

# **AESOP4Food**

## ***Sustainable Food Planning Seminar***

***Final***  
presentation 2023

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# Changes in Neighborhood's food environment with the arrival of a new tramway line

## LIGNE 5 DE TRAMWAY



## LA LIGNE 5, UNE CHANCE POUR CONSTRUIRE UNE VILLE PLUS VERTE ET ATTRACTIVE

The line is scheduled to come into service in 2025.





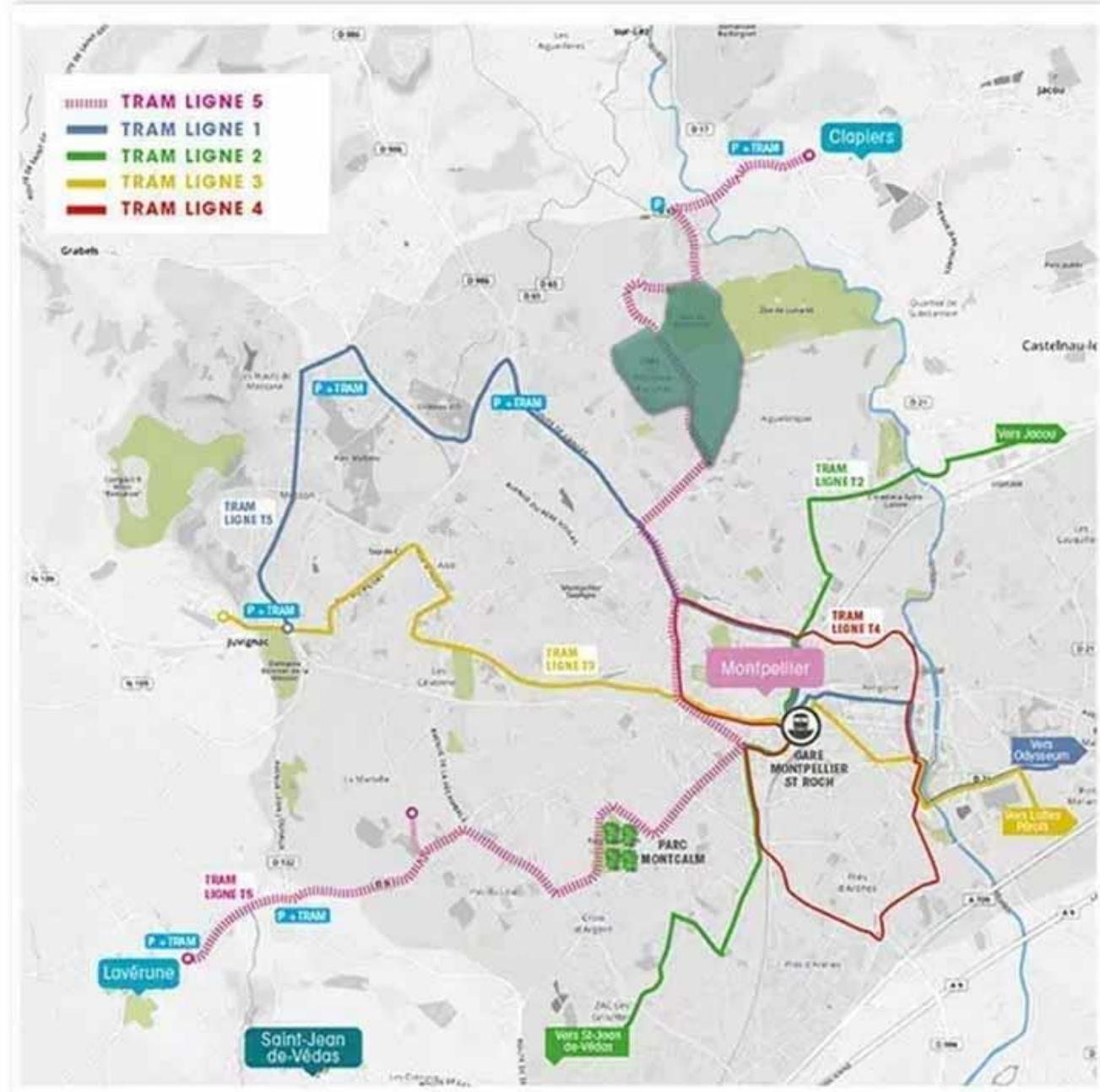
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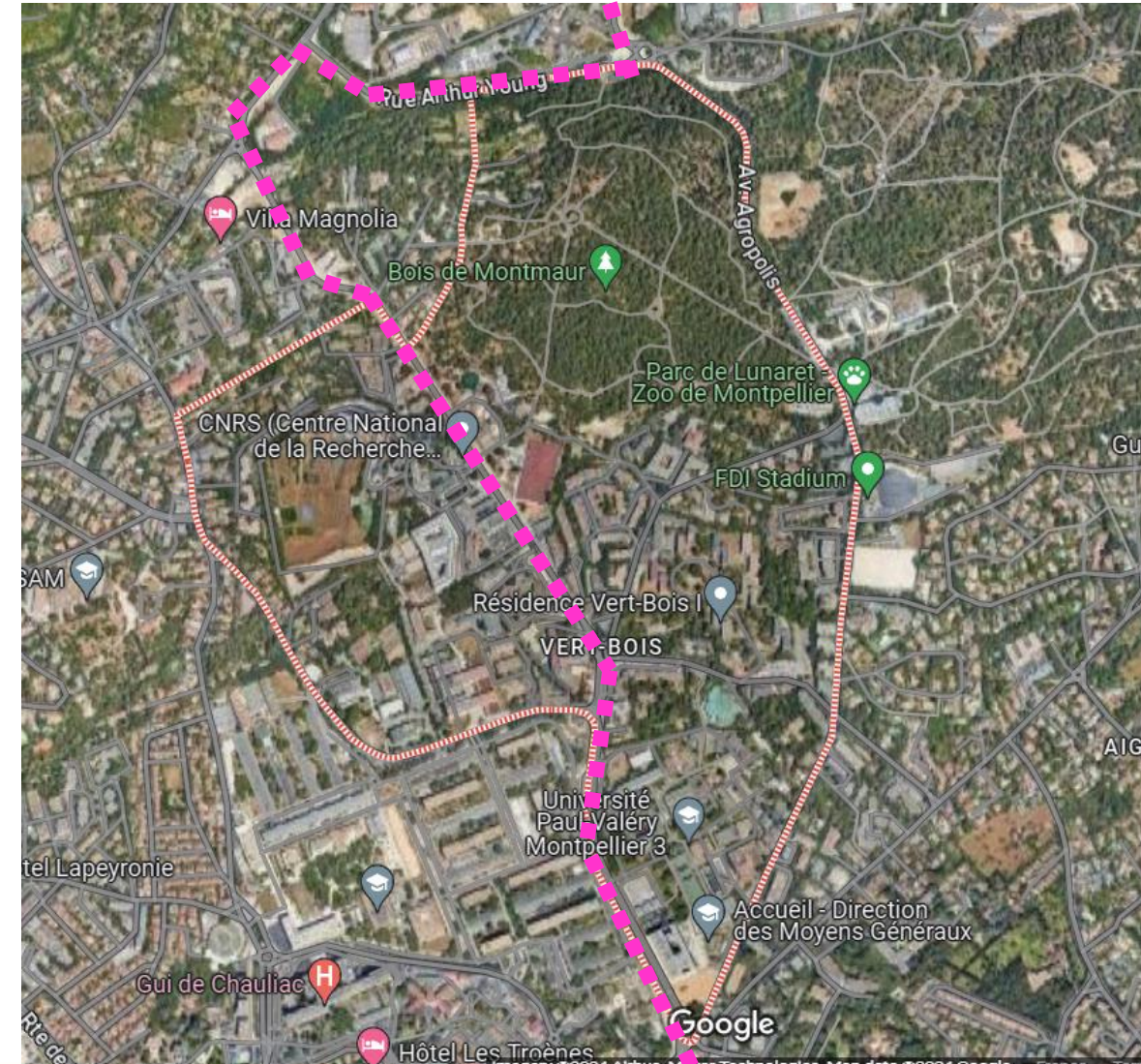
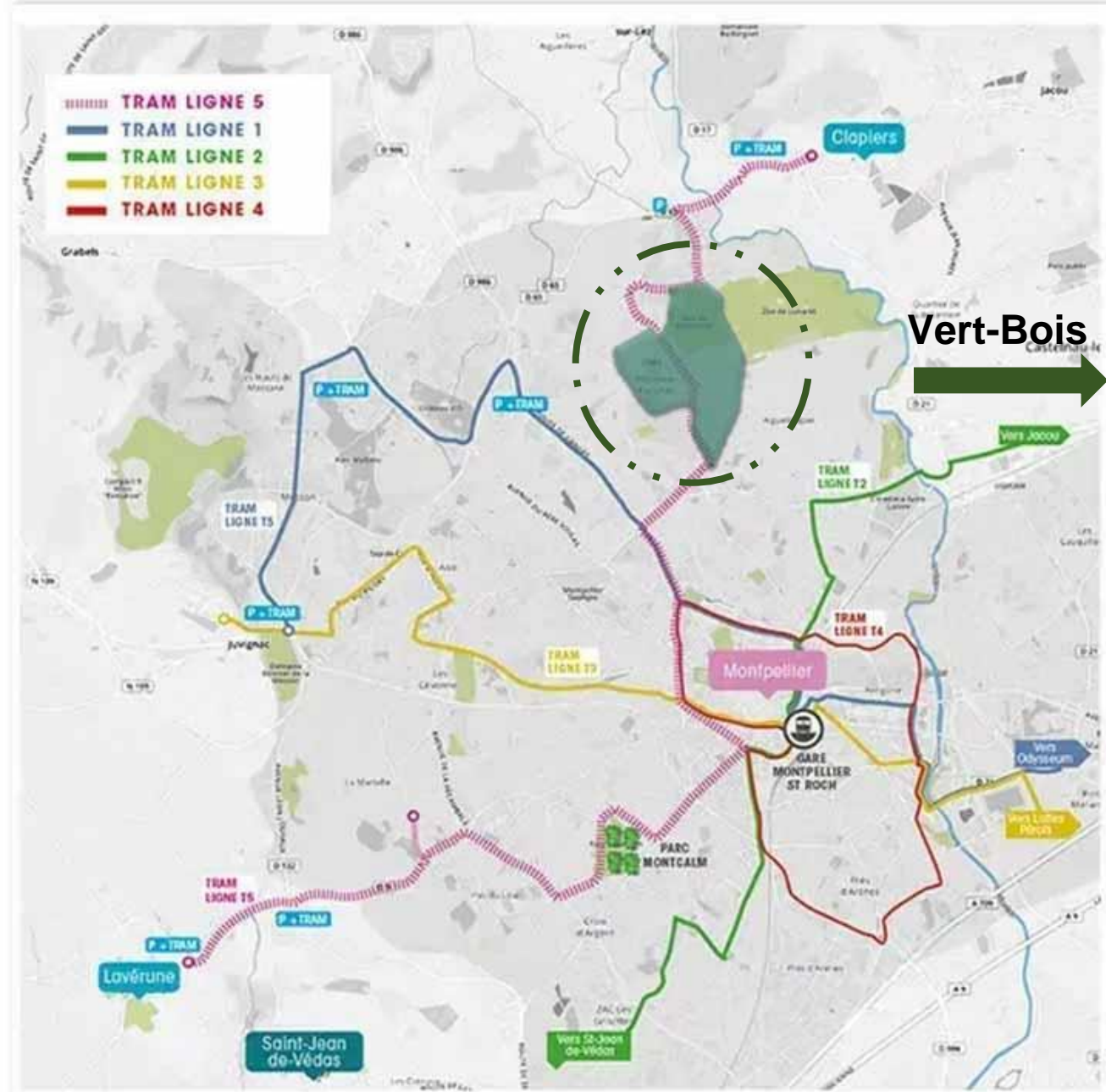


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# Overview of Vert-Bois Neighborhood

**Community:** Transitioning area, formerly designated as QPV.

**Demographics:** 50% students, diverse resident profile.

**Food Security:** High vulnerability, reliance on discount food sources and university meals.

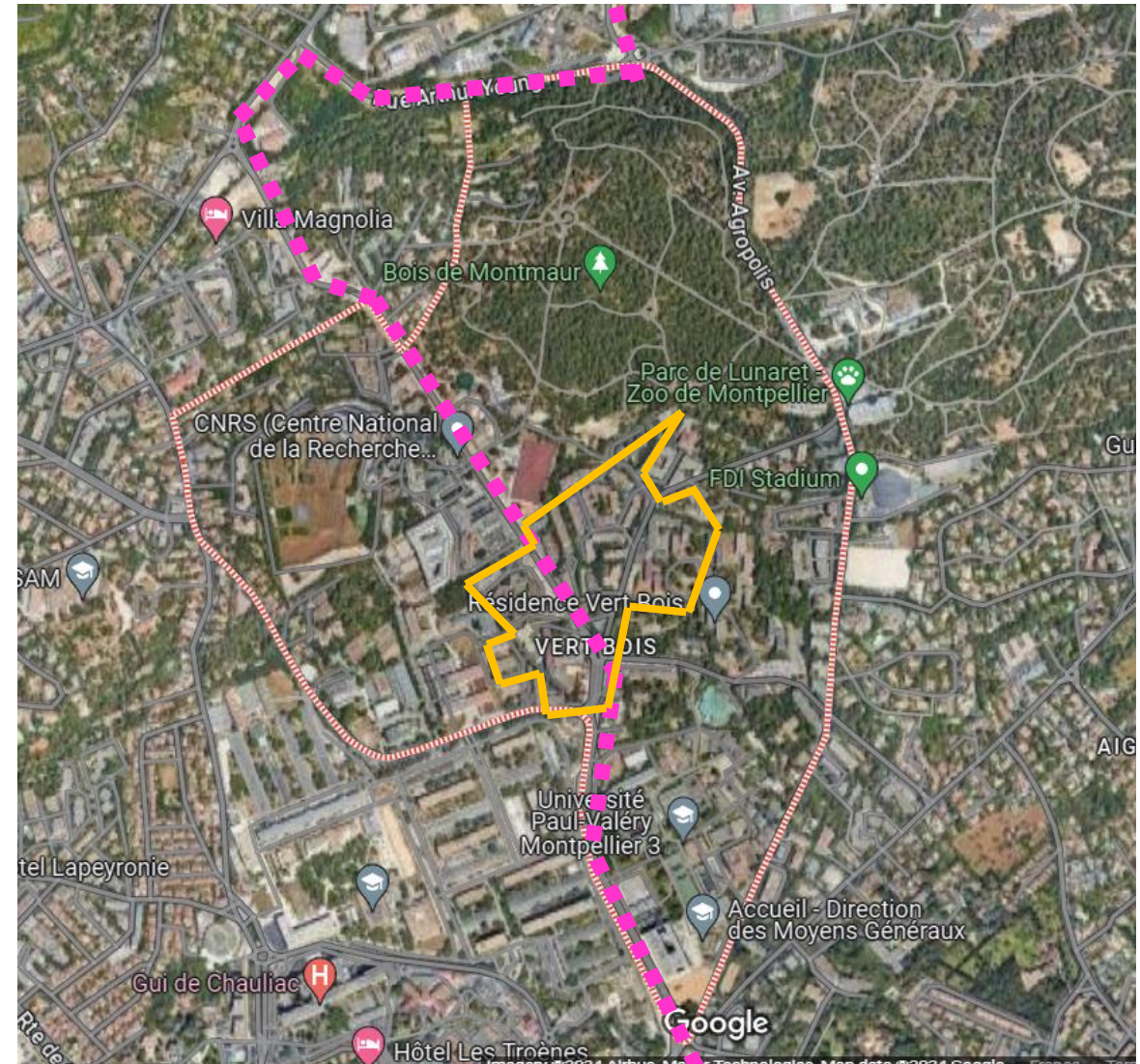
**Accessibility:** Poor public transport

## Community Facilities:

- Limited access to socio-cultural and recreational spaces.
- Few local associations and community projects.

## Food Landscape:

- Dominance of fast food and limited grocery options (delivery)
- Lack of diverse and healthy food offerings.



# Research aim and research questions

***Depending on the social and urban characteristics of the selected neighborhood:  
what ways can be found to improve its food environment?***

**Local Food Strategy**

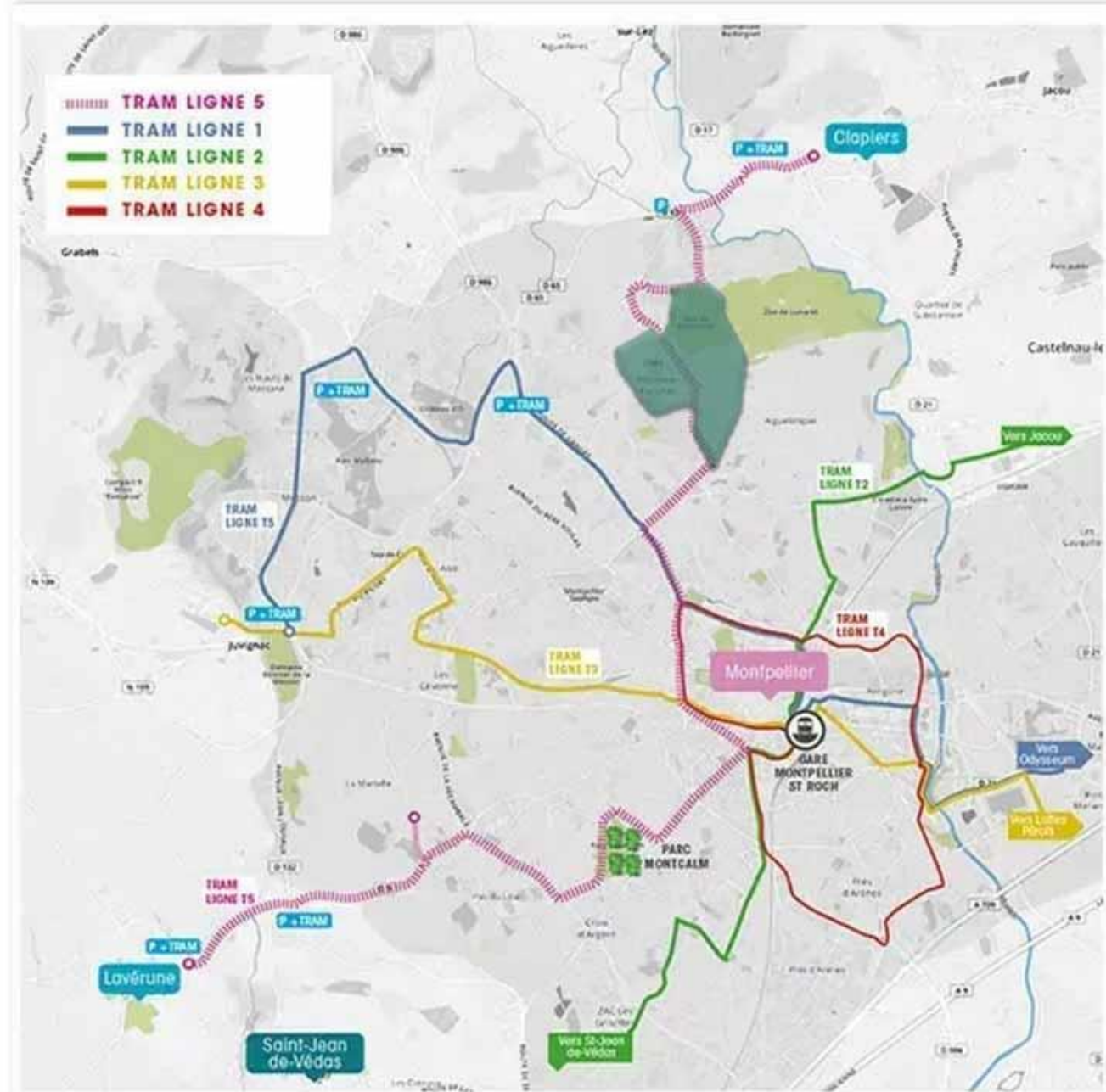


# Quartier Vert Bois

## A Pioneering Food Environment

It transforms into a food hub, where the academic and residential spheres integrate within a socio-technical arrangement. CPULs play a central role in this transformation, fostering deep connections between the university campus, the neighborhood, and peri-urban agriculture.

The introduction of Tram Line 5 isn't just an infrastructural upgrade; it becomes a lifeline that enriches these connections, making the neighborhood a dynamic space for learning, sharing, and growing together through food.



## Objective 1:

Transform 'Place de la Voie Domitienne'  
into a Regional Food Hub

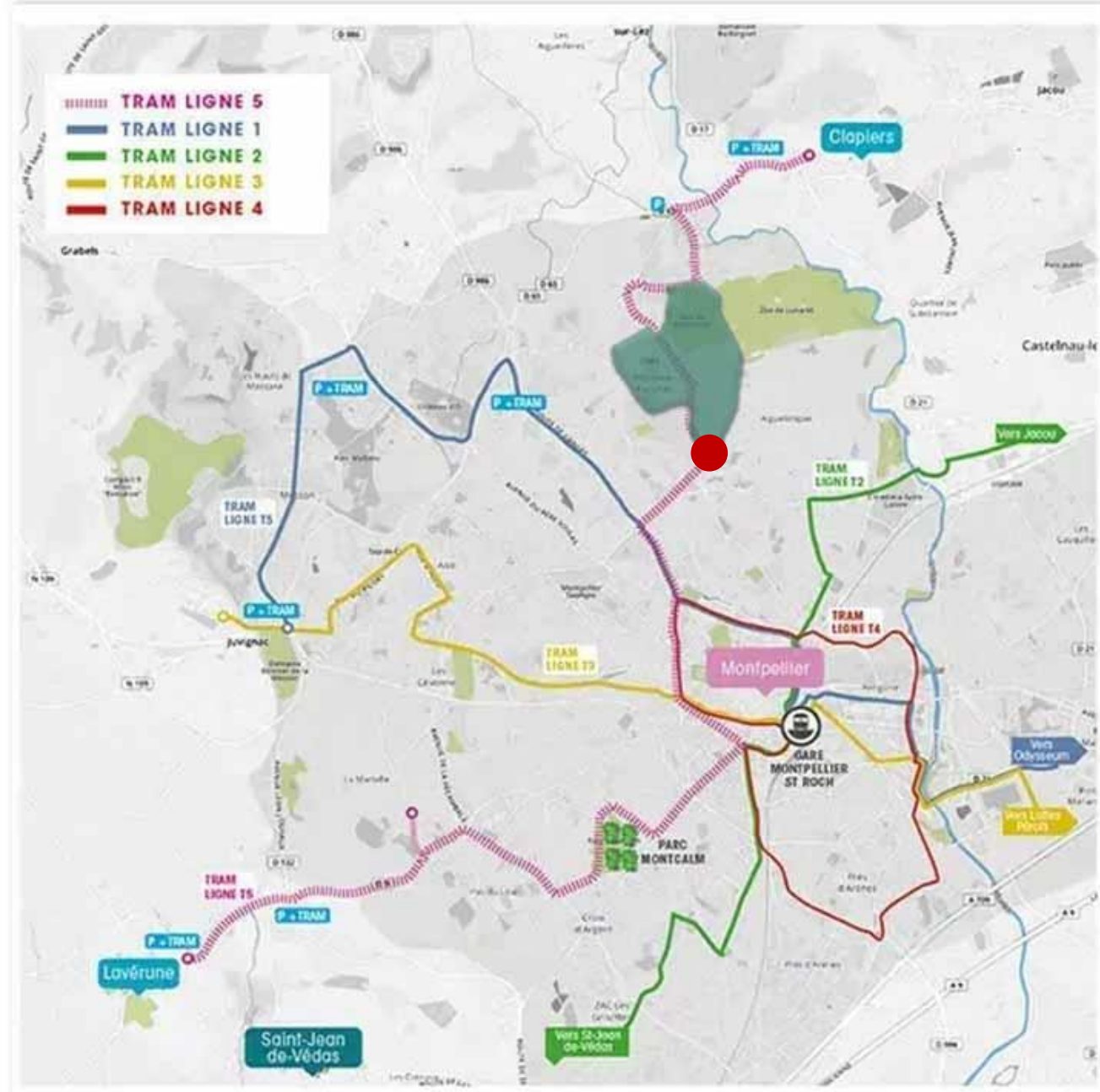
## Objective 2:

Integrate the Food Hub within the  
Neighborhood and Surrounding Context

Using CPULs

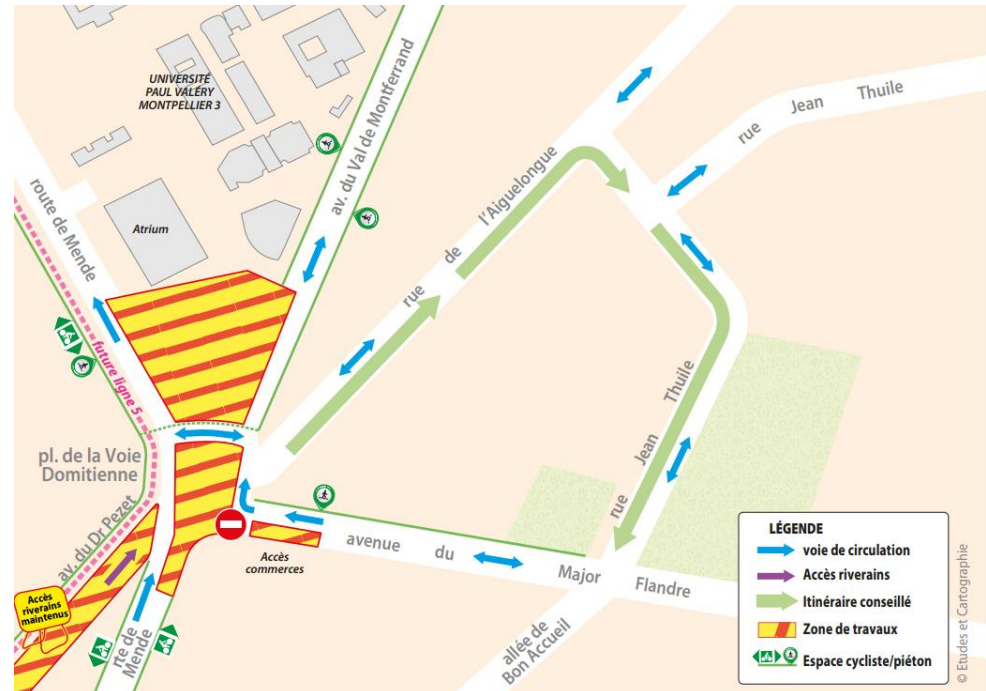
## Objective 3:

Establish a Participatory and Sustainable  
Governance Structure





# Objective 1: Transform 'Place de la Voie Domitienne' into a Regional Food Hub



As part of the construction of Tramway Line 5, efforts are being made to transform Place de la Voie Domitienne from a parking lot into a central hub of the neighborhood. This new hub will connect key routes and university facilities, feature 2,000m<sup>2</sup> of green areas.

- A. Integrate Food into the Proposed Design
- B. Leverage Tramway Line 5 Infrastructure
- C. Attract Consumers (Outside and Inside)





# A. Integrate food into the proposed design



## 1. *Food Production Zone*

- Small-Scale Urban Agriculture Plots
- Food Trucks.

## 2. *Multi-functional food activities Zone*

- **Boutique Paysanne:** small farmers' shops
- **Farmers' Markets:** afternoon and weekend.
- **Events and Activities**



## B. Leverage Tramway Line 5 Infrastructure

### 1. *Facilitate Access for Producers*

- **Food Logistics:** Using tramway logistics to streamline local produce distribution from peri-urban farms to the food hub, ensuring efficient and timely access to fresh food.
- **Facilitated Access for Producers:** Create facilitated pathways for producers of healthy products to reach the “Food Hub” via tram access and offer incentives for producers to sell their products at the food hub, such as reduced rental fees for market stalls or promotional support.

### 2. *Use the tramway infrastructure for marketing local and healthy food*

- **Mobile Food Units:** Introduce mobile food units that can be stationed at various tram stops, offering locally sourced meals and snacks. These units can serve as both food distribution points and educational platforms about healthy eating and local agriculture.
- **Promotional Campaigns:** Implement promotional campaigns along Tramway Line 5, metro stations, and within the neighborhood to raise awareness about the food hub and its offerings.

## C. Attract Consumers from Outside and Inside the Neighborhood

### 1. *Promote Diverse Food Cultures:*

- International Food Festivals
- Collaborative Cooking Events

### 2. *Offering Incentives and Subsidized Cards:*

- Subsidized cards: for residents
- Loyalty Program: discounts or loyalty points



## Objective 2: Integrate the Food Hub within the neighborhood & the Surrounding Context Using CPULs



### “Food Trails”

**Green Corridors, Educational & Recreational Trails** connecting the Food Hub with Key Neighborhood Elements: aligns with the tramline’s general vision “to make the cities greener and more attractive”.

## Objective 2: Integrate the Food Hub within the neighborhood & the Surrounding Context Using CPULs

### A. Link the trials with Montpellier Lunaret park and zoo

- Recreational and Cultural Activities: Farm-to-Table Restaurant & Café, Children's area
- Health and Wellness Programs
- Agro-Tourism and Eco-Tourism Events

### B. Enhancement of Local Food Production:

- Internships and Training Programs: Mentorship Opportunities/ Employability Enhancement (students & locals)
- Local and Student Farming Initiatives: lands and resources (training) such as Base Nautique de Lavalette-Agropolis, public spaces, and municipal lands.
- Urban Agriculture and Community Gardens



La carte du zoo de Lunaret à Montpellier avec les zones accessibles au public et celles aménagées en 2025. © Métropole de Montpellier



# Objective 3: Establish a Participatory and Sustainable Governance Structure to promote the execution and continuity of the strategy



## A. Collaborative Territorial Governance:

- **Establish a Local Food Committee:** a coordinating body composed of residents, students, local authorities, food producers, and other stakeholders. (Election, Capacity-Building, Proposals)
- **Develop regional networks:** food initiatives and marketing of healthy food along the tramway line.

## B. Inclusive Community Engagement:

- **Participatory Processes:** community groups, schools, and universities
- **Collaborations and Volunteer Programs.**

## C. Knowledge sharing and innovations

- ***“Food Observatory”:*** monitoring & evaluation, and disseminating information
- **Platforms for knowledge sharing:** E-marketing: (Bon et Local) and Communication Channels (updates)
- ***Citizen Involvement in Building Knowledge:*** Use digital platforms and public forums

Quartier Vert Bois becomes a model for integrating infrastructure projects within food planning, enhancing food security, and creating a vibrant, inclusive, and resilient food environment.									
Objectives				Timeframe					
				Y1	Y2	Y3			
Objective 1	Transform « Place de la Voie Domitienne » into a regional food hub to Promote Healthy and Locally Produced Food by Integrating Tramway Line Infrastructure	Integrate food into the proposed design	Food Production Zone	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Multi-functional food activities Zone	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
		Leverage Tramway Line 5 Infrastructure:	Attract producers	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Marketing	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
		Attract Producers and Consumers	Promote Diverse Food Cultures	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
			Offering Incentives and Subsidized Cards	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
Objective 2	Objective 2: Integrate the Food Hub within the neighborhood and the Surrounding Context Using Continuous Productive Urban Landscapes (CPULs)	Create “Food Trails” to Connect the Food Hub with Key Neighborhood Elements	Green Corridors	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Recreational Trails	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Educational Trails	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
		Link the trials with Montpellier Lunaret park and zoo	Recreational and Cultural Activities:	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Agro-Tourism and Eco-Tourism Events	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		
			Urban Agriculture and Community Gardens	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
		Enhancement of Local Food Production	Local and Student Farming Initiatives	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Internships and Training Programs	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
Objective 3	Objective 3: Establish a Participatory and Sustainable Governance Structure to sustain the execution and continuity of the strategy	Collaborative Territorial Governance	Establish a Local Food Committee	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		
			Develop regional networks	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>		
		Inclusive Community Engagement	Participatory Processes	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Volunteer Programs	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
		Knowledge sharing and innovations	Food Observatory	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
			Develop platforms for knowledge sharing	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>			
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**It becomes a model for  
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enhancing food security, and creating a resilient food environment.**

**THANK YOU!**