

HORIZON 2020

FOOD 2030 Empowering cities as agents of food system transformation

Pau Béarn Pyrénées Project URBAN FOOD

THE GREEN BELT

To know more about our city :

Pau Béarn Pyrénées is an inter:inter-municipal structure, regrouping 31 cities since the 1st of January 2017.

It counts 240 000 inhabitants and is the 2nd city South Nouvelle Aquitaine after Bordeaux Metropole.

It was got a strategic location in the heart of Europe, between Bordeaux and Zaragoza its networks of excellence, in various sectors, such as geosciences and Energy, aéronotics, food industry, chemicals and services, carry on strong economic dynamics to the area.

Among companies located in Pau are TOTAL and its international research center (4000 employees), SAFRAN Helicopter Engines (world leader), EURALIS and MIELS MICHAUD...(world leaders in food industry Technopole Helioparc Engines and Pau University (1 site) takes on innovation and research as well as engineers and trade schools (totaling more than 15000 students), offering widely skilled workforce.

Pau, as HUMAN CAPITAL, reinvents life style and invest in quality of life and relationships between citizens.

It aims at creating the most harmonious living conditions for populations to develop attractiveness of the city.

It ranks 3^d in a national September 2019's survey "Les villes où il fait bon vivre » (L'Express).

You can find in Pau high levels of culture, education, sport, quality of transport, as well as special conditions that enhance personal achievement and protect the more vulnerable.

Project Green Belt of urban agriculture

Ambition :

Pau Béarn Pyrénées, as Human Capital, wants to build a sustainable environment and development for its inhabitants. Urban Agriculture is one way to contribute to this goal.

Its project “**The Green Belt**” (urban agriculture surrounding all the city) wants to offer “fresh affordable food” to urban areas, and will be a source of social and health related benefits as well as economic development opportunities.

Surface and activities :

It plans to settle at least 100 farmers on small surfaces (2 hectares) within 5 years and significantly raise the amount of vegetables, fruits; milk and meat produced and consumed in shorts circuits.

Our approach :

This ambition faces serious challenges as both production and consumption are not oriented towards short circuits today. Any initiative attempting to address only one side of the problem will fall short, for instance raising the production while demand is weak, or increasing demand while local production, cannot follow.

Only an integrated approach will be successful in **creating a new culture of production and local consumption.**

Business Model : “Let’s do it together !”

The Green Belt will be managed in a public private non profit juridic form.

It will include administration as well as private operators or social and education field players.

The organization will :

- provide totally **equipped land for farmers** within the metropolitan area including housing facilities,
- offer **pathways towards employment** and intregation projects in The Green Belt Activities to vulnerable people,
- provides technical assistance and a **supporting network** to raise productivity in small agricultural (social network of mentors, tools to avoid soil contaminations, robot, gestures...)

- provides access to **distribution platforms** dedicated to wholesale delivery (central kitchen, supermarkets), semi-large (restaurants...) and retail (basket, online solutions, producers markets...). Dedicated to short food circuits, these platforms make an intensive use of technology in order to stick to our collaborative and sustainability values : electrical vehicles, internet marketplace, distributed production planning...
- promotes a **local brand** «La Ceinture Verte Pays de Béarn » affordable for a wide range of inhabitants,
- foster citizen engagement in the project with various workshop (bio cooking, school gardens, community gardens, etc...)