

Municipality of Lefkara

GREEN-URBS Project Scheme

Programme of reference	URBACT II (2007 - 2013)
Programme Priority, Measure and Topic	Priority Axe 1: Cities, Engines of Growth and Jobs; Measure 1.2: Improving Innovation & Knowledge Economy; Priority topic: The role of cities in boosting innovation and knowledge economy, especially by promoting eco-businesses and eco-innovation
Project title	GREEN-URBS: Green & Resilient European Economies through New Urban-Rural Business Synergies
Adhesion deadline	25 th September 2009
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GREEN-URBS: **G**reen & **R**esilient **E**uropean **E**conomies through **N**ew **U**rb**a**n-**R**ural **B**us**i**ness **S**ynergies

Proponent Lead Partner

The project is proposed by the Municipal Administration of Lefkara, district of Larnaca, in Cyprus. The Municipality of Lefkara, along with its territory, has developed relevant experiences in the field of a food businesses system based on human-scale, organic, mixed farms located in and around its urban area which are directly connected to the urban community they feed and which enable that community to source increasing amounts of food from close to where it lives. The food businesses system in Lefkara is about to be mainly built around the idea of community sized 'building blocks' which encompass positive but appropriately scaled trading relationships starting from the local and working out to global and which enable urban producers, service providers, small farmers, producer coops, larger farms and food imports to exist in harmony and to better face cyclic crises.

Summarised description of the GREEN-URBS project

The project intends to compare relevant experiences of different European cities, mainly based on green economy principles, able to focus upon ecological businesses and innovative jobs promoted by cities. The main project goal is aimed to build up a transnational network of urban eco-markets and eco-businesses systems which are designed to offer models of "rescue packages" against cyclic crises, mainly by applying a kind of food subsidiarity (e.g.: raising what we can as close as we can, taking into account a number of factors, e.g. soil type/climate/what grows best where, size and cost of plots available, infrastructure and transport links available, the degree of mechanisation that makes most sense, the perishability of the produce, etc.). Actually, in order to get closer to a more ecological and innovative vision and make the systems that feed our cities more resilient and less carbon intensive, we need to dramatically increase the amount of sustainable food grown in and around our cities, filling in the gaps in the zones around cities (brownfields and/or deprived neighbourhoods) with low carbon, sustainable market gardens and farms growing food for those cities. To achieve the sustainable, re-localised food system described above, we need to foster experiences of systemic change in the way our food is produced and distributed: farmers and market gardeners – urban and rural - now and in the future are key to that change and they need direct help to enable them to exist outside of the present mainstream food system.

Consequently, as our experience has shown that urban communities are well placed to provide farmers and urban growers with many of the things they need, by using community-led trading to take targeted collective consumer action, the project aims to:

- Stimulate urban communities to work together with farmers and growers to take their food back from the supermarkets and agri-business by ***creating practical, urban community-led alternatives based upon green and solidary economy,***

- ***Planning and attaining local urban retail outlets*** with a series of eco-businesses and innovative jobs, which will allow to sell the farmers' and growers' produce at a fair price for urban communities and enable them to make a living;
- Multiplying benefits from help with pricing, marketing and product development and by ***fostering and promoting, along with the green economy and eco-innovation, those experiences in which the aids to enterprises will be directed to specific urban development strategies***, such as neighbourhoods' revitalisation, insertion of disadvantaged persons, promotion of specific activity sectors, support to ecological and innovative enterprises typologies.

GREEN-URBS PROJECT PHASES

PHASE A) FINALISATION OF THE PROJECT PROCEDURES

During this phase each Partner will formalise its Local Support Group (LSG) and will involve its Managing Authority of regional operational programmes (MA). The members of the local support group will take part in a joint activity of operational planning, in order to finalise the procedures and the operational tools (local mapping, questionnaires, evaluation grids, indicators of reference, Local Action Plan contents, etc.).

PHASE B) RESEARCH AND EXCHANGE

During this phase, will be exchanged and analysed - with the full involvement of local privileged actors and according with a shared research model - the practices and experiences which have been realised in the previous programming periods, aimed to the promotion of the green economy and the green enterprise activity; then, the work will proceed with the results analysis and an elaboration of recommendations for decision-makers, guidelines for technicians, case studies for researchers and practitioners, best practices and experiences for all these target groups, including the public at large, with the identification of the key factors of success and failure.

PHASE C) ELABORATION OF THE RESULTS

During this phase, each partner city will realise its Local Action Plan (LAP), foreseeing both the whole material and immaterial spheres of interventions to be locally accomplished, with a precise indication of the main goal, precise objectives, single actions, actors in charge, timing and costs. Each one of the partners' LAPs - being integrated and sustainable urban plans assessed and co-decided by their LSGs with the help of the local MAs- will have to be all immediately ready to be financed through the financial interventions foreseen in the local ERDF and ESF operational programmes. Along with the LAPs, the individualised recommendations, guidelines, case studies and good practices will be jointly discussed, chosen and inserted in a practical toolkit for decision-makers and practitioners.

PHASE D) COMMUNICATION AND DISSEMINATION ACTIONS

This phase gathers all the previous ones, along with those actions that will be realised in order to spread the project results, at local level as well as towards the whole territory of the European Union. A strict link will be established with the project related Urbact Thematic Pole during all the project life, in order to better compare and exchange knowledge and contents with other projects belonging to the same Urbact priority themes and topics.

**ESTIMATED FINANCIAL FRAMEWORK FOR THE PROJECT DEVELOPMENT PHASE
(URBACT PROGRAMME PHASE 1)**

As a maximum number of 5 cities can make official part of the Declaration of Interest to be submitted to the Urbact Secretariat within next 25th September, and as those 5 cities will have to respect a good balance between Convergence Objective and Competitiveness Objective territories, the minimal contribution quota *per* partner will be the following one:

- **for cities belonging to Convergence Objective Regions, the minimum co-financing quota for Phase I – “Development” – will be of EUR 2,500.00;**
- **for cities belonging to Competitiveness Objective Regions, the minimum co-financing quota for Phase I – “Development” – will be of EUR 3,500.00;**
- **the cities co-financing quotas will be imputed as “working hours” of the internal personnel dedicated to the project development by these cities.**