



ROUEN NORMANDY METROPOLIS



FRANCE
URBAINE
MÉTROPOLIS, AGGLOS ET GRANDES VILLES

A HEALTHY, SUSTAINABLE LOCAL FOOD SUPPLY FOR ALL

Lying an hour and a half from Paris and recognised for the wealth of its cultural and natural heritage, Rouen Normandy Metropolis has opted for a balanced development approach underpinned by the protection of resources. It has leveraged its strengths as a dynamic urban, economic and tourist region. In this context, agriculture, which occupies nearly one third of the territory, represents a kingpin for the development and attractiveness of the metropolis.

KEY FIGURES FOR THE TERRITORY

- Nearly 500,000 inhabitants spread over 71 municipalities
- 16.4% of the population is below the poverty threshold, 1.7% more than the average in France
- 16 policy districts in the city
- 7,457 households potentially experiencing food insecurity in the territory
- A range of organizations are involved in food aid which is an important issue within the region
- 1 Projet Alimentaire Territorial (PAT, Local Food Project) at the development stage

For several years, the Rouen Normandy Metropolis has implemented a proactive policy to promote the development of local short food supply chains and efficient agriculture that respects natural resources. Firmly convinced of the need to take into account the food component within its agricultural policy, the Metropolis undertook the development of a PAT at the end of 2017, that it co-manages with partners in its Charte Agricole de Territoire (Territorial Agricultural Charter).

The challenge that the Metropolis has set itself through the development of its PAT, is to successfully mobilize all those involved in a collective project built on a set of shared, engaging values.

Entirely logically, and as stipulated by the Loi d'Avenir of 2014 (French law on sustainable agriculture), the PAT aims to relocate the food supply within the region. For the Metropolis, it is thus first and foremost a matter of providing a healthy, good quality food supply that is economically and geographically accessible to all of its citizens.

THE FUNDAMENTAL PRINCIPLES OF OUR APPROACH:

- the placing of all inhabitants at the heart of the food strategy through the implementation of concrete projects that provide them with direct benefits;
- a comprehensive approach that brings together the full range of metropolitan skills whether they are closely or remotely related to the food supply (economic development, urban planning, waste management, the fight against climate change, protection of the environment, social and health aspects, protection of resources, etc.);

- a collaborative project involving all the public and private organizations concerned in the region and neighbouring regions;
- experiments to test innovative, effective solutions encouraging the development of local short food supply chains and to construct a new, more inclusive, empowering method of governance;
- recognition of the work of those involved to strengthen commitment and motivate action at all levels.

A CONSTANTLY EVOLVING STRATEGY

The Metropolis's PAT is not intended to be just another programme of measures. The objective is for it to be fully integrated across all of the Metropolis's policies so that the transition is made collectively and on a large scale over the long term. Eating locally-produced food encourages a food supply that creates jobs, thereby contributing to the local development of the region. It is also a way of promoting agriculture that respects resources and of making the region more resilient.

PROPOSING A NEW FORM OF GOVERNANCE TO CREATE A NEW METROPOLIS



The Metropolis is counting on the ability of everyone to play a role in the region's food supply transition. On this basis, it has positioned itself as an encouraging, hosting structure that provides support for food-supply relocation projects. Eating local food, eating more products that are "good for your health" and reducing the quantities of food that are thrown away are objectives on which there is broad consensus. To this must be added social and health issues. Low-income populations exposed to food insecurity are the priority targets.

FOCUS ON SOME PROJECTS IN PROGRESS

The Metropolis wishes the reduction of food insecurity in its territory to be a clearly presented objective in its future food strategy. It is a major issue and there are numerous possible responses, from awareness-raising initiatives to the establishment of a new system of governance for food aid: the Metropolis intends to explore all possible, conceivable levers.

A challenge for families to adopt a "positive food" supply

From March to June 2019, the Metropolis organized the Familles à Alimentation Positive (Positive Food Families) challenge. 72 families were supported in making changes to their dietary habits by eating more organic, locally-produced food. During the challenge period, various workshops and activities were proposed to the 72 participating families - that included single people, couples with or without children and single-parent families - divided into five teams assisted by social centres, support structures and Rouen's Centre Hospitalier Universitaire (teaching hospital). The 72 families began the challenge by collecting all the receipts from their food shopping for two weeks in order to establish a baseline. This operation was then repeated in June in order to measure the impact of the support period. The challenge was generally successful and enabled people to get started and most importantly to discover the diversity of local products available in the region.



Developing the necessary knowledge and skills

To enable people who are often "unaware", or focused on broader insecurity issues, to develop the knowledge and skills necessary to source and prepare food and to eat in a new way, gradually improving their diet, and their health, is a critical issue for the region. In this context, the Metropolis has been working since 2018 with a local association, the Champs des Possibles, to set up training to develop social workers' skills in this field. The objective of this training kit is to enable social workers to handle food supply issues in an independent manner. After a test phase with several social centres currently in progress, the Metropolis intends to extend the use of the tool throughout the metropolitan territory.