perspective in the calls for research, awards and recognition.
- To promote the transfer and application of results stemming from research into the city's food system, by means of conferences, pilot projects, service commissions, placements at research centres and institutions, etc.
- To promote open access to studies and data, create repositories of relevant studies and foster the production of executive summaries concerning specific debates, and the specification of the local needs and reality for their application.



Alerts



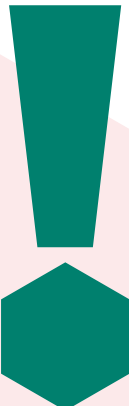
To take into account the realities of diverse target audiences.

To take into account not only education centres for children, but also those for adults.

To celebrate and showcase the diversity of cultures in terms of food and to provide support for sustainable practices.

To avoid information saturation that may cause confusion.

To include both regulated and unregulated education.



To find a balance between nutrition and gastronomy as an art and as a cultural phenomenon, while not encouraging the dynamics of elitist gastronomy that are alien to the general public.



Examples of projects



SLOW FOOD GUIDE

A guide detailing restaurants that use slow-food criteria in Barcelona, showcasing over a hundred establishments in Barcelona and its Metropolitan Area which are committed to sustainability in the catering sector (led by Slow Food Barcelona).



“EAT, ACT, IMPACT”

A multi-platform educational project to raise awareness about healthy, sustainable food. It consists of a themed exhibition, an educational project, a digital programme with a large quantity of informative content and a programme of events (led by Fundesplai).



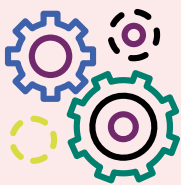
“EAT SMART” MICRO-NETWORK

An educational programme that aims to foster the transformation of the food system through schools. It provides them with resources (advice, teacher training, etc.) to help them understand the dominant food model, its impacts and the alternatives (led by More Sustainable Schools).



NETWORK OF INNOVATIVE RESTAURANTS

The creation and consolidation of a network of innovative restaurants that act as transformative stakeholders, in order to promote innovations with added value which have an impact on the entire agrifood chain, through cuisine linked to the territory, (led by the Alícia Foundation, with the support of the Government of Catalonia).



LEADING PROJECTS

BIOCULTURA

The big organic product and responsible consumption fair held annually in Barcelona and other Spanish cities, connects production and distribution companies, professionals and consumers in the sector (led by Vida Sana).



TERRA I GUST [A TASTE OF THE LAND]

A healthy, sustainable food festival which invites us to enjoy music, food and drink in a more conscious way, with high-quality cultural options that showcase the foodstuffs we eat and the people who produce them, and care for the planet with sustainable practices (led by Barcelona City Council).





GOAL 8

To promote and foster fair relationships in the food chain

Why is this important?

- The food distribution and commercialisation sector is becoming increasingly concentrated in the hands of stakeholders with an ever-increasing market share, in spite of local commerce still having a significant market share in the city, in comparison with other cities.
- The dynamics of centralisation and inequalities are also observed throughout the food chain. The lack of fair prices for both producers and consumers makes the survival of small-scale farmers and universal access to sustainable food more difficult.
- According to the Farmers' Union, agricultural income fell by 34.51% between 2001 and 2018 at constant prices.
- There are insecure jobs in the agrifood chain (especially those performed by women or racialised communities).
- It is necessary to promote models that are centred on people's lives and health, while guaranteeing decent, inclusive working conditions.
- The globalised food system generates inequalities between the global North and South. It is necessary to defend a sustainable food system from the perspective of global justice, while placing emphasis on combating global inequalities and the existing imbalances of power, in order to contribute to ensuring countryside rights, food security and food sovereignty in Global South communities.



Lines of action and initiatives



1

To promote improved working conditions in organisations and companies operating in the city

- To promote support programmes for recruiting people, particularly people in situations of vulnerability, under decent working conditions.
- To collaborate with stakeholders in the food chain, in order to improve the socio-economic conditions of farmers.
- To promote social and solidarity organisational models.

2

To give fair value to primary, fresh food and ensure the sale price is adjusted to this value

- To raise awareness about the value of organic, locally-sourced and seasonal food among all stakeholders in the food chain.
- To exercise pressure on other institutional bodies to comply with the Food Chain Act, so that sale prices are set above cost price.
- To provide support for farmers' markets in places where it is necessary to complement the existing offer of sustainable food in local commerce, working together with stakeholders.

3

To foster fair trade

- To provide support for fair-trade initiatives.
- To raise awareness about the value of fair-trade food.
- To provide tools so that the food sector operating in the city can incorporate fair-trade products and other practices that contribute to global justice.
- To give greater visibility to international reports on rights violations, in order to create critical awareness about the impact of food consumption in Barcelona on the Global South.
- To promote the public procurement of fair-trade products.

4

To foster the decentralisation of power in the food system

- To promote and reinforce small-scale local commerce via public policies.
- To facilitate the commercialisation of small-scale local producers and processors in the city, through alliances with local commerce.
- To foster and facilitate the balanced participation of men and women in positions of responsibility and decision-making throughout the agrifood system.
- To increase the production, sale and consumption of seasonal, locally sourced and organic food, involving sustainable fishing and animal welfare, in addition to distribution in shorter, fairer and more balanced food chains (see Goal 1).

5

To showcase and support organisations that offer decent working conditions and promote fair relationships

- To carry out actions that showcase initiatives or tools concerning fair trade, transparency, and ethics in pricing policies, social balance, decent working conditions in the product-distribution sector, etc.
- To promote the interconnection and creation of second-level organisations that connect these organisations.
- To carry out actions that give greater visibility to the problems of farming in urban environments.
- To provide official support for actions and campaigns concerning the dignity of farmers and fair trade that are carried out all over Catalonia.



6

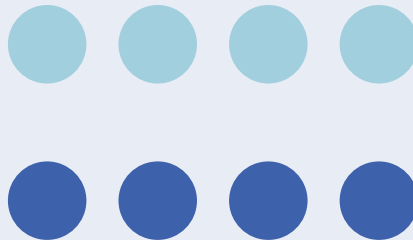
To promote responsible public contracting and procurement in Barcelona City Council that enable fair relationships to be fostered within both the Global North and Global South food chains

- For the contracting company to include clauses in contracts that safeguard fair interaction between stakeholders in the food chain.
- To include clauses in public contracts that promote fair trade in products such as coffee and chocolate, and which favour buying directly from farmers.
- To include criteria of compliance with, and improvement of, working conditions in all organisations that have relationships with the City Council (subsidies, tenders, agreements, etc.).


7

To provide support and infrastructures to ensure and facilitate fair and decent working relationships

- To coordinate care and legal assessment tools for food-sector workers who encounter difficulties in their workplaces, from Barcelona Activa's workers' rights offices.
- To explore tools which showcase outstanding organisations in regard to offering fair, decent working conditions.



Alerts

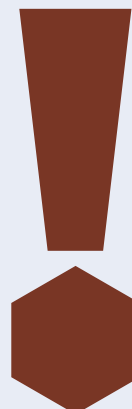


To take into account that working conditions are not just about salaries.



To take into account that among stakeholders there are diverse power, resources and skill relationships within the food system, and to differentiate stakeholders that have those rights (people and social groups) from those that must guarantee and respect them.

In regard to promoting the consumption of locally-sourced food, to take into account that there are certain food products that are not, and cannot be, locally sourced, and to also promote fairer systems in regard to their production (as in the case of coffee and chocolate).



Examples of projects



INTERNATIONAL GUIDE ON FAIR TRADE LABELS

This guide in Spanish aims to facilitate the identification of products that are really fair trade (led by the Spanish Fair Trade Coordinator).



FARMERS' MARKETS

Meeting places for farmers and consumers that enable people to buy fresh, seasonal, locally-sourced and organic produce, directly and without intermediaries (led by Slow Food Barcelona, the Solidarity Consumption Network, Ca la Rosa and Fem Mercat Vallcarca, with the support of Barcelona City Council).



ECOCENTRAL

A distributor of organic, locally-sourced food for companies managing school canteens, as well as self-run school canteens.



LEADING PROJECTS

TERRA PAGESA

An initiative concerning the commercialisation and consumption of locally-sourced, seasonal products in Barcelona (led by the Farmers' Union, with the support of Barcelona City Council and the collaboration of the Government of Catalonia, Barcelona Provincial Council and the Barcelona Metropolitan Area).





GOAL 9

To coordinate and mobilise stakeholders in the food system to carry out specific and measurable actions linked to existing strategies

Why is this important?

- In terms of public administrations at various levels, the lack of spaces and dynamics for regular collaboration, their varied interests and different responsibilities make it difficult to coordinate food-system stakeholders on various scales, take into account interdependencies and develop agrifood initiatives with a comprehensive, coherent vision.
- This difficulty in coordination is also a consequence of rigid legal frameworks with a top-down focus.
- The EASSB2030 must form links with other strategies promoted by bodies at various levels.



Lines of action and initiatives

1

To promote cross-cutting coordination and territorialisation within City Council areas

- To create a coordination committee among areas related to the EASSB2030.
- To work towards the territorialisation of initiatives, especially taking into account the most socio-economically vulnerable neighbourhoods.

2

To ensure the coordination and alignment of strategies among public administrations at various levels

- To create an inter-administration committee to monitor and coordinate administration policies and initiatives that intervene in this area (provincial councils, the Barcelona Metropolitan Area, the Government of Catalonia and Barcelona City Council).
- To hold meetings that make it possible to monitor EASSB2030 projects with inter-administrative coordination, as part of the inter-administration committee.
- To create an inter-administration office for healthy, sustainable food between Barcelona City Council and the Government of Catalonia, in order to promote programmes and policies that are aligned with this strategy, which has a municipal, metropolitan and Catalan scope.
- To actively participate in the Network of Municipalities for Agroecology.



3

To promote and coordinate internationally with cities and other stakeholders in order to contribute to the transformation of the food system

- To promote the Barcelona Challenge for Good Food and Climate, as a tool to showcase the climate impact that food system transformations have for all city stakeholders, and to establish indicators and goals that contribute to minimising the food system's carbon footprint.
- To actively participate in the Milan Urban Food Policy Pact.
- To actively participate in the nutrition group of the C40 Network, the Eurocities Network and other international spaces that enable the promotion of healthy, sustainable food.

4

To promote the participation and involvement of stakeholders linked to the food system in exchange, coordination and co-creation spaces

- To undertake a mapping of existing healthy, sustainable food projects in the city.
- To create a city agreement on healthy, sustainable food, as part of the implementation of the EASSB2030.
- To create and organise awards for healthy, sustainable food which showcase inspiring good practices.
- To provide support for Agròpolis as a work and coordination space for organisations that coordinate with each other in order to transform the food system from the lens of agroecology and food sovereignty.
- To provide continuity to the Barcelona Zero Plastic Commitment.
- To co-design public policies concerning healthy, sustainable food (including participative budgets, for example).
- To define indicators for the monitoring and evaluation of the EASSB2030.
- To provide support and backing for organisations that work on these issues, as well as their projects.
- To link stakeholders to ongoing strategies and plans, via mechanisms and tools such as specifications or contracts.



5

To promote actions that foster the generation of knowledge and tools concerning the food system, as well as its data management

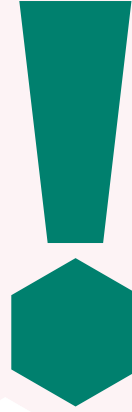
- To promote spaces for scientific dialogue and knowledge synthesis on aspects of the food system and related challenges and debates.
- To provide support for interdisciplinary initiatives and projects involving multiple stakeholders, in order to generate knowledge and tools on how to transform the food system.
- To foster coordination among initiatives and organisations, such as public universities and research centres, in order to prevent duplication.
- To promote a culture of knowledge, based on an open-science perspective.
- To promote a collective repository that includes open-access data from Barcelona's food system, as well as academic and non-academic publications.



Alerts



To avoid information saturation that may cause confusion.



To take into account that coordination among associations is subject to the cyclical rhythms of their organisation, with periods in which they have more resources and time to get involved, as well as other periods when they have less.

To prevent coordination spaces from becoming mere bureaucratic processes.



Examples of projects



AGROECOLOGICAL TOOL LIBRARY

A collaborative project that aims to provide support for the creation of collective tools by local food networks in Catalonia (led by Arran de Terra, L'Arresta Agroecological Cooperative, Pam a Pam and the Solidarity Economy Network of Catalonia, with the support of Barcelona City Council).



LEADING PROJECTS

OFFICE FOR COORDINATING HEALTHY, SUSTAINABLE FOOD:

A new, specific Barcelona City Council and Government of Catalonia office for working together and creating synergies in healthy, sustainable food projects which the two authorities are running as part of this strategy and the Strategic Food Plan of Catalonia.

CITY AGREEMENT FOR THE BARCELONA HEALTHY AND SUSTAINABLE FOOD STRATEGY FOR 2030

A space for participation, public-private cooperation and joint action among city institutions and organisations that are working on the transformation of the dominant food system, to make it healthier and more sustainable.

AGRÒPOLIS

A co-participation space for dialogue, work and action that shares the goal of collaborating to transform Barcelona's food system through the values of food sovereignty and agroecology (led by Barcelona City Council).



10 IMPLEMENTATION FRAMEWORK

To give continuity to the EASSB2030, a governance structure has been created with two linking mechanisms, depending on the level of commitment that social stakeholders invested in the transformation of Barcelona's food system wish to take on.

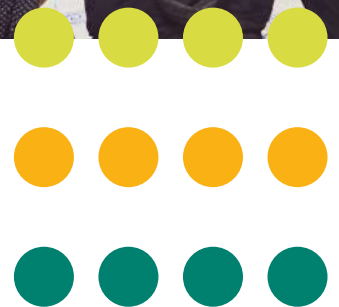


City Agreement for the Barcelona Healthy and Sustainable Food Strategy for 2030

The Council for the EASSB2030 is the official arena for participation, public-community and public-private cooperation and joint action among city institutions and organisations that are working to transform the dominant food system and make it healthier and more sustainable.

In the end, it is a shared space between the municipal government, food-system stakeholders and civil society, resulting from a process initiated in January 2021 to produce, in a shared, inclusive way, a strategy to foster and strengthen healthy, sustainable food in the City of Barcelona.

The Food Council aims to provide continuity for the process used to produce the EASSB2030 and to reinforce it. It does



this by promoting cooperation, action and the coordination of projects, in order to make progress in the healthy, sustainable and universal construction of a common asset and a basic, fundamental right: sustainable food.

The Council for the EASSB2030 aims to showcase and make full use of participatory spaces that are already up and running, so that there is no overlapping, such as with the Citizen Agreement for an Inclusive Barcelona on the issue of the right to food, or the co-participation space Agròpolis with organisations specialising in food sovereignty, agroecology and urban agriculture. For this reason, no specific work spaces for these issues will be set up. Instead, representatives from these areas will be invited to take part in the core group or in other Agreement work spaces.

Furthermore, this Food Council will be complemented by two coordination committees:

- The Inter-administrative Committee will be a body formed by Barcelona City Council, the PEMB and the Catalan administrative authorities that may play a role in promoting food transformation in Barcelona (the Catalan Government, the AMB, and the Provincial Councils of Barcelona, Lleida, Girona and Tarragona). This committee will monitor shared projects in which various levels of public administration are taking part.
- The Inter-departmental Committee will be a coordination body in which various areas of Barcelona City Council will take part, in order to align cross-departmental or shared projects.

Participatory mechanisms

There will be two levels of participation in the Council for the Barcelona Healthy and Sustainable Food Strategy for 2030:

- **Signing up to the Food Council:**
 - Basic level of commitment to the EASSB2030, which states that an organisation is aligned with the vision and goals of the EASSB2030.
 - This involves forming part of an agreement that provides useful information for taking action, promotes the generation of collective knowledge and identifies major issues and projects that can be worked on via the Food Council.
 - It does not allow an organisation to form part of the Food Council's core group.
- **Commitment to the Food Council:**
 - This is a declaration of intent which shows the general public that an organisation aspires to actively promote sustainable food by means of specific initiatives over the next two years.
 - It provides social positioning in leading the sustainable food campaign in Barcelona, greater visibility and the chance to participate in the sustainable food awards.
 - It allows an organisation to form part of the Food Council's core group.
 - Signing up or commitment must be based on the criteria of proportionality, sustainability, progressiveness, transparency and alignment with the EASSB2030's goals.



11 CITY 2030 TARGETS FOR HEALTHY AND SUSTAINABLE FOOD IN BARCELONA

Listed below is a series of provisional targets for guiding, in quantitative terms, the initiatives and projects that form part of the Barcelona Healthy and Sustainable Food Strategy for 2030.

These targets must serve as inspiration for motivating organisations to make greater efforts in transforming the city's food system, and they will only be achievable through cross-cutting work by the various stakeholders signed up to and committed to this strategy. Furthermore, the targets will be reviewed, adjusted and agreed upon in the City Agreement for the Barcelona Healthy and Sustainable Food Strategy for 2030 assembly, as part of a living process.

Barcelona City Council assumes responsibility for the public-procurement target that depends directly on municipal management, and will also contribute to the achievement of all the others with determination.



- 1.** 100% alignment of municipal public procurement with sustainable food, inspired by the planetary health diet.
- 2.** To foster an increase in the percentage of city residents who regularly consume locally sourced produce to 40%, starting from the current figure of 20%.
- 3.** To foster an increase in the percentage of city residents who regularly consume organic produce to 30%, starting from the current figure of 14.5%.
- 4.** To collaborate with the key stakeholders in the Barcelona Metropolitan Area to increase the percentage of agricultural land to 13-15%, starting from the current figure of 9.3%.
- 5.** To mobilise the key stakeholders in the Province of Barcelona to increase the percentage of agricultural land dedicated to organic production to at least 25%, starting from the current figure of 12%.
- 6.** To contribute to increasing the percentage of the population of the City of Barcelona that follows the planetary health diet to 23%, starting from the current figure of 9%.
- 7.** To work towards reducing the percentage of obesity in the City of Barcelona to 12%, compared to the current figure of 15.4%, including specific initiatives in the highest-priority neighbourhoods.
- 8.** To mobilise stakeholders to change canteen menus in 75% of the city's public and semi-private infant and primary schools, under the criteria of healthy, sustainable food.
- 9.** To work towards eliminating food insecurity in the City of Barcelona, taking into account that this problem affected 8.6% of the population in 2016.
- 10.** To reduce food loss and waste in the City of Barcelona by 50%, compared to the data for 2015.
- 11.** To foster a reduction in the carbon footprint of food in the City of Barcelona by 15%, compared to the data for 2021.



