



<https://www.interregeurope.eu/policylearning/good-practices/item/4822/urban-centre-of-good-initiatives-cuib/>

Urban Centre of Good Initiatives - CUIB

Mai bine (For the Better) Association has started promoting slow food, fair trade certified exotic ingredients, reduction of meat and local consumption.

CUIB project has 4 main areas of interest: ecology and environmental protection, education for sustainable development, social economy, and civic responsibility. Its goal is to reusable packaging for food to go, the replacement by all/most old equipment with new A++, warm soup delivery for the homeless using only health food and only season fresh (to avoid unnecessary ecological footprint while conserving food). Nevertheless, to replicate the model and to increase the impact of the initiative, a budget of about 300 000 EUR is needed to reach the breakeven point also because the project hasn't received any support from the government yet.

CUIB aims at inspiring other future initiatives in this field with the objective of relating to the three dimensions of sustainable development the vision of a better, sustainable, and equitable world.

The potential for learning and transfer is unlimited, all HORECA (<https://www.horecavlaanderen.be/home>) actors can approach our practices.

