



European Union  
European Regional  
Development Fund



# Metropolitan city of Bologna Action Plan

## **Action Plan for the Metropolitan city of Bologna**

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## Part I: General information

**Project: ACTIVATING MECHANISMS FOR INTRODUCING CIRCULAR ECONOMY IN THE LOCAL MARKETS AND IN THE BIO-DISTRICT OF THE METROPOLITAN CITY OF BOLOGNA**

<b>Partner organisation</b>	Metropolitan City of Bologna
<b>Other partner organizations involved</b>	Not applicable
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### 1.1 Introduction

SinCE-AFC is a 5-years interregional cooperation project launched in August 2019, focusing on the improvement of the policies on regional innovation strategies by facilitating the horizontal mechanisms that support and promote the entrepreneurship of SMEs in the agri-food sector, through the exploitation of the opportunities of the Circular Economy (CE). The SinCE-AFC project achieves this goal by promoting an interregional learning process (workshops, study visits) based on good practices and through the involvement of stakeholders from the local context including local authorities, innovation and economic actors from the agro-food value chains.

The local context is often overlooked; however, it is crucial to involve this level in the innovation strategies.

The SinCE-AFC is a unique opportunity to develop the circular economy as a new approach to the economic and territorial development and contrast the Circular Economy (CE) barriers (cultural, regulatory, market, technological) including the low engagement from SMEs due to a lack of motivation and support, contributing to improve policies, through learning exchange according to the project priorities. The project has among its specific objectives the following:

- carry out a systematic integration of the support mechanisms of SMEs, new and existing, in the respective and appropriate policy tools.

- strengthen institutional cooperation between regional authorities and organisations that support agri-food businesses, with the aim of creating new economic opportunities.
- promote the principles of the circular economy among entrepreneurs in the agri-food sector and contribute to the development of the ability to exploit new economic opportunities.
- promote, where applicable, RIS3 processes and implementation mechanisms (in addition to policy tools) with the aim of enhancing the priorities of the agri-food sector and the circular economy.

The difficulties in reflecting a wide-range strategy into concrete actions represents the main challenge that local authorities have to deal with, especially in consideration of the number of different regulations pertaining to different levels of government.

## 1.2 Structure

The present action plan is structured as it follows:

Part I: General information, where the SinCE-AFC project is presented in its key elements.

Part II: Policy context, where we explain the different policy levels and competences which the Metropolitan City of Bologna has to interact with (sub 2.1), and subsequently the identified priorities of improvement within its area of influence are underlined (sub 2.2).

Part III: Action envisaged, where we highlight the relevant elements of SinCE-AFC which gave the inputs for the construction of the Action, the scheme of activities which compose it and their timeframe, the structure and the motivation of the action, the stakeholders involved, costs, monitoring and risk contingency plan.

## 1.3 Methodology

Considering the complexities implied in this challenge, the Metropolitan City of Bologna implemented a *selective participatory path* to define the action in the specific areas of intervention, relevant for the Metropolitan City's competences and priorities, aligned with the Metropolitan strategic plan and inspired by the Interregional learning of SinCE-AFC project.

The Metropolitan City adopted a two-folded methodology that can be summarised as follows.

### **SINCE-AFC PROJECT LEARNING**

- **Policy context analysis**

First of all, the Metropolitan City of Bologna (MCBO) conducted a policy context analysis with the support of external experts (Ambiente Italia), partly based on the study on the Apennines

Biodistrict and the circular economy previously conducted by Eco&Eco. The final document gave a short overview of the regulatory framework at the European, national and regional level on the circular economy in the organic agri-food sector focusing also on food waste. It also considered the objectives of the Metropolitan Strategic Plan, the state of the art of the circular economy in the Metropolitan City of Bologna with a special focus on Agro-food SMEs.

- **Intensive interregional learning process** through:
  - Local Stakeholders Groups (LSG) were set up during phase 1 and delivery of LSG meetings once per semester in order to follow the progress of the project and the interregional exchange of experience procedure.
  - Interregional Seminars (IntSem)
  - Study Visits
  - Coordination Meetings
- **Identification of good practices**
  - Collection of good practices
  - Import/Export workshops

#### **FROM IMPROVEMENT NEEDS AND ACTION IDENTIFICATION TO EXPECTED IMPACT**

- From the policy context analysis some key scopes of particular interest emerged and improvement needs were identified. The selection of the improvements needed followed on the basis of lessons learnt during the learning process of SinCE-AFC project.
- **Design and set up of lines of actions for the regional Action Plan**
  - The LSG was closely involved in elaborating the regional Action Plan and its lines as well as its implementation in Phase2.
  - **Consultation Process**

The consultation process aimed at facilitating the initial set-up, development, and evaluation of the Action Plans in each partner region. A survey – prepared by the Irish project partner - was distributed among stakeholders during LSG meetings.
- **Policy Change through policy improvement**

The expected impact is an improvement of the policy instrument addressed within the Metropolitan City of Bologna. This Action plan will present how the lessons learnt from the cooperation will be implemented in the metropolitan territory, enhancing a better governance for circular economy measures in the agri-food sector.

At the moment, the approach to the circular economy has seen large companies as frontrunners,

while small and micro companies are struggling to start these processes. Within the SINCE-AFC Action Plan, the Metropolitan City of Bologna proposes to address local markets, as demonstrator, tackling different players in the supply chain, from farmers to consumers, passing from carriers, to retailers and packaging.

The improvement will consist in the setup of guidelines framework for the management of local markets according to the circular economy principles and practices. It will happen by engaging a board formally composed by the decision makers of trade sector and SMEs' support Service of the Municipalities and Union of Municipalities of the metropolitan territory, as well as trade associations. The Bio-district Bolognese Apennines and associations managing local markets will also be involved.



*Agriculture in the Apennines*

## Part II: Policy and territorial context

### The action plan aims to impact:

- ✓ Other regional development policy instrument

### Policy instrument addressed: Metropolitan Strategic Plan (PSM) 2.0

- Ob. 2 – Urban and environmental regeneration
- Ob. 4 – Manufacturing, new industry and training

### Is the partner organisation responsible for this policy instrument? Yes

### 2.1. Policy context of the Action

SinCE-AFC was developed with a view to the *European action plan for the circular economy* - which is a part of the EU Green Deal - and the national action plans for the circular economy in European countries. The new approach to the Circular Economy with its regenerative system is of high priority in the European Union. Although the principles of the circular economy are already applied by many large industries, SMEs (which represent 99% of the business sector) still remain uninvolved due to a lack of motivation and support. Therefore, improving policies of SMEs towards a more regenerative economy is of great importance.

Even if circularity has been a central theme in policy discussions for some years, general public policies for circular economy are still being refined and the situation is quite varied on the national territory.

At a national level, Italy has defined the guidelines for the National Strategy for the Circular Economy. The guidelines have been presented and publicly evaluated in autumn 2021 and the government will adopt them by the end of June 2022. The goal is to give a unique and coherent path to the different national measures for circular economy that have been put in place in recent years, making them more effective. The National Recovery and Resilience Plan (employing European funds derived from Next Generation EU) will provide a boost in this direction, thanks to new funds for the circular economy.

At a regional level, Emilia-Romagna was among the first Italian regions to address policies for circular economy. Regional law n. 16/2015 put in place ambitious objectives for waste treatment and reduction for 2020. They have been partially achieved and the law has been revised with a longer time horizon and wider objectives.

At a local level, in order to respond to the challenges and opportunities that emerge at the local

level from these issues, the Metropolitan City of Bologna has been engaged for some years on the circular economy. The key instrument for the protection and enhancement of the environment and rural territory and landscape is the Metropolitan Strategic Plan, which has been recently joined by the Agenda 2.0 for sustainable development.

The Metropolitan Strategic Plan is the policy instrument addressed within the SinCE-AFC project.

### *The Bologna Metropolitan Strategic Plan (PSM)*

The Metropolitan Strategic Plan (*Piano Strategico Metropolitan*, PSM)<sup>1</sup> constitutes the main instrument that encompasses the steering functions of a metropolitan city<sup>2</sup>.

In particular, the PSM has a specific role in the economic development of the metropolitan area. In fact, the law n. 56/2014 indicates that in the PSM there are the lines for “*promotion and coordination of the Economic and Social development, also assuring sustain and support to the economic and research innovation activities*”<sup>3</sup>, following the regional and national directives.

Therefore, the Metropolitan Strategic Plan could have not ignored both National and Regional legislation and, in particular, the Regional S3 Strategy, concerning the specific focus on Circular Economy (2<sup>nd</sup> Cross Sectoral Thematic Area). Moreover, "Providing healthy and safe food (agri-food)" is one of the five Emilia-Romagna S3 priority sectors, and in particular producing healthy and safe food products with minimised environmental impact and with enhanced ecosystem services, zero waste and adequate societal value.

The PSM is actually at its second version (2.0), covering the period 2018-2020 and should be soon revised<sup>4</sup>. It currently focuses on 7 fundamental principles, shown in the figure below.

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<sup>1</sup> Official PSM site: <http://psm.bologna.it/>

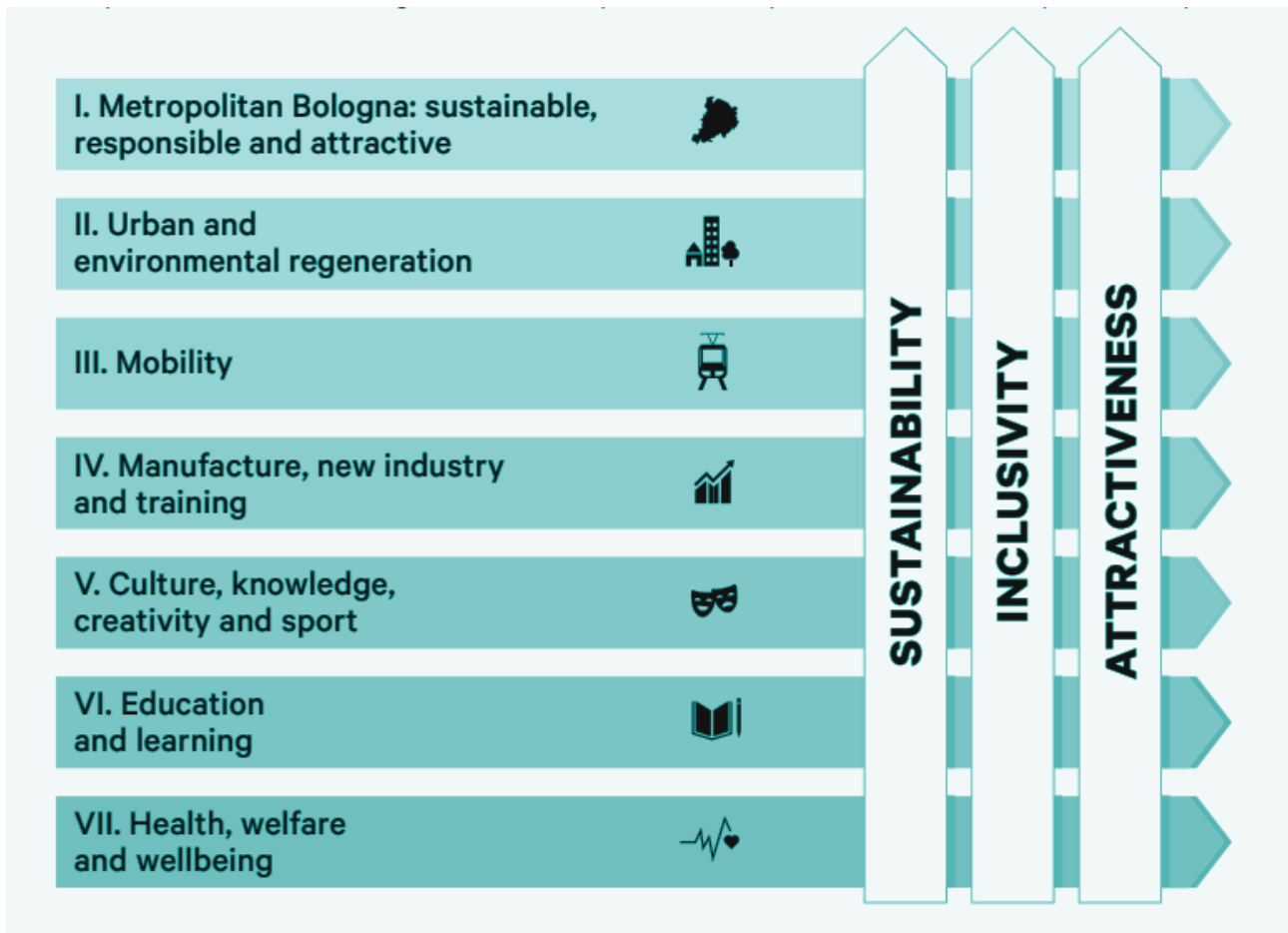
<sup>2</sup> According to the National law L. 56/2014 (art. 1, par. 44): «The first fundamental function of the Metropolitan Cities is the adoption and yearly updating of a three-year Strategic Plan for the metropolitan area, which constitutes an act of address for the body and for the exercise of the functions of the Municipalities and Municipal Unions within the area, even with respect to the exercise of delegated or assigned functions by the Regions».

<sup>3</sup> Law 56/2014, Art. 1, com. 44, lect. e

<sup>4</sup> PSM information document (English version) available at:

[http://psm.bologna.it/Engine/RAServeFile.php/f/documenti/PagineSingole\\_EN\\_PSM\\_ExecutiveSummary.pdf](http://psm.bologna.it/Engine/RAServeFile.php/f/documenti/PagineSingole_EN_PSM_ExecutiveSummary.pdf)





*Principles of the Bologna Metropolitan Strategic Plan. This Action plan aims at impacting on obj. I and obj. IV*

SinCE-AFC the focus in particular on two PSM thematic objectives:

**2.5) Protection and enhancement of the environment, of the rural territory and of the landscape.**

Focusing on the rural territory and encouraging agriculture are key strategies that the PSM 2.0 intends to use in order to enhance and safeguard food production and the landscape. In doing so they will also focus on hydrogeological, seismic and water protection issues.

The harnessing of the rural territory must focus on two primary concerns: protecting the landscape and enhancing provisions for food subsistence by promoting a sustainable and highly productive agriculture.

**4.1) Manufacture and innovation.** This objective promotes innovation in supply chain and entrepreneurship, support to innovative start-ups, fostering circular economy developing eco-design, short and integrated supply chain, rational use of stocks, reduction of waste and inefficiencies, transformation of waste into raw and secondary materials for other productive processes, energy efficiency in production processes. Objective 4.1 is particularly addressed to SMEs support, and in the MCBO area a particular focus must be on hilly and mountain areas, where SMEs are more devoted to the agri-food sector and quality and sustainable productions.

Agri-food is a key sector of the economy in Italy and in particular in Emilia-Romagna. In this region we have a high degree of specialisation in the agri-food sector, a high number of protected designations of origin and protected geographical indications and a leading level of export. The regional enterprises cover the whole “from farm to fork” chain in the broadest sense of the term: from the raw material to the consumer's table, including information systems, machines and food processing and packaging, transport logistics, re-use of by-products and waste, alternatives for responsible consumers.

The Agri-Food cluster in Emilia-Romagna is known as a leader at international level, for combining tradition and innovation.

The Metropolitan city of Bologna started working on this theme in the CESME project previously conducted, where the agri-food sector was identified as being of great interest, needing more studies and interventions.

Thanks to the SinCE-AFC project the Metropolitan City of Bologna has deepened the learning on agri-food policies and with this Action Plan it will enhance the implementation of the PSM and in particular the two mentioned objectives.

The improvement will involve the management of the SMEs' support services towards the uptake of circular economy, and the same time preserving and enhancing the peculiarity of the regional territory. It will take place mainly through the setting of a useful tool for Municipalities and Unions of Municipalities of the Metropolitan city of Bologna, supporting them in influencing and regulating the markets' management according to Circular Economy conducts, including the recovery of unsold products, the reuse of waste products, the choice of packaging and the care of the relationship with the customer / consumer. Besides info materials on the guidelines could offer new possibilities to increase a better awareness towards the Circular Economy practices among SMEs and general public, thus creating a double-sided favourable environment for innovation in the agri-food sector production and an increased attention to the environment.

In this way the Metropolitan City of Bologna will improve its own objectives of stronger local entrepreneurship support as well as higher protection and enhancement of the environment, of the rural territory and of the landscape, in the view of implementation of Circular Economy paradigm.

## 2.2 Background and priority focus

With this Action Plan, the Metropolitan City of Bologna intends to support new entrepreneurships and innovation processes in the field of Circular Economy, focusing on two priority target sectors of the Metropolitan territory, identified as important potentials for the development of new entrepreneurship within the principles of the Circular Economy: the Apennines Bio-district and Local Food Markets.

The identification of the priority focus and the context and needs analysis was possible thanks to

the in-depth work of Ambiente Italia, a consulting company specialised in the field of environmental development, contracted by Metropolitan city of Bologna in the learning phase of the project. This collaboration led to the production of the report “Enhancing the entrepreneurship of SMEs in Circular Economy of the Agri-food chain”, whose purpose is to understand which actions can be promoted to help these economic actors - Bio-district and Local Food markets - to develop and make progresses, improving their degree of circularity and production and energy efficiency.

The two following sub-sections will present a brief context analysis of the chosen target of the Action Plan.

### **Bio-district Bolognese Apennines**

The term Bio-district means a form of territorial development in which producers of organic farming, local authorities (Municipalities, Metropolitan Cities, Regions, former Mountain Communities, Provinces, etc.), citizens, consumers associations (also known as GAS), protected natural areas, nature reserves, etc. develop a pact for sustainable land management, following, precisely, the dictates of organic farming without neglecting the modernisation of practices in terms of energy efficiency and sustainable mobility (e.g.). However, bio-districts are not just agriculture but include many other activities such as educational farms, agri-kindergartens, workshops, which allow the community to become cohesive and develop according to principles of sustainability.

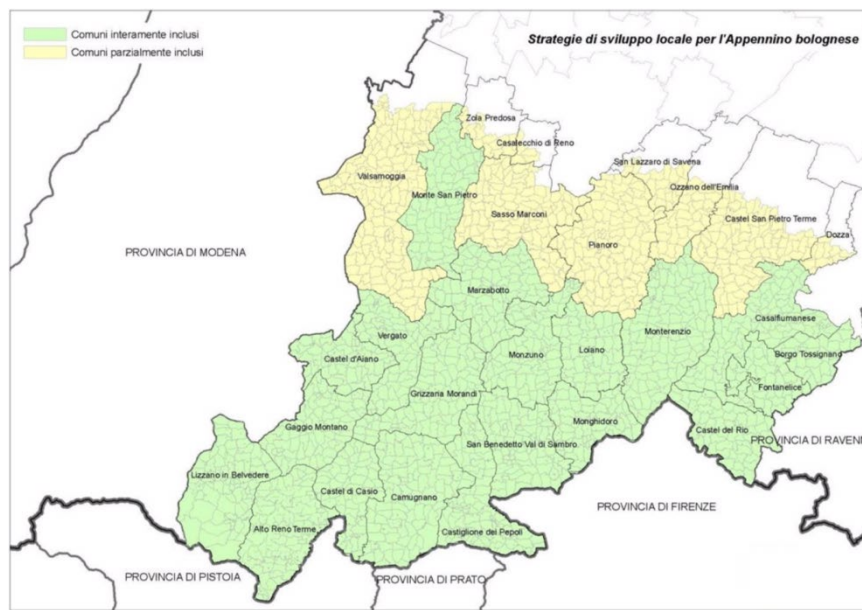
The Biological District of the Bolognese Apennines is promoted by the Local Action Group (GAL in Italian) of the Bolognese Apennines, a consortium company with limited liability, founded on 20 December 2002 to implement the Local Action Plan (PAL in Italian) LEADER. The company consists of a public-private partnership that includes public bodies, professional associations and private entities that represent the economic and social fabric of the territory. The territory coincides with 29 Municipalities.

The project of development of a biological district in the Bolognese Apennines has been developed within the Rural Development Strategy of the Programming Period 2014-2020, which had identified sustainable tourism and the enhancement of local food chains through the creation of tourist routes as fundamental aspects for the Bolognese Apennines.

The process of establishing the Biodistrict started in January 2019, thanks to the funding granted by the Emilia - Romagna Region. The first work-phase involved the reconstruction of the knowledge framework, that is, on the one hand the mapping of the organic farms present, the type of production and the analysis of needs, on the other the research of the users of the products: farmhouses, accommodation facilities, public establishments, canteens for catering.

The Apennines Bio-district initiative and its main stakeholders involved in its implementation were also engaged for the development of the action plan including a study visit (20<sup>th</sup> February 2020) with MCBO project partners, participation in two consultations (April 2020 and June 2021) survey and

LSGs meetings (on 16<sup>th</sup> June 2022 and on 16<sup>th</sup> September 2022). The analysis of the area brought out an important issue, relevant to the development of our Action Plan: the Apennines Bio-district does not have a dominant sectoral productive cluster, but rather a very heterogeneous production chain, so it has mainly a territorial feature and is affected by local dimension and dynamics.



*Apennines Bio-district map*

### Local Farmers Markets

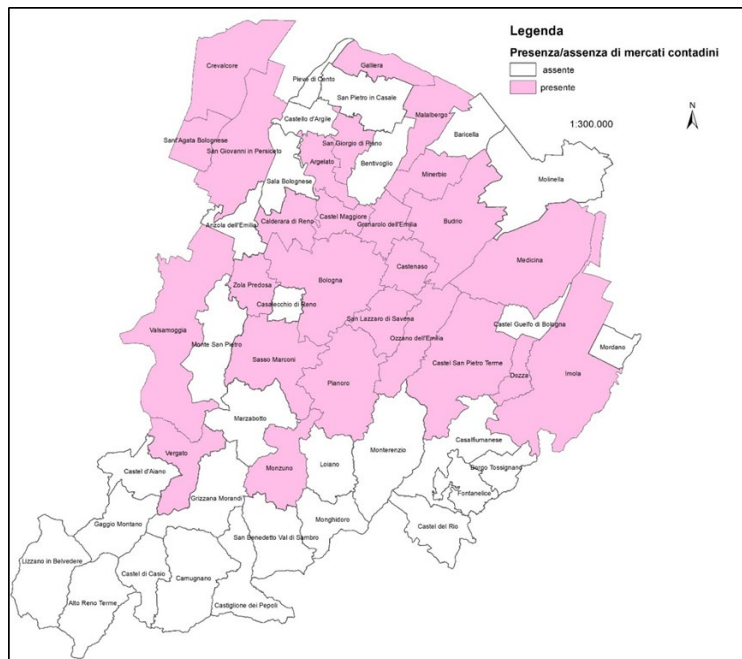
“Market” is the place, not only physical, but also figured, and the time, where and when trades are carried out. The market has the function to put in contact buyers and sellers, that is to allow the demand to meet the offer. Normally, "local" markets are spaces where the exchange of products takes place in a restricted area; local markets can also concern the interaction between local producers and consumers, maintaining in this way a "short supply chain”.

In fact, when we talk about Local farmers’ markets, we refer to a specific category of sell: a farmers’ market is a place of trade but above all it is a place of conviviality, sociality, cultural production as well as cultivation, interaction where it is possible to make education and training. The farmers’ markets spread the local economy, whose impacts, values and results remain on the territory and are directly employable in short-chain investments.

In the agri-food sector, products find a natural solution in the farmer markets, even if it is also common to find dedicated areas for these products in local generic markets. Here stands one of the main differences that characterize the Metropolitan practices: by the analysis of different institutional websites and documents, including the feasibility document “Towards the Bio-district of the Bolognese Apennines”, it has been possible to understand which Municipalities have only the

local weekly market, characterized by the presence of different product sectors, or even local farmers markets, dedicated to the direct sales of products by the farmers of the agri-food chain. The result of the survey showed that just under half of the municipalities (26 out of 60) have a farmer’s market. Thanks to the analysis it has also been possible to point out, in three Municipalities, a high level of policy involvement, with the existence of specific municipality regulations aimed at disciplining the typologies of producers, the product categories, the possible activities and the establishment of the market management committee.

Local farmers markets represent a great potential for promoting a short-supply-chain and circularity principles in the agri-food sector, particularly in synergy with the Apennines Bio-district production; as emerged in the analysis, in fact, there is the need to strengthen local farmers markets by emphasising organic products, in order to create a further commercial window for the products of the district.



*Local farmers' markets map (pink areas are where we can find at least one local farmers' market)*

## 2.3 Action included in the Action Plan

The SINCE-AFC Action Plan of the Metropolitan City of Bologna aims at strengthening entrepreneurship and circular economy practices within the agro-food chain, addressing in particular local markets. The action chases a change in the implementation of the policy instrument through the setting of a new tool to pursue Objectives 2.5 and 4.1 of the PSM and through a better governance system, reinforcing the collaboration with local stakeholders.

## Part III: Details of the action envisaged

### 3.1 Action

# *Guidelines setting for the circular management of Local Markets*

### 3.2 Needs addressed

The action has been shaped through the whole SINCE-AFC learning process. The analysis of the local context on Circular Economy conducted with the support of Ambiente Italia, pointed out three main needs:

#### **Need 1: Supporting small and micro agricultural and agri-food companies towards a circular economy transition**

One of the emerging aspects of the context analysis is the lack of general knowledge on Circular Economy, as well as energy efficiency and resource management, especially among small and micro agricultural enterprises and agri-food companies. In fact, although the concept of Circular Economy has now become commonplace, there is not a widespread detailed knowledge of its meaning and the methods to be implemented in order to increase the circularity index of companies. Biological farms are already, partially, in line with the objective of Circular Economy, as they promote the protection of soil and biodiversity. However, “circularity” is a complex concept, which does not exhaust itself in these elements. By analysing the production chain as a whole, Circularity must consider the way of procurement of raw materials, production (agricultural, livestock, agri-industrial/manufacturing), marketing of final products and waste management. All these variables together determine a “circularity index”, which represents the starting point of the company in the path of Circular Economy improvement.

#### **Need 2: Facilitating and encouraging the development and dissemination of circular economy practices.**

A crucial step of the Circular Economy process is represented by the product's sale, especially in the case of agri-food products: the correct management of waste generated by markets acts as a hinge of the entire life process of a product, within the framework of circularity. On the contrary, just by going to any square at the end of the market day, it is sufficient to see that the amount of waste produced, both in terms of packaging and food waste, is significant. The significance relates not only the environmental impacts related to

the production of such waste, but also the costs to the community for their collection and start to recovery or disposal. These reasons demonstrate that a higher policy commitment is necessary, such as providing baselines and criteria to regulate the markets in accordance with the Circular Economy principles. Farmers market in particular represent a privileged place to test the initiative, which in the future could be extended to other events.



Example of incorrect waste management at a local market (source: Ambiente Italia)

### **Need 3: Enhancing knowledge and awareness about the Circular Economy.**

An important factor, in relation to the Circular Economy, is the lack of specific knowledge and reliable information about it. In common opinion, Circular Economy has only to do with industry and macro-production processes, and there is no awareness that a large part of the work can be done in local, citizen or even family practices. Improving knowledge and awareness, disseminating information and good practice examples, is an urgent need among the actors composing the short-chain production (farmers, vendors and final consumers).

### **3.3 Goals**

The Action aims at enhancing the PSM implementation of both Objective 2.5 and Objective 4.1 by improving the governance of local public entities on Circular Economy practices.

The focus of the improvement will be the Local Markets, as described above under § 2.2. Through the creation of guidelines, the Metropolitan City of Bologna intends to improve the public

commitment of the Municipalities and Union of Municipalities of the Metropolitan territory in the management of Local Markets in accordance with Circular Economy principles. The guidelines will help the Municipalities to implement CE behaviours, spreading the good practices identified. In this way the micro and small agri-food business committed to environmentally sustainable production will benefit from a renewed support, as well as an incentive to other producers to go circular.

In a broader sense, a general awareness towards Circular Economy will be spread through the guidelines, with a triple target: municipalities' technicians, SMEs and citizens. The three categories have a different role in CE spreading, as they can be policy makers, producers and consumers. Altogether they represent a significant part of the actors involved in circular transitions.

All in all, the guidelines will facilitate a more attentive market management towards a reduction of waste and of pollutant production that will help the preservation of the natural environment in the Metropolitan city of Bologna.

### 3.4 Detailed description of the action

The local Action Plan of the Metropolitan City of Bologna envisages one Action which aims, through a specific and structured set of activities, at improving the Metropolitan Strategic Plan in its territorial and economic sustainable development objectives. More in details, the present document aims at developing the agricultural and agri-food metropolitan environment from the perspective of the Circular Economy (CE), by introducing and/or reinforcing principles and practices of the CE both within productive and commercial processes, and transferring and adapting to the metropolitan context of Bologna the good practices and lessons learnt on Circular Economy throughout SinCE-AFC project.

MCBO will operate on two different levels and targets, complementary to each other. The first one addresses the target of local markets and it focuses on the introduction of CE practices within the sales processes. The second level has a transversal target, aiming both at the Bio-district and the local market, with the promotion of awareness and knowledge on Circular Economy issues at the general level, even impacting on the final beneficiaries' habits, as well as producers.

In the vision of the present Action Plan, local markets have a demonstrative role in Circular Economy promotion, producing zero environmental impact, not using plastic packaging, and promoting short-supply chain every day in all districts of the city and in the suburbs, in the small municipalities, from the plains to the Apennines. The idea is to act on the system of production and consumption of food through a holistic approach, regenerative, which goes in the direction of circularity. A value, distributive, proximity economy.

With the support of local public managers, this Action aims at the identification of a useful tool for Municipalities and Unions of Municipalities of the Metropolitan city of Bologna, able to support them in influencing and regulating the markets management according to Circular Economy



conducts, with the aim to facilitate and encourage their development and diffusion.

The guidelines' draft identification will be implemented with a bottom-up approach, with the involvement of the representative of Municipalities and Unions of Municipalities, responsible for local markets management.

### 3.5 Lessons incorporated thanks to SINCE-AFC

The lessons that will be incorporated thanks to the SinCE-AFC project are outlined in Table 1 and 2. Table 1 introduces the project learning in terms of lessons learnt from partner regions' good practices and study visits. Table 2 outlines the intra-regional learning through the Local Stakeholders Group (LSG) set up during phase 1 and delivery of LSG meetings for action plan development in the last two semesters of phase 1. The LSG for the action plan was closely involved in elaborating the Action Plan's development and will be engaged for implementation of the implementation phase

**Table 1**

<b>LESSONS LEARNT FROM PARTNER REGIONS</b>			
<b>PP, Name of learning</b>	<b>Interregional exchange moment</b>	<b>Type of learning</b>	<b>Learning transferred</b>
PP6 Donegal County Council (Ireland): <b>Cill Ulta</b>	<b>5<sup>th</sup> PPM Donegal (IRL) 3<sup>rd</sup>-4<sup>th</sup> November 2021</b> Email exchange between the partner and the responsible of the experience, to have further information and details	<b>Study visit</b>	❖ Policy commitment on drafting CE guidelines to the transition to 100% compostable packaging materials and promotion of a robust resilient economically viable agriculture-industry, which champions sustainable practices and complies with emerging climate environmental legislation
PP5 Hajdú-Bihar County Government (Hungary): <b>Cekker/String bag – a new way of shopping in a Speciality Grocery Store</b>	<b>INTERREG EUROPE PLP, 20<sup>th</sup> October 2021</b> Email exchange between the partner and the responsible of the experience, to have further information and details	<b>Good Practice</b>	❖ Horizontal mechanisms for promoting CE in agro-food small businesses: financial and real business services schemes

PP5 Hajdú-Bihar County Government (Hungary): <b>Cekker/String bag - a new way of shopping in a Speciality Grocery Store</b>	<b>INTERREG EUROPE PLP, 20th October 2021</b> Email exchange between the partner and the responsible of the experience, to have further information and details	<b>Good Practice</b>	❖ An effective communication strategy on unpacking shopping and procurement strategy for making available sustainable packages directly in the shops.
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**Table 2**

<b>LEARNINGS FROM INTRAREGIONAL EXCHANGE</b>			
<b>WHERE &amp; WHEN</b>	<b>KEY STAKEHOLDER</b>	<b>TYPE OF LEARNING</b>	<b>LEARNING TRANSFERRED</b>
<b>4.sem, Dissemination event, Bio-districts Conference, online, 25 Feb 2021</b>	LAG Bolognese Apennines: Bio-district	<b>Good Practice - Local thematic workshop</b>	<ul style="list-style-type: none"> <li>❖ <b>The need to provide a framework of reference on the key topic</b> Biological District</li> <li>❖ <b>Engagement of territorial stakeholders to express their needs</b></li> <li>❖ <b>The need to achieve an agreement on the key topic concept</b> by organic farmers and breeders and all those who feel committed to a conversion of “modern” agro-ecology with a cross-sectoral approach to sustainability. It can become an engine of prosperity for the communities and their territory.</li> </ul>
<b>Sem. 4 - 1<sup>st</sup> LSG on the AP topic Bio-district on 16th June 2021, online</b>	MCBO (Apennines Unit), LAG Bolognese Apennines: Bio-district; Mercato Ritrovato: Local Farmer Market Technical expertise: Ambiente Italia	<b>Local thematic workshop</b>	<b>Commitment of the policy makers is needed for the boosting of the Circular Economy</b> in terms of reviewing local laws supporting and incentivizing local farmer markets. Example of new market regulation in the municipality of Sasso Marconi (LAG Bolognese Apennines)
<b>Sem. 4 - 2<sup>st</sup> LSG on the AP topic Bio-district on 16th September 2021, online</b>	MCBO (Apennines Unit), LAG Bolognese Apennines: Bio-district; Local Farmer Market: Mercato Ritrovato Technical expertise: Ambiente Italia	<b>Local thematic workshop</b>	<ul style="list-style-type: none"> <li>❖ A focus on local markets is of interest and requested by most of the municipalities of MCBO. Often the markets are able to absorb the unsold food, with a very low excess. One of the main <b>weaknesses at the local level deals with the management/ organisational issue</b> in loco with reference to the food processing phase. (LAG Bolognese Apennines)</li> <li>❖ Proposed actions are <b>creation of collection points for exceeding food from markets</b></li> </ul>

			<p>(Ambiente Italia)</p> <ul style="list-style-type: none"> <li>❖ According to the study <b>at Bio-district level an action is needed for promoting and spreading of CE knowledge</b> through school education, local markets' dissemination of materials on CE.</li> <li>❖ <b>At market level</b> a mapping exercise of good practices in local markets and use them for an <b>information campaign for local market producers about garbage management, selling products short supply chains.</b> (Ambiente Italia)</li> <li>❖ Attention needs to be paid to the <b>growing trend of online local markets</b>, with home delivery online. (Mercato Ritrovato)</li> <li>❖ The <b>current allocation of farmer markets on the territory has to be revised</b> with the new ones recently started. (MCBO - Special Unit on Apennines Enhancement).</li> </ul>
<p><b>1<sup>st</sup> Stakeholder Consultation April 2020</b></p>	<p>Assessment of awareness &amp; knowledge of the CE</p>	<p><b>Survey</b></p>	<p>The identified challenges that can be addressed in the Action Plan:</p> <ul style="list-style-type: none"> <li>❖ <b>Knowledge about CE and CE policies/strategies varies greatly</b>, even within stakeholders;</li> <li>❖ <b>Lack of strong/meaningful policies &amp; measures to support the CE</b> (financial, training and coaching, multi stakeholders network cooperation, clear regulatory framework and simplification);</li> <li>❖ There is an understanding of the concept of CE, there is <b>very limited knowledge or experiences of the practices involved in the CE</b>;</li> <li>❖ <b>Fundamental challenges to be addressed at an early stage</b> (information and communication, bureaucracy, CE regulation and horizontal schemes);</li> <li>❖ <b>Significant opportunity for SinCE-AFC to raise awareness of GPs.</b></li> </ul>
<p><b>2<sup>nd</sup> Stakeholder Consultation June 2021</b></p>	<p>SinCE-AFC Stakeholder Consultation No.2</p>	<p><b>Survey</b></p>	<ul style="list-style-type: none"> <li>❖ In relation to the preparation of the Action Plan the survey <b>identified very clearly the key areas which the local stakeholders should include in their plan.</b></li> <li>❖ <b>The local stakeholders in general have a positive perception of the potential of action plans to effect change</b>, in particular at regional and local level: increased awareness</li> </ul>

			<p>of CE and CE projects, new business opportunities in the CE; positive effects for agro-food business by participating in collaborative networks.</p> <p>❖ In relation to <b>the perceived challenges envisaged by the local stakeholders in implementing their Action Plan</b>, the challenges <b>mirror the areas of opportunity</b> and can be summarised as: inability to affect policy change and funding streams, lack of Stakeholder engagement; in particular for businesses: lack of engagement and identification of commercial opportunities, open to collaboration.</p>
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### 3.6 Timeframe

The Action envisages the development of guidelines aimed at supporting local public bodies of the Metropolitan territory in the management of the local markets according to principles and practices of the Circular Economy.

Starting from the analysis of the different conducts and habits and the study of Good Practices at the local and European level, the guidelines development will grant the involvement of the metropolitan SUAP services (*Sportello Unico per le Attività Produttive*, i.e. One-Stop Shops for Productive Activities) into the process of guidelines development. SUAPs are present throughout the metropolitan territory in every local administration and they hold the management of the local markets either directly, either through a close and direct connection with the markets' organizers (usually trade associations).

The Action implementation follows three steps:

#### | Preparatory phase

The identification of guidelines on Circular Economy practices, steered at the Municipalities and Unions of Municipalities of the Metropolitan City of Bologna, implies a great political effort, since they have to meet all stakeholders' orientations and sensibilities, as well as their feasibility in territories which are different between each other under many points of view (physical and geographical conformation, cultural and political orientation, every-day habits, etc.).

For these reasons, a close dialogue among different departments has been undertaken, in order to avoid a gap between the Action Plan improvement and the real possibility of its territorial application. More precisely, a productive dialogue with the SUAP Metropolitan Coordination service has been undertaken: this service leads the territorial metropolitan network of SUAPs, which are

responsible for the local markets' organisation and management in Municipalities and Unions of Municipalities.

Preparatory activities include:

- Connection between Research, Innovation and European Project Management Office and SUAP Metropolitan Coordination service, within the Metropolitan City of Bologna;
- First internal framework for the development of guidelines macro topics and internal validation;
- Insights into current practices in the local area, identifying critical elements and spaces for improvement;
- Insights into the best practices to be transferred (see table 2).

Timing: August 2021 - July 2022

### | **Development phase**

Development activities include the active elaboration of the Guidelines on Circular Economy for Local Market, through a collaborative process which involves both markets managers of Municipalities and Unions of Municipalities, direct organizers of farmers markets like local associations, cooperatives and consortia, and other stakeholders relevant at the local level in the themes of the Circular Economy. Stakeholders will assist the entire development phase.

Implementation activities will focus on mapping of existing practices (such as current challenges, existing guidelines, circular practices in local markets management); analysis of identified practices in order to evaluate the actual possibility to apply them in the Metropolitan territory; setup of a set of guidelines for a circular local markets' management; preparation of information material.

Timing: August 2022 - July 2023

### | **Sharing and engagement process**

The Guidelines on Circular Economy for the management of local markets will be presented and discussed with local stakeholders, Offices of Municipalities and Unions of Municipalities. The set of guidelines and information materials will be shared in particular through SUAPs coordination and business simplification service of the Metropolitan city of Bologna, a privileged access point for the implementation of Metropolitan policies, the Bio-district Bolognese Apennines, and Farmers markets organizers.

The Metropolitan City of Bologna will also engage a board formally composed by the decision makers of trade sector and SMEs' support Service of the Municipalities and Union of Municipalities of the metropolitan territory, as well as trade associations. The aim is to enhance a collaborative framework, in order to improve the governance system.

Timing: August 2022 - July 2023

### 3.7 Stakeholders' involvement

The Metropolitan City of Bologna decided to involve, in its Local Support Group (LSG) for Action plan, firstly the local municipalities and their associations (LAG Bolognese Apennines, Tourism Organizations) of the involved territory: they are in fact central for the two thematic priorities chosen for the action plan, local markets and the Bio-district, as well as for their role in the Steering Committee for the Metropolitan Strategic Plan.

Selected farmers market association (Mercato Ritrovato) and businesses (producers of the Bio-district Bolognese Apennines and Local Markets, including their networks) are involved in order to point out their needs and the barriers they are facing. Associations (local markets management committees) and groups of interest (Bio-district executive committee) are also involved to understand the problems and needs of the civil society.

The technicians (Ambiente Italia, Eco&Eco consulting) operating and working with local/ regional public authorities and their agencies in the Emilia-Romagna Region are involved by providing their expert advice and knowledge in the domain of circular economy and Agri-Food.

Other stakeholders are involved as Research institutions in order to take advantage of the innovation and research in the thematic area of circular economy: in particular ENEA with ICESP, the Italian Circular Economy Stakeholder Platform.

The table below shows an overview of key stakeholders involved in MCBO Local Action Plan.

KEY STAKEHOLDERS		
Organization Name	Type of Organisation	Role in the Action Plan implementation
Economic Development Department of the Metropolitan City of Bologna -Research, Innovation and European project management Department -Special Unit for Apennines Enhancement	Public Authority	<ul style="list-style-type: none"> <li>- Coordination of all the implementation tasks</li> <li>- Monitoring and Evaluation tasks</li> <li>- Administrative and organisational tasks</li> </ul>

Local Action Group (LAG) Bolognese Apennines	Limited liability consortium company	<ul style="list-style-type: none"> <li>- Coordination and Territorial Cooperation in Biodistrict</li> <li>- Relationship with sustainable tourism</li> </ul>
The Promoting Committee of the Bio-District Bolognese Apennines	No profit Promoting Committee	<ul style="list-style-type: none"> <li>- Collaborative support</li> <li>- Relationship with sustainable tourism</li> </ul>
Territorial Single contact points for Local Markets and Tourism activities	Public Authority	<ul style="list-style-type: none"> <li>- Local Markets Guidelines co-design and coordination tasks</li> <li>- Local Markets Guidelines development support</li> <li>- Sharing and engagement tasks</li> </ul>
The Management Committees of Local Markets and Tourism activities	No profit - Associations	<ul style="list-style-type: none"> <li>- Local Markets Guidelines co-design</li> <li>- Collaborative support for the sharing and engagement phase</li> </ul>
ICESP (The Italian Circular Economy Stakeholder Platform), ENEA	Public Research Institution	<ul style="list-style-type: none"> <li>- Cooperation and research</li> </ul>

### 3.8 Indicative costs and funding sources

The Metropolitan City of Bologna will make available its own resources, covering:

- Staff costs: time dedicated by internal staff to the activities.
- meeting organization costs

Fundings will be raised from ongoing and future local, national and European projects and from the commitment of the stakeholders.

### 3.9 Monitoring

The indicators must consider the time-frame of the implementation phase, limited to 1 year. Thus, the results must be verified through means measurable in the given time-frame.

Indicator	Target	Description and Means of Verification
n. of meetings	1	1 workshop
n. of tools	2	1 framework model for the guideline setting 1 informative material
n. of stakeholders involved	5	Formal or informal meetings, in group or 1-to-1, exchange of information also via e-mail

### 3.10 Risks and Contingency Plans

The following sections discuss possible risks and relative contingency plans, both at the general Action level and at the specific level related to each Activity implementation.

<b>Action: Integrated strategy for the promotion of new agricultural and agri-food entrepreneurship in the field of Circular Economy</b>		
Risks envisaged	Level of probability (low, medium, high)	Description of contingency action
R.1: Scarce stakeholders' engagement in action implementation.	Low	Stakeholders' involvement activities will be improved via formal and informal contacts, stressing the advantages of being part of the AP implementation in terms of local policy improvement.
R.2: Worsening pandemic situation and conditioning of activities implementation.	Medium	All the activities will be designed, from the preparatory phase, to be implemented both online and offline.
R.3: Internal and external delays which affect the compliance with the set deadlines.	Low	Any eventual delay will be resolved by concentrating activities in a narrower period, thanks to the collaboration between the different MCBO departments involved and the strict connection with stakeholders.
R.4: High dependence of Guidelines adoption on local administration commitment	Low	The involvement of local administration of MCBO will be ensured from the start of the preparatory activities, in order to grant a common cohesion to the path.



## Part IV: Signature

*Institution* Metropolitan City of Bologna

*Name of Signatory* Matteo Lepore

*Position* Metropolitan Mayor

*Date*

05/07/2022

*Stamp (if available)*

*Signature*