



EUROPEAN METROPOLIS OF LILLE



FRANCE URBAINE
MÉTROPOLES, AGGLOS ET GRANDES VILLES

TOWARDS A HEALTHY FOOD SUPPLY FOR ALL

The European Metropolis of Lille (MEL) is an EPCI (French Public Inter-Municipal Cooperation Establishment) created by the French law of 31 December 1966. It is a vast region which today consists of 90 municipalities and more than a million inhabitants. It also benefits from a strategic cross-border position.

The subject of the food supply is particularly representative of the characteristics and issues in a territory where almost half the land is agricultural (28,000 ha). Agricultural and agri-food is the third largest sector in the metropolitan economy (9,500 jobs and turnover of more than 128 million euros). The metropolis contains more than 1.2 million of consumers who should all have a healthy, sustainable food supply. However, the worrying reality is that there are major disparities in the food supply in the territory. Food inequalities reflect this social segregation and the territory's heterogeneity: 50,554 people receive food aid with 9,965,000 meals distributed per month.

A HEALTHY FOOD SUPPLY AT THE HEART OF THE *PROJET ALIMENTAIRE TERRITORIAL* (TERRITORIAL FOOD PROJECT)

Lille Metropolis' territorial food project was adopted on 11 October last year after an extensive consultation and co-construction phase with all the territory's actors, partners and citizens (workshops, digital consultation). The declared goal was to ensure a healthy food supply to residents and visitors in a metropolis that respects its ecosystem and strives to reduce food inequalities.

This was reflected in 4 major strategic directions, with a corresponding programme of actions.

KEY FIGURES FOR THE TERRITORY

- 1,143,572 inhabitants (INSEE 2016)
- 90 municipalities
- Population density: 1,765 km² (2016) / 61,145 ha
- 4th largest agglomeration after Paris, Lyon and Marseille
- 46% of the territory's area is cultivated (776 agricultural holdings)
- 20% of the population is overweight in the metropolitan territory, 83% of the food consumed is processed and/or packaged
- 50,554 people receive aid from the *Banque Alimentaire du Nord* (Nord département Food Bank) with 9,965,000 meals distributed/month

1. Contributing to a healthy food supply for inhabitants and visitors
2. Developing an agricultural and food economy anchored in the metropolitan territory that respects its ecosystem
3. Co-constructing a metropolis with a sustainable, user-friendly and solidarity-based food supply
4. Making everyone a part of the Territorial Food Project

Use of local organic products in school canteens with “*ici je mange local*” (“I eat local here”) approval (regional quality certification - see below)

For nearly 10 years, the MEL has supported municipalities so that they can supply their school canteens with local organic produce in order to develop and contribute to school children eating a balanced, healthy diet. This approach has been reinforced with the provision of legal and administrative assistance in changing food procurement contracts and monitoring of the service provided. This action is also an integral part of our economic development policy by encouraging the use of products from farms in the region.

This commitment is fully aligned with the Metropolis’ policies and constitutes an integral part of its agricultural and food strategy adopted on 24 June 2016.

In 2018, the MEL, the Nord *département*, the Hauts-de-France Region, the Chamber of Agriculture and the Association of Mayors in the Nord, committed to joining forces to develop the use of local suppliers in the territory’s collective catering operations. This joint objective resulted in the creation of a “*ici je mange local*” charter and logo (“I eat local here”). In this way, primary, secondary and high schools, health care and social welfare establishments and central kitchens, benefit from



support in prioritizing local products in school canteens and large-scale catering operations. On the occasion of the second edition, which took place on 2 October 2019, 109 establishments received approval, with 87 receiving 1 star, 21 receiving 2 stars and 1 receiving 3 stars, compared to 60 establishments in 2018. In particular, 13 municipalities in the metropolitan territory received approval on this occasion.

4 LEVELS OF COMMITMENT

- **Starter** : commitment to the approach without yet meeting the objectives or without having one year of monitoring indicators
- **1 star** : 20% of local produce in at least 2 sectors
- **2 stars** : 40% of local produce or 35 including 5% organic in at least 3 sectors
- **3 stars** : 60% of local produce including 10% organic in at least 4 sectors



CROC Challenge

Food justice - whether it is the fight against food insecurity or social access to a sustainable food supply - is one of the priority actions undertaken in the framework of the Lille Metropolis’ Territorial Food Project adopted on 11 October 2019. This objective is also incorporated into the MEL’s health-environmental action plan adopted on 28 June 2019.

It is in this context, that the European Metropolis of Lille took up the CROC Challenge (Consommer Responsable Oui mais Comment - Consume Responsibly Yes But How).

The CROC Challenge is a support initiative for changing food practices for fifteen to twenty families which will take place from November 2019 to June 2020, in the context of a cross-border programme on the theme of sustainable food in association with Namur Province in Belgium.

This initiative is part of the objective of the INTERREG V project “AD-T: Filières Agroalimentaires Durables Transfrontalières” (Sustainable Cross-Border Agri-food Supply Chains), which aims to encourage the growth of food SMEs on both sides of the Belgium-France border, making sustainability a priority. The partners in this European project - in particular the liaison officers in the context of the national network of territorial food projects - therefore wished to work both with the enter-



prises (the supply) and the consumers (the demand) in order to support this change towards more sustainable practices.

The challenge aims to assist volunteer families in improving their food practices by providing them with the means to access the existing sustainable food supply. The participants thus become proactive consumers and motivate other actors’ commitment to moving towards a sustainable food supply.

The first edition of this initiative in the European Metropolis of Lille territory is taking place in a district currently undergoing urban renewal - namely Concorde, located in the City of Lille - where a quartier de santé positive (positive health district) project is being carried out with a view to improving environmental and social inequalities in the district. The emphasis on changing people’s attitudes and habits is echoed in approaches promoted elsewhere in the territory such as *familles à énergie positive* (positive energy families) proposed by the European Metropolis of Lille, and the zero waste project, initiated by the City of Roubaix and then extended to other municipalities.

The MEL is committed to this initiative in order to fight against food insecurity.