

<b>City Bergamo</b>	
<b>Country</b>	Italy
<b>Population</b>	120,923
<b>Title of policy or practice</b>	Bergamo Green
<b>Subtitle (optional)</b>	
<b>URL video</b>	
<b>Category</b>	Governance
<b>SDGs</b>	<p>SDGs:11, 12, 17.</p> <ul style="list-style-type: none"> <li>• N. 11: Working on strengthen economic, social and environmental positive links between urban, peri-urban and rural green producers and suppliers;</li> <li>• N. 12: Moving the city towards more sustainable patterns of consumption and production;</li> <li>• N. 17: Implementing an inclusive approach involving the Municipality, the University of Bergamo, local agricultural producers and local sustainable supply chain.</li> </ul>
<b>Brief description</b>	<p>The Bergamo Green project, financed by the Lombardy Region, results from the collaboration between the Municipality of Bergamo and the University. It is aimed at developing a network through an internet portal of the actors of the local food supply chain. The website contains various categories: markets, producers, urban and social gardens, solidarity purchasing groups (GAS) and green shops, which are all commercial and accommodation activities that follow environmental and social sustainable principles, offering local and organic products.</p> <p>The website is designed for citizens and tourists looking for food that is good for health and the environment and for local administrations who want to promote markets with local producers and solidarity purchasing groups.</p> <p>The project is the result of the Bergamo Urban Hub of Agriculture project, started with the collaboration between the Botanical Garden Lorenzo Rota, the European Planning Office of the Municipality and the University of Bergamo.</p> <p>Green commercial activities, linked to new models of sustainable consumption and solidarity lifestyles, have been mapped from the territory of the city and the province.</p> <p>The Bergamo Green website implements one of the actions of the Food Policy Council of the city of Bergamo. In fact, networking all the virtuous actors of the local food system facilitates their exchange and enhances their contribution in cultural and educational terms on the issues of critical consumption of food.</p>
<b>Date of start and state (ongoing/completed)</b>	<p>07/2017</p> <p>Ongoing</p>
<b>Actors and stakeholders involvement</b>	<p>The project is promoted by the Food Policy Council, chaired by the Mayor of the Municipality of Bergamo, in collaboration with the University of Bergamo and the Bio-district of Social Agriculture of Bergamo, which involves producers, trade associations, agricultural markets organisers and other actors working in the local agri-food sector.</p>
<b>Approach</b>	<ul style="list-style-type: none"> <li>• In January 2017, the Bergamo Green project was promoted within the actions of Bergamo Urban Hub;</li> <li>• The University of Bergamo has been involved, through a research group;</li> </ul>

	<ul style="list-style-type: none"> <li>• Surveys and qualitative analysis have been conducted in order to map the green economic actors present in the territory of the city and the province of Bergamo;</li> <li>• The web portal and the logo have been designed;</li> <li>• The website has been launched to citizenship, stakeholders and linked on the official tourism website, Visit Bergamo.</li> </ul>
<b>Innovation</b>	<p>According to the SDGs n.12 while substantial environmental impact from food occurs in the production phase (agriculture, food processing), households influence this impact through their dietary choices and habits. This consequently affects the environment through food-related energy consumption and waste generation.</p> <p>Bergamo Green provides a new approach in facing this challenge taking advantage of the wide possibilities of web, mapping the "agricultural hubs" both off-line and on-line with location reference. To achieve this objective, the students, led by an academic tutor, used a range of social research techniques, including quantitative methods such as questionnaires, qualitative methods (in-depth interviews), ethnographic methods (shops have been visited at different times of the day to observe their practices live). The web portal has been developed by interacting with each producer, market, shops, social garden and G.A.S. interested in collaborating by suggesting ideas and providing content such as videos, photos or texts. It can therefore be defined as co-constructed project in a participatory and innovative way. The method used has set the conditions to allow the transferability of the practice and the sustainability in the long term, with indirect effects on the entire food supply chain in the province of Bergamo.</p>
<b>Impact</b>	<p>The Bergamo Green practice has an impact mostly on economic and environmental aspects as well as in long-term cultural processes.</p> <p>From an economic point of view, the project aims primarily to support and give visibility, in our city context, to the production and supply channels of sustainable products (local, organic, short supply chain) both urban and peripheral. The students' mapping of a total of 74 activities, 54 of which were then classified as Green Shops (responding to certain shared criteria), was considered a necessary step to acting on urban food consumption. The growing demand often stimulates a certain mode of production in a virtuous circle. To encourage an increase of demand, the website is set up to facilitate visibility and enhance the dynamics of attractiveness of these green subjects, which can thus intercept more users. Moreover, the project creates internal synergies between these different activities and allows to maximize the supply of local food. This connection strengthening improves their economic sustainability and their competitiveness compared to traditional shops.</p> <p>In cultural terms, the project supports the valorisation of the agricultural and agri-food issues as a whole. It also plays an important educational and training role by promoting the ethics of healthy and ecological citizenship. In particular, a learning process has involved the students, the green retailers and consumers during the research.</p>
<b>Inclusion</b>	<p>Some of the MUFPP actions are integrated with the mapping of producers and restaurants committed to enhance sustainable and local products. In particular, the creation of the Bergamo Green network supports the distribution of local and sustainable food by promoting retail markets, restaurants and other food distributors in the area and, at the same time, guaranteeing access to fresh and affordable food for citizens.</p> <p>The support to local producers starts from the valorisation of the production not only of the city but of the Province of Bergamo as well, stimulating different areas to promote a more attentive and sustainable urban consumption.</p> <p>In addition, due to their vocation, local markets, shops and restaurants can be considered as "hubs" of cultural advancement for citizens. In fact, they represent inclusive places in between supply and demand where people discuss the origin of products and its features, meet other people and share ideas. Thus, the website tool becomes a portal that disseminates information by supporting a process of participatory education on all issues of sustainable diet.</p> <p>The connection between the private sector, public administration and citizenship is fundamental.</p>

The Bergamo Green network allows to implement the food policy actions, held by the Municipality of Bergamo, supporting local businesses and producers in connecting them and raising the citizens' awareness of the importance of agriculture and agri-food policies.

**Adversity coefficient**

In the city of Bergamo, there are significant proofs of a growing attention to the agricultural livestock and agri-food sector, not only in economic terms but also in cultural terms. These are part of a general greater attention to the health of food - which is growing in all Western countries - that derives from the periodically wide spreading of information by media about food sophistications, diseases related to the abundance of food, incorrect nutrition and the expansion of junk food.

The food policy practices - carried out by the Municipality of Bergamo - also takes into account the interest that is spreading among the citizens towards the impact that the agri-food system has on the environment in terms of consumption of resources.

An initiative, like that of Bergamo Green, aimed to enhancing the value of typical local products, responds to a new idea of sustainability of the areas that underlines the need to re-connect production to consumption as much as possible by shortening the supply chain in order to enhance (and preserve) the local specificities that would otherwise risk being lost in a global market that pushes towards standardization and concentration.

The strengthening and selection of exchange circuits at the local level - proposed by the Bergamo Green website - can have various positive effects in terms of economic, environmental and social sustainability.