

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Construction of an Agri-Foodstuffs' Interchange on a plot located in the Chamberí district for the development of agricultural and sustainable activities

Salamanca City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

**The action plan entitled “Construction of an Agri-Foodstuffs’ Interchange on a plot located in the Chamberí district for the development of agricultural and sustainable activities” undertaken in the year 2022 listed as an example of Good Practice**

The construction of an Agri-Foodstuffs’ Interchange for the development of ecological, healthy and leisure activities is closely linked to the implantation of the Urban Allotments in (HUS), thus we can state that the Interchange is framed within the Structuring Procedures forming EDUSI TORMES+ as it features the following characteristics:

- Functional interrelationship based on their bond with other procedures relating to both the Urban allotments as well as natural heritage items, simulation of local employment deposits, energy efficiency, hydric management...
- Sustainability over time beyond the material construction of EDUSI TORMES+ with a marked calling for future continuance.
- Spatial projection conceived from a Tormes region local scale; its area of influence attains a city-wide scale.

This engagement forms part of a series of operations linked to the development and fostering of natural heritage in the urban areas falling within the scope of the EDUSI TORMES+ project. The development of this facility, linked to the Ecological Urban Allotments, has made available for Salamanca residents a space in which they can enjoy and meet up next to one of the largest “green lungs” in the city, while at the same time bolstering this new location as a place for the development of ecological and sustainable leisure initiatives.



The Interchange features a total usable surface area of around 900 metres squared, with a wholly versatile nature offering universal and cognitive accessibility. It will allow for the dissemination and exchange of products, though also the undertaking of other cultural and social activities such as fairs and gastronomic, horticultural and handicraft exhibitions.

In a supplementary manner, as well as the Interchange housing fairs and exhibitions, it will be equipped with a gastronomic space in which local entrepreneurship in hostelry will be fostered, completing thus an area comprising more than 100,000 square metres with 617 urban allotments.

The total cost of the operation amounts to 876,889.25 € (870,262.25 € + 6,627.00 € communication actions), with the invested **eligible cost** standing at **778,358.91 €**, with an **ERDF grant of 50% (389,179.46 €)**, **this action plan has a potential impact on the total population of (143,954 inhabitants according to the most recent census in 2023).**



LEFT IMAGE: Previous condition.

RIGHT IMAGE: Post reform.

# 1. CRITERIA FOR INCLUSION AS GOOD PRACTICES

## 1.1. DISCLOSURE OF THE ERDF'S INVOLVEMENT:

The role played by the ERDF in the action plan has been properly disclosed amongst the actual and potential beneficiaries, as well as the general public through diverse publicity elements. Thus, compliance with the obligations in terms of disclosure set forth in the Regulations have been met through citizens being informed via billboards, plates and informative videos.

Furthermore, information has been published both on the Council's website, as well as that of EDUSI ([www.mastormessalamanca.es](http://www.mastormessalamanca.es)) and also on the Salamanca Green Infrastructure Strategy Web ([www.saviasalamanca.com](http://www.saviasalamanca.com)).





With regard to communication, the Interchange facilities have been welcomed enthusiastically by residents thanks to the different communications action plans performed. In this way, the project has been properly announced amongst the actual and potential beneficiaries, as well as the general public through newsletters, interviews, mailings, informative brochures, live and online events, exhibitions, posting of content on social networking sites with a local and regional outreach in both the written and online press.

Insomuch as the project's disclosure on social media, the promotional video has been viewed 42,078 times which the number of single hits received by the video stands at 75,988.

- NEWSLETTERS AND INTERVIEWS posted on digital media and available on the web.



- BROCHURE AND VIDEOS \_ [Micro video](#) posted on social networking sites and mass mailing of the informative brochure.



- MEDIA AND SOCIAL NETWORKING SITES \_ Advertising campaign on social media (insights received: 725,696) and News Items published on ‘Salamanca24Horas’; 15/10/2023).



- OFFICIAL OPENING EVENT WITH CITIZENRY



Alongside the foregoing, to publicise the project, explain its scope and EU community participation through the ERDF funds, diverse workshops were held such as the Citizens’ Participation Committee (direct and potential beneficiaries), EDUSI TORMES+ exhibition (beneficiaries and the general public), contests, children’s workshops, training days; as well as reports published in local and regional scope press (*Salamanca al día, El Norte de Castilla...*).



## 2. INTEGRATION OF GROUNDBREAKING ELEMENTS

The innovative nature of the actions undertaken is framed within the following elements:

1. The Interchange is a **building adapted for renewable energy systems**, largely photovoltaic, to achieve the goal of self-sufficiency and that external energy demands be reduced to practically zero. Furthermore, recyclable materials have been used in its construction that are eco-sustainable and offer low thermal transmission. All of the Interchange's façades are a combination of green walls of climbing ivy and picture windows to encourage greater energy savings.
2. The Interchange has been devised as a **multi-purpose space**; in this regard, on the ground floor featuring a usable surface area of 677 square metres, there is an open-plan, multi-usage space with a linear layout forming two areas with 20 exhibition spaces. In turn, on the upper floor featuring a usable surface area of 169 square metres which is equipped with a complementary space with 8 exhibition modules, 4 workstations and preparation points, affording an exit onto the outdoor terrace. To increase its multi-purpose nature, it has also been fitted with fixed stands located in the interior, along with moveable stands to complete the facility as needed. Both floors are adjoined via a lateral stairwell and a lift for persons of reduced mobility.



3. To supplement the foregoing, the Interchange houses a gastronomic space aimed at **fostering entrepreneurship** in the hostelry trade. In the exterior, there is a roofed terrace featuring 'textile candles' that afford shade during the summer while protecting users from adverse meteorological conditions throughout the rest of the year. Furthermore, the exterior is equipped with a green area containing 300 square metres of lawns and 80 specimens of bush species.



### **3. SUITABILITY OF RESULTS WITH THE AIMS SET FORTH**

The main aim of this activity is focused on the fostering and valorisation of a space for fairs, exhibitions, actions linked to natural heritage corresponding to the banks of the River Tormes, in the urban area of the city of Salamanca. In this regard, the development of the Agri-Foodstuffs' Interchange of the Urban Allotments entails ones of the main actions in this matter within the purview of the EDUSI, placing the potential of technological innovation at the service of the neighbourhoods adjoining the riverside as sustainable tools for urban transformation, at the same time providing one of the standout leisure spots in the municipality.

Alongside the foregoing, the Interchange is endowed with a gastronomic, culinary and creative entrepreneurial promotional service, also featuring a leisure element housed within a space on the banks of the River Tomes in the HUS major park.

### **4. CONTRIBUTION TO SOLVING ISSUES OR WEAKNESSES DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION**

The action plan undertaken redefines, from the principles of urban sustainability, the physical space in which the Interchange and Urban Allotments are located (integration of ecological agriculture, application of food sovereignty principles, improvement of permeability between natural heritage, the river and the city,...), reformulating and transforming the space into a tool that services social and economic improvement through the generation of new leisure and recreational flows which will foreseeably foster new associated social dynamics.

The operation contributes to the promotion of renewable energy sources and constructive systems adapted to their surroundings, thereby being respectful towards the environment and bolstering the city's engagement in the fight against climate change.

### **5. DEGREE OF COVERAGE**

The coverage of this activity is sizable, given its strategic nature and as it also reaches all residents of the districts close to the river including those in the EDUSI action areas, both in terms of the indirect effects that are pursued through the operation, and, conversely, the citizens of Salamanca (143,269 inhabitants according to the most recent census in 2021) who will be able to enjoy the activities held therein while taking advantage of a major green lung that the Allotments and Green Corridors endow the city with.

## **6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUALITY AND OPPORTUNITIES AS WELL AS NON-DISCRIMINATION, ALONG WITH SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY**

Horizontal principles have been included among the CRITERIA FOR the SELECTION OF OPERATIONS in all the Strategic Aims set forth in the EDUSI TORMES+ project, the latter being a **mandatory factor** for the selected operations.

In the Interchange's operation, these criteria have been guaranteed, on the one hand, through the possibility of access to the use of the latter regardless of gender or social status and, on the other, through its design, which guarantees universal and unrestricted access, thus guaranteeing equality and non-discrimination in the use of and access to the facilities, on the grounds of gender, race or ethnic origin, religion or belief, disability, age or sexual orientation.

Regarding sustainability, the operation has been developed from the strategic perspective of promoting sustainability not only in the context of EDUSI but in the entire municipality of Salamanca

## **7. SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS**

The use of this facility, as well as the constructive solutions employed during the building phase, are wholly aligned with the principles pursued through the Municipal Strategy on the Adaption to Climate Change (EMACCSA); as well as the ACTION PLAN OF THE SALAMANCA URBAN AGENDA (2030 Horizon), recently approved by the City Council as a pilot project within the New Strategy for Sustainable Tourism which seeks to diversify attractive spaces and resources through the valorisation of the fluvial space along the River Tormes and areas outside the latter.



*Una manera de hacer Europa*

**BUENAS PRÁCTICAS**  
**Actuaciones Cofinanciadas**

**Fondo Europeo de Desarrollo Regional**