

Bogota

Bogota

Community Foodscape Study



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01

Approach

Executive Summary

More than 422 million people worldwide have diabetes. If we are to change the trajectory of the disease, a clinical response is essential but not enough. We must turn our imagination towards social factors and cultural determinants to design new and different interventions.

- 'Urban Diabetes, Understanding the challenges and opportunities'
Cities Changing Diabetes.

Our collaboration with Cities Changing Diabetes, and this foodscape study starts with two simple questions: what is the relationship between the food system and the urban environment, and how might we achieve a positive dietary shift at the neighborhood level through local interventions and strategies? This report is the culmination of a seven-month collaboration with Cities Changing Diabetes (CCD) and three of their network cities - Bogota, Houston and Philadelphia.

The aim of this work is to investigate, measure, and develop intervention concepts for CCD's local city partners in their efforts to contribute to quality of life and food security. CCD's program is a unique initiative that leverages civil society, city administrations, businesses and practitioners to find innovative and actionable

solutions to improving health outcomes and promote positive health behaviors.

This report describes our study motivations, methods of data collection and community involvement, key comprehensive findings specific to each city, and recommendations for each city's local partner for food environment improvements and guidance on how to get started today.

Overall, a foodscape study is the analysis of the food places, the public life, and the public space that makes up a specific environment. It is the process of understanding three realms of influence over a foodscape; how individual people, businesses, and institutions shape the foodscape. We found that there is a strong correlation between the built environment and urban systems on people's everyday

food consumption. Urban systems provide different levels of choice, access, transit connectivity, civic participation and enjoyment. The urban system is intrinsically linked to the food system, as it also contributes to a societally recognized food culture, the visibility of demand, and the diversity of food offerings available to people.

We found that when people live in a highly dense residential area with few food options, the opportunity to intervene with food related interventions is high. Conversely, when people live in a highly dense residential area with an abundance of food options around every corner, the likelihood of an intervention to shift dietary norms is less straight forward. The analysis revealed that regardless of how many food options are available in the cities

surveyed, people still express desire and the wish for healthy affordable options. These measures revealed that a context specific approach is needed to ensure interventions succeed.

Studies of food habits in relation to the built environment are still largely lacking. Collecting this data is incredibly useful to continue to bring human stories and people-centered data into the conversation. The report concludes by offering recommendations to Cities Changing Diabetes and each city's local partner about ways to implement, fund, design and program activities to improve the food environment. These recommendations come in the form of pilot project concepts, and a pathway for how these concepts can lead to achieving bold visions and lasting impact.

Why is studying foodscapes relevant?

Food and Cities

The general health of a population rests on food security. Being food secure means the ability to be sure you can access enough nutritious food to sustain your quality of life, stay healthy and participate in society.

Historically, the picture of a community's food security was based on one's economic means and distance from home to the grocery store. Yet now we know much more. An intricate system of disinvestment in public realm quality, dwindling social programs, inefficient distribution systems, social isolation, broken mobility networks and a lack of affordable housing constitute the social and cultural determinants of health.

Therefore, responses to addressing systemic food insecurity must overlap, involve a diverse range of stakeholders and exist up and down the ladder from on the ground-action to policy.

Food and identity

Food is a vehicle for expressing one's culture. It has the power of being both a biological necessity, and a symbolic cultural signifier. Because food has the capability of expressing one's identity, it serves an important social purpose and may be a tool to solving many urban inequalities. This is something that those working with food environments can leverage to improve health outcomes.

Due to the industrialization of the food system, many of the cultural and social benefits of food have become invisible. Yet humans are driven by common understanding, culture and community. It is within this context that the environment in which foods are grown, processed, distributed, and eaten, should be elevated to the same importance as the food itself.

If we study the food rituals that unfold within everyday spaces, and the quality of those spaces, we may begin to unlock the necessary ingredients for making a foodscape that works well, for all!

Food and Visual Cues

The environment around us supports certain habits and prevents others. Reduced access to fresh ingredients or prepared meals is a leading cause of lifestyle diseases such as obesity, diabetes, hypertension, and more.

Throughout our research we discovered a number of urban characteristics that when combined, induce a predominant consumption of processed and ultra processed food.

- Advertising and signage
- Proximity of ultra processed food & fast food outlets to transit nodes
- Proximity of ultra processed food & fast food outlets to home
- Perception of travel time to local fruit and vegetable retailers
- Time scarcity associated with modern life driving people to convenience stores with longer opening hours
- Trust and social relationships between food retailers and customers

What are the components of a foodscape?

What is a Foodscape?

The foodscape is one's surrounding environment, and defines the food experience of neighborhoods and communities. It is comprised of:

- Food Places
- Public Life
- Public Space

Food Places

Food places are a direct interface between the food system at a macro level, and the consumer on the individual level. Food places aren't only grocery stores, restaurants or cafes, but are a vast network of services from food banks to farmers markets, and corner stores to street vendors.

Public Life

Public life is what people create when they connect with each other in public spaces. It is about the everyday activities that people naturally take part in when they spend time with each other outside of the home, car, or workplace. Fostering a robust public life produces a ripple effect of neighborhood and

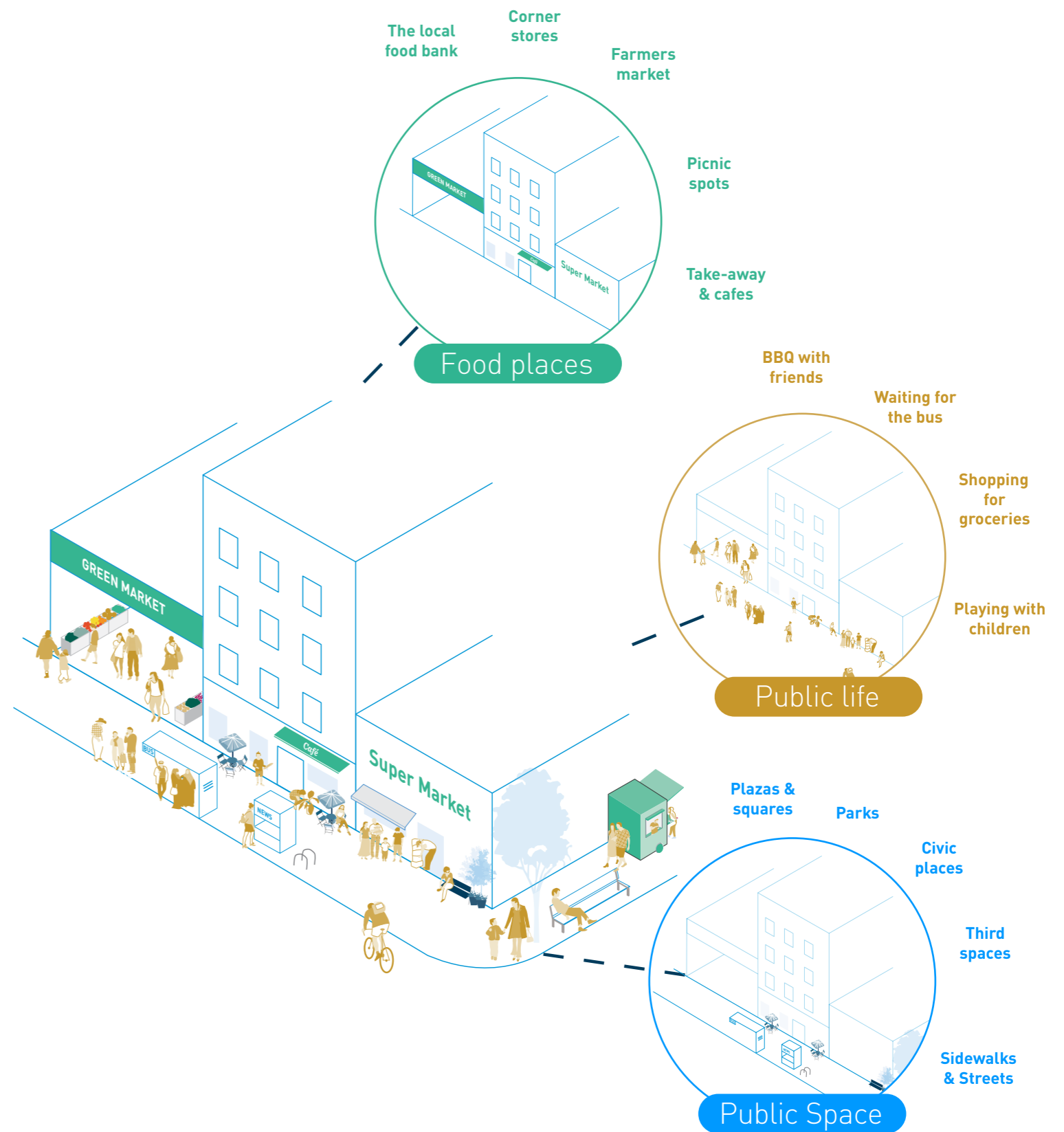
city wide benefits. A vibrant public life is an indicator of a city or place that is successful in an economic, social and environmental sense.

For the food system, public life places an essential role in influencing food behaviors.

Public Space

Public space is the city network on which public life takes place. It is the streets, plazas, parks and city spaces between buildings. The quality of public space often determines the perception of public safety and security, helps foster community cohesion, and sets the framework for activities or programs and how they invite people outside.

The combination of high quality public spaces and nutritious and accessible food offerings can create the right conditions for healthier food behaviors.



How do we intervene in the foodscape?

Aiming for lasting change

We create lasting change in the foodscape by building upon data and human stories. We identify how public space, food places and public life intersect and create a neighborhood's unique conditions.

Using this clear evidence basis, we provide an ambitious Healthy Foodscape Strategy. The strategy is a vision for the future, and depends on a multi-sectoral approach where individuals, institutions and businesses all gain to benefit.

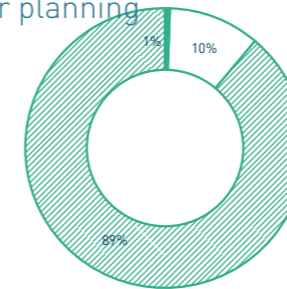
Piloting to get started

Pilot projects and prototypes are a tool to make the case for long-term impact and change. A pilot is a much less costly and risky way to meet people at eye-level and test various solutions and ideas. It is an effective dialogue tool that can build upon existing opportunities.

Once a pilot is implemented, it changes incrementally based on what you learn from users. The more feedback and iterations a pilot goes through, the more you can use its successes to support long-term investment.

1 Data Collection

A data driven approach to understanding the local context of where everyday life happens through a multi-stakeholder planning process.



6 Scale Strategy For City Wide Impact

Use success criteria and momentum from the pilot to attract larger infrastructure investment, policy change, & more.

2 Understanding User Experience

Rather than things and artefacts, we engage with experiences, stories and narratives.



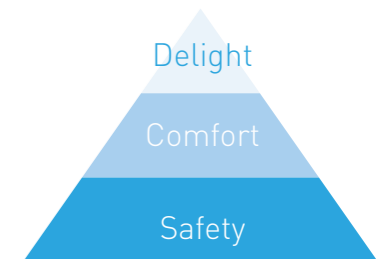
3 Develop Healthy Food Strategy

Based on the stories we find from observation and engagement, we develop a series of strategies to achieve 'lasting impact' in a neighborhood.



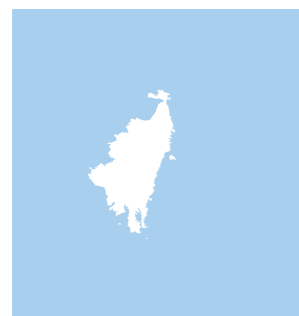
5 Evaluate & Set Criteria For Success

Evaluate success of local projects against long-term value creation indicators together with local stakeholders.



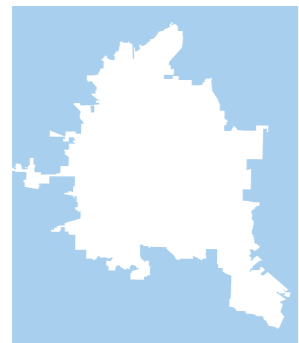
Urban typologies across three CCD cities

We looked at three cities - each with high levels of diabetes and other lifestyle diseases, but unique in their geography, culture, available amenities and priorities in addressing food insecurity.



BOGOTÁ, Colombia

Population: 7,181 million
 Area: 4 peripheral neighborhoods
 Density: 6,918/km²
 Areas Surveyed: 16



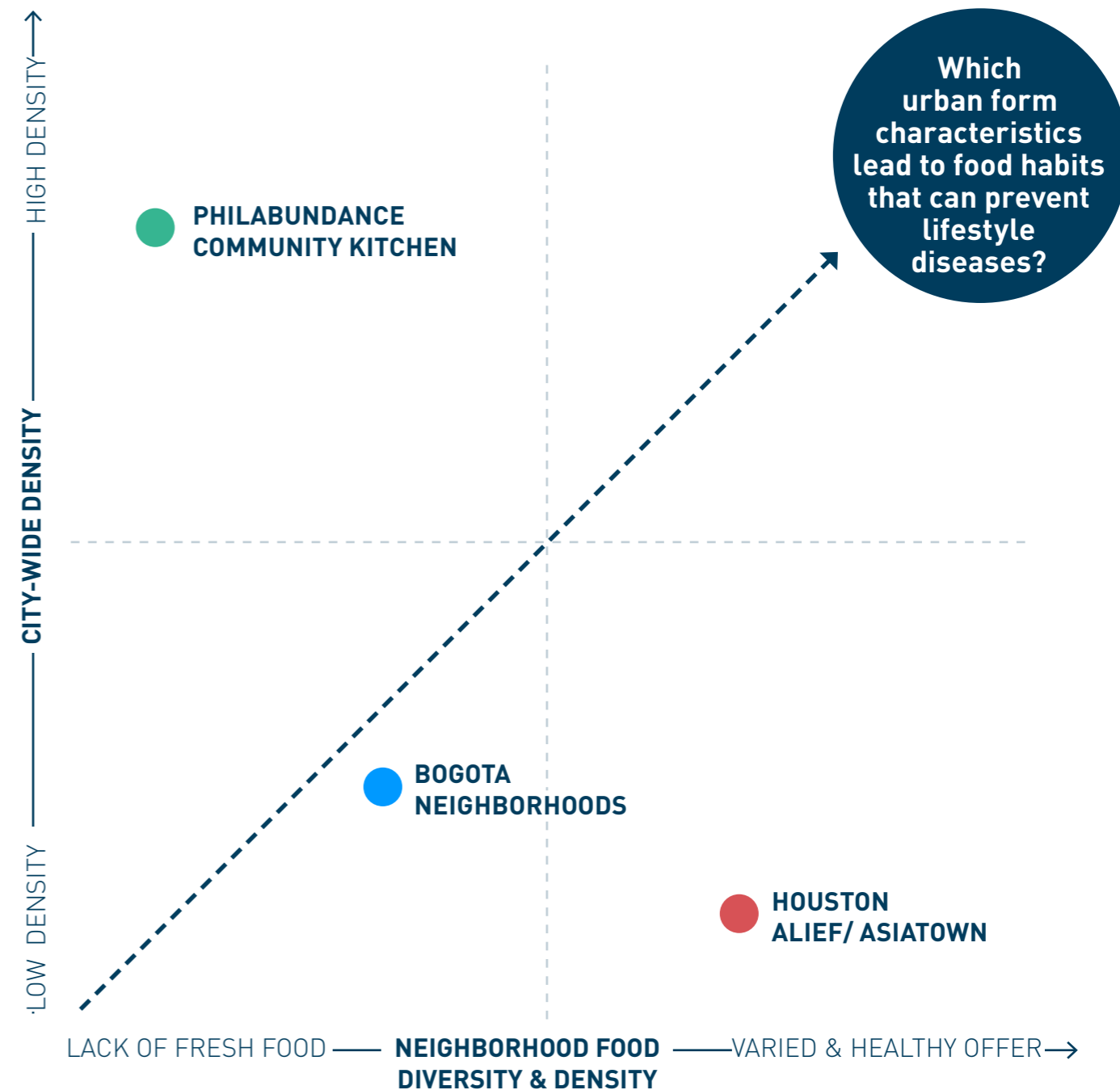
HOUSTON, USA

Population: 2,31 million
 Area: Southwest Houston
 Density: 1,398.76/km²
 Areas Surveyed: 7



PHILADELPHIA, USA

Population: 1,579 million
 Area: North Philadelphia
 Density: 4,554.76/km²
 Areas Surveyed: 11



02

Project

Background

Meeting communities where they are

We draw connections between the built environment and people's everyday food behavior in three cities of different scales and food offering. We see four main strategies for nudging people towards healthy food behaviors.

This matrix helps compare each city across their unique urban forms and level of food insecurity, and acts as a pathway to defining what interventions are best suited to each neighborhood.



Addressing the challenges of food deserts in Bogotá

1

Peripheries of the City

How can we leverage the social opportunities of communities in the periphery to improve the overall health and quality of life?

2

Geographical Distances

How can accessibility and mobility options be enhanced to connect and serve people with low access to food?

3

Public Safety

What is the everyday experience of people living in food deserts and in which ways does safety impact their access to healthy food offerings?

4

Slope Steepness

Could steep urban/rural environments promote new opportunities for people to have a relationship with the food industry?

5

Low demand for healthy food

How can we enhance the already existing food culture for Bogotá and expose vulnerable populations to healthy and affordable food?

Methodology

A People-First Approach

A bridge between quantitative and qualitative observational research, our methodology places an emphasis on orienting data to design and then to action.

Working with foodscapes requires a triangulation of data to understand the relationship between the city, its citizens, and the food they eat.

Our work is based on the human dimension – The built environment’s effect on social interaction between people. People experience the city using all of their senses. The starting point for this project is to put Houston at eye-level and prioritize a ‘people-oriented’ focus in the planning process.

The Public Life Study

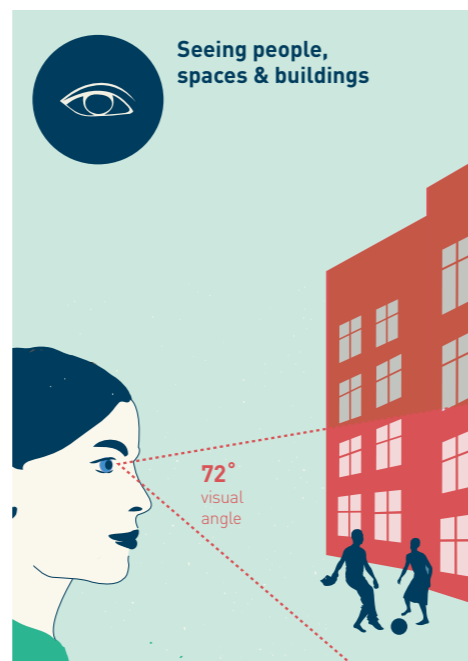
A PSPL provides empirical evidence and arguments for improving the public realm. We count people moving through the city on different modes of transportation. We map where and how people stay, the activities they engage in, and the demographics of people present or missing from the public realm.



We walk at an average of 5km per hour and we experience many details at this speed.



A desirably scented environment is stimulating and can positively affect our emotional state.



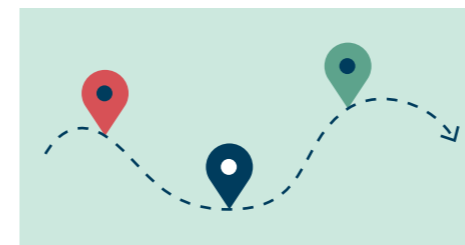
Our senses are mainly horizontal and our sight range is limited when we look upwards.

The Foodscape Study

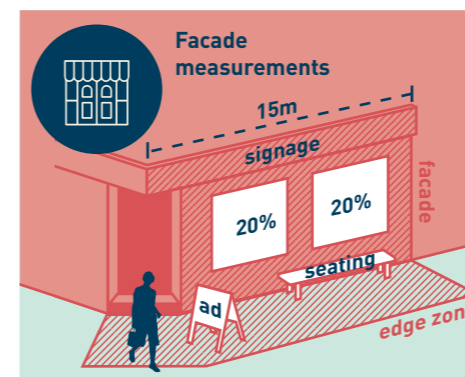
The Foodscape Study provides a quantitative picture of how food behavior relates to the food environment. We measure food behavior - how people move food items, and how people stay in the public realm with food. We measure the food environment - mapping the frontages of food places to determine what they signal and how they meet the street.



We use food as a form of nutrition, to socialize or to quench boredom.



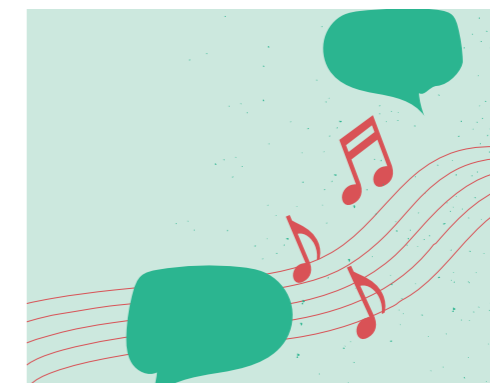
The density, price and variety of food places indicate how accessible food is to a community.



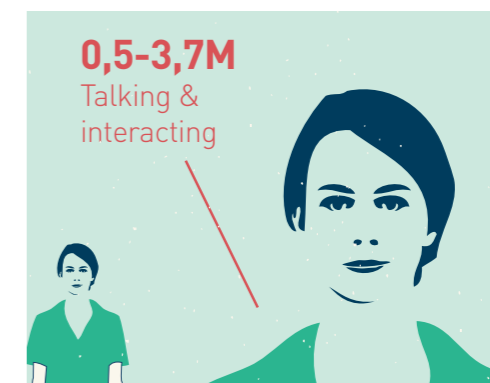
The appearance of a food place communicates how welcome or excluded one may feel.

The Intercept Survey

We survey people’s personal sentiment by conducting a range of qualitative methods. Focus groups, on site interviews and online questionnaires. Questions are framed by how people spend time in the public realm, how they get around and to where, and the emotional and habitual relationship people have with food.



A positive and low sound-scape is important for human well-being and communication.



A desirably scented environment is stimulating and can positively affect our emotional state.

Learning from the community

Site leader and stakeholder sessions

We hosted 1:1 knowledge sharing sessions with each site leader to understand local dynamics and needs and tailored our methodologies accordingly. We also engaged with government representatives and policy makers that provided key insight and background for the study.

Engagement with Health Secretary

We talked with the Health Secretary team who shared current city-wide strategies and programs that align with the desired foodscape research outcomes.

Co-creation Sessions

Two digital workshop sessions with site leaders and local representatives helped us test ideas and initial pilot projects.

Public Life Study

A committed group of locals, volunteers, and site leaders engaged with community members at each of the 16 study areas - collecting public life data and interviewing people.



3 sessions with community representatives

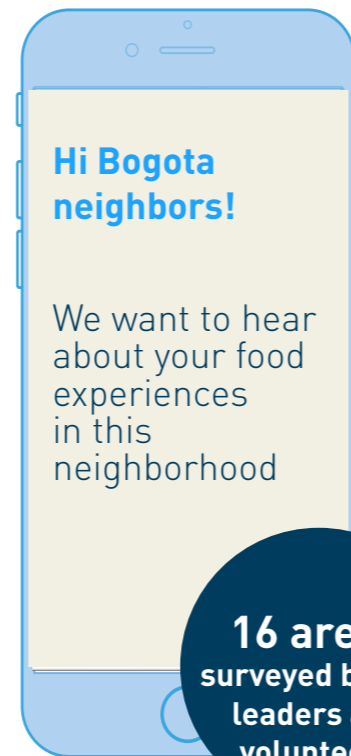
We'd like to adjust the POT (territorial management plan) considering the foodscape strategy!

Partnering with local educational institutions will be key for pursuing these objectives.

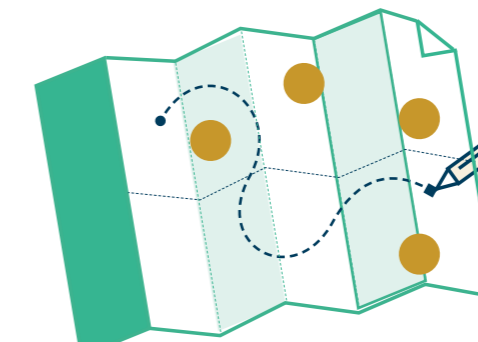
The data will be key for understanding the challenges faced by communities in the neighborhoods.

How could a pilot project help improve healthy habits while providing inclusive places and affordable food for locals?

It's challenging for people in the peripheries to get healthy and fresh produce, it's even harder to buy it.



16 areas surveyed by site leaders and volunteers



265 people surveyed

"This neighborhood is so far away from the city that it's expensive to access healthy food."



"I am happy that I can bring healthy and nutritious food to the community."

Community and vendor interview quotes

We studied four neighborhoods in Bogota

20% of acute malnutrition in children



Site 01
El Porvenir
(Suroccidente)



50.4% of places in Bogota suffer from food insecurity

Site 02
Paraiso
(Norte)



Site 03
Paraiso
(Sur)

64% experience lack of safety in open spaces



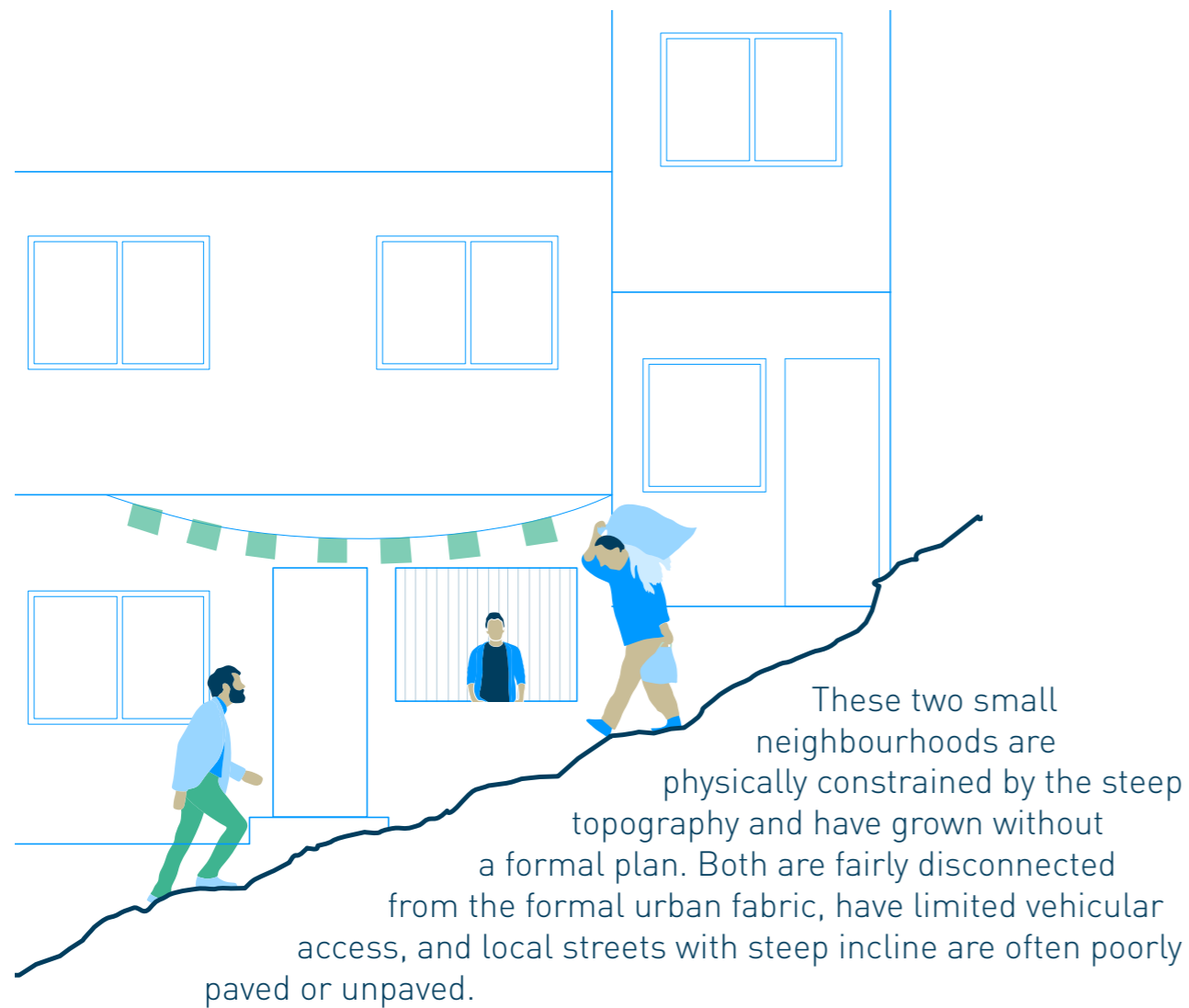
Site 04
Los Puentes
(Centro)



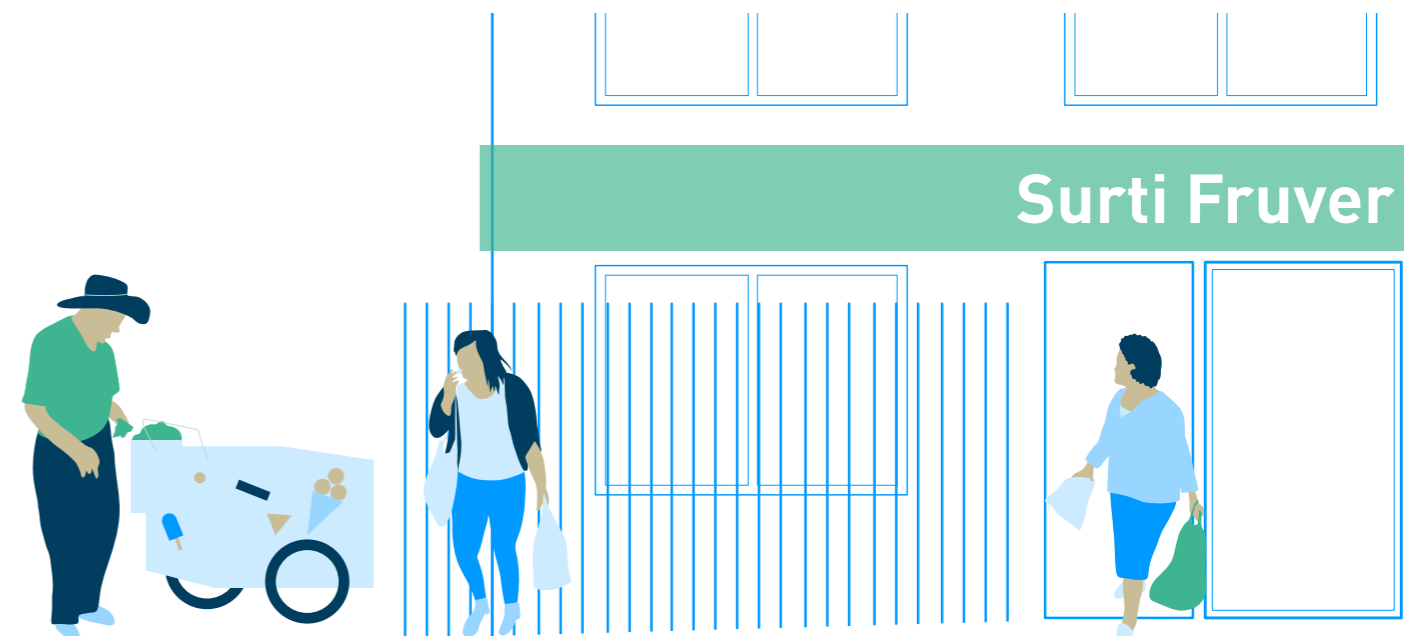
1.5-2 hours commuting to work daily

The neighborhoods offer different food experiences.

- 1** Paraíso Norte & Los Puentes
These are less dense neighborhoods lacking fresh food options and public spaces



- 2** El Porvenir & Paraíso Sur
These are denser neighborhoods with varied food options and public spaces



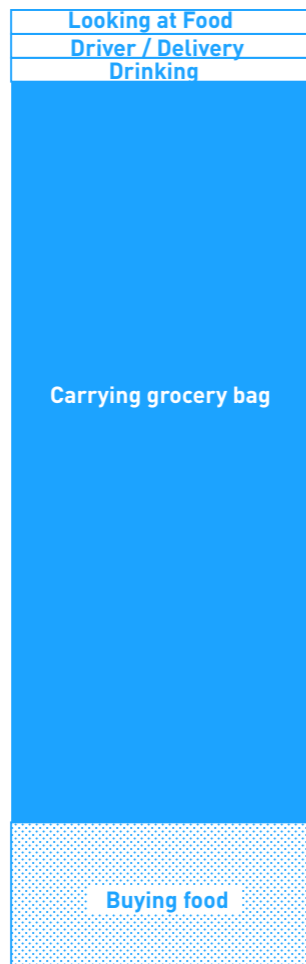
These two neighbourhoods are bigger and developed with a formal plan. Streets are wider with a clearly defined connection to the more formal urban fabric.

Paraiso Sur is also constrained by topography, it is located on a relatively flat plateau and most local streets are accessible by vehicle. There is one main street accessed by a cable car.

El Porvenir is flat, developed as a social housing program. A series of building compounds interrupt connectivity with fencing. It is a mainly residential area with a small commerce center.

Neighborhoods also differ greatly in quality of food and public space.

1 Paraíso Norte & Los Puentes – Sidewalks and open spaces are missing, so does activity in the public realm. There is little social interaction and foot traffic related to food activities outdoors.

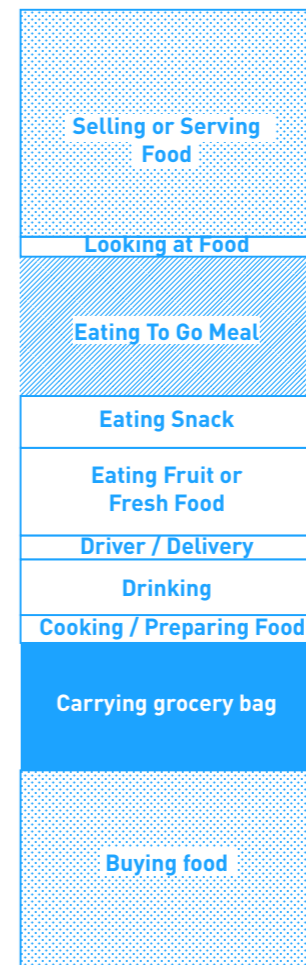


When public space is only sidewalks or paths people aren't invited to stay



The majority of food behavior is carrying groceries in both neighborhoods

2 El Porvenir & Paraíso Sur – Diverse food-related activities in public spaces. Built markets and mobile vendors coexist here creating a vibrant grocery shopping experience.



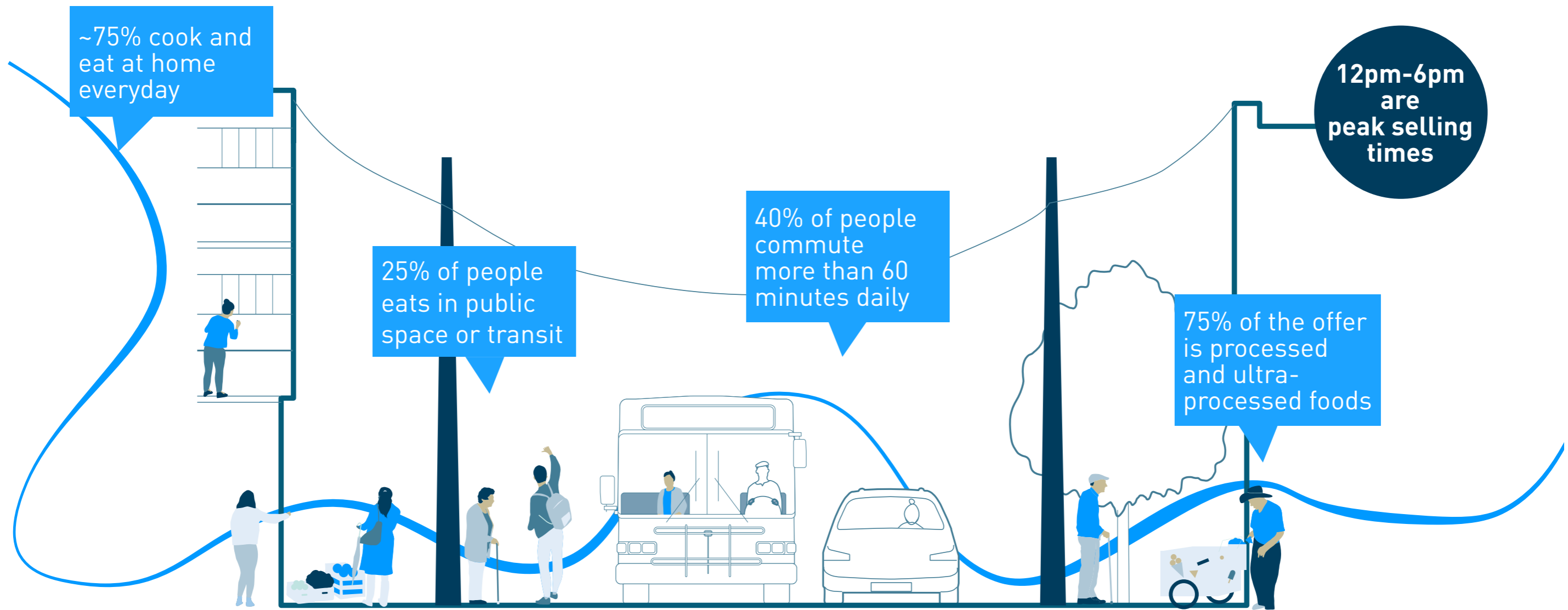
Public spaces enable social activities around food



A diverse mix of food behavior in both neighborhoods

Bogotanos in the peripheries cook at home, but can't buy the produce.

Across different communities, people have daily rhythms that dictate their food behaviors. Mainly residents across the neighborhoods surveyed cook and eat at home, yet still some eat in the public realm. We must consider how transportation connections, food offerings, and opening times meet people's everyday needs.

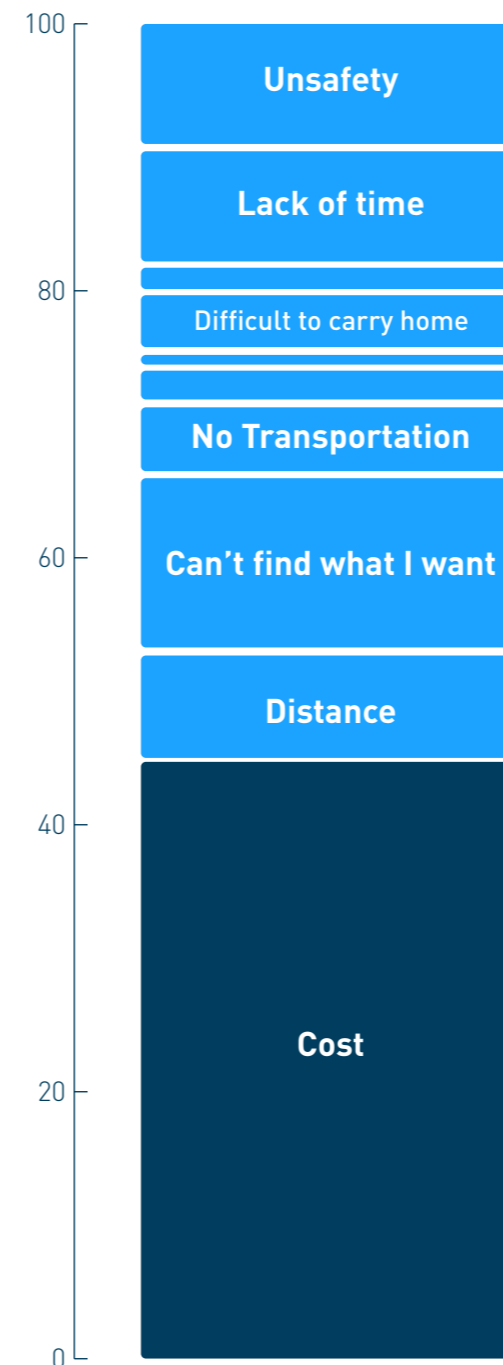


* Data from intercept survey and food place mapping

The public realm is a bigger challenge to eating healthy than price.

We understand that the cost poses a major challenge for people to access healthy food in the neighborhoods. However, according to the interviewed neighbors, a combination of public space related challenges are in fact the largest barrier the residents face for eating healthy.

* Data from intercept survey identifying public realm challenges to access food



55%

of people surveyed identified challenges related to the experience and quality of the public realm as a barrier to accessing healthy food

45%

of the interviewed people identified cost as the main barrier to access healthy food

03

Insights

A

Processed foods dominate stores and visibility in the public realm.

The prevalence of ultra-processed foods not only impacts residents' health but also how they think about food. A huge part of eating healthy are the eating habits that shape people's dietary choices throughout life.

Choosing to eat apples instead of chips is an informed decision – marketing visibility in public spaces has a strong effect on building a culture of well-being, and making healthy choices easy choices.

50%

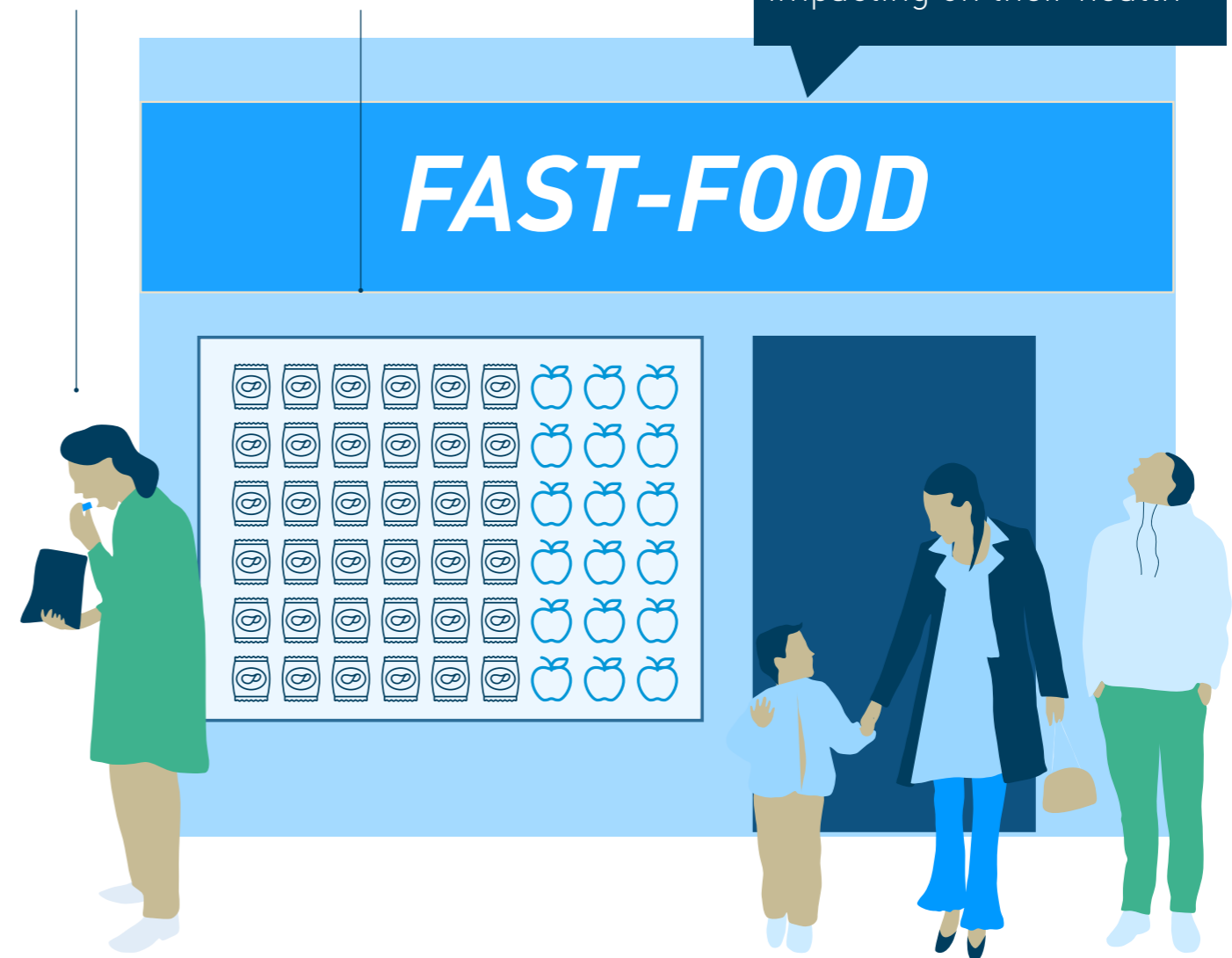
of people interviewed **don't believe food impacts their health**
(according to CCD data)

2X

more processed foods than healthy foods offered in stores

Food advertised in public space affects food habits

— Research shows that unhealthy food marketing shapes children's food preferences, negatively impacting on their health



Data from PSPL survey.

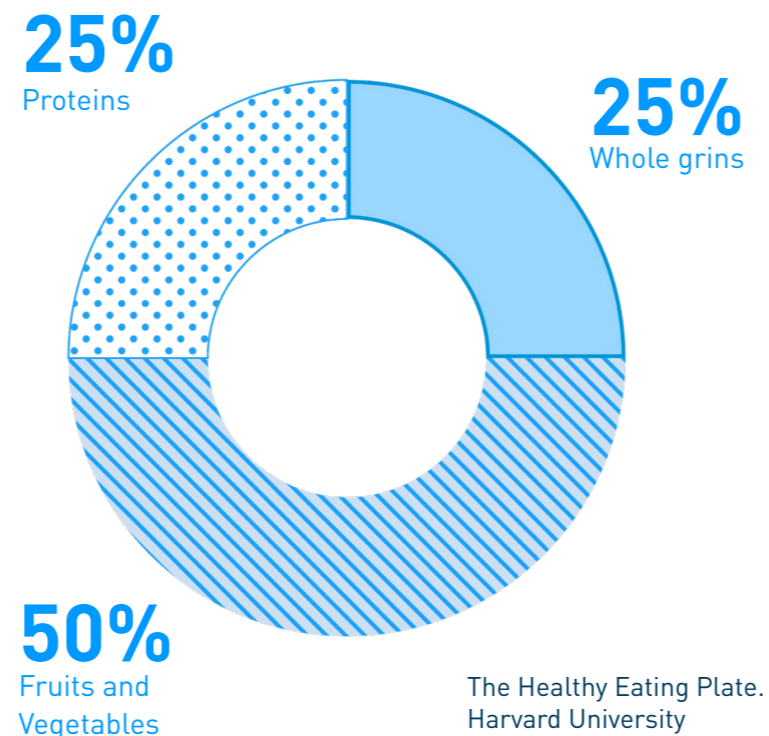
B

Smaller neighborhoods have no fresh produce available.

People are healthier when they have balanced diets based on nutrient rich foods. The current foodscape in the neighborhoods is lacking fresh produce options and is flooded with processed foods.

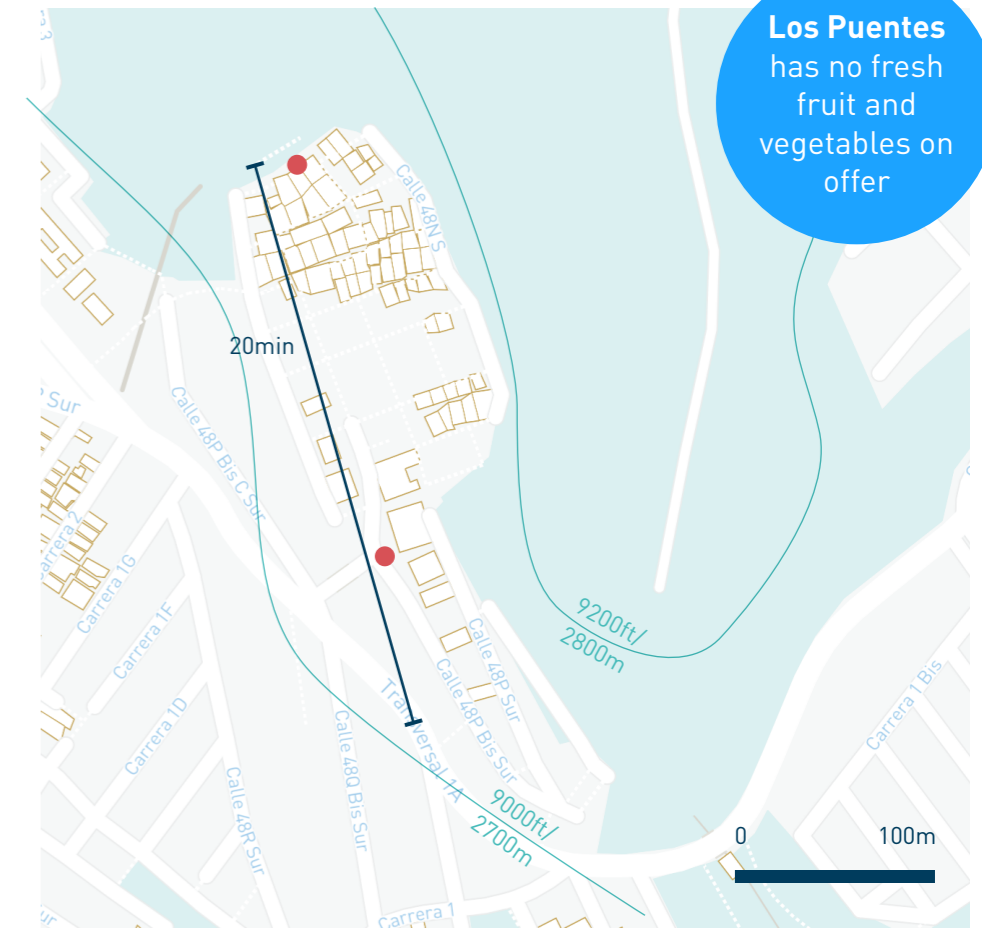
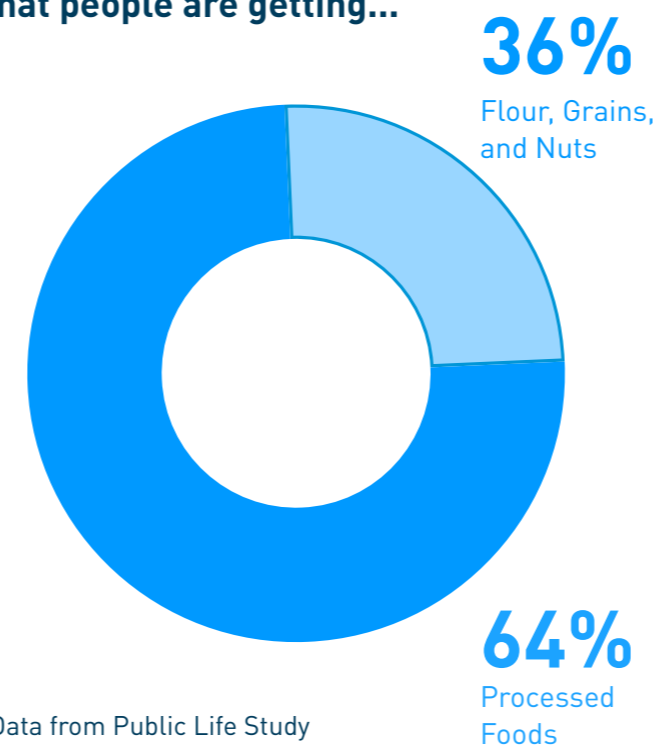
Fresh produce supply is often influenced by the complex topography and the vendor's lack of refrigerators to maintain freshness of food.

What a healthy diet looks like



vs.

What people are getting...



C

The public realm doesn't facilitate a convenient grocery experience.

Buying groceries is a daily errand for many people. Their busy lives leave them with little time to shop. The built environment is harsh – the sidewalks and paths are minimal and key amenities like bus stops are difficult to access or navigate, adding time to the grocery shopping experience or excluding some residents from accessing food options.



PATHS

The steep paths are often unpaved and uneven. They are challenging for people moving around the neighborhood.



STORES

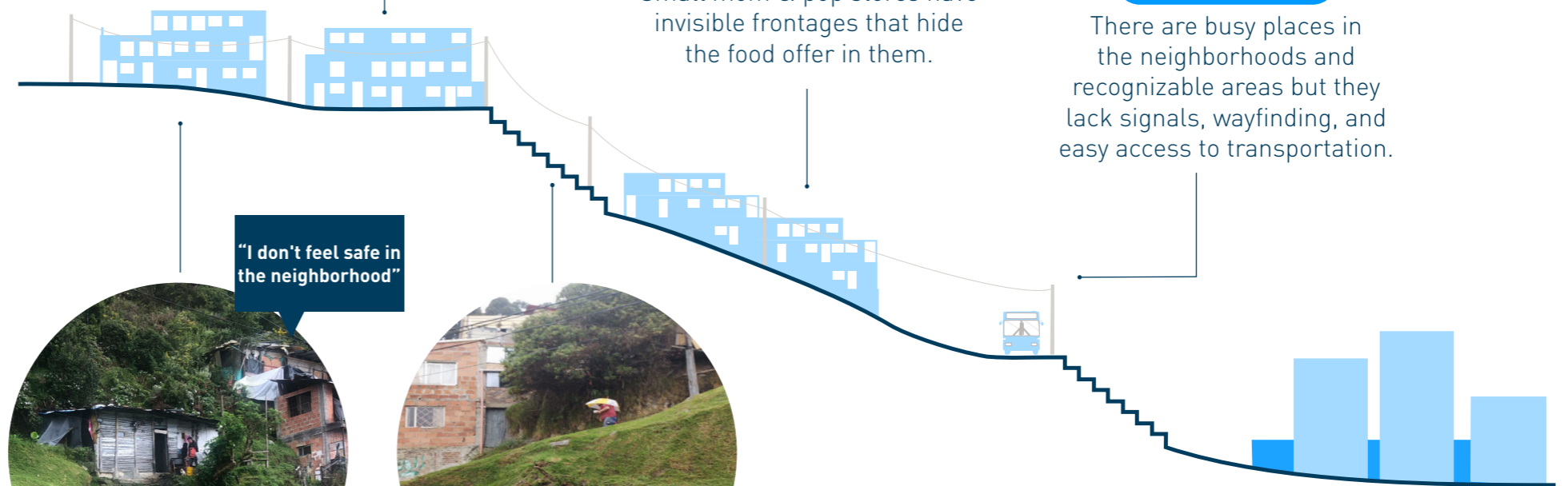
Small mom & pop stores have invisible frontages that hide the food offer in them.



BUS STOP

There are busy places in the neighborhoods and recognizable areas but they lack signals, wayfinding, and easy access to transportation.

"It's difficult to carry my groceries home with no transport options"



HOMES

Houses, usually located at the top of hills, are disconnected from the lower areas of the neighborhood.

"I don't feel safe in the neighborhood"



TOPOGRAPHY

Steep hills present a barrier for people carrying groceries, especially for the elderly and those with disabilities.



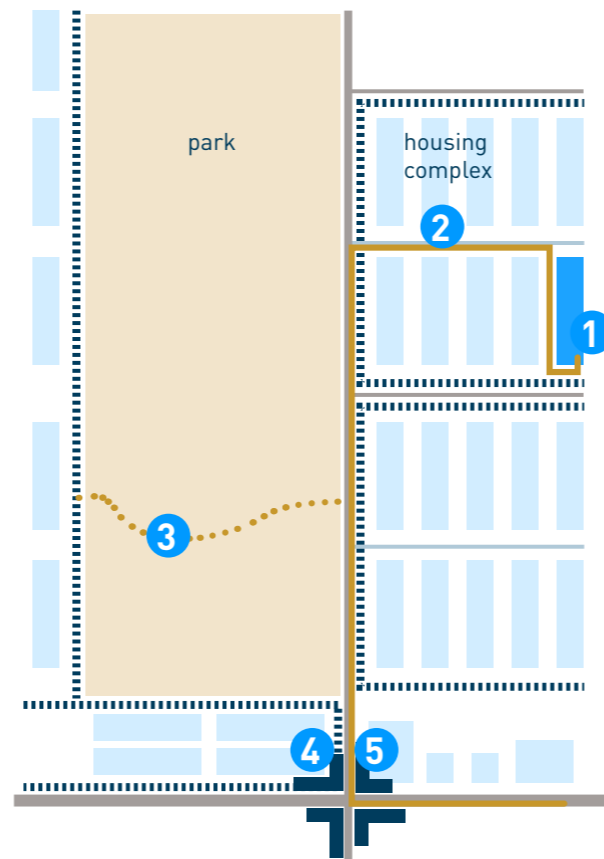
CITY JOB

Usually, jobs are located in the city center. Residents have to commute for 2.5 hrs daily to get to their workplaces.

D

The building typologies make food difficult to access.

The residential buildings orientation is creating long corridors that are disconnected from the street. All businesses are located on these corridors generating long routes for people to walk. The scale and morphology also contributes to the creation of many dead spaces usually fenced off from the public realm. This reduces activity at the ground floor level and contributes to the sense of a lack of safety on the street.



1. CORRIDORS

The corridors that connect residential complexes with the exterior are long, inactive paths, fenced from private property, generating a feeling of discomfort and isolation from other people.



2. EXITS

Strict zoning combined with residential building layouts prevent easy and direct connections to public streets and commercial strips, adding complexity to the journey and increasing people's sense of insecurity.



3. DESIRE LINES

Neighboring residents are attracted to the commercial offering of nearby neighborhoods, but there are no connecting links to make them accessible. People find short-cuts through public spaces to reach important food destinations.



4. VISIBILITY

Food vendors place their carts deliberately with no sidewalk zoning guidelines. This impacts people's general mobility and accessibility, making walking challenging.



5. INTERSECTIONS

Mobility routes and intersections near public transit and bike lanes are key commercial corridors, but a disorganized layout invades the sidewalks and bike lanes, impacting grocery shoppers and commuters safety.

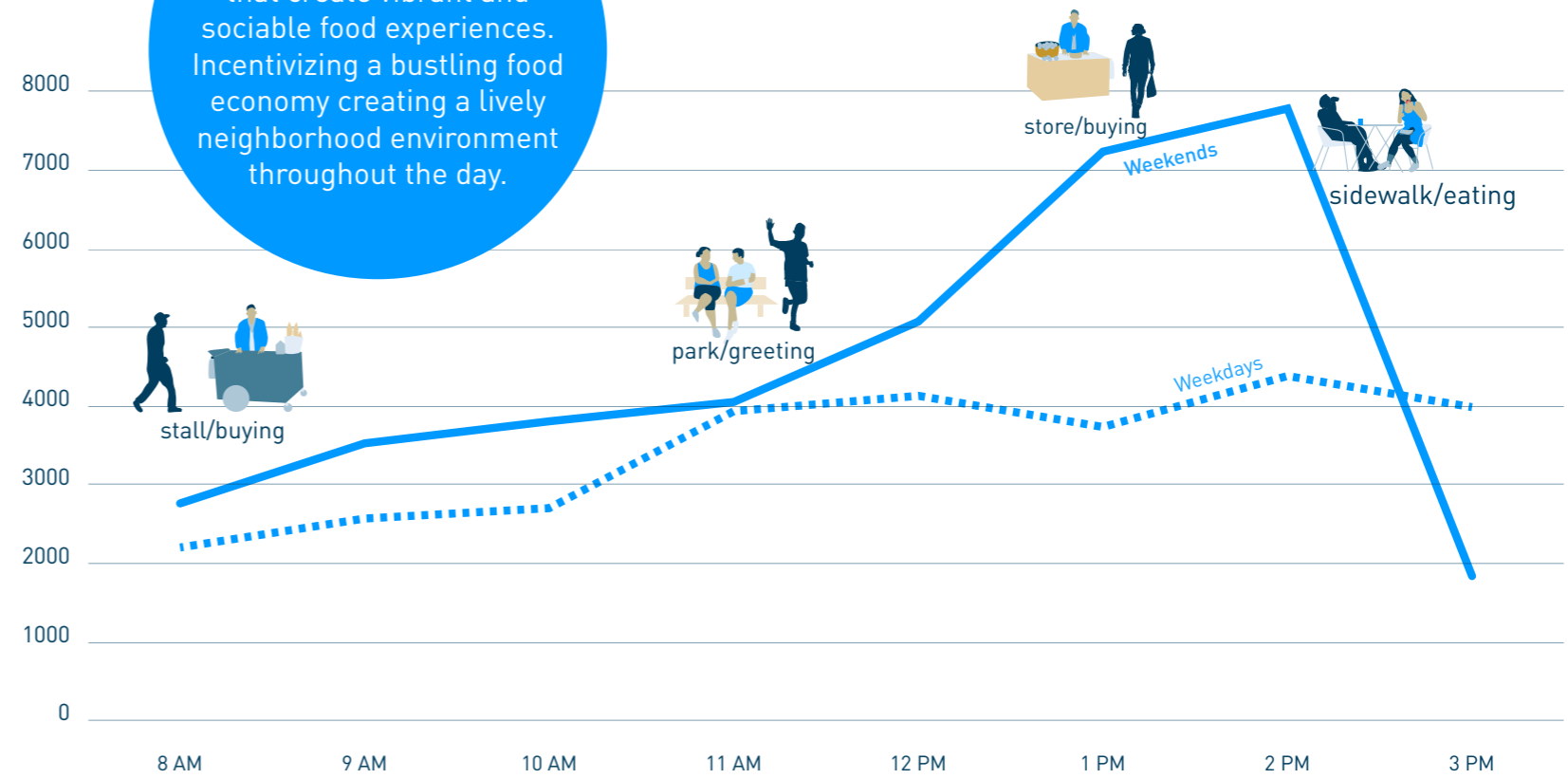
E

A high quality public realm means more diverse activities happening.

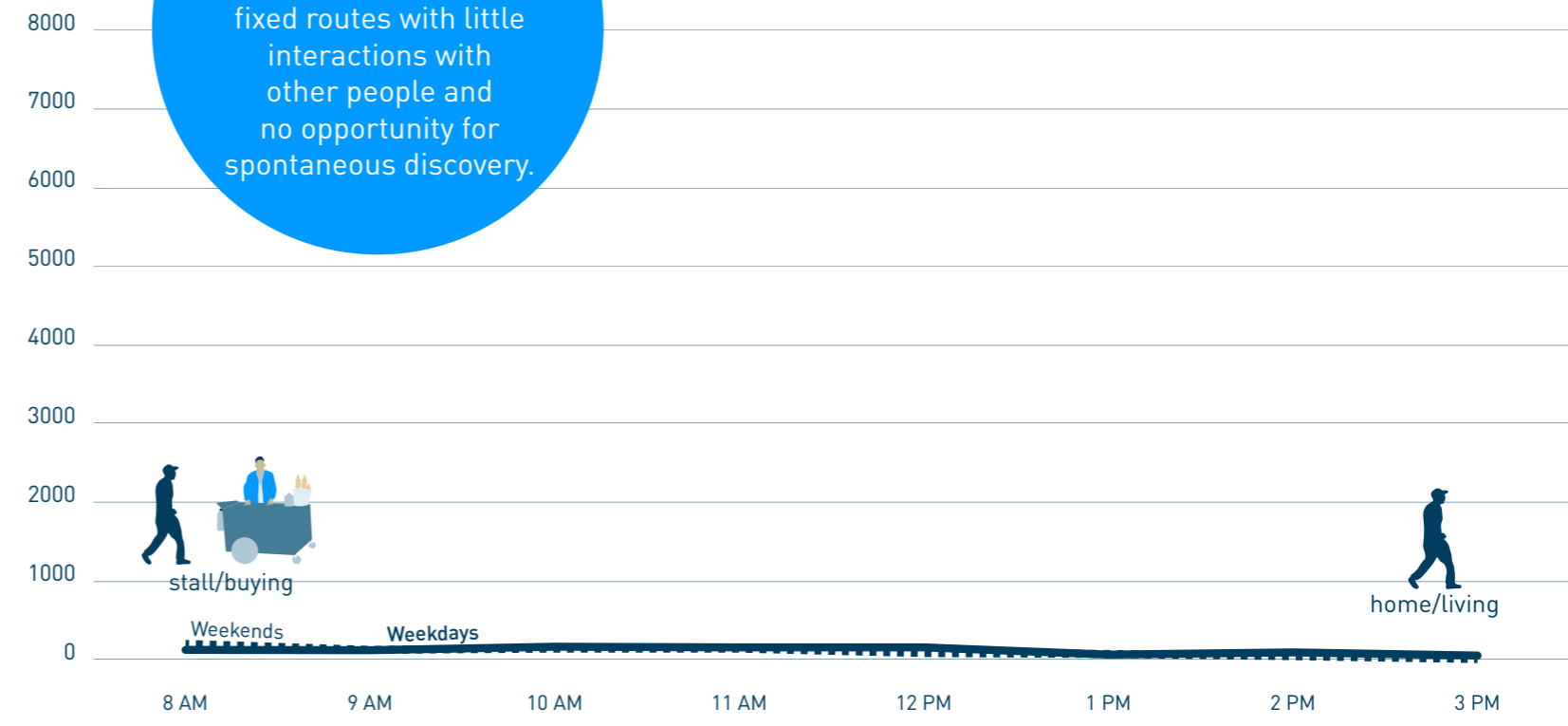
Food and high quality public spaces are allies. Our surveys and observations indicate that well paved, lit, comfortable, and welcoming public spaces expand the food on offer - attracting more people to enjoy the surrounding open spaces while enabling economic and social activities.

Support a healthy lifestyle by expanding the uses of public spaces.

Paraíso Sur & El Porvenir
have public space amenities that create vibrant and sociable food experiences. Incentivizing a bustling food economy creating a lively neighborhood environment throughout the day.



Paraíso Norte & Los Puentes
have no public space amenities and generate fixed routes with little interactions with other people and no opportunity for spontaneous discovery.



Diagrams show the amount of people present in public space throughout the day - movement in Paraíso Norte and Los Puentes signal that there are peaks of activity and valleys of inactivity. Whereas Paraíso Sur and El Porvenir have a gradual increase of activities outdoors.

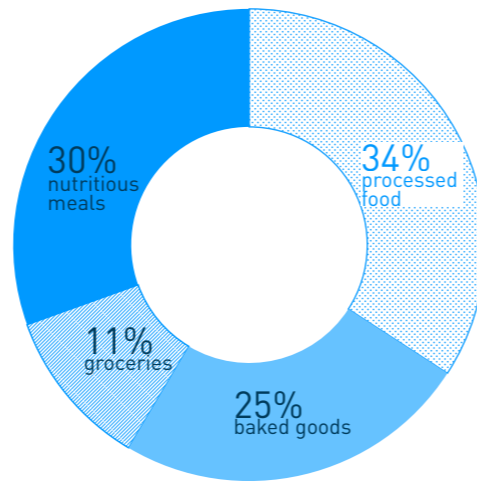
F

Transit hubs are challenging to navigate and food options are unhealthy.

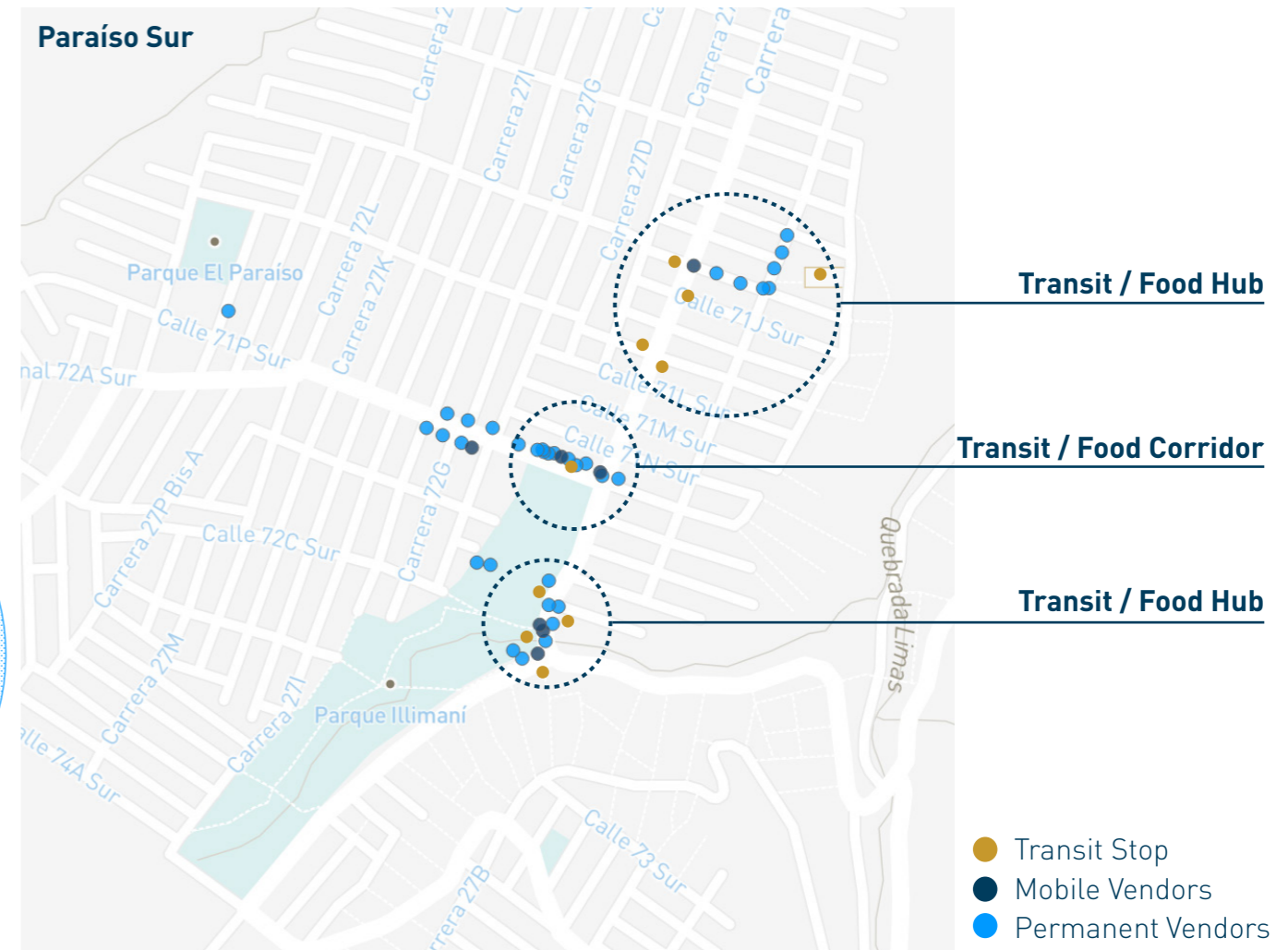
The transit stop environment naturally connects people to food options and encourages vendors to create self-made food carts on the street. This brings more visibility and activity to the surrounding area.

Yet transit hubs are disorganized and prevent people from navigating them easily, hindering their safety.

Almost 40% of the offer is unhealthy – made of a combination of fast and processed foods, and alcoholic beverages.



Data from Public Life Study

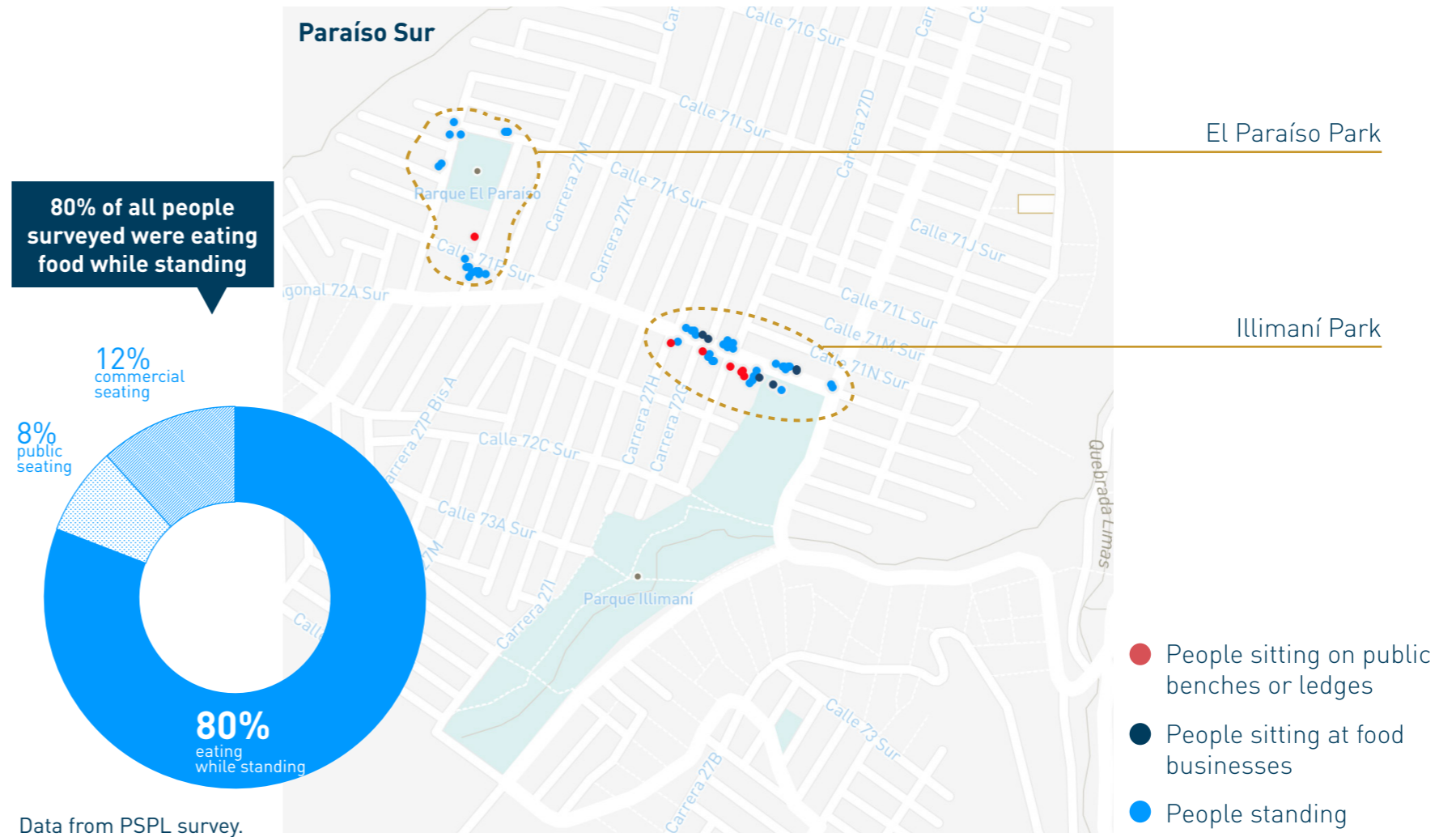


G

Public spaces rarely allow for people to enjoy food outdoors.

Public space and the food experience is disconnected. Parks are fenced from the street and foodscape. There are few seating amenities to enjoy food outdoors, and sidewalks are narrow missing benches for the food vendors.

The lack of invitations to eat in and around public spaces influences people to choose a faster easy-to-eat meal, directly impacting demand and eventually eating habits and lifestyle.



G

Food places lack basic amenities and vendors are beginning to address this.

Sidewalks don't respond or adapt to building edges and ground floor uses further detaching the foodscape from public space. In some neighborhoods, sidewalks can accommodate outdoor furniture, but it is not provided. Vendors have realized the need for comfortable invitations to enjoy food, and are offering DIY options to their customers.



Key takeaways

1

Connect food options to where people are

Many communities are missing fresh produce options in a walkable distance to home.

How might we introduce new food options where people live, lessening the burden of distance to food?

2

Invite for staying where food is clustered

Vendors are trying to create a lively food environment, yet little formalization of the foodscape exists.

How might we support existing vendors with public realm improvements and diversify the nutritional content of food on offer?

3

Transform the traditional transport hub

Transit hubs see the most people every day, but their unhealthy food offering is targeting busy people.

How might we create a culture of healthy and nutritious offerings and formalize the transit hub?

04

Strategy

From Rapid Change to Lasting Impact

Intervening in the foodscape requires a systemic approach. In order to achieve the Healthy Foodscape Strategy, we believe rapid pilots will kick-start that process. Pilots offer a springboard into action and build local trust - and eventually a pathway to policy change. Pilots provide the perfect baseline for catalyzing engagement with citizens and initiating incremental change.

The Healthy Foodscape Strategy is built by 6 key pillars of action, and pilot concepts to get started.

Rapid Change

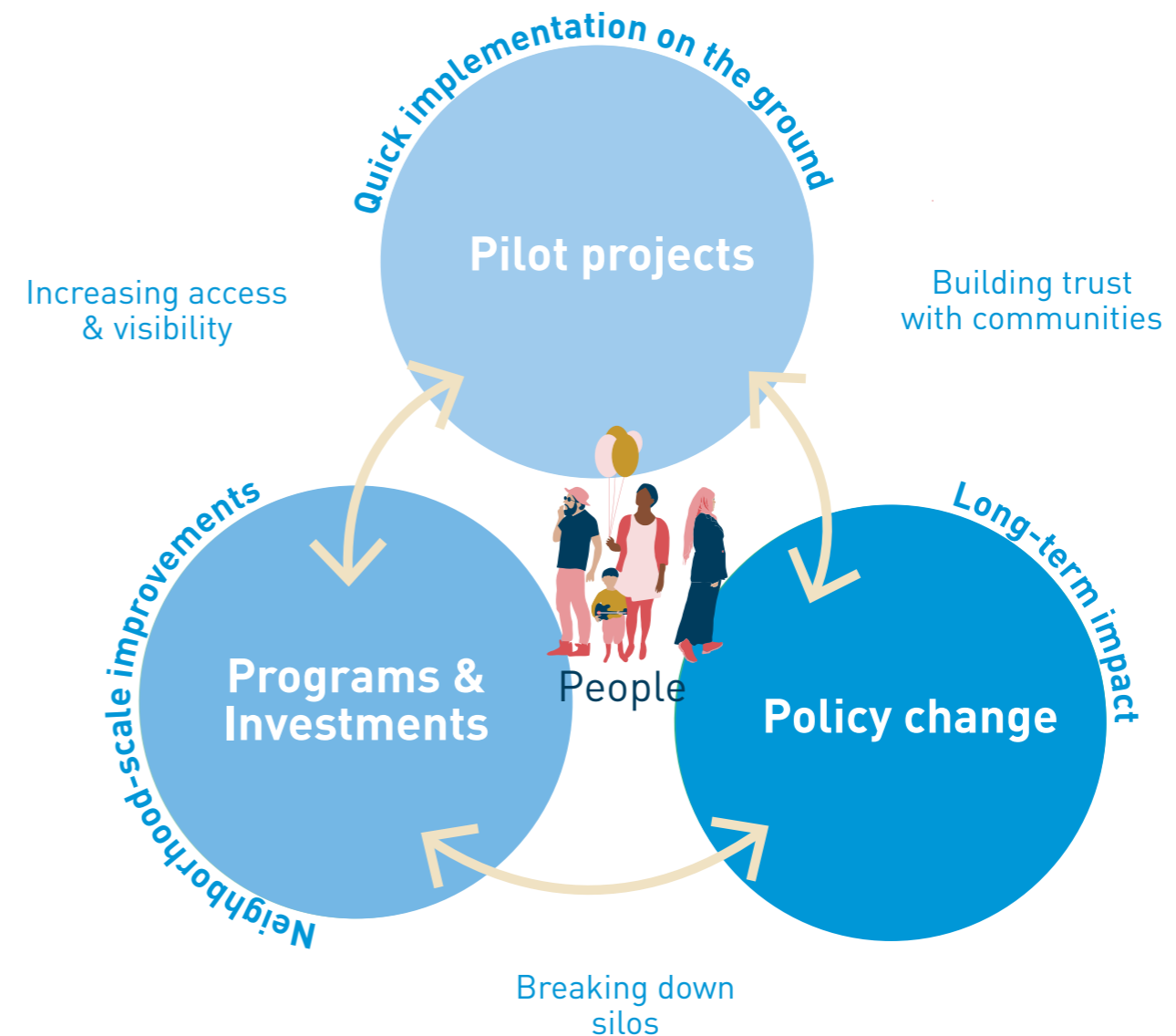
Test strategies needed for lasting impact through pilot projects. Pilots test:

- **Public space upgrades** that support food
- **Collaborations and partnership** models across stakeholders
- **Daily rhythms** around food
- **Public life** and social interaction

Lasting Impact

Five pillars provide a holistic approach to tackle food insecurity. These strategies aim to reach the following goals:

- **Presence** of healthier food in local communities
- **Price** of healthier food options
- **Perception** of the foodscape
- **Presentation** & visibility of fresh ingredients
- **People** that can unlock food access



Six pillars for building a Healthy Foodscape

Food deserts are a urban phenomenon found often at the edges of the city, particularly in neighborhoods that lack municipal infrastructure. It is a result of factors such as mobility, urban form, land use, daily rhythms, food price, criminality and even a weak local identity.

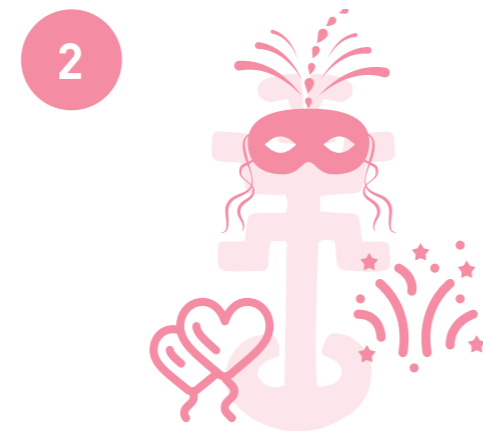
We believe that incremental change addressing each of those factors can harness the urban life pillars needed to achieve healthier more nutritious diets. However, it requires a holistic approach to boost positive indicators around diabetes, obesity, mental health and even equity.

To achieve this holistic approach, we propose six impactful pillars with specific strategies.



SAFE ROUTES

Cluster food along key routes to create attractive meeting places for the community and safe destinations at night



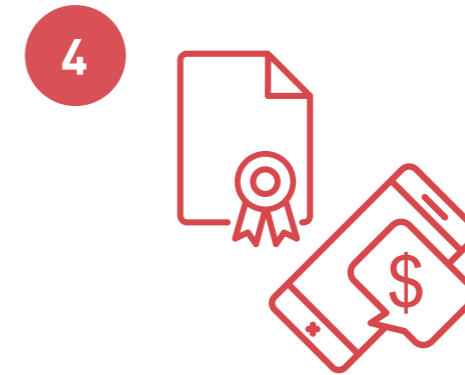
IDENTITY

Create an identity around food by adapting traditional recipes, supporting entrepreneurs and promoting culinary rituals



FOOD CULTURE

Intensify healthy food where it matters most at public transportation and in public spaces



FOOD PLACES

Increase support for corner stores through “cashless” payments, land use planning and leverage their essential role in the community



DAILY RHYTHMS

Fit into daily routines with a night market when and where people commute from work to home



DELIVERIES

Expand micro-mobility options for an easier way to carry groceries home and reduce the middle men along the supply chain

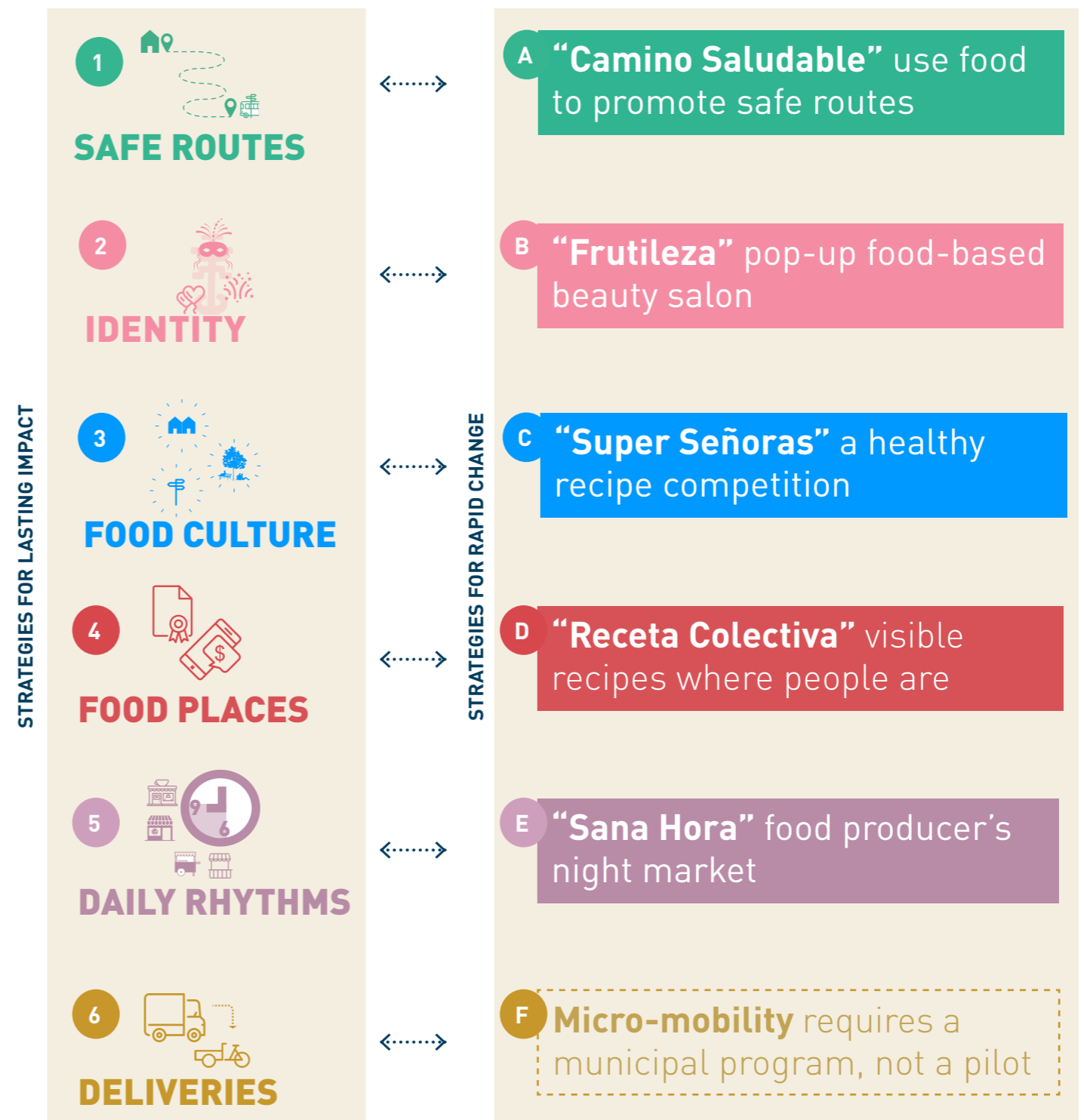
Five pilots to test Healthy Foodscape Strategies

Piloting as a strategy

Pilot projects are ways to test long-term strategies. Pilots can happen today with relatively low investment. It is part of a process to test solutions, measure the impact and refine at a convenient scale. Piloting is also a powerful communication tool and a platform to engage the wider community. Pilots can be implemented in multiple locations to test their scalability.

Creating a connection to the pilots

Food and nutrition related interventions are documented world wide, and can often feel overly educational. We aim to test food piloting through emotion, everyday behavior, humor and joy. We understand that using a playful and joyful approach may harness a new dynamic that people are drawn to, instead of disengaged by. Each pilot concept presented provides an element of reward and satisfaction, which is essential when making a platform for new habits.



Existing initiatives that can be used as a starting point

Each concept can be developed in alignment with existing city-wide programs that promote healthy eating and lifestyles, here is a summary:



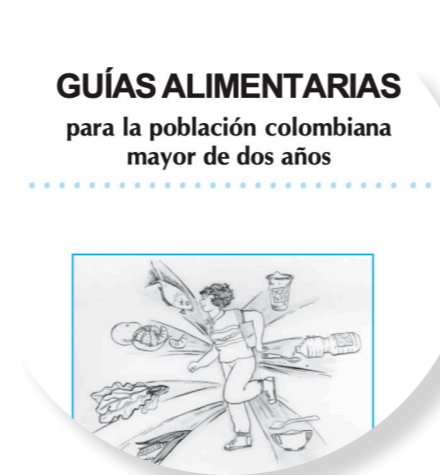
DIMENSIÓN SEGURIDAD ALIMENTARIA Y NUTRICIONAL

Determines the scope of the food desert mitigation strategy and how it relates to the POT (Plan de Ordenamiento Territorial) with an emphasis on community integration.



POLITICA PUBLICA DE SEGURIDAD ALIMENTARIA

Public policy to guarantee food safety – it establishes an implementation plan and sets priorities. It defines the development of sustainable public space as a key player in the fight against food deserts.



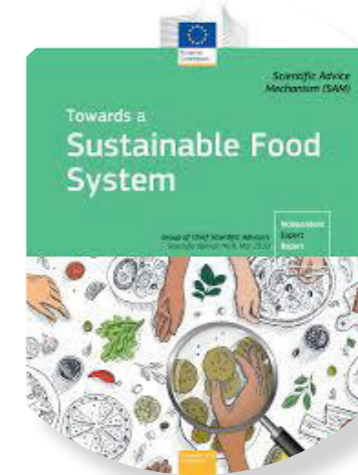
GUÍAS ALIMENTARIAS

An easily accessible and graphic manual that delineates notions for sustaining a healthy lifestyle and eating habits.



MANZANAS DEL CUIDADO

A program that supports women that usually carry out disproportionately more household chores than men by providing a safe space for exercising, relaxing, and connecting with others. The program also offers cooking classes for men and digital and job related training for women.



NOVA FOOD CLASSIFICATION

The NOVA classification assigns a group to food products based on how much processing they have been through: Unprocessed, Processed ingredients, Processed foods and Ultra-processed food or drink. It defines a clear target to what is healthy food, and clear targets towards unprocessed foods.

Existing initiatives that can be used as a starting point



FARMERS MARKET

Street markets with products sourced directly from producers already exist. However the format has challenges in terms of logistics and fitting people's agenda.

Potential:

Pilot project seeks to design a compact program format, better scheduling and great place for this initiative to thrive.



COMMUNITY KITCHEN

Community kitchens provide meals for those who are food insecure, playing an essential role through a physical presence in the community.

Potential:

The community kitchen can organize a system of CSA vegetables boxes, to be collected at the "Night Market".



80% FOOD GROWN ON FAMILY FARMS

In Colombia, most fruit and vegetables are grown on small farms, but the families lack access to final consumers leading to unaffordable prices due to the middle men.

Potential:

Promote a direct link between producers and grocers.



STREET FOOD TRADITION

Informal food vendors are part of the local economy. They help activate the public realm and often make it safer.

Potential:

Food stall logistics could be connected and vendors could be trained to sell healthier options and source local products.



INFORMAL MICRO-MOBILITY

These options strive where the formal public transportation doesn't reach. However it can be an unsafe and chaotic option.

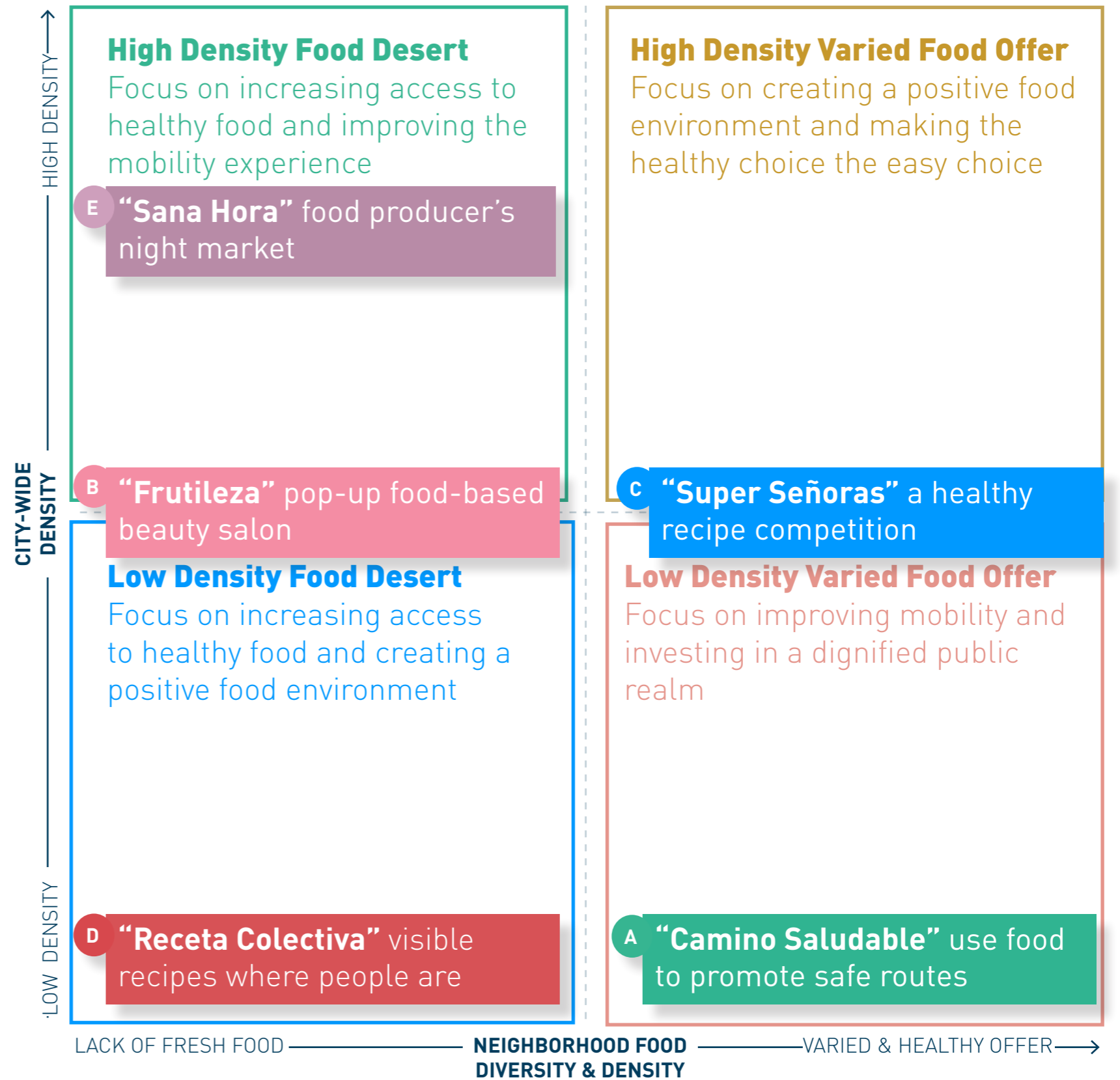
Potential:

Guidelines for these options could help their operations in a safe and reliable manner.

Diagnosing interventions for Bogota's communities

Our pilot projects are guided by two simple strategies. We see these strategies as the main directives for nudging people towards healthier food behaviors in their communities.

- 1 Improve the surrounding environment where people buy and eat food
- 2 Bring great nutritious food to where people spend the most time



SAFE ROUTES / STRATEGIES FOR LASTING IMPACT

Cluster food along key routes

Why is it relevant?

Active people going about daily routines at street level create a critical mass for local businesses and a sense of safety in the public realm. The visibility of people compels others to stay, socialize, play, grocery shop and eat out - this is public life.

Concentrating those activities at strategic locations where people naturally pass by, creates hotspots of public life. Connecting

those hotspots on an identifiable route, creates a backbone for the community and induces the positive qualities of urban life.

We observed that public life is scattered. But there are streets with potential to become the backbone for every neighborhood. We must support businesses and activities to generate public life to improve safety and increase clientele for existing food places.

Key Strategies

- **Use mobility hubs** as a point of departure and the most remote housing clusters as an end destination
- **Define the shortest route** passing key existing destinations in the community like bus stops, cafes or schools
- **Encourage facade improvement** of food places, commerce and residences through customization with paint, plants or seating
- **Provide consistent public lighting** ideally fixed on the facade of existing constructions to avoid blind spots and shadowed areas
- **Avoid physical obstacles** such as trash accumulation, posts, boxes or advertising on the street
- **Place small ramps along stairs** where there is steep topography to pull heavy loads with a built-in lever
- **Promote targeted public space upgrades** at public life hotspots and key intersections as an “urban acupuncture” approach

Where to get started



A

Camino Saludable use food to promote safe routes

How to create safer routes with food places and murals?

The “broken window theory” states that visible signs in the urban environment of disorder encourages crime and disorder, further. The walking route from transport hubs towards home can be a safety challenge. Sparse presence of commercial activities, especially at night, lack of public lighting, decayed facades and lack of “eyes on the street” contributes to criminality.

If we concentrate efforts along one or a few key routes across the barrio by connecting public transportation to remote areas, and using food as a major theme, we can create a attractive and safer environment.

Previous experiences of colorful murals on buildings have achieved good results. In this pilot we recommend painting facades with colorful fruit and vegetables and recipes from the local community. Integrate urban expression with healthy messaging. Another component is incentivizing the placement of more shops at strategic locations, creating safe points for public life along these safe routes.

IMPLEMENTATION GUIDE



KIT OF PARTS

- A diversity of formal and informal food places
- Paint for murals
- Trees and lighting (solar power)
- Wayfinding signage



THE PLAYERS

- Local business owners & community representatives
- Department of Public Health
- Key community based organizations
- Local celebrated artists
- Civic Institutions (Schools, Universities, Dining Facility)
- Public works and lighting



METRICS OF SUCCESS

- Increase in sales for local businesses
- Foot traffic increase throughout the day
- Increase in perceived safety due to revitalization of key corridors
- Increased public participation



PATHWAY TO LASTING IMPACT

Pilot

1. Engage the community in the selection of the corridors and co-design the kit of parts with locals. Don't go straight for areas with steep topography
2. Align the campaign's healthy food goals with everyday community needs

ENGAGEMENT

3. Generate consensus in the community by showcasing the plan at key nodes and adopting feedback
4. Identify co-funding, prioritize local workforce, and host a kick off event at one of the transit hubs
5. Keep momentum and repeat the campaign every weekend or every other weekend

TEST & SCALE

6. Host a walk-shop with city officials & funders to advocate for investment in more food places along the route
7. Evaluate impact of campaign and food offering with intercept surveys & a public life study
8. Evaluate successes and refine the campaign for scaling to other transit hubs in the neighborhood

Lasting Impact

A Camino Saludable use food to promote safe routes

Why create safer routes with food places and murals?

- A Connecting transit hubs to home**
Transit hubs are crucial destinations but they are rarely connected to a route home. A safer route could help revitalize economic activity around transit hubs.
- B Help people save time**
Concentrating healthy food vendors & campaigns along key routes will increase the chances for people to choose healthy food and know where to go for what they need.
- C Promote social activities around food**
Help neighbors and business owners interact and be sociable. Communities can find fun and joy through murals that communicate food in a visual and creative way with one another.
- D Empower the community**
More than just food sellers, local vendors and business owners can become the face of a positive food culture.



El Porvenir



Paraiso Sur

IDENTITY / STRATEGIES FOR LASTING IMPACT

Create an identity around food

Why is it relevant?

Food plays an essential role for society. It shapes identity and even our cognitive capabilities. Our relationship to food has changed with globalization and the commodification of food production and distribution. Our emotional bond with fruit and vegetables has been diluted and traditional recipes altered to newly available processed ingredients.

Daily meals are often not more than to satisfy hunger, and not

an essential part of our identity and culture. If food could again be regarded as a cultural identity it could serve as a vehicle to resilient communities and increased health outcomes.

Tradition is something that changes with time, therefore we recommend a program to adapt traditional recipes with healthier products. Something that has roots in tradition, yet has a new authentic and attractive element. It is not a prescription but a daily social ritual.

Key Strategies

- **Acknowledge that identity and social rituals galvanize change** in habits, societal patterns, economy and more
- **Incorporate persuasive culinary advertisements** to influence daily habits around healthy food and lifestyles
- **Develop a bottom-up community led process to uncover local identity** with the goal of making healthier lifestyles authentic
- **Support communities with positive food norms** such as neighborly meals, food exchange, food market and recipe sharing
- **Give initiatives visibility through local media outlets**, social media and online platforms
- **Partner with local champions in each community** to reach wider audiences and a pathway to longevity

Where to get started

Reinterpret symbols of local culture that make Colombians feel proud and empowered

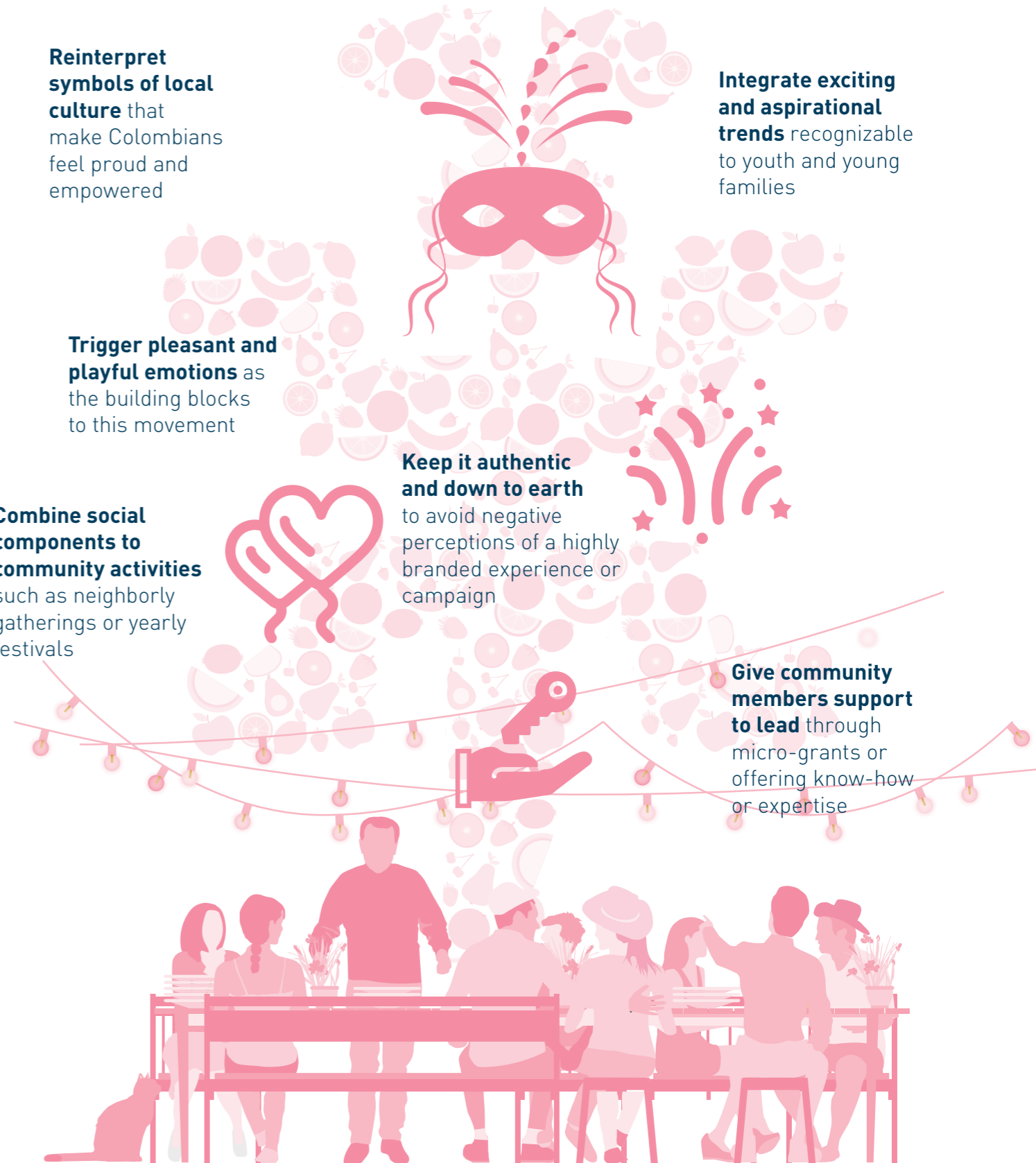
Integrate exciting and aspirational trends recognizable to youth and young families

Trigger pleasant and playful emotions as the building blocks to this movement

Combine social components to community activities such as neighborly gatherings or yearly festivals

Keep it authentic and down to earth to avoid negative perceptions of a highly branded experience or campaign

Give community members support to lead through micro-grants or offering know-how or expertise



B

Frutileza

pop-up food beauty salon

How might we introduce new visual cues to nudge consumer behavior to shift diets?

To achieve this goal, it is key to introduce a new narrative around produce and an exciting sense of reward. Our survey revealed that most don't see the correlation between what they eat and their health. Beauty however, is a driver and motivator in Colombia. Many spend money and time on their good looks. Wellness promotes healthy eating as a vehicle to beauty. We want to expand this narrative from something only for upper classes to something for everyone.

This pilot tests the connection of education, food and health. The pilot is a pop-up food shop displaying produce and products in categories based on their benefits to our body and mind. You walk in and see isles dedicated to hair, skin, heart, blood, lungs and more. It establishes a new mental model around buying food and provides a new interesting experience.

IMPLEMENTATION GUIDE



KIT OF PARTS

- Colorful Banners & signage
- Educational pamphlets
- A small pop-up store near a transit hub
- Healthy food & definitions
- Social media campaign



THE PLAYERS

- Fruit and vegetable vendors
- Nutritionists and health professionals as staff
- Beauty professionals
- Media outlets
- Popular ambassadors



METRICS OF SUCCESS

- Improvement of the communities health and overall wellbeing
- Increase in fresh produce sales
- Improvement of businesses facades and interiors on key commercial corridors



PATHWAY TO LASTING IMPACT

Pilot

1. Gain support from local produce vendors and farmers by bringing them into the project early on

2. Craft the campaign's language and aesthetics based on local people's desires and enthusiasm

ENGAGEMENT

3. Partner with graphic designers and artists to make the pamphlets and banners and design the shop

4. Target teens and young adults as the main audience, but also be mindful about other generational groups and how to include them in the project

5. Partner with a beauty salon that can provide services and support in the overall strategy. Think about where does beauty and health meet?

TEST & SCALE

6. Document the process from day 0 and showcase it in a beauty-art installation for the community. Invite neighboring communities and decision makers to see the results. Scale up!

Lasting Impact

B

Frutileza

pop-up food beauty salon

Why create a new grocery shopping experience?

A Beauty matters, health too

It is challenging to visualize the benefits of eating healthy, especially when shopping is a boring daily errand. This pilot project brings fun and color into the stores, engaging with people differently.

B Think outside the box

This campaign and pop-up disrupts the usual health centered narrative around food habits and centers around other valued behaviors such as maintaining one's beauty. More than a health strategy, it's about rebranding the notion of healthy food and providing nutritional information in a context that is fun.

C More than health

Many people don't know that what they eat has a direct correlation to their health. Research also shows that most of the population is not health literate. Therefore, rather than communicating with facts and figures, appealing to people's emotions and feelings has proved to be effective!



Intensify healthy food where it matters most

Why is it relevant?

People often have little awareness of why they choose certain food products. A mix of where you are, what is on offer, and what time of day it is creates food demand. This makes the design, layout and convenience of a food environment crucial to influence everyday diets.

Healthy food is often located in inconvenient locations and many are closed when people return home after a long commute.

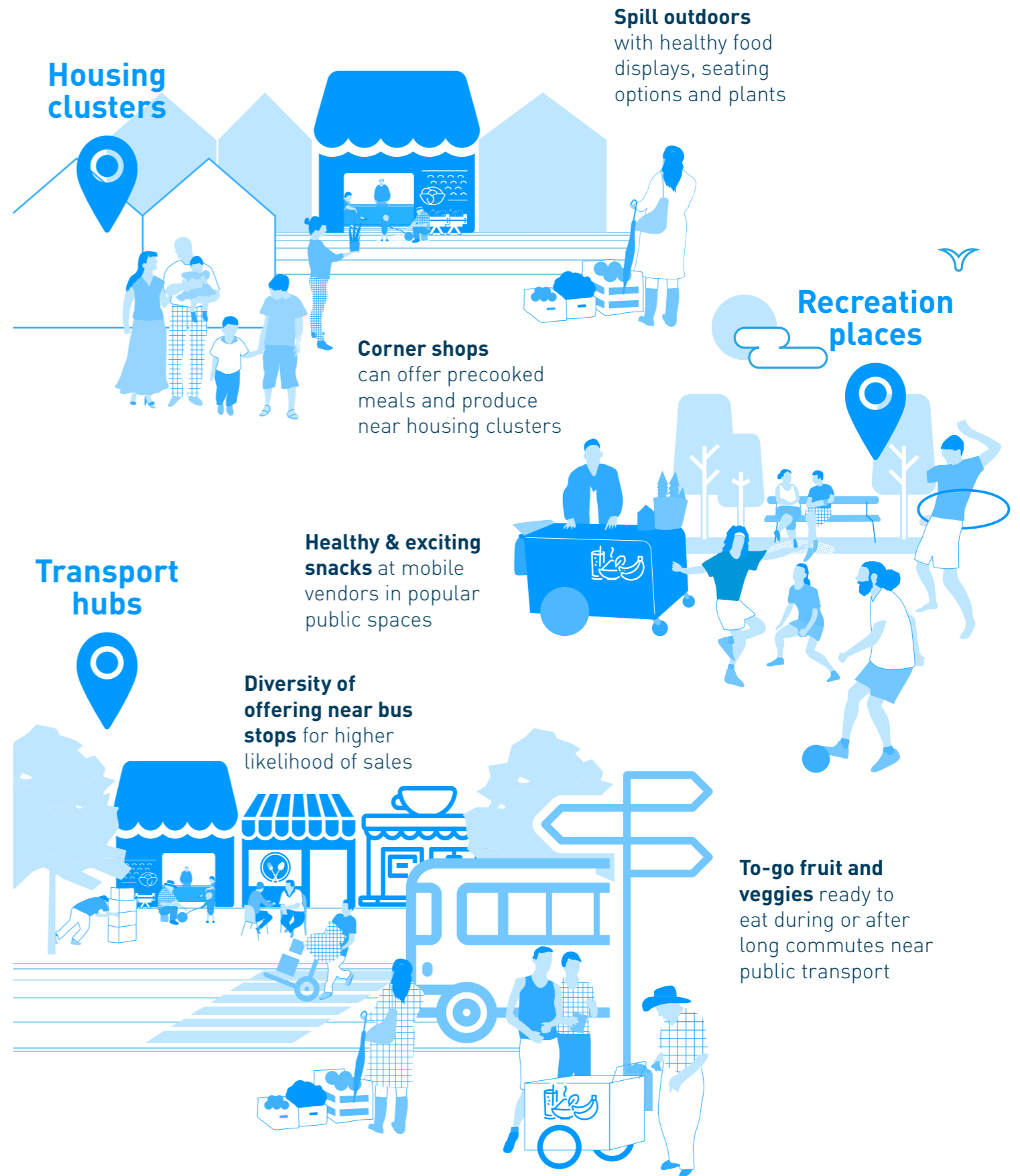
We found fresh products are rarely visible from the street in comparison to ultra-processed options.

Intensifying the visibility of healthy food offering where people already spend time can be a powerful tactic in shifting people's choices. Healthy food options can be conveniently located and attractive, and affordable, but how can we create that change?

Key Strategies

- **Adapt traditional recipes** with healthier ingredients and make them playful and visible for a new food culture rooted in local identity
- **Cluster healthy options where people are** such as transport hubs, schools and public spaces
- **Corner store incentives** to improve the offering within a 15 min walking distance from home or transport hubs
- **Pop-up program with small grants** to kick-start operating healthier food business or test entirely new concepts for local businesses
- **Workshops with food vendors to implement** adapted recipes, introduce healthier food offer to-go and increase hygiene
- **Digital network of healthy food producers** for vendors to gain direct access to produce and delivery at an affordable price
- **Points program for customers** across local businesses that incentivizes healthier choices

Where to get started



Inspiration

Bite of Hope - Recipe Adaptation

Hope Clinic is a Federally Qualified Health Center serving over 20,000 unique patients a year. Together with Cities Changing Diabetes they established Bite of HOPE, a teaching kitchen and culinary program targeting neighborhoods that lack healthy food access.

Through a team led by Chef Joseph Boscovich Bite of HOPE aims to develop a new culinary workforce that can open new restaurants and cook with philosophies to build a healthy community.

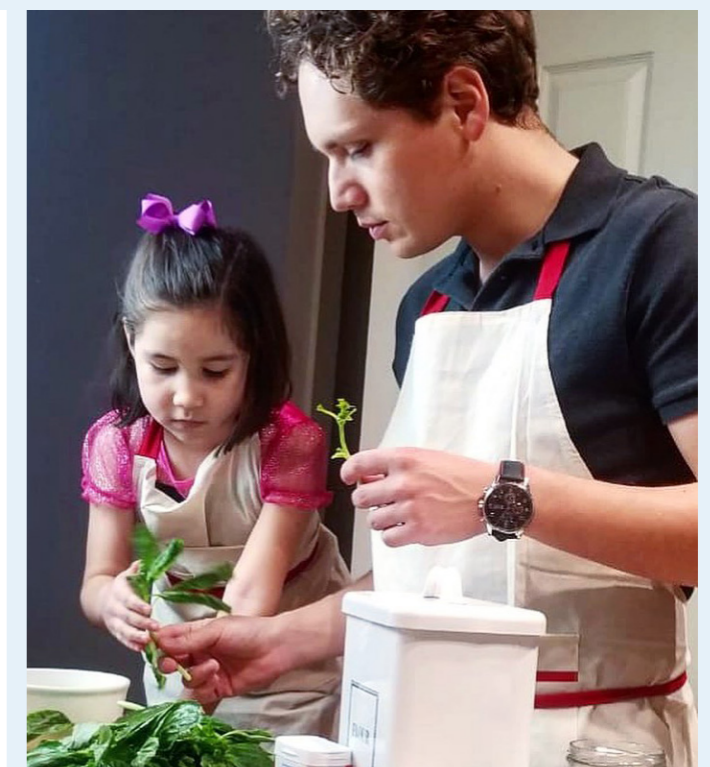
The new community kitchen offers incubation spaces for new culinary ideas that benefit the community.

Key take-aways:

- Support economic development and local businesses with economic and culinary education!
- Strengthen the role of food businesses in their community!
- Link healthcare and the culinary arts as a prevention program to reverse the diabetes crisis!

They are supporting local economic development through a program to provide workshops and education to food entrepreneurs and a network of mentors, financiers, and market.

Among the most successful and original ideas is the “Local Recipes Adaptation” program that rethinks and cooks local meals with healthy methods and ingredients. Their idea is that by providing healthier eating alternatives restaurant owners and visitors can understand the payoff of a healthier meal. Deep understanding of local food identity is embedded in this strategy for creating healthy food behaviors in the Asiatown, Houston neighborhood.



c

Super Señoras a healthy recipe competition

How might we adapt traditional recipes with healthy, local and affordable ingredients?

Colombia has a unique and diverse cuisine. The neighborhoods are home to people from different regions that bring their local culinary traditions and identity. Yet, many recipes are rich in fat, carbs and processed ingredients, that trigger illnesses. Our survey found that 75% of people cook at home and are predominantly female. There are few programs supporting this target group, who already hold a lot of knowledge to sustain better health. Women are the backbone of communities, but have limited resources.



This pilot is a recipe competition across Bogota's barrios. It is a platform for women to reinterpret traditional dishes in a healthy and authentic manner. The winner could receive a mobile vendor, a supply of healthy local produce or business training, therefore generating complementary incomes.

IMPLEMENTATION GUIDE



KIT OF PARTS

- Competition platform and media campaign
- Event for selecting a winner
- The winner's prize
- Communication & documentation of the recipe



THE PLAYERS

- Nutritionist
- Neighbors (ladies first)
- Department of Public Health & Parks and Recreation
- Health Institution
- Media outlets
- Nearby producers



METRICS OF SUCCESS

- Increased attendance to events
- New income generation for winners
- Distribution of a collective recipe book
- Increased knowledge of local recipes



PATHWAY TO LASTING IMPACT

Pilot

1. Co-create the competition framework with other stakeholders and run outreach with local community networks
2. Run the competition in a setting and format accessible to different women and caregivers, select winners

ENGAGEMENT

3. Document the winners, the recipes and grant prizes
4. Keep contact with the winners of the competition and document their progress in using the prize to start their own initiative or food related business

TEST & SCALE

5. Get feedback at the end of the campaign. Iterate and repeat the competition – consider how to make the recipe material widely available
6. Cultivate a relationship and network between participants to share knowledge and create a movement
7. Expand the audience – across neighborhoods and the city, invite the whole community to participate in the campaign

Lasting Impact

C

Super Señoras a healthy recipe competition

Why do we need to promote traditional cooking with healthy produce?

- A Women as a lever for change**
Women are big players in the local food system. They participate in different aspects of the agricultural workforce and often decide how to distribute income and ensure proper nutrition for household members. Their commitment to a shift in diets and nutrition is key for lasting change.
- B Bring novelty to home cooked meals**
People come from a strong culinary tradition that often shapes their identity. This competition is a way to adapt beloved traditional meals with healthier products, and share practical cooking skills, bring joy to the table, and give visibility to those dishes & communities.
- C Improve family health & mobile food culture**
More than a cooking recipe competition – if scaled up well it could boost a change in local families daily diets and what is sold on the street. This competition can increase the Health Department’s visibility in people’s homes and public realm.



El Porvenir
BEFORE

FOOD PLACES / STRATEGIES FOR LASTING IMPACT

Increase support for corner stores

Why is it relevant?

Latin Americans have a strong tradition of micro-entrepreneurship, bridging the gap between formal and informal economies. People create jobs while operating at the edge of formal regulations. It delivers essential services in low-income areas, through hyper local businesses that double as community hubs.

Despite those qualities, large areas

are completely devoid of local businesses because it is simply too risky. Safety, land use regulation, limited access for deliveries and property sizes force residents into travelling far distances to buy basic staples.

A framework to reduce risk could give confidence to micro-entrepreneurs to sell healthy food for residents and play an essential role for their communities. Here are a few actions for reducing risk.

Key Strategies:

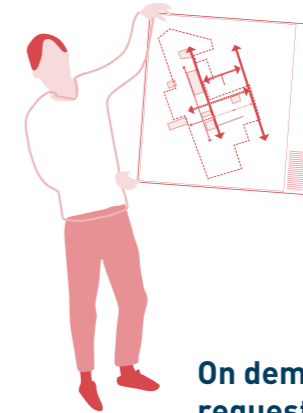
- **Campaign for more local food vendors** to improve local health and equity by targeting legislators, vendors and residents
- **Training program for food vendors** to increase business skills, reduce risks and improve capacity
- **Introduce corner shop support** with a grant for new equipment, internal infrastructure and storage
- **Guidebook with best practices for food retail** to manage their business with limited storage capacity and deliveries
- **On-demand vegetable box services** that meet the desires and opportunities of these communities
- **Update land-use to encourage food business** to locate in areas with predominant residential use and remote mobility access
- **Speed up permitting processes for food vendors** in special zones designated as food deserts

Where to get started

Municipality as an enabler instead of mere regulator for micro-entrepreneurship for food business



Introduce mixed-use food routes to serve as the back bone of the community



Efficient process for food vendor license through a straight forward step by step process



Access to healthy food producers to allow buying greater variety and efficient delivery process



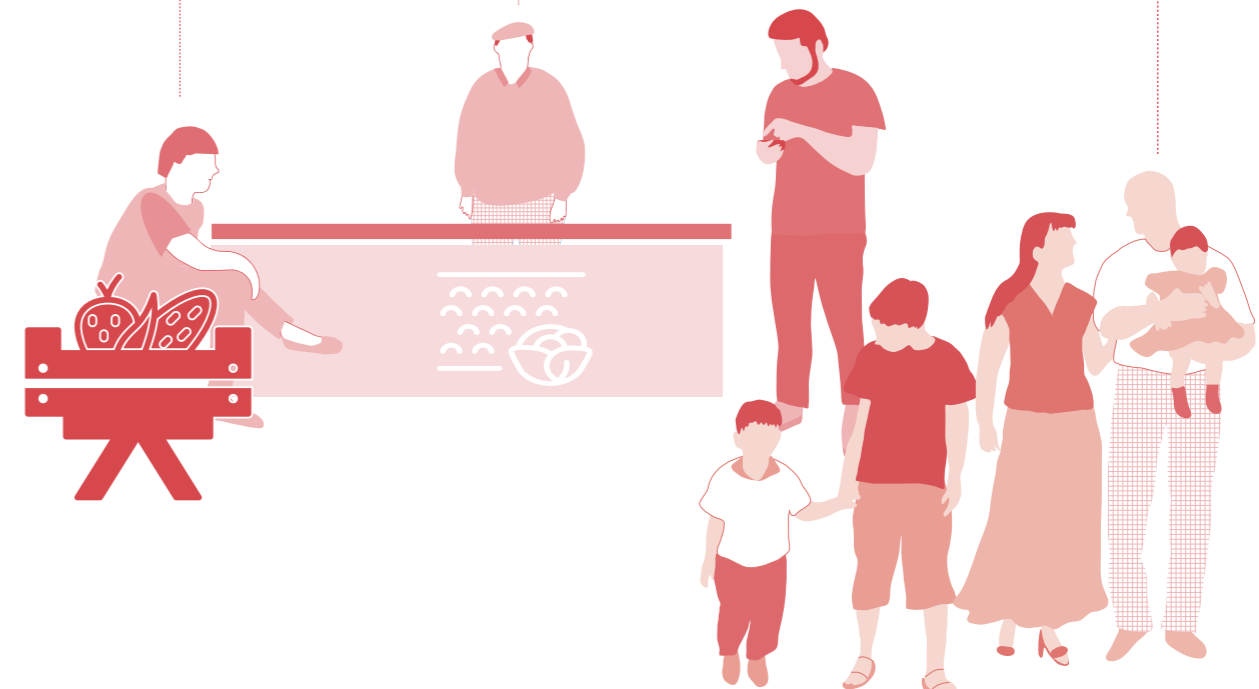
Cashless payment system to reduce risk of violence and theft



On demand food request to reduce storage and the costly burden of food waste



Local business as essential services as meeting points for a healthy community



D

Receta Colectiva visible recipes where people are

How do we reach people with new exciting and healthy recipes on key corridors?

After running the “Super Señoras” recipe competition, make the recipes and winners visible in an attractive and convenient way. On a busy routine, it is important to catch people where they pass by, such as around public transportation, near food vendors, along safe routes to home, our school.

The first step is to create an attractive design of the winning recipe integrate elements of the community and a illustration of the winner. Then print and bind copies of the recipes. Finally, showcase these booklets in a small box, where they can be displayed and distributed in indoor or outdoor contexts. This should be visible and easily accessed.

The goal is to make this recipe available in a simple physical format where people pass frequently. A next step could be to publish the recipes through a social media page campaign.

IMPLEMENTATION GUIDE



KIT OF PARTS

- Colorful Banners
- Weather proof & sturdy display boxes
- Booklets of printed recipes made by a local artist
- Map of key display locations



THE PLAYERS

- Media Outlets
- The Health Secretariat
- Community representatives
- Women’s and mother’s groups
- Local grocers
- Transportation operator



METRICS OF SUCCESS

- Visibility of healthy food
- Increase sales of fresh produce
- Public participation
- Adoption of the recipes



PATHWAY TO LASTING IMPACT

Pilot

1. After running the Super Señoras competition, document the winning recipe and the winning home cook
2. Create a campaign and communication strategy that can be visible across the barrios

ENGAGEMENT

3. Partner with graphic designers and artists to make recipe booklets and displays for indoor and outdoor areas
4. As the recipe competition, and resulting book of recipes is shared across the community. Engage a community group to take forward spin off activities

TEST & SCALE

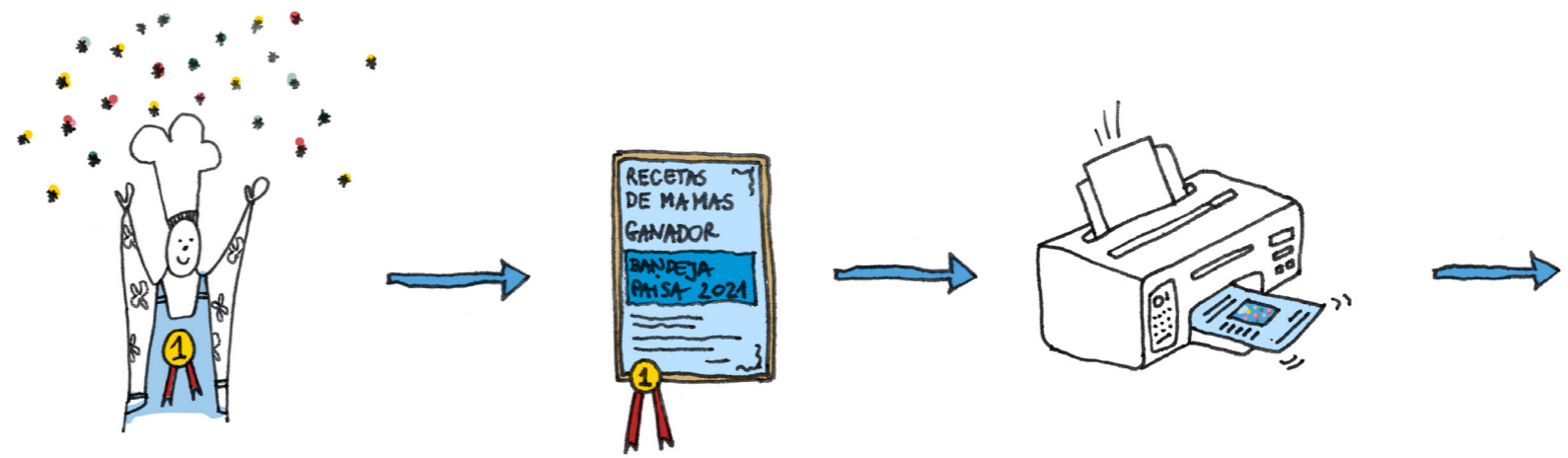
5. Continue to run this recipe distribution campaign and consider how you might introduce a similar activity in local schools
6. Document the progress from day 0 and track the results. Scale up to a healthy recipe cooking show or TV competition to increase visibility and impact

7. Conduct surveys of how recipes are getting incorporated into people’s everyday routines

Lasting Impact

D

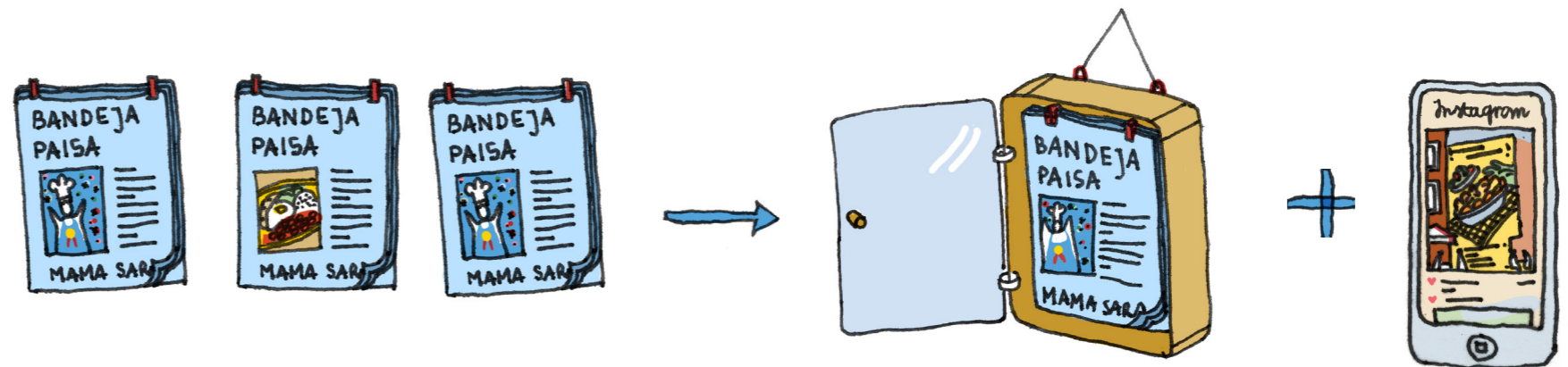
Receta Colectiva visible recipes where people are



Why do we need to increase awareness of recipes in the public realm?

A Empower the food makers

Modern lifestyles have decreased the amount of time that goes into cooking transformed food making into a monotonous daily errand. If we empower cookers with new knowledge of meal preparation we may kick start new food activities

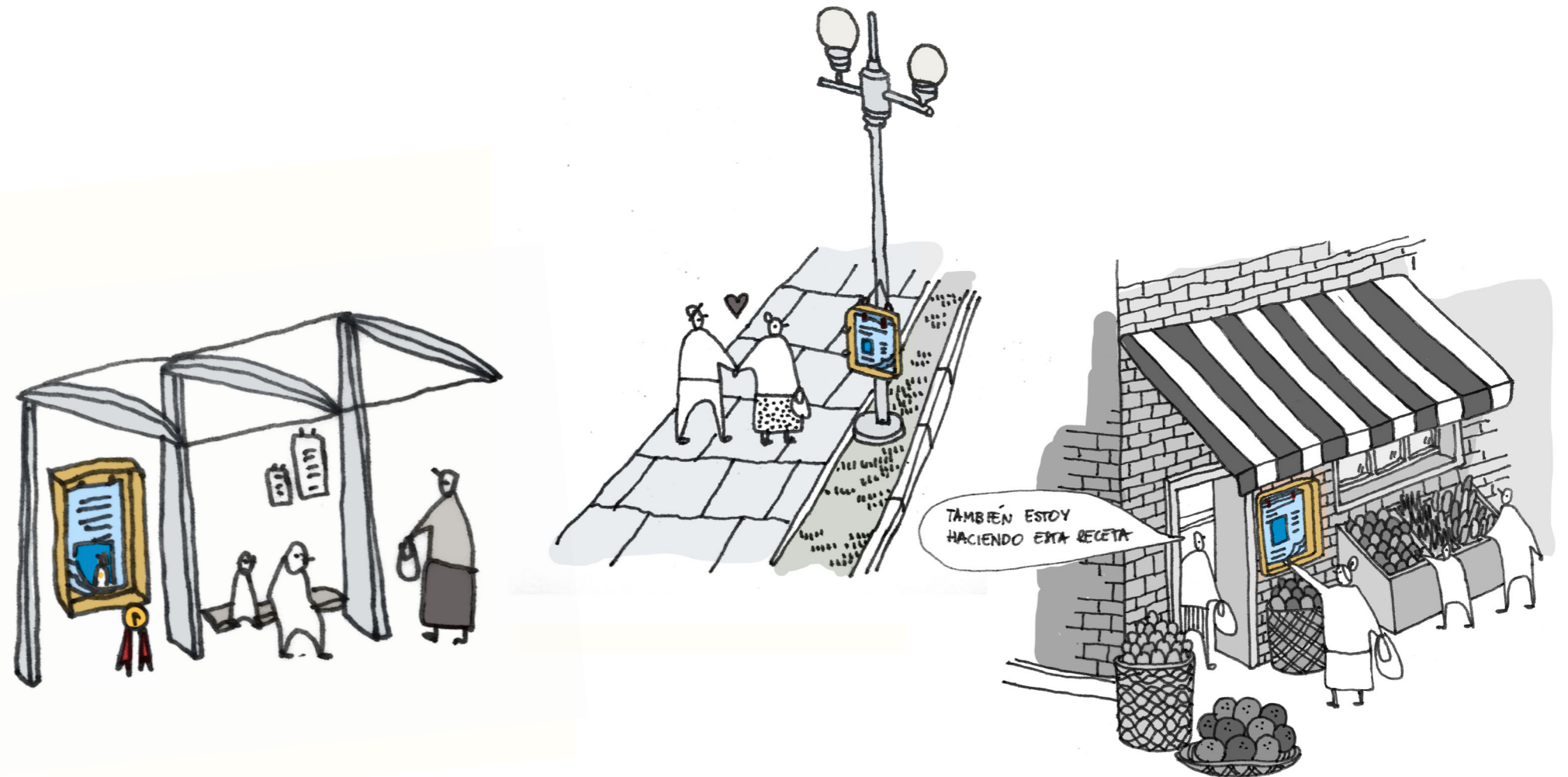


B Combat predatory advertisers

The multi-national food sector have dominated the street, using neighborhoods for advertisement. By making a public and visible campaign we can communicate a different message about food.

C Educate through communication

Over 50% of people surveyed said they didn't believe food contributed to their health. It is clear that this is an opportunity to educate people about the influence of food on their health, while helping people make new decisions about what to make at home.



Inspiration

Quipu Digital Markets

Quipu is a collaborative digital marketplace that aims to help exchange goods and services between people who depend on the national economy. Quipu seeks to encourage families to sell and invest within their community, creating mutual trust, networks of neighboring business people, jobs and greater purchasing power. The community marketplace enables micro-entrepreneurs in the informal economy to trade without money while building credit-worthiness.

In the Quipu app, micro-entrepreneurs create business profiles to buy, list and sell goods and services on the Quipu

digital marketplace, using a local token system. Businesses are mapped on the Quipu market, allowing users to reach new customers and increase their sales. Users can increase their purchasing power by trading in Quipus, interest-free community loans, instead of pesos, saving their cash for expenses outside the community such as education.

By working with Quipu, markets gain visibility in the neighborhood, increase their promotion and receive help in creating a digital catalog of products and services. Buyers save money by buying from neighbors and get the best quality at the best price.

Key take-aways

- Reduce the risk of robbery and haggling for the local markets through using the token system of Quipu!
- Strengthen the local economy and community through a collaborative digital marketplace!
- Help consumers get the best quality product at the best price!



Fit into daily routines with a night market

Why is it relevant?

Our daily routine often dictates our well-being and health outcomes. Access to fresh and affordable healthy food is not enough. Providing an easy, attractive and rewarding experience alongside access to healthy food is essential to integrating new habits into one's daily routine.

For various reasons, we observed that reaching healthier food options in all four neighborhoods

requires a big efforts and long distances.

We recommend using the time and place when people come back into their community from work, as a indicator of where and when to host a farmers market. This can be a way to successfully support local businesses and purchasing behaviors. For a market to be successful a few considerations are key.

Key Strategies

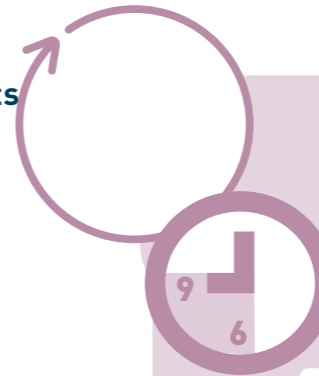
- **Use an open space near a transport hub** with pavement, electricity and trash collection for at least 500 m²
- **Provide lighting for the market and access points** to promote an attractive and safe place
- **Gather producers and vendors that sell diverse products** recommended by the health secretary without repetition
- **Integrate Colombian cashless payment system** combined with a customer review method to ensure quality and access
- **Engage the local community to transport groceries** who can also be paid with the cashless system
- **Provide a standard product display for vendors** that can be disassembled, transported, cleaned and maintained easily
- **Consider overnight locations for sellers with community kitchens** to support this economic model

Where to get started

Communicate and schedule the markets to occur in various communities once or twice a week

Market hours based on people's arrival from work for a convenient time and place to buy food

Reusable stalls for produce display that can be packed and used in different locations



Designate an area for the market near where people arrive with public transportation



Invite producers to sell directly their products and eliminate extra costs triggered by middle men

Consider essential needs for producers like parking, overnight shelters, bathrooms and maintenance



Seating for rest and eating to allow the market to be a meeting point for the community



Inspiration Farmers Markets & local CSA

Farmers markets are physical retail marketplaces that sell food directly from the farmer to the consumer. Community Supported Agriculture (CSA) cuts out the farmers market step and connects the consumer directly to the farm.

Both concepts bring producers and consumers closer together within the food industry, saving the cost and time of transporting, distributing and selling products in the supermarket. With CSA, consumers can subscribe to the harvest of a particular farm or group of farms. In return, they receive a box of fruit and vegetables or other farm produce at regular intervals, usually weekly. The food box contains seasonal fruits and vegetables, but can also be extended

to include products such as dry goods, eggs, milk, or meat.

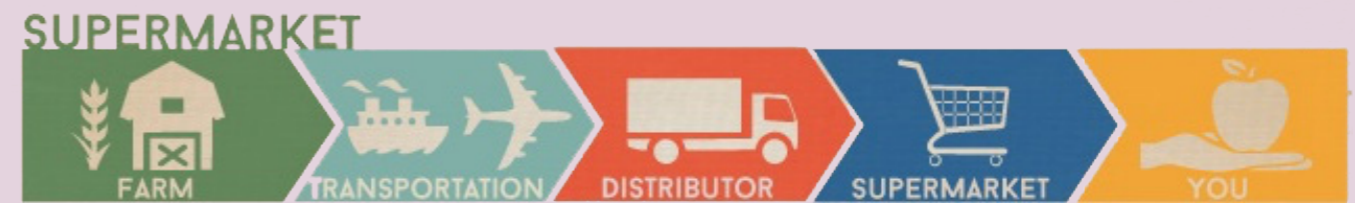
Both arrangements provide farmers basic support throughout the year and can help them by giving them money before the usual harvest. Consumers benefit from receiving fresh, local produce at a reasonable price. The overall goal of both Farmers Markets and CSA is to strengthen the sense of community through local markets.

The mercado campesino La Perseverancia is an example of a farmers market in Bogota. It offers a wide variety of products from Colombia and has a large food court that displays a wide range of dishes from the national cuisine.

Key take-aways

- Bring producers and consumers closer together through Farmers Markets and Community Supported Agriculture!
- Strengthen community and healthy food demand with markets!
- Provide fresh and high quality products while saving time and cost of transporting, distributing and selling in supermarkets!

CUTTING OUT THE MIDDLE MAN STEPS BETWEEN FARM AND YOUR TABLE WHEN YOU PURCHASE FROM



D

Sana Hora food producer's night market

How might we provide affordable and fresh food placed conveniently along daily routines?

Affordable and fresh food is usually far from home. Outdoor food markets exist, however they are challenged logistically. They take place on weekends and aren't available when people need them most.

We propose a compact and functional outdoor food market to provide affordable food directly from producers. It should be located near the public transport hubs and remain open when people return home from work. It will double as a meeting point for the community and can be an opportunity for extra income. This pilot tests a food market setup that can be disassembled, stored in a truck, and can rotate between various barrios.



IMPLEMENTATION GUIDE



KIT OF PARTS

- Food stalls
- Produce stalls
- Baskets
- Tables and chairs
- Lighting
- Waste bins



THE PLAYERS

- Local food vendors
- Neighbors
- Local food producers
- Parks and Recreation
- Local organizations
- Waste Management



METRICS OF SUCCESS

- Sales increase in local businesses
- Foot traffic increase at night
- Increase in perceived safety due to revitalization of key corridors
- New jobs created
- Adoption in other parts of the city
- Create a circular economy – from food production to food scraps composting



PATHWAY TO LASTING IMPACT

Pilot

1. Select a site for the market based on the foodscape data, engage with local vendors and create a curated food experience

2. Create a quality and safe journey to the market with clearly painted bike lanes, cross walks, lighting poles, & signage with opening hours

ENGAGEMENT

3. Partner with nearby experienced food markets to understand what the night market needs. Integrate local / informal mobility options for delivering groceries to remote parts of the neighborhood

4. Launch the program with an event to create momentum, bring community leaders and decision makers

TEST & SCALE

5. Evaluate public space and public life improvements. Talk with the night market clients and vendors. Refine and improve over time

6. Adjust the offer to respond to evolving needs, scale-up and down in relation to the size and density of the neighborhood

Lasting Impact

D

Sana Hora food producer's night market

Why provide produce at the most convenient place possible?

A Cluster, enhance safety, increase access

People from these neighborhoods usually commute more than an hour daily – buying groceries is demanding and the public realm doesn't help. Expand the opening hours of many grocery stores near and in a centralized market to increase access to food at less common hours of the day.

B Incentivize active mobility modes

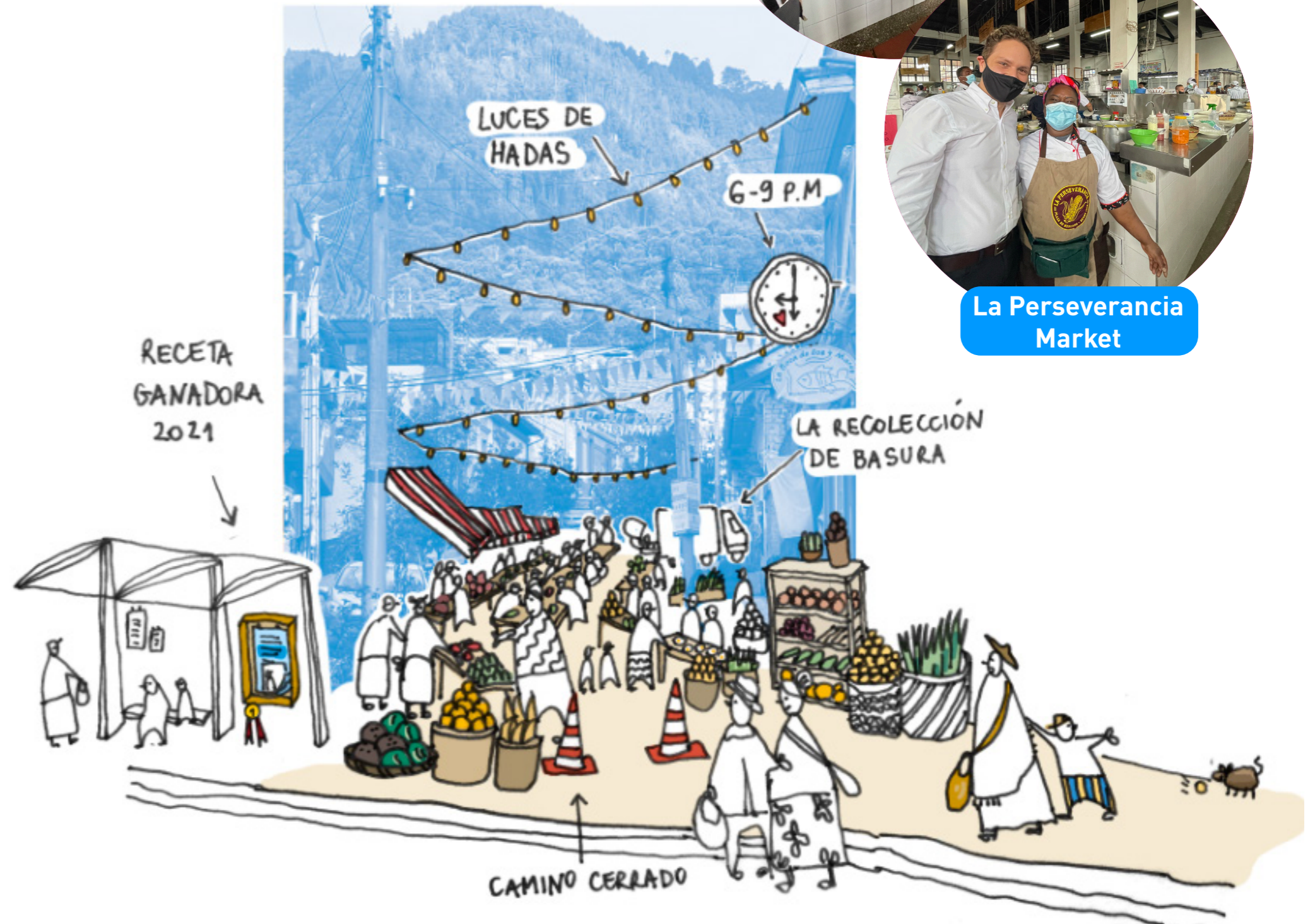
By elevating and transforming the grocery shopping experience into a active and well placed night market, people are motivated to walk or bike, getting exercise along the way.

C Nurture a city-wide food network

The process of creating a night market demands learning from peer markets in the city. This is a chance to create lasting bonds with key stakeholders that could provide know-how to the foundation of the program.



La Perseverancia Market



Expand micro-mobility options

Why is it relevant?

Food loses its original nutritional value the longer it travels. Yet from a farm to the mouth, food can take weeks to travel through various distributors. Transportation and storage is a costly burden to food sellers, and in parallel, many households' budget can't handle the cost of transportation to reach healthy food options on a weekly basis.

The distance from a bus stop to

home is often too far to carry large loads. Informal transportation options provide an alternative but lack reliability and remote areas can't be reached by cars due to narrow alleys and steep terrain.

Finding direct transportation from farms to local vendors could reduce food prices and increase nutritional content of food. Micro-mobility can offer a solution to this complex urban challenge, bringing fresh produce closer to the final consumer.

Key Strategies

- **Acknowledge the role of micro-mobility** by reducing travel time, storage needs and middle men along supply chain
- **Supply local shops with smaller more frequent deliveries** instead of large loads from wholesale distributors
- **Use all terrain vehicles to transport food to hard to reach locations** across steep slopes, unpaved streets and narrow alleys
- **Designate space for micro-mobility operations** near transit hubs and food places to transport groceries home and supply local shops
- **Provide parking and off-loading areas near transit hubs** to transfer cargo from bigger trucks to smaller vehicles
- **Stimulate cooperative food purchasing + micro-mobility combo** by buying directly from producers and delivering directly to local shops

Where to get started

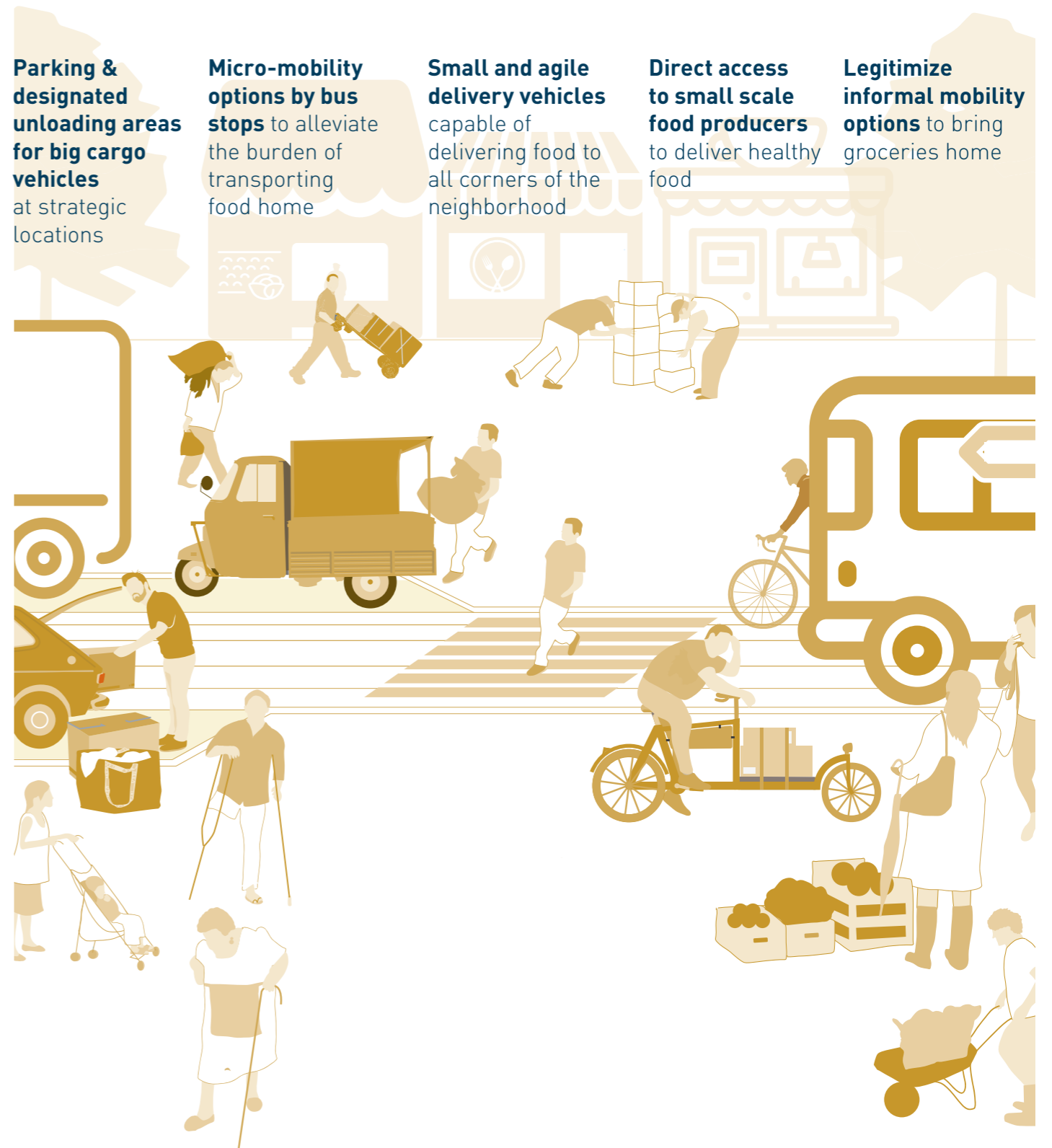
Parking & designated unloading areas for big cargo vehicles at strategic locations

Micro-mobility options by bus stops to alleviate the burden of transporting food home

Small and agile delivery vehicles capable of delivering food to all corners of the neighborhood

Direct access to small scale food producers to deliver healthy food

Legitimize informal mobility options to bring groceries home



Inspiration

Eco-friendly cargo bikes

In an effort to provide a low power delivery system in Miami, DHL has partnered with REEF Technology to pilot a new electric-assist e-Cargo bicycle. This three wheel cycle has a sufficiently sized cargo container that can carry up to 400 pounds.

This environmentally friendly system is an interesting solution to DHL's carbon footprint, but it also offers a potential solution to connect communities to food services in communities disconnected from urban centers.

REEF's mission is to connect the last mile and leverage the power of proximity. In this pilot they are testing how to provide congestion-

reducing zones and micro-fulfillment and delivery solutions of goods and services.

In recent years, Latin America has seen an economic boom for delivery apps and demand to deliver food to people's homes. However, these new technology driven economies are not reaching people who live in the periphery. To solve those challenges in other parts of the world, some communities in South Asia, have turned to tuk tuks and other forms of micro-mobility to deliver goods to people's door steps.

Micro-mobility can meet both the needs of on demand delivery and the personal need to transport shopping home.

Key take-aways

- Support jobs creation through delivery services!
- Help local businesses become more agile and flexible!
- Solve logistical challenges with less expensive mobility services!



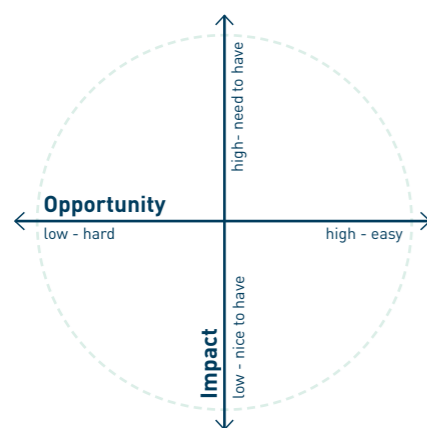
From Strategy to Action - Getting started

Set goals and measure impact

When facilitating change, it is often crucial to collaborate across agendas and departments in new ways and seek out partners who will work towards a shared vision. Setting goals and measuring the impact of change is key.

The goals can help guide the change process, while measuring the impact can track and communicate project success.

Setting indicators can serve to evaluate the implementation of the overall strategy, to assess the success of specific pilots, and to carry out short-term projects that are easy to implement. The indicators are based on public life targets which can be measured using a range of tools and are set to track impact and success of implemented projects.



Prioritization matrix

Start easy

Working across time-spans and scales is crucial: While making strategies for the future, build projects in the short-term, which are cheap to implement, easy to get approved, will have a big impact and importantly in areas that don't have too difficult of topography. When deciding on which project to prioritize, the Prioritization Matrix below can be used.

Building capacity

Encourage capacity building for working with local communities & data collection across departments and also within the Health Secretary.

Policy implications

Consider the needed policies to create better food environments and business growth for local vendors. Policy should support a healthy food environment, not hinder it.

Integration into existing programs

In order to create projects that land well and have a big impact, it is often necessary to implement them

in connection to other existing projects to bring politicians and stakeholders along with you.

Information campaign

Communicate processes, inclusion, project goals and more with the public. Transparency with the public, and documenting progress along the way will help build up trust in institutions we are intervening in local communities.

Testing through pilots

Pilots create momentum, showcase projects at an early stage and support communication between stakeholders. They also allow the observation of behavioral change. Even when not following a temporary approach, a holistic and incremental approach is useful.

Indicators for success

- More people walking - *Movement counts*
- More people on micro-mobility - *Movement counts*
- Increased healthier food purchasing - *Resident interviews*
- Increased perception of importance of healthy food - *Resident interviews*
- Higher number of diverse food activities - *Staying counts*
- Producers and vendors increased revenue - *Vendor sales data*
- Increased public realm accessibility for users - *Resident interviews*
- Improved feeling of safety - *Public space mapping & interviews*

Gehl