

Title

Stadsbruket urban agriculture initiative – new way of farming/growing in cities

Short description

Stadsbruket is a program that enables entrepreneurs interested in urban farming to start their own business in the field under their own management, or under the collective organization of Stadsbruket. By scaling up the practice of urban agriculture, it can be used to design and test innovative models, create economic and social effects in and around the city, and to improve integration, quality of life, and green communities. Stadsbruket connects the practice of urban farming with the profitability of large-scale cultivation. This will help to providing the city with local produced organic vegetables, creating an urban agriculture community for people who are often too far away from land that is suitable for traditional agriculture. The project will also create a national network for collecting and comparing experiences to further innovation on urban agriculture. By cultivating land that is not typically used, growers have the opportunity to start up a company and develop their horticultural business. Stadsbruk can contribute to the growing trend of multipurpose land use by combining food production with social interaction, learning opportunities and establishing a shared economy. While Stadsbruk is a form of urban agriculture, it is purely for business or entrepreneurial use, not for personal or leisurely use, nor is it used for traditional forms of fruit and vegetable agriculture.

Topic

Living – Green spaces and Consuming –Food

Characteristics (type, level)

Neighborhood, Local/Regional Intervention, Private, Public

Country/Countries of implementation

Sweden

Aims and Objectives

The main goal is to create jobs and growth through organic farming and food production on locations in and around the city. The objectives are:

- to cultivate according to ecological principles in an intermediate scale between agriculture and urban farming;
- to create economic and social effects in and around the city;
- to improve integration, quality of life, and green communities.

Target Group

Main target groups are the municipal and political organization, and urban residents. The municipality is an important actor as the owner of the land and as responsible for planning the urban development and to ensure urban residents have a good living environment. The farmed plot should have a connection with urban residents and a business model which is suitable for cultivation close to urban areas.

Status

Implemented on a continuous basis

Start and Completion dates

The intervention lasted for two years from May 2014 to August 2016, and the urban farming has continued in a commercial manner. An ongoing implementation in other urban areas, regions and cities has started.

Lifestyle and Behavior Change

Stadsbruket connects the social good examples of urban farming with the profitability of large-scale cultivation. The project will be a catalyst for sustainable urban development by creating ways for livelihood and new production area for locally grown vegetables and herbs. Providing the city with local produced organic vegetables and by cultivation create a community for people in isolation or alienation. While contributing with a skilled workforce to horticulture. The project will also create a national network for collecting and comparing experiences.

Effects on:

Health and Wellbeing	Stadsbruket is designed to test innovative models to create economic and social effects in and around the city; and to improve integration, quality of life, and green communities.
Vulnerable populations	There are many possibilities and challenges with Stadsbruk. Cultivation activities in and around the city can create economic gains and new employment opportunities. In addition, growing crops can create added value in a number of different ways; such as through positive effects of health, ecology of the urban environment as well as social integration in the public space. There are also challenges that cannot be ignored.
Environment	The land that Stadsbruk has asked about is often land that is on the edge of the city and can be land that is reserved for development or other areas with more extensive maintenance and uses.

Initiated and/or implemented by

“We need to find new constructive solutions for the social challenges of the future. Urban farming has fantastic social effects, we want to increase the scale of urban farming and test new crops and cultivation methods”, says work package leader Anders Rasmussen from SLU Alnarp, Sweden.

Stakeholders and sectors involved

There have been three main partners involved from the beginning of the Stadsbruk project: the social company Xenofilia, the city of Malmö and the Swedish university of agricultural sciences (SLU). Additional partners joined after the prestudy (2013-2014) with the city of Gothenburg, the municipalities of Växjö and Kristianstad providing opportunity of having test beds in each of the cities. Additional partners brought their expert knowledge in the field of food and farming to the project: the Skåne food innovation network and the Rural Economy and Agricultural Society have also been members in the project.

Financial support

The concept has developed in 2014-2016, in a project financed by the Swedish Innovation Agency Vinnova (aprox 1 000 000 Euro). Participating municipalities provided sub-financial support.

Evidence-base

Stadsbruk is a new way of farming in the city. By cultivating land that is not used, growers have the opportunity to start up a company and develop their horticultural business idea. It is believed that Stadsbruk can enhance the multifunctionality of land use, combining food production with social interaction, learning opportunities and as part of a sharing economy. Stadsbruk is a form of urban agriculture, it's however not growing for pleasure or own use, or traditional farming or vegetable production. There will still need to be wheat fields and large scale potato farms.

Main activities

The project has three main activities: *Cultivation*, *Commercialization* and *Strategy*. The activity *Cultivation*, tests Stadsbruks models in practice and develop them based on the project's experiences. The activity *Commercialization*, is responsible for developing business models for both growers as facilitator. The activity *Strategy*, coordinated by SLU, examines if and how it's possible to grow organically in and around the city in a way that contributes both socially and economically to sustainable urban planning.

All main activities were included in the pre-study in Malmö. Test beds were installed to find practical obstacles' that the project might encounter, strategic issues important for the authorities and the municipalities was explored. Models of how to create profitable growth in this intermediate scale were developed, as well as how to organize growers and facilitators, and how to create and market sales channels. Own experiences and from other projects were gathered in the national network Stadsbruk Sweden.

The urban farmers received support during the project in the form of cultivation advice, marketing, and coaching in business development etc. The urban farmers pay a fee for renting the land that covers the cost of water, fencing, tool storage facilities and toilets. The smallest plot available for rent is 400 m² and there are plots all over Malmö. During 2015 training courses, as well as rehabilitation and work experience schemes started in the participating cities and municipalities.

Evaluation

The project ended in August 2016, evaluation report has not been published yet. Results from the pilot study indicate that the participants were satisfied with the design of the project and the support they had during the process.

Main results

So far, the project has developed profitable business models and 20 new companies. The project produces an incubator model spread nationally and internationally. Through cultivation activities with broad collaboration contributes Stadsbruk to health and integration. In the next five years, another 15 municipalities will be included in Stadsbruk and approximately 100 new businesses.

Key success factors and barriers

Stadsbruk can enhance the multifunctionality of land use, combining food production with social interaction, learning opportunities and as part of a sharing economy. Experience from the project has shown the importance of the facilitator function. The facilitator can either be a municipal figure, as in the case of Gothenburg where the estate department has taken on the facilitator role, or a private actor, like Xenofilia in Malmö. The facilitator can also be employed by the growers themselves. An important part of the project is to establish cooperation and a network between the municipal administrations of transportation, environment, estate management, and urban planning.

INHERIT Perspective

This project has the potential to improve integration, quality of life, and green communities. Cultivation activities in and around the city can create economic gains and new employment opportunities. In addition, growing crops can create added value in a number of different ways; such as through positive effects of health, ecology of the urban environment as well as social integration in the public space.

More information

<http://www.stadsbruk.se/in-english/>

<https://www.youtube.com/channel/UCw31Xn-Hn74NMuzRNbNekpQ>

<https://www.slu.se/globalassets/ew/org/inst/lapf/stadsbruk/stadsbruk.pdf>

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