

# URBAN FOOD STRATEGY MIX

Sustainable Food Workshop for European Cities



## FEEDING MILAN. ENERGY FOR CHANGE

A framework project of city supported agriculture

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[www.nutriremilano.it](http://www.nutriremilano.it)

[www.desis-network.org](http://www.desis-network.org)



An URBACT II Thematic Network - Sustainable Food in Urban Communities

Connecting cities  
Building successes





City of Milan



47.000 hectars of agricultural land

EXPO 2015 at the horizon. "Feeding the Planet. Energy for Life"

Agricultural Park  
South Milan



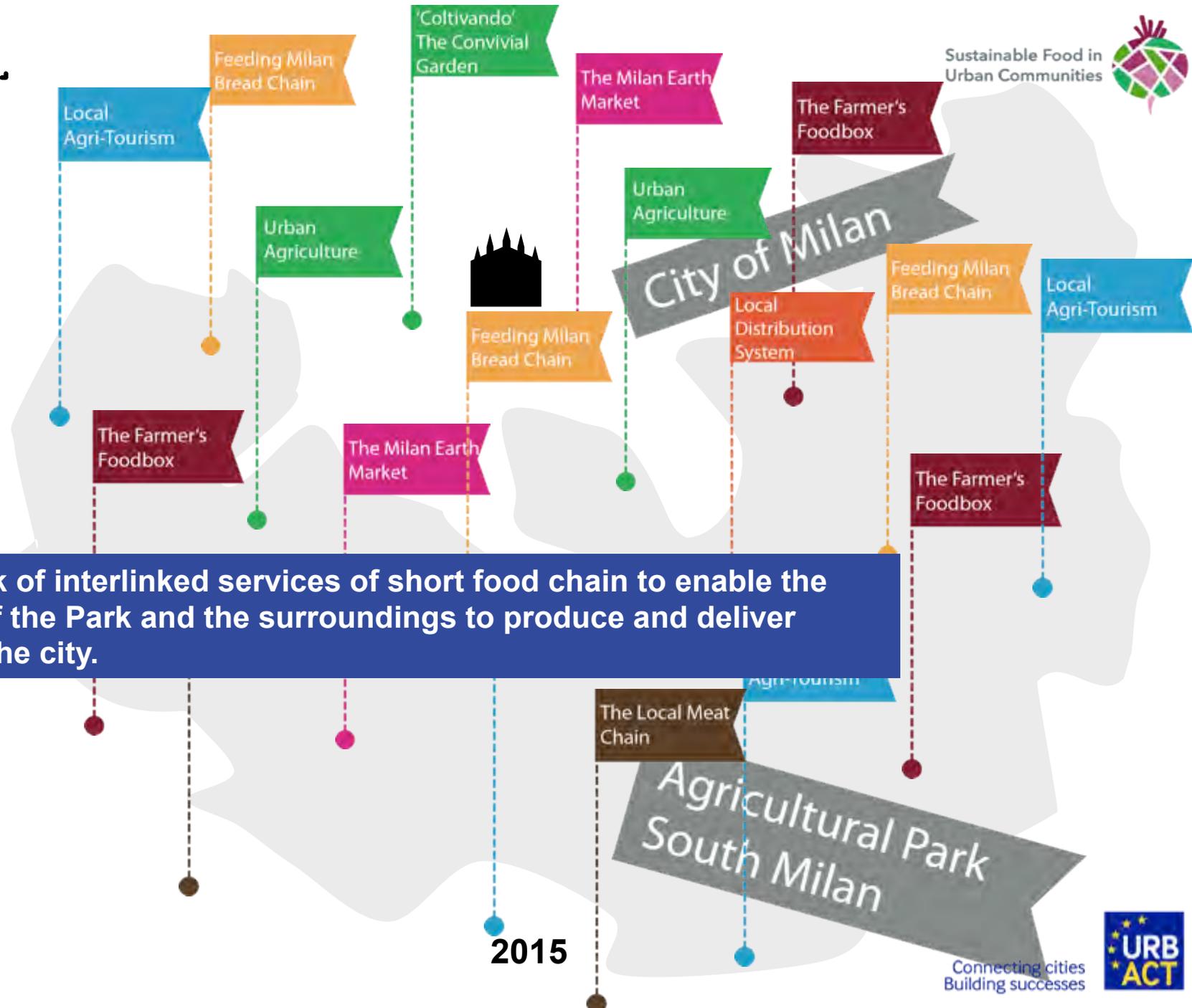
City of Milan

Agricultural Park  
South Milan

FEEDING MILAN. Energy for Change. 2010-2013



Sustainable Food in Urban Communities



A network of interlinked services of short food chain to enable the farmers of the Park and the surroundings to produce and deliver food for the city.

2015



Connecting cities  
Building successes





Different kinds of services, targeting different users and involving a variety of stakeholders.





## Synergies between analogous services

What is better owning?  
What is better sharing?

## Synergies between complementary services

What is worth doing?  
Which activities could  
support others?

The Farmer's  
Foodbox

The Farmer's  
Foodbox

The Milan Earth  
Market

The Farmer's  
Foodbox



**CONVIVIALITY:** challenging the industrial system through quality, collaboration, sympathy, trust.

“Good, clean and fair”. Protecting and rediscovering  
Growing the knowledge and experiencing.



The Milan Earth Market

The Milano Earth Market (the farmers' market)



The Milan Earth Market

Bike delivery



Communication and dissemination



Cooking: street food



Co-designing: the Idea Sharing Stall



Food Tasting Workshops



Training workshops



Local food sale



Eating together: the Convivial Tables



*The Earth Market:  
the farmers' market*





A yellow poster for "cittadini creativi". The text reads "proponi, progetta e sperimenta i servizi che vorresti". It features a map of a city and icons of people using various services like a bicycle, a wheelchair, and a stroller. Logos for "DESIS NETWORK" and "www.cittadinicreativi.it" are visible at the bottom.





Local Distribution System

The Local Meat Chain

Feeding Milan Bread Chain

Urban Agriculture

'Coltivando' The Convivial Garden

The Farmer's Foodbox

The Milan Earth Market

Local Agri-Tourism



**cittadini creativi**  
proponi, progetta e sperimenta i servizi che vorresti

www.cittadinicreativi.it  
www.cuccagna.org






**IL PANE DI MILANO**

LA FILIERA DEL PANE

Il grano del Parco Agricolo Sud Milano è macinato nei mulini del territorio, il pane è lievitato naturalmente e cotto nel forno di



[www.nutrire milano.it](http://www.nutrire milano.it)



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Massimo Grazioli



[www.nutrire milano.it](http://www.nutrire milano.it)

**Service system identity**





Sustainable Food in Urban Communities



Service system ecology: sharing resources and connecting people.



Connecting cities Building successes





2014: current situation

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