

LAUNCHING EVENT OF THE EUROPEAN PROGRAM "IMAGINE"

# TERRITORIES AT THE HEART OF URBAN & PERI-URBAN AGRICULTURE



Bilingual  
Event

HOW TO CONCILIATE SOCIAL INNOVATION WITH A SUSTAINABLE ECONOMIC MODEL ?

5<sup>TH</sup> & 6<sup>TH</sup>

NOVEMBER 2019

PARIS &  
MOUSSY-LE-NEUF  
(ÎLE-DE-FRANCE)







## ABOUT THE EUROPEAN PROJECT

# IMAGINE

**IMAGINE** (Inclusive Market Agriculture Incubator in North-west Europe) aims to tackle youth unemployment by providing sustainable job prospects in the horticulture sector, more specifically for young people (15-34 years old) who are NEET – Not in Education, Employment or Training - in urban and peri-urban areas of North-West Europe.

In these places, horticulture, urban agriculture and short food supply chains are growing rapidly and require considerable low-skilled labour. However, job entry rates post-training are currently only 20%.

Indeed, significant barriers remain, including lack of access to land and weak NEETs empowerment.

Local organisations can help to overcome these issues by facilitating free access to their vacant land and by involving young people using an innovative co-production methodology.

IMAGINE will therefore support the development, testing and implementation of different social incubation models (access to land and support) for young people in urban and peri-urban horticulture on the outskirts of London, in central Belgium, in Paris, in the Grand Duchy of Luxembourg and in Eindhoven.

The objective is to create a transnational network of those working on social innovation issues in urban and peri-urban horticulture to ensure long-term results and help other organisations to replicate the model. The transnational approach is necessary to build on diverse experiences in different contexts.

**We are honored to invite you to the launch and presentation event of this program, which will be held on :**

**November, 5<sup>th</sup> & 6<sup>th</sup> 2019  
in PARIS and MOUSSY-LE-NEUF  
(Ile-de-France)**

**REGISTRATION AT**  
<https://event.imagine-future.eu>



# PROGRAM

**TUESDAY 5<sup>th</sup> NOVEMBER 2019**



**Mairie du 15<sup>ème</sup> Arrondissement**  
31 Rue Péclet  
75015 Paris

**09:00 WELCOME COFFEE**

**09:45 OPENING**

**PHILIPPE GOUJON**  
*Maire  
City of Paris  
Paris 15<sup>ème</sup>*

**CHRISTIAN BOSSA**  
*Vice President  
Régie de quartier  
Paris 15<sup>ème</sup>*

**10:00 GENERAL PRESENTATION OF THE IMAGINE PROGRAM**  
INCLUSIVE MARKET AGRICULTURE INCUBATION IN NORTH-WEST EUROPE

**CLARISSE BULPA**  
*IMAGINE project coordinator  
Bureau Economique de la Province de Namur*

**10:15 SOCIAL INCLUSION AND URBAN AGRICULTURE IN SUPPORT OF A DIETARY TRANSITION**

**BORIS MARCEL**  
*President of the association « Les Cols Verts »  
Co-founder of Europe Tomorrow*

**11:00 COFFEE BREAK**

**11:15 THE IMAGINE PROGRAM IN DETAIL WITH THE PROJECT PARTNERS**

ANIMATION OF A ROUND TABLE  
PRESENTATIONS – VIDEOS – INTERVIEWS

**FACILITATORS**

**CLARISSE BULPA**  
*IMAGINE project coordinator  
Bureau Economique de la Province de Namur*

**JOËL MONTI**  
*Director  
Association PALME*

**PARTICIPANTS** (subject to change depending on availability)

**MELVIN BOUTON-HURION & DJAMILA BOUKERCHA**  
*Régie de Quartier - Paris 15<sup>ème</sup>*

**NICOLAS VERKENS**  
*Bureau Economique de la Province de Namur*

**CLAUDE BREL**  
*Mairie de Moussy le Neuf*

**ANNE DIRKSE**  
*Lycée Technique Agricole Ettelbruck*

**JOS HAKKENNES**  
*Duurzame Kost*

**CLAUDE BERTEMES**  
*Forum pour l'Emploi*




**VINCENT O'CONNELL**  
*Surrey County Council*

**CHRISTOPHE MACHARD**  
*Association PALME*

**NOURDINE TAYBI**  
*Forem*

**12:30 END OF THE ROUND TABLE AND LUNCH**

14:00	<b>1<sup>st</sup> SESSION OF SIMULTANEOUS WORKSHOPS</b>	
	<b>A</b> <b>HOW TO IMPLEMENT A CO-PRODUCTION APPROACH ?</b>  PRESENTATION OF THE CO-PRODUCTION METHODOLOGY AND INTERACTIVE Q/A SESSION ABOUT ITS IMPLEMENTATION BY EACH PROJECT PARTNERS.   <b>VINCENT O'CONNELL</b> <i>Surrey County Council</i>  <b>CLARISSE BULPA</b> <i>BEP Namur</i>  <b>JOS HAKKENNES</b> <i>Duurzame Kost</i>  <b>CHRISTIAN BOSSA</b> <i>Régie de quartier - Paris 15<sup>ème</sup></i>	<b>B</b> <b>WHY URBAN AND PERI-URBAN AGRICULTURE AS A LEVER FOR ECONOMIC AND SOCIAL DEVELOPMENT IN CITIES ?</b>  DISCUSSION ABOUT THE MULTIFUNCTIONALITY OF URBAN AND PERI-URBAN AGRICULTURE.   <b>GÉRARD CONTER</b> <i>Lycée Technique Agricole Ettelbruck</i>
15:00	<b>COFFEE BREAK</b>	
15:30	<b>2<sup>nd</sup> SESSION OF SIMULTANEOUS WORKSHOPS</b>	
	<b>A</b> <b>INNOVATIVE PARTNERSHIPS TO FOSTER THE SOCIAL INNOVATION PROCESS</b>  SPEED-DATING TO MEET THE ACTORS OF THE THREE SOCIAL INCUBATION MODELS.   <b>ANNE DIRKSE</b> <i>Lycée Technique Agricole Ettelbruck</i>  <b>NICOLAS VERKENS</b> <i>Bureau Economique de la Province de Namur</i>  <b>CHRIS TISDALL</b> <i>Surrey County Council</i>	<b>B</b> <b>WHO ARE THE NEETS AND HOW TO RETHINK SOCIAL POLICIES ?</b>  PRESENTATION OF SURVEY'S QUALITATIVE FINDINGS (« SOCIAL POLICIES AND SYMBOLIC VIOLENCE : THE NEET SITUATION ») ABOUT THE NEETS AND DISCUSSION OF POTENTIAL IMPLICATIONS FOR IMAGINE.   <b>CHRISTINE MAHY</b> <i>Author of the survey</i>  <b>JEAN BLAIRON</b> <i>Author of the survey</i>
16:30	<b>END OF WORKSHOP</b>  <b>CHRISTIAN BOSSA</b> <i>Vice President - Régie de quartier - Paris 15<sup>ème</sup></i>	
17:00	<b>VISITS OF SITES</b> <i>(departure by bus from the Mairie du 15<sup>ème</sup>)</i> <ul style="list-style-type: none"> <li>➤ VISIT OF THE « PEAS&amp;LOVE@YOOMA » URBAN FARM. LOCATED AT THE HEART OF PARIS, ON THE ROOF OF THE YOOMA HOTEL AND RESERVED FOR LOCAL RESIDENTS.</li> <li>➤ VISIT OF THE URBAN FARM PROJECT OF PARIS EXPO, PORTE DE VERSAILLES IN 2020 WITH A 14 000 M2 ROOFTOP AREA.</li> </ul>	

<b>WEDNESDAY 6<sup>th</sup> NOVEMBER 2019</b>  <b>Mairie de Moussy-le-Neuf</b> Place Charles De gaulle 77230 Moussy-Le-Neuf	
07:30	<b>DEPARTURE IN SHUTTLE TO MOUSSY-LE -NEUF</b> <i>Mairie du 15<sup>ème</sup> Arrondissement - 31 Rue Péclet - 75015 Paris</i>
09:30	<b>WELCOME COFFEE - MOUSSY-LE-NEUF</b>
09:45	<b>OPENING</b>  <b>BERNARD RIGAULT</b> <i>Maire - Moussy-le-Neuf</i>
10:00	<b>DETAILED PRESENTATION OF THE AGRICULTURE PROJECT IN MOUSSY-LE-NEUF</b>  <b>CLAUDE BREL</b> <i>Directeur Général des Services - Moussy-le-Neuf</i>
11:00	<b>VISIT OF SITES RELATED TO THE IMAGINE PROJECT</b>
12:30	<b>LUNCH</b>
14:00	<b>STEERING COMMITTEE OF IMAGINE (PROJECT PARTNERS ONLY)</b>
16:30	<b>DEPARTURE TO ROISSY CDG (AIRPORT, TGV TRAIN STATION, TRAINS TO PARIS)</b>





# REGISTRATION TERMS

## REGISTRATION

- › Registration is required to participate to the Launching Event of the IMAGINE program.
- › Registrations only available by electronic means at this address : <https://event.imagine-future.eu>.
- › The registrations are taken in the incoming order within the limits of available places.

## REGISTRATION FEES

The registration is free.

## REGISTRATION CONFIRMATION

After your registration, you will receive a confirmation by email.

## CANCELATION POLICY





A cancelation form is available at this address : <https://event.imagine-future.eu>.

You must indicate the reference number received in your registration confirmation and the email address used during registration.

## HOW TO GET TO THE EVENT ?

- ›   Station : Vaugirard
- ›    Stop : Mairie du 15<sup>e</sup>

## RECOMMENDED ACCOMODATIONS

- › **Yooma Urban Lodge**  
51 Quai de Grenelle  
75015 Paris  
  Station : Bir Hakeim
- › **Novotel Paris Vaugirard Montparnasse**  
257 Rue de Vaugirard  
75015 Paris  
  Station : Vaugirard

## PERSONAL DATA

By registering to the event, you accept that the data provided in the registration form will be used by the event organizers.

The informations provided will not be published or transmitted to third parties.

In case of questions or willingness to withdraw these data after the event, please send your requests by email to the address : [webmaster@imagine-future.eu](mailto:webmaster@imagine-future.eu).