



European  
Commission

# Rural-urban synergies and food

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Robust Breakfast@sustainabilities

**Fostering the circular food economy through  
stronger rural-urban linkages**



# Contents

- *Rural-urban synergies...*
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  - Rewarding farmers better
  - Urban farming as a connector
  - Circularity
  - Regional development

# Degree of urbanisation (municipalities)

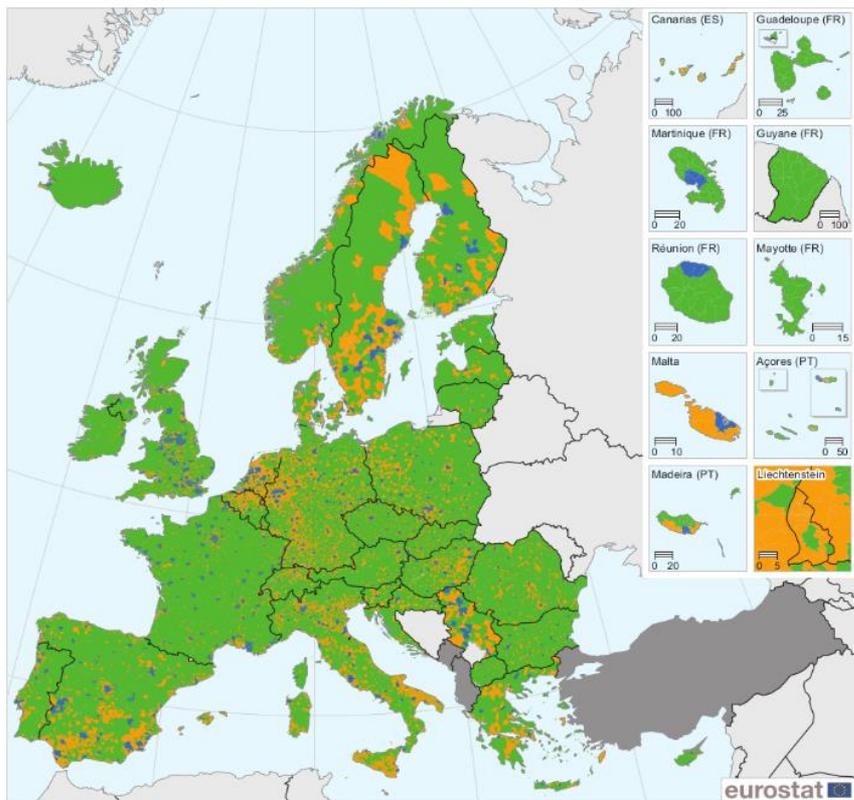
# Urban-Rural typology (NUTS3)



European Commission

Degree of urbanisation for local administrative units (LAU)

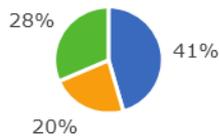
2017



Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat  
Cartography: Eurostat — GISCO, 05/2018

- Cities**  
(Densely populated areas: at least 50 % of the population lives in urban centres)
- Towns and suburbs**  
(Intermediate density areas: less than 50 % of the population lives in rural grid cells and less than 50 % of the population lives in urban centres)
- Rural areas**  
(Thinly populated areas: more than 50 % of the population lives in rural grid cells)
- Data not available**

% population

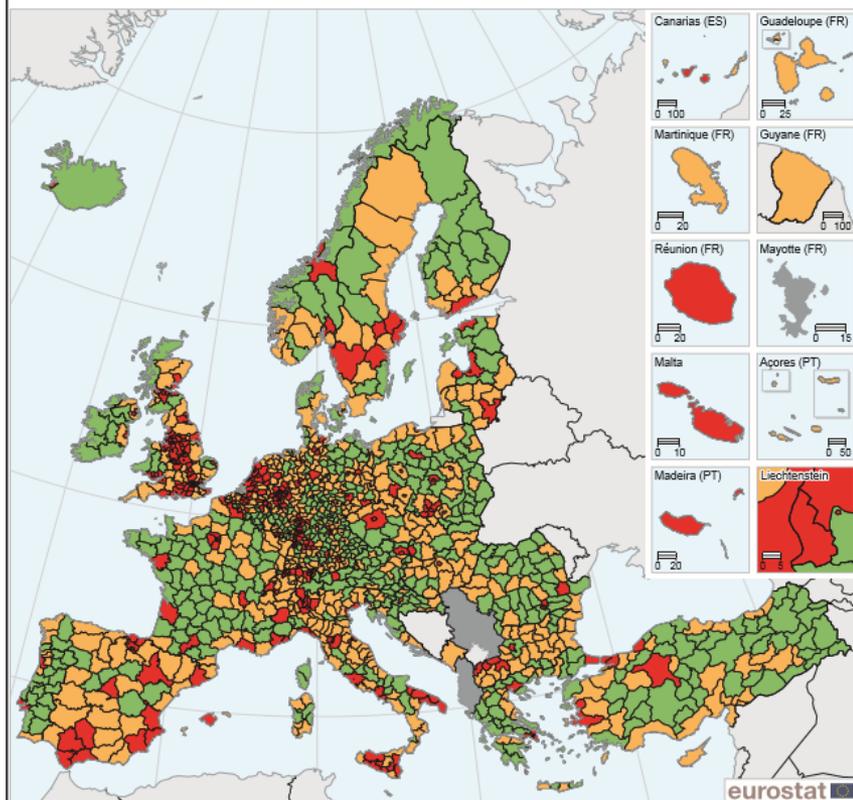


Agriculture and Rural Development

Note: based on population grid from 2011 and LAU 2016.  
Source: Eurostat, JRC and European Commission Directorate-General for Regional Policy

Urban-rural typology for NUTS level 3 regions (\*)

2016



Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat  
Cartography: Eurostat - GISCO, 12/2018

- Predominantly urban regions** (rural population is less than 20% of the total population)
- Intermediate regions** (rural population is between 20 % and 50 % of total population)
- Predominantly rural population** (rural population is 50 % or more of total population)
- Data not available**

0 200 400 €

% population

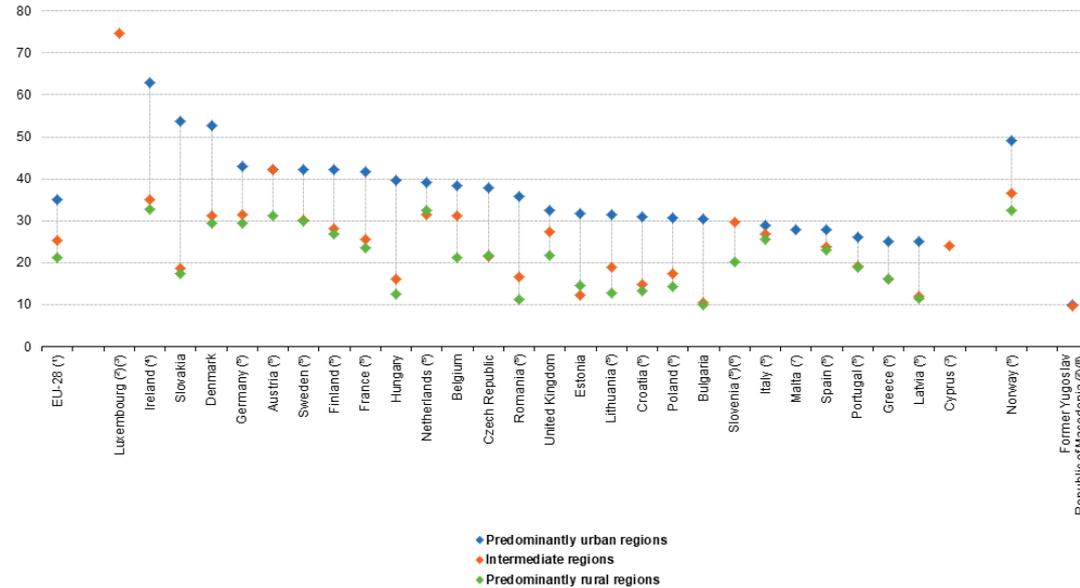


(\*) Based on population grid from 2011 and NUTS 2013.  
Source: Eurostat, JRC and European Commission Directorate-General for Regional Policy

# Rural urban disparities persist or even increase...



GDP per inhabitant, by urban-rural typology, 2016  
(thousand purchasing power standards (PPS) per inhabitant)



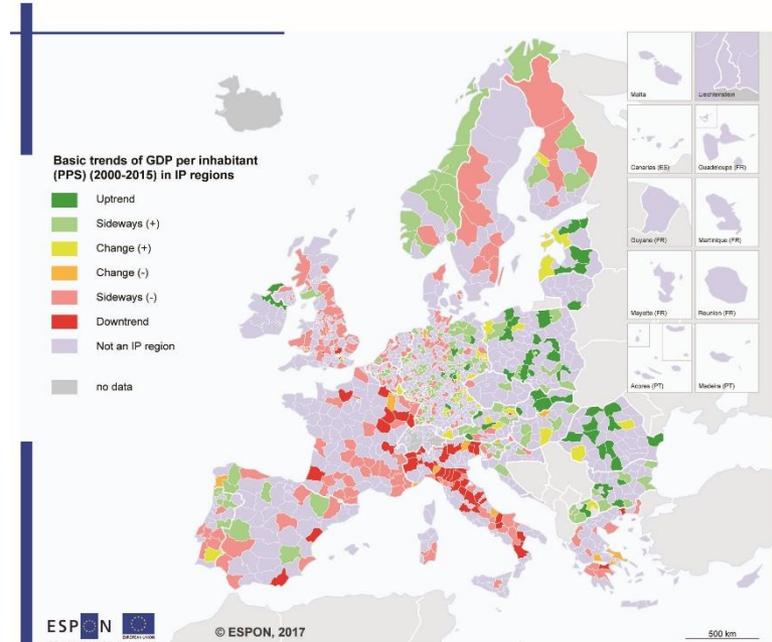
(\*) Estimates, based on the latest available information for each of the EU Member States.  
 (\*\*) 2014.  
 (\*) Predominantly urban regions and predominantly rural regions: not applicable.  
 (\*) Dublin (IE021) and South-West (IE025), 2014; all other regions, 2015.  
 (\*) 2015.  
 (\*) Predominantly urban regions: not applicable.  
 (\*) Intermediate regions and predominantly rural regions: not applicable.  
 (\*) Predominantly rural regions: not applicable.  
 Source: Eurostat (online data code: nama\_10r\_3gdp)

eurostat

**GDP per inhabitant lower in rural**  
 But attention to commuting effect (GDP counted in urban and person where they live) EUROSTAT, 2017

Agriculture and Rural Development

## Trends in GDP development negative in many areas (ESPON, 2017)



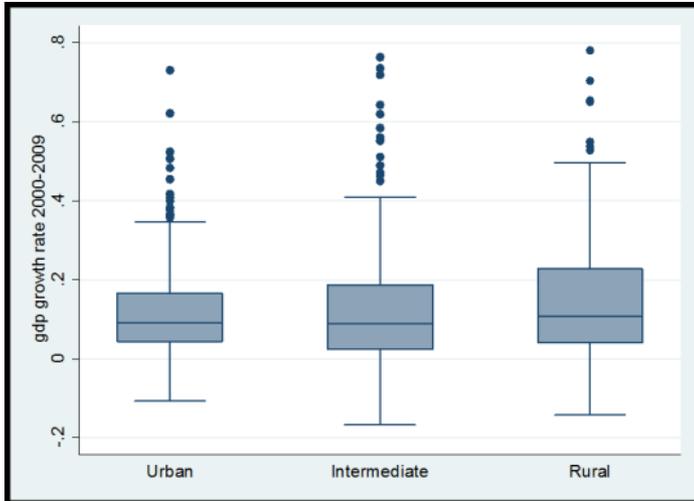
ESPON

© ESPON, 2017

**Explanation of the legend:**  
 Uptrend: significant increase of GDP per inhabitant  
 Sideways (+): minor-average increase of GDP per inhabitant  
 Change (+): overall increase of GDP per inhabitant with trend change (stagnation/increase, increase/decrease)  
 Change (-): overall decrease of GDP per inhabitant with trend change (stagnation/decrease, decrease/stagnation)  
 Sideways (-): minor-average decrease of GDP per inhabitant  
 Downtrend: significant decrease of GDP per inhabitant

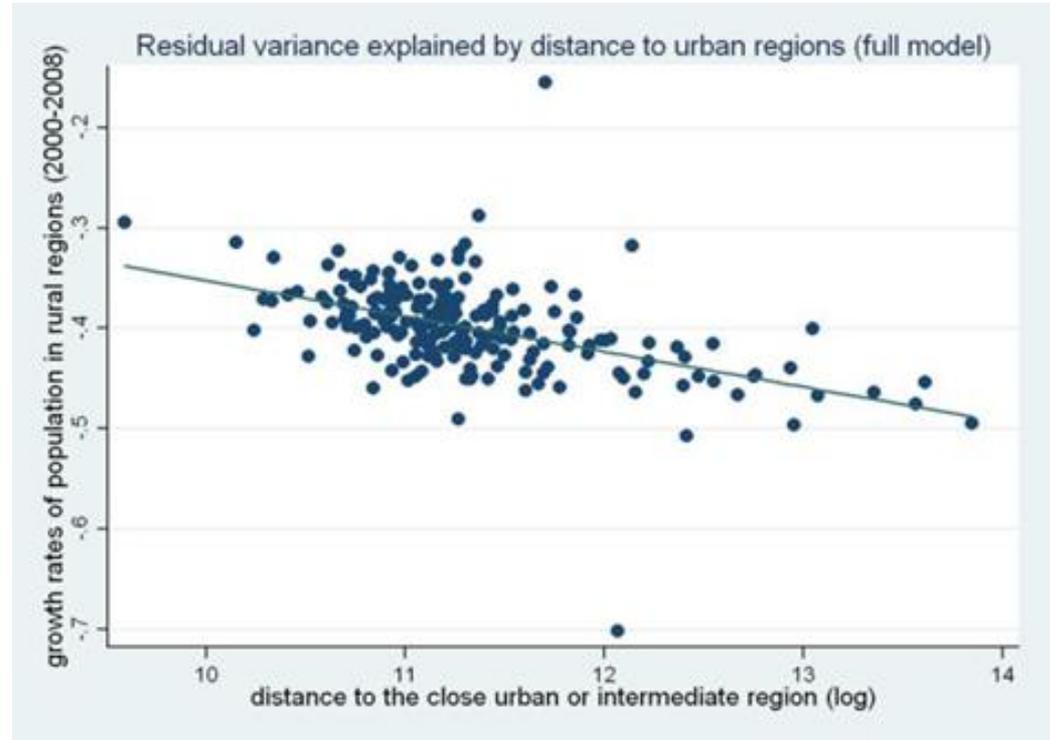
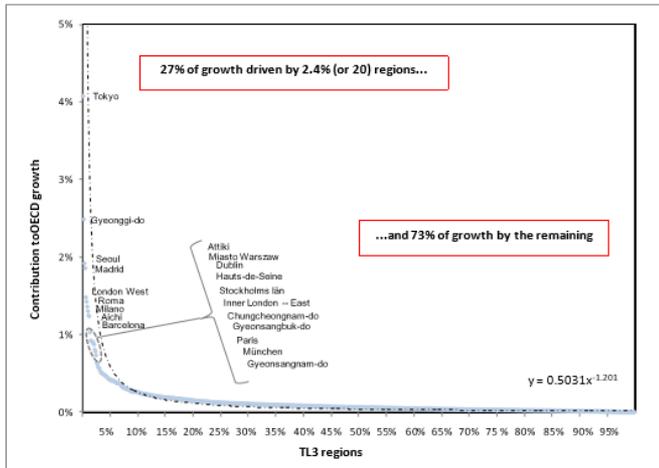
Regional level: NUTS 3 (version 2013)  
 Source: ESPON PROPECT, 2017  
 Origin of data: Eurostat, 2017  
 © UMS IRATE for administrative boundaries

# But rural growth potential is there to exploit...



OECD, 2014

Figure 7. Distribution of TL3 regions' contributions to OECD GDP growth, 1995-2007



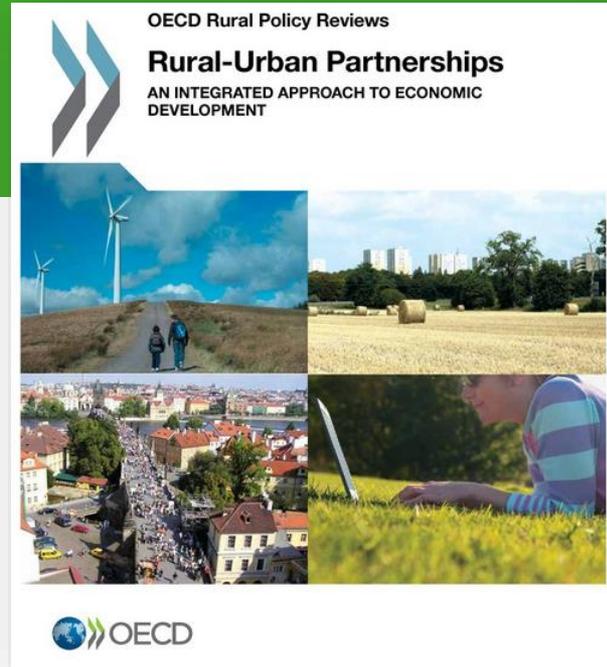
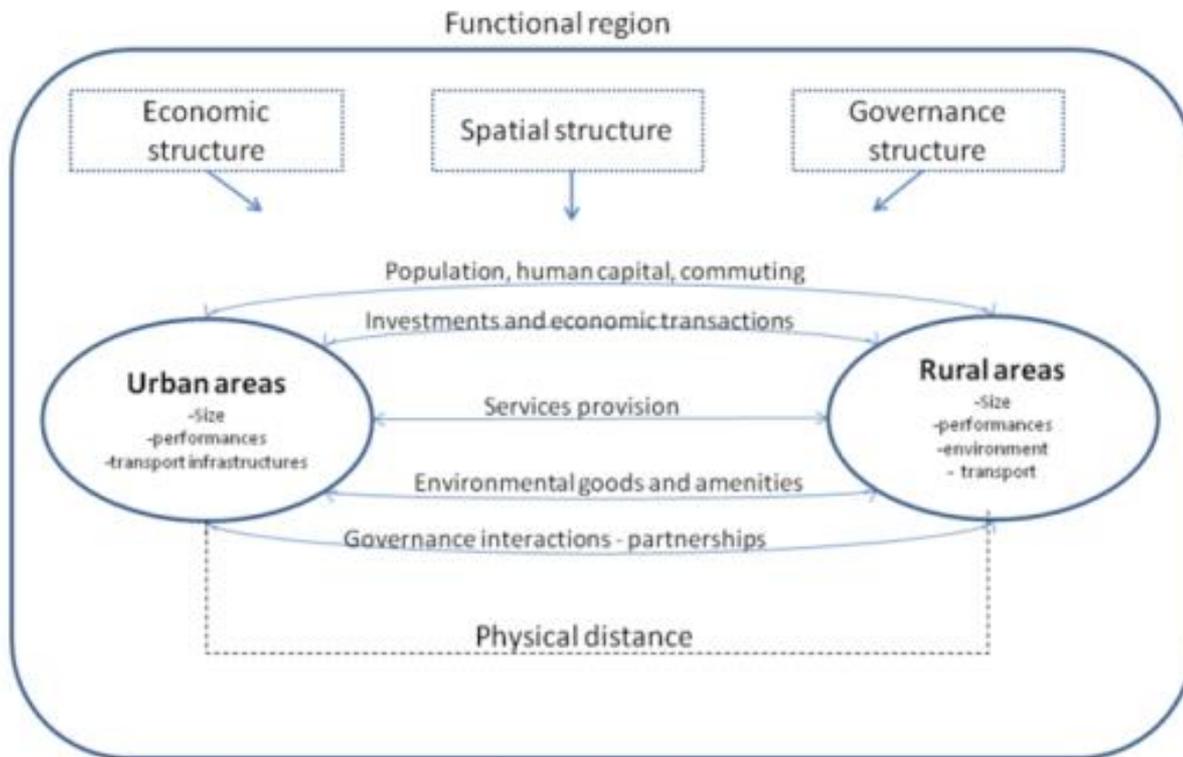
*Positive synergies between rural growth and proximity to urban region (OECD)*

NB: The contributions to growth are normalised to (=aggregate growth rate=1). GDP data for Turkey are only available for 1995-2001 and TL3 data are not available for Australia, Canada, the United States and Mexico and New Zealand  
 Source: Authors' calculations using the OECD Regional database.



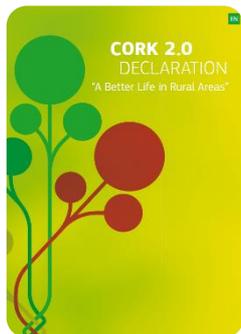
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## Rural-urban partnerships can help (RURBAN, 2013)



- 11 case studies
- Concrete projects
- Governance analysis

# Policy context

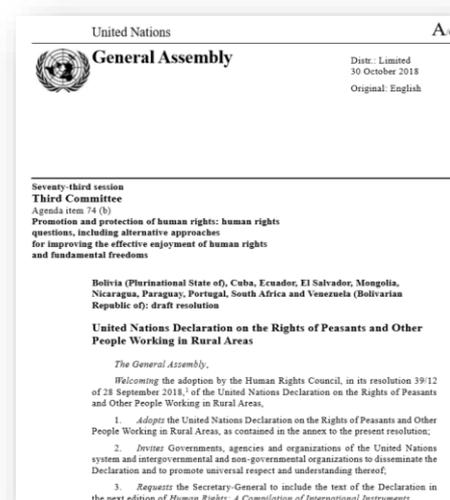


## Urban-rural linkages in Cork Declaration « **A better life in rural areas** » (2016)

- *Persuaded that urban centres and rural areas and their populations enjoy different but complementary assets, and that **improved interrelations and partnerships among them are important preconditions for economic viability, environmental performance and social cohesion** of the Union as a whole;*
- *Point 3: Investing in Rural Viability and Vitality: Union support should **strengthen rural-urban linkages** and align the sustainable development of both rural and urban areas.*

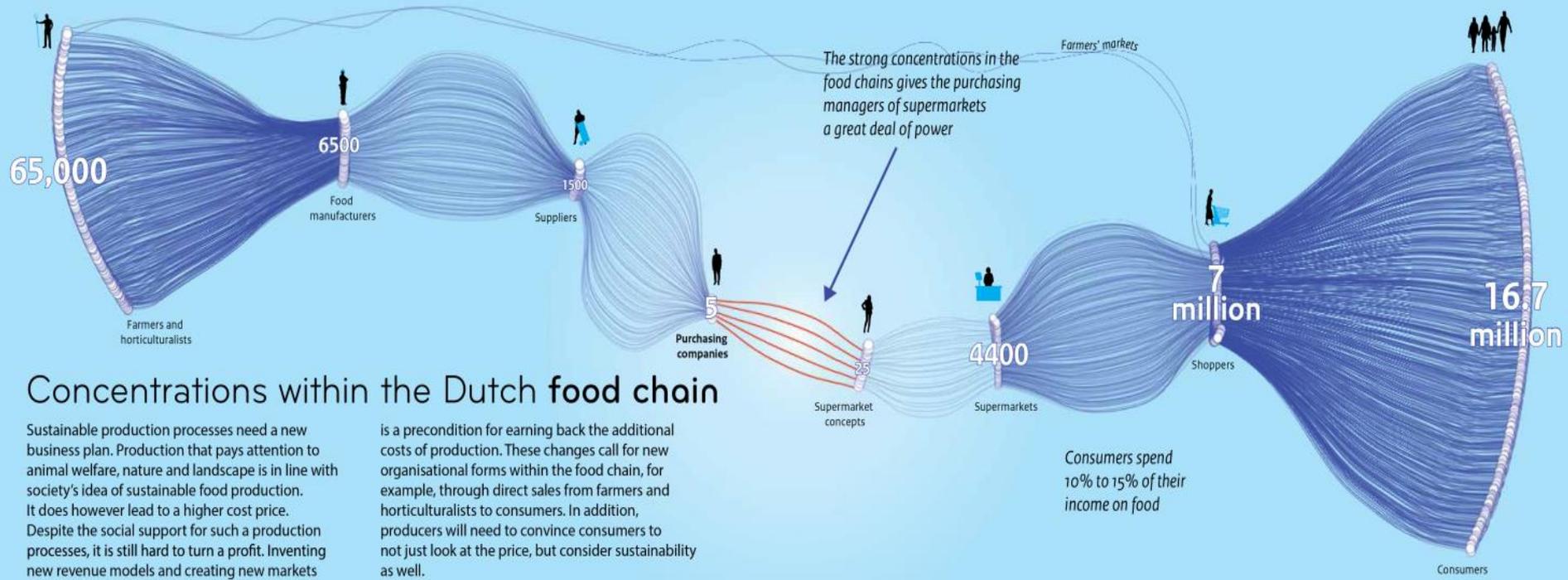
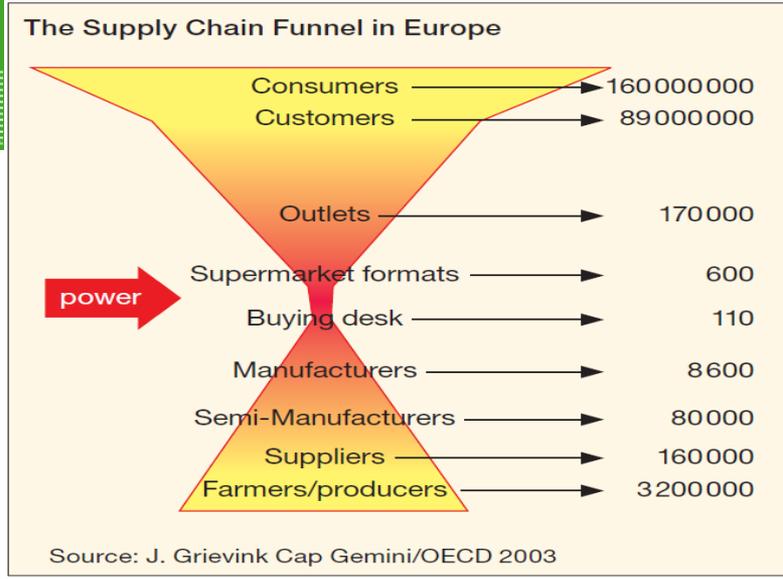


MILANO 2015





# Rural and urban people and power in the food chain



Sustainable production processes need a new business plan. Production that pays attention to animal welfare, nature and landscape is in line with society's idea of sustainable food production. It does however lead to a higher cost price. Despite the social support for such a production processes, it is still hard to turn a profit. Inventing new revenue models and creating new markets

is a precondition for earning back the additional costs of production. These changes call for new organisational forms within the food chain, for example, through direct sales from farmers and horticulturalists to consumers. In addition, producers will need to convince consumers to not just look at the price, but consider sustainability as well.



# Rural-urban synergies can help...

- **Reconnect** producers and consumers
- Set up **business models** and that **add value** and **reward** environmental and/or social benefits
- Enhance the local delivery of **quality products**
- Build **regional development** on strong food cultural values
- Favour **circularity** (nutrients, packaging etc.)
  
- Examples:
  - Short supply chains (inc. Community supported agriculture)
  - Recreational farms, social farms
  - Urban farming
  - Urban food policies - public procurement
  - Valorising waste streams

# Building trust between food producers and society



SKIN MENU

SHORT SUPPLY CHAIN KNOWLEDGE AND INNOVATION NETWORK

Food: a place of trust where producers and society must meet

Re-connecting the two extremities of the food supply chain, reconciling producers with citizens, stimulating mutual trust and supporting the development of the short food supply chain economy, based on common values on food, its origin and production method.

Welcome to the SKIN Good Practice Repository

We invite you to navigate through more than 100 good practices on short food supply chain around Europe.

Type the keywords here.

You can tick one or several of the boxes below to focus your search and limit the number of results

**Sectors**

Processed dairy  Vegetables  Fresh dairy  Fresh meat  Processed meat  Processed other  Fruits  All Sectors

**Country**

Austria  Italy  UK  Ireland  The Netherlands  Denmark  Poland  Serbia  Spain  Belgium  France  Czech Republic  Hungary  Ukraine  Slovakia  Germany  Greece  Bulgaria  Bosnia and Herzegovina  Finland

**Valorisation**

Novel approach to product development/multi-actor, co-design approach  Novel products

**Value**

Gourmet, superior taste, different taste  Nutritional value  Fresh

**Organisation/Institutional/Systems**

Cross-learning between actors  Networking along the supply chain  Reduction in dependence of powerful actors in the chain and a more d  Achievement of efficiencies through collaboration  Logistics and d

**Governance**

Decision-making structures  Contractual agreements between pro  Enabling government policies and regulatory frameworks

**Sales**

Collaborative hubs, bringing together supplies from multiple small pro  Proximity (spatial)  Proximity (spatially extended)  Social media  Reconnection and relationships

**Social Sustainability**

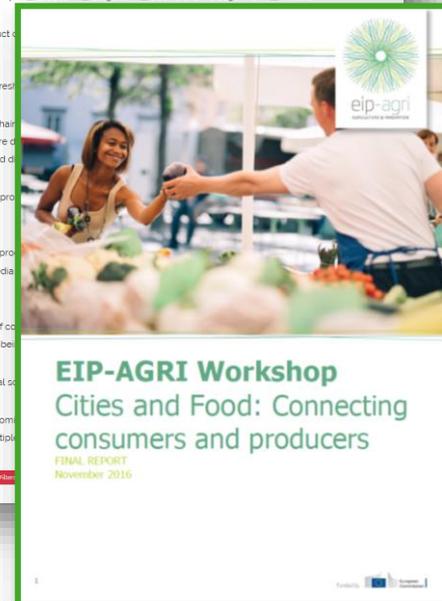
Connection between producers and consumers  Trust, sense of co  Recognition of producers  Consumer empowerment  Well-be

**Environmental Sustainability**

GHG emissions  Energy use and carbon footprint  Ecological s

**Economic Sustainability**

Profitability  Generating Local employment  Reduced econom  Synergies with other sectors  Markets/events/initiative for multiple



EIP-AGRI

EIP-AGRI Workshop  
Cities and Food: Connecting consumers and producers

FINAL REPORT  
November 2016

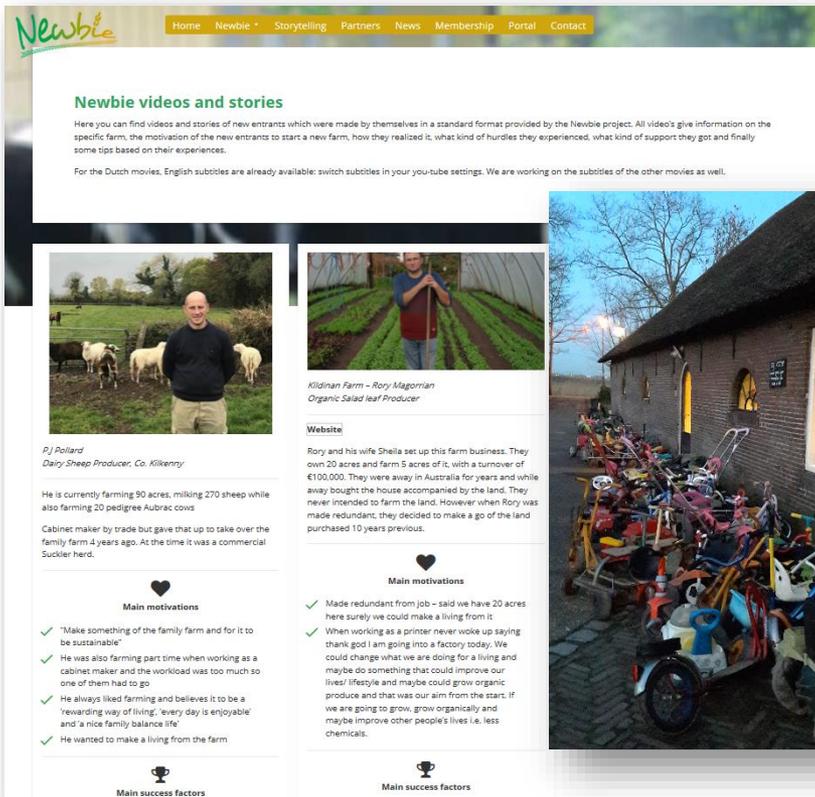
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<http://www.shortfoodchain.eu/good-practices/>

# Rewarding farmers better: innovative business models

New entrants look for connections and more value

Social innovation: e.g. joint marketing for rural micro-entrepreneurs



**Newbie** Home Newbie \* Storytelling Partners News Membership Portal Contact

### Newbie videos and stories

Here you can find videos and stories of new entrants which were made by themselves in a standard format provided by the Newbie project. All videos give information on the specific farm, the motivation of the new entrants to start a new farm, how they realized it, what kind of hurdles they experienced, what kind of support they got and finally some tips based on their experiences.

For the Dutch movies, English subtitles are already available; switch subtitles in your you-tube settings. We are working on the subtitles of the other movies as well.



**R.J. Pollard**  
Dairy Sheep Producer, Co. Kilkenny

He is currently farming 90 acres, milking 270 sheep while also farming 20 pedigree Aubrac cows

Cabinet maker by trade but gave that up to take over the family farm 4 years ago. At the time it was a commercial Suckler herd.



**Kildinan Farm - Rory Magorrian**  
Organic Salad leaf Producer

**Website**

Rory and his wife Sheila set up this farm business. They own 20 acres and farm 5 acres of it, with a turnover of €100,000. They were away in Australia for years and while away bought the house accompanied by the land. They never intended to farm the land. However when Rory was made redundant, they decided to make a go of the land purchased 10 years previous.

**Main motivations**

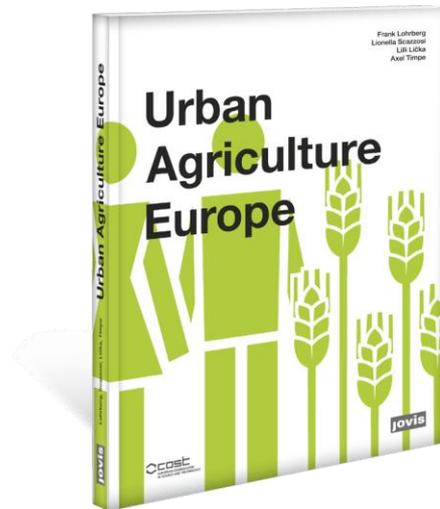
- Made redundant from job - said we have 20 acres here surely we could make a living from it
- When working as a printer never woke up saying thank god I am going into a factory today. We could change what we are doing for a living and maybe do something that could improve our lives' lifestyle and maybe could grow organic produce and that was our aim from the start. If we are going to grow, grow organically and maybe improve other people's lives i.e. less chemicals.

**Main success factors**



<http://pegasus.ieep.eu/case-studies/list-of-case-studies>

# Urban farming



- *Agriculture in urban space*
- *Social and ecological benefits as much as food*
- *Gardening vs farming*
- *Urban farming as a connector between urban and rural*





# Public procurement – City food policy

**COLBERTI** UNIVERSITY OF EDINBURGH Business School

**FACTSHEET No 2, September 2017**  
**HOW TO MAKE PUBLIC SECTOR FOOD PROCUREMENT SUSTAINABLE?**

**Introduction**

A pilot study, conducted within the framework of the H2020 Strength2Food project, helps to give an answer to this question, investigating the environmental, economic, social and nutritional impacts of two different primary school meals services in County Durham, North East England.

Conducted by Angela Tregear, Mary Brennan, and Maysara Sayed, from the University of Edinburgh, between autumn 2016 and the first months of 2017, the pilot study assessed the food procurement models to two schools: VillageSchool and TownSchool. One (to VillageSchool) representing a local /short and organic chain, in which all milk and meat is locally sourced and has organic certification, and the other (to TownSchool) representing a more mainstream chain, in which sourcing of milk and meat is regional rather than local, and not organic.

**The study**

The Durham County Council is the Local Authority with core responsibility for providing school meals. The council receives funding from English government to cover the full cost of meals to children from lower income households, as well as to all children in the first three years of schooling. The price per meal in County Durham is £2.

For almost all schools in the County, provision is serviced via a third party catering firm, SchoolCater, contracted by the Local Authority. The tender document requires the fulfilment of several requirements: health and sustainability criteria, including requirements for meals to meet specific nutritional guidelines, engage in staff training and up-skilling, and procurement from local suppliers.

SchoolCater, in accordance with the quality and sustainability criteria, sets the menus and recipes for the meals, subcontracts suppliers, determines the list of specific goods that schools can order, records meal up-take and kitchen waste data, and reconciles payments. In addition, it employs all kitchen staff.

SchoolCater subcontracts the supply of fresh produce, groceries, meat and processed/frozen goods to relevant first tier suppliers who deliver them directly to the schools. In turn, these first tier suppliers source items from next tier wholesalers, processors and/or farmers, at least some of whom are located in the region.

The food supply chain is partially different in VillageSchool: milk comes from a 100% organic dairy farm, located nearby, delivered via FreshGrocer, who also delivers all fresh fruit and vegetables and eggs to the school. All fresh meat comes exclusively from a local organic farm that delivers directly to VillageSchool without further intermediaries.

**The impacts**

The core measure used to assess the environmental impact of the school meal services was carbon footprint, expressed as kgCO<sub>2</sub>e emitted from the production, processing, transportation and waste of selected food items purchased by TownSchool and VillageSchool. The aim of the pilot study was to verify if different procurement models adopted by the chain could generate different volumes of emission.

The study revealed that (i) for both schools production-related emissions far outweigh emissions from downstream, or local transportation; (ii) of all production-related emissions, those pertaining to meat represent the greatest carbon burden.

The analysis per meal shows that, on average, carbon emissions at VillageSchool are greater than at

[www.strength2food.eu](http://www.strength2food.eu)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 638026. This document reflects the views only of the authors, and the Agency cannot be held responsible for any use which may be made of the information contained therein.

**URBAN AGENDA FOR THE EU**

Partnership on Innovative and Responsible Public Procurement

Final ACTION PLAN

26/10/2018

**URBAN AGENDA FOR THE EU**

Partnership on Innovative and Responsible Public Procurement

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26/10/2018

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Final ACTION PLAN

26/10/2018

## Guide on procurement

\*\*\* The Pact of Amsterdam states that the Action Plan "can be regarded as non-binding". Therefore, the actions presented in this Action Plan are not compulsory. \*\*\*

**Cities for Food Systems Innovation and Green Jobs**

**FOOD 2030 WORKSHOP OUTCOMES BRIEF**

Those participating in food systems are also the largest group of natural resource managers in the world — and food systems are inextricably connected to nutrition, climate and environment, the circular economy and empowerment, as well as with the broadest range of sectors, industries and jobs.

This Workshop Outcomes Brief, based on the knowledge shared at a FOOD 2030 workshop held at an official partner event of EU Green Week (51 May 2017) presents some examples and recommendations intended to support uptake of a 'systemic' approach to food, especially with regard to future research and innovation opportunities. It focuses on the wider FOOD 2030 aims of engaging and mobilising cities to foster improved cooperation and openness amongst multiple food system actors.

**Overview**

- Innovative food strategies in cities tend to use citizen involvement and social innovation as key tools.
- Public procurement approaches are possible with commitment and engagement.
- Food systems approaches including social goals can create green jobs.
- Food sharing can be facilitated by digital innovation.
- Evidence-based tools provide opportunities to redesign food systems inclusively.
- Go beyond city strategies: set innovative operational goals.

#Food2030EU **Research and Innovation**



**Bruges**

Food Smart Cities For Development



« rural » is not only « nearby rural »

Local, green, low-carbon? Many trade-offs → need for strategy, coordination, good logistics and skills upgrade

<https://www.strength2food.eu>

# Circularity

- Rural-urban synergies can help use waste streams in farming
- It requires innovation in many different areas...
  - Technologies
  - Logistics
  - Farming practices
- ... and regulatory adaptation



Smart Farmer: A waste-free vision for pig farming

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Raising pigs the circular way

SMART FARMER WASTE FOOD CHAIN SUSTAINABLE AGRICULTURE  
CIRCULAR ECONOMY

Published 8 March 2019 - 5 min reading time

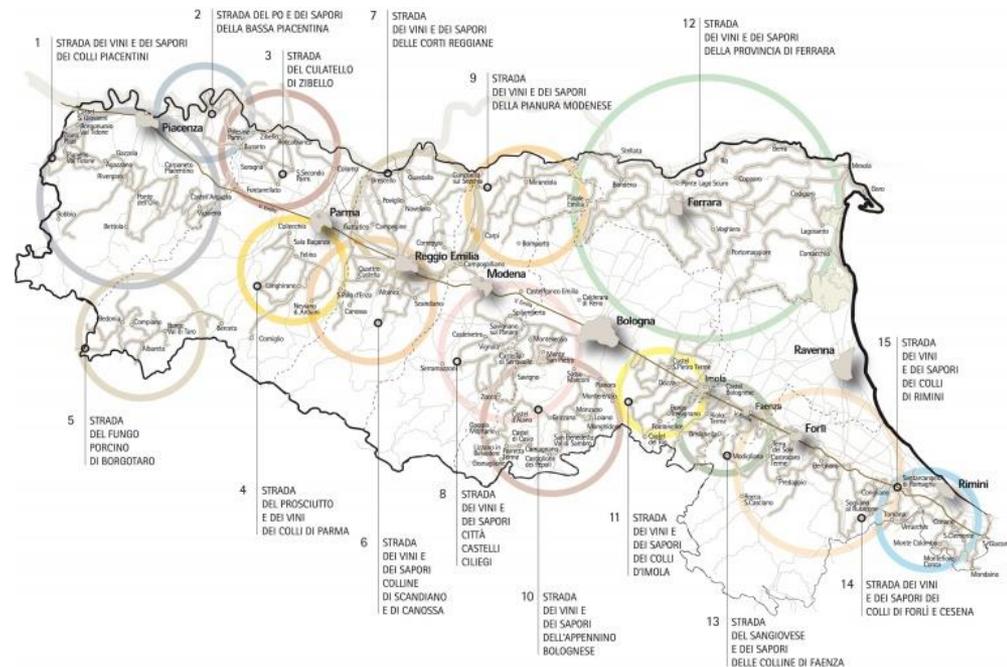
Recommended articles

4 min reading time  
5 Smart Farmers with an eye on

# Regional development

## Forli-Cesana-Emilia-Romagna RURBAN case study (2013)

- Focus on the **full system of production**, which involves different economic actors from urban and rural areas
- Emphasis on the production of food products, in a process of **sectoral and territorial integration**
- Strategy of **exporting the entire territory**, with its **identity, image and culture**



→ **VALUE FOR ALL**

Wine and flavours route, Emilia Romagna



# Thank you for your attention

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**More about agricultural research and innovation:**

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[www.eip-agri.eu](http://www.eip-agri.eu)

