The opportunity for urban planning to encourage healthier living

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• 54% of the world’s population lives in urban areas

• A portion that is expected to increase to 66% or even 70% by 2050

• ¡Something must be done!
Milan Urban Food Policy Pact

• Cities can address some of the world major emergencies: the right to healthy and safe food for all
• The blueprint to achieve a better and more sustainable future for all

SUSTAINABLE DEVELOPMENT GOALS
Cities become aware of sustainable urban food systems
“...will help to advance a transformative, pragmatic urban food agenda in support of more sustainable and resilient, more affordable and accessible, safer, nutritious, and inclusive urban and peri-urban food systems.”

Transform conceptual framework and city typology

Partnerships
Public Sector Institutions
Private Sector
Civil Society
1. The local administrative bodies must **ASSUME OWNERSHIP** for the agri-food policies.

2. Re-think and boost the **URBAN-RURAL** relationship.

3. The city councils must encourage and promote the creation of common spaces in which **ALL OF THE STAKEHOLDERS** are able to interact.

4. **PERMANENT CAMPAIGNS** to raise awareness amongst citizens about nutrition. Seasonal and local food products.

5. **BIG CHANGES** come from the bottom up.
The case of València
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- Ancient Institutions
  Tira de Contar
  Tribunal de las Aguas

- Surrounding Huerta of València
- Mediterranean Diet
- Local and seasonal products
- Protection of smallholder producers
- Local Markets

Involving citizenship as a whole

- Department of Agriculture
- Consell Alimentari Municipal
- Local Food Strategy 2025
- Land Bank
- Consell Agrari Municipal
- Generational replacement
A new concept of identity based in conscious nutrition

That also means holistic, participative and healthy system of life
THANK YOU!

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