MADRE
Metropolitan Agriculture for Developing an innovative, sustainable and Responsible Economy

Partners
AViTeM - Agency for Sustainable Mediterranean Cities and Territories (France)
ANIMA Investment Network (France)
CIHEAM-MAIM - International Center for Advanced Mediterranean Agronomic Studies - Agronomic Institute of Montpellier (France)
MedCities - Mediterranean Network for Urban Sustainable Development (Spain)
Metropolitan City of Bologna (Italy)
Aristotle University of Thessaloniki (Greece)
Agricultural University of Tirana (Albania)

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Background
6.3 billion people will live in urban areas in 2050. Urban agriculture is a major lever for metropolises’ sustainability and competitiveness, but still suffers from a “mainstreaming gap” preventing it to reach wider audience.

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

The areas involved
A partnership between six flagship metropolises: Barcelona, Montpellier, Marsiglia, Bologna, Tirana, Thessaloniki.

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

Six hot topics to start with

Farmers’ innovation: farming techniques, organization, marketing patterns

Consumers’ innovation: citizens initiatives, pressure and interest groups

Academic research: theoretical and applied research

Territorial innovation: policies at local, metropolitan, regional and national level

Social Innovation: employment, social diversity, vulnerable populations

Transnational innovation: transnational networking

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