



Food supply and distribution
Action 5.3

FOOD POLICY

Local food consumption in Metropolis of Lyon

KEY WORDS

Short distribution channels, local products, open-data, participatory tools

OBJECTIVES

- To allow citizens to find points of sale offering local products in their own neighbourhood.
- To allow economic actors to give visibility to their points of sale.
- To position the population as actors of their own food consumption, by giving them the possibility to fill in the map and to extract the data.

POLICY DESCRIPTION

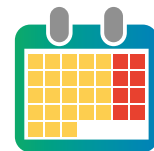
Since 2014, the Metropolis of Lyon has regularly published a paper map of local markets, which they wanted to transform into a digital one. At the same time, in 2020, in the context of the coronavirus crisis, the associations *Bellebouffe* and *Zéro Déchet Lyon* imagined a collaborative digital space to help citizens locate the points of sale where they could get food during lockdown.

In this context and as a part of its open-data policy, the Metropolis of Lyon wished to give continuity to the paper map project by supporting a map dedicated to “eating locally” for the wider public, creating an open database and an interactive and participative mapping tool. In specific terms, this is an online map that lists the various points of sale of local and quality food products (farm shops, markets, community-supported agriculture initiatives (called AMAP in France), social and solidarity grocery stores, etc.). Additional outlets could be included later (independent grocery stores, restaurants...).

This is a participatory process, which is open to everyone (residents and professionals) by filling an online form. Citizens are invited to complete the tool with their addresses, while the professionals can enter their services directly online. For each entry, location, opening hours, type of products, geographical origin of production and labels are included. When the map was launched in May 2022, there were 236 markets, 22 farm shops, 8 producer shops, 9 AMAPs and 12 social and solidarity grocery shops.

In order to give publicity to this map and raise awareness among the wider public on the importance of eating locally, there have been events planned at the markets by the Bellebouffe Association to teach the difference between the various offerings (producer/retailer, local and seasonal products, labels, etc.) and to contribute collectively to the initiative.

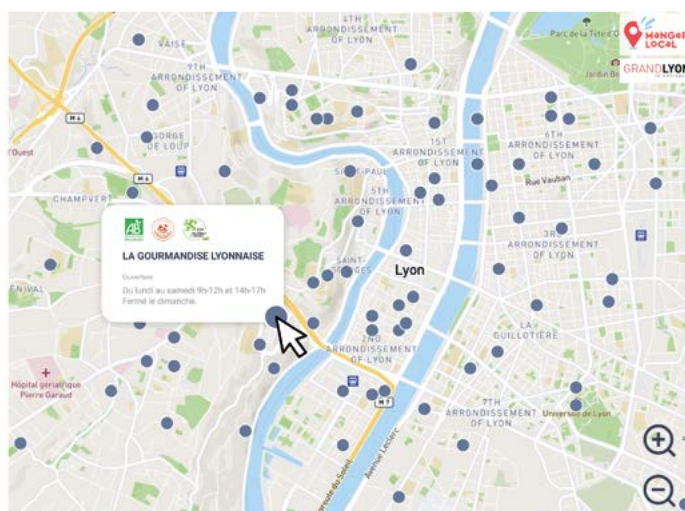
CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS



The proposal went online in May 2022, with the idea that it will be developed and will keep functioning in the long term.

DEPARTMENTS IN CHARGE

Ecological and Energy Transition Directorate
Digital Innovation and Information Systems Directorate
Association Bellebouffe (co-leaders of the project)





KEY STAKEHOLDERS

Rhône Chamber of Agriculture

Ardab (association of organic producers)

Organic cluster

City of Lyon

Lyon urban planning agency

Associations on responsible consumption:
The Greener Good, Anciela, Zero déchet Lyon

Granvillage (maps on food)

Only Lyon (tourist office)

Apidae (a database cooperative)

BENEFICIARIES

The total population of Metropolis of Lyon: 1,400,000 inhabitants
Food producers and retailers.

BUDGET

50,000 € in two years for the launching (30,000 € for the Bellebouffe Association and 20,000 € for IT services). In the future, the budget needs to be better defined, since the initiative is being extended, but the proposal is to allocate approximately 15,000 € per year.

ASPIRATIONAL QUANTITATIVE OBJECTIVES

Overall aspiration of the food policies committed to The Barcelona Challenge:

<https://toolkit.thebcnchallenge.org/challenges/report/228>

OBSTACLES AND SOLUTIONS

It needs to be taken into account that it is quite a complex system to set up for the first time in this type of format: combining a participatory mapping tool and open-data. It is necessary to consider the legal, data security and logistical aspects, etc. The prelaunch process took two years.

Furthermore, it is important to involve all the internal skills of the Metropolis staff, to rely on existing internal resources in order to allow them to contribute through their know-how.

CRITICAL POINTS

The visibility of the initiative remains a challenge, for it to be widely known and used by the citizenship and the economic actors involved. It is also important to test the perceived usefulness by its users and to be able to adapt the tool to meet their expectations.



CONTACT PERSON

Sarah Muhlberger
Territorial Food Project Manager
smuhlberger@grandlyon.com

Marie Amandine Vermillon
Association Bellebouffe
marie-amandine.vermillon@bellebouffe.com

FURTHER INFORMATION

Eat locally - website / Participatory map

STRENGTHS AND SUCCESS POINTS

A strong point of the initiative is the collaboration both internally between departments and externally with local actors. It also has the ambition to involve citizens, by offering them the possibility to choose what they want to put forward. The fact that the map is produced in an open-data format brings transparency to the information collected.

Another element of success is the political support for the initiative and the partnership dynamics that have been created as they facilitate the progress and acceptance of the project.

Finally, even if the Metropolis of Lyon works through a very formal and official framework, the fact that they have worked in partnership with an association to carry out this initiative has helped to bring the action closer to the actors on the ground, in a more informal way.

One conclusion is that this tool could be used by other local public policies and for other issues by relying on the technological base that has already been established.