



Ajuda Foodscapes Study

A look at healthy food
access in 2 de Maio

Table of contents

1	4	Executive Summary
	5	Approach
	9	Foodscape
	12	Strategic Framework
2	13	Project Context
3	18	What we heard, what we saw
	20	Access
	26	Public Realm
	36	Pressures
4	42	Healthy Foodscape Strategy
5	50	Pilot Concepts
	52	Ajuda Super Stop
	54	Up-the-Hill Health
	56	Lisbon Foodscape Campus
	58	Neighborhood Kitchen
6	61	Appendix
	62	Methods
	67	Additional Recommendations

Project Team

This work was funded by Novo Nordisk Inc (NNI) and Novo Nordisk A/S (NNAS) and completed as a collaboration between Gehl, Cities Changing Diabetes, Steno Diabetes Research Center, and Locals Approach.

Novo Nordisk + Cities Changing Diabetes

Louise Hesselad, Global Prevention and Health Promotion
Thomas Hilberg Rahbek, Global Project Manager
Helena Novais, Public Affairs Director, Lisbon

Steno Diabetes Research Center

Paul Bloch, Senior Researcher

Locals Approach

João Martins
Gonçalo Folgado
Lia Ferreira
Irina Gomes

Gehl – Making Cities for People

Jeff Risom, Chief Innovation Officer
Louise Kielgast, Associate, Anthropologist
Olivia Flynn, Project Manager
Julia Tabet, Architect
Aron Lesser, Urban Planner
Miriam Sode, Urban Strategist
Leila Jackson, Urban Designer
Rute Nieto Ferreira, Reference

Gehl & Locals Approach

Ajuda Public Life Study Community Researchers

Fernando Fernandes
Raquel Santos

University Campus Analysis

ISCSP-UL: Social and Political Sciences Institute from Lisbon University
2nd year of the bachelor graduation in Sociology – Curricular unit “Métodos e Técnicas de investigação sociológicas II” class – Lecture by Prof. Dr.ess Manuela Mendes

Focus Group Participants (Institutions):

Casa da Sopa
4Change
Amigos B2M
Polícia Municipal
Mercado da Ajuda
Rede EMPREGA
DEP (Divulgar e partilhar)
Junta de Freguesia da Ajuda
Gebalis
Santa Casa da Misericórdia de Lisboa
AJCA – Associação Jovens do Casalinho da Ajuda
Rede DLBC
AASB2M – Associação Atividades Sociais do Bairro 2 de Maio
ISCSP-UL (Social and Political Sciences Institute from Lisbon University)
CCR-CCR - Centro Cultural e Recreativo das Crianças do Cruzeiro e Rio Seco

Focus Group Participants (Institutions) continued:

Camara Municipal de Lisboa – Lisbon Municipality
Universidade NOVA de Lisboa – NOVA Lisbon University
Agrupamento de Escolas Paula Vicente
Fundação Sporting
Fundação LIGA
APDP – Associação Protetora dos Diabéticos de Portugal
USF Ajuda – Unidade de Saúde Familiar da Ajuda
APCOI – Associação Portuguesa Contra a Obesidade Infantil
Voz do Operário Ajuda

ISCSP-UL (PT: Instituto Superior de Ciências Sociais e e Políticas | EN:Social and Political Sciences Institute from Lisbon University)

PT:2º ano licenciatura em sociologia – métodos e técnicas de investigação sociológicas II – leccionado por Prof. Dra Manuela Mendes

EN:2nd year of the bachelor graduation in Sociology – Curricular unit “Métodos e Técnicas de investigação sociológicas II” class – lectured by Prof. Dr.ess Manuela Mendes

Executive Summary

The Ajuda Foodscape Study begins with two 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 builds on Gehl's previous work with Cities Changing Diabetes (CCD) and three of their network cities - Bogotá, Houston, and Philadelphia. The aim of this collaboration is to investigate, measure, and develop intervention concepts for CCD's local partners in their efforts to contribute to improving quality of life and food security. CCD is a unique initiative that leverages civil society, city governments, the private sector, and practitioners to find innovative and actionable solutions that improve health outcomes by promoting healthy behaviors.

Our approach to studying Foodscapes uses a mix of qualitative and quantitative methods to understand the relationship between the built environment and people's everyday food behaviors. By looking at the intersection of food places, public life, and public spaces we explore the role the environment, individuals, businesses, and institutions play in shaping people's food behaviors. Research on the relationship between food habits and the built environment is growing but still limited. Collecting this data helps center people's lived experience in the conversation about urban food systems.

The Ajuda Foodscape Study report describes our motivations, data collection methods, key findings, and recommendations for improving the food environment in Ajuda, and guidance on how to get started today.

We found that the built environment poses many challenges to people's everyday food consumption in Ajuda — a parish north west of central Lisbon. The report identified three primary barriers to a healthy Foodscape in Ajuda. First, residents have limited access to healthy foods. Nutritious options are few, out of sight, and far away from where people live, study and spend time. Second, the quality of Ajuda's public realm — its poor microclimate, harsh topography, and limited spaces to socialize — exacerbates food access challenges. These spatial conditions, paired with poor public transit, disproportionately impact elderly residents and students who make up a significant portion of people spending time in this neighborhood. This is consistent with a key finding from our research in other cities: even in communities within limited access to income, public realm conditions represent greater barriers to healthy food access than cost. Finally, we learned that having a healthy diet in Ajuda is difficult because it requires time, money, and a degree of food literacy that residents do not always possess. In other words, it places too much pressure on the individual.

The report concludes by offering recommendations to Cities Changing Diabetes and our Lisbon local partners about ways

to implement, fund, design, and program activities to improve the food environment. These recommendations come in the form of a healthy neighborhood strategy that suggest places for improvements and interventions and four pilot project concepts to jumpstart change and begin to achieve bold visions and lasting impacts.

The Ajuda Super Stop is the first pilot idea. Due to long wait times, we found that bus stops have become critical public spaces for both residents and students. The Ajuda Super Stop concept creatively reimagines the neighborhoods bus stops as intergenerational healthy food hubs. The next pilot — named Up-the-hill Health proposes providing jobs for young people to deliver local produce boxes, bringing healthy food to where people spend their time. Next, we propose transforming the university cluster in northern Ajuda into the Lisboa Foodscape Campus. This pilot employs a unified approach to neighborhood-based design and food education. Finally, the last pilot, Ajuda Neighborhood Kitchen builds on existing efforts through which residents create community around food and sharing local culinary knowledge.

The pilot project concepts are exactly that — concepts. They serve as a starting point from which a range of local stakeholders can work with members of Ajuda's diverse communities to incrementally improve the Foodscape and together build a healthier Ajuda.

Approach



Food and Urban Environments

Urban planning

Historically, cities were designed around agriculture. Cities could only be so far away from where food was grown or from a body of water for transporting food. After the industrial revolution, planning cities closely intertwined with food systems was completely disrupted..

Today, people no longer need to live close to agriculture. This spatial characteristic introduced new challenges to transport, process and distribute food. It also led people to become disconnected from their food sources, shifting dietary patterns and perceptions.

How people access the food they eat, especially those that live in cities, is foundational to their dietary choices.

Understanding how urban residents access food helps us identify potential places to intervene, to make the healthy food the easy choice and make the journey to access healthy food more convenient and more enjoyable.

Sensory cues

How people 'see' food impacts eating behaviors. Often, a person's first sensory contact with food is through the eye. Visual, as well as odour, cues guide people's food choices, memory for eating, and experiences identifying food in their surrounding environments.

With the Foodscapes Assessment, we consider how the sensory qualities and characteristics of people's food environments shape their dietary decisions. This approach helps us to identify how changes to sensory experiences can influence food decisions. For example, the Foodscape Assessment, measures what people can see from the street – is processed food advertising most visible? Or is it fresh produce?

Improving visual accessibility of nutritious foods within people's existing food routines can play a part in nudging people to make a healthier choice.

Social environments

People use food to express cultural identities and practices. Food has the power of being both a biological necessity, a cultural signifier, and a social connector. Yet due to the industrialization of the food system, many of the cultural and social benefits associated with food have become invisible.

For these reasons, we study the food rituals that unfold within everyday spaces, together with the quality of those spaces. By closely considering social food environments, we can help to address urban inequities, improve health outcomes, and create inclusive Foodscapes for all users.

Food and Health

“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

Three out of four people with diabetes reside in cities. Reduced access to fresh ingredients or healthy prepared meals is a leading cause of lifestyle diseases such as obesity, diabetes, hypertension, and more. Gehl and Cities Changing Diabetes have been working together to design a future where people’s everyday behavior can improve their own health and that of their community.

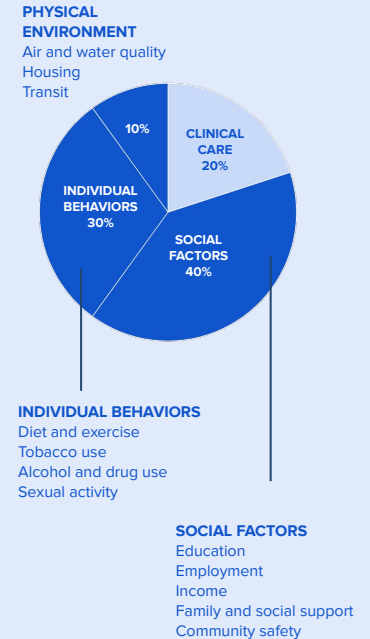
Food security is a key pillar of the population’s general health. Being food secure means being sure that you can access enough nutritious food to sustain your quality of life, stay healthy, and participate in society.

1. Source: <http://www.countyhealthrankings.org/our-approach>

Over the last ten years, food security has been defined by the economic means of individuals and the distance between their home and the grocery stores. We expand this definition to also take social and cultural determinants of health into account. Disconnection from where food is produced, disinvestment in the public realm, dwindling social programs, intricate and inefficient distribution systems, social isolation, broken mobility networks, and a lack of affordable housing are just some of the factors that contribute to food insecurity as well as chronic lifestyle diseases. Global events over the last few years have worsened the conditions, creating ripple effects that negatively impact food access for people living in Portugal.

Working with Foodscapes is a first step in creating a shared understanding of how the public realm can facilitate healthy habits and food routines in cities.

Environment, behavior, and socioeconomic factors shape 80% of a community’s health; Clinical care accounts for just 20%¹



What goes into the lived experience of accessing food in cities?

Learning more about why people make the food choices they do is a complicated and layered question that considers individuals, urban contexts, food access, and habits. To address this question, we use the Foodscape framework.

It's about the context of the person — what are their food routine and how are they shaped by social conditions?

Social environment

Cities ability and political will

It's about the regulatory environment — what food policies & programs are in place?

Spatial & City character

Nutrition, Health & Cultural habits

It's about eating well — what do people know how to cook & how do they like to eat?

It's about moving — where are things located and what is the quality of those spaces?

What is a Foodscape?

The Foodscape is the place where large, complex, and sometimes elusive food systems meet people and their real life experiences. It shapes the ways in which people experience food within cities.

Food Places, Public Space, and Public Life comprise the Foodscape.



Foodscape Components

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. Food places are where people can access and consume food in their communities.

Public Life

Public life is what people create when they connect with each other in the public realm of our cities. 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. Inclusive and diverse 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 plays an essential role in influencing a community's food behaviors.

Public Spaces

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.

Working at the neighborhood scale

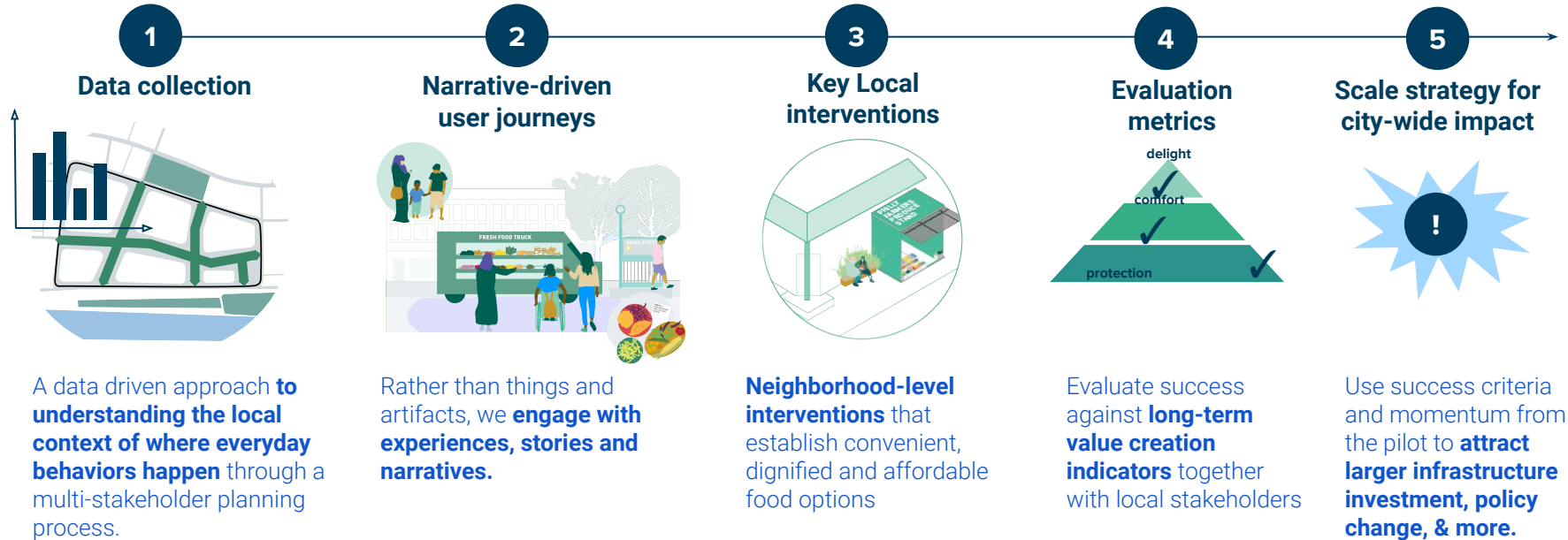
We focus our Foodscape work on the neighborhood, where people access and consume food as part of their everyday life. It is the scale at which people most closely and directly engage with extensive, complex food systems.

The neighborhood-based approach allows us to look at large, quantitative problems together with qualitative, relatable human challenges and opportunities. By working at the neighborhood scale, we place people's lived experiences at the center of planning and design conversations. This helps us to develop interventions that address community members' unique challenges and opportunities.



How do we intervene in foodscapes?

Intervening in foodscapes is not necessarily a linear approach but we have found a few key steps to be essential to implementing healthy neighborhood strategies.



-----**Stakeholder input**-----

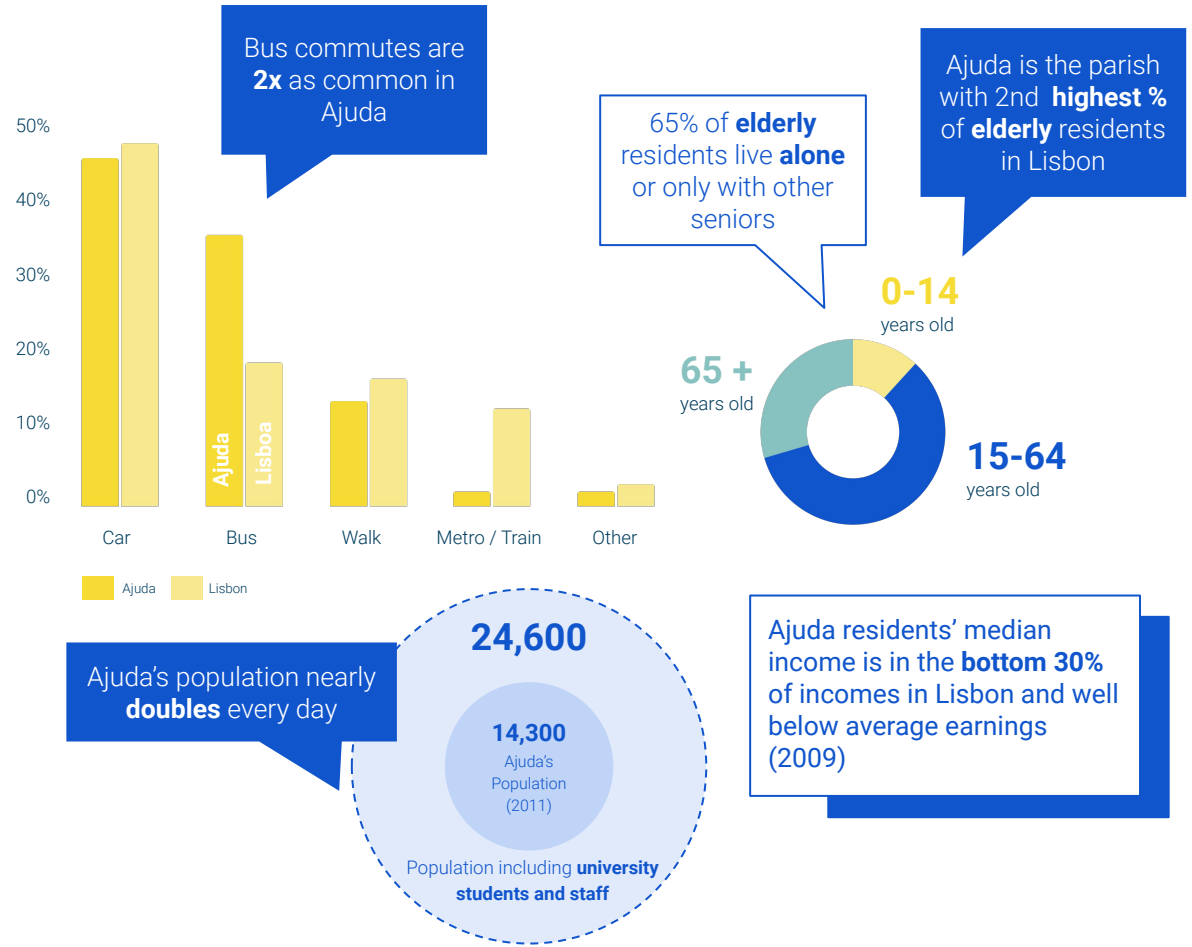
Project Context

Where we are, why this is important,
and who we are designing for



Designing for those in need of better urban systems

The project focuses on a neighborhood 2 de Maio in Ajuda Parish in Lisbon, Portugal. Ajuda is located west of the city's urban core. While this study focuses on the residents of 2 de Maio, the study aims at developing solutions that can benefit people that live, work, study, and spend time in all of Ajuda.



Ajuda is an engaged and involved community

The extent of community programs and civic participation makes Ajuda well-suited for Foodscape research and for future interventions. Not only are community members involved in a range of projects, but there is also a cluster of university campuses in the parish and enormous potential for local food production throughout.



Local Businesses



Engaged Youth



Several Colleges



Active Community



Local Market

We observed four main types of community needs within food routines

We observed four main types of foodscape users in Ajuda, each with distinct experiences and challenges. Household size, mobility options, and the amount of time people can dedicate to getting food all shape their food routines.

In spite of these differences, we observed one similarity across all groups - **everyone** struggles to access fresh food in the neighborhood.



Elderly Neighbor

Needs help getting around to access food & spaces to connect with others



Committed Caregiver

Needs more convenient ways to bring healthy food home for the family



University Student

Needs quick healthy food at an affordable price and a social space to share food with classmates and colleagues



Kids & Teens

Need to learn healthy food behaviors to act as change agents for their families

Through a mix of methods, we have been working to understand lived experiences of accessing healthy food in Ajuda

Although we know we cannot completely understand people's lived experiences accessing healthy foods, we have been using a mix of desktop, observational, and ethnographic tools and methods to holistically approach the challenge.

Additional detail on the methods can be found in the appendix.



What we heard, what we saw

Ajuda Foodscape Assessment insights



There are three primary challenges in Ajuda's Foodscape

01

Limited access to healthy foods

Healthy foods are few, far away, and out of sight in Ajuda

02

Quality of the public realm

The poor climate, harsh topography, and sparse public space limit food access even more


03

Individual pressures

Having a healthy diet in Ajuda is difficult because it requires time, money, and a degree of food literacy that people don't always have

01

Limited access to healthy food where people spend time



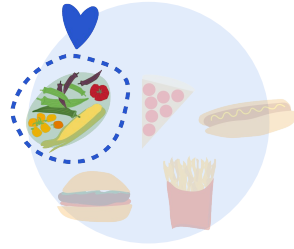
Minimal physical and visual availability of fresh food makes it hard to create healthy routines

01 Limited Access

The food places to which people have access hugely influence their dietary decisions



“What is cheaper: healthy food or fast food?”



Availability of Healthy Food

Only 1 in 5 food places observed in Ajuda sell fresh fruits and vegetables.



Physical Access

There are few nutritious food options available within a 15-minute walk of where people live, study, and work.



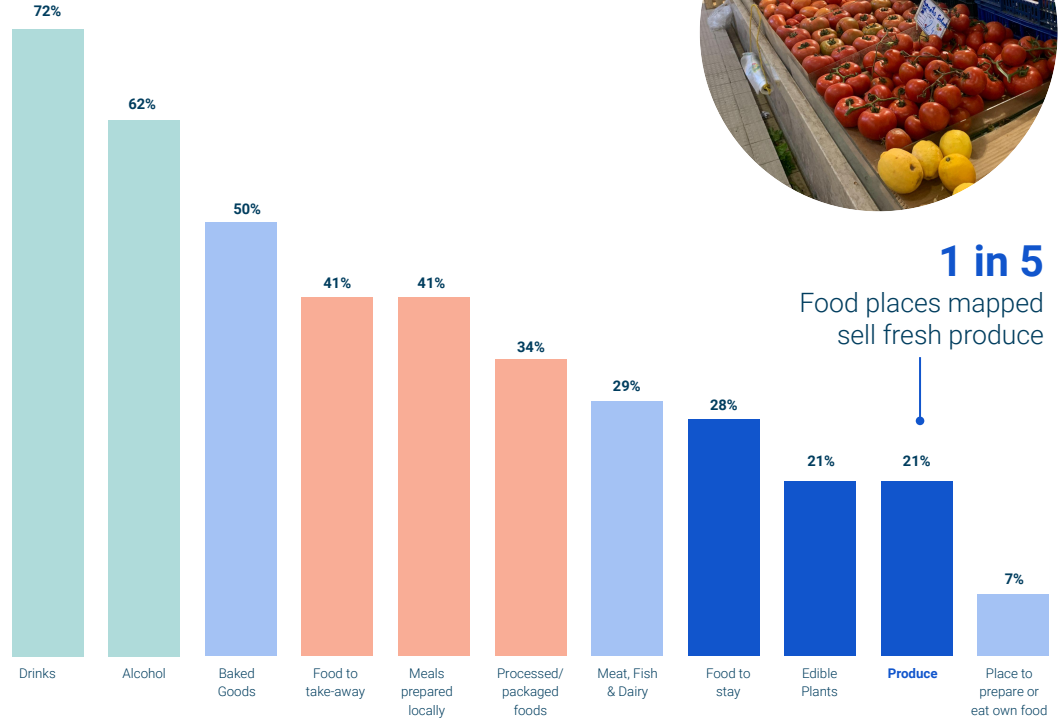
Visual Access

Sensory cues are key to helping people adopt healthier food behaviors. In Ajuda, there is a lack of visual access to and publicity for fresh foods.

Availability and Access

There are very few places in Ajuda to get food and even fewer to buy healthy food



Graph shows the percentage of what is on offer across the 47 food places mapped



Physical Access

Healthy food places are far away from where people live & study

There are few healthy food options in the areas where people spend time. For example, there are only 5 food places located within the cluster of college campuses for the approximately 10,000 students, staff, and local residents.

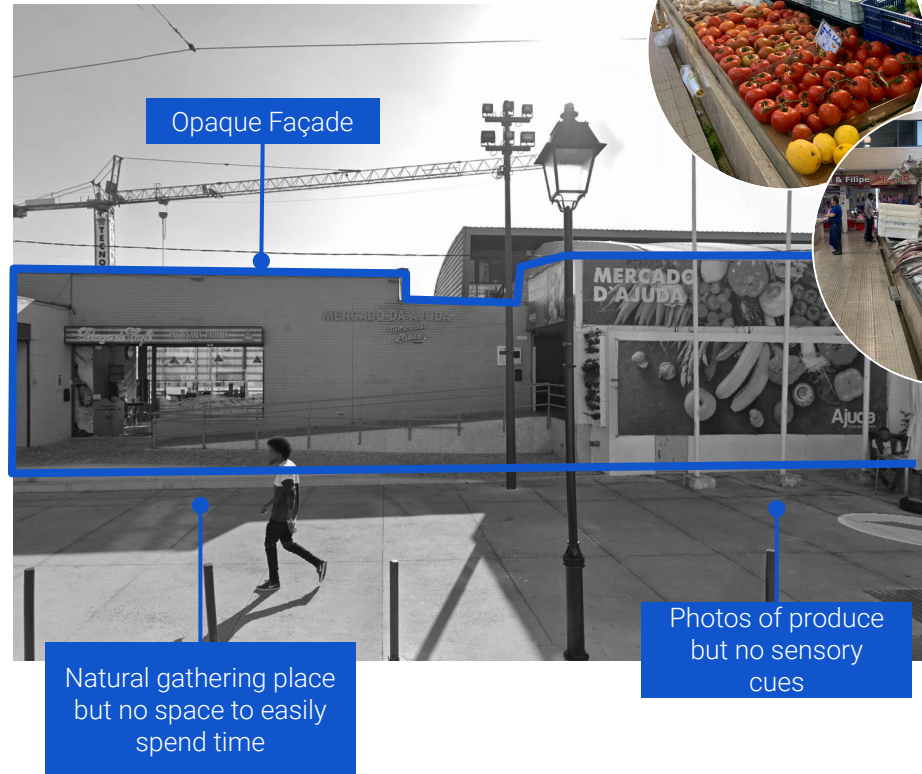
-  Interviewee residential address
-  Heatmap of where interviewees shop



Visual Access

Even places that offer fresh foods keep the healthy options out of sight

Built in 2006, Ajuda market keeps Lisbon's tradition of fresh produce, fish, and meat markets alive and well. The abundant fresh products available, however, are not visible from the street which makes it easy to skip over.



When there are more food places – there is more diverse public life

A greater variety of public life activity usually means more people are invited to spend time. When people are invited to spend time in the public realm, share experiences, and connect with one another, cities become healthier, more vibrant places.

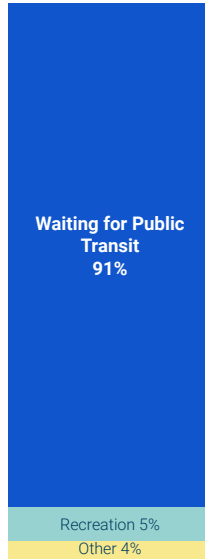
Travessa da Boa-Hora



A place for shopping and socializing

24
Food Places

University Cluster

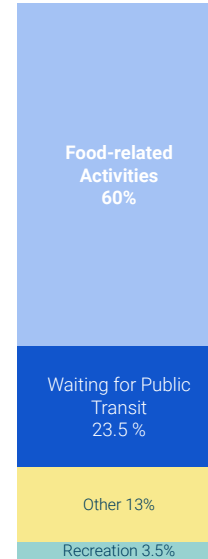


A place without opportunities to stay

0% of
food-related activity

5
Food Places

Alcântara

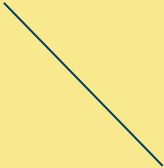


A place for food errands

12
Food Places

02

Public realm quality exacerbates food access challenges

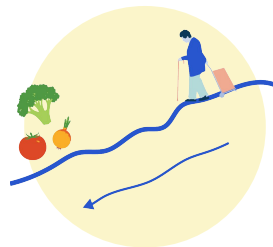


The harsh topography, climate, and public space conditions make it even harder for people to access healthy food

The built environment can either impede or facilitate people's access to fresh foods



"If it weren't for Mário taking me to the supermarket on the weekend, how would I get my groceries?"



Topography

55% of respondents told us that spatial conditions limit their access to healthy food. These conditions include the long walk up the hill, the distance between their homes and the supermarkets, and the weight of their groceries.



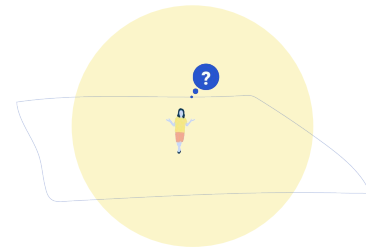
Safety

Most of Ajuda's streets lack the space and streetscape features needed for people to walk comfortably and safely.



Microclimate

The absence of trees and shade make people's trips to the supermarket burdensome. This challenge is only worsening — temperatures in Lisbon have gone up almost 10°C in the last 10 years.



Social Spaces

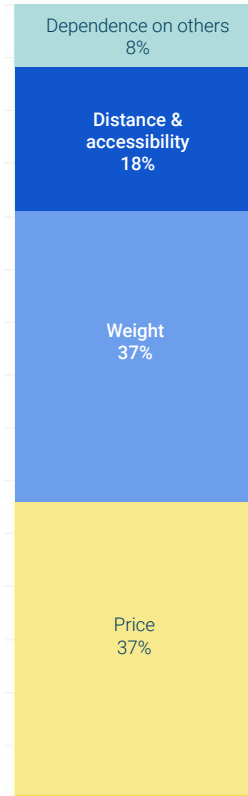
People build community through food. 61% of respondents noted a lack of adequate public spaces in which they could spend time and share meals with their neighbors.

Topography

People identified public space design as a bigger challenge to healthy eating than cost

A high quality public realm is not just a nice-to-have. It is essential to improving Ajuda residents' health and quality of life.

What is the biggest challenge while shopping for food?



55% of people surveyed identified **public realm challenges**, such as climbing the hill from where they shop to where they live



Topography

The steep climb between the grocery and people's homes is exposed to climatic conditions. Often times intense heat can make the journey feel even more challenging than it already is.

76
Food places

Where People Shop

55% of respondents identified **walking up the hill with groceries** as one of the greatest challenges associated with the public realm

9

Food Places

Where people live and study

Alto da Ajuda & University Cluster

63 m

Travessa da Boa Hora

17-minute walk up the hill (1.3km) with groceries

*Data from Gehl Amenity Tool

Topography and Microclimate



17-minute walk up the hill (1.3km) with groceries

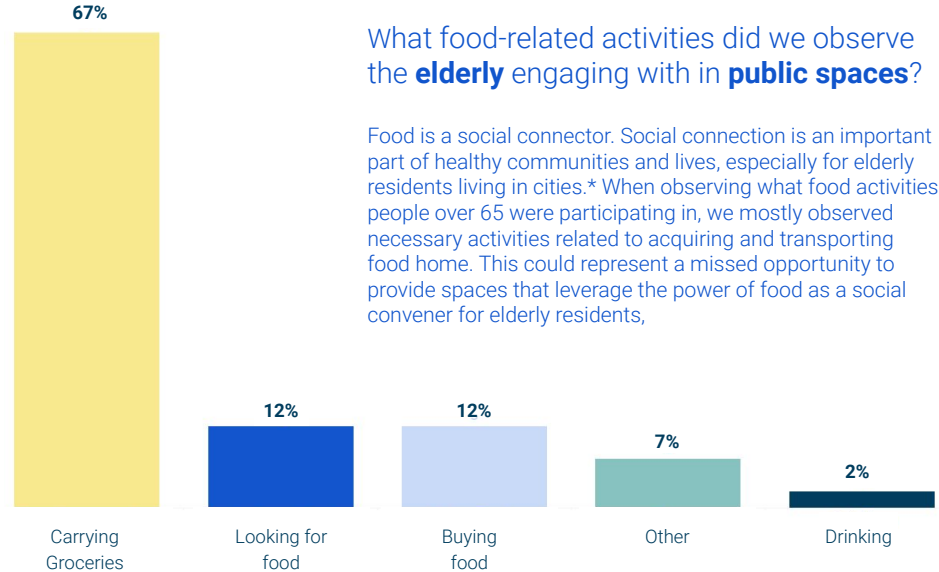
Topography

Barriers to accessing healthy food disproportionately impact the elderly

Older residents spend large portions of time moving up and down the hill with their groceries. The challenges the public realm brings to people accessing food in Ajuda are amplified for the older residents.

* Source: WHO Advocacy Brief Social isolation and loneliness among older people, 2019

At a peak time, **50%** of people spending time outside the market are **over 65**



What food-related activities did we observe the **elderly** engaging with in **public spaces**?

Food is a social connector. Social connection is an important part of healthy communities and lives, especially for elderly residents living in cities.* When observing what food activities people over 65 were participating in, we mostly observed necessary activities related to acquiring and transporting food home. This could represent a missed opportunity to provide spaces that leverage the power of food as a social convener for elderly residents,

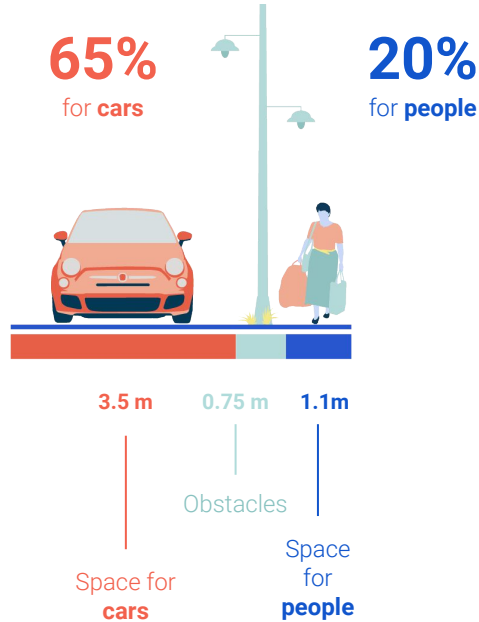
Safety

People don't have enough sidewalk space to walk safely and comfortably

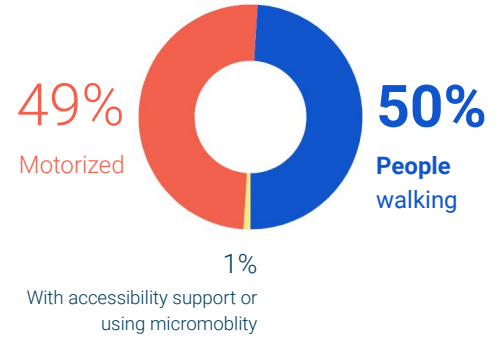
The space allocation of streets in Ajuda's foodscape does not support with the use we observed during the public life study.



Space



Use

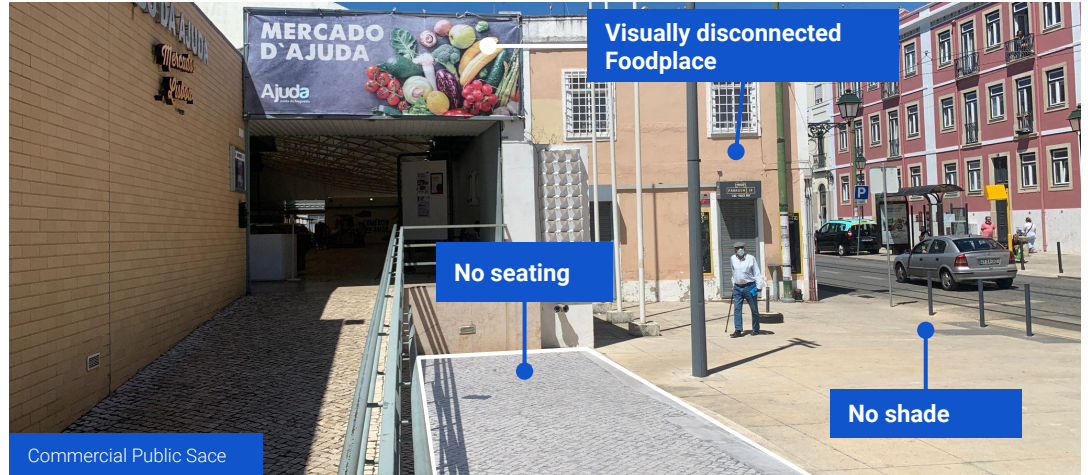
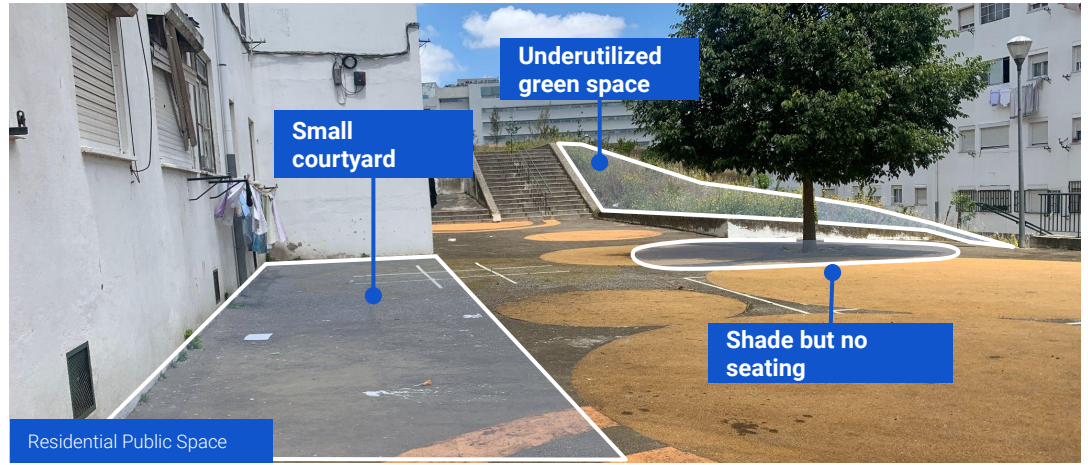
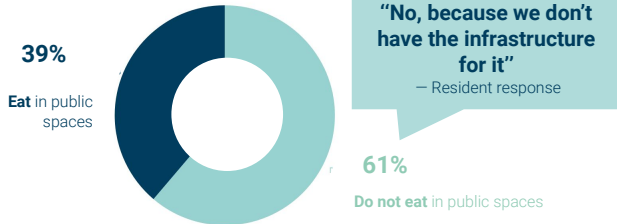


Social Spaces

All of Ajuda, but particularly residential areas, lack high-quality public spaces

People value eating together in public spaces, but there are few spots in Ajuda where neighbors can sit, chat, and share meals.

We asked residents, do you eat in public space?



Social Spaces

There are many spaces in Ajuda are underutilized

We observed many opportunity spaces that could be leveraged to provide spaces to support food as a social connector, food production, or food education.

"What can I, as an individual, do to support my community as a whole?"

"There are so many unused spaces. Why can't we turn those into community spaces?"



 Under Leveraged Public Spaces

 Existing Community Spaces

 Educational Spaces



Microclimate

The lack of green spaces and shade makes the walk to grocery store more challenging

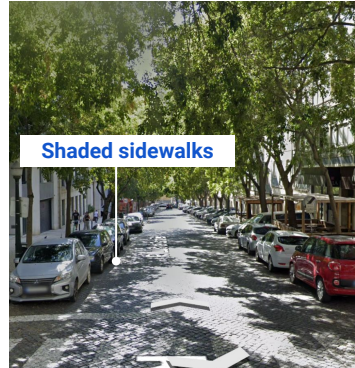
A long walk carrying heavy groceries feels longer in this environment...

Ajuda



Exposed sidewalks

Alcântara



Shaded sidewalks

Príncipe Real

...than in this one...



Natural temperature regulators

year	temperature
2005	25°C
2010	23.8°C
2015	27.7°C
2020	31.1°C
2021	33.3°C

Looking at July at lunchtime over time, temperatures in Lisbon have increased almost 10°C in the past 10 years




Community with lower access to income



Community with more access to income

03

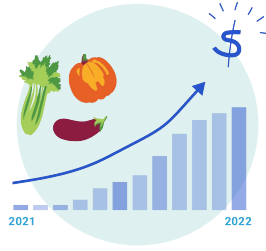
Accessing healthy food puts too much pressure on the individual



It's hard to eat healthy in Ajuda. It takes too much time, costs a lot of money, and requires a certain degree of food literacy, all of which residents do not always have.

Developing healthy routines requires a lot from individuals

"We need to involve the educational communities in order to have a long-term impact"



Money

There are real and perceived cost barriers to healthy living. The price of non-processed foods in Portugal has increased by 15% in just one year.



Time

Public transit is slow and unreliable, making the journey to the supermarket even more difficult. People usually spend 30 minutes commuting by bus just to get groceries.



Food Literacy

During focus groups, local residents told us that there was a need to strengthen food literacy in Ajuda.

Price

The real and perceived cost barrier will only worsen with inflation

Food prices pose a challenge to healthy eating, particularly given the high rates of inflation in Portugal.

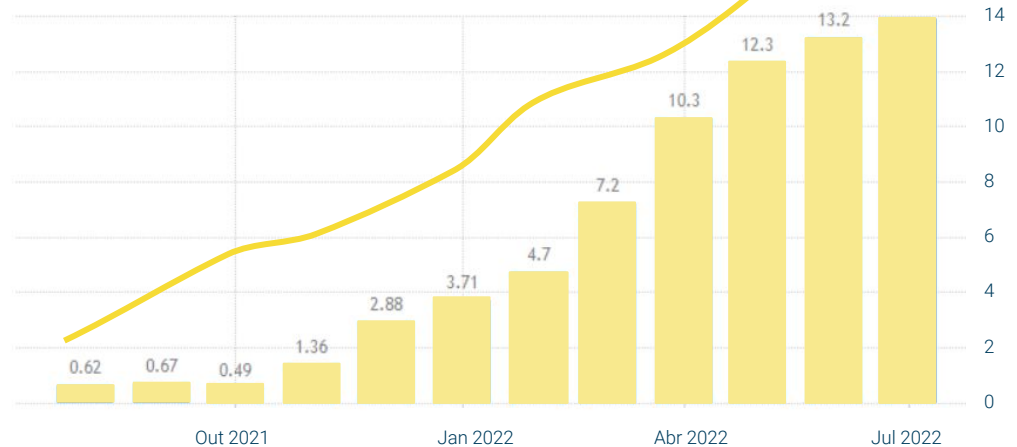
The price of non-processed foods increased by 15% in just one year, while wages have stagnated.

Source: <https://tradingeconomics.com/portugal/food-inflation>



Non-Processed food prices have increased by 15% compared to last year

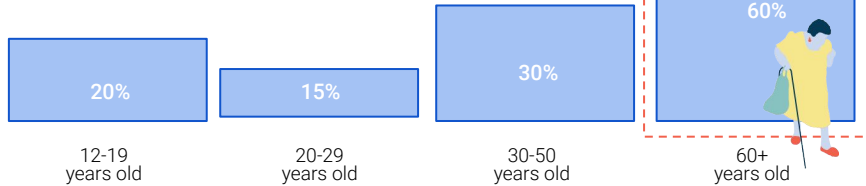
Percentage increase in cost of non-processed foods in Portugal



Time Public transit is slow and unreliable, making the journey to the supermarket even more difficult

Mobility challenges disproportionately impact elderly residents, who depend on public transit to access their food.

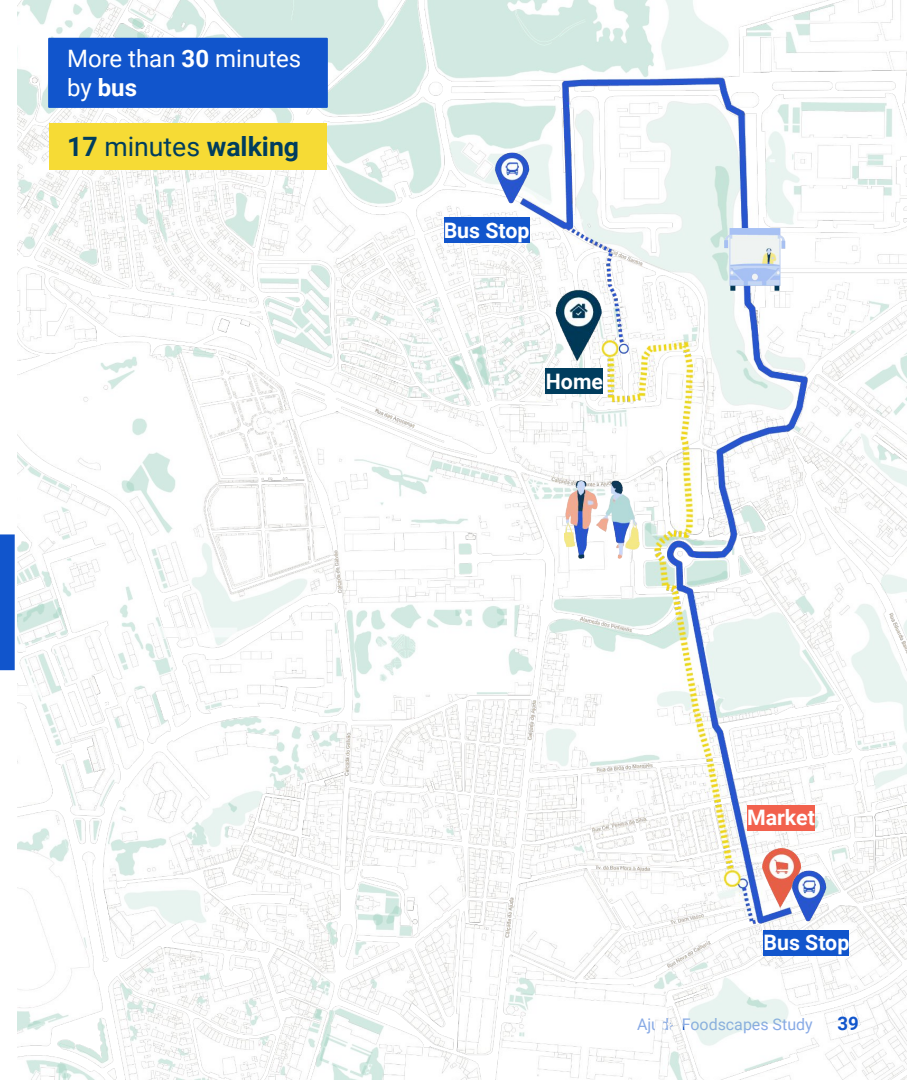
Percentage of people that use **public transportation** to get to the grocery store, broken down by age



Elderly residents use public transit **2x** more than other age groups to shop for food

More than 30 minutes by bus

17 minutes walking



Time

Because of the long waiting time, bus stops are critical public spaces for both extremes of the age spectrum

Both near the universities, where there is extremely limited access to food and in Boa Hora, where there is a cluster of food places, most people observed spending time outside were waiting for public transit. Bus stops have a great potential to be high-impact spaces for interventions that encourage healthy food routines.

Seniors



68%

of seniors take **public transit** to get groceries



Students



91%

of people observed at the university during the stationary survey was **waiting for the bus to arrive**



Knowledge

Focus group participants voiced a significant need for food literacy efforts in the neighborhood

We held focus group with neighborhood organization leaders, local police forces, university staff, and other stakeholders to understand their goals and challenges. We asked them what they think is needed to live out their mission. Across the board, people told us that food literacy and education efforts would help.

*What does my **organization** need?*



A better understanding of dietary planning and food literacy, as well as alternative food sources and better project equipment

– Focus group participant

*What do my **users** need?*



Food literacy, projects developed by youth/adults in the neighborhood and surrounding areas

– Focus group participant

*What does my **community** need?*



Food literacy, making it more comfortable to find and buy groceries

– Focus group participant



Healthy Foodscape Strategy



Vision for a Healthy Foodscape in Ajuda

01

Access



How might we make **healthy food** the **most convenient** food choice in Ajuda?

02

Public Realm



How might we introduce **dignity and delight** into the experience of accessing food & sharing meals in Ajuda's **public spaces**?

03

Individual Pressures



How might we support **systematic changes** that make healthy food routines part of **everyday life** in Ajuda?

Key strategies to build a Healthy Foodscape in Ajuda

Access

Increased Visibility & Access

- ▨ Increased food offering & production
- Improved transit offering
- 📍 Priority bus stop improvements

Public Realm

Healthy & Safe Routes

- Key streets to improve
- ⊙ Priority intersection improvements
- Quality Public Spaces

Systemic Improvements

- Food Entrepreneurship & Literacy
- ▨ Local Food Production
- ♥ Existing assets to build upon



Ajuda Healthy Foodscape Strategies



Increase visibility & access to healthy food

Bring great, nutritious food to where people live and spend the most time and make the healthy choice feel like the most obvious choice.



Prioritize healthy & safe routes

Bring dignity, delight, and convenience to the experience of getting healthy food. Prioritize streetscape improvements on key routes that connect people to food.



Improve the quality of the public realm

Improve creature comforts in the public realm to invite people to share food and experiences with one another, creating healthier food habits.



Support food entrepreneurship & democratize food literacy

Lower the barrier to entry for food entrepreneurship and use education to build a awareness and interest in eating healthy.



Boost local food production

Reconnect people with their food by supporting and building upon the existing food production in Ajuda.

Access

Public realm

Systemic improvements

Build on existing efforts in Lisboa

Leveraging ongoing national and municipal efforts, as well as public-private partnerships, is key to our healthy neighborhood strategy in Ajuda. These are just a few examples of where there could be strategic alignment.

BIP / ZIP

Lisbon's municipal government created BIP-ZIP program in 2011 to support bottom-up improvements of key neighborhoods. Participatory budgeting with allocated funding is central to the program, which includes several Ajuda neighborhoods.

Participatory Budgeting

Lisbon's municipal government earmarks €2.5 million for participatory budgeting. In 2021, projects focused on sustainability, health, and well-being received funding.

RAAML

The national program funds resident- and community organization-led projects to improve local health conditions. Programmatic and public space improvements frequently receive funding.

Bairros Saudáveis

The Lisbon Municipality Department of Social Rights supports projects oriented towards social inclusion, cultural preservation, recreation, and general quality of life improvements. The program offers financial support together with capacity building to ensure project sustainability.

Start-up Lisboa

The nonprofit organization acts as an incubator for local entrepreneurs. Following more than 10 years of work in Lisbon, they are expanding to include a program specifically for food entrepreneurs.

Lisbon Municipal Government

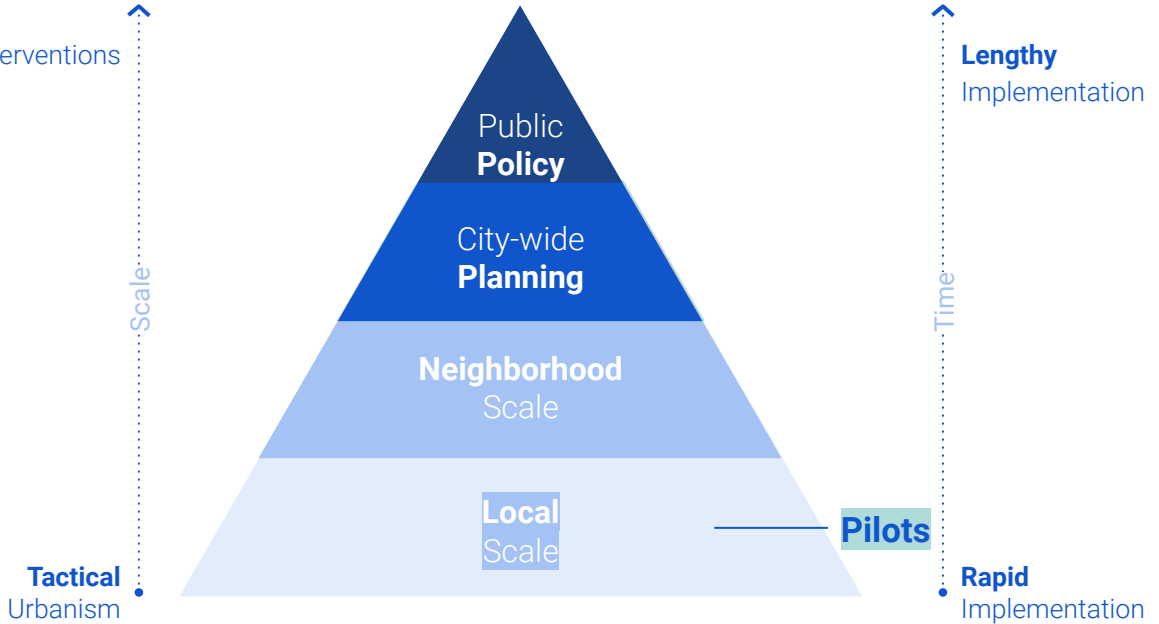
National

Public-Private

Using pilots to pave the way for systemic change

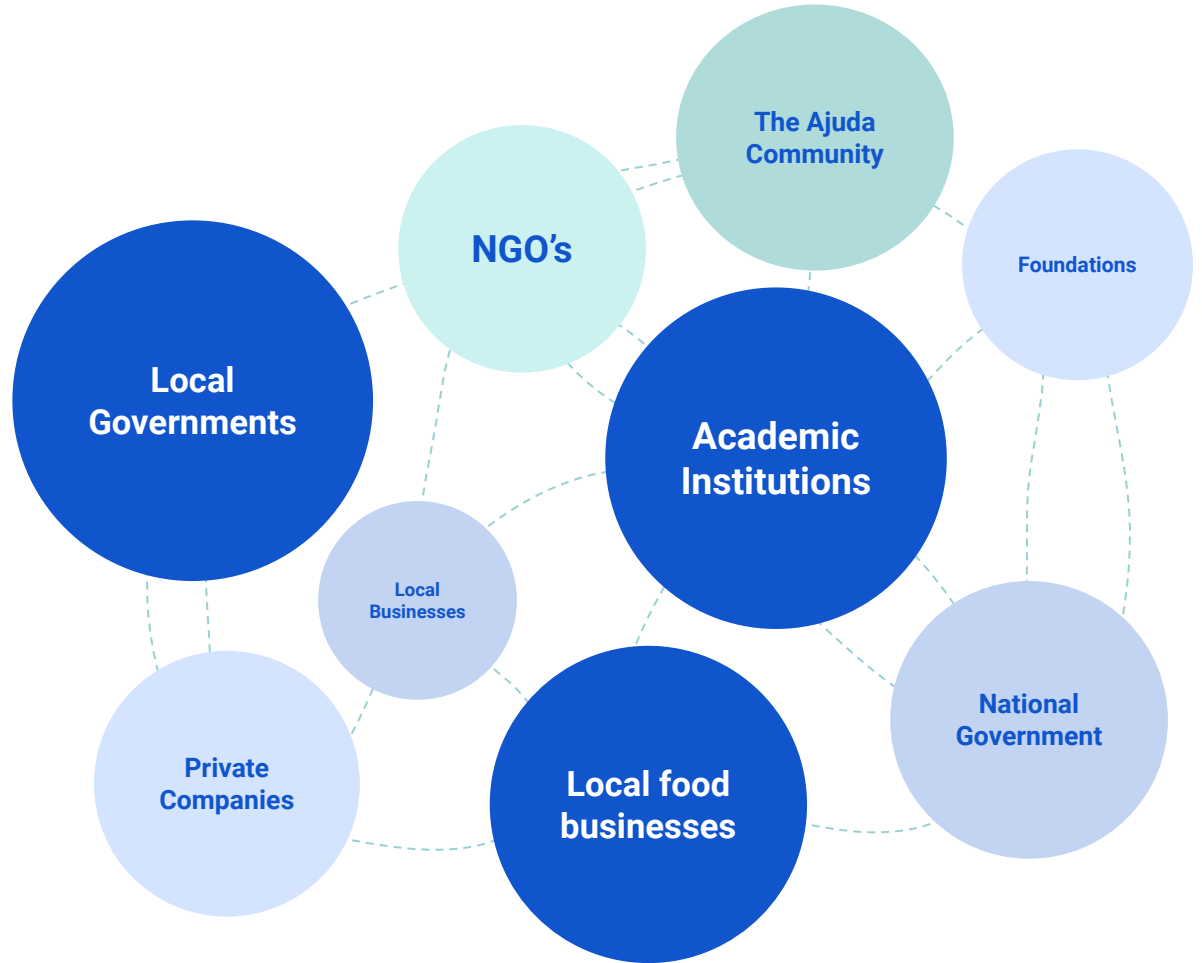
Systemic Interventions

Pilot projects can reduce the risks associated with large-scale investments through early user testing. By collecting short-term data and feedback, we can adapt pilot projects to ensure the projects we implement meet people's needs and ensure the project's long-term success, economic viability, and social sustainability.



It takes cross-sector collaboration to implement pilots

We identified **3 primary stakeholders** to strategically engage to move pilot projects towards implementation — local governments, academic institutions, and food businesses in the neighborhood.



Pilot ideas

From the focus group, we heard a range of project ideas from community members. We took these ideas and the findings from our analysis and developed four pilot concepts to move the needle on Ajuda's Healthy Foodscape Strategy.

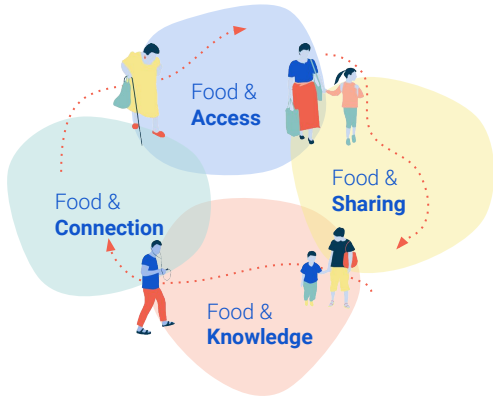


Pilot Concepts



Getting started with pilot projects

Drawing from our analysis and the focus groups, we developed a set of potential pilots that can help to catalyze Ajuda's transformation into a neighborhood where it is easier to live a healthy life. Our approach focuses on four main facets of food — access, connection, sharing, and knowledge.



#1



Ajuda Super Stop

Bring healthy food and improvements to where people live

#2



Up-the-hill Health

Work with community members to create jobs that improve healthy food access

#3



Lisboa Foodscape Campus

Connect the universities with the surrounding community through healthy eating and food literacy projects

#4



Neighborhood Kitchen

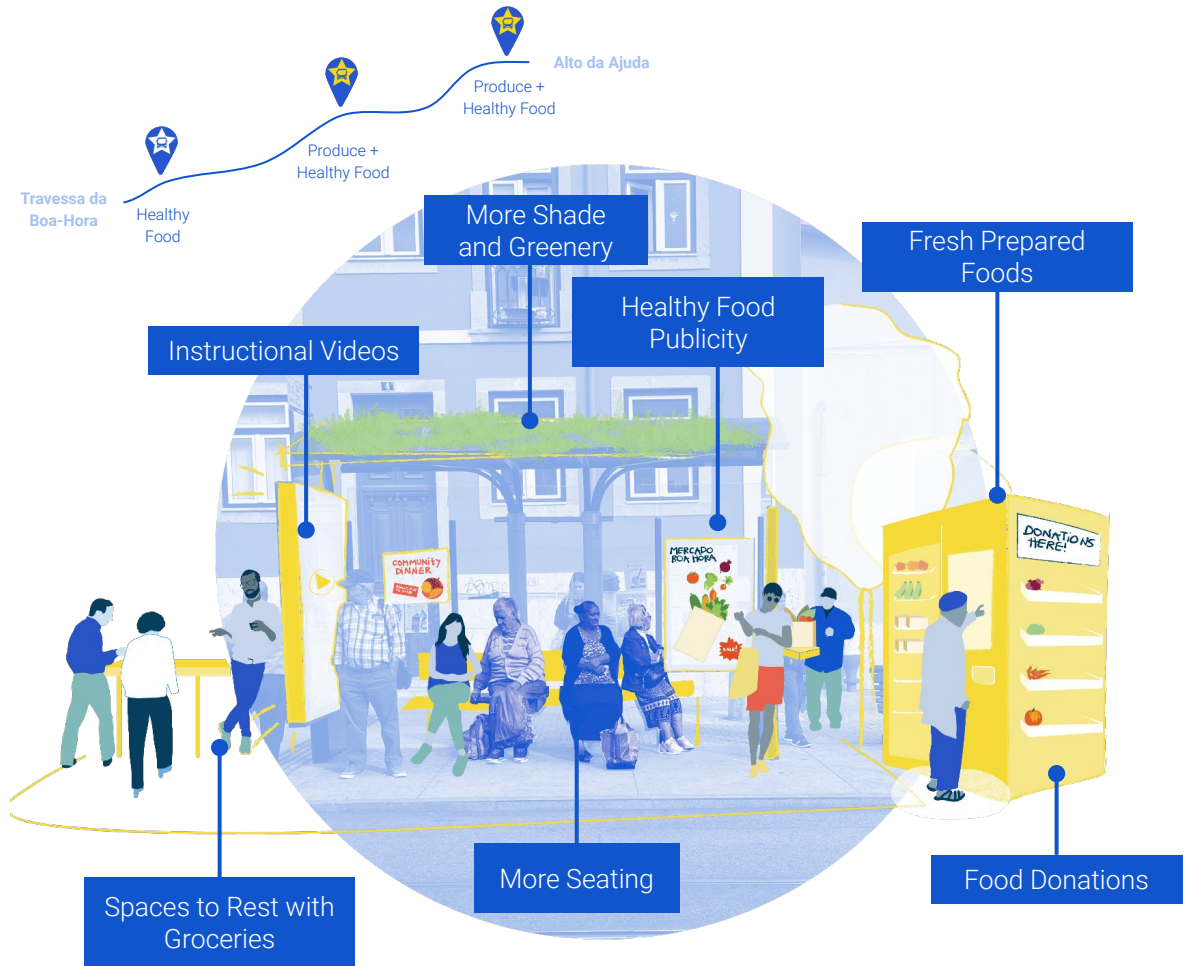
Create a shared kitchen through which residents can build community around food

Ajuda Super Stop

Due to long wait times, bus stops have become critical public spaces for residents and students alike. The Ajuda Super Stop pilot creatively reimagines the region's bus stops as intergenerational healthy food hubs.

The Vision

- ➔ Make fresh foods more convenient and visible
- ➔ Integrate food literacy into everyday life
- ➔ Transform food journeys into more comfortable experiences



Ajuda Super Stop

Make fresh food convenient & visible

Bring fresh products to where people spend time to increase visual access to healthy food and make it the most convenient option. Use superstops as distribution points for produce.

Embed food literacy into everyday life

Reclaim the streets from processed food advertisements and replace them with engaging content about healthy food routines in Ajuda — recipe videos, event advertising, and nutrition facts.

Make the food journey more comfortable

Improve the experience of accessing healthy food by making it a pleasure, rather than a burden, to shop for fresh groceries.

Implementation Guide

Kit of parts — what is there

- Refrigerators with healthy prepared meals and produce donations
- Digital signage with short TikTok-style healthy recipe videos
- Bus maps updated with healthy food places
- Added seating, shade coverage, and places to rest with groceries

Players — who to involve

- Municipal urbanism and health departments
- Carris bus operator
- Faculty of Architecture students
- Ajuda community organizations
- Local restaurants and markets

Metrics of Success — what to measure

- Shorter travel times to access fresh food
- People can more quickly and conveniently access healthy and fresh foods
- Greater percentage of fresh food visible from the street
- More information about nutrition and how to cook with fresh ingredients
- Improved urban quality at bus stops
- People feel more positive and safe during their journey to access food

Pathway to lasting impact

Pilot

1. Involve local produce vendors and nonprofit organizations to support the food offer at Super Stops

Engagement

2. Co-design awareness campaign and materials based on participation from seniors and university students, integrating them into early phases of Super Stop design and development

Test & Scale

3. Partner with architecture students to design and develop Super Stop improvements (e.g. grocery ledge, bench, and shade portico prototypes)
4. Work with Carris to produce new healthy maps for bus routes that can be replicated in other regions

Lasting Impact

5. Convene municipal agencies to pilot Super Stops, collecting data & feedback to inform larger rollout

Up-the-hill Health

The Up-the-hill Health pilot brings healthy food to where people live and spend time. The nonprofit program employs youth, many of whom already help to distribute food to their community, to deliver fruit and vegetable boxes.

The Vision

- Bring food to where people live
- Engage youth in community projects
- Share community culinary knowledge



Up-the-Hill Health

Bring healthy food to where people live

Create a program in which community members pay a small subscription fee to receive weekly food box deliveries of surplus produce from the Ajuda market.

Formalize youth delivery service

Build on the existing pattern of young people bringing food to their families and neighbors by employing them to improve the neighborhood's health. Youth will work collaboratively with Ajuda market vendors to put together and deliver the healthy food boxes.

Share food knowledge & traditions

Use recipe cards to help residents to adapt beloved meals to the healthier ingredients in their delivery boxes. Through the recipe card program, community members will share their knowledge about healthy eating and family food traditions with their neighbors.

Implementation Guide

Kit of parts – what is there

- Weekly boxes of seasonal and surplus produce from the Ajuda Market
- Recipe cards with strategies to integrate seasonal, fresh produce into family favorites
- Community members pay a small subscription fee for food box delivery
- Community owned and operated nonprofit
- People sign up via the community association, online, or at the market

Players – who to involve

- Municipal urbanism & health agencies
- Housing associations, community organizations, and university groups
- Residents and young people in Ajuda
- Market vendors

Metrics of Success – what to measure

- Improved access to fresh produce for residents and university affiliates in 2 de Maio
- Greater sales for market vendors, particularly of surplus products
- Increased youth employment, supporting local Ajuda economy
- People feel they have learned more healthy recipes that they enjoy preparing

Pathway to lasting impact

Pilot

1. Involve local youth, elderly residents, community organizations, and market vendors to co-develop the initiative, gather feedback, and build support

Engagement

2. Through a participatory process with vendors and residents, develop seasonal recipe cards and ensure that boxes are properly priced
3. Determine a funding and operating structure for the program that benefits the market vendors and youth, is simple to operate, and provides meaningful employment opportunities

Test & Scale

4. Create easy and accessible ways for residents to sign up for boxes, such as via community associations, online, or in person at the market
5. Structure delivery logistics with support from municipal urbanism and transit agencies, leveraging existing cargo bike distribution programs
6. Begin pilot with a few subscribers and gradually expand to more households and other neighborhoods that lack fresh foods

Lasting Impact

Lisboa Foodscape Campus

The pilot envisions the university cluster in northern Ajuda as the Lisboa Foodscape Campus. Through public space improvements and new food options, it connects the various faculties in Ajuda to one another and to the surrounding community. New university courses on nutrition create a shared understanding of neighborhood-based foodscape design and education.

The Vision

- Blur the barriers that separate the universities from the surrounding community
- Create a social healthy food environment
- Promote local knowledge sharing



Lisboa Food Campus

Blur the barrier between the universities and the surrounding communities

Create a food space that unifies, rather than separates, the various universities and the surrounding neighborhoods.

Create a social healthy food environment

Host weekly events at the new space. Bring in food trucks to offer nutritious, affordable options that university students, staff, and local residents can enjoy together.

Promote local knowledge sharing

Integrate the many programs and efforts centered on food, community development, and placemaking at the different universities that currently work in silos. Facilitate collaboration among members from the various educational and residential communities to showcase their efforts and share knowledge.

Implementation Guide

Kit of parts – what is there

- Streetscape and public realm improvements to connect the universities with each other and the surrounding community
- Placemaking that invites people to spend time in key public spaces on campus
- Nutritious & affordable food trucks
- Cooking demonstrations hosted by community members
- University classes for students & residents on nutrition, health, and entrepreneurship

Players – who to involve

- University students and administrators from Architecture and Political science faculties
- Residents of the surrounding communities
- Restaurant and healthy food truck vendors
- Municipal urbanism and health departments
- Foundations focused on health and education

Metrics of Success – what to measure

- Greater access to healthy, affordable food in 2 de Maio for students and residents
- Improved public life benchmarks in the open spaces around the universities
- Participants feel more knowledgeable about nutrition and healthy food

Pathway to lasting impact

Pilot

1. Involve residents and university students from a range of departments and faculties to participate in a co-creation process to design the placemaking and programmatic elements

Engagement

2. Identify interested professors or practitioners to develop and/or adapt university classes

Test & Scale

3. Begin with low-cost placemaking strategies and recurring events to build momentum, gather feedback, and refine together with resident and university communities
4. Scale the pilot up to formalize the new social food spaces with a committee led by university community and local residents

Lasting Impact

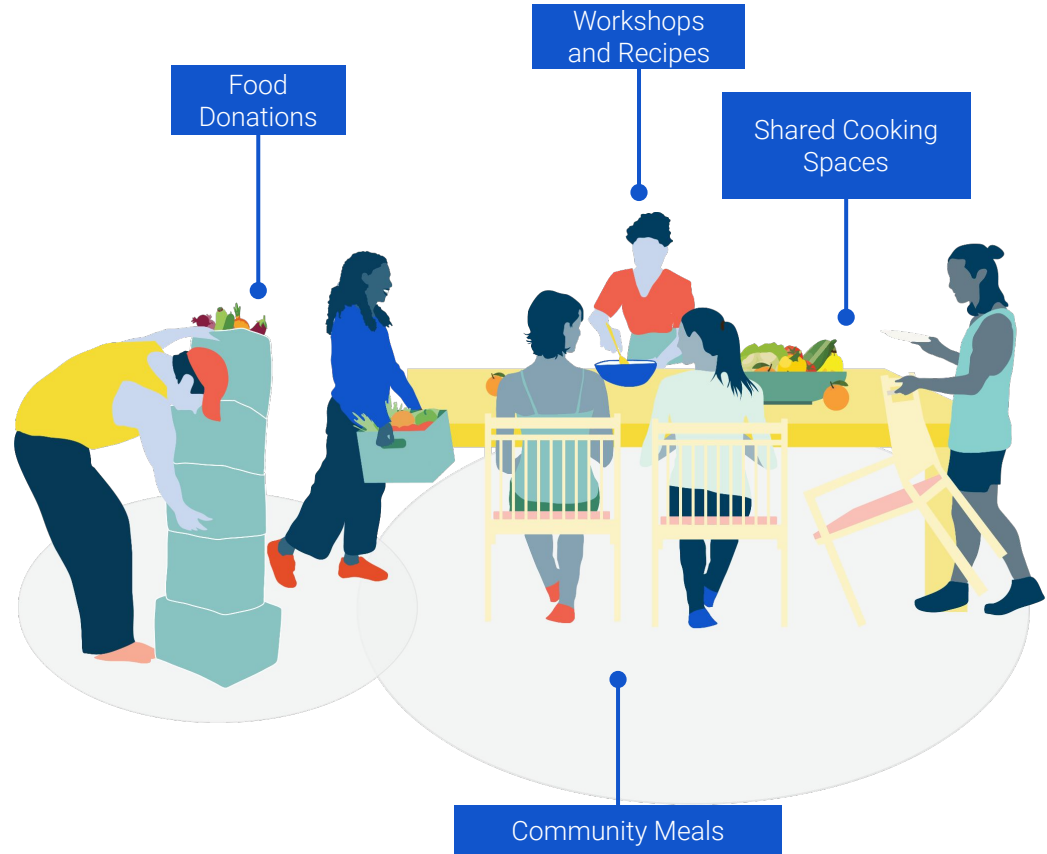
5. Promote the larger vision for a food campus, inviting other institutions to collaborate and learn from the foodscape campus as an example of healthy community placemaking

Ajuda Neighborhood Kitchen

The Ajuda Neighborhood Kitchen is a communal space in which diverse residents can cook, share meals, and build community. Through culinary workshops, residents integrate seasonal produce and healthy foods into their favorite recipes, developing new “Ajuda” variations. The pilot builds on an existing program and kitchen space run by Associação das Atividades Sociais do Bairro 2 de Maio.

The Vision

- Develop a communal space for residents to socialize and connect around food
- Make the most of food already in the neighborhood
- Create more opportunities to cook and share meals



Ajuda Neighborhood Kitchen

Develop a communal space to socialize and connect around food

Build community through cooking together and sharing meals.

Make the most of food already in the neighborhood

Coordinate efforts with Ajuda market to receive and distribute food donations and low-cost surplus produce.

Create opportunities for cooking and food preparation

Host workshops in which residents integrate seasonal produce and healthy foods into their favorite recipes, developing new “Ajuda” variations.

Implementation Guide

Kit of parts — what is there

- Community-run neighborhood kitchen with shared cooking spaces
- Culinary workshops for residents to develop healthy “Ajuda” variations of family recipes
- Coordination of food donations and surplus sales with Ajuda market vendors
- Community-operated space open to the public

Players — who to involve

- Local food organizations and community groups
- Ajuda residents
- The university community
- Market vendors
- Food distribution programs
- Restaurants and food producers

Metrics of Success — what to measure

- Residents have more opportunities to cook, socialize, and share meals
- Improved access to low-cost fresh produce
- Participants feel more knowledgeable about nutrition and cooking with seasonal products
- Reduced food waste in the neighborhood through circular economy

Pathway to lasting impact

Pilot

1. Invest in the necessary upgrades and co-create a neighborhood plan to revitalize the existing community kitchen in 2 de Maio

Engagement

2. Partner with local nonprofits and universities to host workshops
3. Work through community groups in Ajuda to let residents know that the community kitchen is a free space for them to cook, socialize, and learn and to gather ideas for new programming

Test & Scale

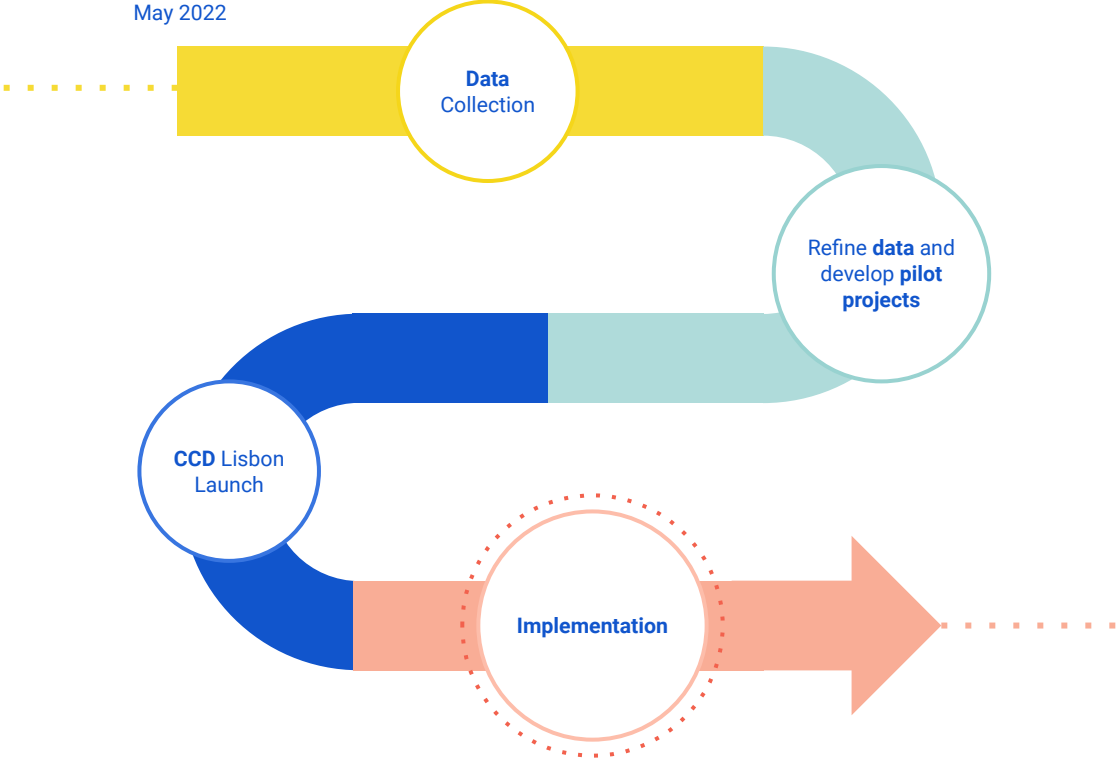
4. Coordinate with Mercado Boa Hora to receive excess produce and with food delivery programs, transforming the kitchen in a distribution point
5. Integrate with the Up-the-Hill Health pilot so community members can share their recipes via recipe cards and as a cookbook with “Ajuda” versions of family recipes
6. Refine programming at the community kitchen to also support aspiring food entrepreneurs in Ajuda

Lasting Impact

Next Steps

We are working to **refine** the data, **develop** new strategies, and create pilots to **improve** people's access to healthy food in Ajuda.

This report is a first step towards implementing a healthy neighborhood plan in Ajuda.



Appendix



Methods

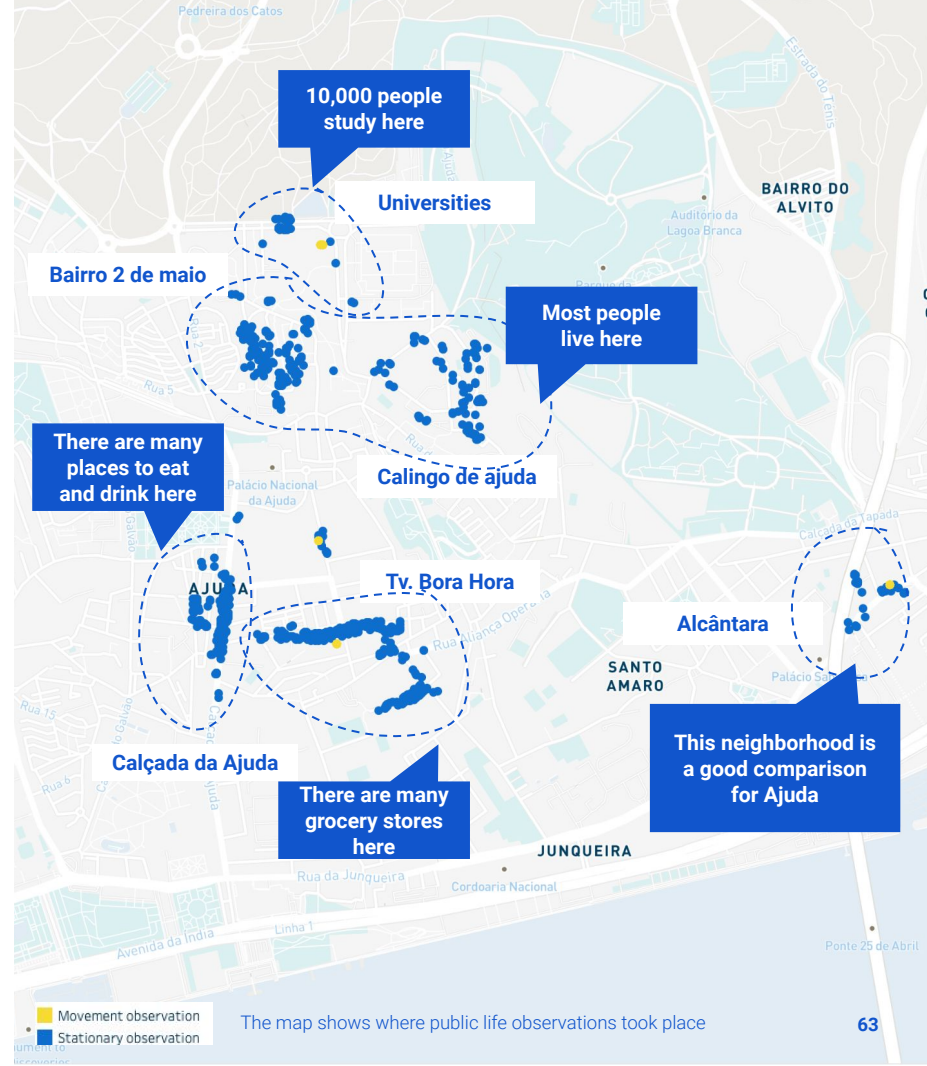
Public life survey

We observed people's behavior — how people move around and how behave when they spend time in key locations within different areas of Ajuda neighborhoods between July and August 2022. Additional data was collected during October at the near the different faculties and in the neighborhood of Alcântara for a comparison.

Each location had observations on a weekday and a weekend during the morning, afternoon and evening.*

We observed people staying in public spaces, movement in key intersection in each neighbourhood, and mapped food places and opportunity and challenges throughout the area.

* Caslino de ajuda only had observations on weekdays

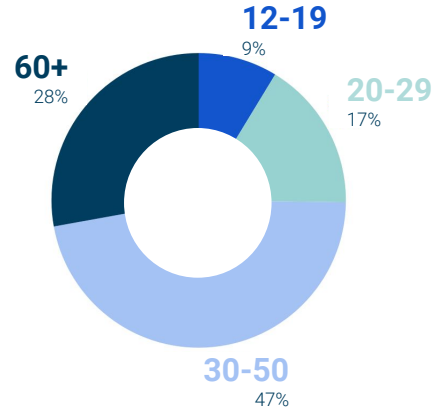


Who we spoke to

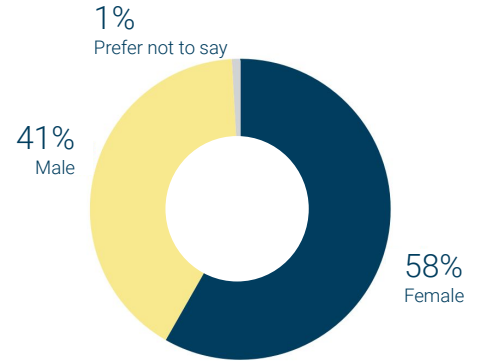
To further understand Ajuda residents' relationship to food and the built environment, we conducted intercept surveys.

We spoke to 115 people in the 2 de Maio neighborhood about their food routines.

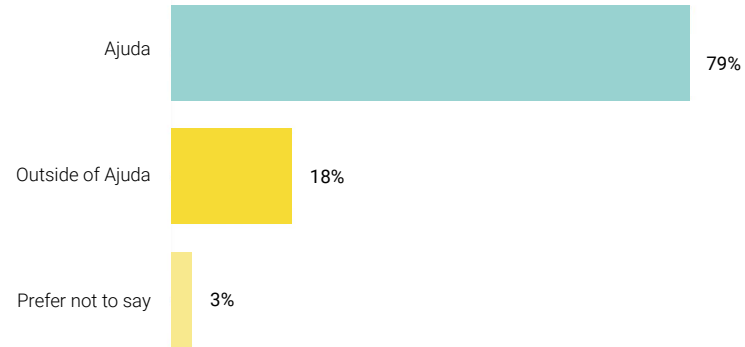
I am between the ages of:



Self identified gender:



Where people live



Food place mapping

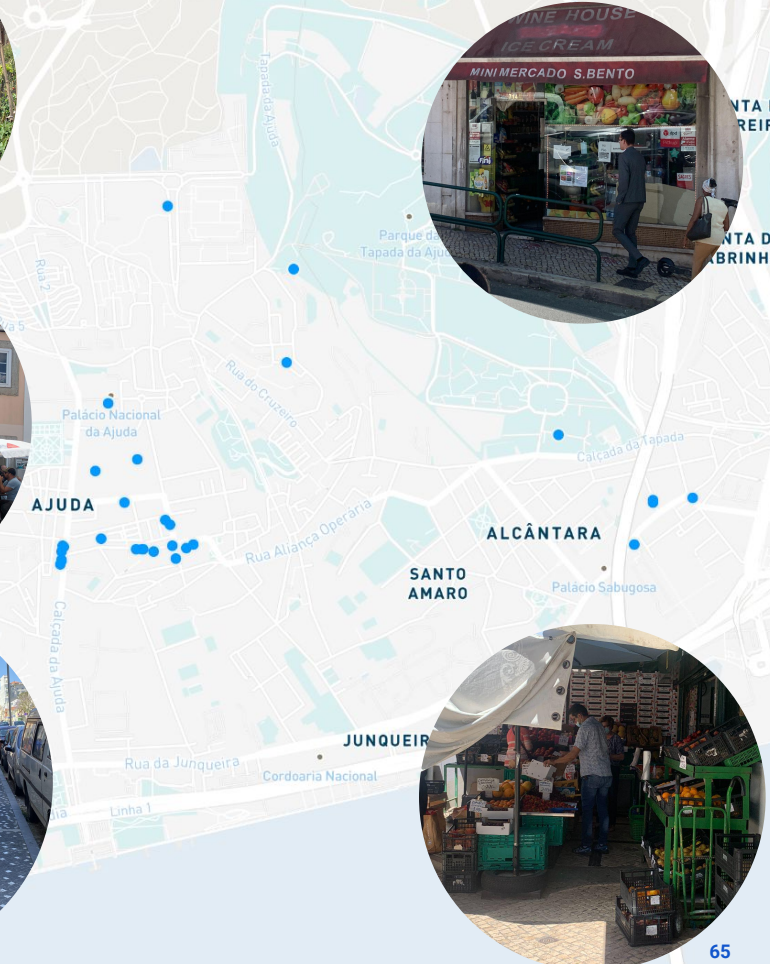
We mapped 47 food places across the 4 Ajuda study areas and 5 food places in the University area, and 12 food places in the control neighbourhoods of Alcantara

We measured:

- What is on offer
- What is visible from the street
- Opening hours
- The type of place
- Price range
- Seating capacity
- Structure type
- Target audience



Food place mapping done by Gehl and community researchers

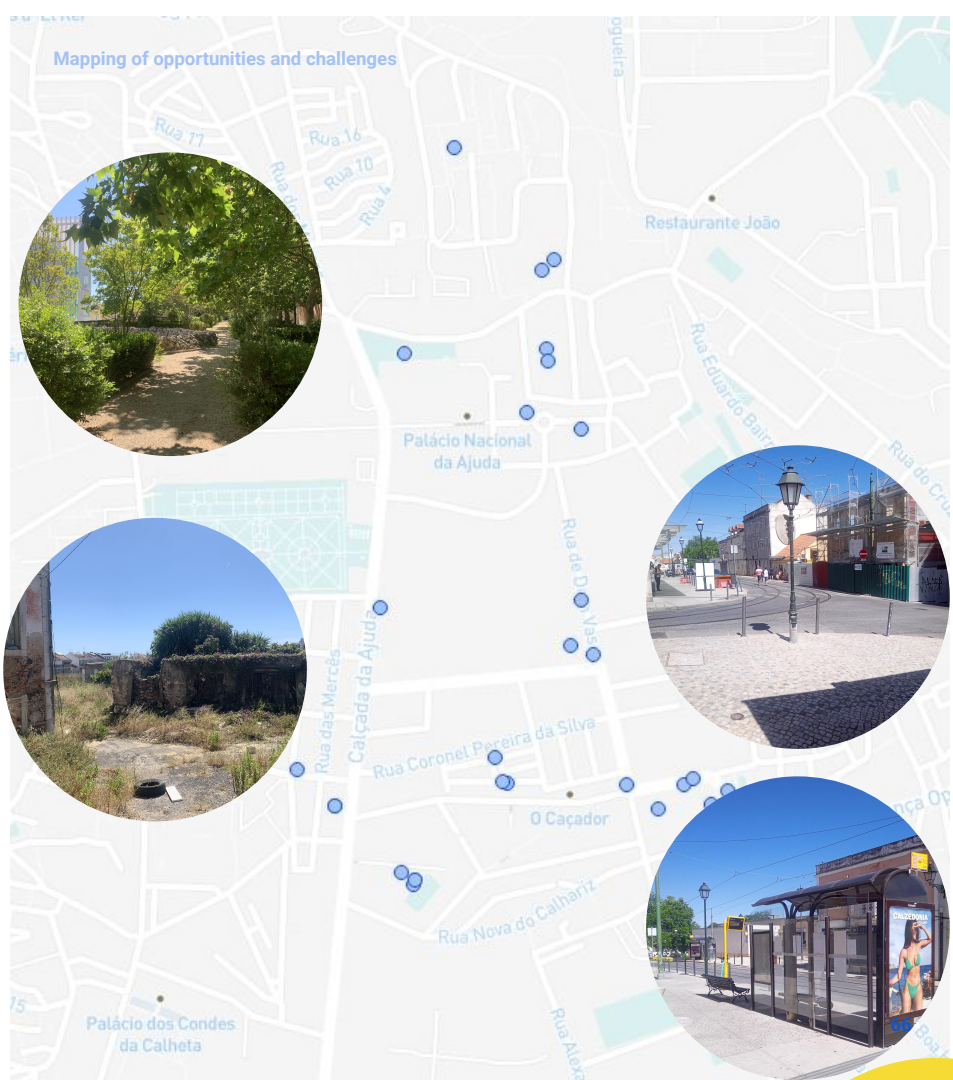


Opportunity space mapping

We took a walk around Ajuda looking for underutilized spaces that presented strategic opportunities for possible interventions.

We measured:

- Accessibility
- Condition
- Materiality
- Ownership
- Scale



Additional Strategy Recommendations

Access

Bring great, nutritious food to where people live and spend the most time

- Introduce more **local options for fresh food shopping** such as mobile markets and food places
- Encourage food businesses to **display fresh food** to the street
- **Build on the Ajuda Card program** to improve community access to cheaper/discounted healthy food
- Introduce programs and creative partnerships **to limit food waste**
- Support locals and local organizations for **food sharing**

Public Realm

Bring dignity, delight, and convenience to the experience of getting healthy food

- Make walking to the grocery store more comfortable by **widening sidewalks and providing shade**
- Improve **visibility and pedestrian access at intersections** near key food places
- Introduce ramps or mini ramps next to public stairs to **make it easier for people to wheel grocery bags or strollers**
- Give people **places to rest** along their journey

Public Realm

Use the public realm to support food culture

- Create a program to **maintain under-utilized outdoor spaces** that provide community members with gardening & upkeep supplies
- Host **pop-up food education events** in opportunity spaces
- Create comfortable **public places for people to eat meals together**
- Provide simple infrastructure to accommodate a **neighborhood farmers market**
- Encourage food businesses to **spill onto the street**
- Launch a **healthy diets public awareness campaign** along food routes in Ajuda

Individual Pressures

Promote food entrepreneurship and production in Ajuda

- Create **partnerships between universities and companies** in Lisbon to provide services that assist people in opening food businesses
- Provide **small grants** and **flexible leases** for Ajuda residents to open healthy and accessible food businesses
- **Rent commercial kitchens** at a subsidised cost for entrepreneurs to develop healthy products
- Encourage vendors to **transform small-scale retail spaces into healthy food hubs**
- Use **vacant storefronts and buildings** for food production
- Partner with the agronomy institute to provide **food growing classes** to community members

