



OPENAGRI

New Skills for new Jobs in
Peri-urban Agriculture



European Union
European Regional Development Fund



RÉGION
NORD-PAS DE CALAIS



THE UIA CALL - URBAN INNOVATIVE ACTIONS

Is an Initiative of the European Union that provides urban areas throughout Europe with resources **to test new and unproven solutions** to address urban challenges

It is promoted by DG Regio and financed through the European Fund for Regional Development (FESR 2014-2020)

Total budget: 372 million €

UIA FIRST CALL: 17 PROJECTS APPROVED (378 PROPOSALS SUBMITTED), 4 STRATEGIC CHALLENGES



URBAN POVERTY

LILLE
BARCELONA
BIRMINGHAM
TORINO
POZZUOLI
NANTES



JOBS & SKILLS IN THE LOCAL ECONOMY

MILANO
BILBAO
ROTTERDAM
MADRID



INTEGRATION OF MIGRANTS & REFUGEES

ANTWERP
BOLOGNA
VIENNA
UTRECHT



ENERGY TRANSITION

GOTHENBURG
VILEDECANS
PARIS

CITY OF MILAN'S PROJECT

OPENAGRI

NEW SKILLS FOR NEW JOBS IN PERIURBAN AGRICULTURE



Urban Planning and Agriculture



Labour Policies

Milan, «rural metropolis»

	Population (inhabitants)	Area (sq. km)	Agricultural land (sq. km)
Milan	1.316.000	182	27 (15%)
Greater Milan (Metropolitan area)	3.869.000	1.575	652 (41%)

**Agrifood economy at national level:
+ 40% in 7 years (Nomisma)**

**Environmental and cultural implications linked to
the "magnetic pull" back to agriculture.**

Milan, italian hub for social innovation and startups

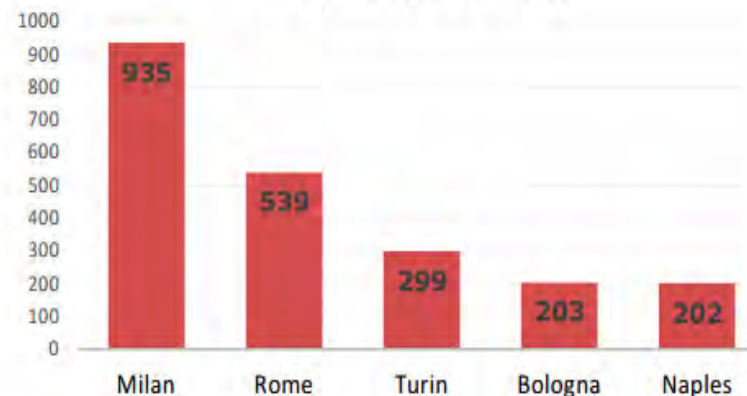
According to the data from the register of innovative startups from the Italian Chamber of Commerce (October 2016)

Milan start-up landscape is the most flourishing of Italy with around 935 innovative startups (14,69% of national total)

In Italy there are 6763 start ups (+ 7% than in year 2016)

In Lombardy region there are 1382 innovative startups (21,72 of national total)

Innovative start ups
in some italian cities



*Source: Infocamere, National Report, Italian Chamber of Commerce

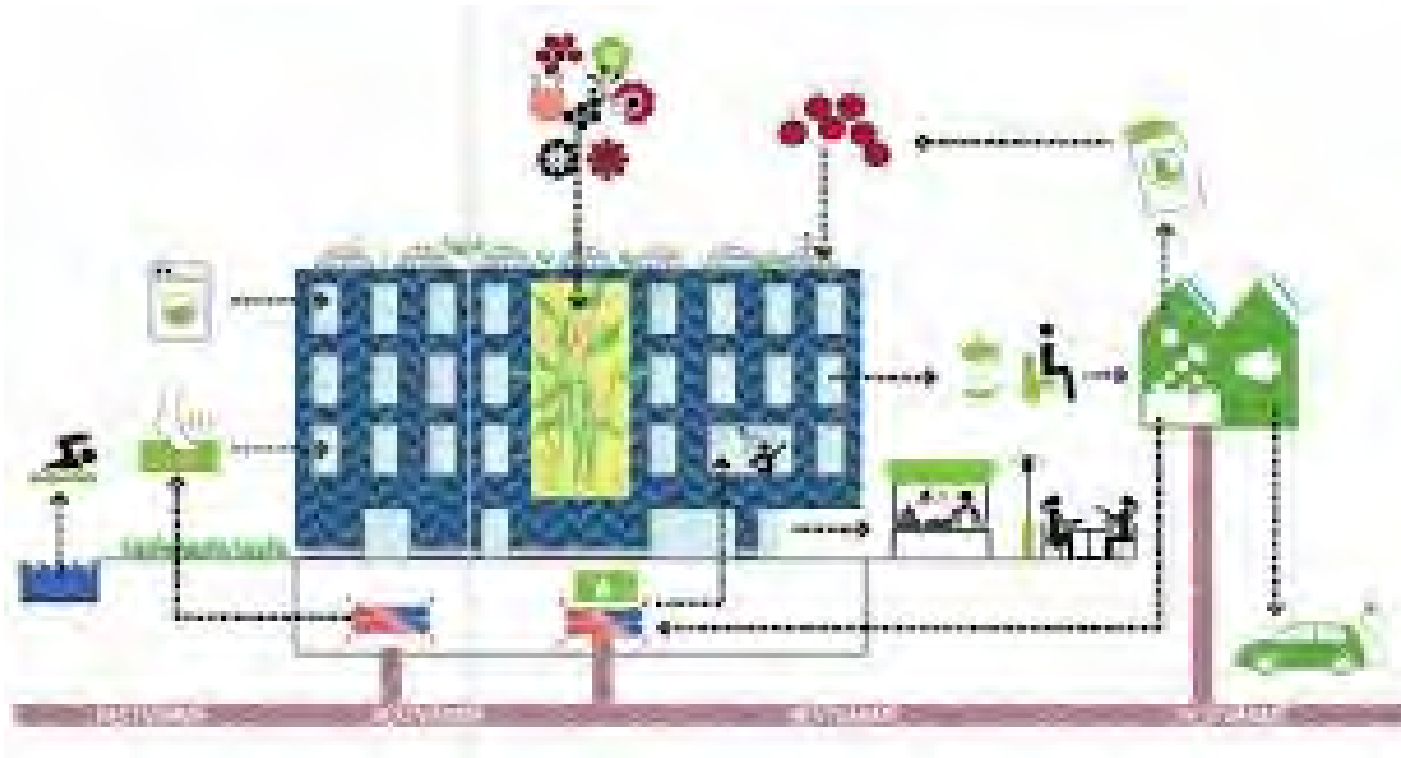


| The need to find new approaches to addressing social challenges....

28,6% the Youth Unemployment Rate (14-24) in Milan

17,6% NEETs - Not (engaged) in Education, Employment or Training (15-29) in the metropolitan area

PROPOSED SOLUTION



A OPEN INNOVATION HUB on Periurban agriculture as a **LIVING LAB** for promoting open innovation on the different dimension of the policy challenge

A CONNECTION POINT BETWEEN THE URBAN AREA AND THE
PARCO AGRICOLO SUD (SOUTHERN AGRICULTURAL PARK)



CASCINA
NOSEDO

AN AREA-BASED PROJECT

... FEW HUNDREDS METERS AWAY FROM THE UNDERGROUND STATION



... A SETTLEMENT THAT NEEDS CARE



Cascina Nosedo

OPENAGRI

INNOVATION
DEVELOPMENT



NEW SKILLS FOR
THE AGRI-FOOD
SUPPLY CHAIN



SOCIAL
INCLUSION



**A SUSTAINABLE – OPEN – INTEGRATED
URBAN APPROACH**



MACRO ACTIVITIES OF THE PROJECT

INVESTMENT



RURAL FARMSTEAD NOSEDO

already included in the Municipality Plan for recovering the net of rural farmsteads



INNOVATIVE MODEL IN THE PERIURBAN AGRICULTURE FIELD

- **acceleration programs** for innovative ideas and projects
- experimentation of innovative tools for the transfer and certification of **non formal competences**
- **research and development**
- **inclusion** and networks



RESEARCH AND DEVELOPMENT



- **ANALISYS** of critical situations (environmental, social, economical)
- Identification/recognition of the **NEEDS AND NEW COMPETENCES** that are useful/needed to restart the peri-urban agriculture in a sustainable way
- Evaluation of the **IMPACTS of activities/plans**

PILOTS: INNOVATION OF PRODUCTS AND PROCESSES



- New products and new technologies for agricultural production based on **AQUAPONIC SYSTEM**
- A “**OFFICUCINA**” for transformation and processing of food
- New **LOGISTIC SOLUTIONS** for last mile transportation and waste management

SOCIAL LAB



NEW SYNERGIES among the existing territorial networks and the Open Innovation Hub in order to include and integrate the most fragile categories of population

COMMUNITY'S AGRICULTURE, and education aimed to improve the knowledge on agriculture

CAPACITY BUILDING

PROMOTING CULTURAL CHANGE AND HYBRIDIZATION BETWEEN RESEARCH, COMPANIES, NON-PROFIT, PA

COWORKING

SHARED WORKSPACES AND SERVICES FOR INNOVATIVE STARTUPS AND SMES

PUBLIC EVENTS

MEETING, ENGAGEMENT WORKSHOPS (HACKATHONS, INNOVATION LABS)

BUSINESS INCUBATOR

DEVELOPING THE AGRIBUSINESS SECTOR THROUGH NEW AGRI-FOOD VALUE CHAIN CREATION; CREATING ENTREPRENEURS THROUGH INCUBATION

OPEN AGRI

COMMUNITY HUB

FOSTERING GREATER LOCAL COMMUNITY ACTIVITY AND BRING RESIDENTS, THE LOCAL BUSINESS COMMUNITY, AND SMALLER ORGANISATIONS TOGETHER TO IMPROVE THE QUALITY OF LIFE IN THE AREA

OFFICUCINA

BLENDING CULINARY TOOLS WITH 3D PRINTERS, LASER CUTTERS, SENSORS, AND MORE.

R&D/THINK TANK

BRIDGING POLICY IDEAS AND KNOWLEDGE WITH OTHER RESEARCHERS AND INSTITUTIONS

SCENARIO BUILDING FOR NOSEDO FARM...

A STRATEGIC PARTNERSHIP



CITY OF MILAN (lead partner) + 15 PARTNERS

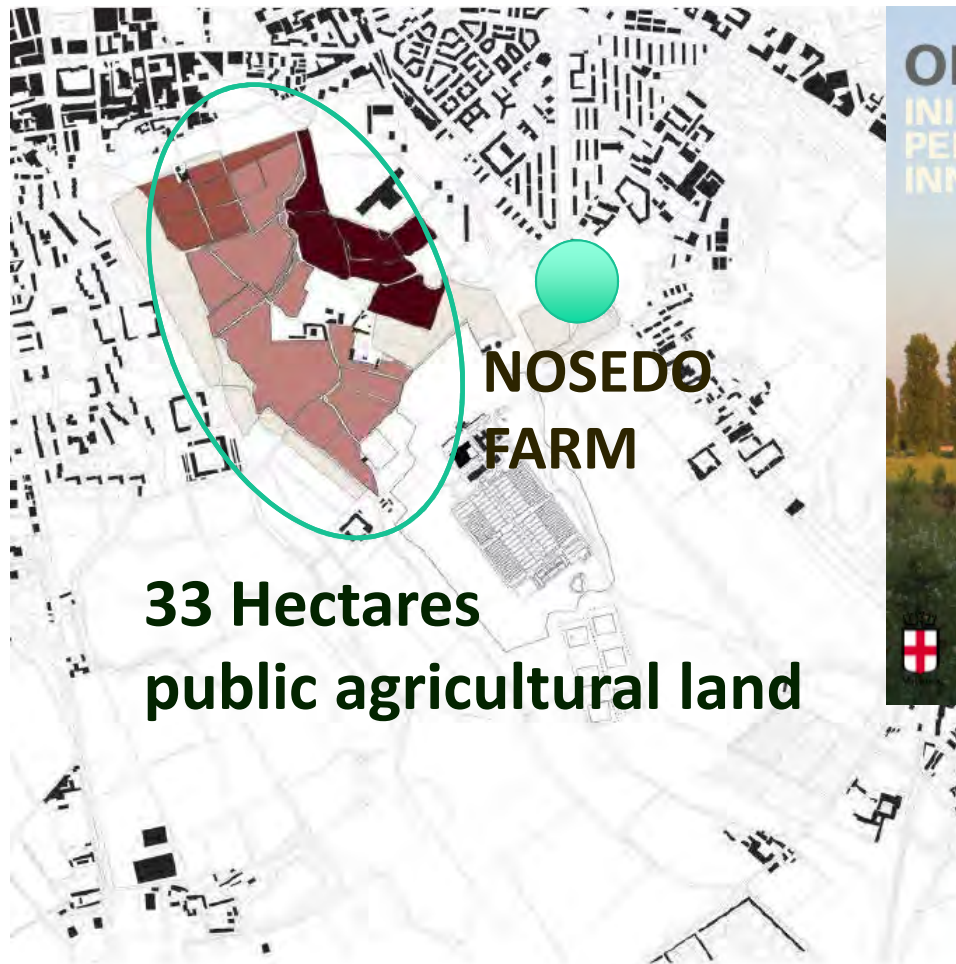
CHAMBER OF COMMERCE OF MILAN; MILAN POLYTECHNIC FOUNDATION; PTP SCIENCE AND TECHNOLOGY PARK

- UNIVERSITY OF MILAN – FACULTY OF AGRICULTURE (UNIMI)
- POLYTECHNIC OF MILAN (POLIMI)
- AVANZI, S.R.L.
- CINECA
- FUTURE FOOD INSTITUTE TRUST (FFI)
- IMPATTO ZERO, S.R.L.
- LA STRADA, SOCIAL COOPERATIVE
- SUNUGAL ASSOCIATION
- POLIEDRA
- IFOA – TRAINING INSTITUTE FOR ENTERPRISES OPERATORS
- MARE IMPRESA SOCIALE, S.R.L.
- FOOD PARTNERS, S.R.L.

OPEN PUBLIC CALL IN TWO PHASES



Selection of projects and innovative ideas to be developed within a **testing laboratory** aimed at **co-design an integrated model of intervention** that combines objectives of innovation and creation of new entrepreneurship in the agri-food sector in Milan



**33 Hectares
public agricultural land**

OPENAGRI.
INIZIAMO A SEMINARE
PER RACCOLGERE
INNOVAZIONE

30 ettari di terreni agricoli e un percorso di pre-incubazione per chiunque abbia voglia di sperimentare progetti imprenditoriali per una agricoltura 2.0

E' online sul sito del Comune di Milano il bando che raccoglierà manifestazioni di interesse a partecipare a un Laboratorio di sperimentazione dove testare idee e progetti innovativi in ambito agrifood, dove ricreare un rapporto tra città e campagna attraverso il cibo e la valorizzazione del paesaggio e del territorio, dove far incontrare tradizione e innovazione per costruire insieme nuove traiettorie di sviluppo.

LEGGI IL BANDO E PARTECIPA!

L'iniziativa è promossa nell'ambito del progetto europeo OpenAgri. New skills for new Jobs in periurban agriculture finanziato sul bando Urban Innovative Actions - UIA, di cui l'Amministrazione è capofila, con la partecipazione di: Camera di Commercio, Industria, Agricoltura e Artigianato di Milano, Fondazione Politecnico di Milano, Fondazione Parco Tecnologico Padano, Università degli Studi di Milano, Politecnico di Milano, Avanzi s.r.l., Oneca, Future Food Institute Trust, Impattozero Srl, La Strada Società Cooperativa Sociale, Associazione Sunuga, Poliedra Centro di servizio e consulenza del Politecnico di Milano, IFOA - Istituto Formazione Operatori Aziendali, Mare s.r.l. Impresa sociale e Food Partners s.r.l.

<http://www.uia-initiative.eu/en/city/milan>

- Aree agricole fuori bando
- Aree a bando erbacee
- Aree a bando non coltivate
- Aree a bosco

WHAT THE CITY OF MILAN OFFER



Free temporary use of 33 hectares of agricultural land around Cascina Nosedo



An extensive program of acceleration and pre-incubation activities, advanced training, mentorship and strategic networking, depending on the characteristics and the maturation of individual projects.

TIMELINE:



SEPT 2017: PHASE 1: **50** PROJECT PROPOSALS

OCT 2017: PHASE 1: SELECTION OF **27** PROJECT PROPOSAL TO PHASE 2

NOV 17: PHASE 2: **workshop** with the **27** proposals admitted to phase 2 of the call. The candidates had the opportunity to describe their proposals during a public pitch, evaluate possible synergies between projects and receive suggestions for the drafting of the in-depth design documentation for phase 2

DEC 2017: PHASE 2: **18 projects** admitted to the final phase.

JAN 2018: **workshop** with project designers and OpenAgri partners.

MAR 2018: launch of **training, acceleration and pre-incubation** activities by the partners



WHO



18 PROJECTS and 3 THEMATIC CLUSTERS OF PROJECTS:

- ✓ new productions and agro-systemic services (5 projects),
- ✓ technological innovation in the agri-food chain (8 projects),
- ✓ sharing economy and social innovation (5 projects)

- 13 aspiring new entrepreneurs,
 - 3 already established companies
 - 2 non-profit organizations and associations.
- 6 projects involving vulnerable population

Land request:

PHASE 1: 100 ha

PHASE 2: 60 ha



33 hectares

assigned at
the final stage

THE BENEFITS FOR MILAN

- Some of the goals set by the Food Policy of the City of Milan will find concrete opportunities for development
- Milan will strengthen its international position in the field of agri-food policies
- Another farmstead will be renewed and brought back to the city
- Milan and its surroundings will benefit from a new integrated HUB that will offer services to enterprises, training and research, food culture, social relationships.

THANK YOU !

andrea.patrucco@comune.milano.it

<http://www.uia-initiative.eu/en/city/milan>