

03



Mission, values and social responsibility

The Municipal Institute of Markets of Barcelona (IMMB) is an autonomous body created in 1991 for the direct management and administration of the municipal markets, under the auspices of Barcelona City Council.

The Barcelona market network provides the citizens with quality products; promotes a style of healthy living, social cohesion and the articulation of neighbourhoods, and boosts the economy and employment, within the framework of local commerce. Barcelona bases its model on local commerce, in which markets are integrated with a clear vocation of service to the citizenship, especially in their immediate surroundings, since they fulfil a backbone function of the territory.

The Barcelona Markets strategic plan 2015-2025 defines three major axes that are broken down into 12 goals, 39 measures and in 153 actions. All the measures and actions contained in the plan are structured in these three main lines. In 2020, the new Digitalisation Plan for the Barcelona market network began to be promoted. This comprises a series of projects that respond to the values and goals of the current Strategic Plan and to the new needs of the current and potential customers

Axis 01. Soul

Markets are a benchmark for living in the neighbourhoods of Barcelona and provide an experience not only for shopping, but also of coexistence.

Axis 02. Driver

Markets lead the local commerce, while at the same time projecting the urban market model at the international level. They are a key piece in economic development and in the generation of local employment.

Axis 03. Sustainability

Markets are synonymous with the values associated with social, environmental and cultural sustainability.

Traditional values and new challenges

**01. Leadership in the distribu-
tion sector of fresh and quality
product**



Customers can find the best product, and their stalls of reference offer them a personalised attention.

**02. Product
diversification**



Supermarkets sell fresh, quality and well presented produce, but the markets offer greater diversity, especially in the seasonal products.

**03. Maintaining the close
and personalised
attention**



Preserving as a treasure the trust of the clients. That they can buy directly in the stalls, online or even by phone, obtaining the same product quality and the amount they need.

**04. Flexibilisation
of the shopping experience
and time saving**



Offering the chance to win through the convenience of shopping online and receiving their purchase at home or picking it up at the market even if it is already closed.

**05. Reorganisation of the
commercial mix and intro-
duction of new operators**



Giving the customers the opportunity to buy fresh products, such as fish, and while it is being prepared for them by their trusted trader, they can buy other products: cosmetics, bakery, stationery ... all without leaving the market.

**06. Promotion of the culture
of sustainable food**



Conveying to the customers that their purchase in the market fosters a healthy diet, the consumption of local products, contributing to combating climate change.

Measures and actions 2020-2023

Barcelona's markets maintain the focus aimed at modernising the facilities, services and the offer to the public. New environments demand a reformulation of the way of working which was used as the basis for the elaboration of the current strategic plan. From its major axes and with the vision set on the challenges of the future, the IMMB develops a series actions to meet the goals fixed.

Increase the provision of resources for maintenance within the framework of the specific plans for each market, taking into account their typology and their state of operation.

Consolidating and strengthening the role of the IMMB as a body for carrying out policies in market issues.

Boosting the role of the traders' associations and the Advisory Board on the review and follow-up of the current Strategic Plan. Consolidating the role of the FEMM.

Maintaining the financial balance of the IMMB annually, designing a global system of characterisation. of the markets that allows the IMMB to define, in conjunction with the traders' associations, the action plans of each market for the period 2020-2023, while facilitating the annual agreements with the boards of these associations

Working on the financial support model of the traders' associations in order to boost their economic self-sufficiency and monitoring stable spending operations and maintenance agreements (as in the Encants and Sant Antoni markets) and those arising from refurbishment agreements and of the annual meetings with the boards of the associations.

Advance in the grants and subsidies programme and support for the activities of the traders' associations and in the support programme for the professionalisation of these associations and the traders.

Defining collaboration programmes and obtaining resources between the IMMB and the traders' associations who allow as yet undetected potential to be exploited.

Developing a process improvement plan of current internal procedures that facilitate efficiency and agility in resolving their management and administrative procedures.

Implementing the Network Digitalisation

of markets approved for the modernisation and the improvement of the internal management and services to the stalls and customers.

Redesigning the reporting system of revenues and expenditure between the IMMB and the traders' associations, paying special attention to the expenses of maintenance and energy consumption, as well as monitoring the agreements with the boards of these associations.

Carrying out an in-depth reflection on denominations and/or extensions of specialities and tasting and on their instruments of development of regulations, such as the municipal and tax ordinances, the new Regulation of La Boqueria (pending) or the decree regarding the affluence of groups.

Participating actively in policies of sustainability through the relevant role of the markets in:

1. The distribution and promotion of fresh and local produce, within the framework of the programme Green Commerce and the series of programmes and actions on food policy of Barcelona City Council.
2. Campaigns to reduce food waste.
3. Initiatives to advance reduction of the presence of plastics in the markets, especially single use plastics, such as participation in the Plastic Free Working Group.
4. The incorporation of energy saving facilities or renewable energies, in collaboration with Barcelona Energia.

Investing around 100 million euros every four years in major transformations, improvements, network maintenance and digitalisation.



Social and environmental responsibility

The IMMB has eleven years' experience in the development of educational programmes that approach children to a direct, educational experience aimed at conveying the values of buying healthy, fresh and quality products, which contribute its part in training people to be responsible with their environment and with society.



2020 represented an added challenge. The educational programmes had to adapt to the new reality of COVID-19



While the *stay at home* lockdown lasted, from March to May, the programme developed special proposals for the educational centres and families.

The activity doesn't stop

"Let's eat healthily, let's eat at the market" was one educational activity that invited schools to become a team and convey to children and young people the values of maintaining a balanced diet and knowing the difference between markets and other forms of commerce. *The Stay at home lockdown*, sudden changes in the dynamics of schools and therefore the impossibility of visiting the markets, led to the development of activities to continue bringing markets closer to children and young people (nursery, primary and secondary education) of Barcelona. Taking advantage of the material available on the IMMB YouTube channel and activities proposed in the classroom, a pedagogical worksheet was prepared that enabled teachers to work on proposals that children could follow from home.

In family

The months of *stay* basically in the family environment meant that the family took on a major role in the consumption of content. From the educational programme, specific material was designed, open to families, in which, through games, concepts such as proximity, seasonality and health were worked on, and children's imagination and autonomy were enhanced.

- Challenge 1. "The Rainbow"
- Challenge 2. "The orange smoothie"
- Challenge 3. "The Secret Ingredient"
- Challenge 4. "Market stalls"
- Challenge 5. "Everyone's favourite"
- Challenge 6. "The portrait"
- Challenge 7. "The mysterious taste"
- Challenge 8. "Breakfast 'P'"

Visits to the markets

The training actions of the programme “Let’s eat healthily, let’s eat from the market” are based around guided tours of each school in neighbourhood markets.

This initiative promotes experiential learning, so that children and young people can become the protagonists, approaching the reality of markets through experimentation and to the interrelationship with the traders. A contact is established that goes beyond work in the classroom and that connects them with such an important aspect of everyday life as food and the caring of the natural environment.

The proposed activities promoted a playful methodology, differentiated into three key moments:

- Before the visit. Students work in advance in the classroom aspects related to the market: a shopping list, menus, sustainability, etc...
- The visit. Students visit the market with one dynamising person and under the narrative of researchers and journalists.
- Closing. After the visit, an activity is encouraged in the classroom, to work on the metacognition of the students.

The exceptional situation of 2020 affected the 2019-2020 and 2020-2021 academic years. The start of the activity after the 2019 Christmas holidays was cut short due to the arrival of the pandemic. The subsequent activity of the 2019-2020 academic year was replaced by virtual proposals that guaranteed games and experimentation through markets

During that period, more than 4,000 website visits were recorded and the teachers’ interest in carrying out activities with students in a remote way grew.

Finally, in the first term of the 2020-2021 course, work began on planning safe onsite visits, virtual visits and activities adapted to the new situation which were implemented from the second term of the course onwards.

Onsite visits:

- Creation of a safety protocol for the visits in which the schools and students were reminded about what they had to do before visiting the market.
- Proposal to reduce the number of students per group for half the bubble/class group.
- Reduction of the length of the visit to 30-45 minutes.

Virtual tours:

- Design of streaming visits through the Zoom platform. The proposal included the dynamism by an educator in the market while students looked at the pictures and interacted from the class. This option has been available since the second term of the course (January 2021).

“The watchmaker of the markets”

Virtual escape room that aims to bring students closer to the market and encourage the schools and families to visit. This game presents us with an enigma: The disappearance of the market watchmaker and this causes chaos in the city.

Through challenges and clues, students solve the enigma until they find the watchmaker. This game of clues or breakout is intended for schools and can be done before the market visit (onsite or streaming), but can also be played with the family to enjoy the markets of Barcelona. This is a project for the 2020-2021 academic year and was worked on conceptually during 2020 and was available in the last term of the course.

Collaboration with the vocational training cycle centres

The IMMB also works on projects of the vocational training centres. This year, we collaborated with the vocational training Centre for Polytechnic Studies, which in the course 2020-2021 incorporated the methodology of project-based learning (PBL) in the intermediate level cycle of Commercial Activities and in the higher degree on Marketing and Advertising.

In the last term of the year, we accompanied both of the teaching staff and students of the two cycles, which analysed the markets and worked on different commercial dynamisation proposals and communication campaigns, which were presented in a final session of conclusion of projects.

Learning Service (ApS)

Article 16 of Decree 187/2015, of 25 August, of the organisation of the teaching of compulsory secondary education (ESO), establishes the obligation for 3rd and/or 4th year ESO students to carry out community service, which can be developed in different public spheres, among which are the municipal markets. The IMMB, as a driving force, has designed two ApS proposals, one of which was started to be implemented in the 2020-2021 academic year: "In the markets through the main door", dedicated to the elderly, for whom we trained teachers in the first term.

(November 2020) so that they could accompany them during the second term (2021). The entity we are working with is Vincles and the students from the educational centres of the IES Verdaguer and the Montserrat Special Education Centre. Due to the pandemic, we were unable to start the other ApS proposal, "Eat the World," in which the learning service is carried out with immigrants. We hope to implement it in the course 2021-2022 with the reestablishment of the free movement between countries.

Furthermore, we have participated as a providing entity of ApS projects for other organisations, such as the IES Quatre Cantons, which is carrying out an annual ApS project with the Mercat dels Encants of Barcelona.

DESEMBRE

GENER

FEBRER

MARÇ

ABRIL

MAIG

JUNY

JULIOL

AGOST

SETEMBRE

OCTUBRE

NOVEMBRE

Ara
De temporada.
Aquí
De proximitat.
Pel
planeta
Ecològic.

Als mercats, al comerç i als restaurants,
aliments de proximitat, ecològics i de temporada.
alimentaciosostenible.barcelona



Barcelona
Capital Mundial
de l'Alimentació
Sostenible 2021



Ajuntament de
Barcelona

Year of Sustainable Food Capital

During the last quarter of 2020, we worked with the Technical Office of the Sustainable Food Capital in the revision of the pedagogical material for the educational programme so as to adapt the discourse. We also participated in the learning and ApS working groups, promoted by this technical office in order to send the proposals linked to sustainability and with food sovereignty to all the centres of the city.

Quality Seal of the Pedagogical Innovation Council

In 2020, the IMMB maintained the Quality Seal of the Pedagogical Innovation Council (CIP), which accredits the educational potential of the markets as learning spaces for students for the city's schools. This certification was granted in the 2013-2014 academic year and has been renewed periodically. The main aim of the CIP is to improve the educational proposals in the markets, promoting innovation by means of pedagogical methodologies, the social commitment and the creation of new spaces of exchange and knowledge. Currently, the CIP is made up of 159 citizen institutions and organisations, offering more than 5,000 activities through the Programme of School Activities (PAE) in schools in Barcelona and the rest of Catalonia.

As a CIP entity, the IMMB works in two Working groups: "Links for educational action" and "Education in values". The task of "Links for educational action" is to create synergies between different CIP entities when proposing complete itineraries that cover the needs of schools. For its part, the working group "Education in values" is currently continuing to work on gender equity, collecting the different materials that the entities have on the subject of the CIP to order them and make them available to other members of the Board.

Educating Cities

Educating Cities began as a movement in 1990 on the occasion of the First Congress International Educating Cities, which took place in Barcelona, when a group of cities represented by their local governments set the goal of working together on projects and activities to improve the quality of life of their inhabitants, based on their active involvement in the use and evolution of the city, in accordance with the approved Charter of Educating Cities. Subsequently, in 1994, the movement was formalised as the International Association Educating Cities (IAEC) in the 3rd Congress, which took place in Bologna. Each year, the IAEC organises the International Day of the Educating City, which in 2019 took place on 30th November under the heading "Listen to the city to transform it based on culture, education and the community" and included the participation of the IMMB. The Educating City is a new paradigm, a project necessarily shared, involving all the departments of the local corporations, the various administrations and civil society. Cross-cutting and coordination are basic for giving sense to actions that incorporate education as a lifelong process. The IMMB forms part of the technical coordination working group where the actions to be carried out are decided upon, that are required to empower the city within this field.

Institutional cooperation

The IMMB persists in its sustained will in recent years, to share and cooperate with other national and international institutions, which ask us to make known our model of management, or for advice on reform processes or improvement in other markets. During 2020, these actions and visits were limited by the situation of the pandemic. However we can highlight the following:

WEBINAR

"Market cities: how public markets can pump life into regional food economies and forge social cohesion"

Presence of Markets of Barcelona in the conference in Webinar format organised by the American organisation PPS (Project for Public Spaces) in October. One of the participating speakers (Kristie Daniel of the Healthbridge Foundation of Canada) included an audiovisual piece on the renovation of the Mercat de Sant Antoni.

Municipal Markets Conference in Gavà

On Wednesday 26th February the Consumers Union of Catalunya-UCC organised in Gavà the inauguration of the 4th Cycle of Conferences on Responsible Food and Health. The first Conference of talks started in Mercagavà entitled "Municipal markets: Time to move on." It counted on the participation of Genís Arnàs, Head of the IMMB markets service, as a speaker, together with Manel Rodríguez, Project Director of Fica't and Mònica Jardí, trader. The talks were based around the evolution of the management of municipal markets, and what upgrading is necessary in order to better reach consumers.



Solidarity initiatives and corporate responsibility

The markets of Barcelona are a regular space for carrying out solidarity initiatives. As follows, we highlight the special collaborations with the entities and some of the actions that have become a reality thanks to the promotion by the traders. In 2020, the following examples of support took place.



AFANOC: “Posa’t la gorra” (Put on your cap)

In 2020, the markets of Barcelona continued to collaborate, for the twelfth year in a row, in this initiative, promoted by the Association of Family and Friends of Children Oncology of Catalonia (AFANOC). Coinciding with the 20 years of the campaign, in November a simultaneous action took place in 18 municipal markets, which consisted of the sale of caps made thanks to the collaboration of renowned designers. The main aim of this action is to raise money for the fight against childhood cancer. AFANOC works inside and outside hospitals in order to improve the quality of life of children who suffer from long-term illnesses and to mitigate the effects of treatments, which directly influence patients and their families.

Banc dels Aliments: Great Food Collection

On 20th and 21st November, the municipal markets participated in the 12th edition of the Great Food Collection, promoted by the organization Banc dels aliments (The Food bank). The situation caused by COVID-19 meant that the Banc dels aliments had to reconsider the way the campaign was run. Finally, for health safety, it was decided to replace the physical food collection with monetary donations, acquiring tickets worth 3 euros in the establishments which could be exchanged for basic fresh products, such as meat, eggs and fish.

This initiative was already carried out in the form of pilot test in 2018 as a complement to the donation of dry and non-perishable packaged products, faced with the need to also include the collection of fresh products of high protein value, much needed and scarce for their difficult conservation and immediate consumption. In 2020, 20 markets collaborated in the Gran Recapte, the Great Food Collection (La Concepció, El Ninot, El Carmel, Provençals, Sagrada Família, La Mercè, Sarrià, L'Estrella, Sant Andreu, Horta, Les Corts, L'Abaceria, Sant Antoni, El Clot, Lesseps, Sant Gervasi, Les Tres Torres, Felipe II, Sant Martí and Poblenou), with almost 300 establishments taking part. The outbreak of the pandemic led to a 40% increase in demand of food. That is why the Gran Recapte is an essential campaign that this year has taken on an especially relevant role.

Sant Joan de Déu: Magic Line

The Magic Line is a special race in which the participating teams raise funds to finance more than 200 solidarity initiatives. The markets from Barcelona collaborated for the third year in a row. Thus, between 27th January and 2nd February, in the markets of La Concepció, Abaceria, Saints, Ninot and Sagrada Família, groups of the Magic Line offered cakes and coffees to the customers, in exchange for their contributions. As a novelty, this year counted on the collaboration of well-known characters who also offered coffees to the customers who passed by. The teams are usually made up of residents from the neighbourhood, which helps to generate very positive synergies for the market itself.

Other social responsibility and environmental activities

Helping neighbours in need has been a common practice in the markets of the city. 2020 was especially hard for many citizens of Barcelona, who saw how the health crisis of COVID-19 negatively affected their economy. Markets, aware of this problem, carried out or collaborated especially this year in different initiatives such as distributing fresh or prepared food, delivering the shopping to the elderly or people at risk, collaborating in collections of food organised by neighbourhood organisations or in projects such as Radars for the detection of the elderly who are in situation of unwanted loneliness.

Plant me on your balcony

Barcelona City Council, through the Municipal Institutes of Markets, Parks and Gardens and of Urban Landscape, launched a campaign for encouraging the planting of decorative and aromatic plants in the windows and balconies of the city. Between 28th April and 7th May, 80,000 plants were distributed in the markets, to be planted in different spaces of the city.

The distribution was done in stages:

From 28th April onwards: from La Boqueria, La Barceloneta, Santa Caterina, Sant Antoni, La Concepció, Provençals, Sant Gervasi, Les Tres Torres, El Carmel, Horta, La Vall d'Hebron, El Sant Andreu, El Bon Pastor, El Guinardó, Montserrat, La Trinitat, La Mercè, La Llibertat.

From 6th May: from Hostafrancs, La Marina, Sants, L'Estrella, El Ninot, Clot, Lesseps, Sagrada Família, Galvany, Les Corts, Sarrià, Sant Martí, El Poblenou, Besòs, Felip II, Canyelles, Ciutat Meridiana, Fort Pienc, L'Abaceria and La Guineueta.

The initiative had a dual purpose: on the one hand, to support the gardening sector and the flower nurseries, highly affected by the consequences of the health crisis and, on the other, to encourage local shopping in the markets and to highlight their work as an essential sector of provision of the citizens. The initiative gave continuity to the campaign "*Let's give way to green*", which promotes, among other concepts, the importance of having more green in the city and greening the façades with the involvement of the citizenship, for all the benefits involved: well-being, adaptation to climate change, health, leisure, etc. Everyone was encouraged to put the plants on their balcony or window and to share pictures of green at home through the hashtag *#PlantamAlBalcó*. All the images received were included in the communicative material disseminated on 22nd May, coinciding with the International Day for Biological Diversity

Environment and sustainability

As highlighted, one of the three major axes defined in the Strategic Plan 2015-2025, municipal markets are synonymous with values associated with social, environmental and cultural sustainability. The evolution of the quantity of waste shows a progressive reduction in the total number of tons collected, especially in volume of the fraction of the waste.

Evolution of the waste collection (Tn)

	2015	2016	2017	2018	2019	2020
Surplus	8,236.62	7,880.84	7,447.76	6,953.58	6,996.16	5,779.86
Selective waste:	5,223.18	5,065.32	4,976.22	5,044.58	4,727.30	4,005.41
– organic	4,066.26	3,967.68	3,915.12	3,857.26	3,589.12	3,014.19
– paper-cardboard	1,156.92	1,097.64	1,061.10	1,187.32	1,138.18	991.22
Total	13,459.80	12,946.16	12,423.98	11,998.16	11,723.46	9,785.27



Environmental responsibility

The IMMB participates in different initiatives and carries out various actions in favour of the environment, in the framework of the Agenda 2030 Sustainable Development Goals. Among the most notable actions, it is worth highlighting the campaigns to reduce food waste and various reforms to the facilities of municipal markets to make them more sustainable.

First, through selective waste collection, separating paper and cardboard, organic waste and rejection in different containers. In recent years, the volume of organic waste has been declining, which means that traders are increasingly planning better their purchases and have less to throw away. Due to the commercial characteristics of retail, citizens who go to the markets can buy by weight just what they need, thereby reducing the volume of packaging and plastics. In 2019, a study on its use began of single-use plastics by traders and market users. During 2020 the Rezero Foundation carried out the diagnosis of the situation in the markets and possible actions for improvement.

Campaigns to reduce waste

Sustainability is one of the basic axes of the markets of Barcelona. Therefore, reducing waste of the products as much as possible and getting the most out of them, form part of the initiatives to achieve a more sustainable model. In their role as promoters of social cohesion and essential elements in the life of the neighbourhoods, various Barcelona markets have agreed with various social entities, so that every day they give them all the fresh produce that they have not sold. In the field of education, the markets are collaborating with Espigoladors, a non-profit organization which is devoted exclusively to reusing all the fresh products that are not sold or that otherwise would have been thrown away. In other cases, the initiative to minimise food waste comes from the stallholders themselves, at an individual level.

The careful management of food provision, with purchases almost daily, the availability of refrigerated cold rooms and the reduction of surplus food, means that food wastage in the municipal markets is kept to a minimum.

100% renewable energy

Barcelona City Council is committed to the consumption of 100% renewable energy. Barcelona Energia has been the electricity supplier of the municipal market buildings since July 2018.

Although financial savings are not the fundamental reason for the change of supplier, it is worth highlighting that the company provided initial assessment that has made it possible to adjust the power and reduce the cost by between 1 and 2%, which has led to annual savings of between 25,000 and 30,000 euros. The reduction in electricity bills has also meant an economic saving of around 2%, equivalent to about 60,000 euros per year. Thus, the IMMB has also boosted an agreement between the FEMM and Barcelona Energia to disseminate among the stallholders the energy supply by this public operator in their individual consumption. At present, this is already applied to eight municipal markets and will be expanded throughout the network, in which the traders, in addition to consuming 100% renewable energy, receive a reduction in their bills for their private consumption that in most cases is between 10% and 15%.

Reforms of the installations of the markets

The Institute of Municipal Markets always plans the integral refurbishment of the facilities, as well as the updating and maintenance of the installations, from the point in view of improving energy efficiency. The transformation of the network and its state in optimal conditions requires constant updating actions and a whole project process prior to the execution of the works.

Complete transformations of the facilities

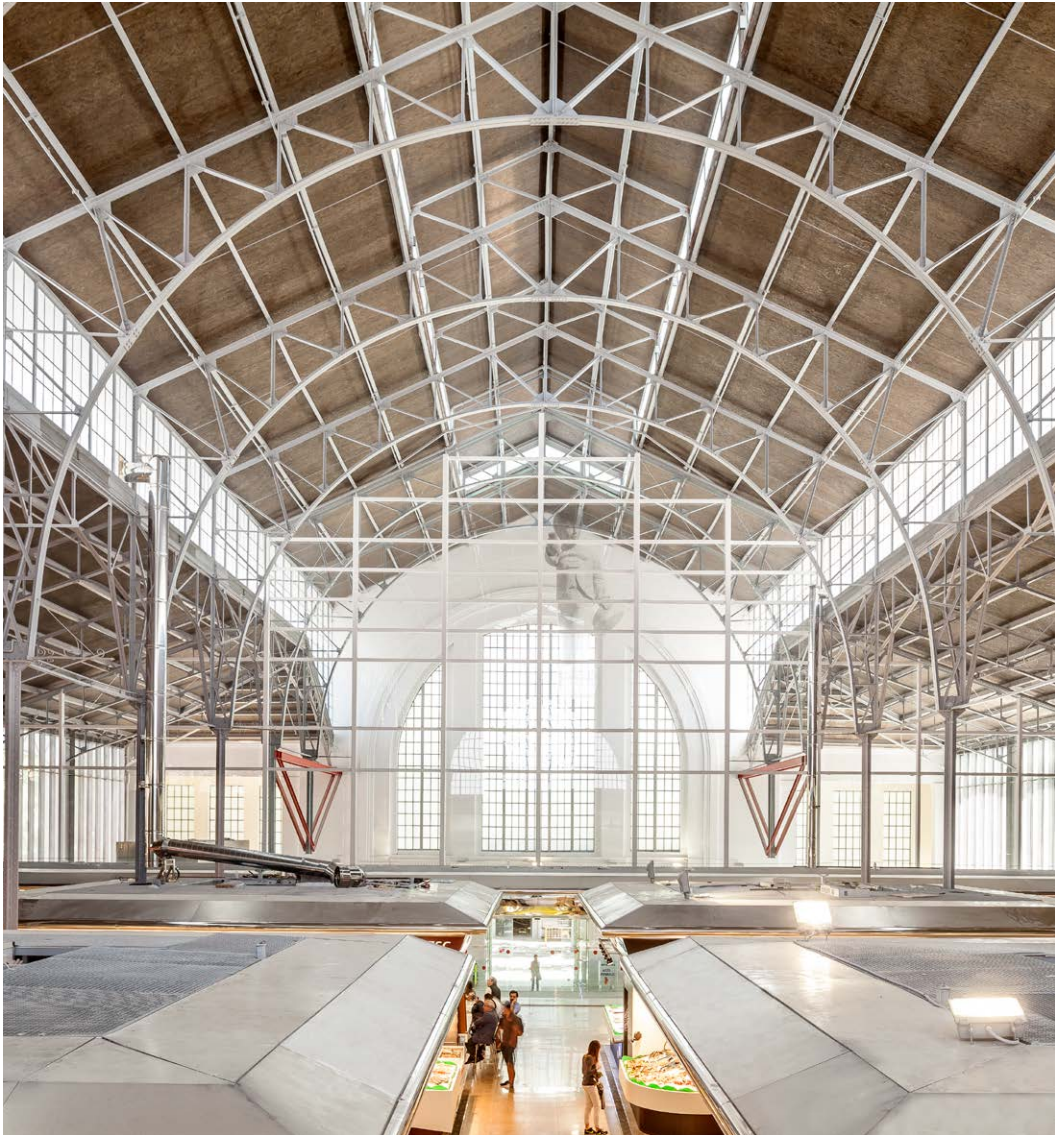
The following improvements in energy efficiency have been introduced:

- Improvement of the thermal insulation of the facility which promotes energy savings.
- Lighting installation with LED technology.
- Installation of high efficiency heating and cooling systems.
- Installation of solar and photovoltaic panels and other energy utilisation systems depending on the possibilities that each transformation project offers.

Maintenance and improvement works:

- Renovation of heating and cooling systems with more efficient technologies.
- Lighting installation with LED technology
- Promoting the incorporation of solar or photovoltaic panels, provided their installation is feasible.

Report on energy improvements in the municipal markets of Barcelona



1. Energy improvements in the heating and cooling installations carried out in the last five years:

- Mercat de la Llibertat
2018 – Replacement of obsolete components from the heating and cooling system.
- Mercat de la Barceloneta
2018 – Ventilation boxes in the machines room to improve its performance.
- Mercat de Sant Martí
2016 – Commissioning of the photovoltaic system.
2018 – New line of air curtains.
2019 – Incorporation of six extractors to the testers.
- Mercat de les Provençals
2016 – Extraction system in the sales room.
2019 – Connection of solar panels with the DHW (Hot Sanitary Water) heater in the toilets.
- Mercat de la Concepció
2018 – Installation of new fan-coils to the heating and cooling system.
- Mercat de Sants
2018 – Improving climate comfort by stratification.
- Mercat de Lesseps
2020 – Reform of the installation of the heating and cooling system.
- Mercat de la Boqueria
2020 – Smoke extraction system.
- Mercat de la Mercè, el Carmel and Santa Caterina
2020 – Drafting of the heating and cooling project.
- Mercat de Hostafrancs
2020 – Energy improvements in the heating and cooling installations (at the project phase).

2. Energy improvements in the lighting installations: 24 markets count on LED lighting.

Since 2014, LED technology has been implemented in the sales rooms of the following markets:

- Hostafrancs
- La Concepció
- La Barceloneta
- Fort Pienc
- Sarrià
- Felip II
- La Trinitat
- Les Corts

In the medium term, actions will be needed in the markets which incorporated LED technology in 2014-2015 in order to update it. Since 2016, the lighting implementation actions have been performed in both sales areas and logistics spaces and in the storerooms of the following markets:

- El Besòs
- La Marina
- Lesseps
- La Mercè
- L'Estrella
- Sants
- Galvany (in the works process)

Furthermore, since 2016, all refurbishment projects of the IMMB have foreseen the implementation of LED technology (these are projects drafted one or two years before the completion of the works). In recent years, the following refurbishments have taken place:

- 2017: Sant Andreu (provisional marquee)
- 2017: Les Tres Torres.

Replacement of the general lighting

- 2018: Abaceria Central (provisional marquee)
- 2018: La Vall d'Hebron
- 2018: La Boqueria.

Replacement of the general lighting

- 2019: Sant Antoni
- 2019: El Bon Pastor

In 2019, the lighting was also replaced by LED in the sales rooms of:

- Sant Gervasi
- Ciutat Meridiana
- El Besòs (new storage area)

During 2020, six executive projects were drafted for the replacement of the lighting with LED:

- El Carmel
- Hostafrancs
- Provençals
- La Sagrada Família
- Santa Caterina
- El Ninot

3. Installations of energy saving or renewable energy in the Barcelona markets:

Geothermal (G) or hydrothermal installations (H) in the following markets (energy saving in the heating and cooling systems):

- Sants (2016) (H)
- Sant Antoni (2018) (G)

Installations that take advantage of ground-water for the toilets:

- Bellcaire (2013)
- Sant Antoni (2018)

Solar panel installations for the domestic hot water supply:

- La Guineueta (2013)
- Bellcaire (2013)
- Provençals (2013)
- El Ninot (2015)
- El Guinardó (2015)
- La Vall d'Hebron (2018)

Installations of photovoltaic panels:

- La Barceloneta (2007)
- Bellcaire (2013)
- El Guinardó (2015)
- Sant Martí (2003)
- El Carmel (2007)
- Provençals (2013)
- El Ninot (2015)
- La Vall d'Hebron (2018)
- Les Tres Torres (in project)
- Sant Gervasi (in project)

Geothermal installations:

- Sant Antoni (2018)

Energy control (monitoring through a Supervisory Control and Data Acquisition system, SCADA):

- Sant Antoni (2018)
- El Ninot (2019)



Green Commerce

Green Commerce is a project of the Municipal Institute of Barcelona Markets (IMMB); the Commissioner for the Social and Solidarity Economy, Local Development and Food Policy of Barcelona City Council, and the Federation of Municipal Markets of Barcelona (FEMM), which aims, among other things, to provide the establishments of the municipal markets with the possibility of differentiating and improving sales by offering local, ecological products from small producers, farmers or from the fish auction market

In 2021, Barcelona is the World Sustainable Food Capital. And one of the actions of this capital is the Green Commerce initiative, which work was begun in 2020. The project is part of the line of work oriented towards the sustainability of the markets, this being one of the three main axes of the Strategic Plan for Municipal Markets of Barcelona 2015-2025. One of its programmes is to “facilitate the distribution and the commercialisation of local products in the municipal markets”. It is a present and future project, with which we aim to improve the competitiveness of the commerce and become prescribers of sustainable food

The main goal of the project

To enable the establishments of the municipal markets to offer green products, in a visible and differentiated way, and improve their competitiveness and sustainability, with the offer of:

- Local products: originally from Catalonia
- Ecological products: with a CCPAE certificate
- Direct products from farmers: short circuit
- Direct fish auction market products: short circuit
- Product of small producer: short circuit
- Own product, with an authorised workshop.

Specific goals

- Increase the visibility of the commerce and products which have these characteristics.
- Improve the accessibility of green commerce.
- Provide information and support services to strengthen the business of the establishments.
- Assess and distinguish the work of the traders, helping them to increase sales and customer.

Establishments that join the project may be distinguished as Green Commerce or Green Commerce Corner.

Commitments of Barcelona City Council and the IMMB

- Facilitate the signage of the establishments and the products at the time of launching the project, initially planned for the second semester of 2021.
- Carry out a specific communication campaign for the project to make it known to the citizens.
- Gradually expand the offer with other considerations, training or communication actions.
- Offer personalised attention to resolve doubts or queries through associations and guilds.
- Evaluate the degree of satisfaction and effectiveness of the actions of the programme with two annual visits.
- Facilitate more and more supply routes of local, ecological and short-circuit products (Mercabarna Wholesalers, Biomarket of Mercabarna, direct contact with the small producers through the CIAP).
- Review compliance with commitments by the stalls, with verification visits.

Commitments with the stalls that join

- Sign a responsible membership statement.
- Make constant and correct use of the specific signs to make it visible that it is a Green Commerce Corner or Green Commerce.
- Contribute opinions on the operation of the project and provide compliance data.

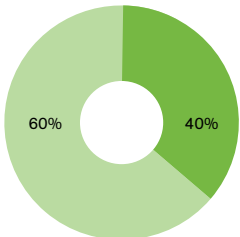
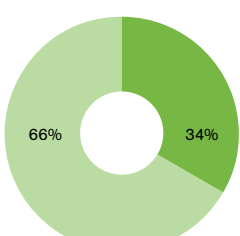
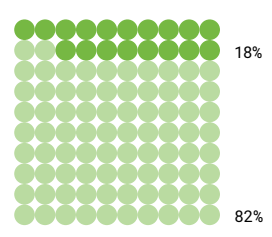
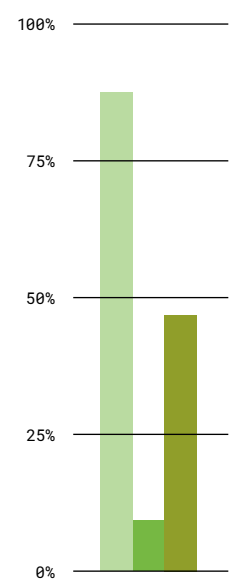
Membership requirements

During 2020, an agreement was reached with traders from different sectors, through meetings with the FEMM and the different associations, on the requirements for the membership of the establishments in the project. Thus, any establishment can be classified within one of two categories (Green Commerce or Green Commerce Corner), according to the number of references or the percentage of products available in the their stall. To be able to assign the categories of Green Commerce Corner or Green Commerce, it is necessary to meet at least one criteria (local products, ecological products, direct from farmers or fish auction market or small producer). The "own elaboration" criteria will be an added value of the establishment but not enough as a single criteria to join. It is foreseen that the programme will be implemented throughout the market network in the autumn of 2021



Reduction of single-use plastics

In the framework of the Barcelona Strategic Markets Plan 2015-2025, the climate emergency and the Zero Waste strategy, we are working on strategies to minimise waste. Starting situation: waste generation in the markets

From the supplier to the store	In the presentation of the product	From the store to home
<p>Types of waste</p> <ul style="list-style-type: none"> — Cardboard boxes — Wooden boxes — Plastic boxes — Plastic (film, foam, etc.) <p>Transport</p> <ul style="list-style-type: none"> ● Direct from the trader ● Through a distributor  <p>Materials</p> <ul style="list-style-type: none"> ● Reusable ● Non reusable 	<p>They are presented as they arrive from the supplier</p> <ul style="list-style-type: none"> — Reusable boxes — Non-reusable materials — Disposable packaging (glass, plastic, cans, paper) and cardboard, etc.) — Non-reusable boxes — Other elements (film, etc) <p>They are handled and exposed with other materials</p> <p><u>Non-reusable</u></p> <ul style="list-style-type: none"> ● Ice and others (compostable paper) ● Plastic (film, porexpan, vacuum, packaging, etc.)  <p><u>Reusable materials</u></p> <ul style="list-style-type: none"> — Plastic materials (trays, boxes, etc...) — Other materials (pots, reusable cutlery, wooden boxes, etc...) 	<p>Non-reusable items</p> <ul style="list-style-type: none"> ● Plastic containers ● Compostable containers ● Others (paper, aluminium...)  <p>Reusable items</p> <ul style="list-style-type: none"> — Shopping trolley or basket — Reusable bags — Lunchbox — Net bag

As a result of the first analyses the increase in the generation of single-use plastics, which has increased exponentially in recent decades, is especially worrying. It is estimated that in 2020, up to 500 million tons of plastic was generated. A large part of this plastic corresponds to single-use products and in packaging: 40% of the world's plastic produced becomes a waste in less than a month. The IMMB wants to make progress in the development of a strategy to reduce single-use plastics in the city's markets. A commitment towards the reduction of plastics in the markets signifies working towards a model of distribution and low emissions consumption, which improves process efficiency and avoids the unnecessary waste of natural resources. Since 2019 and throughout 2020 we have worked with the Rezero Foundation, in a diagnosis of the situation in the markets in relation to the use of plastics by the traders and consumers.

As a result, a first proposal has been developed of actions for its effective reduction, which need to be developed

- Availability of infrastructure for the selective collection of waste
- Reuse of pallets
- Participation in the Banc dels aliments
- Self-composting of the organic fraction
- Incorporation of ice removal systems
- Reuse of cardboard, wood and plastic boxes
- Use of compostable bags for organic waste
- Reduction of packaging
- Use of multi-use gloves
- Use of blackboards to announce offers
- Replacement of porexpan boxes for others of a different material
- Adjustment of purchasing policies from stallholders to sales forecasts
- Always use recycled materials whenever possible
- Minimisation of packaging in products sold by stallholders (distribution of reusable or compostable bags)

Main data from the diagnosis carried out

The goals of the work done are:

1. Analysis of consumption and generation of single-use plastic packaging in the markets.
2. Preparation of a proposal for actions and strategic lines for all the city's markets.

The work is carried out in two different phases: Phase 1. Diagnosis of the current situation regarding the generation of single-use plastics in the markets of Barcelona.

Phase 2. Development of an action plan for improvement (2021).

Analysis of the situation in 10 markets:

Mercat de la Boqueria (Ciutat Vella)

Mercat de Sarrià (Sarrià)

Mercat de Sant Martí (Sant Martí)

Mercat de la Concepció (Dreta de l'Eixample)

Mercat de les Corts (Les Corts)

Mercat de l'Abaceria (Gràcia)

Mercat de Sants (Sants)

Mercat d'Horta (Horta)

Mercat del Bon Pastor (Bon Pastor)

Mercat de Trinitat Nova (Nou Barris)

10 questionnaires to the market directors

248 questionnaires to the traders

260 questionnaires to the consumers

Degree of compliance of the regulation in the markets.