

RUMORE - Rural-Urban partnerships MOTivating Regional Economies

Lombardy Region Action Plan

INDEX

1	Introduction to RUMORE project in Lombardy Region.....	2
1.1	Territory target.....	2
1.2	Stakeholders involved.....	8
1.3	Policy Instrument.....	9
2	Main goal of the Regional Action Plan and strategy	10
2.1	Main goal of the Action Plan	10
2.2	Sub-goals and results.....	11
2.3	Urban-rural innovation focus	11
3	Concept behind the Action Plan	12
4	Action Plan structure	13
4.1	From macro-themes to actions	13
4.2	Action plan synthesis scheme	14
4.3	Background.....	15
5	Description of actions	20
5.1	Action 1 – Agro-Creative matches.....	20
5.2	Action 2 – Agro-Green networks events	24
5.3	Action 3 – Rural urban guidelines for the ROP ERDF 2014-2020 period.....	27
5.4	APPENDIX TO ACTION 3: Policy recommendations for ERDF ROP 2021-2027 period	30
5.5	Action 4 – Rural urban planning recommendations	32
6	Managing authorities’ signatures and endorsements	36

Part I – General information

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Part II – Policy Context

The Action Plan aims to impact:	“Investment for Growth and Jobs programme”
Name of the policy instrument	European Regional Development Fund’s Regional Operational Programme (ERDF ROP) 2014-2020 for the Region of Lombardy

Part III – Details of the actions envisaged

1 Introduction to RUMORE project in Lombardy Region

Lombardy Region intends to implement RUMORE project (Rural-Urban Partnerships Motivating Regional Economies) through specific strategy that identifies a territory target, specific stakeholders involved and a regional policy instrument.

1.1 Territory target

RUMORE territory target is identified on the Metropolitan City of Milan area.

The territorial reference area of the RUMORE project is the **Metropolitan City of Milan**, located in the heart of the Lombardy Region (one of the “4 engines of Europe”) and bordered to the east by the Adda River and to the west by the Ticino River. Inside, the hydrographic system is one of the main characteristics that allowed agriculture, in the past, to develop mainly in the flat part of the region.

It borders to the north with the provinces of Varese and Monza and Brianza and to the south with the provinces of Lodi and Pavia. The entire region and the Metropolitan City - which contains the Municipality of Milan - are characterized by their complexity and diversification: they are at the same time very dense and very rural.

	Milano	Metropolitan Area	Lombardy Region
Area (sq km)	182	1.576	23.863
Inhabitants (2017)	1.351.562	3.218.201	10.014.829
Density (2017)	7.440	2.042	420
Average income per tax payer (2016), Euro	30.737	23.278	19.978

Moreover, the Metropolitan City has about 41% of urbanized areas and 51% is instead rural area. The semi-natural areas cover the 6.5% and the water bodies about 1.5%; the regional parks extend over an area of 768.8 sqkm.

Within the Metropolitan City, the agricultural area is 75,000 hectares and there are 2,822 farms. Of these, 178 (+ 7 non-agricultural) work within the Agricultural Districts (6.3% compared to the number of companies but 22.9% in terms of area) whose establishment is envisaged by the Lombardy Region (regional law 31/2008). At this stage, there are 5 Rural Districts.

The Metropolitan City of Milan consists in 133 Municipalities, 79 are part (also partially) of the 5 rural Districts currently recognized by the Lombardy Region:

- DAM, Rural District of Milan,
- DAVO, Rural District of Olona Valley,
- DINAMO, Rural District of three waterways of Milan,
- Riso&Rane, Rural District "Rice & Frogs.
- DAMA, Rural District of Adda Martesana.

Fig.1. The 5 Rural Districts of the Metropolitan City of Milan

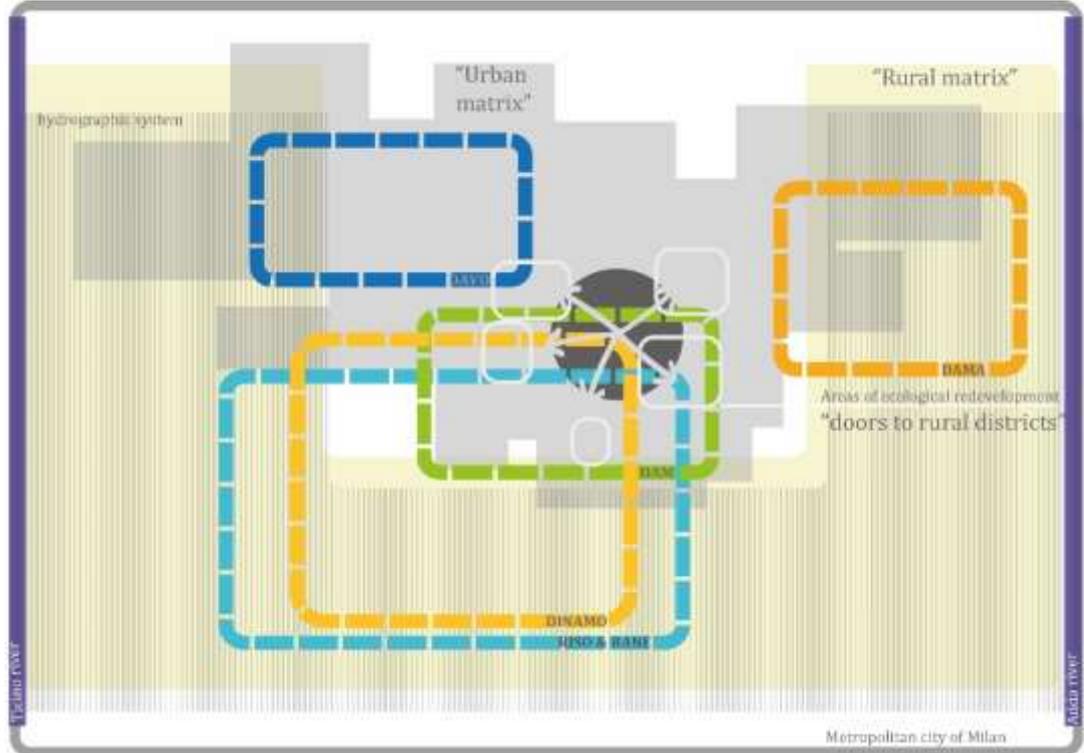


Source: own processing

The objective of the project to enhance, consolidate and strengthen rural areas - also in the light of their recent reorganization in rural Districts - to *bridge the gap* taken rural areas with respect to the strength of urban areas, is a path that can be said to be parallel (but also complementary) to that undertaken by the Lombardy Region itself since the approval of the regional law 31 / 2014 "Provisions for the reduction of land consumption and for the redevelopment of degraded soil".

The urban *pressures* on agricultural territories meet and clash - especially within the Metropolitan City of Milan - with an urban-rural territorial matrix that, in addition to its agro-food production capacity, is the bearer of multiple values, including the historical-cultural and social stratification of the agricultural landscape as well as the provision of ecosystem services.

Fig.2. Scheme of the metropolitan "system"



Source: own processing

Careful readings of the landscapes inherited from the past, including the archeology of the landscape, allow complex palimpsests to emerge, housing cultural heritage and essential memories. This is a territorial capital that can be exploited as a factor of competitive development (first and foremost, but not only, for the tourist economy), and as a factor for consolidating identity ... memory plays a fundamental role in the demand for conservation of the territory historical and its values, an unavoidable landing point of an evolutionary path that has been inspired by the attention to monuments and artistic and cultural heritage (typically in the Gubbio Charter of the ANCSA, 1960) to progressively widen to the landscape and territorial contexts (Gambino, 2017).

Some stakeholders that are attentive and sensitive to the issues of bioeconomy, the circular economy and more generally innovation in the agricultural and agri-food sectors have already been identified. These actors are, in addition to the many institutional and academic subjects, a cluster present in the territory, Lombardy Green Chemistry Association (LGCA). Known as the Green Chemistry Cluster, it was born with the mission of developing the bioeconomy sector at the regional level, acting as an interlocutor with the national level for the definition and implementation of policies to support innovation in the bioeconomy field.

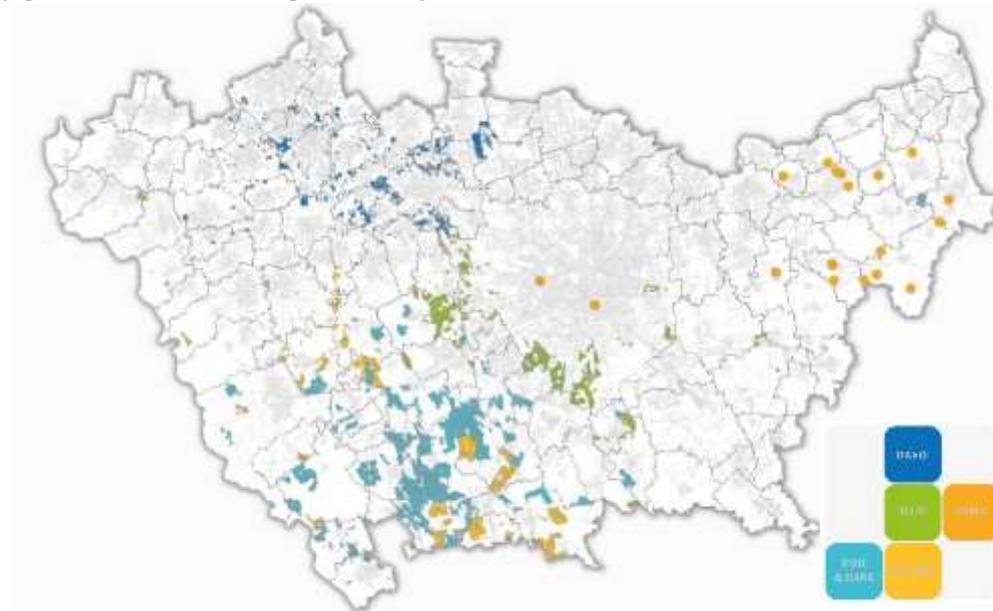
How these souls can coexist is a formula yet to be discovered, what the following data can do is only reconstruct these matrices and identify the reciprocal relationships that could, in the implementation phase, confirm the current situation or testify - if properly monitored - the possible turnabout that has been expected for many years now, from the local (municipal and inter-municipal) to the regional (as evidenced by recent regulatory changes), to the European one which, at least in this programming season now at term, has kept profoundly distinct the interventions directed to the urban areas in comparison to those oriented to the agricultural ones making even more complex the already in itself not easy coexistence between the two worlds.

Some initial data can contribute to the representation of the agricultural territory at a regional and then metropolitan level, to then arrive at a municipal-scale analysis.

If we consider the number of Lombard farms in 2010 we can see that most of these are directly managed by the farmers (50.687, 93% of the total) and operate on 83% of the Utilized Agricultural Area (SAU), corresponding to 75% of the Total Area (ST). Compared to the number of companies, despite having decreased by one third compared to the previous Agricultural Census (2000), the predominance of individual companies (82%) is confirmed, even if simple companies have increased by 23% in the same time period, passing from 6,537 to 8,084. Finally, it should be pointed out that the joint-stock companies have exploded, going from 305 in 2000 to 677 in 2010, reflecting a new interest in investing in this type of activity. Analyzing, in relation to the form of management, the type of management of agricultural areas within the metropolitan city of Milan (the data of the cartographies refer to 2015 from source SIARL - Agricultural Information System of the Lombardy Region, while the data sources tables are updated to 2018 and made available through the Lombardy Region Opendata portal), it is clear that rent is more prevalent than the ownership of the agricultural fund in more than half of the registered agricultural parcels.

Fig.3. The distribution of rural districts within the metropolitan city of Milan. In the representation the agricultural areas belonging to the rural Districts divided into 4 + 1: for DAM, DAVO, DINAMO and RISO & RANE the representation is polygonal (particles updated to 2013) while for the DAMA District (the last constituted) some

elements are highlighted punctual at the legal offices of the relative companies (agricultural and non-agricultural).

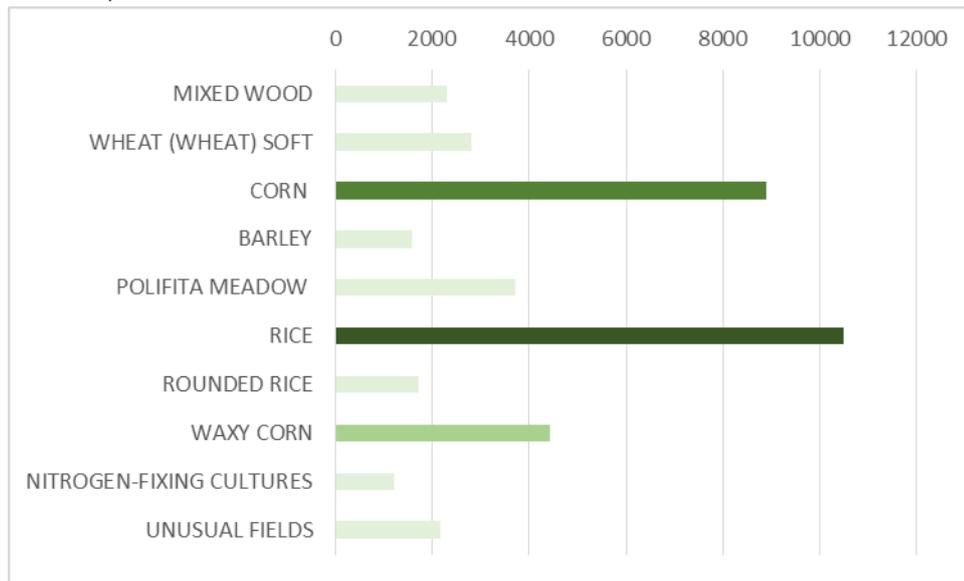


Source: processing on UTR data (regional territorial office), Lombardy Region

To have a more complete picture of the consistency of the production, it is possible to extract the data related to the main agricultural productions. However, some methodological clarifications are needed. Data are available on the presence of agricultural areas belonging to the Rural Districts from which it was possible to identify the respective Municipalities to which they belong. For simplicity, a distinction was made between Municipalities belonging to rural districts and Municipalities located outside their perimeter. However, from an estimate derived from the data provided by the rural districts themselves, it can be said that about one third of the agricultural areas of those municipalities can be identified as a territory belonging to one of the five accredited rural districts.

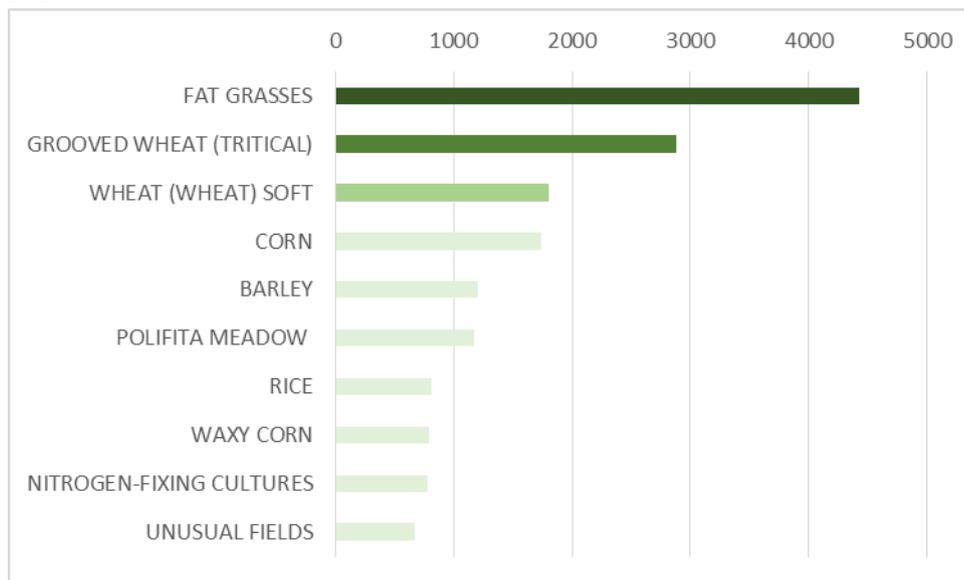
The prevailing crops, in the two areas identified above, show some differences. It can be seen in the following figures that if in the first case rice, grain maize and waxy maize prevail, in the second category of municipalities the most cultivated are grasses, segregated wheat and soft wheat.

Fig.4. Main agricultural products within the Municipalities belonging to rural Districts, 2018



Source: elaboration on SIARL data, Lombardy Region

Fig.5. Main agricultural products in municipalities not belonging to rural districts, 2018



Source: elaboration on SIARL data, Lombardy Region

1.2 Stakeholders involved

RUMORE involved a diversified group of stakeholders in Milan area. Anyway RUMORE identified direct players of the Action Plan that are directly involved on actions: the Rural Districts in metropolitan area of Milan and Lombardy Green Chemistry Association.

The Rural districts in metropolitan area of Milan are five:

- **DAM:** Rural District of Milan. Within the administrative boundaries of the City of Milan.
- **DAVO:** Rural District of Olona Valley. On the north-west area of the Metropolitan City of Milan, following the Olona river.
- **DINAMO:** Rural District of three waterways of Milan. On west / south-west of Metropolitan City of Milan and in the northern part of Province of Pavia, located among the Naviglio Pavese, Ticino river and Villoresi canal.
- **Riso&Rane:** Rural District "Rice & Frogs". On south-west of Metropolitan City of Milan.
- **DAMA:** Rural District of Adda Martesana. On east area of Metropolitan City of Milan.

The **Lombardy Green Chemistry Association (LGCA)** is the cluster identified to be an active RUMORE stakeholder among the technological clusters of the regional Smart Specialization Strategy. LGCA was founded by four entities: Consorzio Italbiotec, Innovhub-SSI, Milan Polytechnic, University of Milan, and identifies Green Chemistry as the bioeconomy engine key for the sustainable use of renewable raw materials in Lombardy Region. The mission of LGCA is the development of bioeconomy at regional level and it's the reference point and the interlocutor of regional and national authorities for the definition and implementation of policies to support innovation in the bioeconomy field.

1.3 Policy Instrument

Lombardy Region - ROP ERDF 2014-2020.

- **AXIS I – Goal. 1b - Action I.1.b.2.1:** "*Innovation* line to support the economic enhancement of innovation through the experimentation and adoption of innovative solutions in processes, products and formulas organizational, as well as through the financing of the industrialization of research results."
- **AXIS III – Goal. 3a - Action III.3.a.1.1:** "Support interventions for the *creation of new businesses* both through direct incentives and through the offer of micro-finance services and interventions".

The **ERDF Regional Operational Programme 2014-2020** for the Lombardy Region promotes a smart, sustainable and inclusive growth model that is in line with the objectives defined in the Europe 2020 Strategy and the regional development policies. It aims at boosting the productivity and competitiveness of the local enterprises and the entire territorial system.

The Programme focuses on seven consistent and integrated priority Axes, consisting of one or more specific objectives, which are directly linked to the activities co-funded by the Programme. The development of the entrepreneurial and research system in Lombardy is covered by **Axis I "Strengthening research, technological development and innovation"**, and **Axis III "Promoting the competitiveness of SMEs"**.

Similarly as the RIS3 Strategy, the ERDF Regional Operation Programme places a **strong emphasis on high tech clusters in the specialisation sectors**. These are mainly focusing on urban areas and do not include potential stakeholders located in peripheral areas (e.g. research and education institutes and rural enterprises). At the same time, the presence of **Rural Districts in peripheral areas provides great new opportunities for innovation**. It is hence important to develop the cluster and innovation strategies in Lombardy Region in the sense of urban-rural partnerships in order to foster the competitiveness of the peri-urban economy. The cooperation is furthermore an important policy against the consumption of land since a more innovative, diversified and resilient rural economy is the first protection against real estate expansion and urban sprawl.

2 Main goal of the Regional Action Plan and strategy

2.1 Main goal of the Action Plan

On the territory of the Lombardy Region, the RUMORE project aims at making **SMEs located in peripheral areas of the Milanese metropolitan City more competitive**, also as an active policy against soil consumption: the main goal is to make the economy of peripheral areas more innovative and diversified - and therefore more resilient. Lombardy Region intends to support the **evolution of agricultural companies towards the supply of new services**, which increase their functional mix. It is a process that happens by innovating the agri-food sector with local processing, product distribution and supporting the combination of the agri-food sector with tourism, energy, cultural&creative enterprises, for the provision of social and environmental services.

To achieve the goal of making SMEs located in peripheral areas of the Milan metropolitan area more competitive, efforts will be made to **bring together clusters of companies** established in these areas (i.e. **Rural Districts**) with the **technological clusters** of the regional *Smart Specialization Strategy (S3)*¹, with particular reference to those of the Agribusiness and Green Chemistry sector.

¹ Lombardy Region, through a process of comparison and sharing with representatives of the business world, research, associations and institutions, identifies competitive advantages and technological specializations more consistent with the potential for innovation of its territory. It is based on an international vision sectoral framework for competence systems:

- Agrifood,
- Aerospace,
- Green chemistry,
- Power,
- Smart factory,
- Mobility,
- Life sciences,
- Technologies for smart communities,
- Technologies for living environments.

2.2 Sub-goals and results

The main result will be the creation of **new models and tools for the development of innovation of SMEs located in peripheral areas**, which can contribute to a more effective implementation of the ERDF ROP according to two synergetic sub-goals:

- To encourage technological Clusters to formulate proposals for actions more oriented to **cooperation with agricultural enterprises** on projects of innovation, diversification and business aggregation in disadvantaged peripheral areas.
- To favor the **aggregation between agricultural enterprises and innovative enterprises** (including startups and cultural and creative enterprises) in the peripheral areas, and to facilitate their access to the ROP ERDF measures as well as to other support tools for innovation.

2.3 Urban-rural innovation focus

Through the cooperation strategy between technological and agricultural clusters, the Lombardy Region intends to **enhance innovation in the rural-urban areas of the Milan metropolitan area** and make the local economies of this area more competitive. This happens through the development of already active partnerships and activating new ones: these elements represent **an important tool against the land consumption**, since innovative and resilient rural economies are a strong instrument of territorial governance and a first protection against an uncontrolled "urban" expansion.

The Action Plan also makes possible to **develop new urban-rural economies** able to demonstrating that agricultural land, through its diversified functional use, can also compete, from an economic point of view, with urbanization choices.

Rural Districts and high tech clusters could benefit from grants to **develop new services and innovative projects** in economic fields different from the agricultural one (e.g. tourism, education, culture and creativity, welfare, ecology and energy). This could strengthen the establishment of synergies between clusters and could encourage the creation of new partnerships in peripheral areas.

3 Concept behind the Action Plan

The Action Plan starts from two macro-themes that underlie the actions, which have been identified in the project work and that have been inspired by the cooperation in the local stakeholder group (in the context of the Milan Rural Metropolis Agreement) and the exchange with the international partners during the RUMORE international learning events.

The common keyword is identified on METRO as metropolitan city of Milan: the main target area addressed by the actions. The identified macro-themes are:

[METRORURAL] *Rurality* in the metropolitan area: a new paradigm for the territorial planning of peri-urban and urban-rural metropolitan areas.

This theme considers different connected sub-themes:

- *land use and territorial containment policies²;*
- *classification of rural-urban areas in regional planning policies;*
- *measures of reuse of abandoned buildings for new urban-rural economic activities;*
- *agro-ecological policies.*

[METROCIRCULAR] Circular economy in rural urban areas as an opportunity to develop agricultural and bioeconomy businesses. The theme is inspired by the circular economy policy adopted in Amsterdam area, main object of the exchange learning event. The theme is interesting for the following sub-themes:

- *agricultural waste as a resource;*
- *fight against the food waste;*
- *renewable bioeconomy;*
- *sustainable chemistry.*

² The Regional Council approved in December 2018 the Regional Territorial Plan (PTR), which is the last fulfillment for the implementation of Regional Law 31/2014 "Provisions for the reduction of land use and for the redevelopment of degraded land".

With these measures, the Lombardy Region has introduced a system of rules that propose, through regional, provincial and municipal planning, to reduce the consumption of land and to direct transformations towards urban regeneration, with the aim of concretizing the provisions of the European Commission , i.e. to reach a net occupation of zero by 2050.

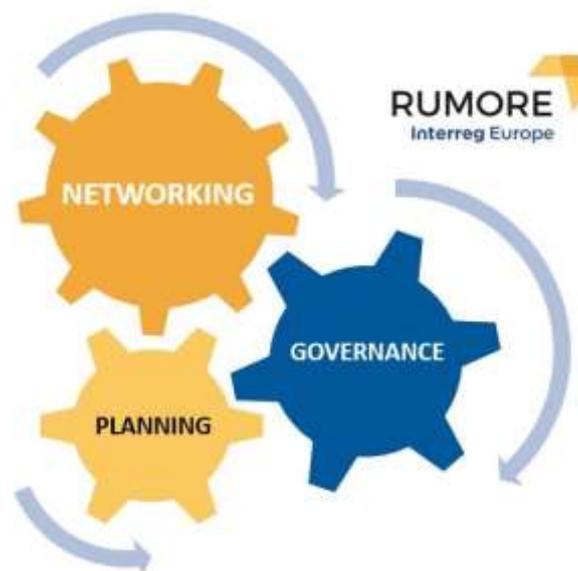
4 Action Plan structure

4.1 From macro-themes to actions

This section addresses by the above mentioned macro-themes and focuses on concrete actions, indicating the stakeholders to be involved in the implementation of each action and the expected main outputs on the ERDF ROP 2014-2020.

Starting from the two identified macro-themes, the plan is organized in 4 actions:

- 2 *networking* actions,
- 1 *governance* action;
- 1 *planning* action.



The *networking actions* involve RUMORE stakeholders with the aim of building new relationships between actors of different sectors, as a basis for future project and company collaborations.

The *governance action* intends to directly influence the policy instrument through indications for updating the instrument on the basis of the relationships born from the previous networking actions.

The *planning action* identifies an existing regional instrument of negotiated territorial planning (AQST “Milan Metropoli Rurale”) as a connecting element between private actors (rural Districts) and public actors (Municipalities, Metropolitan Cities, Park authorities, reclamation consortia) to update the plan of AQST rural urban development with the indications of RUMORE.

4.2 Action plan synthesis scheme

The following scheme indicates the 4 actions, beneficiaries, inspirations and main outputs.

	Macro themes	Action	Beneficiaries and stakeholders	RUMORE Good practices inspiration	Main output in relation to the Policy Instrument
1	[METRO RURAL] <i>networking</i>	Agro-Creative matches	Rural districts & enterprises Cultural and creative enterprises	<i>AgroDesignCluster</i> in Thessaloniki – Greece.	Project proposals submission to ROP-Programme for receiving fundings. New collaborations between creative companies and rural districts in metropolitan area.
2	[METRO CIRCULAR] <i>networking</i>	Agro-Green network events	Rural districts & enterprises LGCA – Lombardy Green Chemistry Association Innovation enterprises	<i>Technology Transfer Center</i> Elbe Weser <i>Green Knowledge Portal</i> Twente <i>American farm school</i> Thessaloniki	Project proposals submission to ROP-Programme for receiving fundings. New collaborations between farmers and green businesses/research centers.
3	[METRO CIRCULAR] and [METRO RURAL] <i>governance</i>	Rural urban guidelines for the ROP ERDF	Rural districts LGCA – Lombardy Green Chemistry Association University of Milan – Agriculture dept.	<i>Instock</i> (Amsterdam)	Project proposals submission to ROP for receiving fundings. Guide lines for Axis I managers on rural-urban aspects with focus on circular economy supply chain and food waste reduction to influence strategic program behind Axis I.
4	[METRO RURAL] <i>planning</i>	Rural – Urban planning recommendations	Lombardy Region Municipalities of the Milan metropolitan area Rural districts	<i>New Food Value Chains based on traditional products</i> (Central Macedonia)	Urban-rural strategic planning indications and projects as contributions for the update of the regional AQST “Milano Rural Metropolis”. Project proposals submission to ROP for receiving fundings.

4.3 Background

For each group of actions (networking, governance, planning) some preliminary data are provided, useful to know the starting situation of the urban rural metropolitan area of Milan.



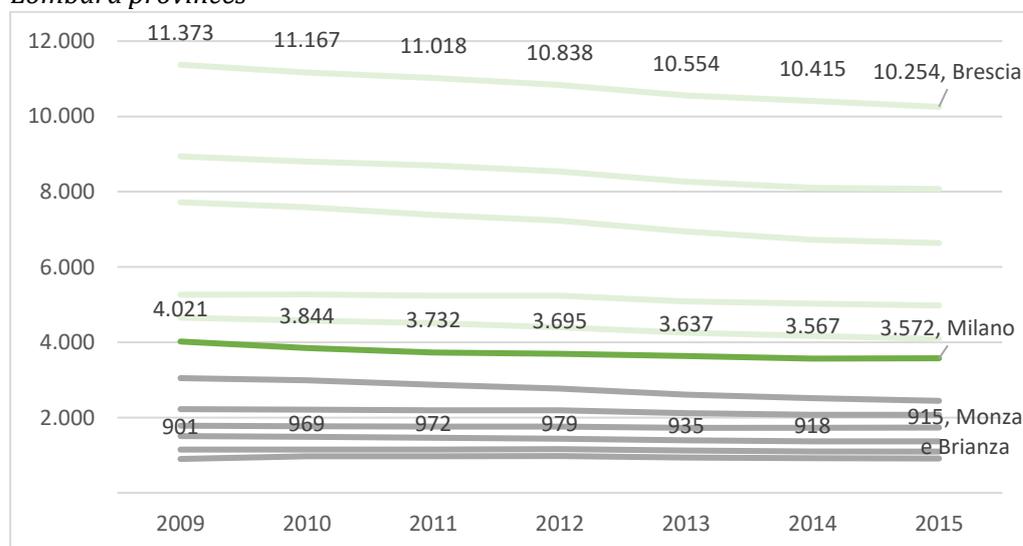
NETWORKING

This macro-action is aimed at supporting, facilitating and showing the opportunities related to new forms of entrepreneurship between apparently distant sectors but which may have interesting interactions.

It consists of two actions:

- Agro-creative matches,
- Agro-green network events.

Fig.6. Companies active in the activity sector "Agriculture, forests and fishing" in the Lombard provinces



Source: Processing of data from the Chamber of Commerce

Naturally, as far as the province of Milan is concerned, this is not the pilot sector: the one that has the highest number of active companies (2015 data) is the construction sector (40.080), followed by activities in the real estate field (30.231) and in the technical professions sector (24,154 companies).

With regard to the agricultural sector, the start-up of new businesses in 2015 amounted to 116 in the province of Milan. The highest number is recorded in the provinces of Brescia (232) and Mantova (205). In Milan (this is provincial data that is probably influenced by the important presence of the regional capital), the

start-up of companies in the field of "Wholesale and retail trade" prevails; repair of motor vehicles and motorcycles "(4,324, almost half of the overall regional value of the sector).

Tab.1. Number of agricultural enterprises in the Municipalities of the Metropolitan City of Milan

YEAR	NUMBER OF COMPANIES
2011	3722
2012	3693
2013	3636
2014	3566
2015	3571
2016	3564
2017	3562

Source: processing of Infocamere data, PoliS-Lombardia

Analyzing only the Municipalities that have portions of agricultural territory within their borders, the following companies are present as of 2017:

- DAM, 28
- DAMA, 166
- DAVO, 380
- DINAMO, 190
- RISO & RANE, 157



GOVERNANCE

The action intends to influence the identified policy instrument inspiring future calls of Axis 1 of ROP ERDF about topics developed by RUMORE: the economic development of urban-rural areas and the implementation of circular economy initiatives and projects. For Axis 1 the document to be influenced and updated is the Research and innovation work program (RIWP), the strategic document that identifies macro and specific themes of development of innovation in Lombardy. As a starting framework, at present the projects financed on this axis have been spent on the basis of the type of beneficiary in Metropolitan area of Milan as target area of RUMORE project (feb, 2019):

Tab.2. Number of projects eligible for funding by beneficiary typology – Axis I

	BIG ENTERPRISES	ENTERPRISES	PRIVATE RESEARCH INSTITUTE	PUBLIC RESEARCH INSTITUTE	SMEs	Tot.
AXIS I						
TOTAL	31	257	28	102	134	552

Source: processing of Lombardy Region data

As evidence of the fact that it is the axis related to innovation and research, the largest number of projects funded through the resources of Axis I refers to projects for new patents (118) and to follow Research agreements (110). SMEs, in particular, have responded to calls for research agreements, research and development line for aggregations and smart fashion and design.



PLANNING

In relation to the planning action, the action intends to foster relations of design collaboration between rural districts and the public sector represented in the framework of the regional negotiated programming instrument AQST Milan Metropoli Rurale.

With respect to this action, the data identified are linked to the broader theme of sustainability of the projects put in place and attempt to offer a framework starting from which the subjects involved could draw inspiration to develop shared territorial enhancement paths that take into account the many potential already present. It is therefore an attempt at systemization which, oriented to the theme of agro-food, returns a photograph of the different types of cultivation and production (traditional and organic) on the territory of the Metropolitan City of Milan. It should be underlined, as a starting point, that the surface area represents only 6% of the regional territory but of this percentage almost half of the land is cultivated with biological system (46%) and there is a 5% that at present (data 2018) is in conversion towards forms of organic farming; the provinces with the highest percentages of organic farming are in the order Lodi (76%), Mantova (73%) and Monza and Brianza (70%).

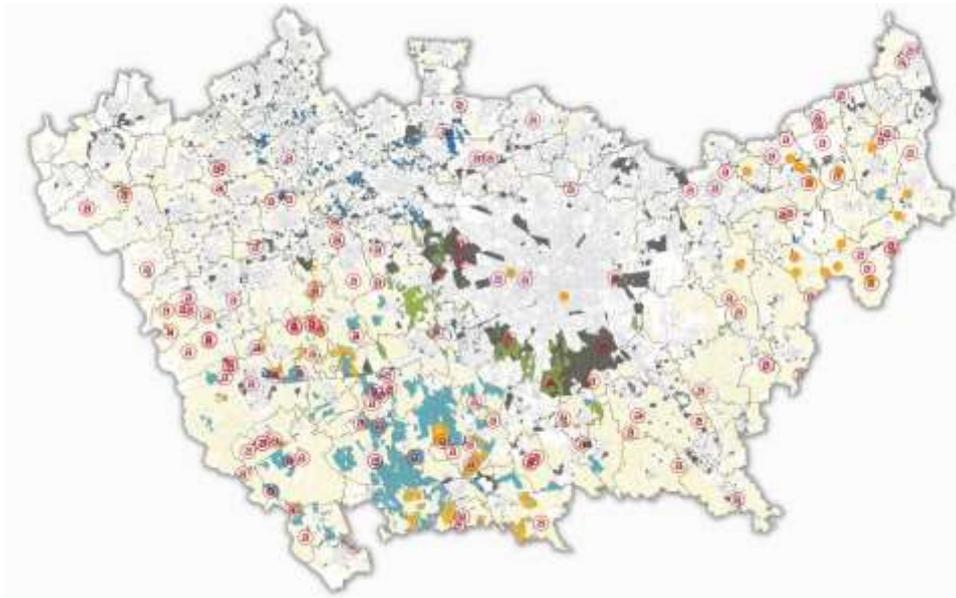
Within the metropolitan area, the regional list of biological operators registers 410: many of the municipalities where these companies are located are also municipalities belonging to the districts.

Of the almost 190 companies for which the type of production is identified, 52% deals with plant production, 22% concerns importing companies and 10% falls into the dual category of livestock and plant production.

Further information can be retrieved from the regional list of farms. Also in this case the source is the Opendata portal of the Lombardy Region, in addition to the Geoportal itself.

If the data on the farmhouses overlap with the agricultural matrix, it can be seen that many of these fall into areas that are close (or even coincident) with the rural districts of the metropolitan city.

Fig.7. Localization of farmhouses in the metropolitan area



Source: elaboration on data of the Lombardy Region Geoportal, Lombardy Region UTR

In particular, those classified (from Opendata source) as educational farms are shown below.

Tab.3. The educational farms of the Metropolitan City of Milan

TIPOLOGY	NAME	MUNICIPALITY
FARMHOUSE	Cascina Caremma	Besate
FARMHOUSE	Agriturismo Culturale e Didattico Murnee	Busto Garolfo
FARMHOUSE	L'Aia	Cassinetta di Lugagnano
FARMHOUSE	Cascina Battivacco	Milano
FARMHOUSE	Cascina Fiorentina	Morimondo
FARMHOUSE	Cascina Selva	Ozzero
FARMHOUSE	Società agricola Cascina Salazzara S.S.	Pontevecchio di Magenta
FARMHOUSE	Panizzari Angelo	San Colombano al Lambro
FARM	Fattoria Didattica Cascina Castellazzo	Basiano
FARM	Vivai Natura	Basiglio
FARM	Il Regno dei Rapaci	Gessate
FARM	Il Tenchio	Lacchiarella
FARM	Agriturismo Didattico Paloschi	Milano
FARM	Cascina Bullona	Ponte di Magenta
FARM	Cirenaica	Robecchetto con Induno
FARM	Le Cave del Ceppo	Trezzo sull'Adda
FARM	Femegro	Zibido San Giacomo
AGRICULTURAL SOCIETY	Guzzafame	Gaggiano
AGRICULTURAL SOCIETY	Cascina Codazza	San Zenone al Lambro

Source: processing on data from the Lombardy Region Opendata

5 Description of actions

5.1 Action 1 – Agro-Creative matches

Name	<p><i>Please name the action.</i></p> <p>“Agro-Creative matches” [NETWORKING ACTION]</p>
Planned activities	<p><i>Please explain in detail what exact activities you plan to carry out in order to implement this action.</i></p> <p>The action consists of training workshop events with the aim of transferring <i>design thinking</i> and <i>cross-innovation concepts</i> to agricultural enterprises within rural metropolitan districts.</p> <p>The action gives the opportunity to create active collaboration between agricultural entrepreneurs and creative&cultural enterprises (freelance, young creative professionals and studies in the fields of design, communication and visual arts, architecture, cultural management).</p> <p>Financial and environmental aspects completes the framework on which needs and solutions will find a match.</p> <p>Agro-Creative matches will be organized on the following temporally consequent stages:</p> <p>1 Needs Analysis</p> <p>The workshop events will have a start focus on the analysis of needs to be matched to solutions and proposals brought by creative&cultural companies in a second stage.</p> <p>The workshops will be led by facilitators from universities through participatory planning and design thinking. The outputs will consist on the identified and correctly formulated needs from the rural districts as starting point for a call-for-ideas managed by the facilitators and directed to creative&cultural companies.</p> <p>Specific workshops will be organized on local landmarks spaces: one for rural districts localized on west Milan metropolitan area, one for rural districts of east and from city of Milan area.</p> <p>2 Tailored-made solutions</p> <p>Creative and cultural companies will submit the proposals for products or services that meet the needs expressed by rural districts. Partnerships will be created between the two types of companies and the teams will be organized with the necessary skills for the development of solutions ideas in tailored-made projects.</p> <p>3 Financial feasibility</p> <p>Each developed projects will end with a correspondent project budget, developed to test the product or the service on a specific phase of the supply chain in which will be adopted.</p>

	<p>These tutoring activities will be organized on a support path led by creatives, marketing and financial advisors. The aforementioned solutions will be developed in order to be financed within the ROP ERDF calls.</p>
<p>Challenge addressed</p>	<p><i>Please explain to which of the needs for improvement in the territorial situation (as mentioned in the application) the action contributes to.</i></p> <p>The needs explicated by Lombardy Region before starting RUMORE project consider different levels of problems that this action can contribute to solve:</p> <ul style="list-style-type: none"> ▪ <i>support and stimulate the economic development of SMEs and on the long term preserve and create jobs in the rural and peripheral areas where unemployment is higher than in the urban cores;</i> ▪ <i>preventing the excessive use of land and urban sprawl;</i> ▪ <i>land as the economic basis for food, tourism, recreation economies;</i> <p>Starting from this point, the challenge of “Agro-Creative matches” action is to support the cross-fertilization process between clusters of traditional companies (i.e. rural districts) and cultural-creative industries using co-design tools and other creative methods applied to rural-urban entrepreneurship, with the idea of generating opportunities for innovation for both sides and preserving rural lands.</p> <p>The Milan metropolitan rural territory can be an application area in response to the innovation needs expressed by the rural districts in terms of communication and interaction with new markets and customers in the agri-food chain.</p> <p>On the other hand, creative cultural enterprises will enlarge their panel of actors to collaborate with, not focusing in the urban areas but exploring rural and peri-urban territories as new markets.</p> <p>The indirect result of the action is a hybridization of markets and the supply chain, with positive outcome for the economic development of peri-urban and urban-rural territories.</p>
<p>Interregional inspiration</p>	<p><i>Please describe here the lessons learnt from the project and the exchange with the other partner regions that inspired the development of the present action.</i></p> <p>From the RUMORE good practices, the action finds inspiration from the <i>AgroDesignCluster</i> in Thessaloniki – Greece, presented at PP meeting in Almelo and in PP meeting in Milan.</p> <p>Considering the differences with Milan metropolitan area, the aspects of interests are the following:</p> <ul style="list-style-type: none"> - The entrepreneurial platform: bringing local creative industries in closer cooperation with the agri-food producers to activate cross-sectorial knowledge;

	<ul style="list-style-type: none"> - Urban-rural territorial exchange process between clusters of producers (mainly located in rural or peri-urban areas) with creative professionals (mainly located in cities). The exchange considers also the final users of products: rural territorials around cities will be considered not just a space to passing through but a place for urban citizens and consumers; - Projects focused on financial and marketing aspects: developing new business ideas and starting from local regional products. - Different formats: not just web platform services but exhibitions and live events.
<p>Players involved</p>	<p><i>Please indicate the organisations in your region involved in the development and implementation of the action and explain their role.</i></p> <p>“Agro-Creative matches” considers of two groups of actors at different levels:</p> <ul style="list-style-type: none"> - Direct players; - Supporting players. <p><i>Direct players:</i></p> <p>The action will be initiated by Lombardy Region and UnionCamere with a public call to identify facilitators through a public call:</p> <ul style="list-style-type: none"> ▪ Five Rural metropolitan districts and their affiliated enterprises: DAM – DAVO – DINAMO - DAMA - Riso&Rane, related agricultural enterprises and not agricultural ones. These actors are the protagonists of the identified needs and the test-bed on which to test the proposed solutions. ▪ Cultural and creative enterprises in Milan area. Urban players offered to the rural world, as a new market on which to appear and start new business collaborations. <p><i>Supporting players:</i></p> <ul style="list-style-type: none"> ▪ Lombardy Region: Autonomy and Culture - Heritage Structure and Cultural Enterprises: considering the experience of this sector in other cross-sectorial processes, ▪ University: Role of facilitators for the matches in each process phase and to activate the right skills needed.
<p>Timeframe</p>	<p><i>Please specify the time frame for the implementation of the action.</i></p> <p>The action is organized in three phases that embraces an overall period of 6-8 months. The action starts in the second half of 2019 and continue on 2020.</p>

Costs	<p><i>Please specify the costs related to the implementation of the action.</i></p> <p>The costs of the planned action are related to: facilitation activities by universities and other experts, financial support for tests. The costs are estimated in 40.000 euro.</p>
Funding source(s)	<p><i>Please explain how and by what sources the action will be financed.</i></p> <p>The action can be financed by Union of Chambers of Commerce with Lombardy Region, in bilateral agreement for the economic enhancement of businesses.</p>
Urban-rural aspects	<p><i>Please explain the rural-urban nature of the action and how this action contributes to improve rural-urban cooperation in your region.</i></p> <p>The agro-creative matches will impact directly on urban-rural and peri-urban territory of the Milan area. The identified farmers will cooperate with urban creative and cultural industries in order to improve products and services in this area. This “win-win” situation will offer new opportunities for each stakeholder involved that will benefit from the effects of the collaboration.</p>
Innovative character	<p><i>Please describe why this action is innovative for your local context.</i></p> <p>The effects of this action are related on the hybridization of businesses acting together in urban and rural areas.</p> <p>New business solution will be identified by the participants for rural urban problems related to the enhancement of the metropolitan territory.</p> <p>Cross-sectoral approach between agriculture and creative enterprises is an unprecedented activity in the Lombardy context and represents a breaking action compared to the traditional concept of relationship between customer and supplier. In this sense, considers the two categories of actors as partners of a co-development process of a new potential project.</p> <p>Another innovative aspect is the redefinition of the relationship between the city of Milan and the metropolitan context, often in the past centripetal and therefore focused towards the center of the metropolis. The action helps move some interests to the metropolitan area through new urban actors that can influence the development of rural territories.</p>
Monitoring	<p><i>Please describe how you will monitor the results of this activity.</i></p> <p>The results from the action will be monitored at different stages:</p>

	<p><i>Phase 1:</i> number of entrepreneurs involved, number of matching events organized.</p> <p><i>Phase 2:</i> Number of partnership activated, number of tailor-made projects developed.</p> <p><i>Phase 3:</i> Number of project budget developed.</p> <p>General assessment: qualitative final report.</p> <p>The responsible for monitoring the action will be Lombardy Region: Autonomy and Culture - Heritage Structure and Cultural Enterprises, with the support of UnionCamere.</p>
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5.2 Action 2 – Agro-Green networks events

Name	<p><i>Please name the action.</i></p> <p>“Agro-Green Network events” [NETWORKING ACTION]</p>
Planned activities	<p><i>Please explain in detail what exact activities you plan to carry out in order to implement this action.</i></p> <p>As for action 1, cooperation and networking are the main goals of this action that intends to create new partnerships and opportunity for agricultural entrepreneurs and actors of the Lombard Green Chemistry Cluster – LGCA in the field of the bioeconomy and circular economy.</p> <p>The action consists on the organization of an exchange event for companies that want to communicate developed products and services in the value chain of the bioeconomy industry cooperating with the resources of agricultural entrepreneurs, especially within rural districts. The tool for matchings needs and opportunities is the event <i>“Bioeconomy Dialogues”</i> that will be organized by LGCA and involve different regional stakeholders in green chemistry and bioeconomy as research centers, startups, SMEs, and other interested companies.</p> <p>The action intends to create a specific event for agricultural entrepreneurs on topics related to agricultural and zootechnical waste. The opportunity that LGCA would give to rural districts is a new market of smart use of the waste otherwise considered a cost for farmers, in a logic of circular reuse.</p> <p>After the event, a facilitation process will start in order to match farmers of metropolitan rural districts and innovative SMEs. The matching process consists on thematic focus workshops, speed date and tailored made support for the definition of the project ideas that will be created from the matching process.</p>

	<p>Such project ideas will be able to find financing on calls under the ROP ERDF.</p> <p>The main result is to create new partnerships able to demonstrating that agricultural waste can become a resource through pilot projects for the production of biodegradable objects (that can be placed on the market) or the production of energy from renewable sources.</p>
<p>Challenge addressed</p>	<p><i>Please explain to which of the needs for improvement in the territorial situation (as mentioned in the application) the action contributes to.</i></p> <p>The multi-functionality of the farms in Milan area becomes a necessary element for the development of new market opportunities. In this sense, the need of the company is to open up to new collaborations, able to generating income or cost savings that can guarantee the growth of the company.</p> <p>The needs explicated by Lombardy Region before starting RUMORE project consider different levels of problems that this action can contribute to solve:</p> <ul style="list-style-type: none"> ▪ <i>support and stimulate the economic development of SMEs and on the long term preserve and create jobs in the rural and peripheral areas where unemployment is higher than in the urban cores;</i> <p>In the metropolitan area of Milan, this challenge will be reached through a strategy of cooperation among farmers and relevant stakeholders, (also) because of the smaller average size of farms in comparison with large farms in rural areas in Lombardy.</p>
<p>Interregional inspiration</p>	<p><i>Please describe here the lessons learnt from the project and the exchange with the other partner regions that inspired the development of the present action.</i></p> <p><i>Technology Transfer Center Elbe Weser</i> - Support the integration of SMEs from rural areas into innovation processes by providing demand-oriented advice on technologies.</p> <p><i>Green Knowledge Portal Twente</i> - It supports the building of clusters and regional networks, it organizes living labs, in which stakeholders from the rural and urban territories work together.</p> <p><i>American farm school Thessaloniki</i> - The school's campus in the city serves as living lab for education and applied research.</p>
<p>Players involved</p>	<p><i>Please indicate the organisations in your region involved in the development and implementation of the action and explain their role.</i></p> <p>The direct player of the action is the Lombardy Green Chemistry Association. The cluster has skills, experiences and</p>

	<p>networks to organize, manage and follow-up the agro-green matches through the Bioeconomics Dialogue event.</p> <p>The indirect stakeholders involved in the actions are:</p> <ul style="list-style-type: none"> - rural districts: as main agricultural targets of the potential matches; - other agricultural entrepreneurs of Lombardy area: interested to collaborate in the development of the value chains that the new projects will activate; - companies and research centres of LGCA: as developer of the technologies and the experimental projects to suggest to the agricultural actors. - Innovative companies: indicated from Chamber of Commerce. - Polis Lombardia: as support stakeholder for the facilitation of the process of matching.
Timeframe	<p><i>Please specify the time frame for the implementation of the action.</i></p> <p>The action starts in 2019, the exchange event is programmed in autumn 2019 in order to anticipate the timeline necessary to start the next connected action n.3 as results of matching activities of action n.2. Before the event, three months of preparation activities will be necessary.</p> <p>The facilitation process will be organized after the event, in the last months of 2019.</p>
Costs	<p><i>Please specify the costs related to the implementation of the action.</i></p> <p>The cost, estimated in about 6.000 euro, is for event organization, management and follow-up. The costs consist on staff resources of LGCA and production of communication and dissemination materials. The facilitation process cost is estimated in 12.000 euro .</p>
Funding source(s)	<p><i>Please explain how and by what sources the action will be financed.</i></p> <p>LCGA will finance the activity of the event through own funds and with the support of co-financing of LCGA companies. Facilitation process costs are covered by Lombardy Region through the support of Polis Lombardia.</p>
Urban-rural aspects	<p><i>Please explain the rural-urban nature of the action and how this action contributes to improve rural-urban cooperation in your region.</i></p> <p>The action will find place on Milan Metropolitan city in the territories in which rural districts operate. Circular economy and bioeconomy opportunities that will raise from the matches could overcome the administrative boundaries of metropolitan city in order to create wider value chain. In this framework, the</p>

	activities of the exchange and matching among actors could have effects of replicability on Lombardy Region with the support of LGCA network, managed by national consortium Italbiotec.
Innovative character	<p><i>Please describe why this action is innovative for your local context.</i></p> <p>The action offers concrete opportunity of innovativeness to agricultural entrepreneurs within rural districts. "Bioeconomics dialogue" are specifically designed for matching agricultural and green chemistry companies, starting from a specific target territory identified on urban-rural metropolitan area.</p> <p>As for action 1, the networking actions help the stakeholders involved to collaborate in the direct logic of co-designers of solutions and not in the hierarchy customer-supplier.</p>
Monitoring	<p><i>Please describe how you will monitor the results of this activity.</i></p> <p>The results from the action will be monitored as:</p> <p>number of agricultural entrepreneurs and green companies involved, number of direct contacts activated, number of proposals designed. A specific analysis also on typology and quality of matches will be monitored. The responsible for monitoring the action will be LGCA that will manage the event and the follow-up of the action.</p>

5.3 Action 3 – Rural urban guidelines for the ROP ERDF 2014-2020 period

Name	<p><i>Please name the action.</i></p> <p>"Rural urban guidelines for the ROP ERDF 2014-2020 period" [GOVERNANCE ACTION]</p>
Planned activities	<p><i>Please explain in detail what exact activities you plan to carry out in order to implement this action.</i></p> <p>The aim is to create Guidelines that can inspire and influence future and next calls of Axis 1 of ROP ERDF of the current period 2014-2020 on the main two themes developed by RUMORE projects at Lombardy Regional level:</p> <ul style="list-style-type: none"> - economic development of the urban-rural territories of the Milan metropolitan area, strengthening supply chain relations between rural districts and companies that process and sell agro-food products; - implementation of circular economy projects that relate agricultural entrepreneurs with green chemistry

	<p>and green economy companies, in particular on the reuse of agricultural waste.</p> <p>The institutional document that influence Axis 1 is the Research and innovation work program (RIWP). The revision and updating of this version are ongoing in 2019 to deliver within the end of the year the updated version. The update of the RIWP is managed through a formal process where relevant stakeholders can take part, and consists on rewording of macro themes and themes of development or adding new macro themes and themes of development, therefore modifying the set of priorities for innovation to be addressed by calls and projects of Axis 1. RIWP identifies specific Lombardy innovation areas and among them it has been developed the area “Advanced agriculture and food supply chain associated with land protection and management”.</p> <p>This vertical area of the RIWP enhances research for sustainable food chains through proximity and traceability the logic of circular economy (which also includes the aspects linked to the packaging of products and the possibility of reduce the food waste).</p> <p>RIWP is the reference document for Axis 1 calls and project from 2020 to 2023 and it will influence the calls and projects of the last years of the ROP programming period, in coherence with RUMORE networking actions activated in 2019, and the monitoring phase.</p> <p>To influence RIWP on the peri-urban and urban-rural areas, and incentivizing the creation of rural-industrial partnerships, the Action n.3 will produce guidelines with:</p> <ul style="list-style-type: none"> - needs and project ideas of potential beneficiaries of ROP calls obtained from the two previous networking actions (Agro-Creative and Agro-Green events); - rural-urban aspects to be emphasized on next calls to be published on 2020 for projects to be implemented until 2023. - examples of urban-rural partnerships potentially respondent to ROP calls. <p>The guidelines will be elaborated during the process of revision and updating of RIWP.</p>
<p>Challenge addressed</p>	<p><i>Please explain to which of the needs for improvement in the territorial situation (as mentioned in the application) the action contributes to.</i></p> <p>This action gives the opportunity to work on agricultural waste but the biggest challenge is to derive economic benefits from those that today are waste (and costs) for entrepreneurs in the rural districts of the metropolitan city of Milan.</p> <p>The highest goal is also to reverse the trend towards consumption (of soil, energy, food).</p>

Interregional inspiration	<p><i>Please describe here the lessons learnt from the project and the exchange with the other partner regions that inspired the development of the present action.</i></p> <p>From the RUMORE good practices, there is no direct link to other interregional experiences focused on the governance of a regional financing instrument.</p> <p>Anyway, in terms of concept of the topics behind the action, it finds inspiration from <i>Instock</i> in Amsterdam, a network of restaurants fighting to reduce food waste by cooking with surplus food from large supermarkets.</p> <p>The same principle is that “waste is not waste” and the action is orientated to discover the multiple possibilities of re-use. Some examples in the field of circular economy concern the reuse of waste from the textile, wood, chemical and agricultural sectors.</p>
Players involved	<p><i>Please indicate the organisations in your region involved in the development and implementation of the action and explain their role.</i></p> <p>The results of the actions are reached through the collaboration with regional directorates and stakeholders.</p> <p>The players involved in this phase will be RUMORE Stakeholders (rural districts and LCCA), the regional Directorates and RUMORE team, taking part to the process of development of the guidelines. The Directorate-General Research, Innovation, University, Export and Internationalization is also involved in relation of Axis 1 of the ROP and for the development of the RIWP.</p>
Timeframe	<p><i>Please specify the time frame for the implementation of the action.</i></p> <p>This main part of the action will take place in 2020 (in any case after the realization of the actions 1 and 2).</p> <p>Anyway the revision process described will start in the ending months of 2019, the activity can influence calls that will be issued by the end of 2020 and the corresponding potential projects need to be completed by the end of 2023.</p>
Costs	<p><i>Please specify the costs related to the implementation of the action.</i></p> <p>No dedicated budget is expected. The scheduled activities will be carried out with standard staff cost and internal resources.</p> <p>Participation of Stakeholders will be at their own expenses.</p>
Funding source(s)	<p><i>Please explain how and by what sources the action will be financed.</i></p> <p>No specific budget is required for direct players and stakeholders.</p>
Urban-rural aspects	<p><i>Please explain the rural-urban nature of the action and how this action contributes to improve rural-urban cooperation in your region.</i></p>

	<p>The action aims to make clear the advantage of proximity (and potential) between urban and rural system in the regional institutional framework of Research and Innovation Programme.</p> <p>For those doing research in the field of circular economy (LGCA, University of Milan) is a way to make known the latest technological innovations; for Rural districts this research turns into new investments opportunities, increasingly removing the threats to the survival of agricultural activities and those closely connected to that world.</p>
Innovative character	<p><i>Please describe why this action is innovative for your local context.</i></p> <p>Innovation is given above all by the activation of a dialogue between the rural matrix and the urban context. Secondly, the action allows to identify sources of income that are complementary to those deriving from unexplored agricultural production and in some cases unknown to most agricultural entrepreneurs who have always found exclusive sources of financing for those linked to the lines of the Rural Development Plan (PSR).</p>
Monitoring	<p><i>Please describe how you will monitor the results of this activity.</i></p> <p>The guideline will be developed at the end of phase 1 of RUMORE project by Lombardy Region in order to transfer the information to ERDF ROP Managing Authority Axis 1.</p> <p>Lombardy Region will monitor virtuous mechanism and opportunities to guarantee the transition to circular economy highlighted within the ERDF ROP calls, with potential focus on re-use of agricultural waste.</p> <p>In particular Lombardy Region will monitor the number of new calls and projects presented or financed, which address the macro themes or themes of development according to RUMORE project.</p>

5.4 APPENDIX TO ACTION 3: Policy recommendations for ERDF ROP 2021-2027 period

Considering the next European and regional planning 2021-2027, the Action Plan identifies policy recommendations for ROP ERDF through the indications arising from the analysis of the target area of the project in relation to the needs of the stakeholders involved in the projects.

Recommendation 1: Multi-fund for “urban-rural functional areas”.

The recommendation consists on the idea of identifying **urban-rural areas functional to the economic development** of these territories through a **multi-fund of regional resources** between ERDF and EAFRD.

The Multi-fund could be tested on potential pilot sub-areas on which elaborate integrated area projects for the enhancement of the local entrepreneurial actors (agricultural entrepreneurs, districts, food transformers) and local public administrations for the reuse of public territorial assets (for example not-in-use public buildings).

To support this proposal, the starting points are as follows:

- An inspiring model could be **the Axis VI of Lombardy ROP ERDF** that is focused territorially on “Inner areas”, located on mountain boundaries of the region. The projects promoted by Axis VI area coherent with a local development strategy, which each territory must approve, and actions are developed to strengthen local administrations and local SMEs. This strategy includes additional resources, 19 millions euro, deriving from reserves on Priority Axes I, III and IV and the FSE ROP with a financial allocation of 15 millions euro. Considering EAFRD, the Rural Development Program 2014-2020 acts with reservations on calls for tenders dedicated for 11 million euros. The Italian State contributes with 14 millions euro for the areas that the Lombardy Region has selected. Considering that urban-rural areas have better economic performances than inner areas, a first **combined multi-fund** test could concern only **the ERDF and EAFRD funds** for the rural peripheral areas of the metropolitan City of Milan.
- The OECD and the European Commission have jointly developed a methodology to define **functional urban areas (FUAs)** in a consistent way across countries. Using population density and travel-to-work flows as key information, a FUA consists of a densely inhabited city and of a surrounding area (commuting zone) whose labour market is highly integrated with the city. Borrowing the concept of a functional urban area from commuting and dependencies between central urban areas and metropolitan areas, the dependence between those territorial areas could be focused on the economic rural development of SMEs encouraged to work in the same territorial context that crosses administrative boundaries of the provinces that are not adequate with respect to the real needs of the companies. This recommendation follows the indication of the Commission where the functional urban areas are formed by a unique polycentric structure built around cities of large, medium and small dimensions and their neighboring areas, pushing beyond the traditional administrative boundaries to embrace different territories united with the same economic, social, environmental and demographic challenges. The challenges of urban-rural areas are economic, social and environmental. Those challenges transcend traditional administrative boundaries and that the growing gap between administrative and territorial structures (cooperation between urban and peri-urban areas, cooperation between urban and rural areas) requires the introduction of new forms of flexible governance to be able to carry forward the integrated territorial development of functional urban areas.

Considering this framework a multi-fund ERDF-EAFRD for urban-rural functional areas of Lombardy Region could be a territorial balance test bed to create **buffer zones for economic development between areas with different development speeds**, i.e. between developed metropolitan centers and rural areas of first and second belt that are functionally dependent in the same geographical area.

Recommendation 2: Boost urban-rural partnership as a priority in ERDF ROP measures for innovation of urban and rural SMEs.

As indicated in the previous Recommendation, Lombardy ROP provides specific measures on specific target area identified as needing of economic relaunch projects and related funding. It's the case of Axis VI dedicated to inner territories.

Considering the measures envisaged by the ROP on Axis I and Axis III, from RUMORE point of view, it is important to integrate and strengthen the urban-rural dimension of the metropolitan area, in order to orient projects and investments activated by rural SMEs system (on competitiveness and innovation) towards new partnerships between rural urban actors. In this framework, **urban-rural territorial criterion for the evaluation of projects submitted on ROP ERDF calls (Axis 1 and 3)** could be a potential incentive to develop new projects that consider partnerships between innovative companies in the Lombardy area with agricultural enterprises, also included in rural districts.

In the case in which the agricultural enterprises are not be considered as partners for administrative and eligibility reasons, the agricultural enterprise can act as supplier for the innovative enterprise that becomes the direct beneficiary of the financing.

Therefore, the "urban-rural" criterion would not be a mere territorial criterion but in the guidelines of the call for tenders it could be indicated as an **incentive for the score evaluation phase to innovative companies that collaborate with agricultural companies** for circular economy project and in particular on processes of innovation that integrate the industrial chain with the agri-food supply chain.

Considering this criterion, a starting point in the next 2021-2027 ERDF ROP funding period could be the identification of some **pilot regional calls** on which to experiment an award for SMEs demonstrating the urban-rural purposes of the projects, enhancing impacts on the agri-food chain in metropolitan areas.

5.5 Action 4 – Rural urban planning recommendations

Name	<i>Please name the action.</i> “Rural-urban planning recommendations” [PLANNING ACTION]
Planned activities	<i>Please explain in detail what exact activities you plan to carry out in order to implement this action.</i> The activities are organized in the Framework Agreement for territorial development “Milano Rural Metropolis” , a negotiated regional instrument launched in 2015 by the Municipality of Milan aimed at consolidating the governance of rural-urban areas by strengthening the rural economy. Milan Rural Metropolis agreement is also a good practice that Lombardy Region brought to attention of European RUMORE partners. The action will develop project proposals of rural districts (private actors) with public bodies to identify projects structured around peri-urban planning strategies . Rural projects with urban connection will be enhanced, considering processes necessary to create the conditions to sell products and services from rural districts on local supply chain activating scale economies. The projects will be included on the updated version of the Action Plan of the <i>agreement for territorial development “Milano</i>

	<p><i>Rural Metropolis”</i>, that is yearly updated by Lombardy Region monitoring its implementation and adding new actions indicated by the stakeholders (rural districts, canals management consortia, Regional parks).</p> <p>Example of actions that will be proposed by rural districts with the support of RUMORE project are:</p> <ul style="list-style-type: none"> - networking actions with public and private stakeholders; - dissemination actions on rural-urban topics; - identification of common urban spaces for the food sales (with public property), reusing of municipal not-in-use spaces for agricultural purposes (storage, transformation, marketing); <p>Considering the inclusive nature of the rural districts, which can develop projects with non-agricultural companies and companies in the agro-food chain, the projects will be able to find financing on calls from the ROP ERDF.</p>
<p>Challenge addressed</p>	<p><i>Please explain to which of the needs for improvement in the territorial situation (as mentioned in the application) the action contributes to.</i></p> <p>The main challenge consists in strengthening the rural aspects of the metropolitan city of Milan by pursuing a balanced model of development that unites the potential of urban areas with those of rural contexts and open spaces.</p> <p>Furthermore, it is necessary to safeguard local resources and the testimonies of the past. “Peri-agricultural urban planning” deals with this, starting from the understanding of the connections that allow the rural, landscape and environmental system to function with the aim of making it interact with the other territorial systems in the construction of new policies.</p>
<p>Interregional inspiration</p>	<p><i>Please describe here the lessons learnt from the project and the exchange with the other partner regions that inspired the development of the present action.</i></p> <p>The action finds inspiration from <i>New Food Value Chain based on traditional products</i> from Central Macedonia, focused on promoting origin, traceability and identity of local products.</p> <p>The connection with the action “Rural-urban planning recommendations” starts from the assumption that agricultural enterprises survive only if they can produce income (the more one perceives the value of a product, the more one is willing to buy it at its right price) increasing the company based one on the more traditional sales channels.</p>
<p>Players involved</p>	<p><i>Please indicate the organisations in your region involved in the development and implementation of the action and explain their role.</i></p> <p>The organisations involved are:</p> <ul style="list-style-type: none"> - Five Rural metropolitan districts: DAM – DAVO – DINAMO – DAMA - Riso&Rane. These are the producers who need to improve their incomes, - Lombardy Region for the elaboration of the guidelines and document to Milan Rural Metropolis managers.

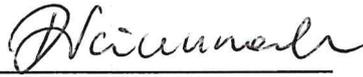
Timeframe	<p><i>Please specify the time frame for the implementation of the action.</i></p> <p>This action will take place between 2019-2020.</p> <p>By the end of 2019 a first update of Milan Rural Metropolis Plan is expected.</p>
Costs	<p><i>Please specify the costs related to the implementation of the action.</i></p> <p>The costs considers personnel resources of each rural districts involved in the action and personnel of Lombardy Region for the monitoring activity. The costs are estimated in 2.000 euro of personnel resources of each rural districts (total of 10.000 euro considering 5 districts). For Lombardy Region the cost of the personnel is estimated in 5.000 euro for the activity of the managers of the Milan Rural Metropolis Agreement and RUMORE staff.</p>
Funding source(s)	<p><i>Please explain how and by what sources the action will be financed.</i></p> <p>The personnel resources are made available by Lombardy Region and other resources could be made available by the rural districts in order to include in their <i>Action plans</i> references to rural-urban planning recommendations.</p>
Urban-rural aspects	<p><i>Please explain the rural-urban nature of the action and how this action contributes to improve rural-urban cooperation in your region.</i></p> <p>Mainly three important aspects can be identified:</p> <ul style="list-style-type: none"> - Importance given to the relationship between rural districts and a highly urbanized environment, evidenced by mutual involvement, - Direct contact between producers and consumers, aimed at strengthening the cultural identity of the territory, - Collaboration between the municipalities of the metropolitan city of Milan to improve territorial marketing and the tourism offer based on food culture.
Innovative character	<p><i>Please describe why this action is innovative for your local context.</i></p> <p>The action contributes to create a new balance between cities (businesses, large companies) and agricultural areas (agricultural and non-agricultural companies located in open spaces but close to urbanized areas).</p> <p>Diversifying and revealing in a new way the liveness of the rural matrix is also a way to counteract the pressure determined by</p>

	<p>traditional urban dynamics (moreover in line with the regional law against the consumption of land 31/2014).</p> <p>A further aspect to be emphasized is the contribution of this action to the transition towards new production and consumption models that distance themselves from the traditional agri-food industry.</p>
<p>Monitoring</p>	<p><i>Please describe how you will monitor the results of this activity.</i></p> <p>Lombardy Region is leading the plan of Milan Rural Metropolis Agreement and will monitor:</p> <ul style="list-style-type: none"> - the design of new project proposals that will be included in the last version of the plan of the Agreement; - within them, specific actions on developing local supply chains between urban and rural areas of the metropolitan territory of Milan. <p>Therefore, RUMORE urban rural recommendations and specific technical analysis data will be shared between RUMORE staff and Milan Rural Metropolis managers.</p>

6 Managing authorities' signatures and endorsements

6.1 ERDF-ROP Lombardy Region

Date: Jan 30th 2020

Signature:  **REGIONE LOMBARDIA**
DIREZIONE GENERALE Ricerca, Innovazione, Università,
Export e Internazionalizzazione

Stamp of the organisation (if available): Il dirigente
(Dr. Dario Sciunnach) 