New initiative and municipal instrument to support Urban Farming in the pandemic in Ferreira do Alentejo

Rita Martins
Researcher | Knowledge and Technology Transfer at CEBAL
rita.martins@cebal.pt

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Alentejo’s Agricultural and Agri-Food Biotechnology Centre
CEBAL is a private, non-profit R&D institution, founded in 2008.

It is located in Beja, in Alentejo Region, interior of Portugal.

Beja is the capital of Baixo Alentejo.

23,400 inhabitants in its urban perimeter.
BioECONOMY

CEBAL

Integrated valorization of biological resources associated to technological and scientific knowledge for a more sustainable, competitive and innovative Alentejo

ENDOGENOUS RESOURCES

ADDED VALUE

RESEARCH & DEVELOPMENT

CEBAL | 13 YEARS OF SCIENCE FOR AN ALENTEJO TO INNOVATE
Reach out Technology Maturity and adaptation

Generation of Knowledge and Technology

Research & Development

Knowledge and Technology Transfer

KNOWLEDGE AND TECHNOLOGY TRANSFER

• A tool for territorial innovation

• Foster technological and rural development processes

News Approaches for Management and Development of Technology Transfer and Innovation in Alentejo

CEBAL | 13 YEARS OF SCIENCE FOR AN ALENTEJO TO INNOVATE
CEBAL’s Technology Transfer Unit at Ferreira do Alentejo
Knowledge and Technology Transfer

**STRATEGY:**
- Use a concept of knowledge and technology interfacing and sharing

**APPROACH:**
- Elevate geographical and human proximity
- Provide innovative and sustainable solutions in response to territory challenges
- Foster dynamics on rural economy

**GOVERNANCE**

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Cooperation protocol between **Ferreira do Alentejo Municipality** and CEBAL

Ferreira do Alentejo

Located 24 Km from Beja

Area: 648.3 Km$^2$
Population: 8255 inhabitants
CEBAL’s Technology Transfer Unit at Ferreira do Alentejo

1st year of activity
2018/2019

I. Diagnosis of the territory reality

II. Strategy definition

Science communication and Science promotion

SOCIO-ECONOMIC DYNAMICS FOR INNOVATION AND TERRITORIAL DEVELOPMENT
CEBAL’s Technology Transfer Unit at Ferreira do Alentejo

NUTS Sector
2020 – COVID-19 pandemic

SHORT FOOD SUPPLY CHAINS

• Producers scrutiny

• CONSTRAINTS >> Low Digital literacy
HORTA ALENTEJANA
ITINERANT BUSINESS
Horta Alentejana

- Created in the beginning of the COVID-19 pandemic
- A family business dedicated to the production and trade of fruit and vegetable products
- Travel thought Ferreira do Alentejo and surroundings and also supply products by order
Municipal Program for Valorization of Local Business and Products
Municipal policy

Challenges on the Territory

- Ensuring Social Cohesion
- Protect the Environment
- Diversify Local Economy
- Promote Local Identity

Social

Economy

Environment

Culture
Municipal Instrument

Political measures

Beneficiaries: Micropreneurs or solopreneur located in Ferreira

- Physical or Virtual Infrastructures
- Financial Support to Investment
- Support to Marketing and Trade
- Program for Valorization of Local agri-food Business and Products
- Municipal Fees Exemption
- Technical / Scientific Support
Physical or Virtual Infrastructures

- Provision of land for urban farming
- Small agro-food processing unit – Community Kitchen
- “Business Nest” – physical headquarters early-stage companies
- Equipment for display / sale of products
- Electronic platform - marketing and trade
Municipal Instrument

Support to Marketing and Trade

- Physical markets for local producers
- Financial support for graphic design and packaging design
- Financial support for production of promotional materials
- Initiatives to encourage the consumption of local products and services
- Participation in external promotion initiatives
Technical / Scientific Support

- Support on legal formalities
- Public funding
- CTT - CEBAL
- Fornation / Training

Office at Business Nest
Thank you!

Rita Martins
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Questions welcome