



Eurocities Working Group Food meeting & MUFPP Regional Forum EU

## Beyond the market stall

Reimagining food markets in cities as key infrastructures

20-22 May 2026, Florence

**LinkedIn:** @Eurocities @Milan Urban Food Policy Pact  
#MUFPP#EUFoodCities #Food2030EU

### Contacts

### Overview

<b>Eurocities</b>	Chiara Roticiani	<a href="mailto:chiara.roticiani@eurocities.eu">chiara.roticiani@eurocities.eu</a>
<b>Chair Milan</b>	Andrea Magarini Chiara Mandelli	<a href="mailto:Andrea.Magarini@comune.milano.it">Andrea.Magarini@comune.milano.it</a> <a href="mailto:Chiara.Mandelli@comune.milano.it">Chiara.Mandelli@comune.milano.it</a>
<b>Vice-Chair Vantaa</b>	Panu Vuorimaa	<a href="mailto:panu.vuorimaa@vantaa.fi">panu.vuorimaa@vantaa.fi</a>

Food markets have long been at the heart of European cities, shaping local economies, food cultures, and social life. From farmers' markets to wholesale markets, these spaces have traditionally played a crucial role in connecting urban consumers with regional food systems. Today cities face new challenges, climate change, food insecurity, economic pressures on producers, that call for a renewed approach to how markets are conceived, governed, and supported. This joint meeting of the Milan Urban Food Policy Pact (MUFPP) and the Eurocities Working Group Food, hosted by the City of Florence in May 2026, will explore how food policy can act as a driver of innovation for urban food markets. By moving beyond the traditional set-up of farmers' markets and wholesale markets, cities are experimenting with new models that integrate social inclusion, environmental sustainability, circular

economy and stronger links between producers and communities. The agenda will highlight concrete city experiences, policy frameworks, and governance tools that reimagine markets not only as places of exchange, but as strategic infrastructures for delivering public value and advancing urban food policy goals.

## Draft Agenda (subject to change)

### Day 1 – Wednesday, 20 May

Venue: Sala Wanda Pasquini, Murate Idea Park, piazza Madonna della Neve 1

14.30 - 16.30	CLEVERFOOD Italian National Dialogue (closed event – cities will be invited individually)
18.30-20.00	<i>Aperitivo (covered by the CLEVERFOOD project) and welcome for WG Food members (venue to be confirmed)</i>

### Day 2 – Thursday, 21 May

Venues:

- Morning: Biblioteca delle Oblate, via dell'Oriuolo 24
- Afternoon: Saletta Casa delle Donne, via delle Vecchie Carceri 8

8.30 - 9.00	Registration and welcome coffee
9.00 - 9.15	<ul style="list-style-type: none"> <li>• Greetings by the City of Florence political representative</li> </ul>
9.15 – 10.00	<ul style="list-style-type: none"> <li>• Welcome words by Chair and Vice-chair of the Eurocities WG Food</li> <li>• State of the Pact in Europe by Milan Urban Food Policy Pact Secretariat</li> <li>• Presentation of the Milan Pact Awards 2025 in Europe</li> <li>• Eurocities WG Food</li> <li>• Highlights from CLEVERFOOD project</li> </ul>
10.00-10.30	Coffee and tea break
10.30 - 12.00	<ul style="list-style-type: none"> <li>• Introduction to the work of Florence on Food</li> <li>• Keynote speech - Guest lecture/presentation from local stakeholder with case study <ul style="list-style-type: none"> <li>○ University of Florence – Filippo Randelli</li> </ul> </li> </ul>



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	<ul style="list-style-type: none"> <li>○ General Manager of Wholesale Market – Gianni Tapinassi</li> <li>○ Representative from Farmers Market</li> </ul>
12.00 - 14.30	<p><b><i>Tour and Lunch (offered by the City of Florence) at the local market</i></b>  <b><i><u>Mercato di Sant’Ambrogio</u></i></b>  <i>Piazza Lorenzo Ghiberti (10-minute walking distance from the morning venue and 5-minute walking distance from the afternoon venue)</i></p>
14.30 - 16.30	<p><b>Interactive Workshop on leveraging food markets for sustainable food systems</b></p> <ul style="list-style-type: none"> <li>● Exchange of practices and common challenges</li> <li>● Feedback to the main group</li> <li>● Discussion and final thoughts</li> </ul>
16.30-17.00	Final remarks and conclusion of the day
19.00	<i>Joint dinner (offered by the City of Florence), venue to be confirmed</i>

## Day 3 – Friday, 22 May


Venue: [Mercafir](#), Piazza Eugenio Artom 12

*The group will meet in Firenze Santa Maria Novella (exact time to be defined) and go together to the venue*

8.30-10.00	Site visit to the <b>Wholesale market Mercafir</b> and in house food bank (Banco Alimentare)
10.00-10.30	Welcome coffee
10.30-12.30	<p><b>Opening Remarks</b> City of Milan</p> <p><b>Thematic introduction – Understanding farmers markets: contexts and opportunities</b> University of Bologna</p> <p><b>Case studies – Experiences from cities across EU</b> Turin, Milan, other cities to be announced soon</p> <p><b>Interactive exercise</b> Around farmers markets, supporting short supply chains and local farmers</p>



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	 <p><i>The <u>Urban Agenda for the EU Partnership on Food</u> unites 26 diverse stakeholders from various sectors and governance levels. Together, they aim to build consensus on sustainable food system priorities and advocate for these at national and EU levels. The Partnership emphasises a systemic, city-led transformation of food systems, promoting innovative urban food policies.</i></p>
12.30-13.00	Final remarks and conclusions
13.00	<i>End of the meeting and optional lunch (at own expenses), venue to be confirmed</i>

## Information on the City of Florence

### Background

Located in central Italy, Florence, capital of the Tuscany Region, has around 380,000 inhabitants and nearly one million in its metropolitan area. The Arno River runs through the city, crossed by historic bridges including the famous Ponte Vecchio, with the surrounding Tuscan hills creating a unique landscape.

Florence is world-renowned for its cultural heritage. Its historic centre was designated a UNESCO World Heritage Site in 1982 and hosts an exceptional concentration of museums, churches and artworks. Known as the cradle of the Renaissance, the city continues to foster creativity and cultural vitality. Florence promotes sustainable mobility through trams, cycling infrastructure and shared mobility services, supported by digital tools for residents and visitors. With vibrant cultural life, green spaces, renowned craftsmanship, fashion, and gastronomy, Florence is an attractive and liveable city.

The city's Sustainability Office, established in 2006 within the Directorate of Environment, coordinates Florence's work on food. The municipality collaborates closely with the University of Florence, which is currently conducting a mapping of local food system actors as a first step towards the development of an integrated urban food policy.

### Practical information

#### By Train

##### Main Station: Firenze Santa Maria Novella (SMN)

- **High-Speed Trains (Frecciarossa, Italo):** Connect Florence to Rome (~1.5 hours), Milan (~2 hours), Venice (~2 hours), Bologna (~40 minutes).
- **Regional Trains:** Connect to Pisa, Lucca, Siena, and other Tuscan cities.
- **From SMN to City Center:** The station is in the city centre; most attractions are within walking distance.

#### Booking:

- **Trenitalia** ([www.trenitalia.com](http://www.trenitalia.com)) or **Italo** ([www.italotreno.it](http://www.italotreno.it)) for high-speed trains.



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- **Regional trains** can be bought at the station or online.

## By Plane

### Main Airport: Florence Peretola Airport (FLR)

- **Location:** 5 km northwest of Florence city centre.
- **Airlines:** Serves domestic and some European routes (e.g., Air France, Lufthansa, KLM, Vueling, ITA Airways).
- **From the Airport to City Center:**
  - **Taxi:** ~15-20 minutes, €20-25.
  - **Tramvia (Tram):** Line T2 to “Unità” stop (~20 minutes), then walk or transfer to bus.
  - **Bus:** Volta bus line to Santa Maria Novella (SMN) train station (~25 minutes, €1.50).

### Alternative Airports:

- **Pisa Galileo Galilei (PSA):** ~80 km west of Florence.
  - **Train:** Pisa Mover shuttle to Pisa Centrale, then regional train to Florence SMN (~1.5 hours, €8-15).

*Please note that there is no direct train from Pisa Airport (PSA) to Florence. To travel by train, you must first take the PisaMover shuttle (a 5-minute ride) from the airport to Pisa Centrale train station, and then take a regional or high-speed train to Florence Santa Maria Novella (SMN), which takes about 50-60 minutes.*

- **Bologna Guglielmo Marconi (BLQ):** ~100 km northeast.
  - **Train:** High-speed train to Florence SMN (~40 minutes, €10-20).

*To reach Florence by train, you must first take the Marconi Express monorail (a 10-minute ride) from the airport to Bologna Centrale (main train station), and then take a high-speed train (Frecciarossa or Italo) to Florence Santa Maria Novella (SMN), which takes about 35-40 minutes. There are no trains that bypass Bologna city centre.*

## Suggestions for Accommodation

### Grand Hotel Mediterraneo \*\*\*\*

Firenze, Lungarno del Tempio, 44 - 50121

+39 055 660241

[info.ghm@fhotelgroup.it](mailto:info.ghm@fhotelgroup.it)

[booking.ghm@fhotelgroup.it](mailto:booking.ghm@fhotelgroup.it)

Tourist tax: €7 per person per night

### B&B HOTEL Firenze City Center \*\*\*



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50121 Firenze, Viale Giovanni Amendola, 34

+39 055 2343201

[fi.center@hotelbb.com](mailto:fi.center@hotelbb.com)

Tourist tax: €6 per person per night

**Hotel Jane \*\*\***

Firenze, via Orcagna 58

+39 3273167555

[info@hoteljane.it](mailto:info@hoteljane.it)

Tourist tax: €6 per person per night

**Hotel Bologna \*\***

Via Orcagna 50 – Florence (2 stelle)

E-mail: [info@hotelbolognafirenze.it](mailto:info@hotelbolognafirenze.it)

Web Site: [www.hotelbolognafirenze.it](http://www.hotelbolognafirenze.it)

Phone: +39 055 678359

Tourist tax: €4.5 per person per night

**Robert Kennedy House of Human Rights**

Via Ghibellina 12/A - Florence

Email: [intlhouse@rfkitalia.org](mailto:intlhouse@rfkitalia.org) (*booking via email recommended, mention of participation at regional forum hosted by the City of Florence for dedicated rate*).

Phone: +39.55589250

Website: <https://www.rfkinternationalhouse.org/en/where-to-sleep-in-florence>

