

Country	Spain					
Population	5,474,482					
Title of policy or practice	Green Commerce					
Subtitle (optional)	Bringing sustainable products closer to the public					
URL video	https://www.flickr.com/photos/mercatsdebarcelona/albums/72157719422205454 https://www.youtube.com/watch?v=HmgEvTV76hc					
Category	05 – FS&D		SDGs		11 – 12	
Year of start	2021		Year of end		2025	
Actors involvement	Municipal departments	Public institutions	NGOs CSOs	Research centers	Private sectors	International bodies
	1	1	1		3	
Budget	€103,750					
Brief description	<p>Within the framework of the Barcelona Capital Mundial de la Alimentación Sostenible (Barcelona World Capital of Sustainable Food) project, a strategy called “Barcelona se alimenta de Proximidad” (“Barcelona Feeds Proximity”) has been promoted with the aim of guaranteeing the presence of sustainable products in the city at an affordable price for the majority of citizens and let the producers earn a fair price for their work. Therefore, various initiatives have been launched both from the point of view of food production/distribution and from the point of view of marketing. The project is focused on the municipal markets of Barcelona, taking advantage of the privileged network of 39 municipal markets that we have in the city. For some years now, these markets have been promoting a strategy of establishing themselves as a reference point for sustainable and quality food for citizens. In this context, the Comercios Verdes project has three main objectives:</p> <ul style="list-style-type: none"> • To position municipal markets as means for sustainable food in all city districts • To increase the presence of eco-friendly and local products in the markets • To facilitate viability of local and sustainable agriculture and livestock farming. <p>For this reason, incentives (training, accompaniment) have been provided to those businesses that comply with having a prominent presence of products in three categories: proximity, organic and producer-manager. This is also expected to make it easier for citizens to identify these products and increase their consumption.</p> <p>The biggest challenge is the process of increasing awareness among traders of the importance of offering this kind of products and the technical aspects of verifying compliance with the criteria.</p>					
Innovation	<p>The green market project responds to a policy of promoting a greater presence and accessibility of sustainable products for citizens, while at the same time seeking to generate marketing opportunities for municipal markets. This dual objective and the project's focus on markets give it an innovative character, thanks to the fact that Barcelona has a privileged and almost unique network of 39 municipal markets in Europe. The project aims to make people see markets as reference points for fresh, sustainable food of high quality, with a large number of products of local origin, organic products or supplied directly by the producer without intermediaries. In this way, it seeks to differentiate them from large supermarkets, which are already “advertising” these types of products, even if they often do not really belong to these categories. The latest municipal surveys indicate that approximately 41% of the population of Barcelona are regular markets’ customers and indicate that they make this choice because of better product quality and better service.</p> <p>A second innovative element is the co-produced nature of the project, between the main market actors, the federation of traders and the market guilds (fruit, fish, meat), with whom the criteria and thresholds for being “green trade” have been established.</p>					

<p>Impact</p>	<p>Although it is too early to measure impact, the unit of measurement we have refers to the MILAN URBAN FOOD POLICY PACT MONITORING FRAMEWORK indicator, number 36: "Number of fresh fruit and vegetable outlets per 1000 inhabitants (markets and shops) supported by the municipality". In Barcelona, a city of 1,603,000 inhabitants, there are 39 municipal markets, with just over 1,000 market stalls selling fruit, vegetables, pulses, fish or meat, of which approximately 600 have been classified as "Comercio Verde" ("green store"), i.e. they have, to a greater or lesser extent, local, organic or producer-direct products and are supported by the city council. This makes about 0.3 stalls per 1,000 inhabitants in the markets alone (not counting the fact that the city has many more neighborhood fresh food shops and large supermarkets that sell fresh produce).</p> <p>The project's contribution to environmental sustainability is clear if we manage to increase the consumption of this type of products. Also, the social sustainability, since we hope to be able to offer more affordable prices to citizens through short marketing circuits. Economic sustainability is guaranteed through the budget of the municipal market institute for the coming years and the staff that will accompany the project. The initial investment in signage and training for the parodists has already been made.</p>
<p>Inclusion</p>	<p>This initiative has a holistic approach to the food system: focusing on distribution and supply of food in municipal markets, it seeks to connect them with the generation of consumption habits of citizens through making traders prescribers of sustainable food (nutrition and sustainable diets). On the other hand, it connects traders with the supply of products (food production), encouraging more sustainable production patterns through consumption.</p> <p>In addition, it is an initiative that works in an interdepartmental way in the same city council between the Municipal Institute of Markets and the area of food policies. Moreover, it involves the main private agents: the federation of municipal markets of Barcelona (which brings together the city markets' traders), and the fruit and vegetable, meat and fish guilds.</p> <p>Finally, it should be noted that the territorial scope is clearly defined throughout the city, since there is a municipal market in every neighborhood.</p>
<p>Challenges and learning needs</p>	<ul style="list-style-type: none"> ● Necessary involvement of traders and guilds in the definition of criteria and especially necessary to raise their awareness of sustainable food and marketing opportunity if they differentiate themselves by offering sustainable quality products. ● The criteria must be accepted by everyone, in a balance between including as many actors as possible and not changing the project's original idea. ● The feasibility of verification of traders' compliance with the criteria is important in order to build consumer confidence and credibility. ● Work with retailers so that they become true prescribers of sustainable food, in order to encourage demand. ● Alliances between producers and traders, especially to guarantee the correct labelling and traceability of products. ● Interdepartmental work is key to the rigor of the project and its greatest impact. ● Clear and simple signage.