

City Mouans-Sartoux	
Country	France
Population	10,000
Title of policy or practice	A Centre for Sustainable Food Education
Subtitle (optional)	A Centre for Sustainable Food Education (MEAD) in charge of steering the sustainable food project of the territory.
URL video	https://www.youtube.com/watch?v=eF9DuLog2Ts&list=PLoW8sG5JRWIUTBc8bu3t8igX58nOoEeCL
Category	Governance
SDGs	SDGs: 2,3,4,6,10,11,12,13,15,17.
Brief description	<p>For 20 years, Mouans-Sartoux has been engaged in promoting sustainable food systems that respect health and the environment. The project started with the creation of 100% organic food school canteens at constant cost thanks to an 80% reduction of food waste, as well as the supply of vegetables by a municipal farm. This project led 85% of families to change their practices towards a more sustainable diet. To support its inhabitants, the city has set up a territorial food project run by the Centre for Sustainable Food Education. Mouans-Sartoux is thus a city which 'sows' - with a twofold meaning: by producing food on its territory but also by sharing its project with local citizens and other communities.</p> <p>The project can be broken down into 5 key pillars:</p> <ol style="list-style-type: none"> 1. Installation of farmers on local available agricultural lands which were tripled in 2012 (from 40 to 112 hectares) to ensure a territorial food sovereignty. 2. Boosting the economy in relation to sustainable food: production, distribution and processing. 3. Educating and raising awareness of all local citizens, businesses and associations about sustainable food. 4. Setting-up research-action projects with academia and students to assess and analyse our food project in order to better share it, to get new ideas and to design new actions. 5. Sharing our project to support other territories in the implementation of sustainable food projects. <p>The governance of this project is ensured by a steering committee composed of elected representatives and technicians of the city, academic scholars, associations, institutions and representatives of a dedicated local stakeholder group. The latter, the Local Group for Sustainable Food is composed of local actors, citizens, associations, chambers of commerce and local actors. A team of 6 people implements the actions. Since January 2019, the MEAD has its own premises within the municipal farm.</p>
Date of start and state (ongoing/completed)	10/2016 Ongoing
Actors and stakeholders involvement	The MEAD is composed of 6 technicians and one elected-representative. Partnerships feed and support the project: researchers from universities (French Riviera University, Sorbonne, Nantes, Pau-Bayonne, INRA); <i>Un plus Bio</i> , the 1st national network of organic canteens; health education associations and professionals of organic farming. The city provides funding with support from the Ministry of Agriculture and Food, the National Environmental Agency and the Carasso Foundation.
Approach	<ol style="list-style-type: none"> 1- Analysis of the needs and state of play of existing sustainable food initiatives on the territory. 2- Drafting of the project around the 5 key pillars.

	<p>3- Search for additional external financing. 4- Setting-up of the steering committee to lead the project. 5- Recruitment of the team of technicians. 6- Installation of a local stakeholders group. 7- Implementation of actions. 8- Opening of premises at the municipal farm including class/meeting room, kitchen and educational gardening plot.</p>
<p>Innovation</p>	<p>In France, food policy is not a common competence for a municipality. Yet Mouans-Sartoux decided to take over this competence by developing an ambitious project in a constrained territory where tourism and land speculation have led to a dramatic drop in agricultural lands. The project's innovative dimension comes from such strong voluntary public commitment made by a municipality, that entailed the design of a project in full contrast with the local tourism-based economy and with the objective of limiting land speculation by increasing the proportion of agricultural lands. In addition, such bold move comes from a small town of 10,000 inhabitants which strives to share its project with many other local authorities in France but also major cities in Europe. It has become the first city of more than 10,000 inhabitants with 100% organic school canteens, 1st city with a municipal farm supplying the canteens, 1st city with a dedicated Centre for Sustainable Food Education (MEAD). This innovative dimension is strengthened by the MEAD's missions: supporting families through the 'Families for positive eating challenge', allowing them to increase by 20% their share of organic food in their daily diet, by 15% the share of local food in expenses while reducing their budget by 20%. It also helps companies to integrate sustainable food in their business activity, but also beneficiaries of the social grocery store by allowing them to grow their own vegetables in the pedagogical plot.</p>
<p>Impact</p>	<ul style="list-style-type: none"> • With the school canteens, the city provides a daily organic and balanced meal to each student: 96% of all registered students have lunch at school. The city sets the price of meals based on parents' incomes. • Special attention is brought to beneficiaries of the social grocery with: a dedicated plot at the municipal farm where they grow vegetables; supply of vegetables to the social grocery by the municipal farm; workshops on nutrition and food budget management. • Awareness-raising workshops on sustainable food are organised by the city and open to all: 'Families for positive eating challenge' and workshops with the association "Dear Neighbors" working toward the integration of disadvantaged people. • The city's food project has definitely an economic impact: installation of organic shops, direct selling markets, creation of agricultural jobs (municipal farm and social integration gardens by market gardening). • The city has been awarded the label 'Fair Trade Territory' for its actions, support to fair trade, notably with the inclusion of social and fair trade criteria in its public procurement schemes. • Mouans-Sartoux's decision to promote sustainable food has more global effects in terms of environment and health. To assess these impacts a citizen-led inventory of biodiversity will begin in September 2019 and a study of the city's food project impacts on the global health of citizens will be launched in January 2020.
<p>Inclusion</p>	<p>1) Thematic inclusion: the Centre for Sustainable Food Education (MEAD) aims to support the implementation of an integrated and coherent territorial food policy through actions targeting all stakeholders in the agri-food sector on a wide variety of topics (support for organic and local production, distribution and consumption, actions of education and awareness about sustainable food, actions in the social and health fields ...). Technicians from many departments of the city are daily involved.</p> <p>2) Territorial inclusion: since its creation, the MEAD has been working in close collaboration with a large number of partners outside of the area of Mouans-Sartoux in order to better define and</p>

monitor these actions, particularly in its steering committee: local associations of organic farmers, departmental committee for health education... Very active in national networks (*Un plus bio*, National Food Programme...) or international (MUFPP, OFSP, URBACT), the MEAD shares its experience, and takes inspiration from other territories.

3) Social inclusion: MEAD works closely with many local actors (associations, companies, businesses ...) and citizens. For example, it runs a working committee bringing together 14 companies from the territory who want to commit to more sustainable food practices in their establishments. The creation of a Food Policy Council, formalizing this collaboration with local stakeholders is also forthcoming.

Adversity coefficient

Located on the Côte d'Azur, the town of Mouans-Sartoux faces a particularly hostile environment, marked both by geographical constraints (located between the sea and the mountains on a narrow coastal strip) which limits urban development, but also by the real estate and touristic pressure. For many years, under the impetus of the municipal team, the city has tried to better protect its environment from growing urbanization by limiting construction on its territory. After classifying 500 hectares out of 1350 as natural areas, in 2012 the city council made the choice to triple the surface of its farmland (from 40 to 112 Ha) in order to promote local agricultural production while preventing the construction of new buildings on fertile lands. This strong preservation of spaces in the heart of a very urbanized area inhabited by 450,000 people forced the municipal team to fight many projects that developers wanted to install. The forest being the only available area in this part of the department, urban planners have tried to build a highway and a high-speed rail line in the heart of it, an incineration plant, supermarkets and even an Ikea. All these projects were fought by the municipal team and the inhabitants, we have always won! Fortunately, these spaces are preserved for future generations.

Beyond preserving them, Mouans-Sartoux wishes to see land classified as agricultural land in the local urban plan to welcome farmers to locally produce food for the inhabitants and contribute to our food sovereignty. But this objective proves itself very difficult to be met: the agricultural landowners persist to keep their land hoping that one day or another it will become buildable again the second difficulty is that all the applicants for an agricultural project finally gave up because of the difficulty of finding available land but also because of the high cost of rent on our territory. So at the beginning of the year it was decided to develop a double project. On one hand, we raise awareness among landowners about this issue and accompany them to make their land available, and on the other hand we work on the creation of an agricultural hamlet to rent low-cost housing to active farmers.