



COOPERATIVE URBAN AGRICULTURAL AUCTION ALAMAR

Eline Blom

Complex Projects Havana Graduation Studio - P4

14-12-2017

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SUMMARY

- ▶ Manifesto: Transforming Alamar into a **Resilient Community**
- ▶ **Urban Agriculture** as main potential and catalyst for the further development of a **local community-driven sustainable economy** in Alamar, and for Alamar as a vital component in a larger **regional network** of Havana
- ▶ Development of **Urban Agriculture in danger**, mainly as a result of the single-sided support approach by the state and a failing centralized distribution system that offers little food security, material incentives and marketing opportunities
- ▶ Facilitating the **decentralization and re-urbanization of the Cuban food economy** by introducing a **new economic platform** for distribution and marketing of urban agricultural products

- ▶ **Project:** Cooperative Urban Agricultural Auction Alamar

- ▶ **Ambition:** Creating a resilient, sustainable, community-based local food economy

PRESENTATION STRUCTURE

- ▶ Introduction
- ▶ Alamar & Havana Potentials
- ▶ Site
- ▶ Program
- ▶ Urban Design
- ▶ Building Design
- ▶ Conclusion

INTRODUCTION

A HISTORY OF EXTREMES

CUBA



USA ownership and control dominant in Cuba's politics and economic sectors



ALAMAR



American -style suburban paradise 'Plan El Olimpo'

1898 -



BACKYARD USA

A HISTORY OF EXTREMES

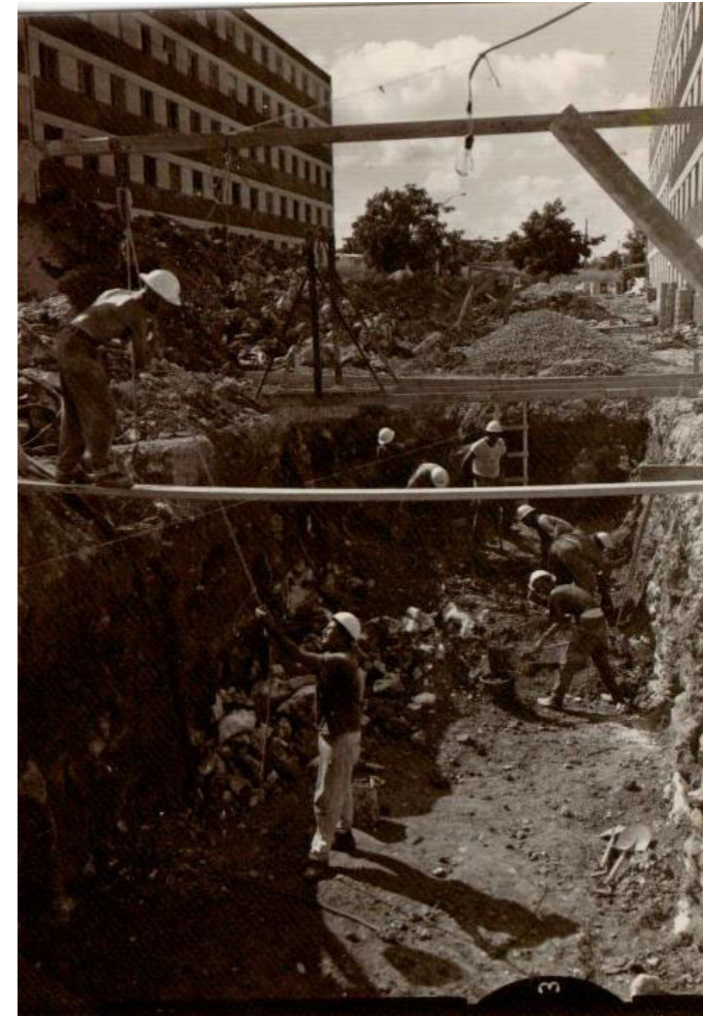
CUBA



Nationalization and socialization of society and economic sectors. **USA embargo** results in new economic dependence on ideological partner **USSR**



ALAMAR



Socialist housing project built by Microbrigadas

Fidel's revolutionary army overthrows Batista

1898 - 1959

1959 -

BACKYARD USA

TRIUMPH OF THE REVOLUTION

A HISTORY OF EXTREMES

CUBA



Loss of economic support and import-export market results in **collapse national economy**, creating a severe **scarcity in gasoline, food and materials**

ALAMAR



Alamar isolated from the rest of Havana. Out of necessity the vacant areas of the unfinished urban fabric are **cultivated to ensure the local food security**

Fidel's revolutionary army overthrows Batista

Collapse of Socialist Block

1898 - 1959

1959 - 1989

1989 -

BACKYARD USA

TRIUMPH OF THE REVOLUTION

SPECIAL PERIOD

A HISTORY OF EXTREMES

CUBA



Start of **decentralization and privatization** of politics and economy and the reinforcement of **international relations**



ALAMAR



Alamar frontrunner in **sustainable urban agriculture**, but also referred to as **'City of Dreams'**

Fidel's revolutionary army overthrows Batista

1898 - 1959

1959 - 1989

Collapse of Soviet Block

1989 - 2011

Economic reforms

2011 -

BACKYARD USA

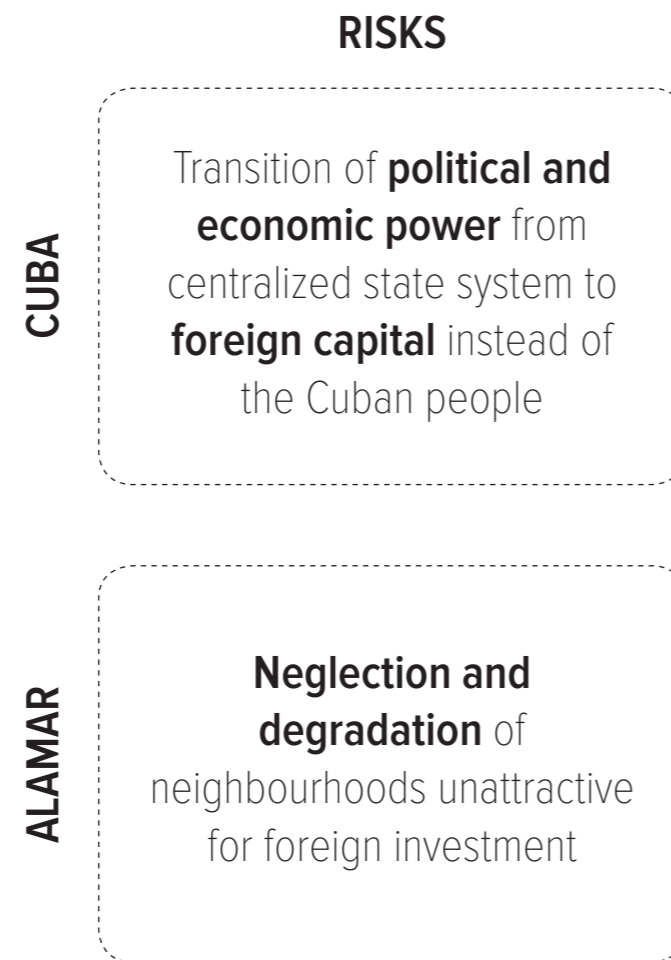
TRIUMPH OF THE REVOLUTION

SPECIAL PERIOD

?

PROBLEM STATEMENT MANIFESTO

*Cuba is on the brink of yet another **drastic political and economic change***



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*Cuba is on the brink of yet another **drastic political and economic change***



ALAMAR POTENTIALS

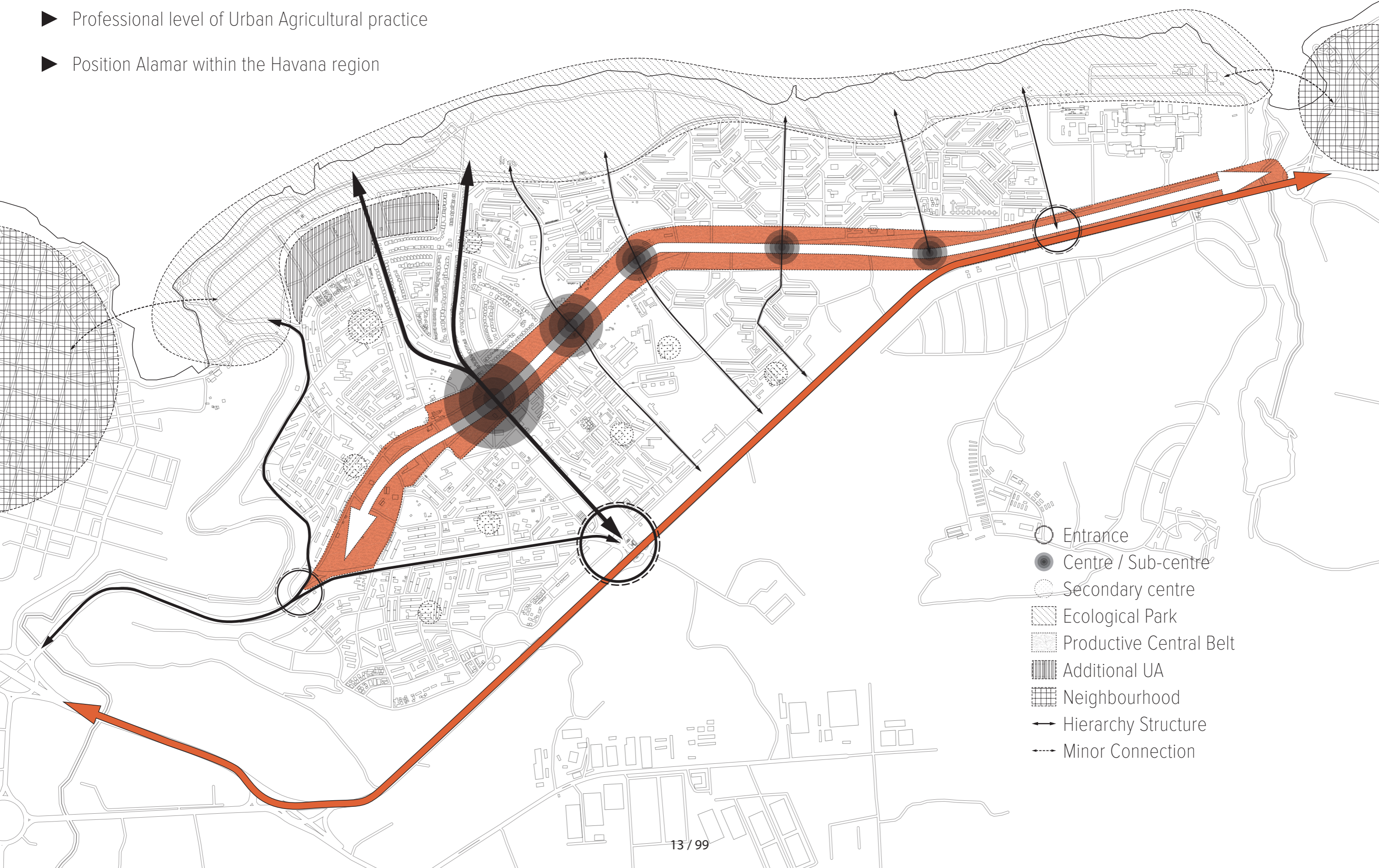
ALAMAR STRATEGY



- Entrance
- Centre / Sub-centre
- ◉ Secondary centre
- ▨ Ecological Park
- ◉ Productive Central Belt
- ▨ Additional UA
- ▧ Neighbourhood
- Hierarchy Structure
- - - Minor Connection

ALAMAR STRATEGY

- ▶ Professional level of Urban Agricultural practice
- ▶ Position Alamar within the Havana region



- Entrance
- Centre / Sub-centre
- ◉ Secondary centre
- ▨ Ecological Park
- ▩ Productive Central Belt
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- ▧ Neighbourhood
- Hierarchy Structure
- - - Minor Connection

ALAMAR POTENTIAL

*Alamar is a frontrunner in **Sustainable Urban Agriculture***



▶ Ensuring the **local food security**

▶ Providing **employment** and social benefits

▶ Important centers of **social community life**

▶ **Vivero**: center of UA research and innovation

▶ Promotion and support of farming and **healthy**

▶ **Catalyst** for local entrepreneurship

ALAMAR POTENTIAL

*Local **processing** and **retail** of agricultural produce*

THE ORGANOPÓNICO STAND



THE SUGARCANE WORKSHOP



THE SELF-BUILT SHOP



THE MOBILE SHOP



THE STATE-RUN SHOP



THE FARMERS' MARKET

- ▶ Ensure the accessibility to a varied selection of high quality fresh products
- ▶ Provide employment and extra income

- ▶ The most vibrant centers of social community life
- ▶ Directly linked to local production activities

ALAMAR POTENTIAL

*Local **processing** and **retail** of agricultural produce*

THE ORGANOPÓNICO STAND



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THE FARMERS' MARKET

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ncome

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HAVANA REGION POTENTIAL

*Alamar as endpoint of Havana's **Agricultural Belt**
and **centre of Havana del Este***



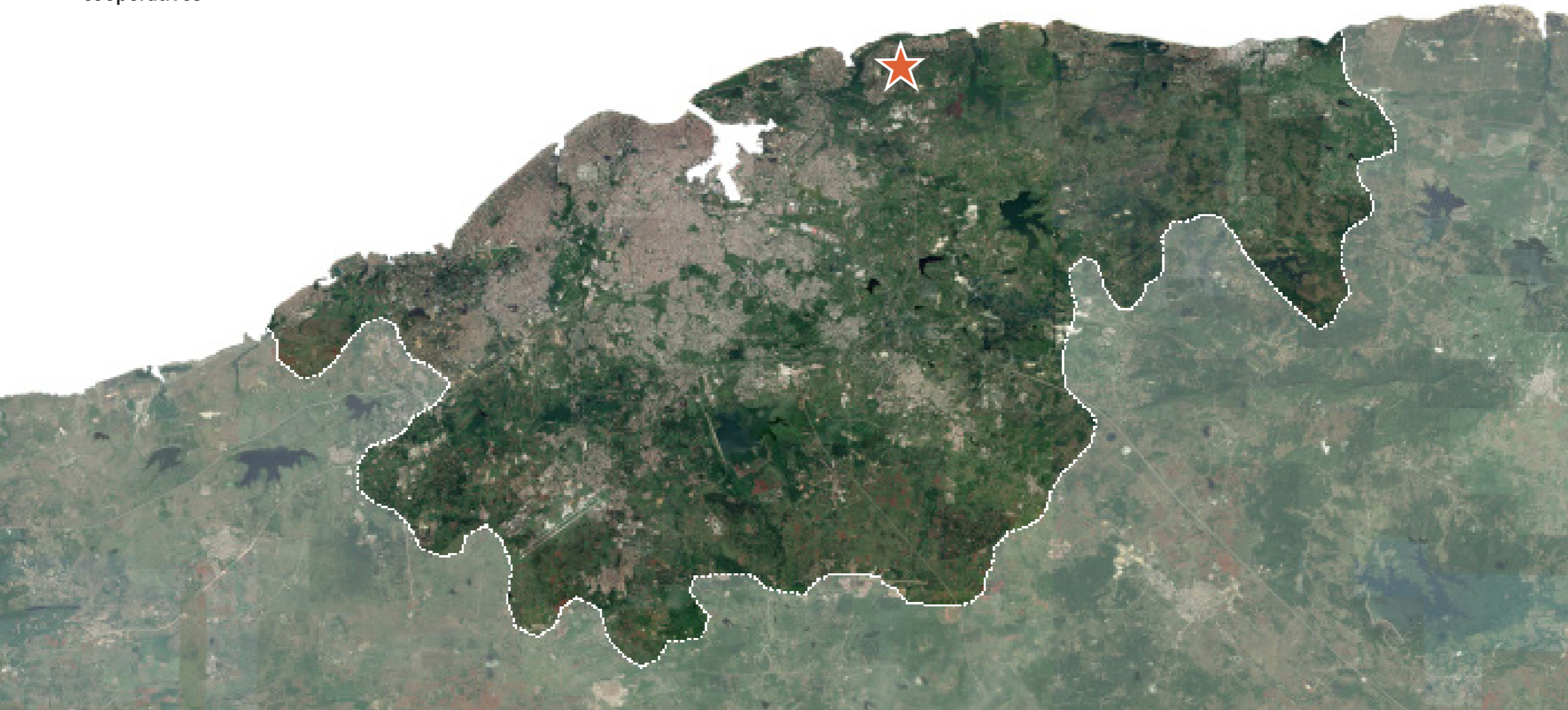
HAVANA REGION POTENTIAL

*Havana has a **total area of ±72.826 ha**, with a **cultivated area of ±35.900 ha***

▶ **5 agricultural enterprises**, which manage about **700 crop farms**, **170 cattle farms**, **27 tree production units**, **2 pig and livestock production companies** and **29 agricultural cooperatives**

▶ **97 high-yielding organopónicos** and **318 intensive gardens**, which can achieve yields of up to **20 kg/m²**

▶ **89.000 household gardens** and **5.100 popular gardens** cultivated by local inhabitants



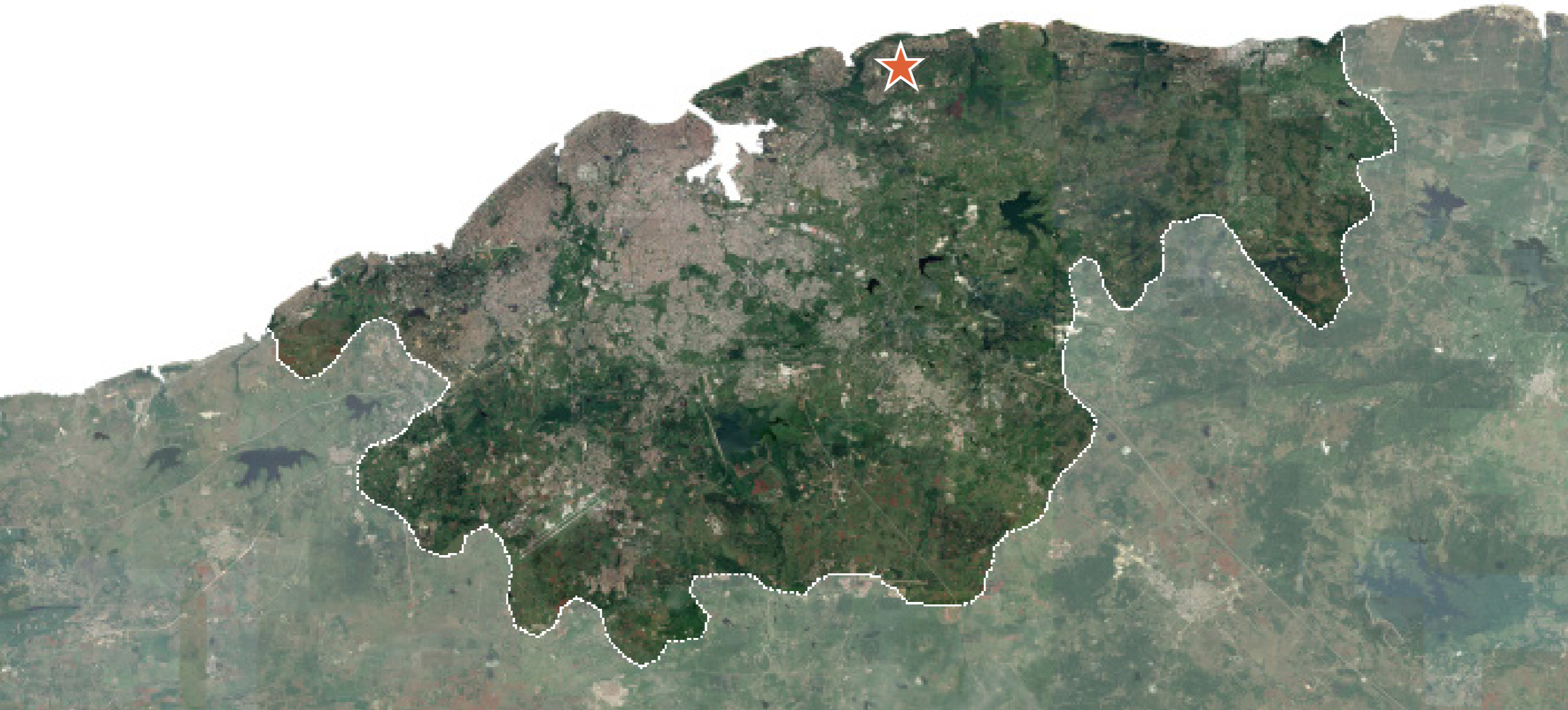
HAVANA REGION POTENTIAL

*Production provides in **70%** of all fresh vegetables consumed in Havana*

▶ WHO and FAO recommend a minimum of **400gr of vegetables and fruits per day**

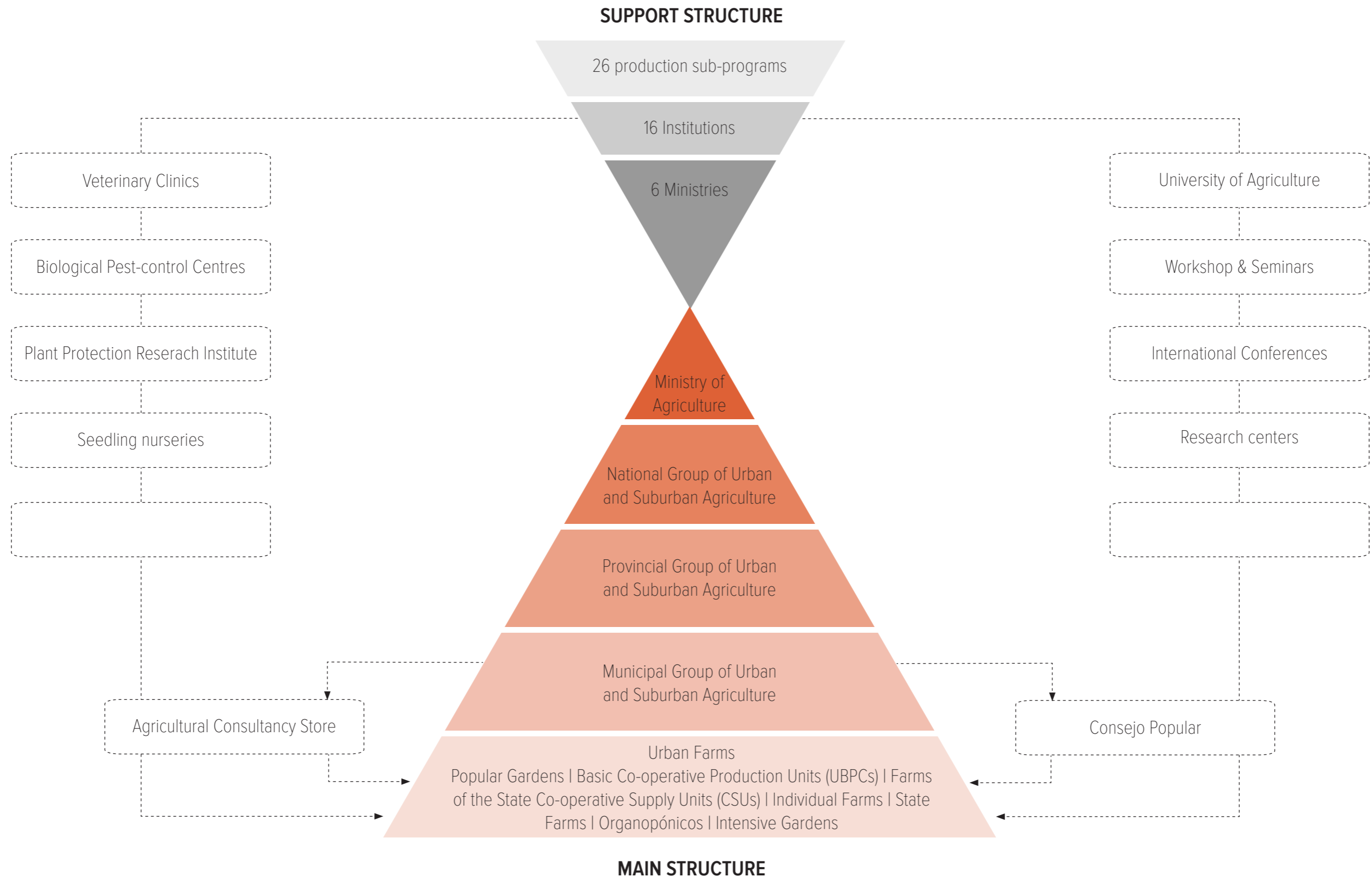
▶ Havana has a population of **2,2 million people**, requiring **321.200 tonnes of fresh produce a year**

▶ Currently, Havana's UA production in Havana can provide in **25% of the cities recommended consumption**



HAVANA REGION POTENTIAL

Urban Agricultural production widespread, state-supported and institutionalized



HAVANA REGION POTENTIAL

Urban Agricultural production widespread, state-supported and institutionalized



ITEMS FOR SALE AT CENTER FOR AGRICULTURAL AND RURAL COOPERATION (CIA) IN ALAMAR

PROBLEM STATEMENT

Development of Urban Agriculture in danger

FRAGILE SYSTEM

Scarcity of resources such as tools, materials machinery, irrigation water and seedlings.

Support by Cuban government has been limited to the urbanization and decentralization of 'production', **neglecting the transformation of the food economy as a whole.**

Highly centralized food distribution system (Acopio) is inefficient and offers little material incentives and marketing opportunities.

FOOD DISTRIBUTION IN CUBA

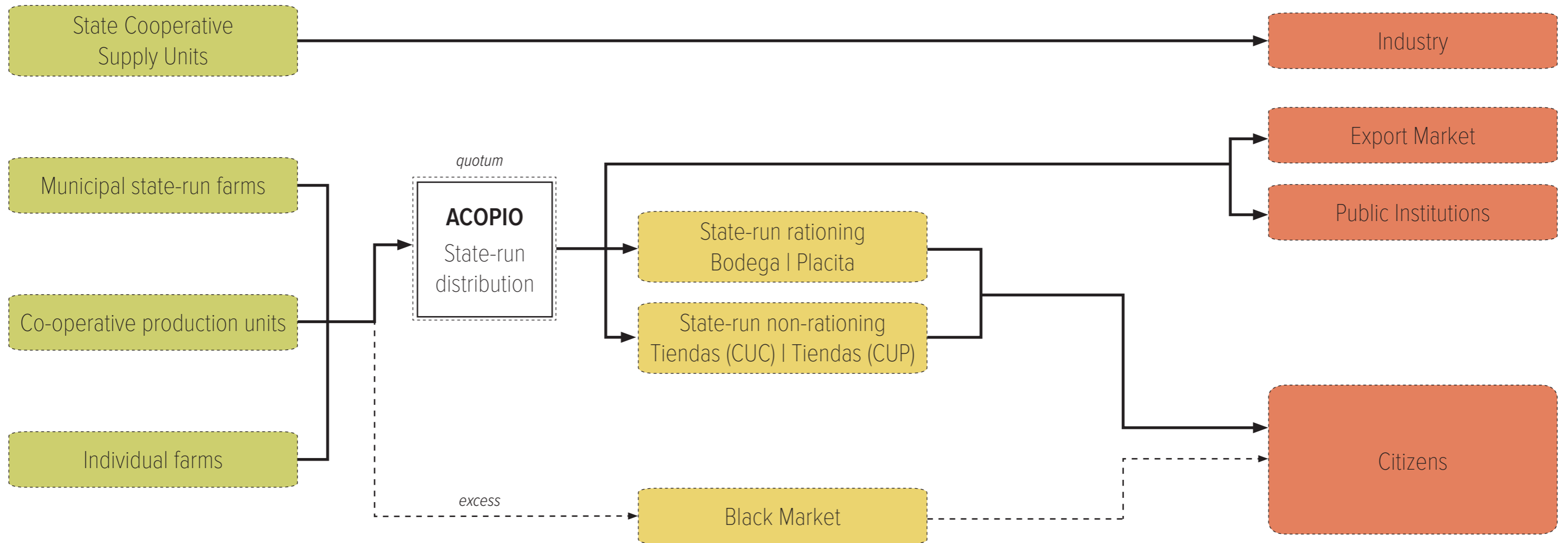
PRODUCERS



MARKETING



CONSUMERS



FOOD DISTRIBUTION IN CUBA

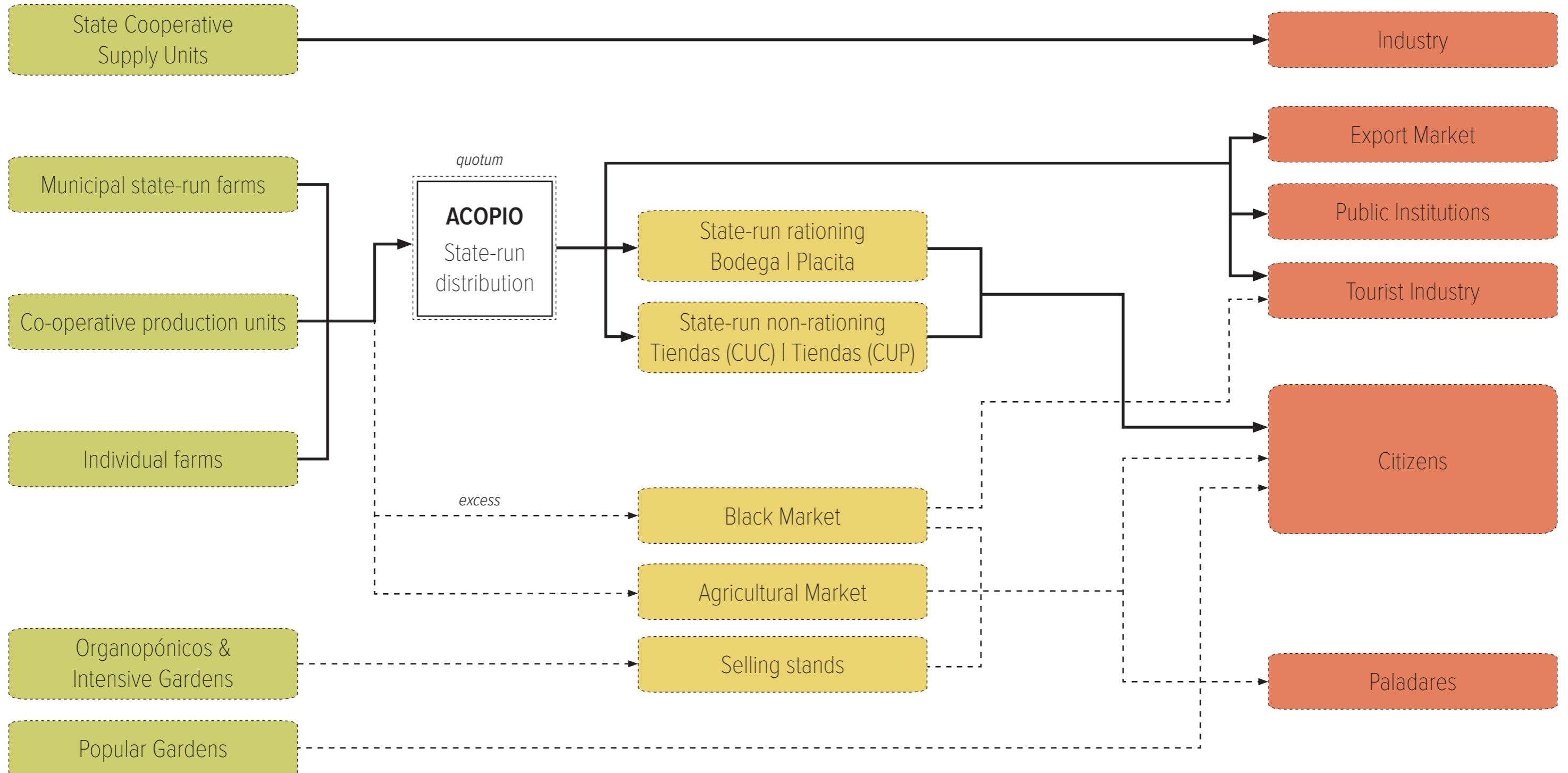
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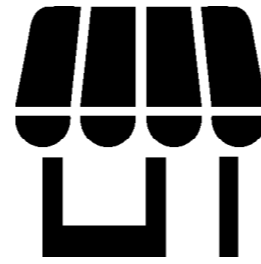


FOOD DISTRIBUTION IN CUBA

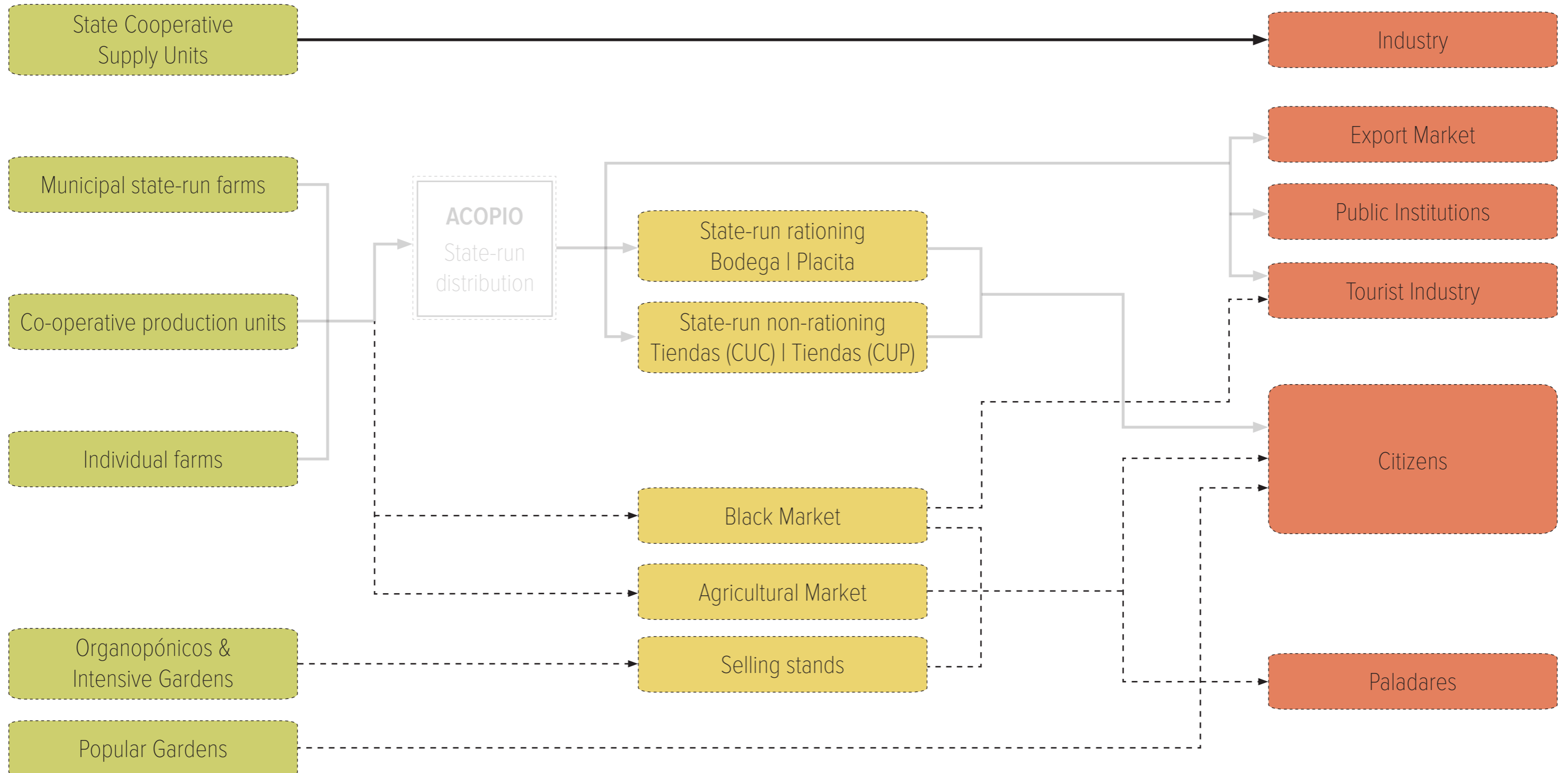
PRODUCERS



MARKETING



CONSUMERS



WHOLESALE IN CUBA

“El Trigal”

*The rise and fall of Cuba’s first wholesale market
2011-2016*



“This is providing a solution to the problem that farmers have been complaining about, that when their harvest surpassed the amount contracted by the government they didn’t have anywhere to market the excess, to sell wholesale.”

- Claudio Sabron, cooperative member of El Trigal

PROBLEM STATEMENT

Development of Urban Agriculture in danger

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Highly centralized food distribution system (Acopio) offers little material incentives and public marketing opportunities.

RISKS

Monopolization of food economy by foreign capital, due to the inability of the local UA to compete.

Loss achievements of UA in terms of food security, local self-sufficiency, employment, social character, community participation, bottom up entrepreneurship and sustainable practice.

RESEARCH QUESTION

How can the introduction of a new economic platform for the distribution and marketing of urban agricultural products protect and facilitate the decentralization, democratization and re-urbanization of Alamar's local food system?

INTERVENTION PROPOSAL

Cooperative Urban Agricultural Auction Alamar

AMBITION :

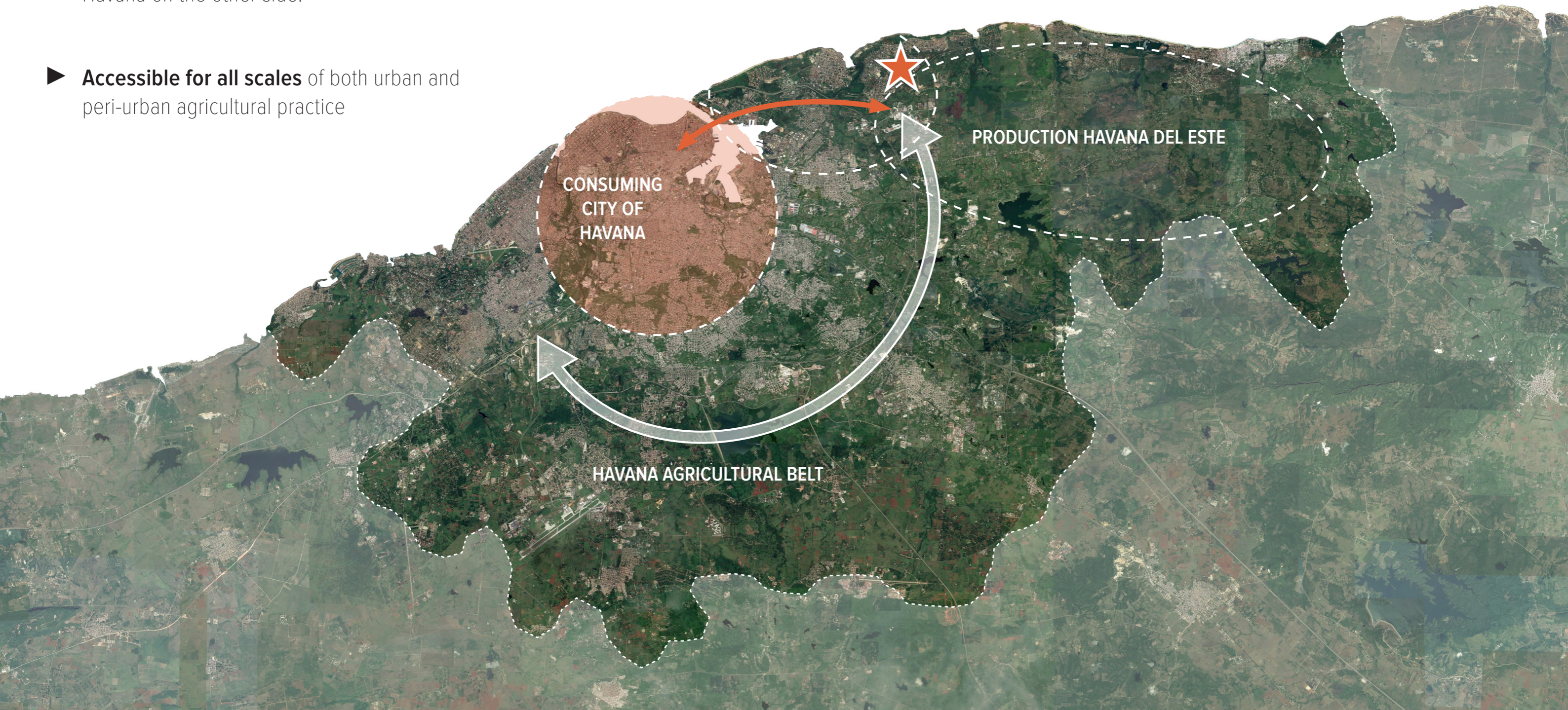
Creating a resilient, sustainable, community-based local food economy

INTERVENTION LOCATION

Why in Alamar?

- ▶ **Convenient position** between the regional UA productional areas of Habana del Este and the Havana Agricultural belt on one side, and the densely populated consuming city of Havana on the other side.
- ▶ **Accessible for all scales** of both urban and peri-urban agricultural practice

- ▶ Home to internationally most celebrated example of sustainable urban farming and related research: **Organopónico Vivero**



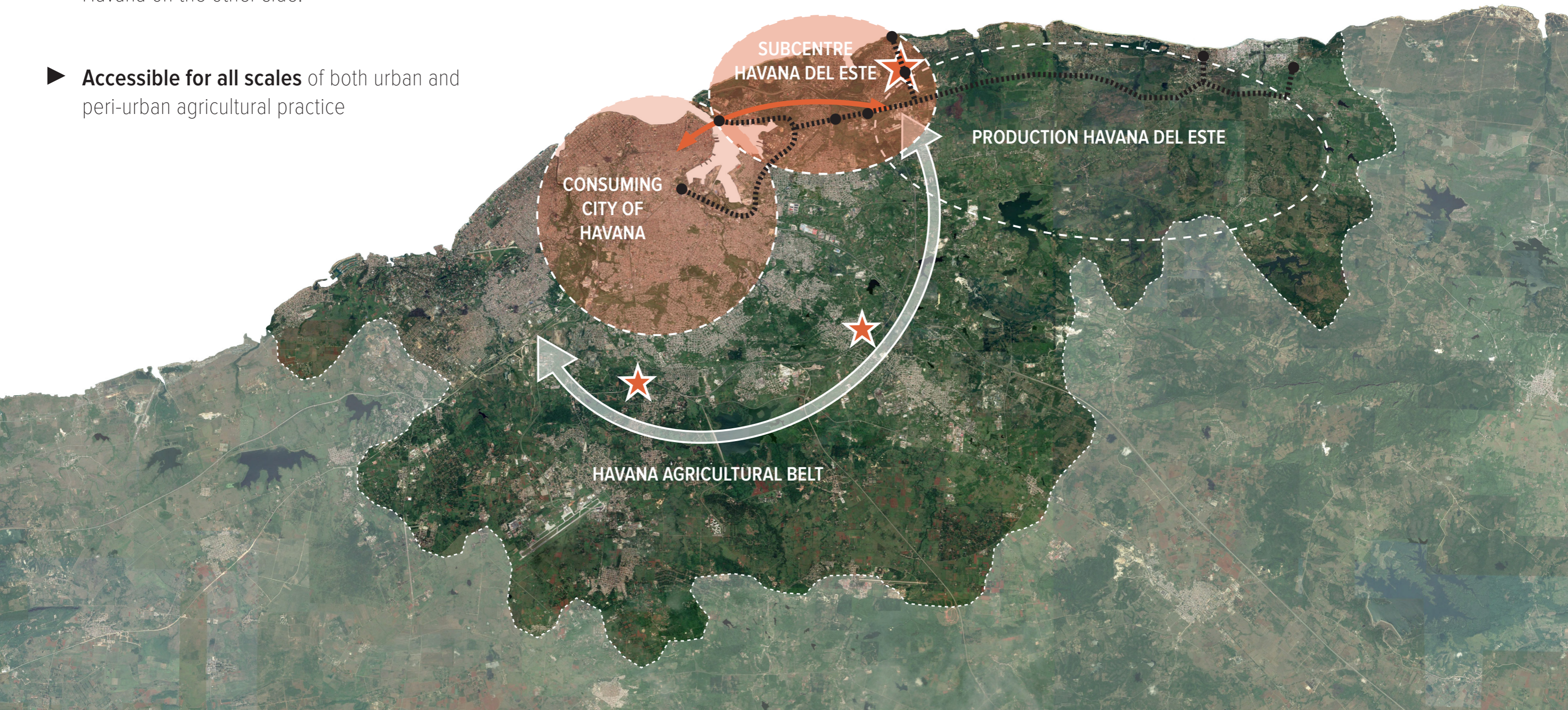
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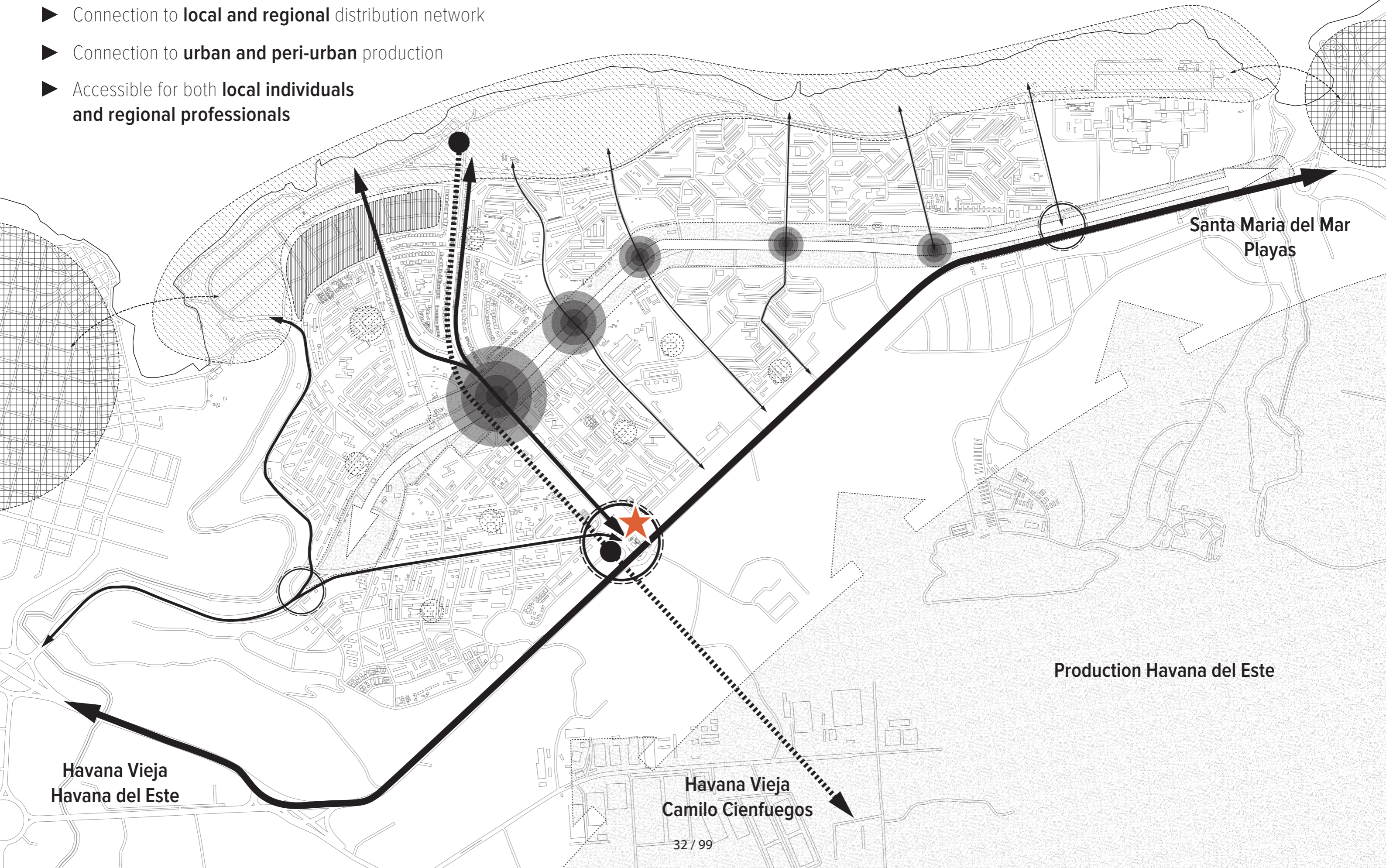
- ▶ Home to internationally most celebrated example of sustainable urban farming and related research: **Organopónico Vivero**

- ▶ **Anticipating the future:**
 - Subcentre Habana del Este
 - Connection to the railway network
 - Extension of wholesale network



INTERVENTION LOCATION

- ▶ Connection to **local and regional** distribution network
- ▶ Connection to **urban and peri-urban** production
- ▶ Accessible for both **local individuals and regional professionals**



Santa Maria del Mar Playas

Production Havana del Este

Havana Vieja Havana del Este

Havana Vieja Camilo Cienfuegos

PROGRAM

WHY AUCTION?

Objectives

AMBITION OF PLATFORM

- ▶ Facilitating the seemingly inevitable **transition** to a free market economy
- ▶ **Transferring economic power** from centralized state system to the Cuban public
- ▶ **Protecting the achievements** of the urban agricultural practice

▶ **Advocates of locally driven food systems:**

*“The auction is a promising platform for the **aggregation of products** and **brokering relations** between consumer, producer and buyer in a sustainable locally based resilient food economy”*

WHY AUCTION?

Characteristics

MAIN CHARACTERISTICS AUCTION

- ▶ **Cooperative organization**, by and for the producers, stronger position in market
- ▶ Small producers can **sell in bulk**
- ▶ Not an economic stakeholder, but **intermediary** between buyers and producers
- ▶ **Social responsibility** for long term sustainability of price-forming and a stable balance in the supply and demand

ACTIVITIES AUCTION

- ▶ **Transparent** marketing and pricing process
- ▶ **Objectivity** by quality control of size, weight and quality
- ▶ Collaboration with institutions specializing in production, selective breeding, processing, **research and innovation** concerning agriculture
- ▶ **Logistic facilities**: collecting, treatment, packaging, distribution
- ▶ **Catalyst** for economic opportunities in related sectors
- ▶ **Promotion** of agricultural products

PRECEDENTS

Should Havana follow international modern precedents?

URBAN SCALE



Fresh Food Wholesale Market Chile



Fresh Food Wholesale Market Brazil



Fresh Food Wholesale Market Rome



Fresh Food Wholesale Market Berlin

BUILDING SCALE



Mercabarna Flor Market, Spain



Punjab Fruit & Vegetable Market, India



International Flower Auction Store, India

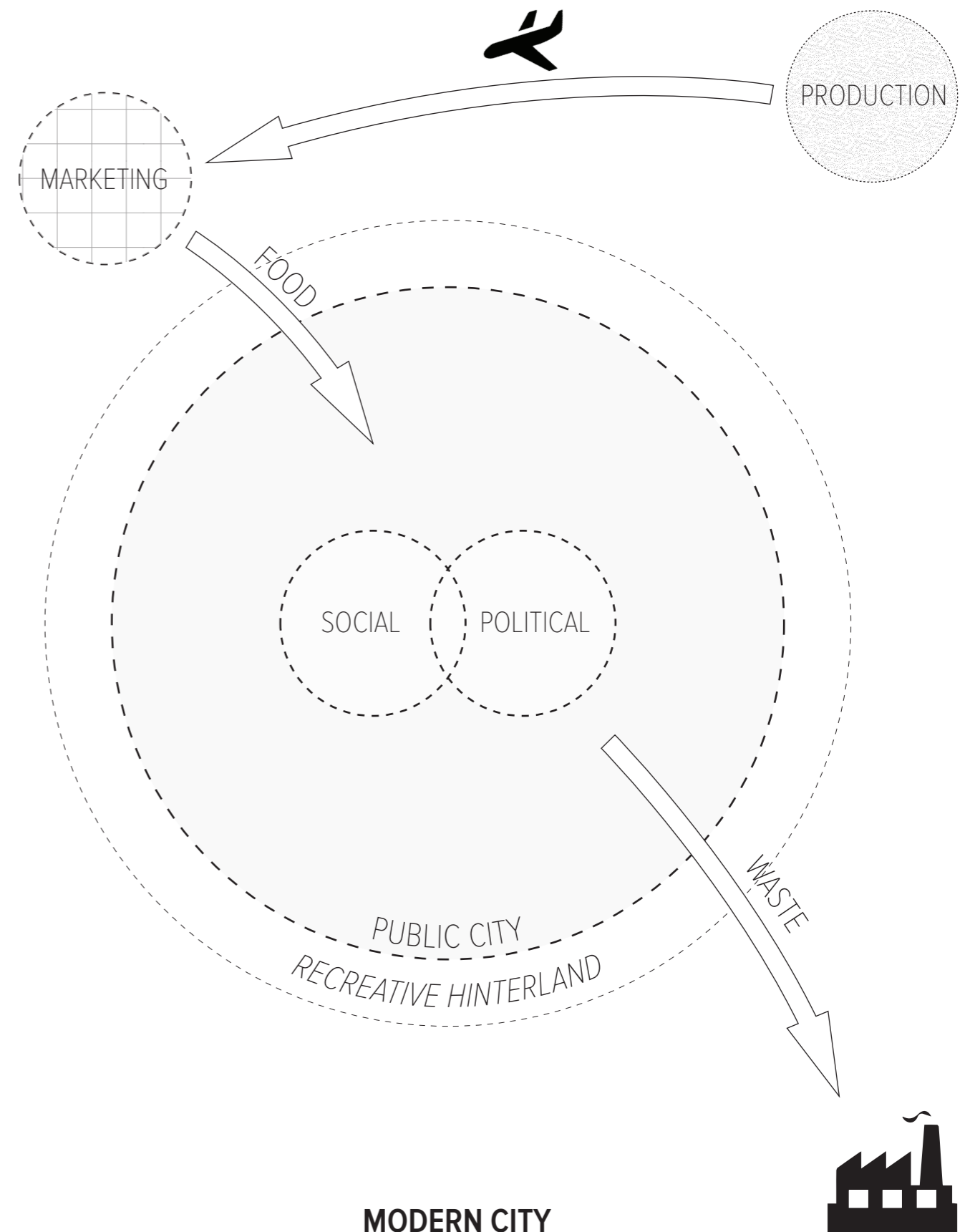


Taipei Flower Wholesale Market, Taiwan

MDERN FOOD ECONOMY

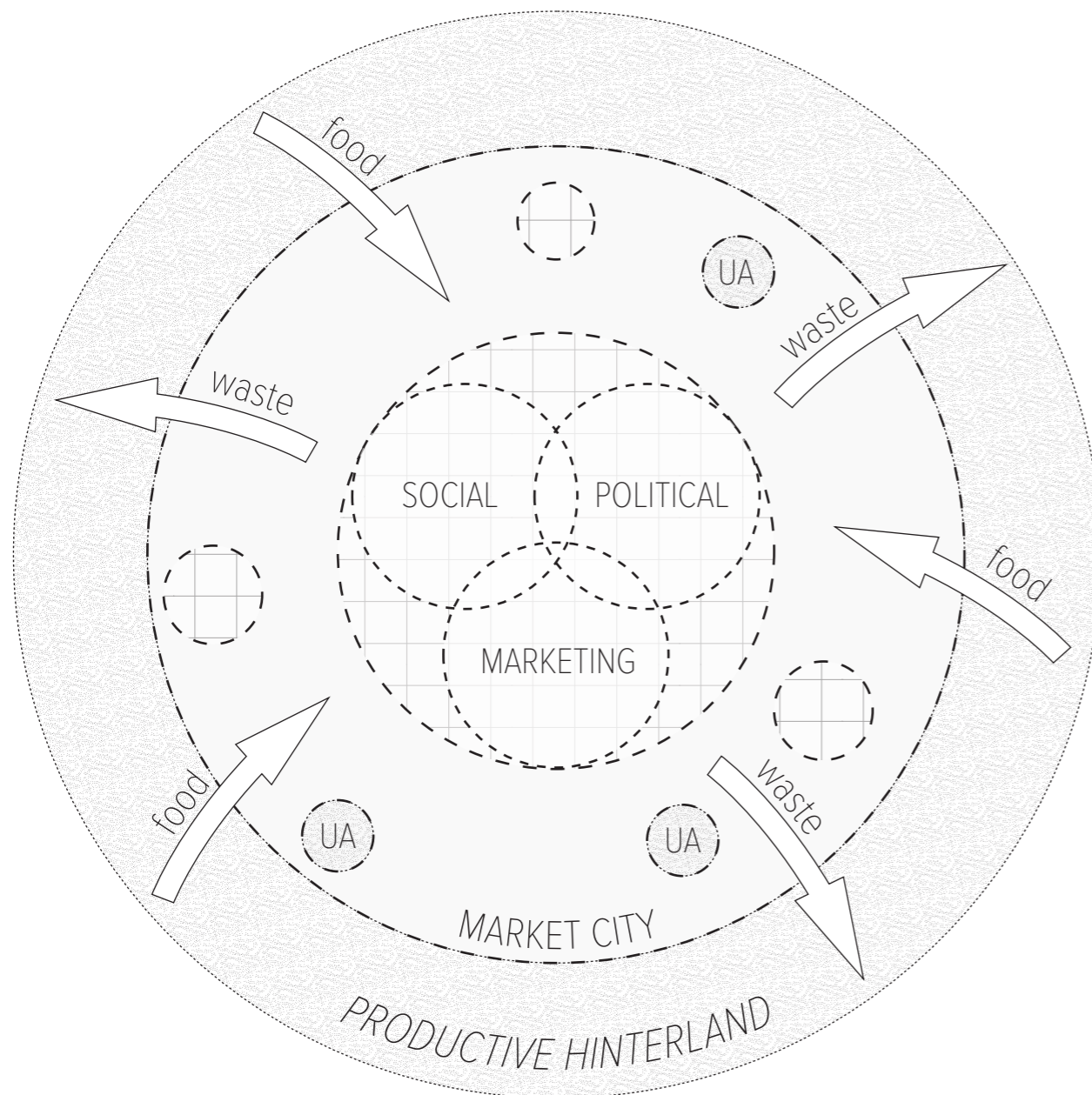
Reflection on the Existing Practice

- ▶ Role market: **logistic sub-urb**
- ▶ **Food cycle disconnected** from city life
- ▶ **Private goals:** major food monopolies controle supply ad prices
- ▶ **Negative impacts:** environmental problems, neglection animal rights, social inequity, energy consumption, food monopolies, health issues, waste and a fragile food security.



MODERN FOOD ECONOMY

Reflection on the Existing Practice



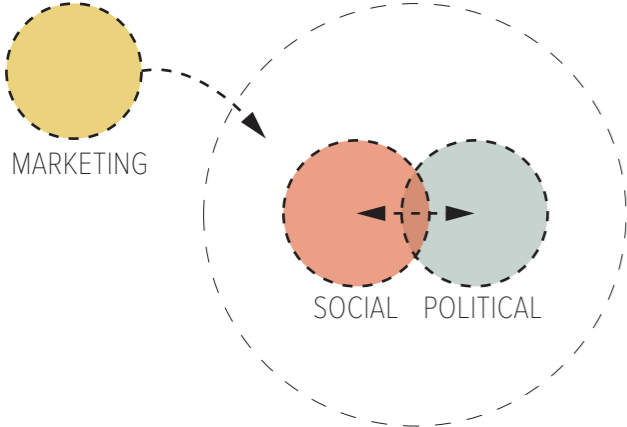
- ▶ Role market: social, political and economic **center of urban life.**
- ▶ **Public goals:** equal access to food supply at a fair price
- ▶ **Closed food cycle** of production, distribution, marketing, consumption and waste.

PRE-RAILWAY CITY

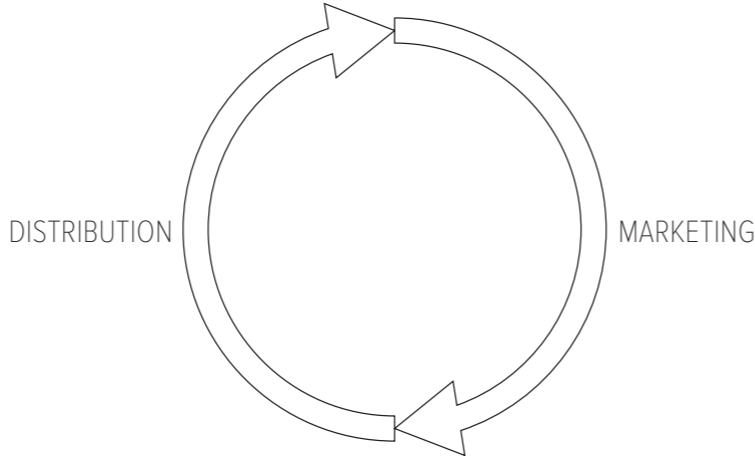
CONCLUSIONS TYPOLOGY RESEARCH

Main characteristics current practice

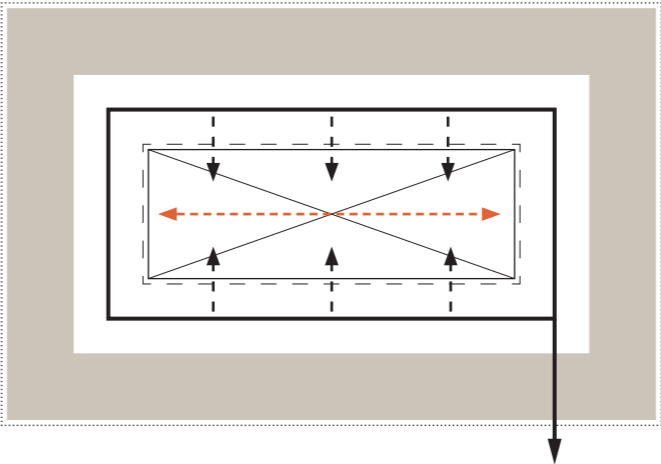
FOOD SUBURB



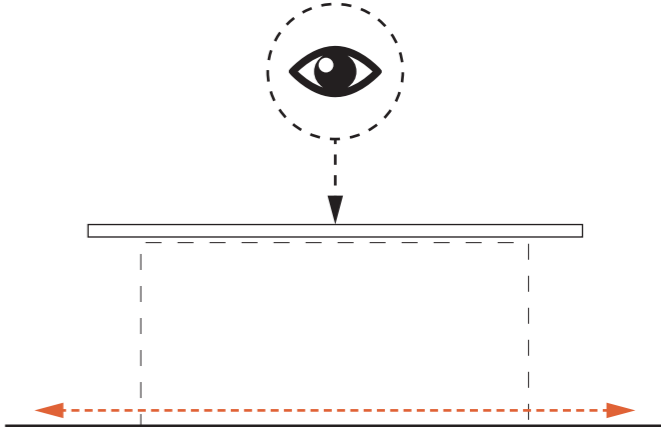
DISTRIBUTION & MARKETING



EXTERNAL DISTRIBUTION



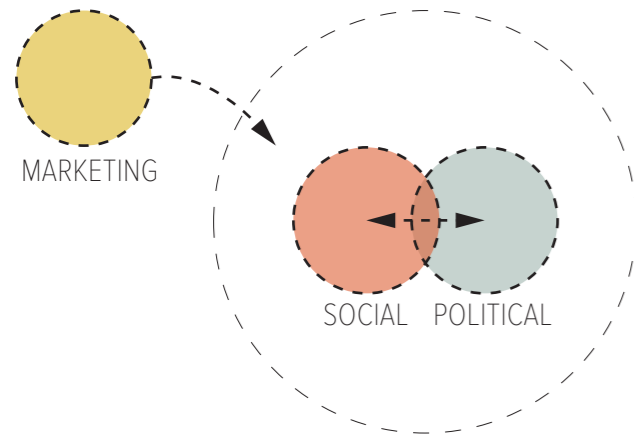
ROOF AS PROTAGONIST



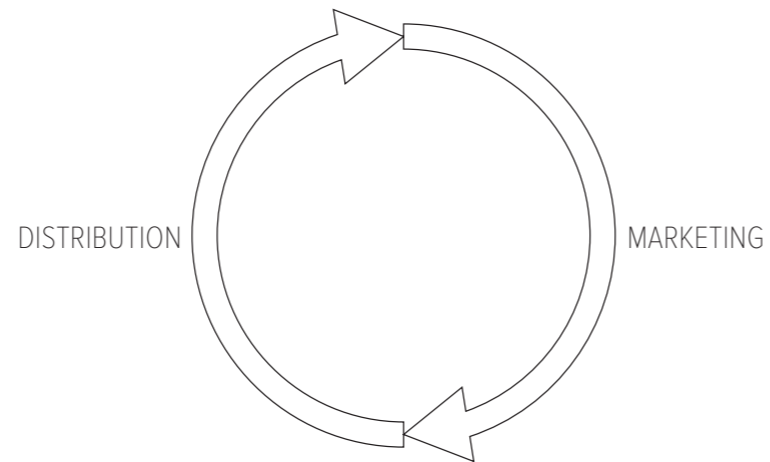
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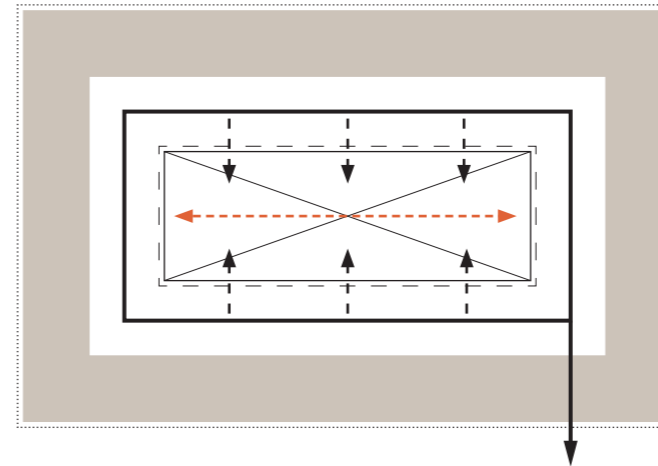
FOOD SUBURB



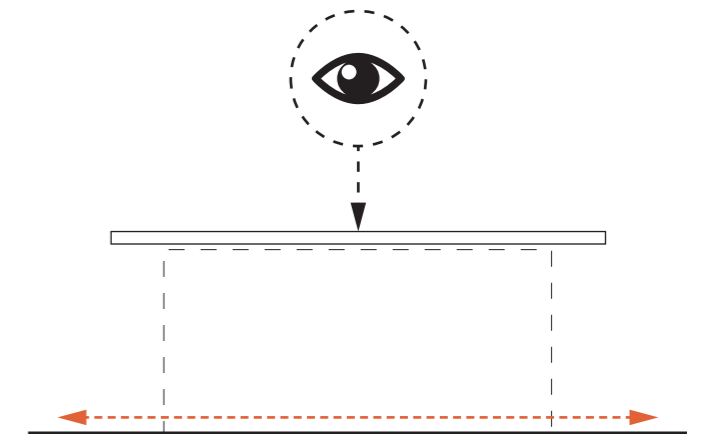
DISTRIBUTION & MARKETING



EXTERNAL DISTRIBUTION

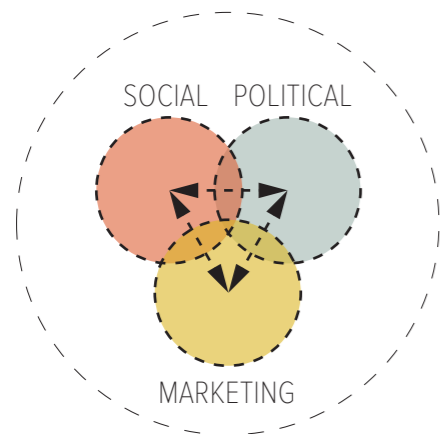


ROOF AS PROTAGONIST

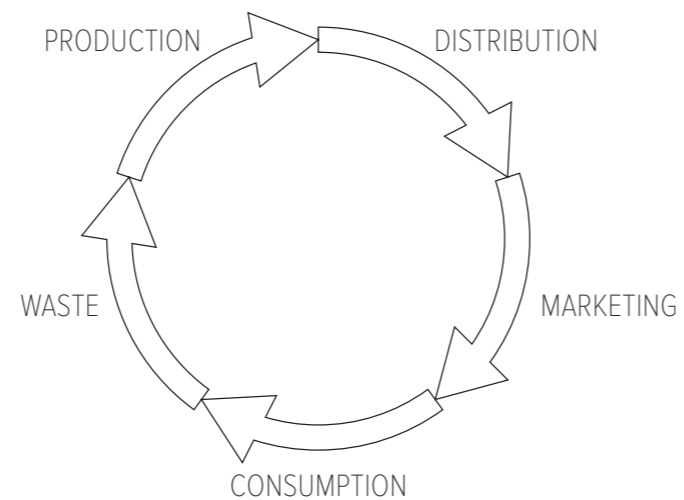


Strategy re-urbanization

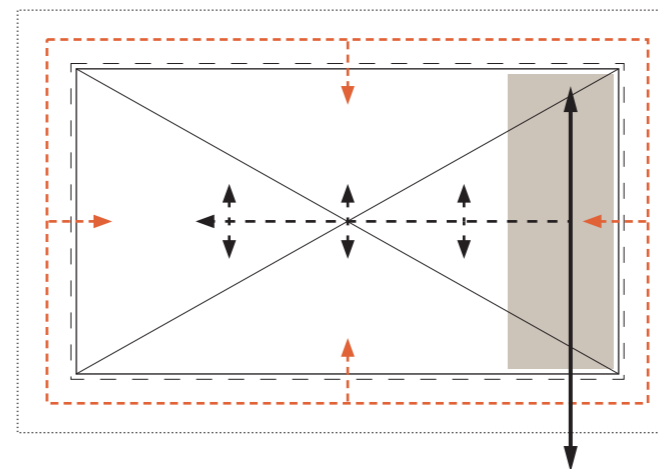
MARKET CITY



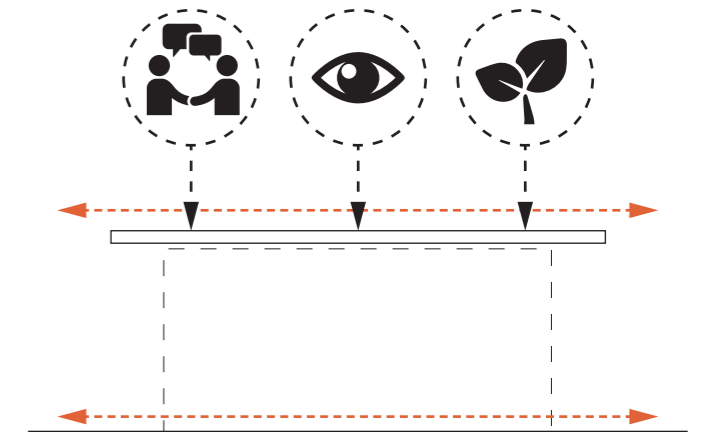
RE-INTEGRATION OF FOOD CYCLE



INTERNAL LAYERED DISTRIBUTION



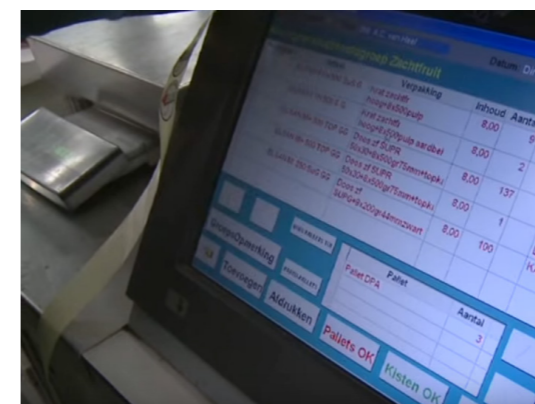
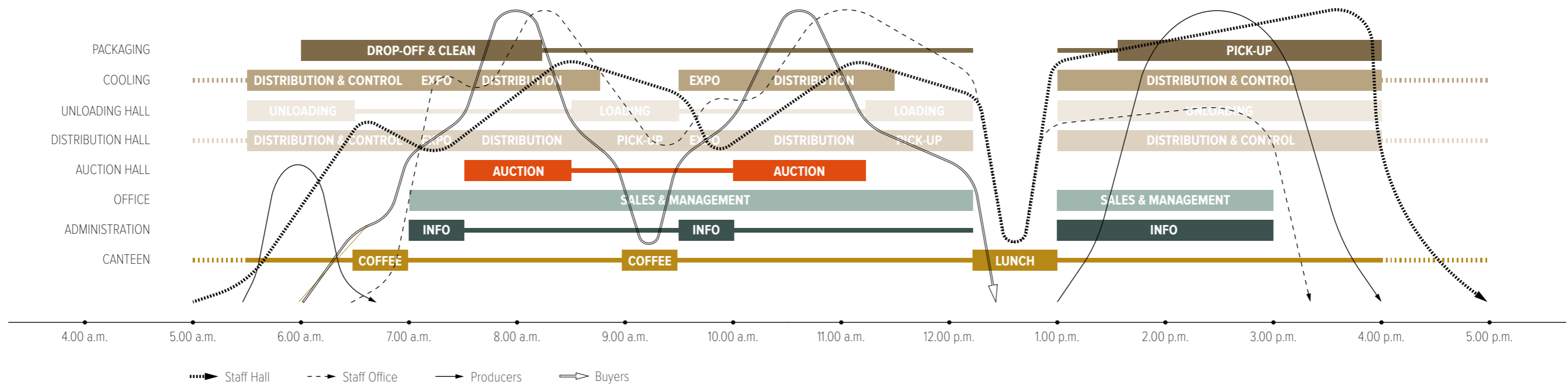
MULTIFUNCTIONAL ROOF



DENSIFICATION

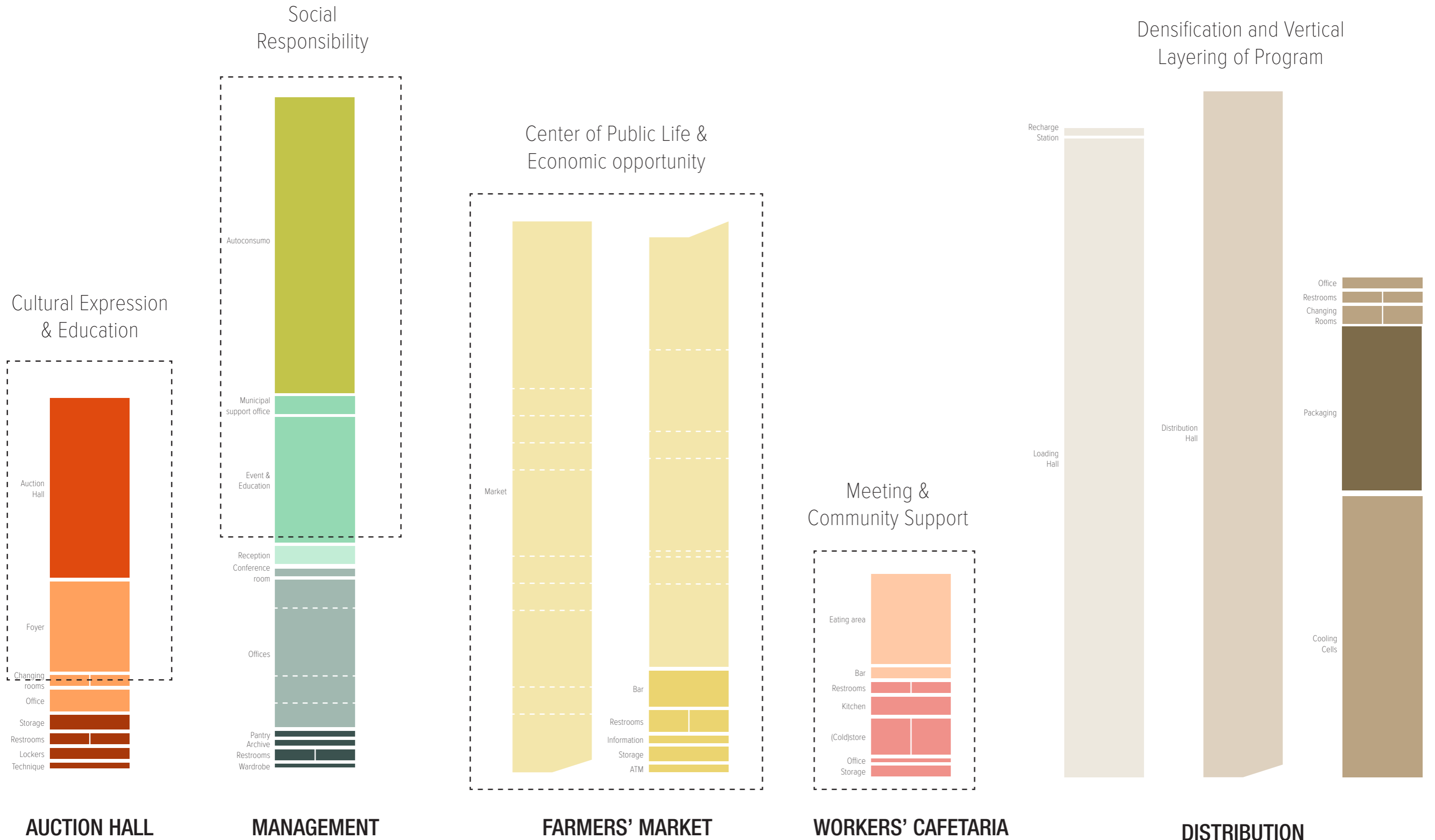
A DAY AT THE AUCTION

Research at the Cooperative Horticultural Auction Zaltbommel



PROGRAM AUCTION ALAMAR

Combining Public & Auction Program



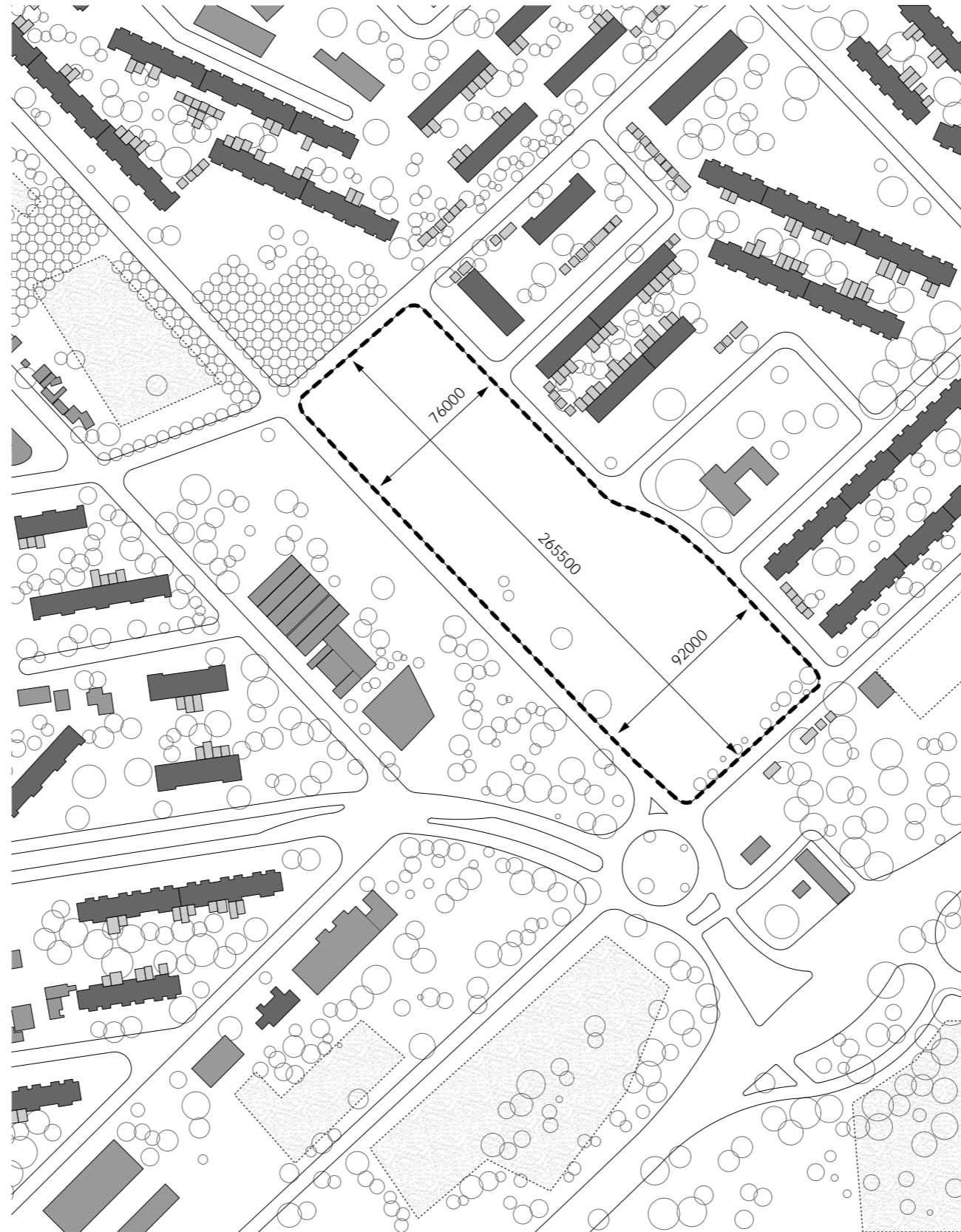
DESIGN
URBAN SCALE

SITE



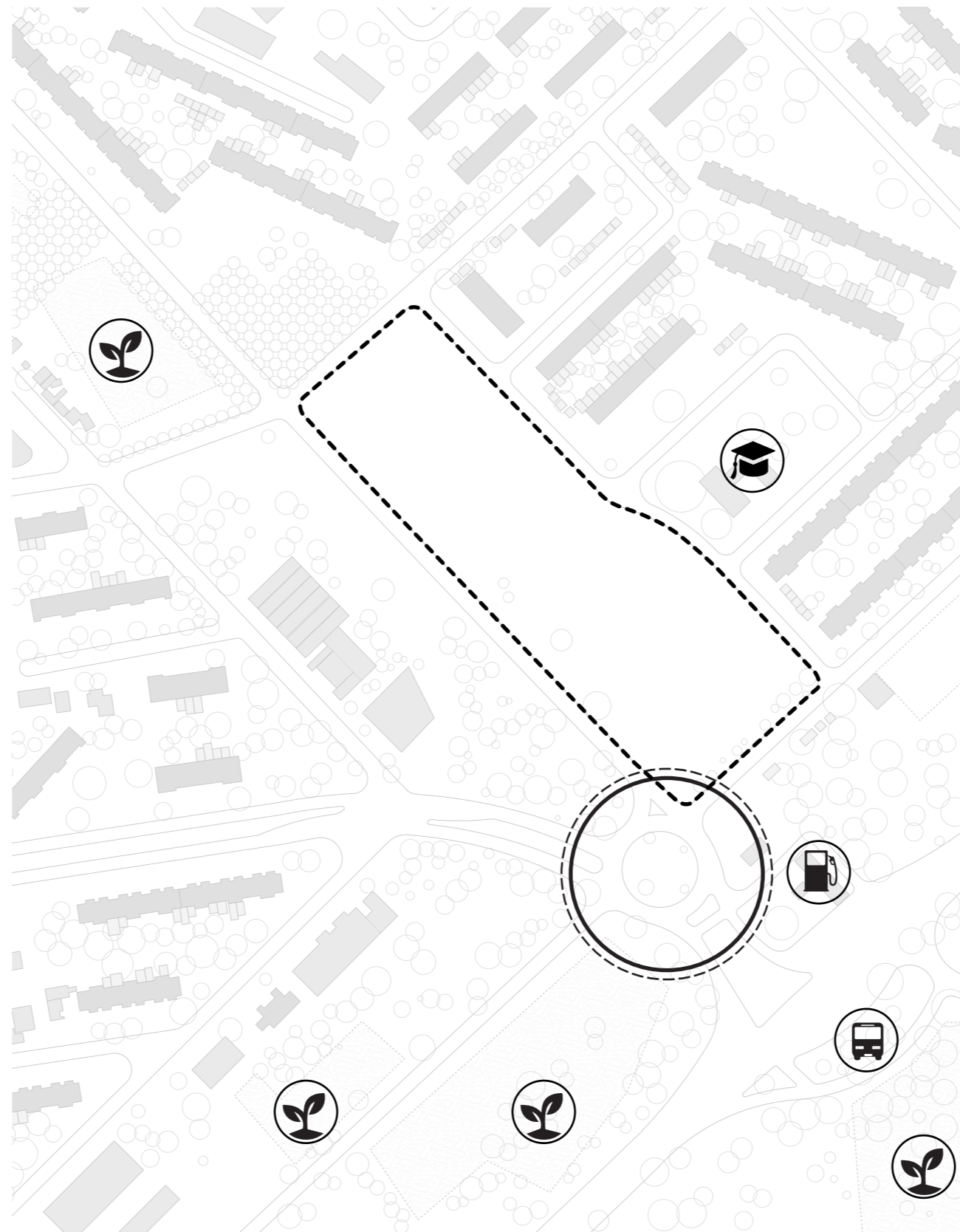
URBAN POSITION

Mapping of site



URBAN POSITION

Local facilities



URBAN POSITION

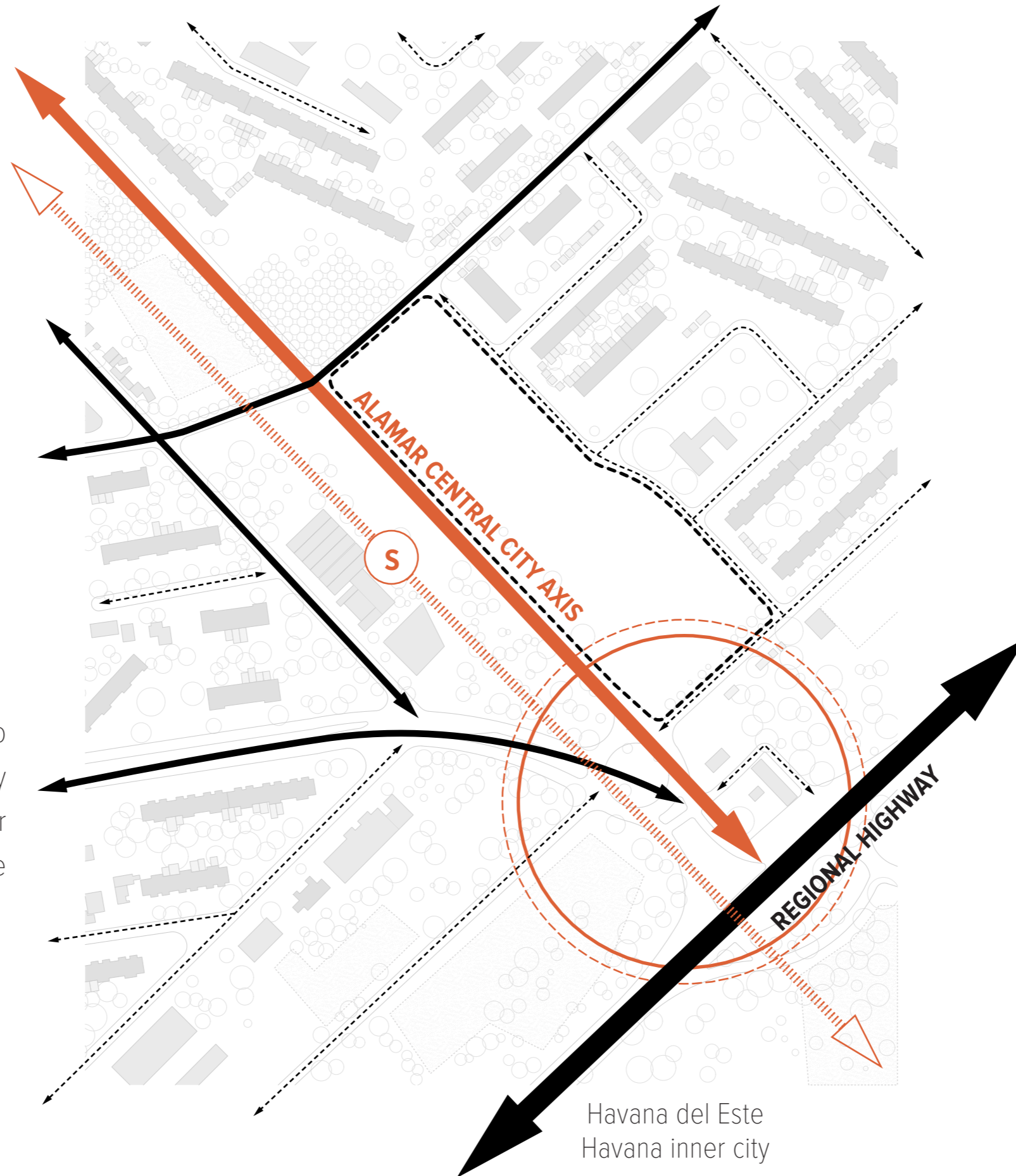
Road network

Alamar Centre
Alamar Productive Central Belt
Alamar Coastal Park

Organoponico Vivero
Havana inner city
Cojimar
Havana del Este

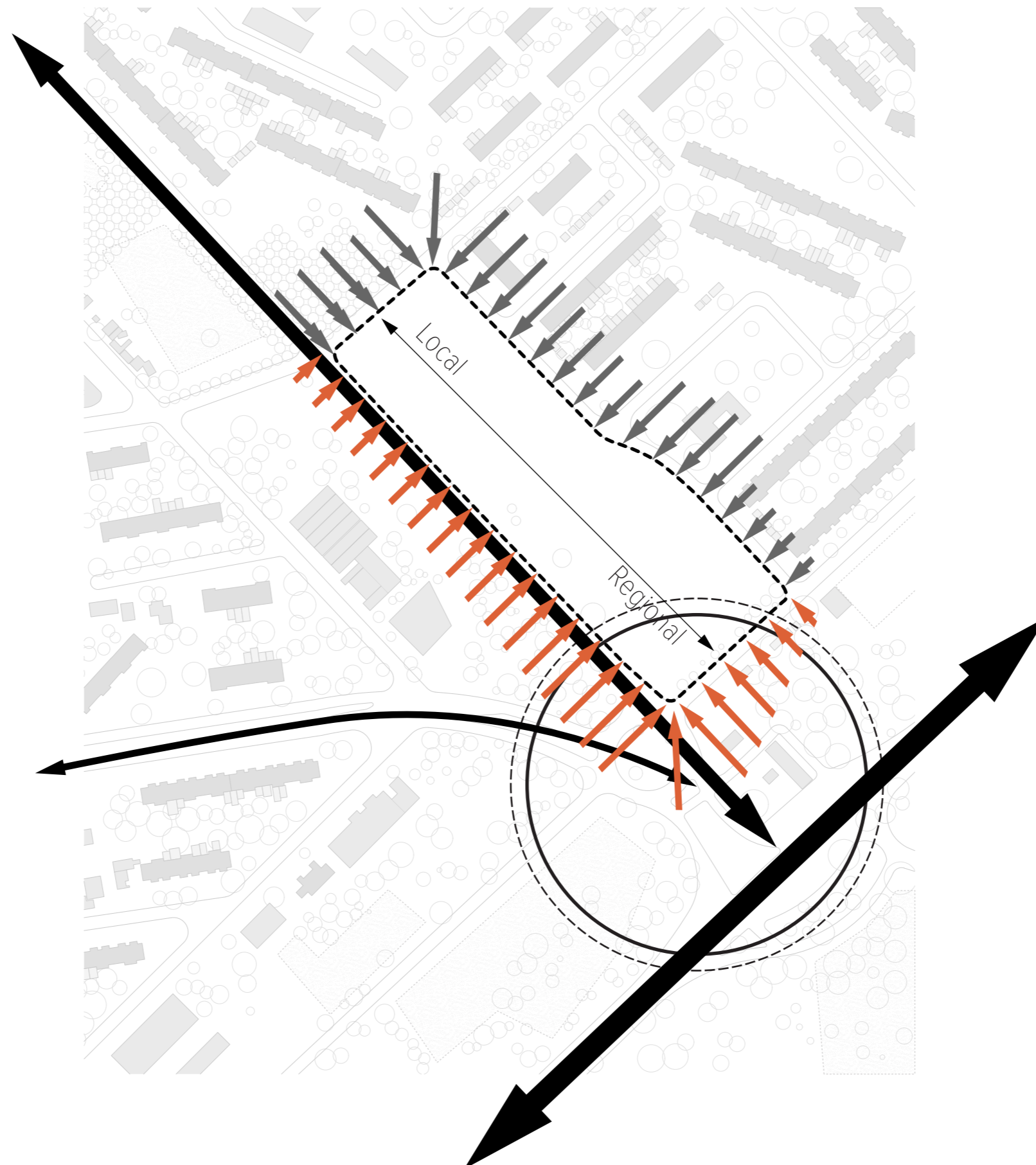
Havana del Este production region
Santa Maria del Mar
Playas

Havana del Este
Havana inner city



URBAN CONDITIONS

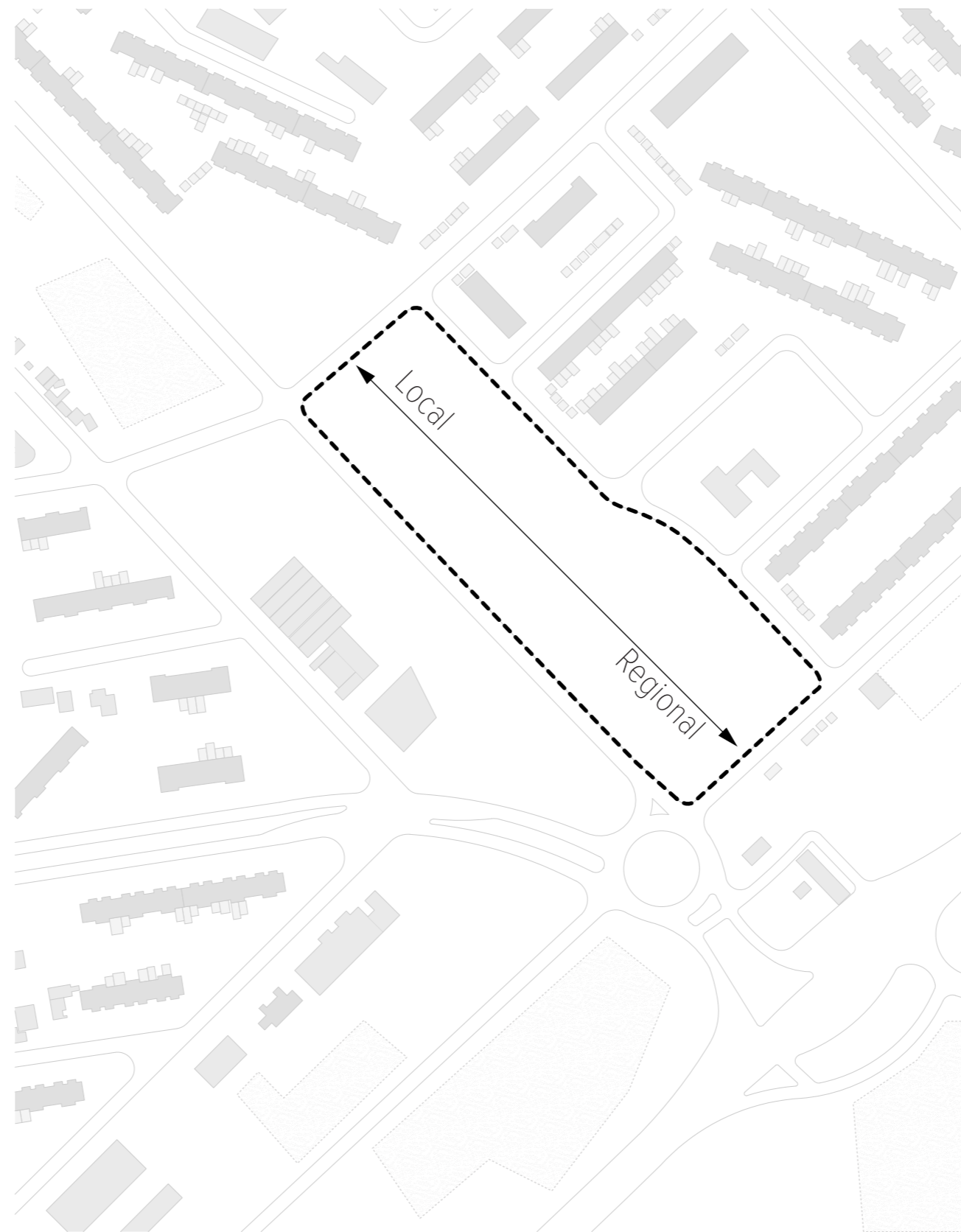
Regional v.s. local pressure



URBAN GUIDELINES

Regional v.s. local pressure

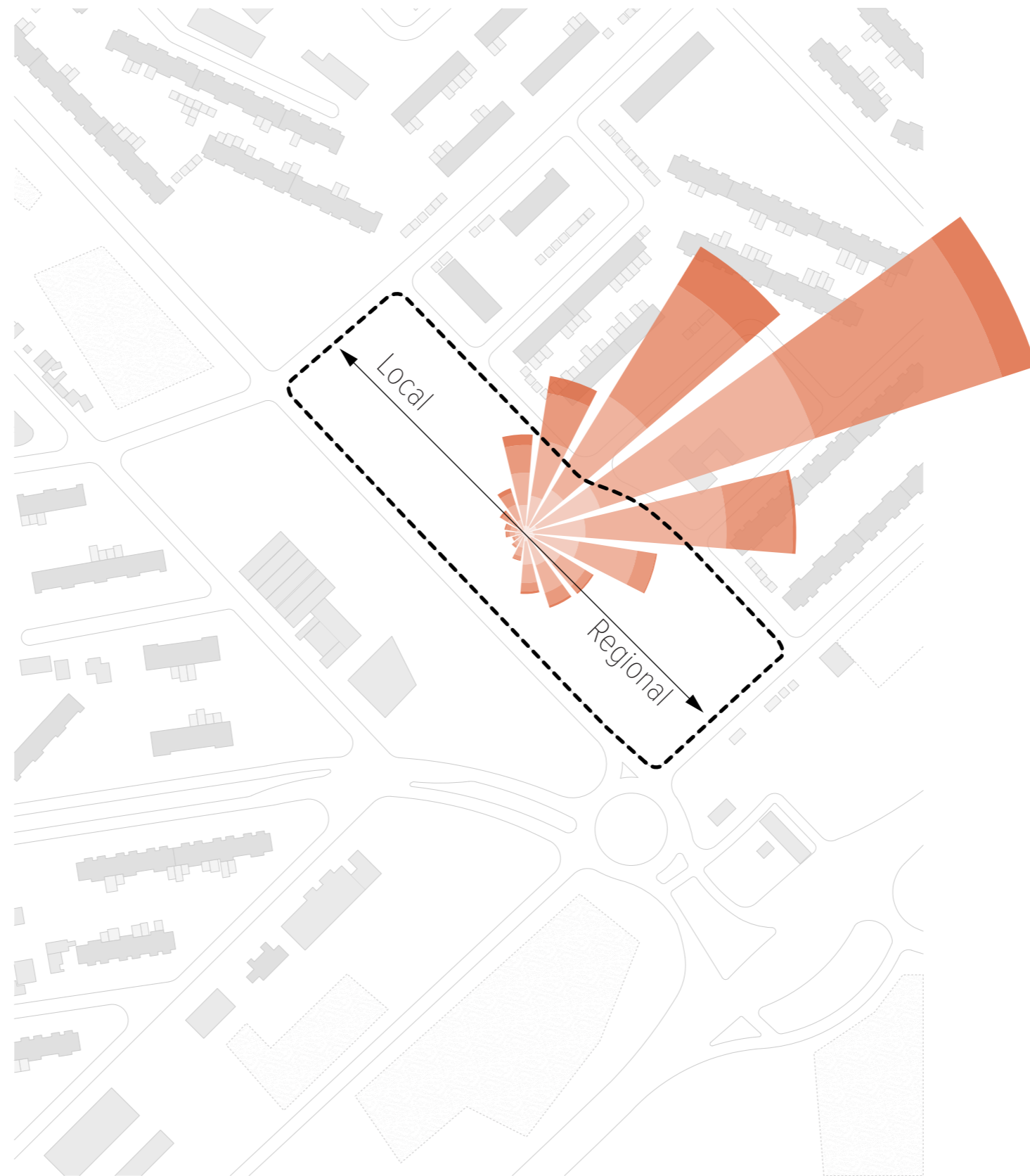
- ▶ Building as a transition zone, connecting and creating borders between the “local” and “regional”.



URBAN GUIDELINES

Prevailing wind direction

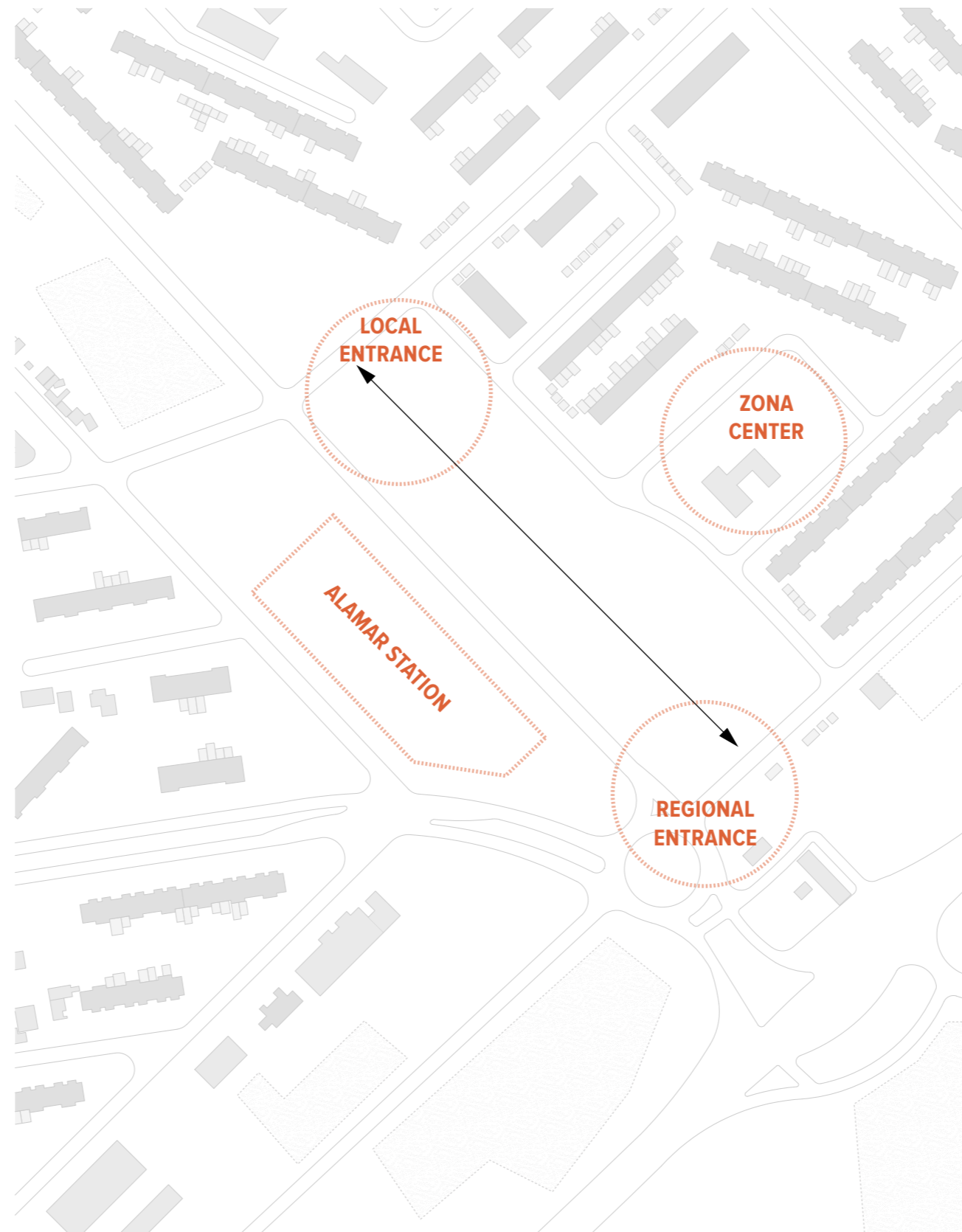
- ▶ Building orientation perpendicular to prevailing wind direction, to ensure natural ventilation



URBAN GUIDELINES

Characteristics public space

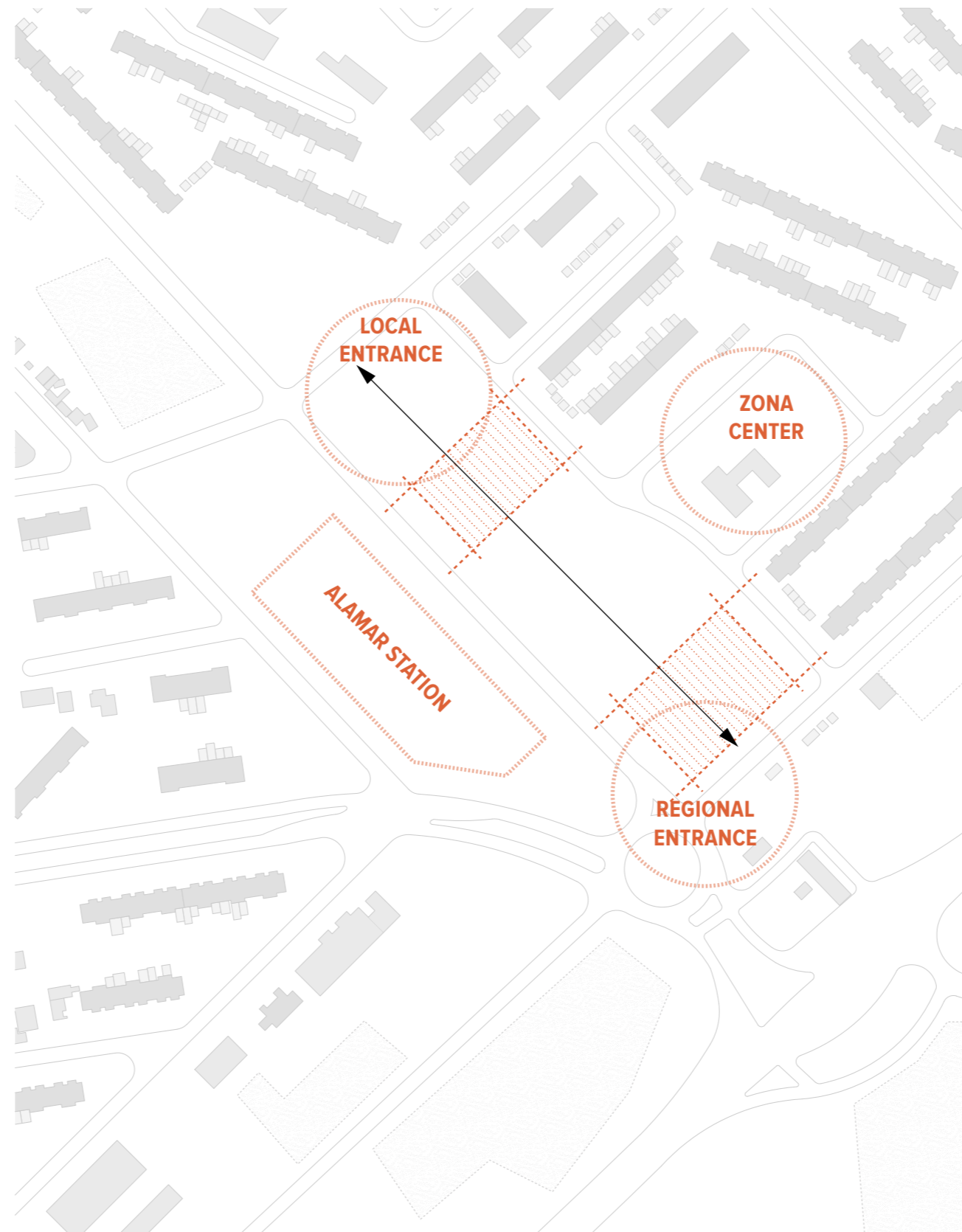
- ▶ Building incorporates and facilitates the characteristics of the surrounding public areas



URBAN GUIDELINES

Mass design

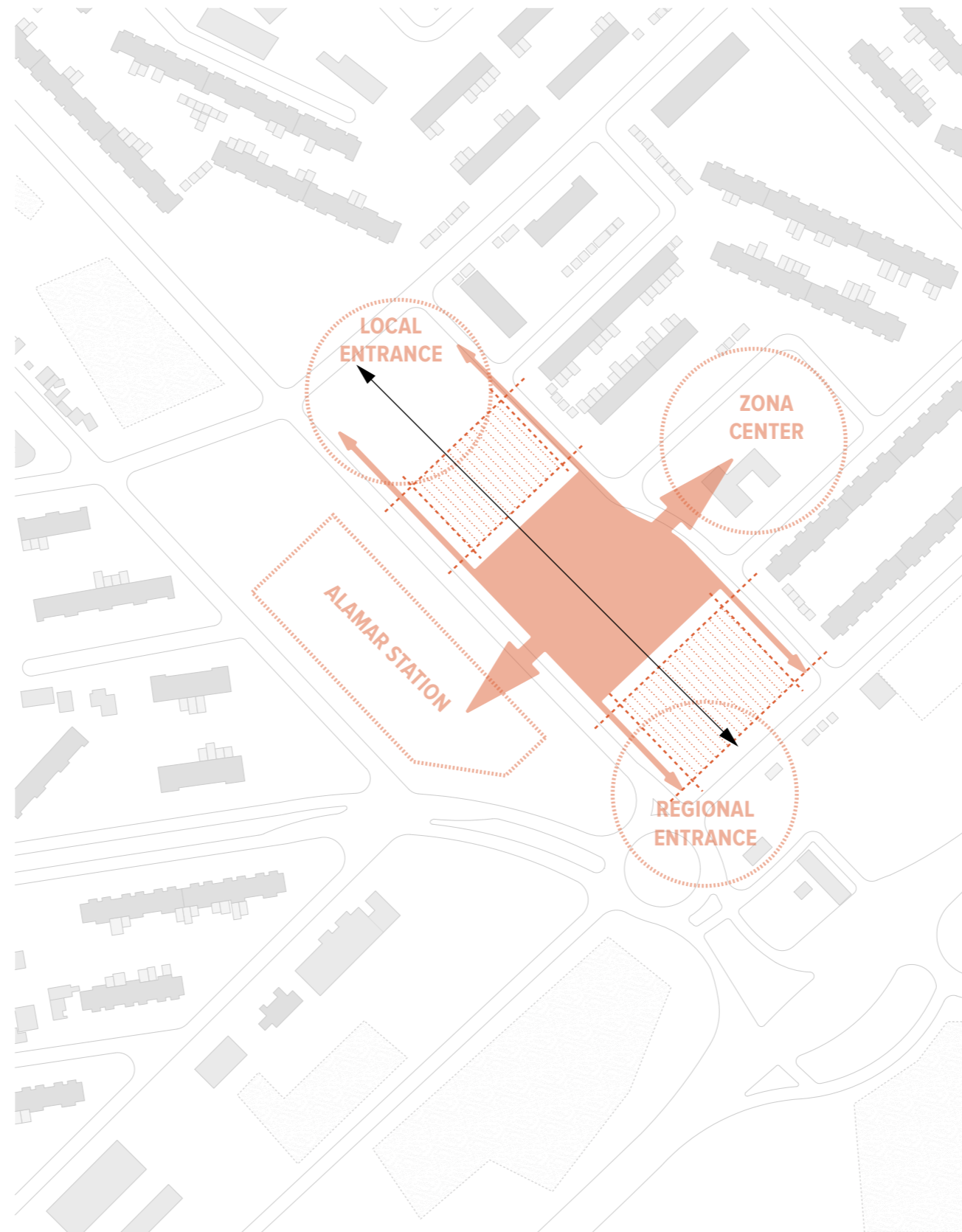
- ▶ Main building elements follow building guidelines for unobstructed lines of sight and circulation



URBAN GUIDELINES

Central Public Market

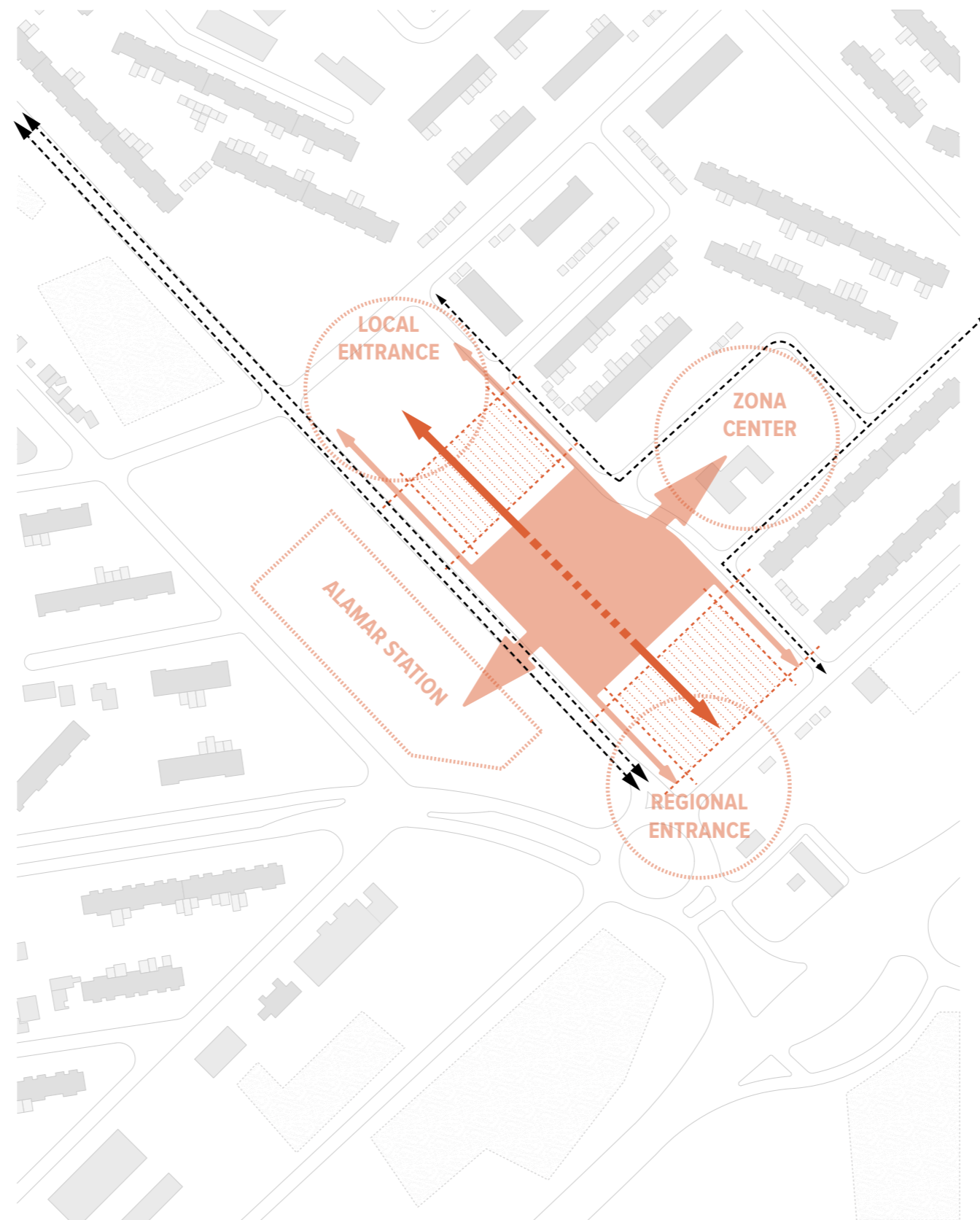
- ▶ The Central Public Market physically and symbolically connects the surrounding public areas
- ▶ Ankers the building in its urban context



URBAN GUIDELINES

Circulation

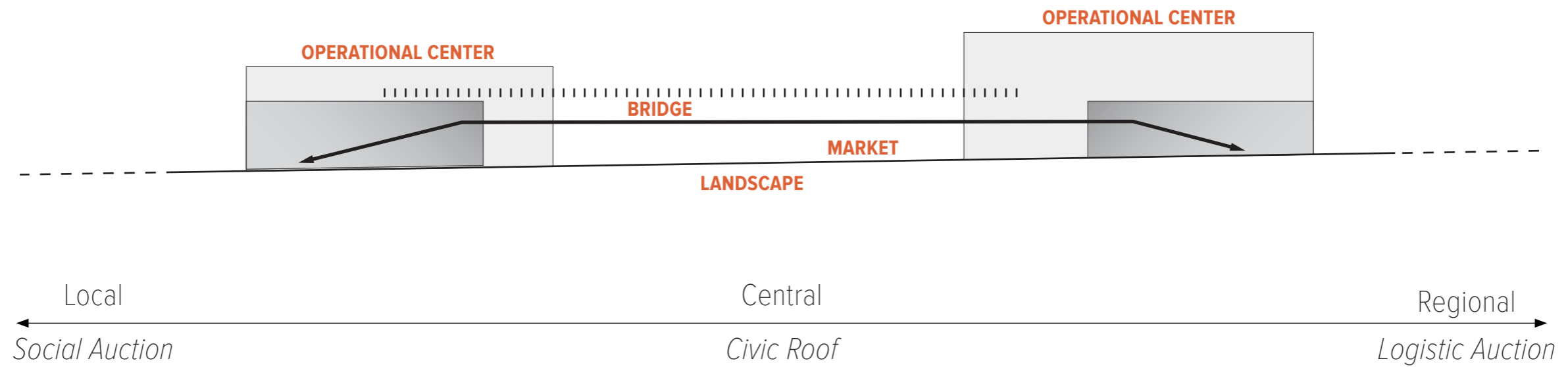
- ▶ Main city axis becomes boulevard
- ▶ Redirection local roads
- ▶ Local v.s. Regional orientation is translated into central circulation axis of the building



DESIGN
BUILDING SCALE

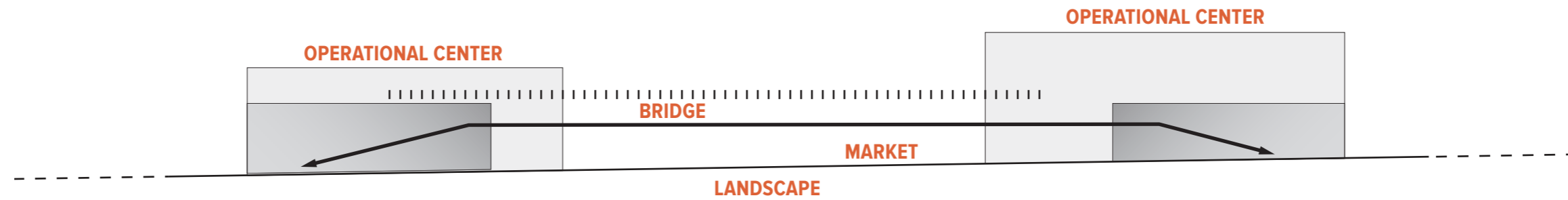
DESIGN ELEMENTS

Program Distribution



DESIGN ELEMENTS

CHARACTERISTICS



LANDSCAPE

EXPRESSION

- ▶ Experiencing height differences
- ▶ Continuation of surrounding public space

USE

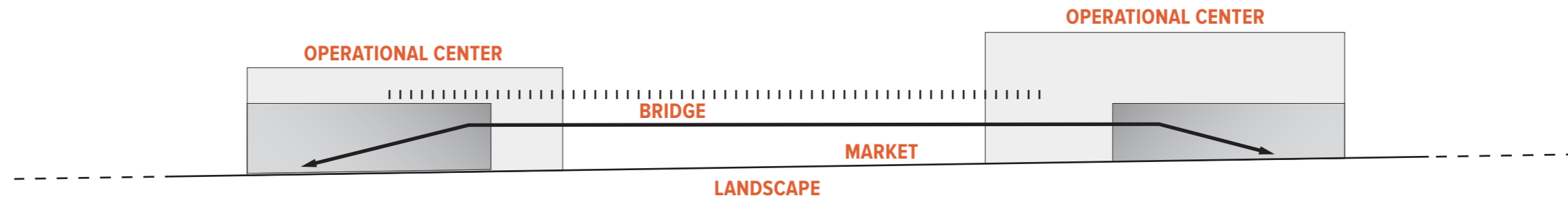
- ▶ Exploiting existing height differences in circulation plan

TECHNICAL

- ▶ Collection urban runoff storm water
- ▶ Concrete slabs, stairs, trees
colourful terracotta tiles

DESIGN ELEMENTS

CHARACTERISTICS



LANDSCAPE

MARKET

EXPRESSION

- ▶ Experiencing height differences
- ▶ Continuation of surrounding public space

- ▶ Heart of building and program
- ▶ Public, light, accessible
“Friendly Monumentalism”
- ▶ Visual connection public context

USE

- ▶ Exploiting existing height differences in circulation plan

- ▶ Multifunctional, temporal
- ▶ Physical connection program and surrounding public areas
- ▶ Access to basic market facilities

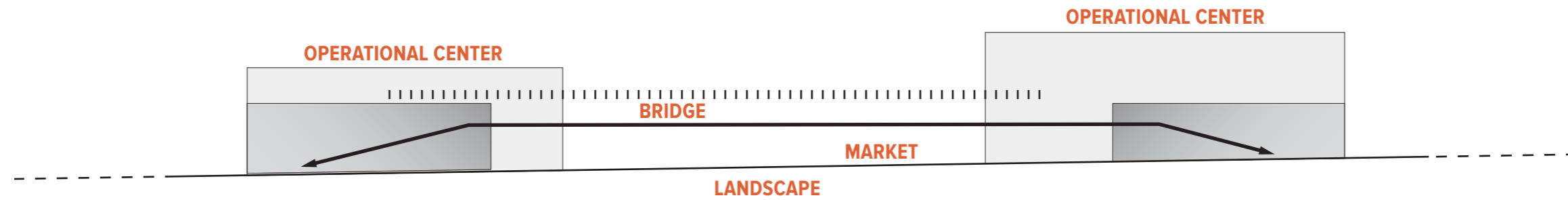
TECHNICAL

- ▶ Collection urban runoff storm water
- ▶ Concrete slabs, stairs, trees
colourful terracotta tiles

- ▶ Providing shelter sun / rain
- ▶ Expendable structure
- ▶ Lightweight steel structure with prefab glulam rooflights

DESIGN ELEMENTS

CHARACTERISTICS



LANDSCAPE

MARKET

BRIDGE

EXPRESSION

- ▶ Experiencing height differences
- ▶ Continuation of surrounding public space

- ▶ Heart of building and program
- ▶ Public, light, accessible "Friendly Monumentalism"
- ▶ Visual connection public context

- ▶ Vertical extension public landscape
- ▶ Connecting local-regional / social-logistic / market-auction
- ▶ Rigid, permanent

USE

- ▶ Exploiting existing height differences in circulation plan

- ▶ Multifunctional, temporal
- ▶ Physical connection program and surrounding public areas
- ▶ Access to basic market facilities

- ▶ Facilitating circulation and flows
- ▶ Accommodating supporting facilities public program

TECHNICAL

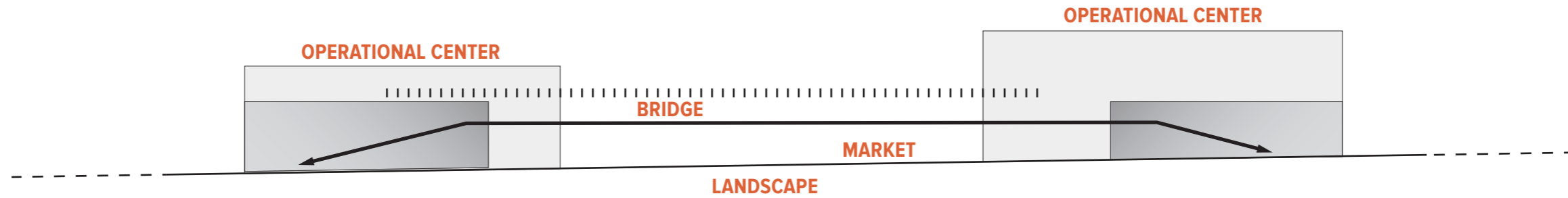
- ▶ Collection urban runoff storm water
- ▶ Concrete slabs, stairs, trees colourful terracotta tiles

- ▶ Providing shelter sun / rain
- ▶ Expendable structure
- ▶ Lightweight steel structure with prefab glulam rooflights

- ▶ Spatial requirements circulation
- ▶ Large panel concrete structure

DESIGN ELEMENTS

CHARACTERISTICS



LANDSCAPE

MARKET

BRIDGE

AUCTION

EXPRESSION

- ▶ Experiencing height differences
- ▶ Continuation of surrounding public space

- ▶ Heart of building and program
- ▶ Public, light, accessible "Friendly Monumentalism"
- ▶ Visual connection public context

- ▶ Vertical extension public landscape
- ▶ Connecting local-regional / social-logistic / market-auction
- ▶ Rigid, permanent

- ▶ Private
- ▶ Connecting local-regional / social-logistic / market-auction
- ▶ Rigid, permanent

USE

- ▶ Exploiting existing height differences in circulation plan

- ▶ Multifunctional, temporal
- ▶ Physical connection program and surrounding public areas
- ▶ Access to basic market facilities

- ▶ Facilitating circulation and flows
- ▶ Accommodating supporting facilities public program

- ▶ Logistic-management program
- ▶ Facilitating flows of fresh produce

TECHNICAL

- ▶ Collection urban runoff storm water
- ▶ Concrete slabs, stairs, trees colourful terracotta tiles

- ▶ Providing shelter sun / rain
- ▶ Expendable structure
- ▶ Lightweight steel structure with prefab glulam rooflights

- ▶ Spatial requirements circulation
- ▶ Large panel concrete structure

- ▶ Spatial requirements circulation
- ▶ Conditioned climate
- ▶ Flexibility
- ▶ Prefab lightweight concrete panels with terracotta bris soleil

MARKET

Layout Principles Temporary Market

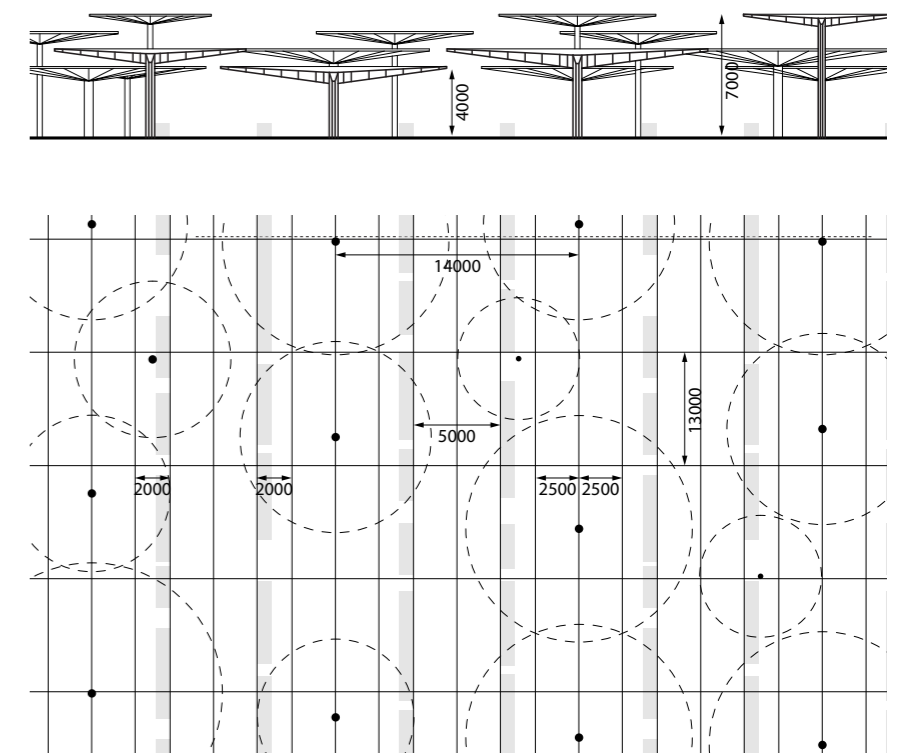
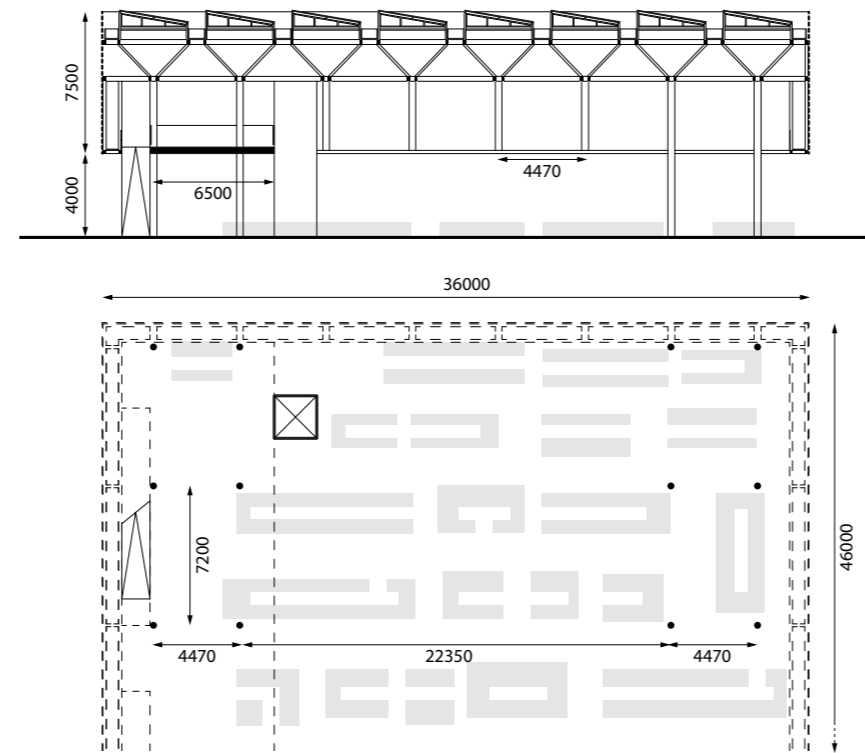
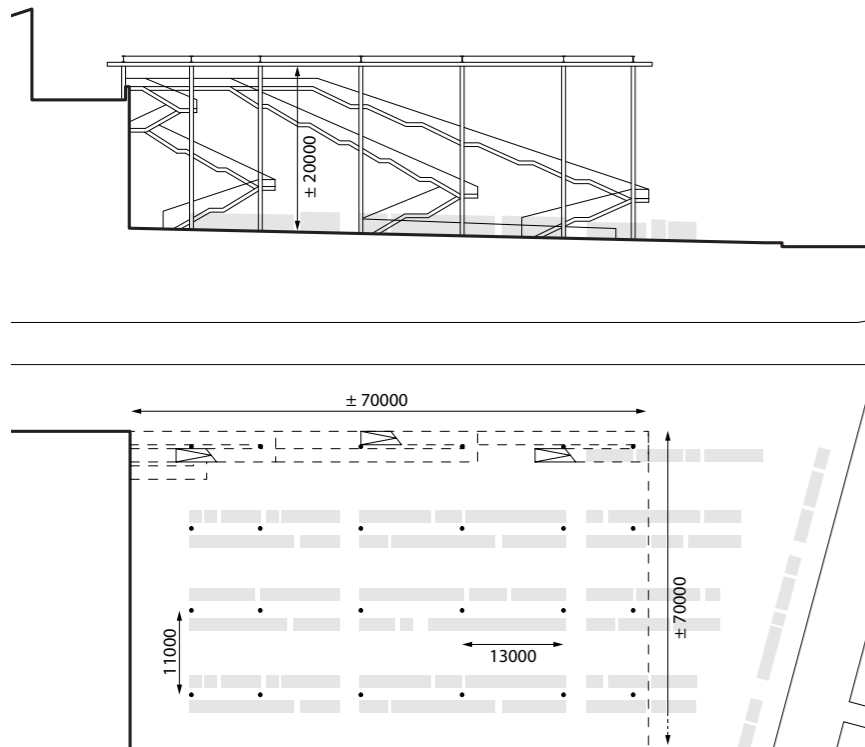
THEATRE SQUARE, ANTWERP



COLBERTA FOTOVOLTICA, FIGUERES



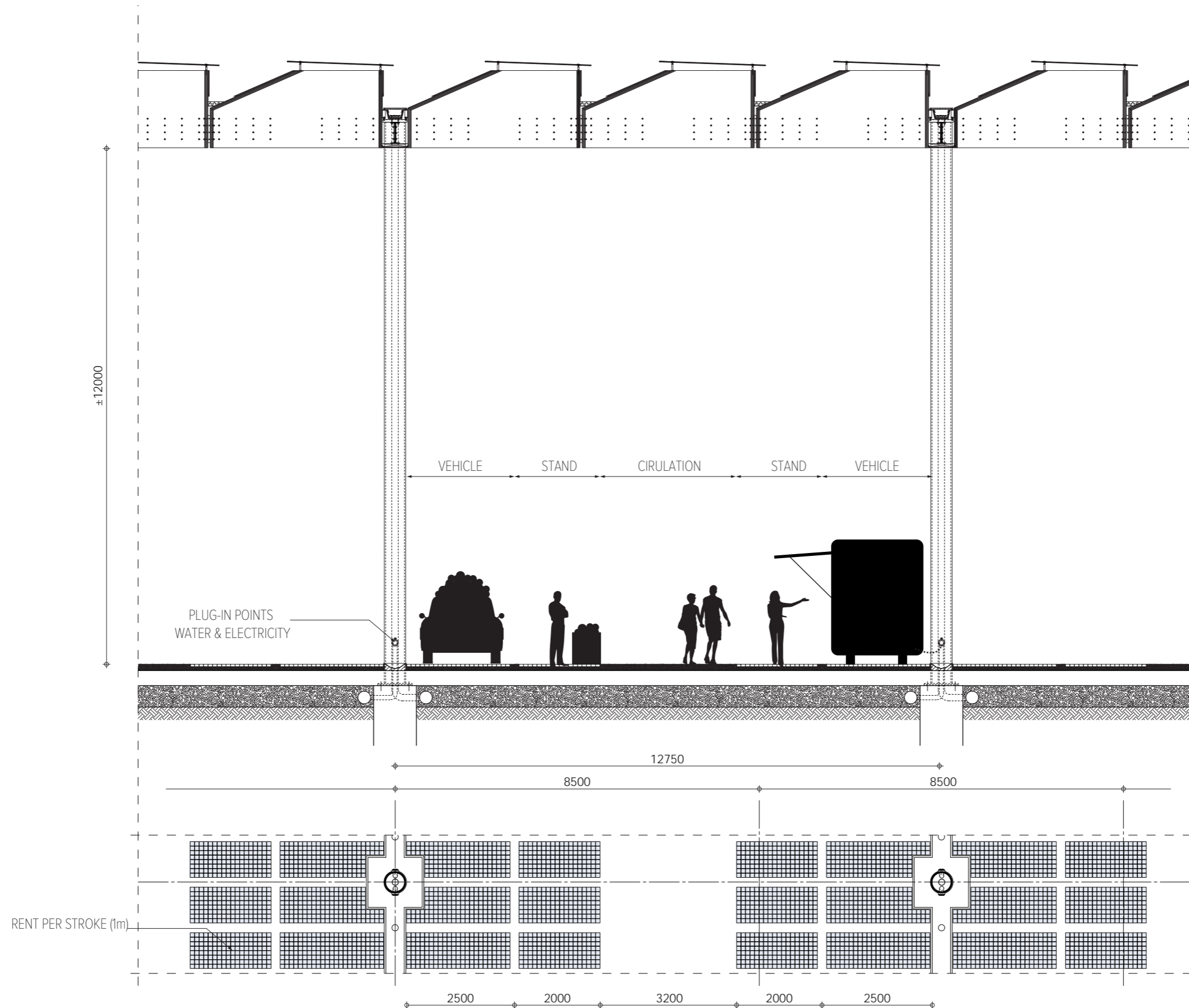
CAAC, CÓRDOBA



MARKET

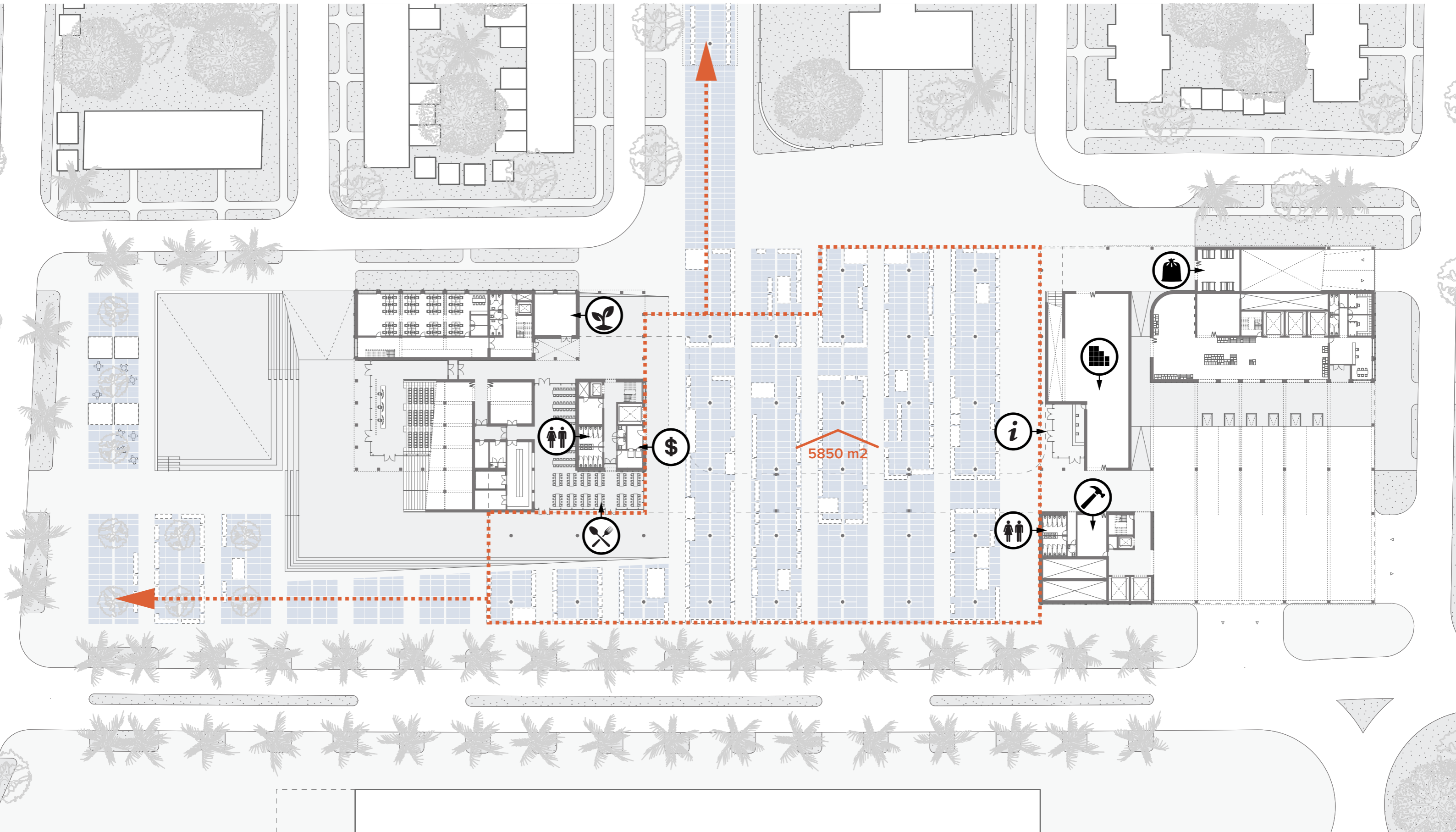
Use

- ▶ Flexibility
- ▶ Practicality



MARKET

Program



MARKET

Civic Roof

CHARACTER

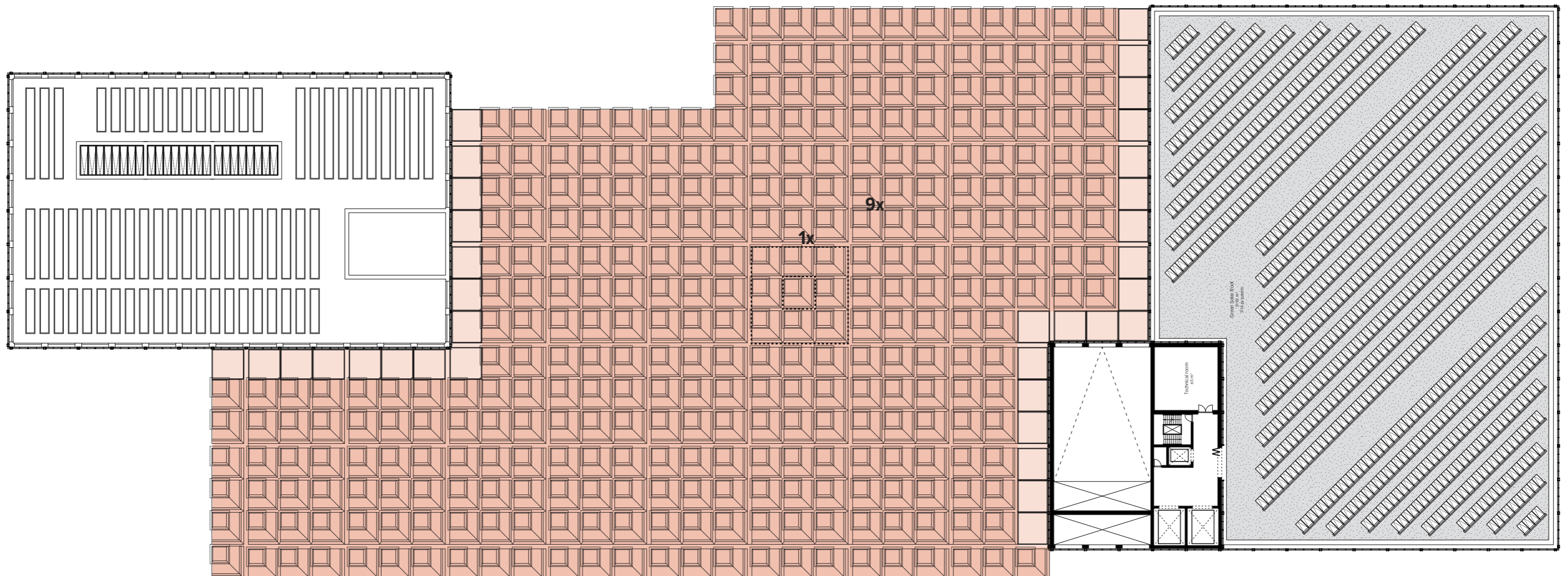
- ▶ Public and accessible
- ▶ Light and non-oppressive
- ▶ “Friendly Monumentalism”

CLIMATE

- ▶ Providing shelter from sun and rain
- ▶ Daylight
- ▶ Natural ventilation
- ▶ Collecting rainwater

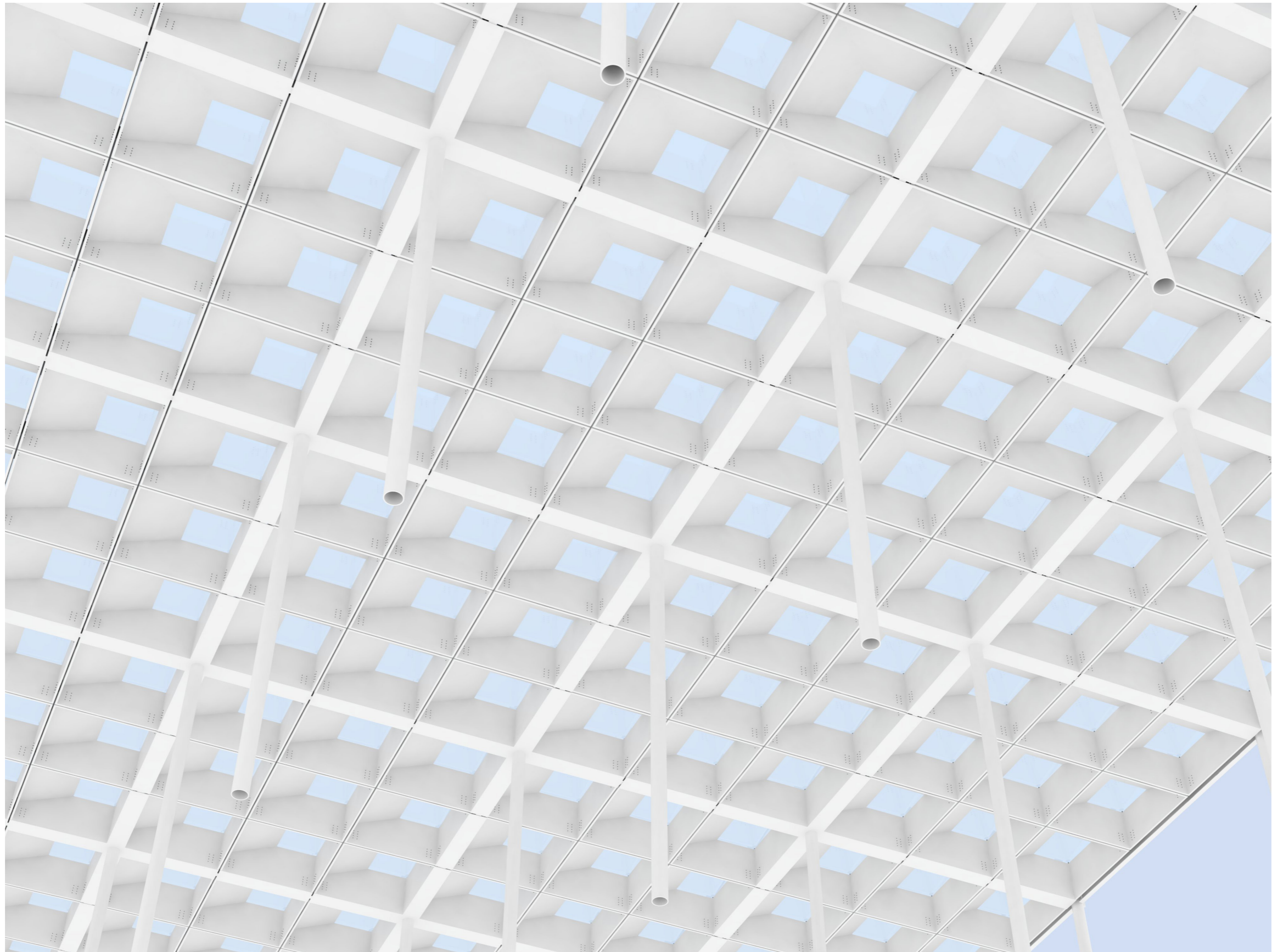
STRUCTURE

- ▶ Autonomous structure
- ▶ Expandable building system
- ▶ One repetitive prefab element
- ▶ Light-weight
- ▶ Easy to transport



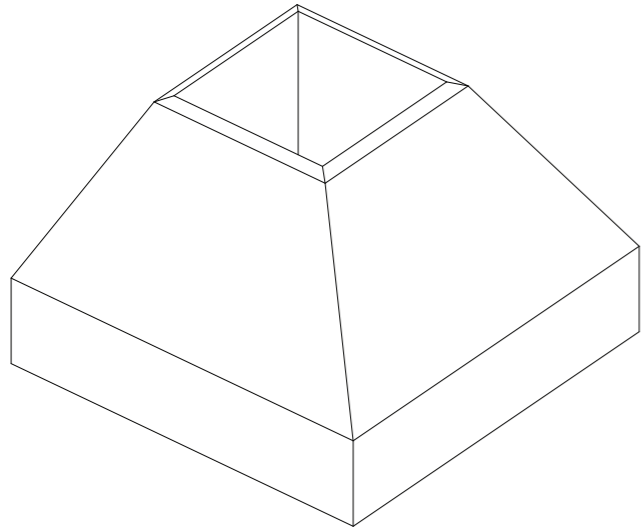
CIVIC ROOF

Study Impression

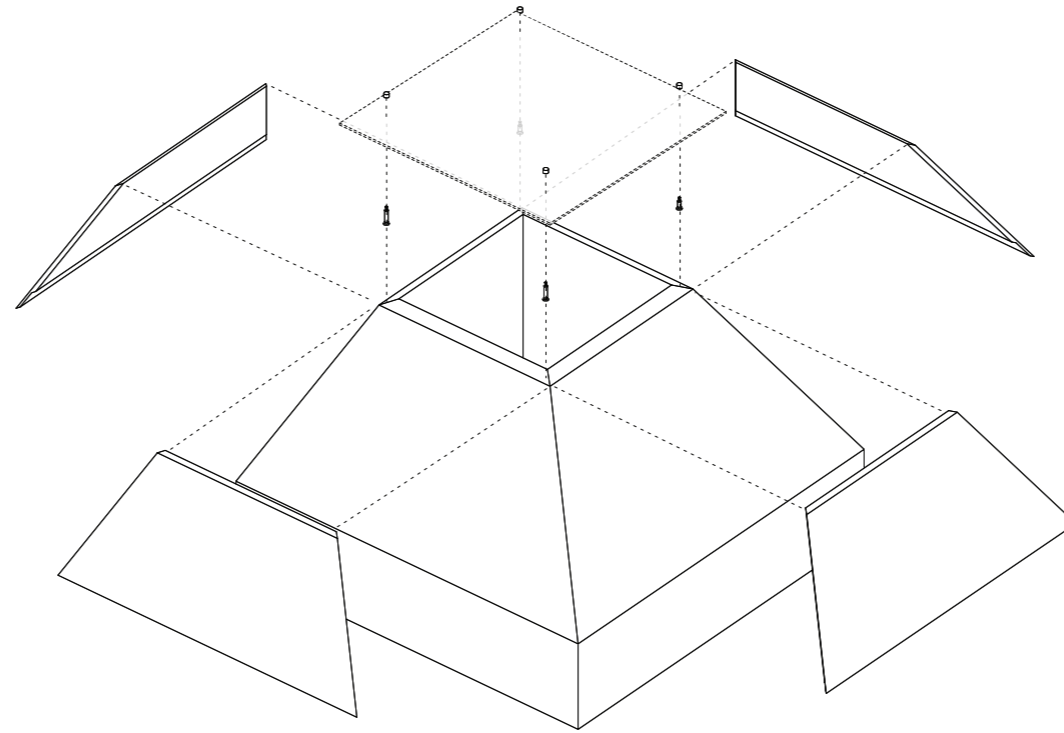


CIVIC ROOF

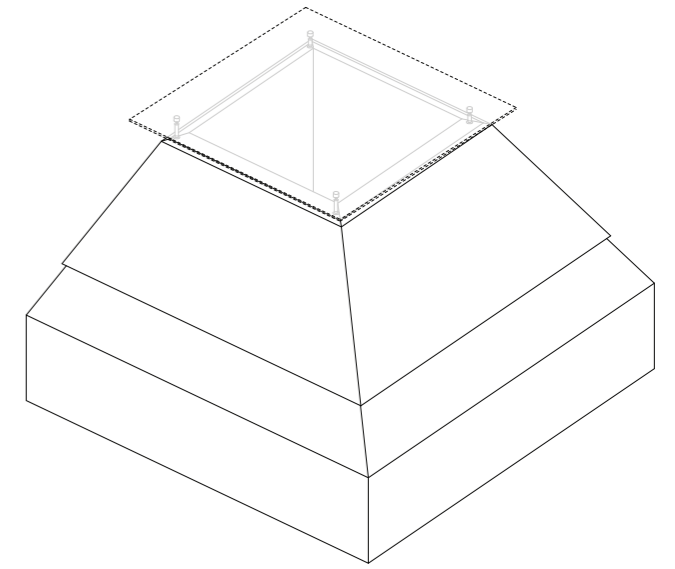
Critical Element



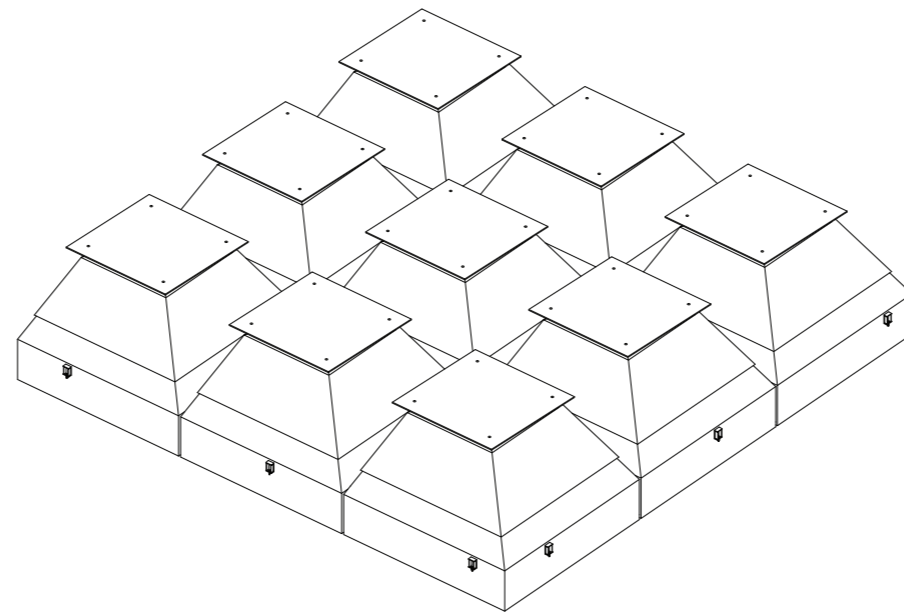
ARCHITECTURE - STRUCTURE - LIGHT



WATER DRAINAGE - NATURAL VENTILATION



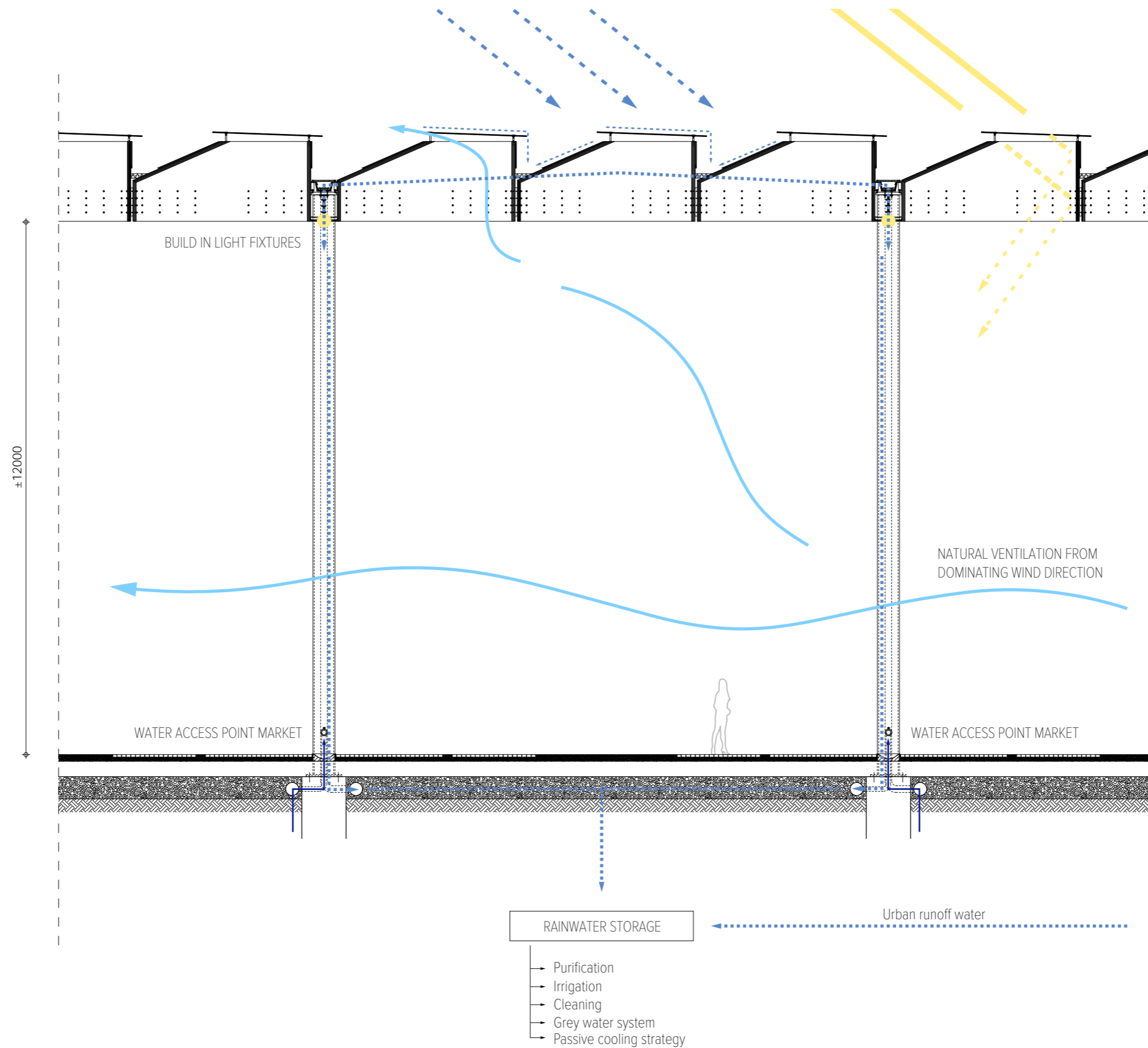
FINAL ROOFLIGHT ELEMENT



ASSEMBLED STRUCTURAL ELEMENT

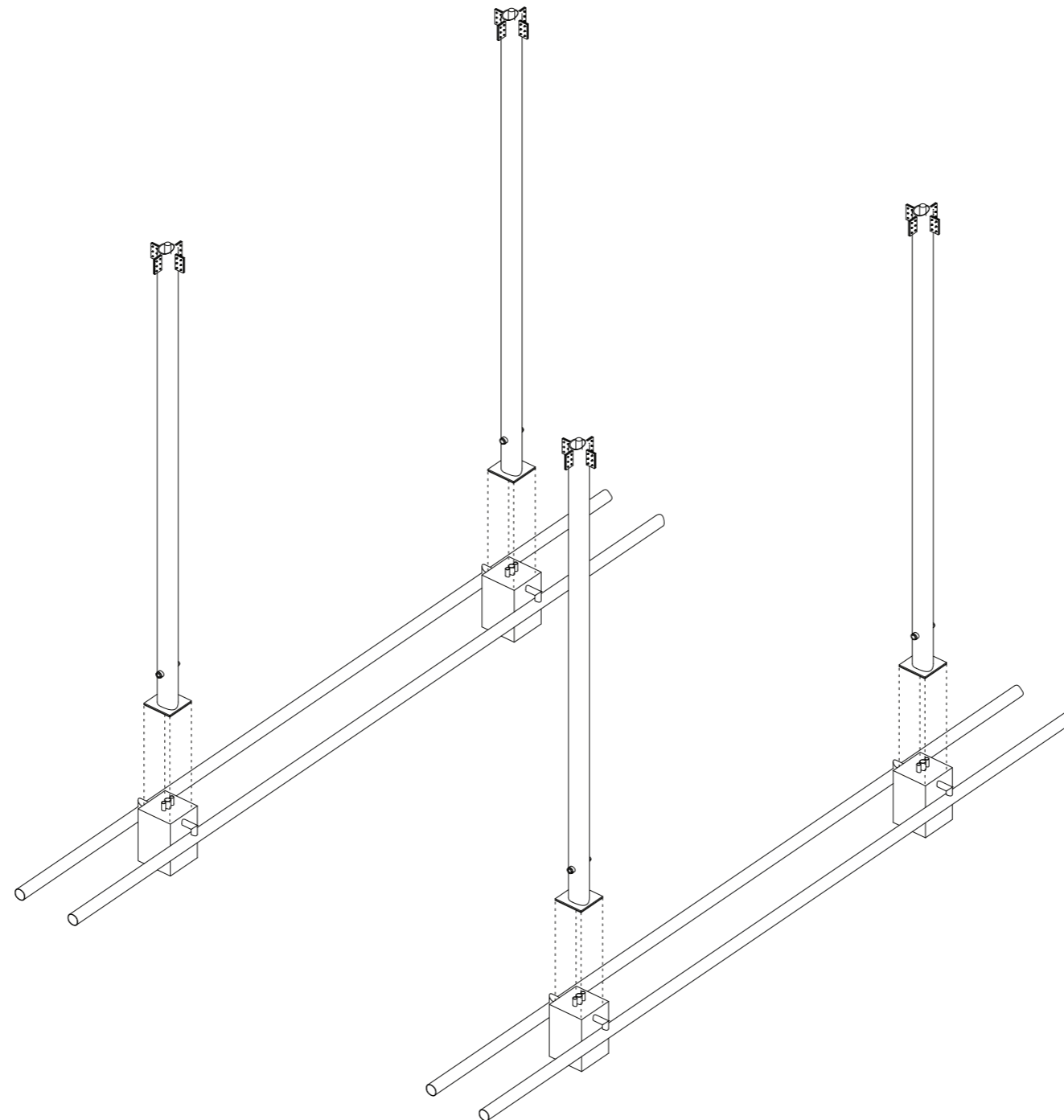
CIVIC ROOF

Passive climate principle



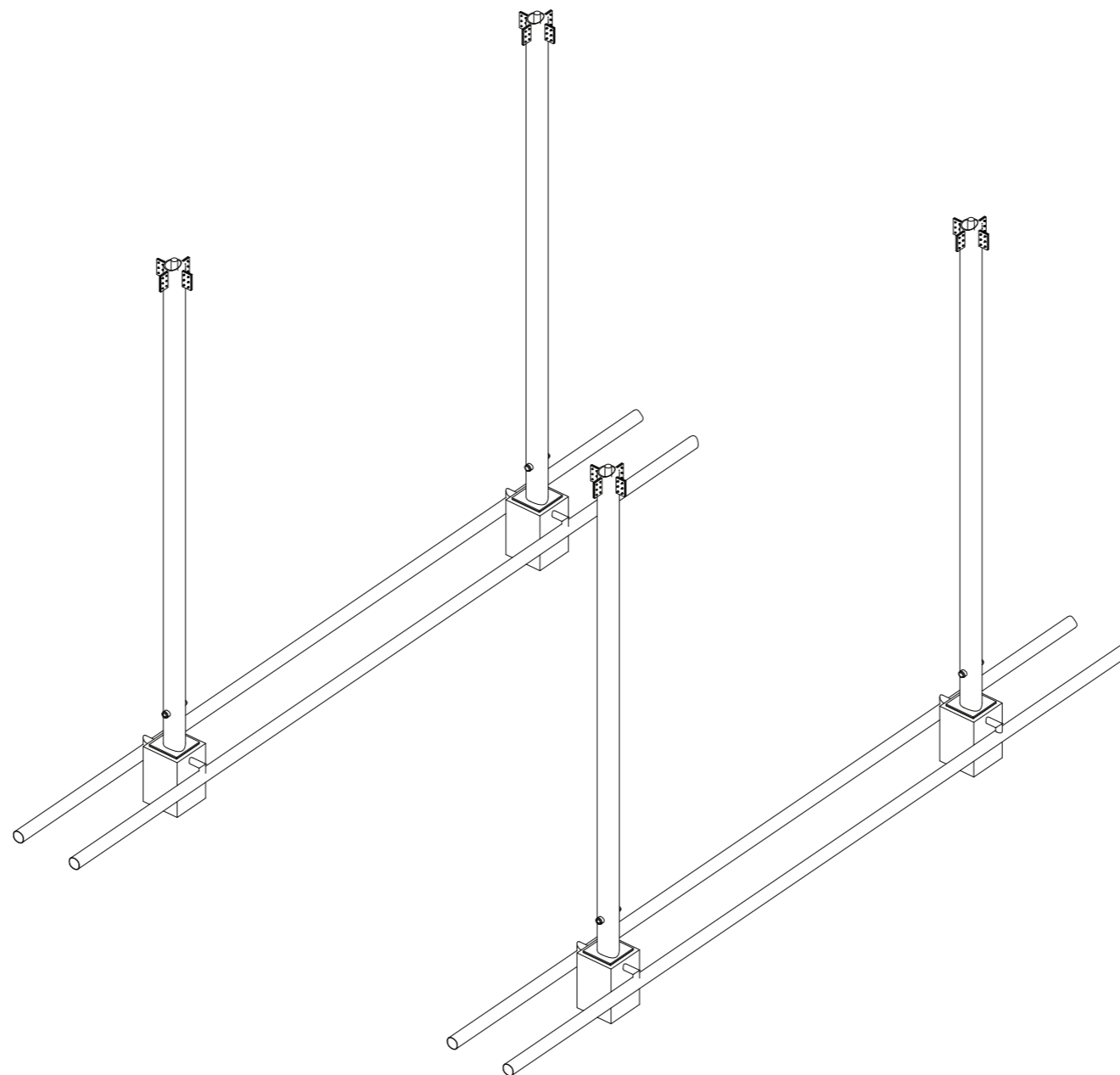
CIVIC ROOF

Atomomy



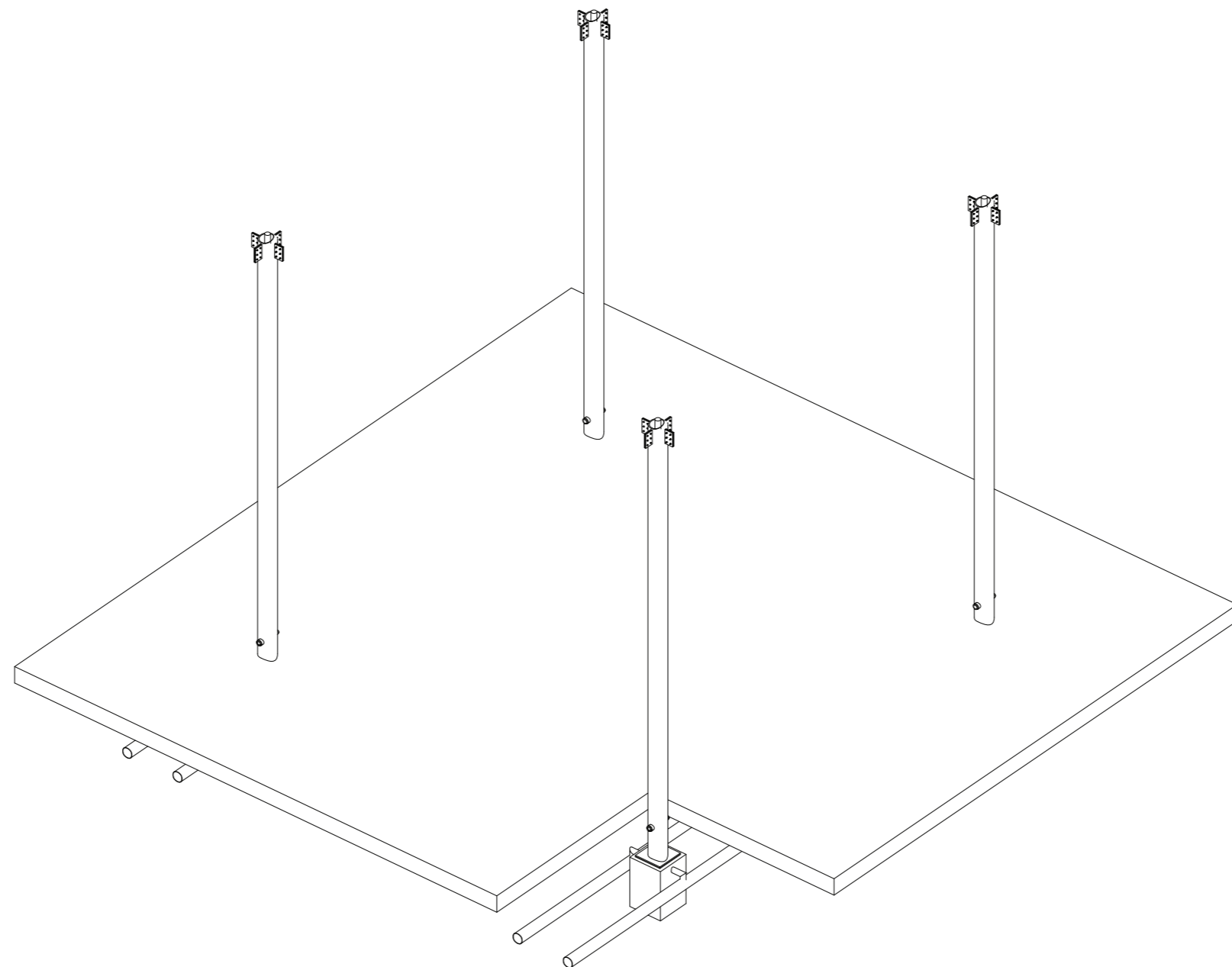
CIVIC ROOF

Atomomy



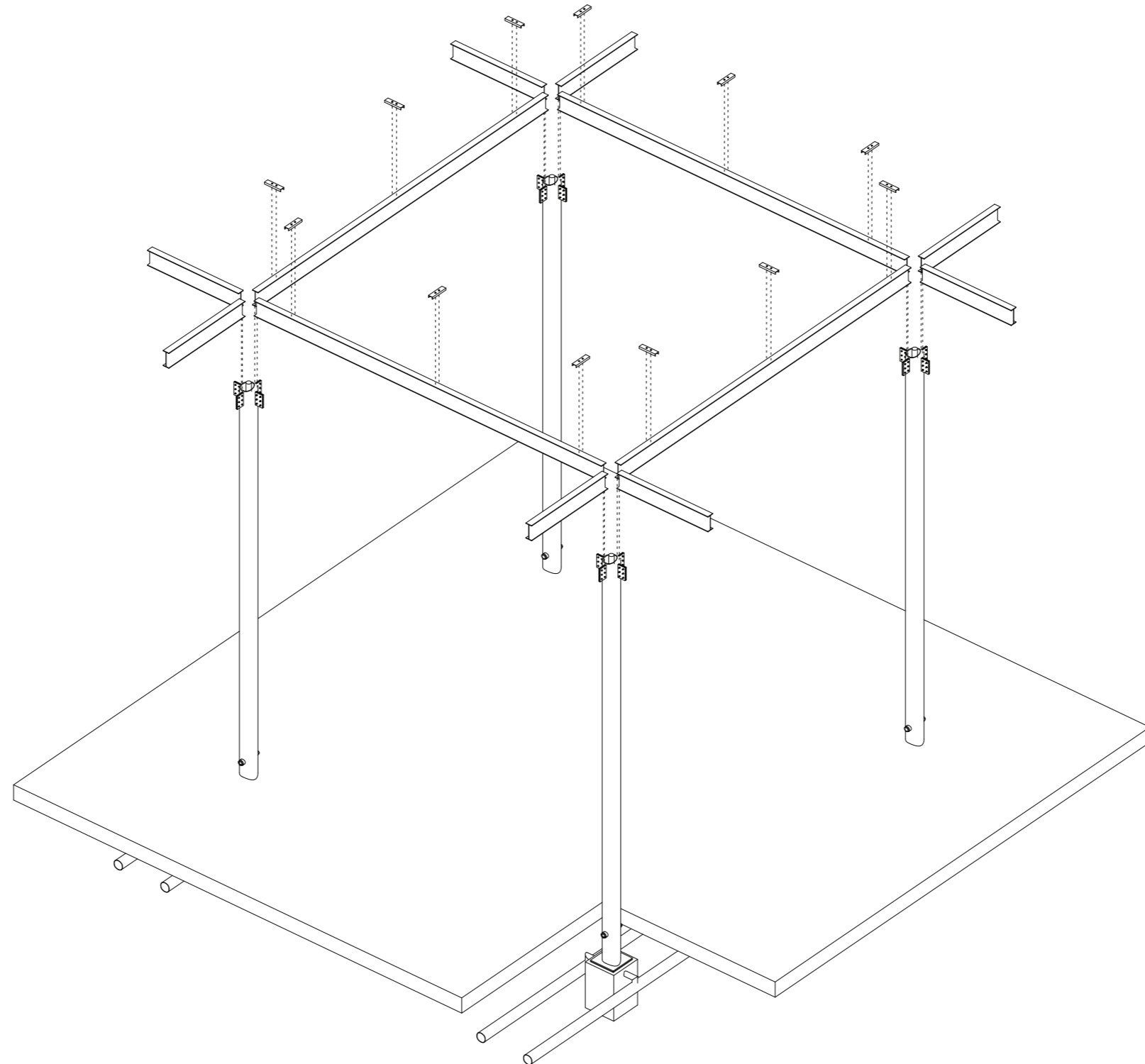
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Atomomy



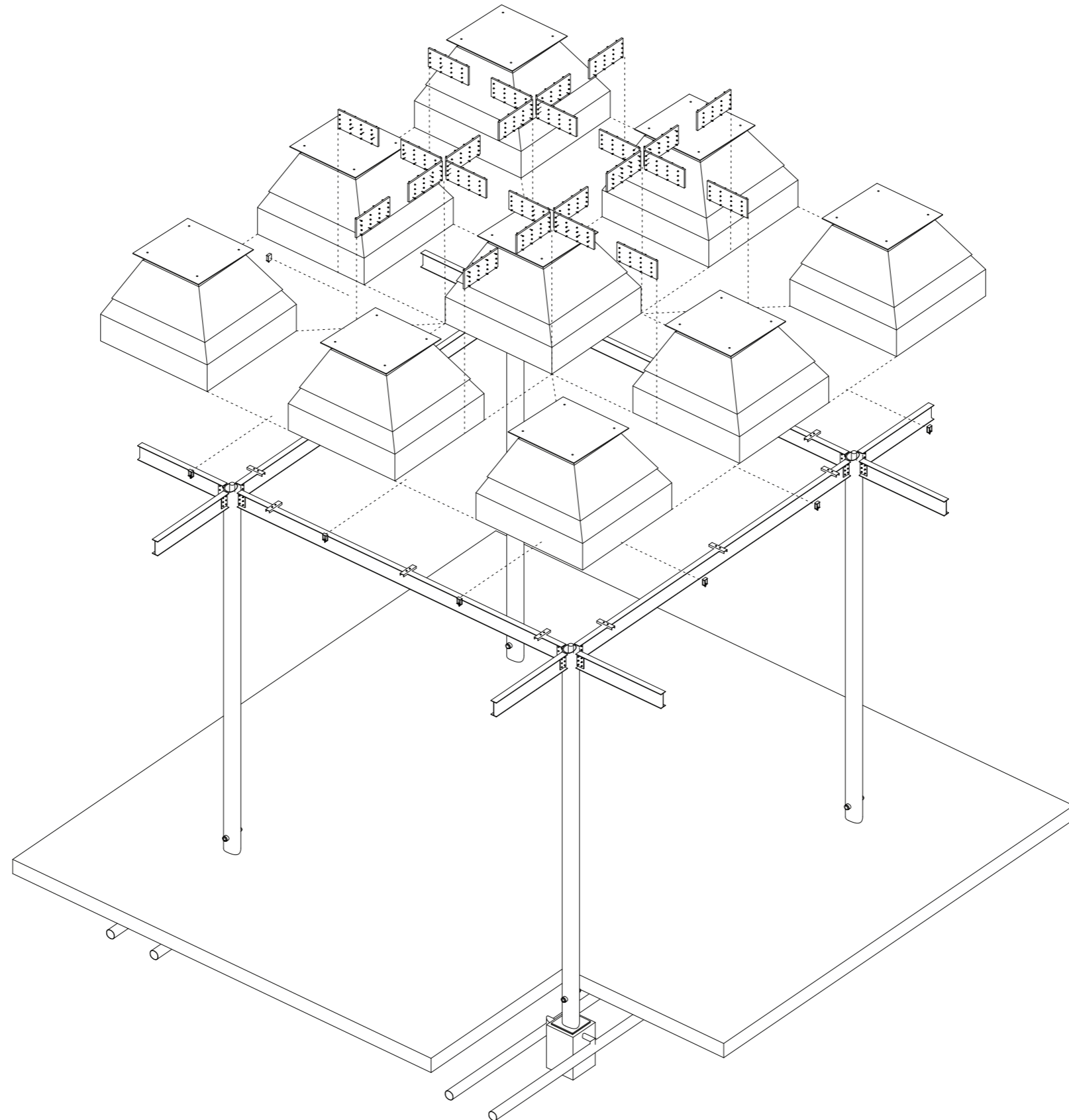
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Atonomy



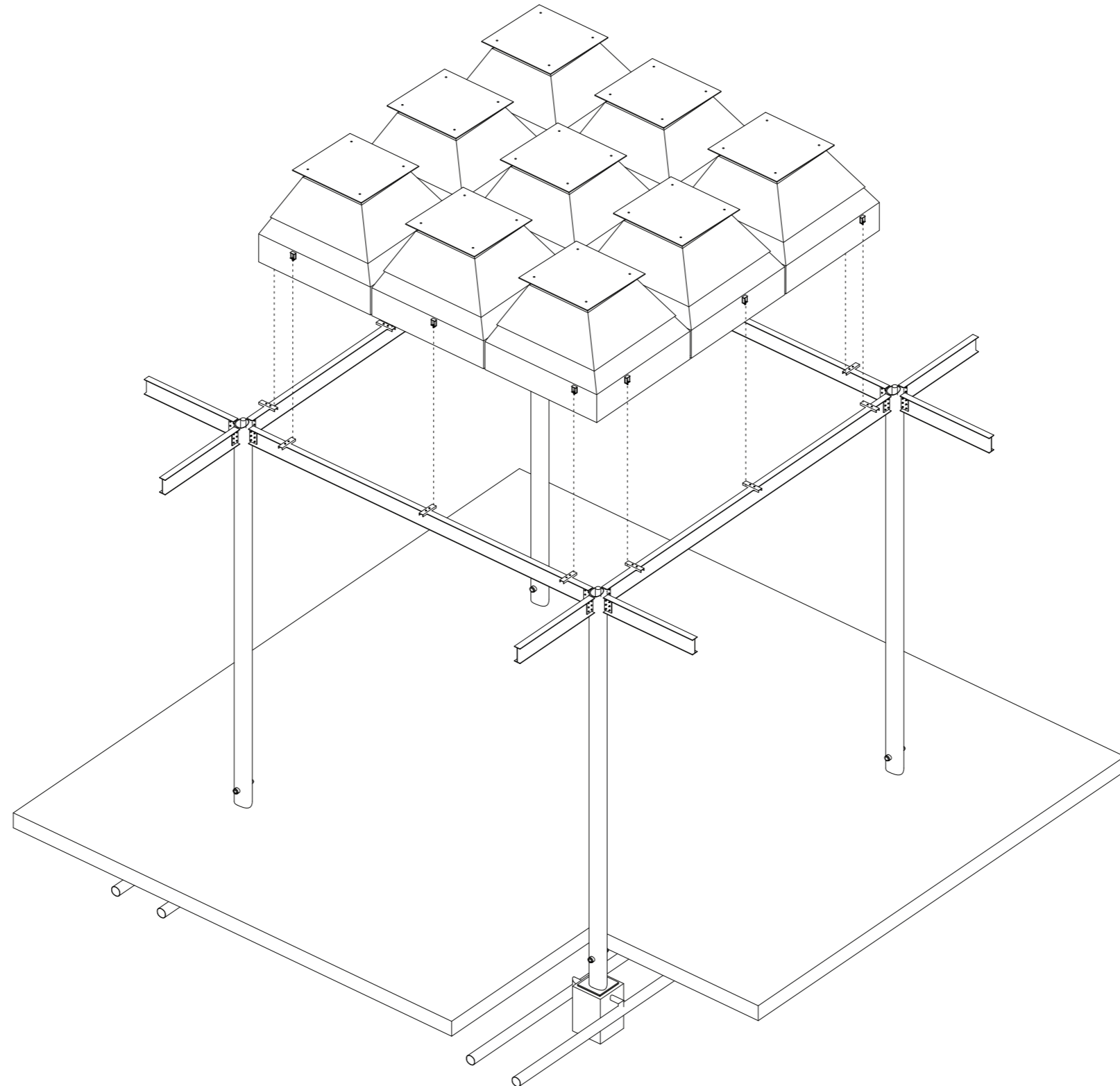
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Atonomy



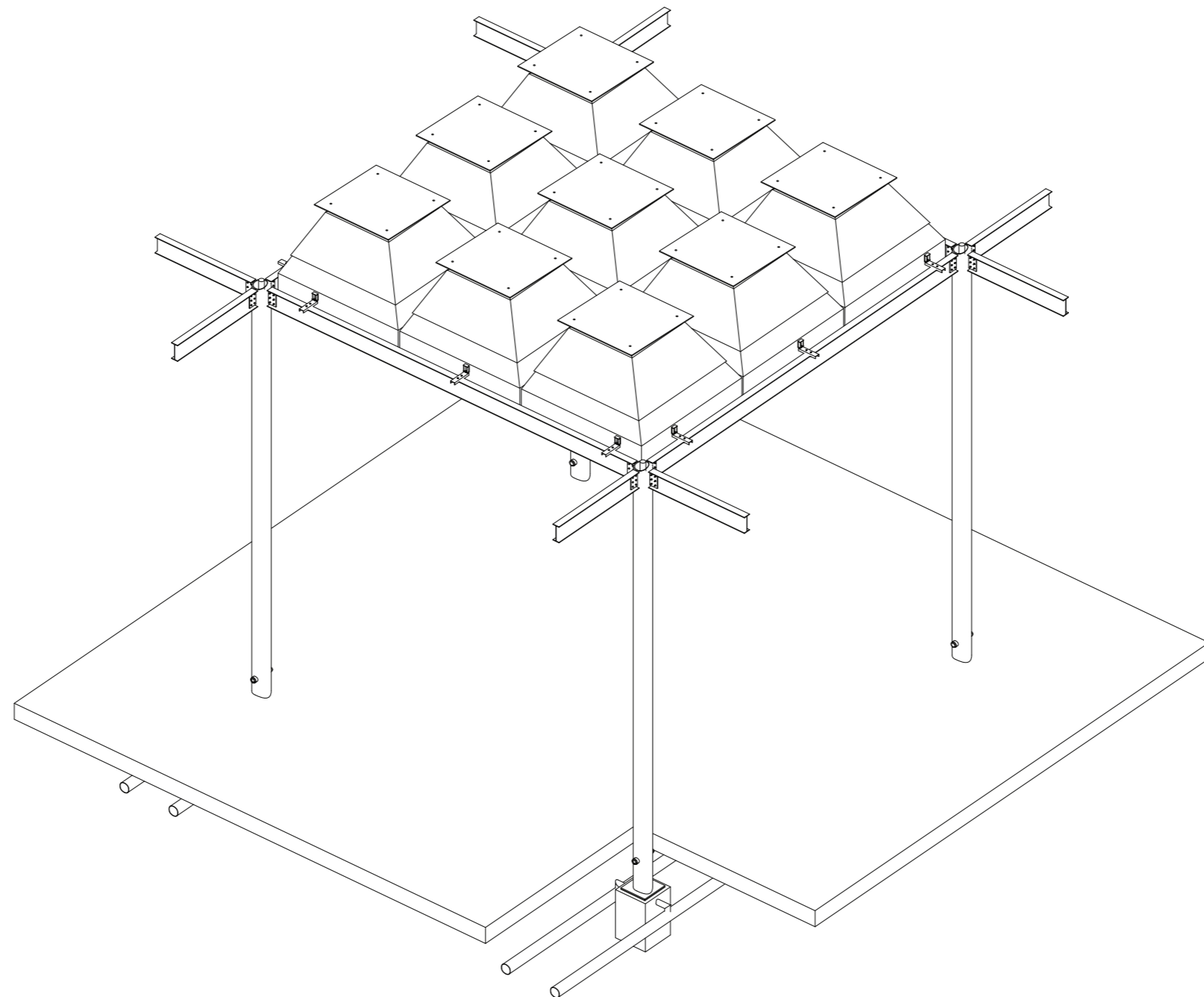
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Atonomy



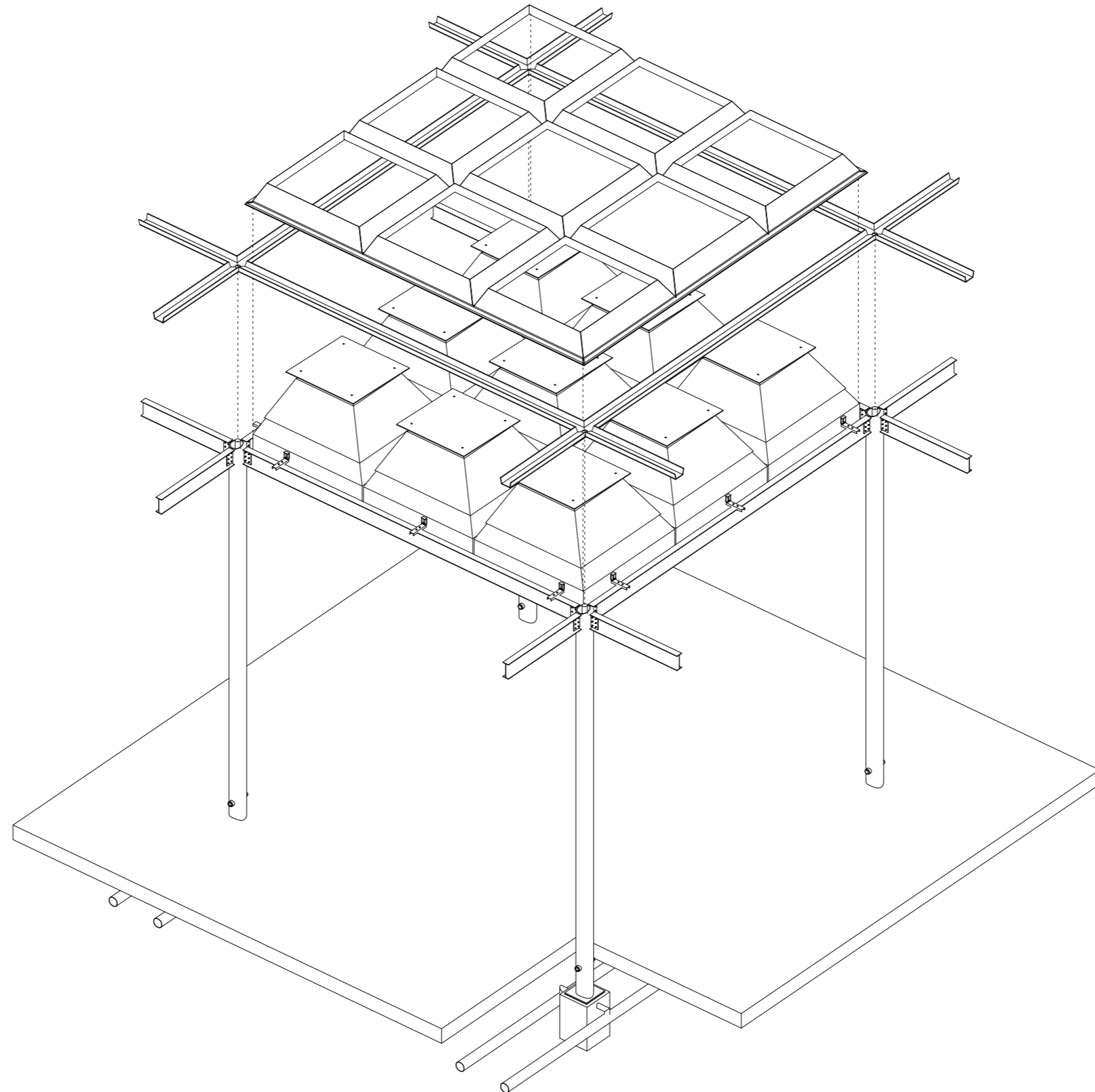
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Atonomy



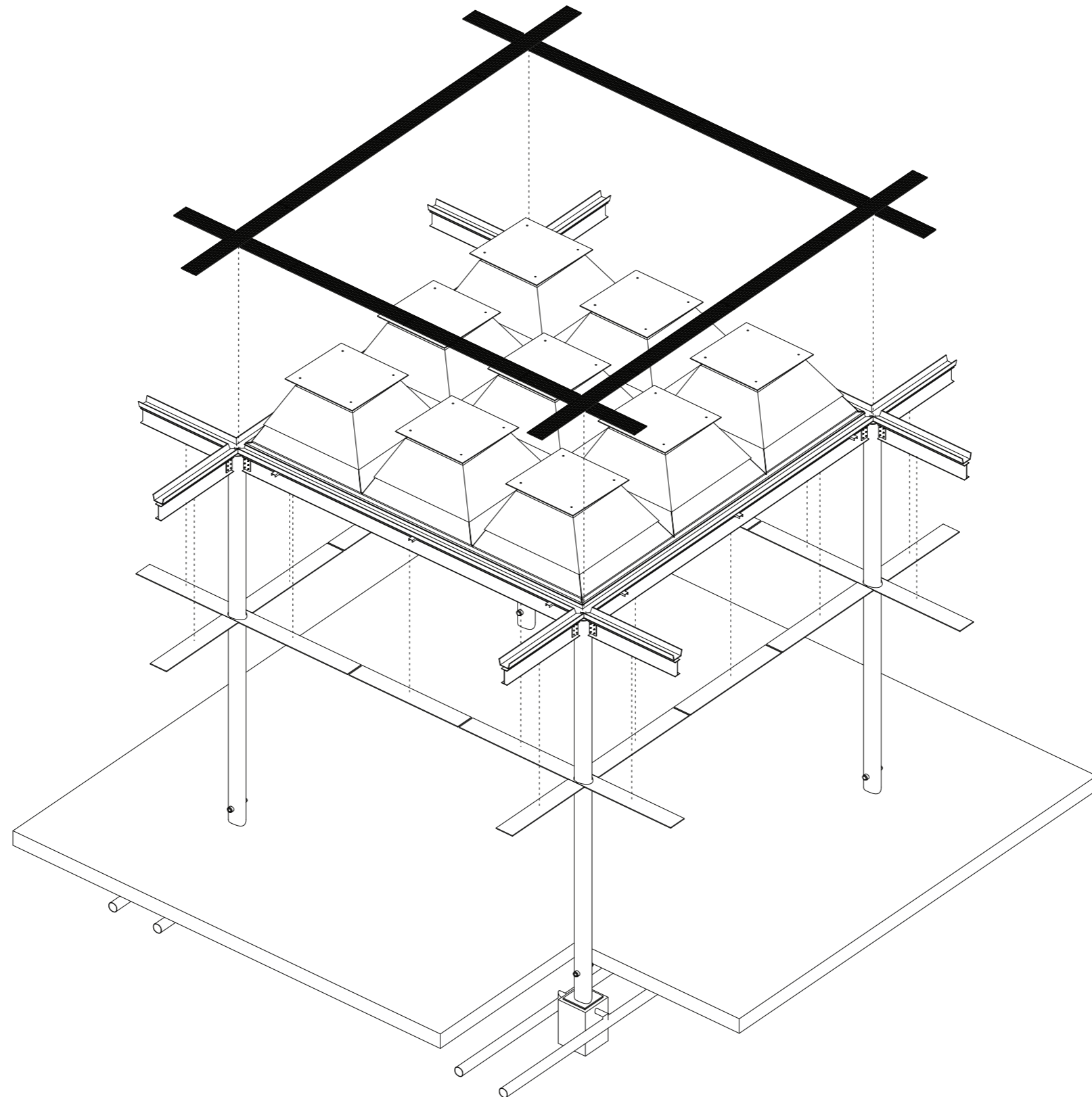
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Atonomy



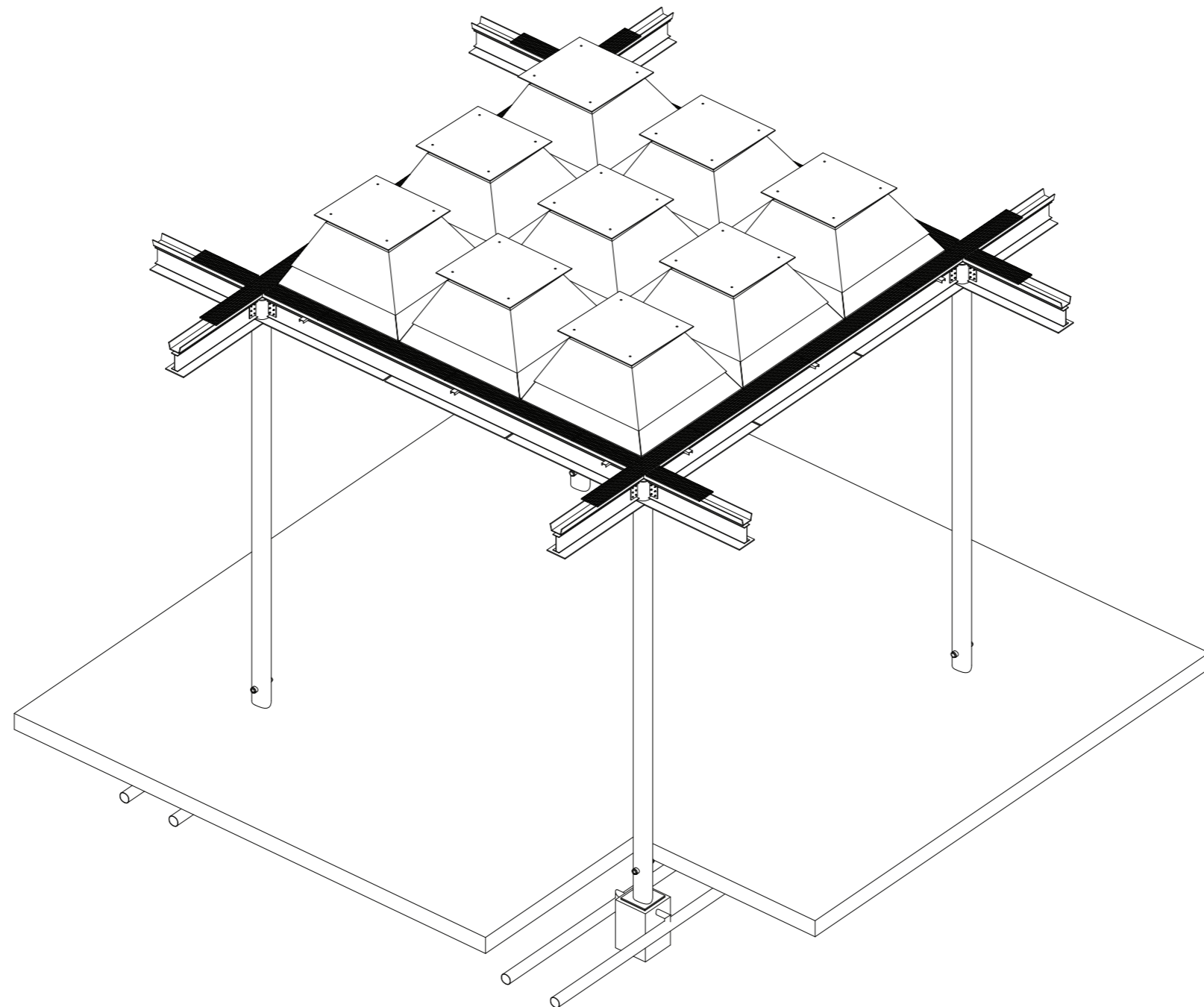
CIVIC ROOF

Atonomy



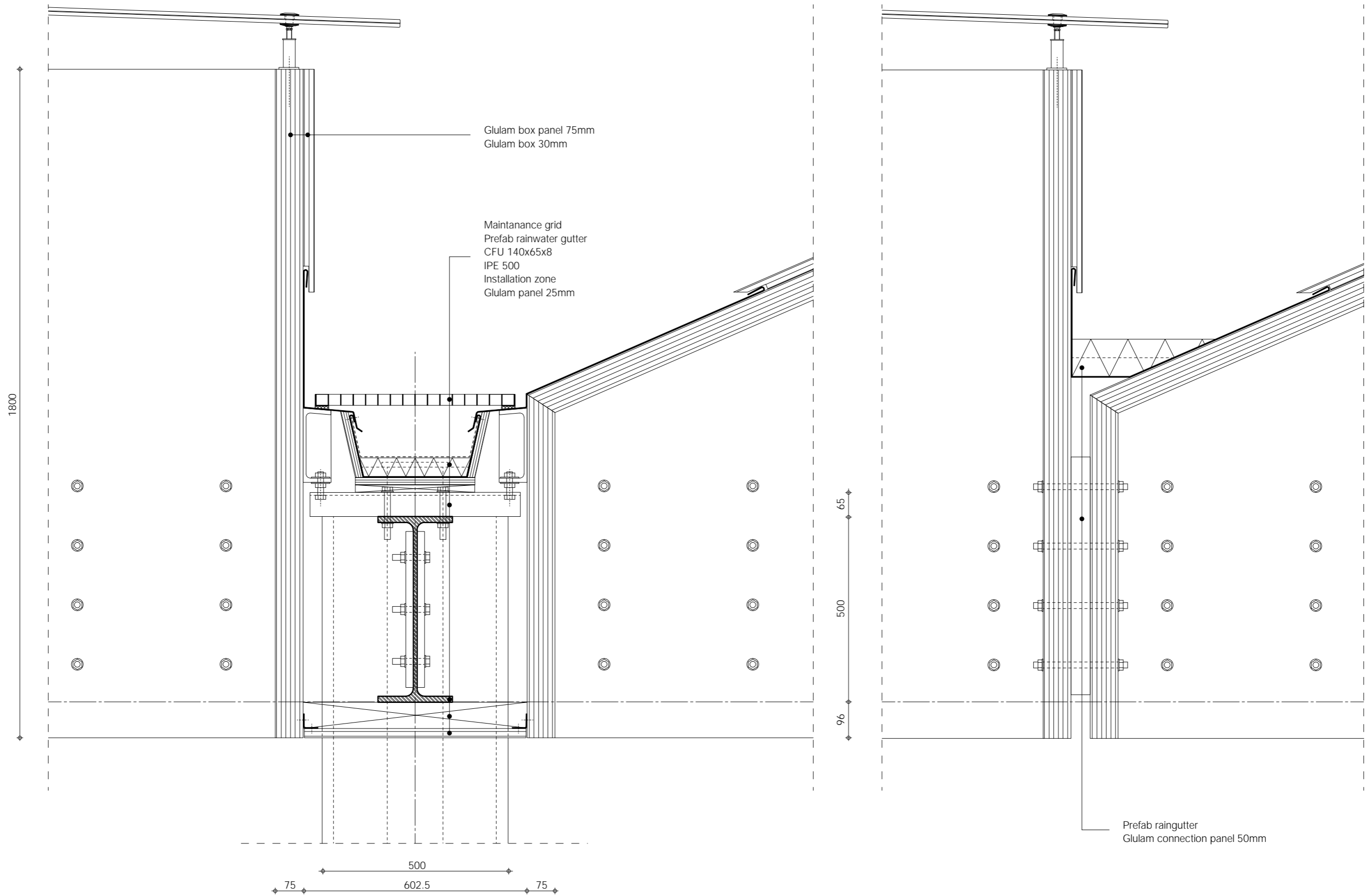
CIVIC ROOF

Atomomy



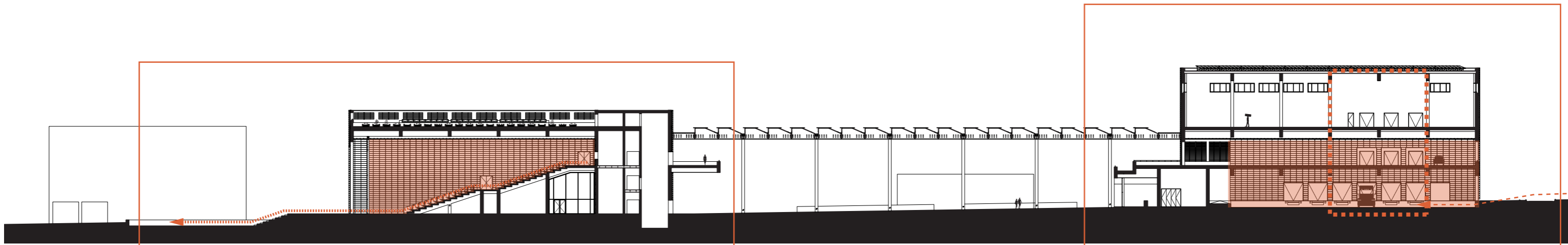
CIVIC ROOF

Details Rooflights



AUCTION

Program

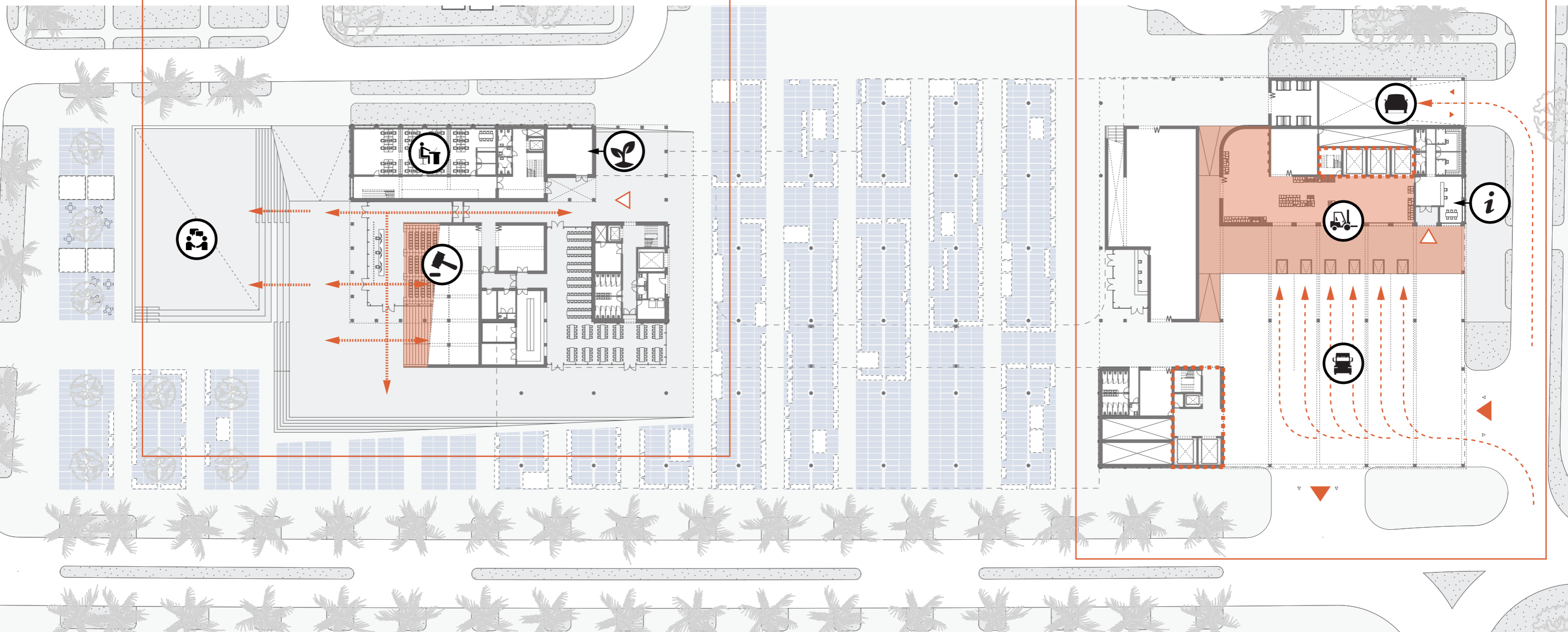


SOCIAL AUCTION

MANAGEMENT - MARKETING - PROMOTION - EDUCATION - CULTURAL EXPRESSION

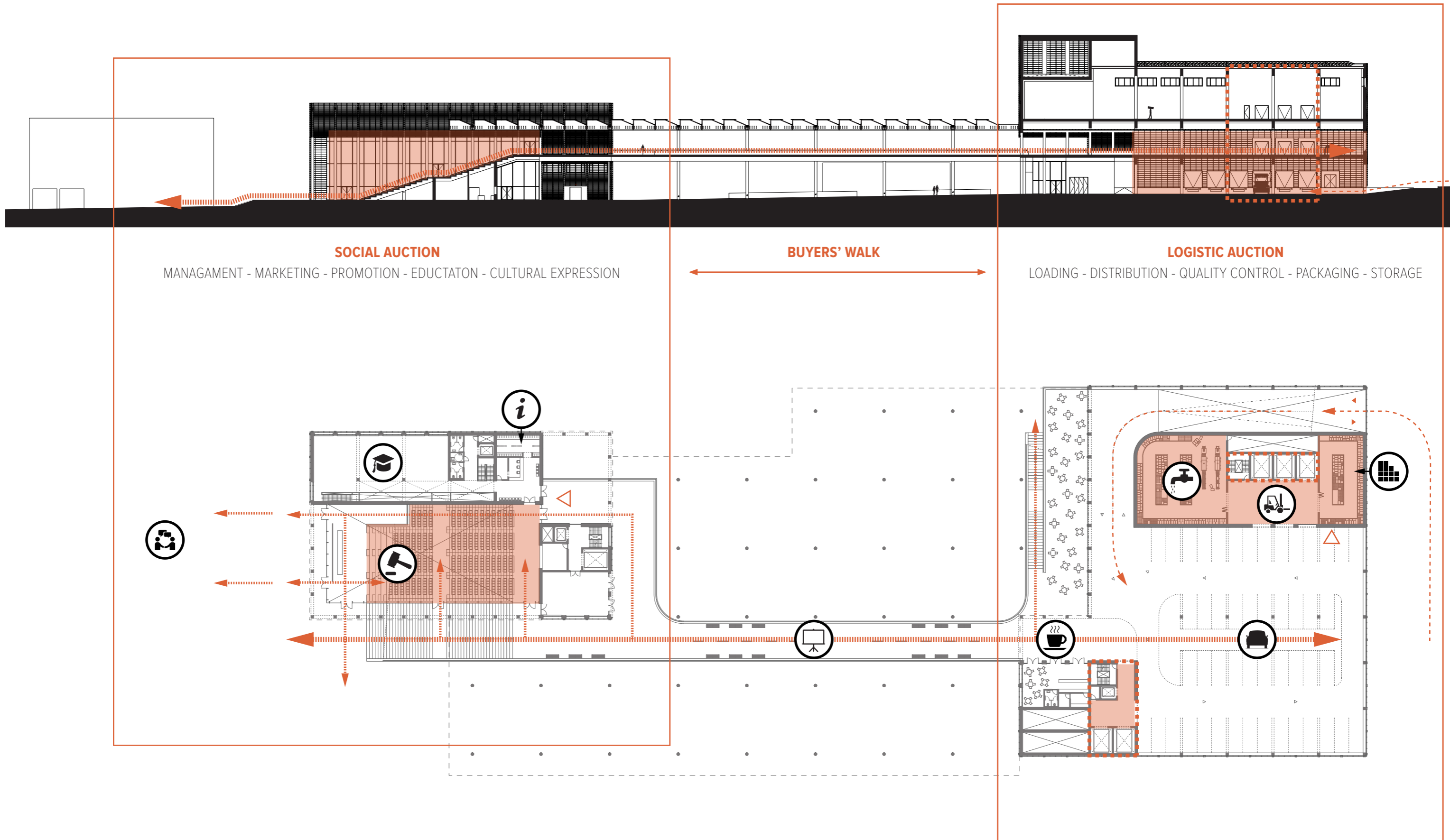
LOGISTIC AUCTION

LOADING - DISTRIBUTION - QUALITY CONTROL - PACKAGING - STORAGE



AUCTION

Program



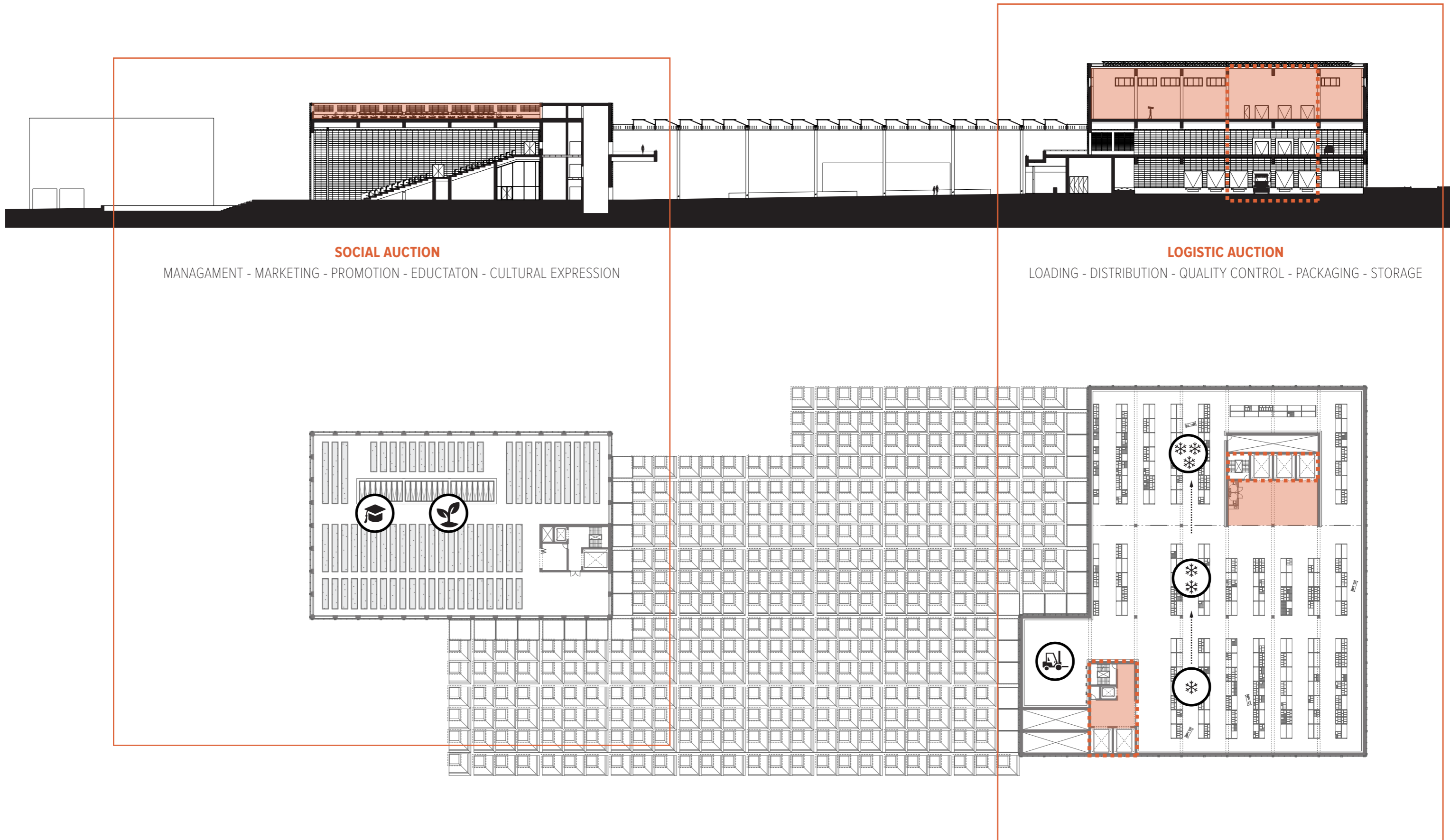
AUCTION

Impression



AUCTION

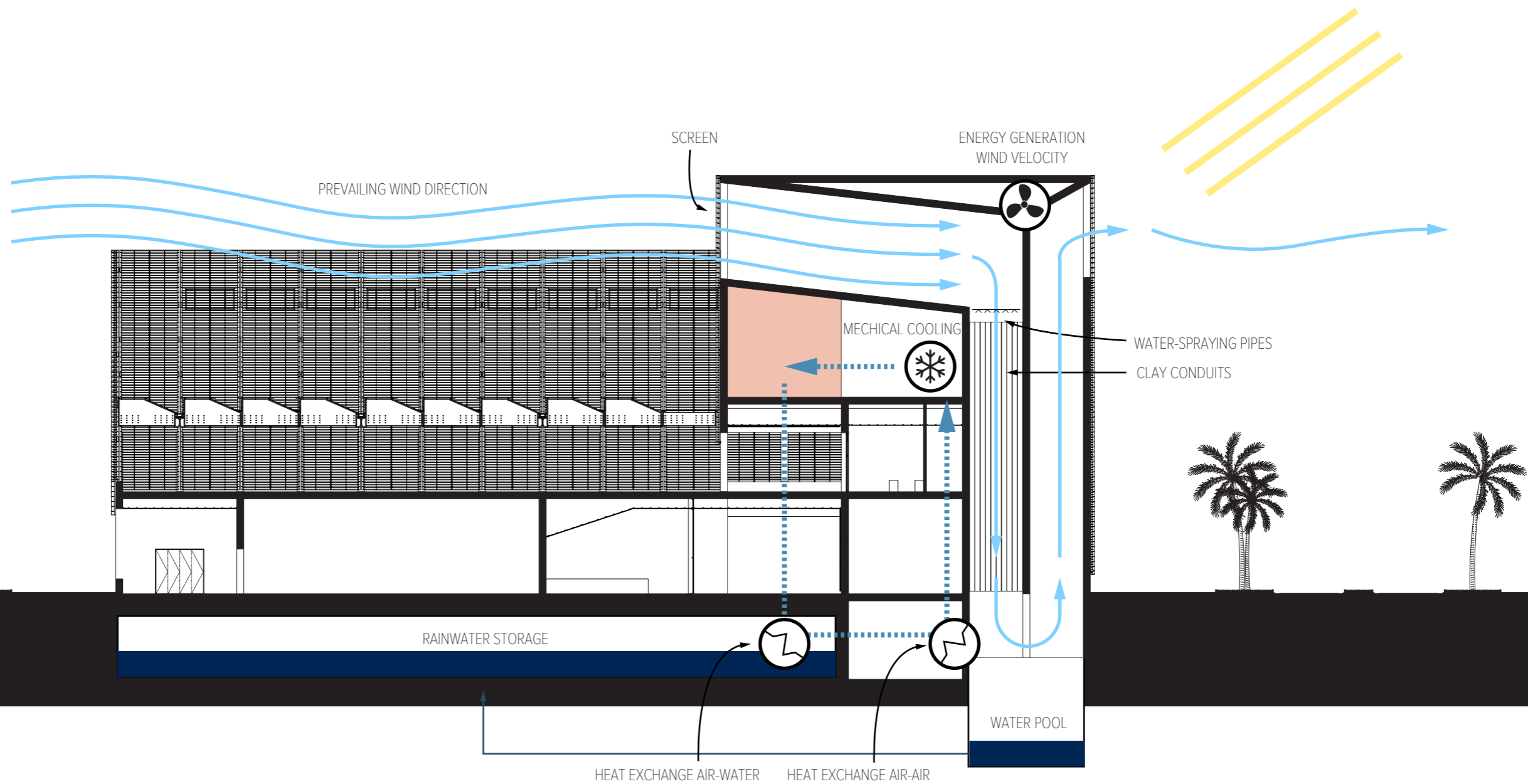
Program



AUCTION

Climate Design

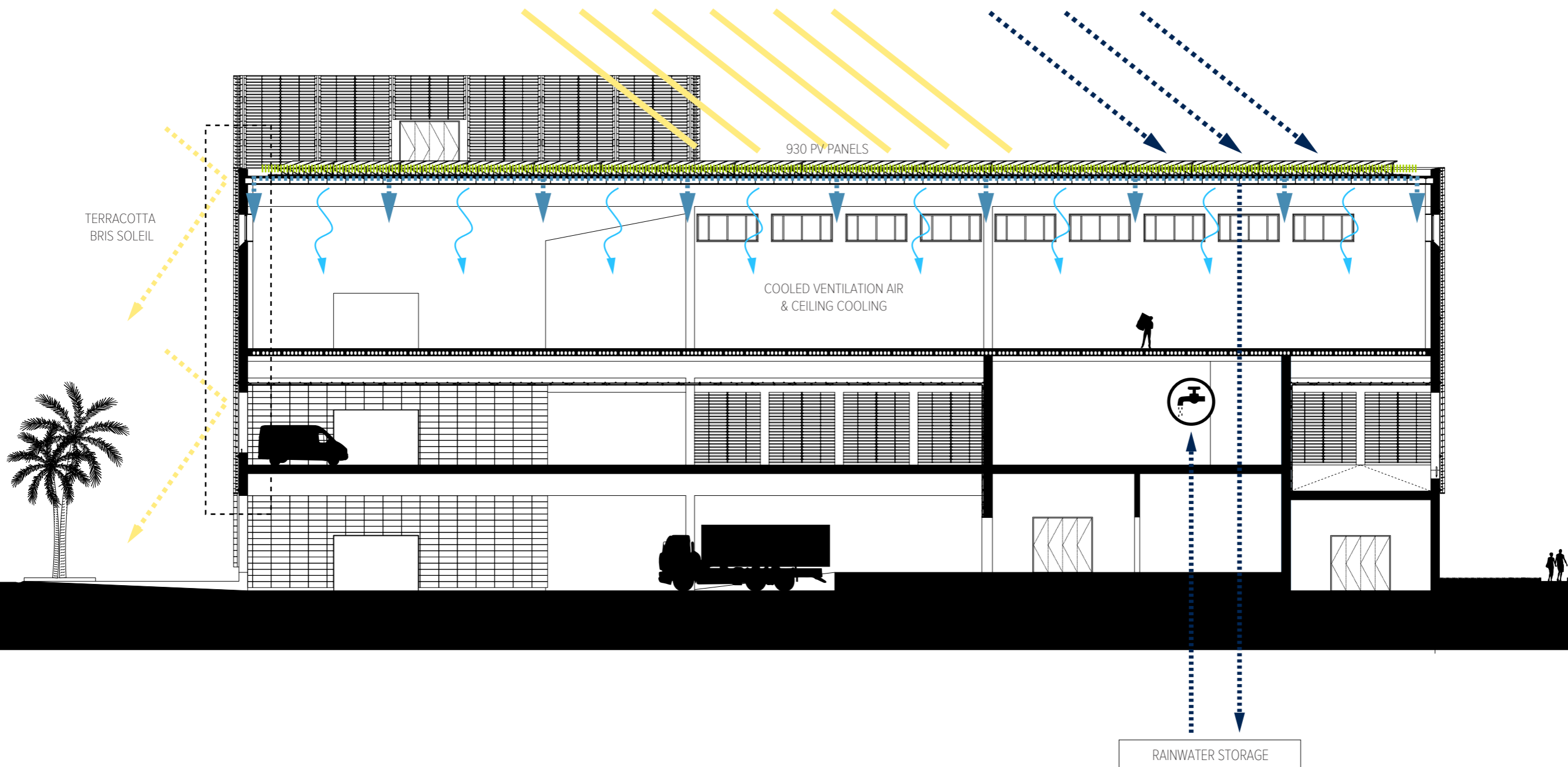
- ▶ Conditioned indoor climate, closed cycle
- ▶ Passively cooled as far as possible
- ▶ Windtower



AUCTION

Climate Design

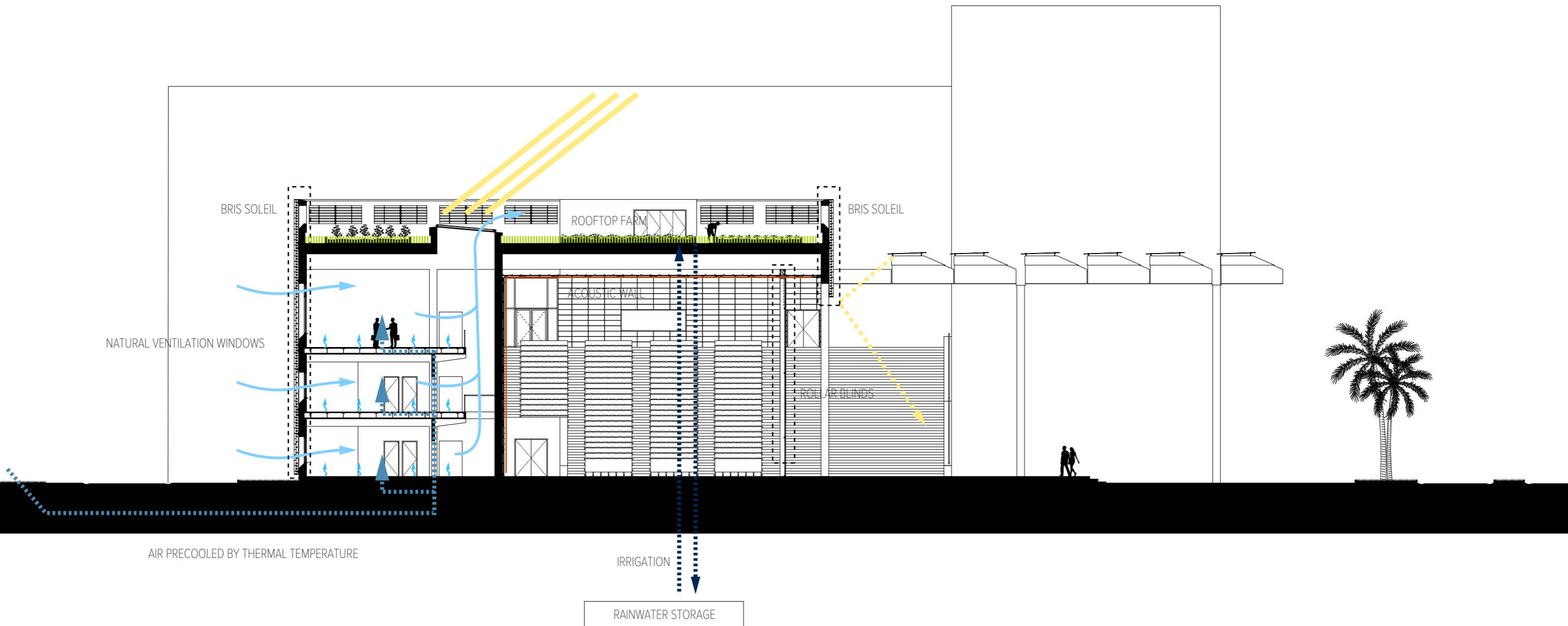
- ▶ Cooling through cooled ventilation air and ceiling cooling
- ▶ Mass activation of prefab lightweight concrete facade
- ▶ Solar green roof generates energy and provides additional insulation (930 pv panels)
- ▶ Terracotta bris soleil protects concrete facade and interior from direct sunlight



AUCTION

Climate Design

- ▶ Precooled ventilation air by mass earth
- ▶ Mass activation of prefab lightweight concrete facade
- ▶ Rooftop farm
- ▶ Terra cotta use: bris soleil and acoustic wall



AUCTION

TERRACOTTA BRIS SOLEIL



- ▶ Reference to local building tradition of breeze-blocks
- ▶ Protecting concrete facade elements and interior spaces from direct sunlight
- ▶ Local, cheap, durable material, representing the soil in which the produce is cultivated
- ▶ Privacy screen
- ▶ Breaking up blind walls

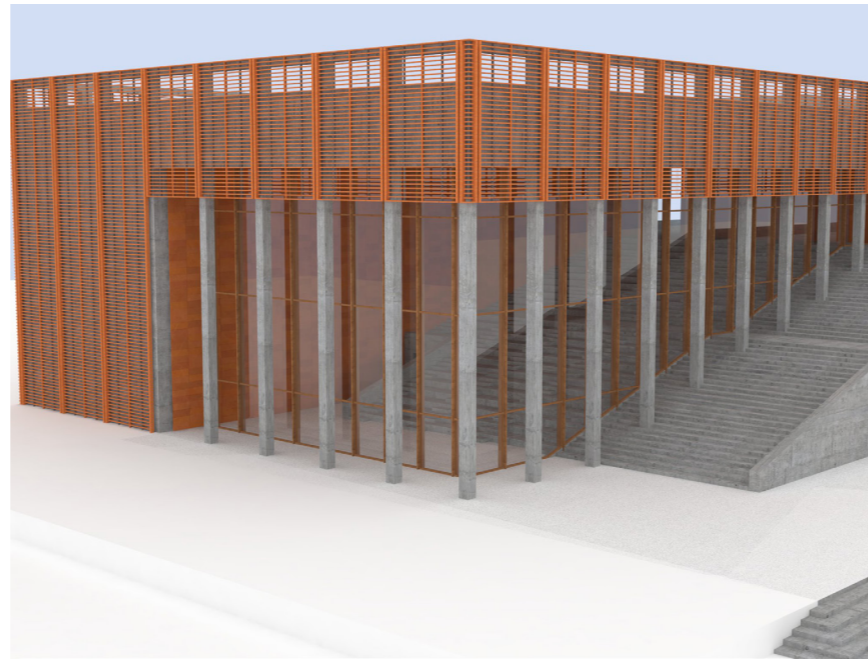
AUCTION

TERRACOTTA BRIS SOLEIL

COLLECTION FROM STUDIES



Meeting elements



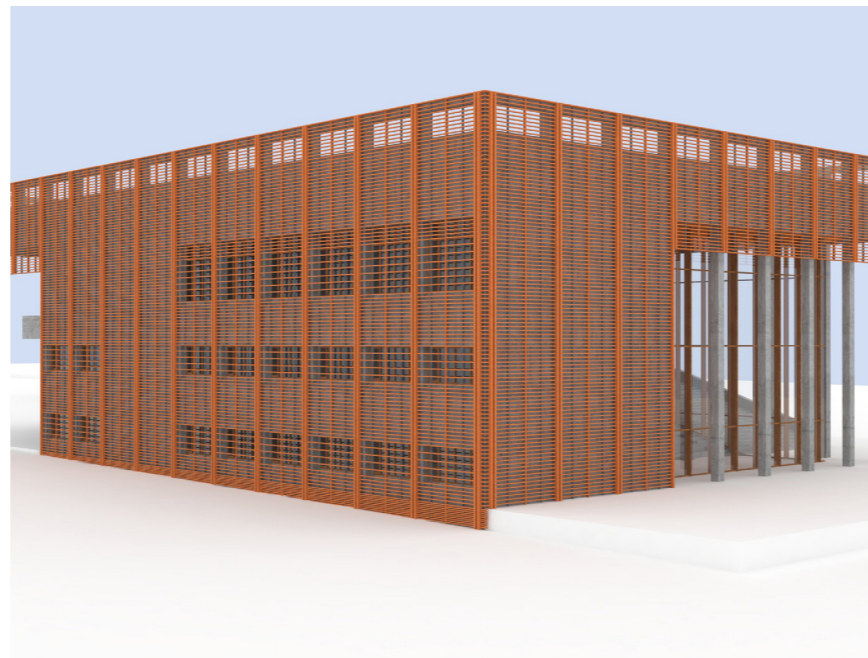
Open v.s. closed



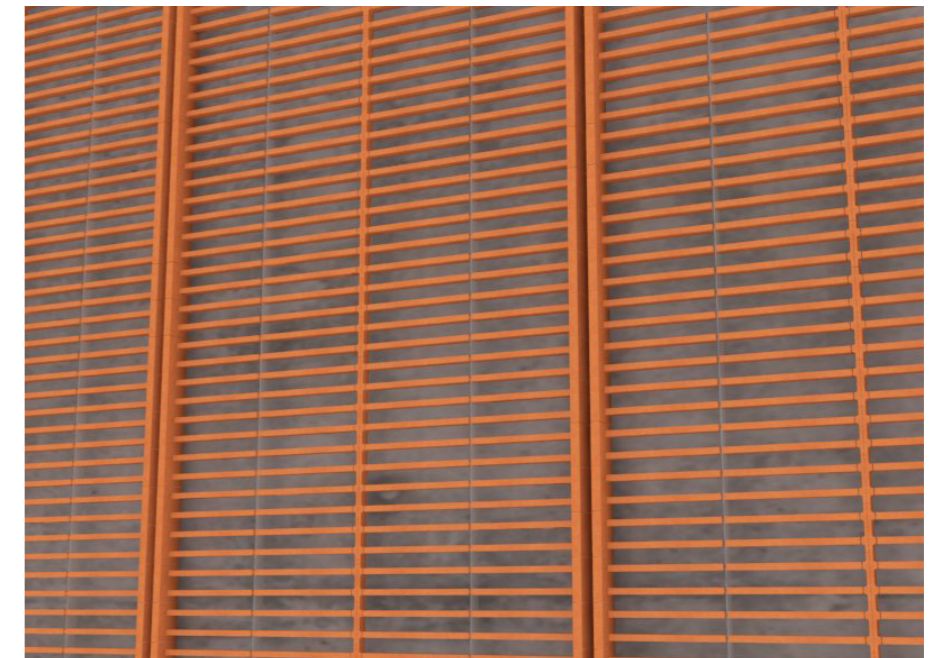
Connection civic roof



Interior



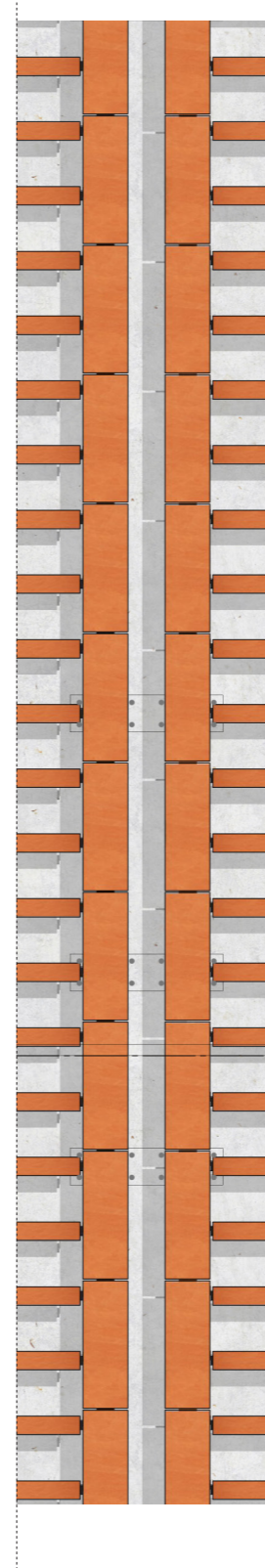
Open v.s. closed



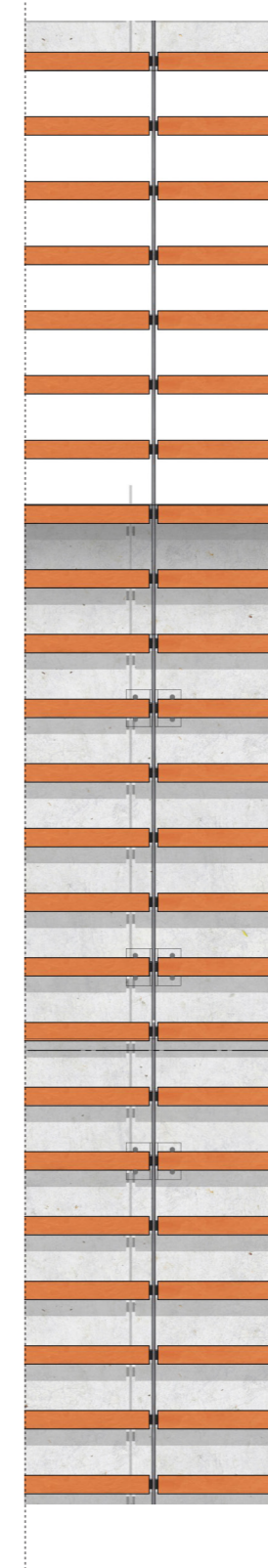
Differentiation seams

AUCTION

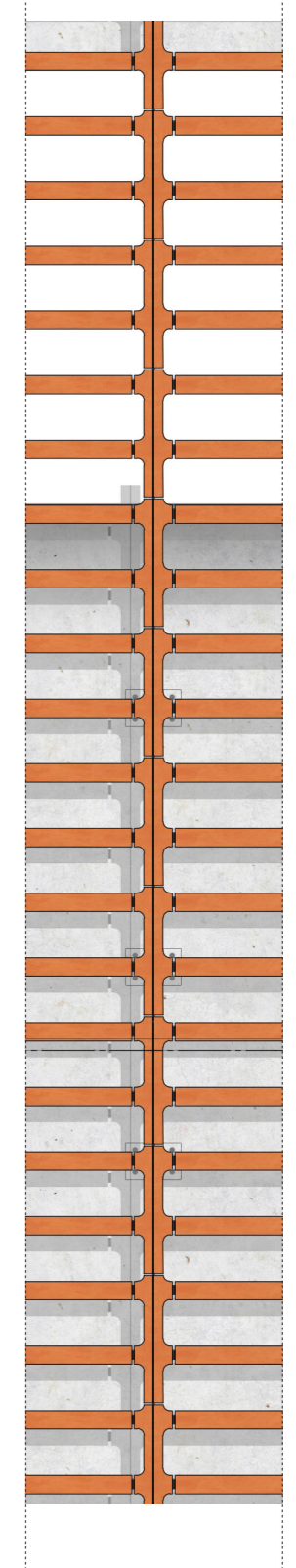
FACADE DESIGN



“Rib”



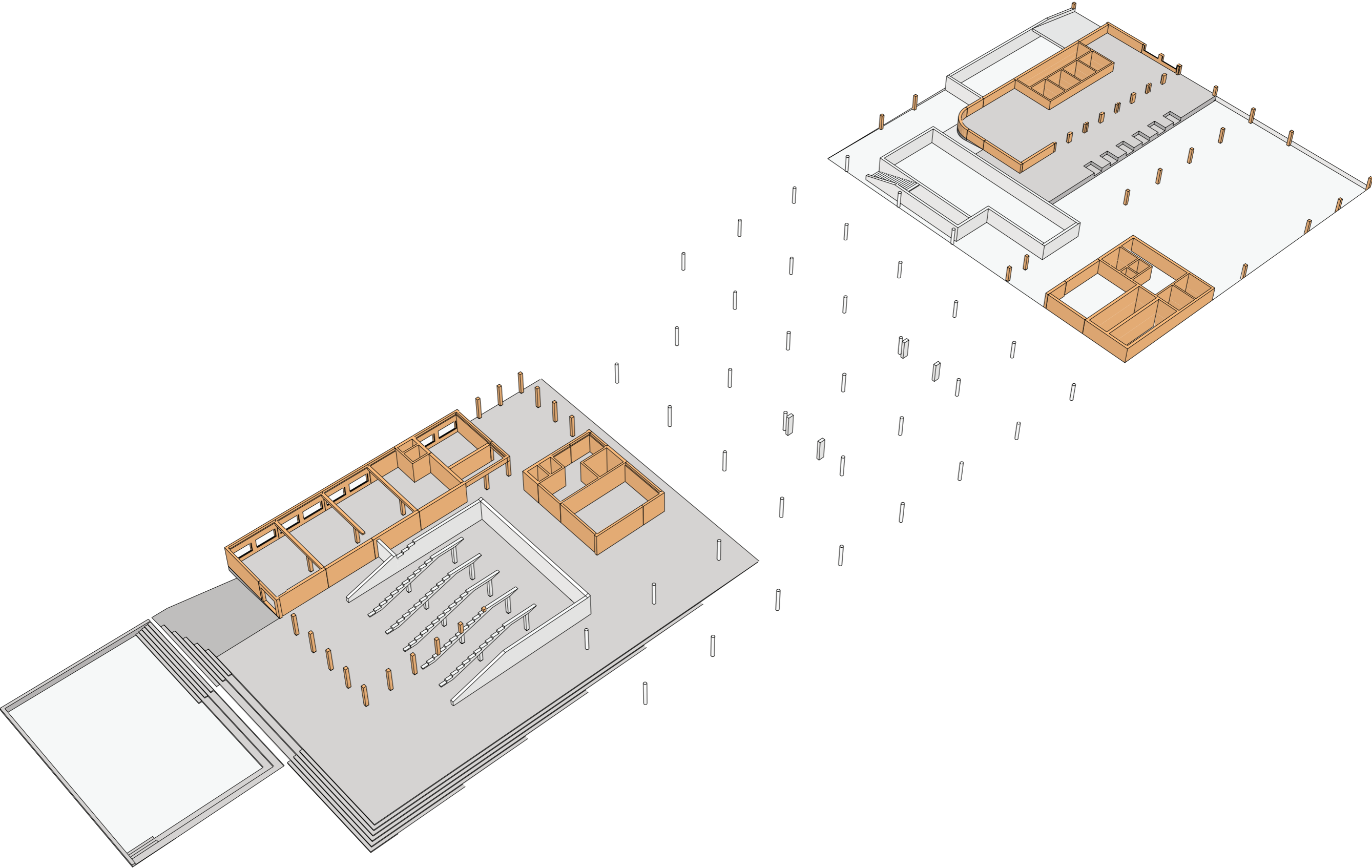
“Seam”



“Spine”

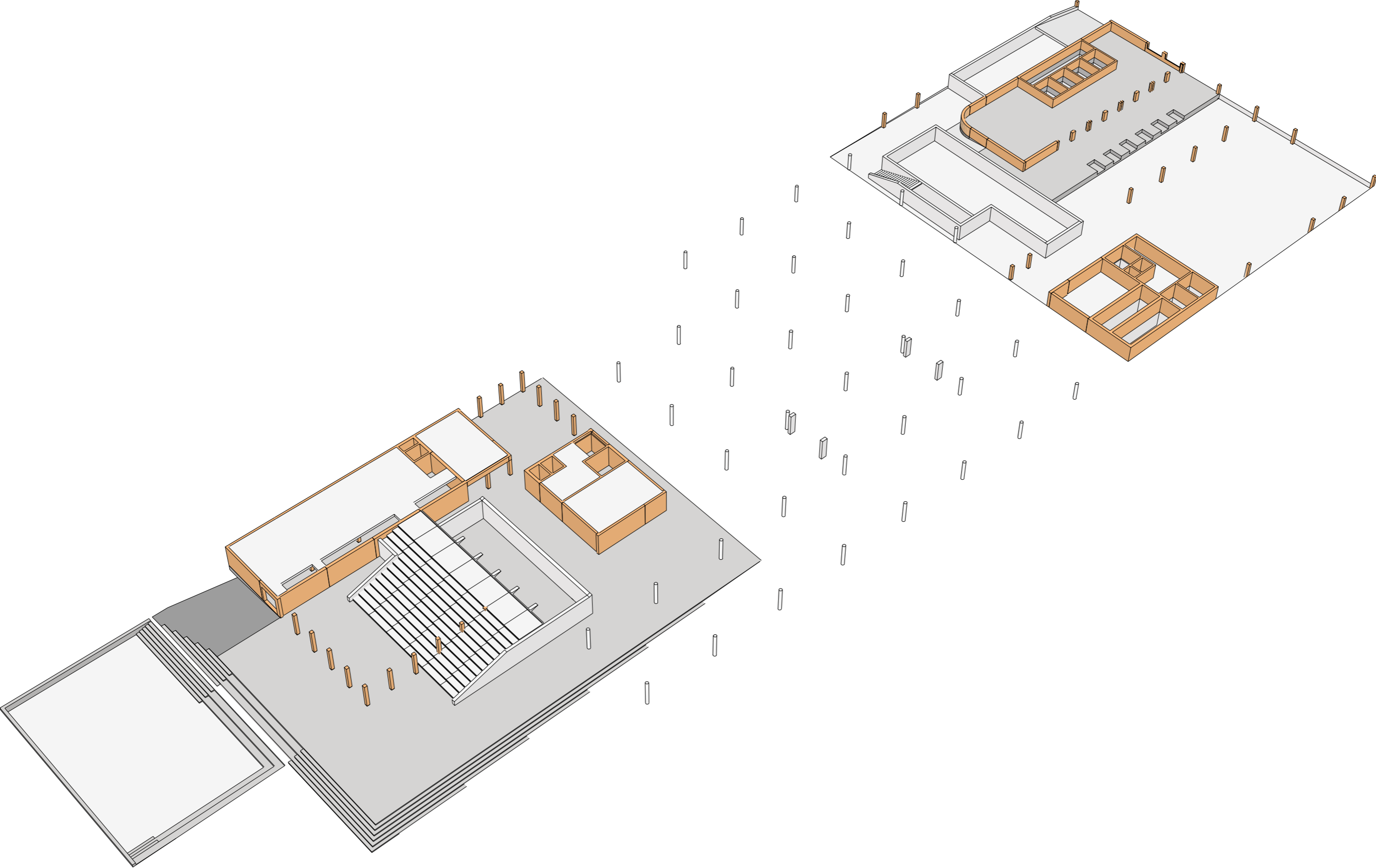
STRUCTURAL DESIGN

First floor



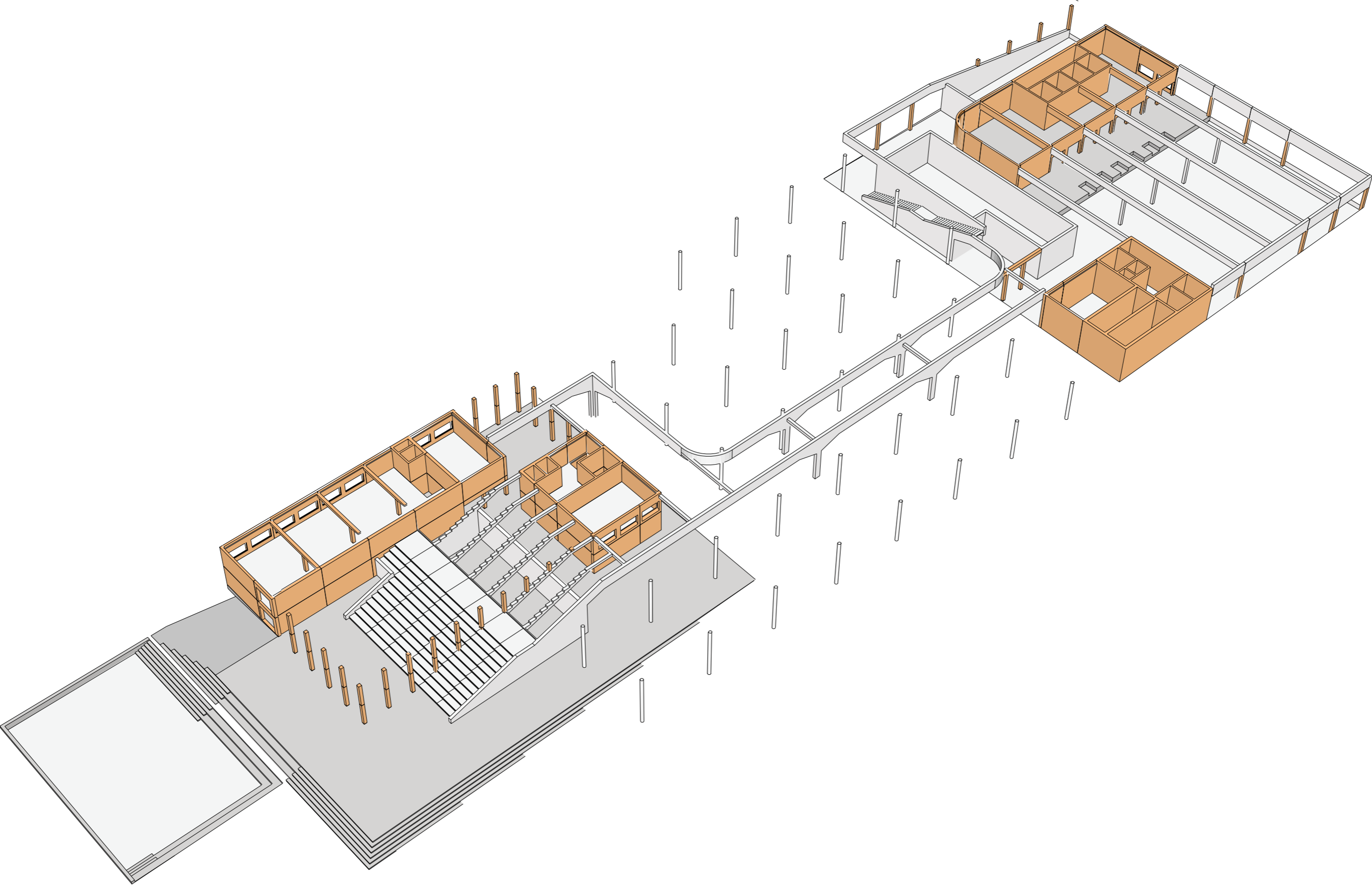
STRUCTURAL DESIGN

First floor



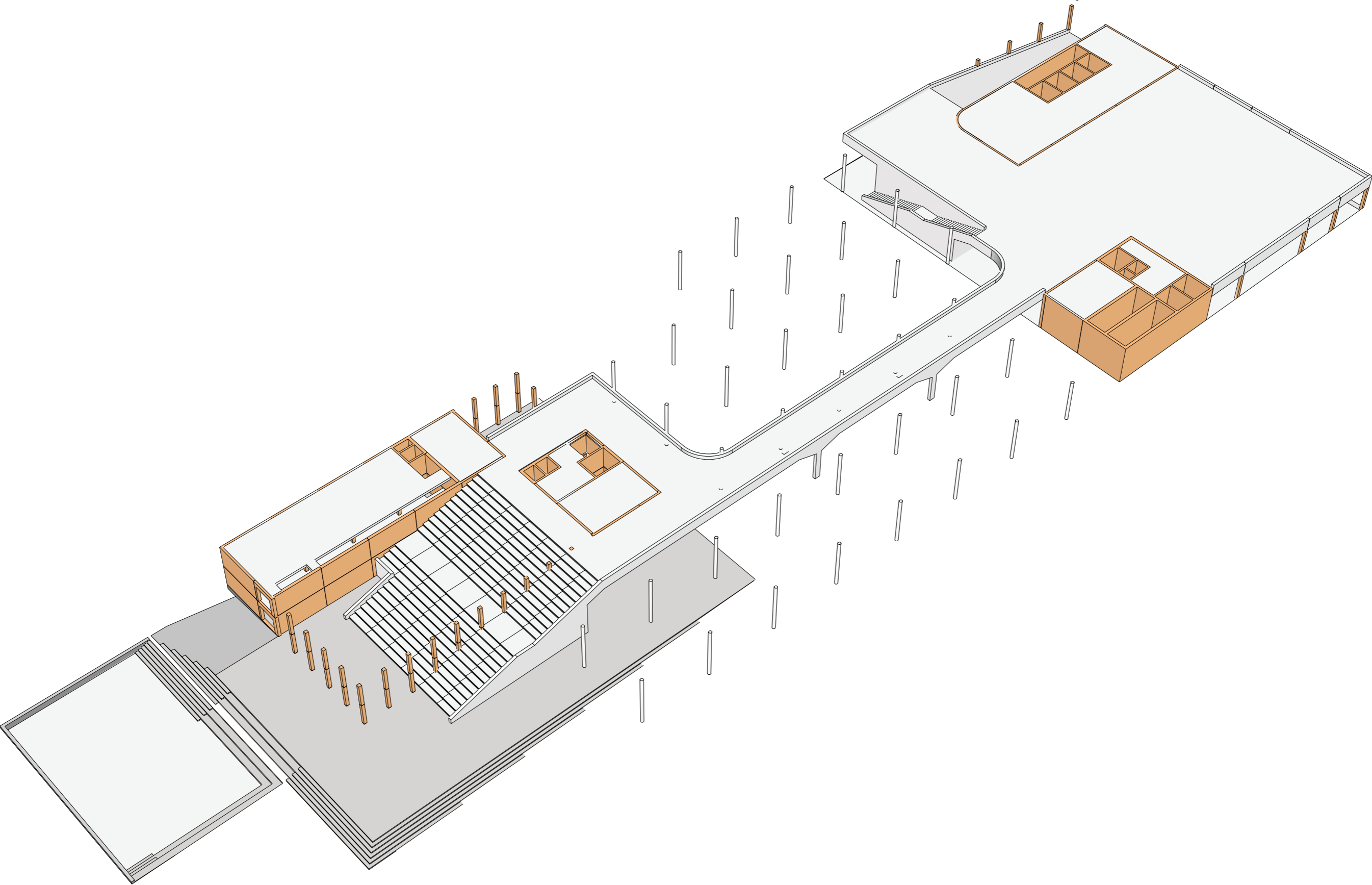
STRUCTURAL DESIGN

Second floor



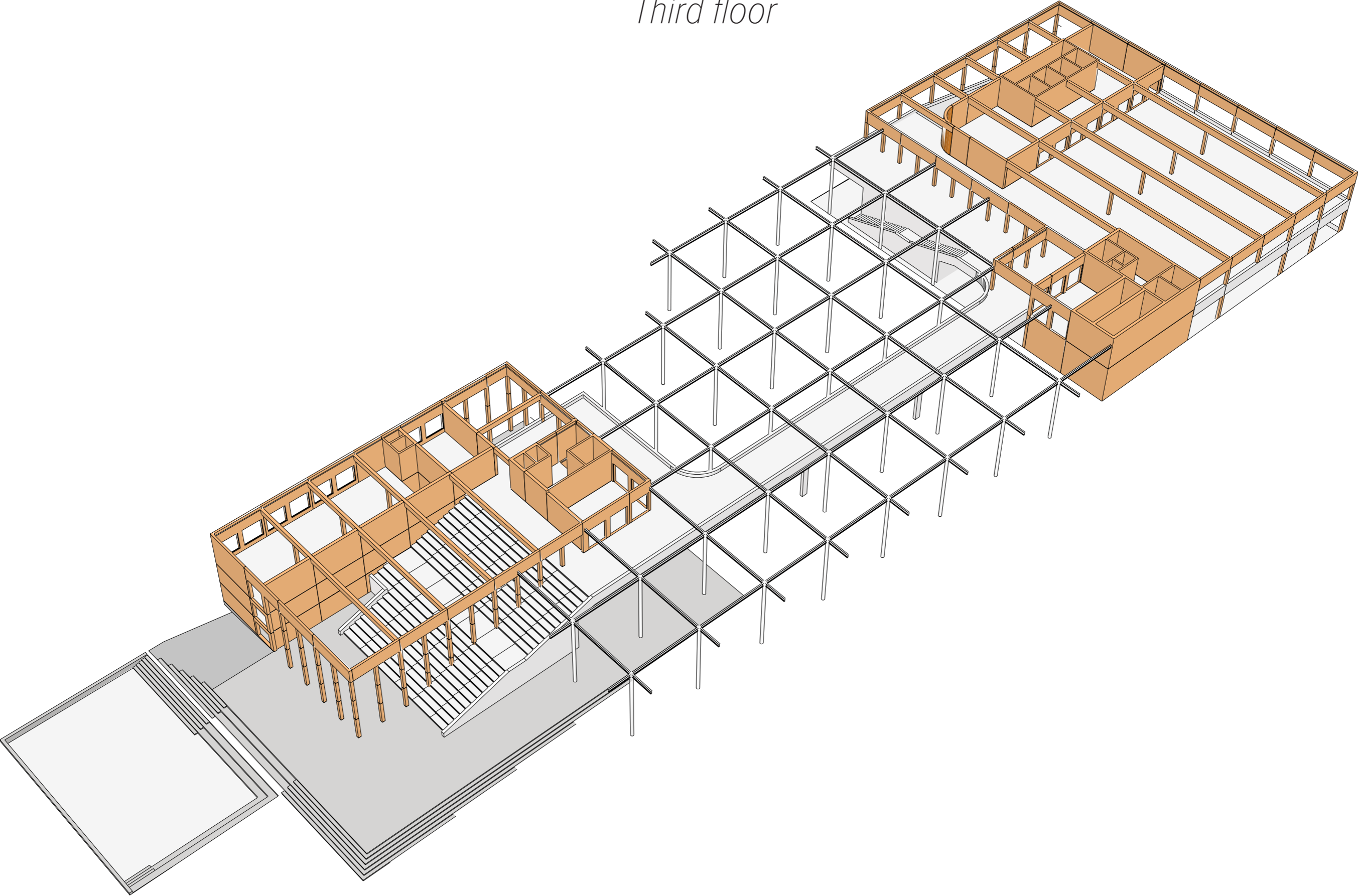
STRUCTURAL DESIGN

Second floor



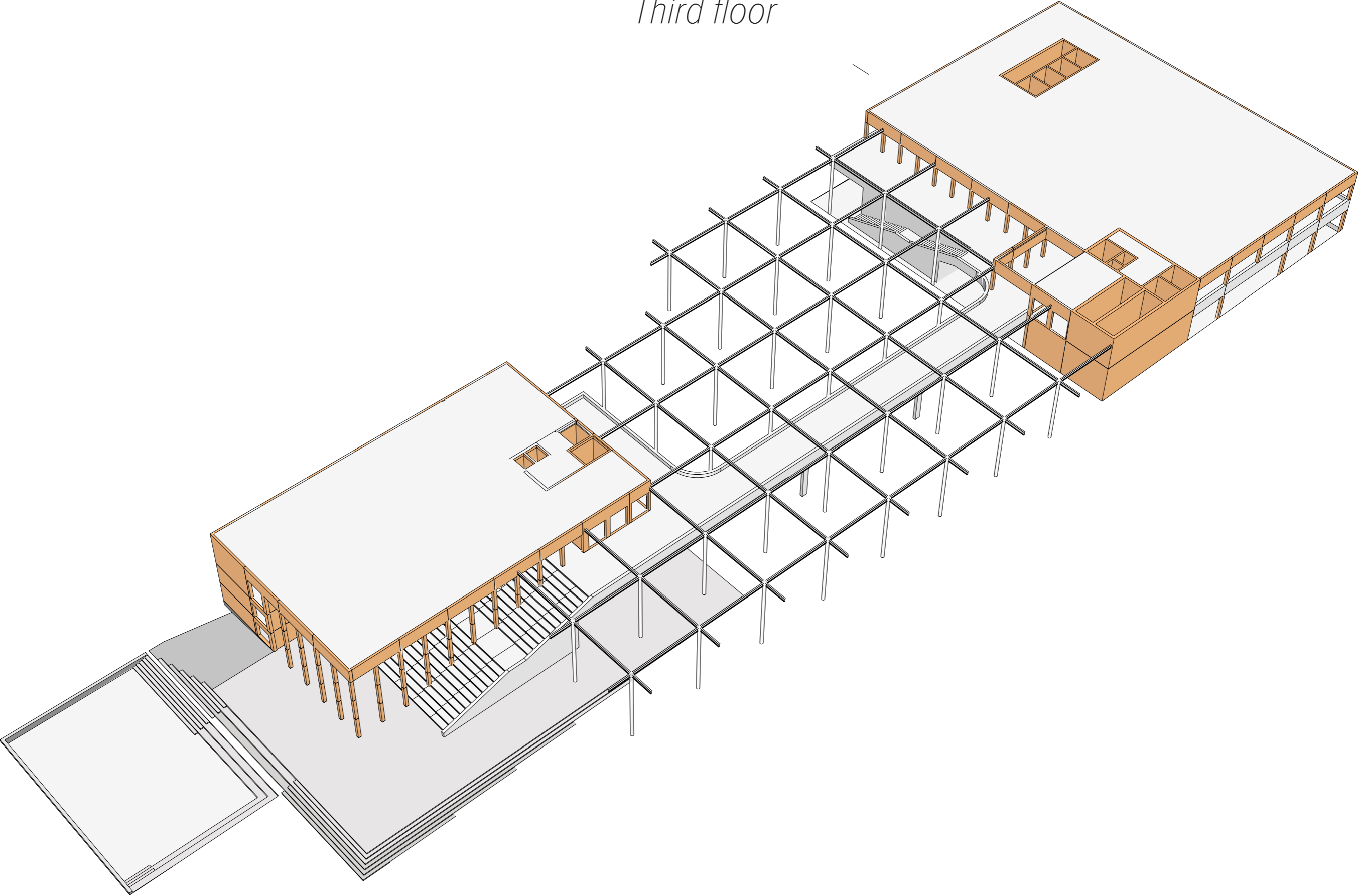
STRUCTURAL DESIGN

Third floor



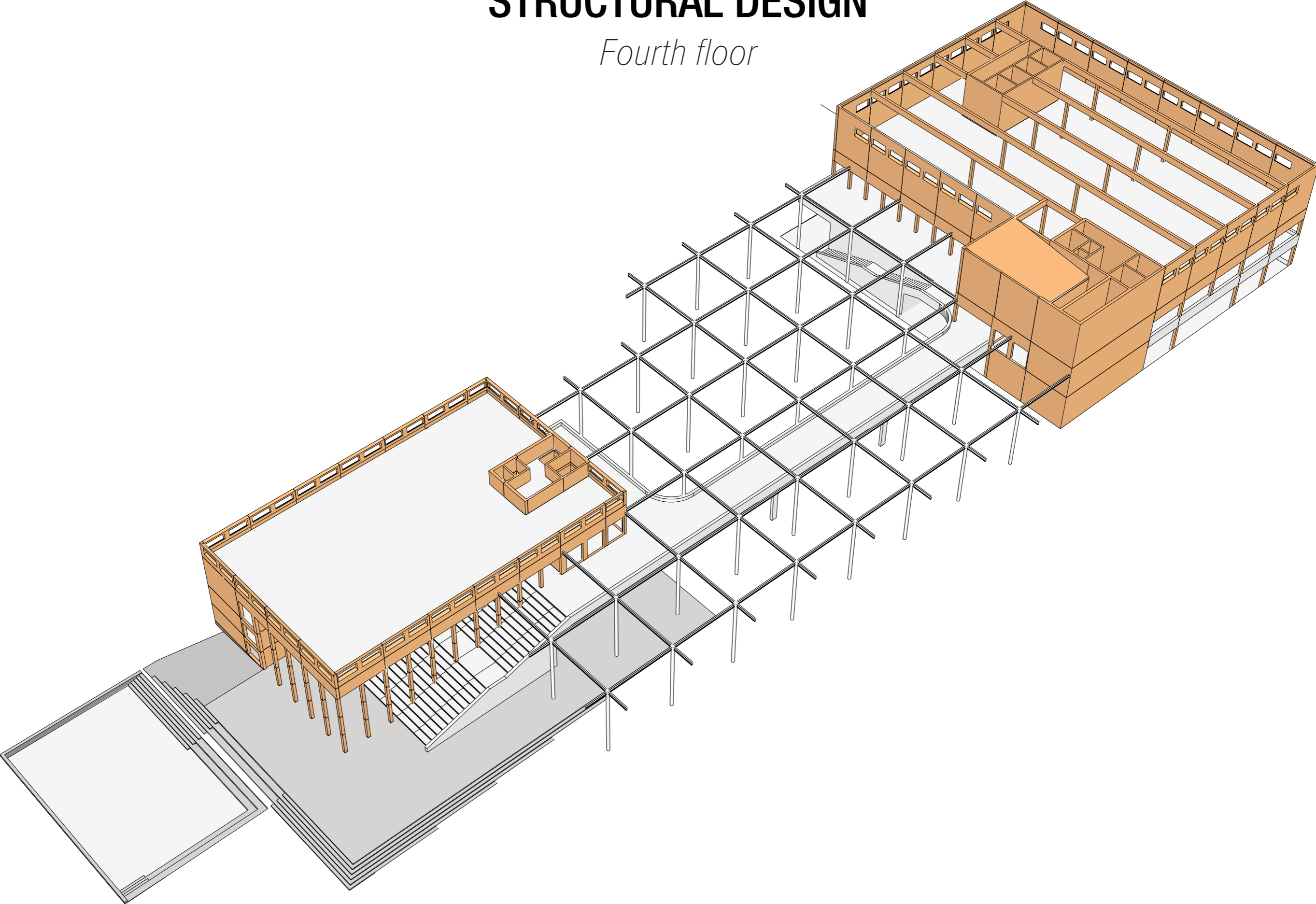
STRUCTURAL DESIGN

Third floor



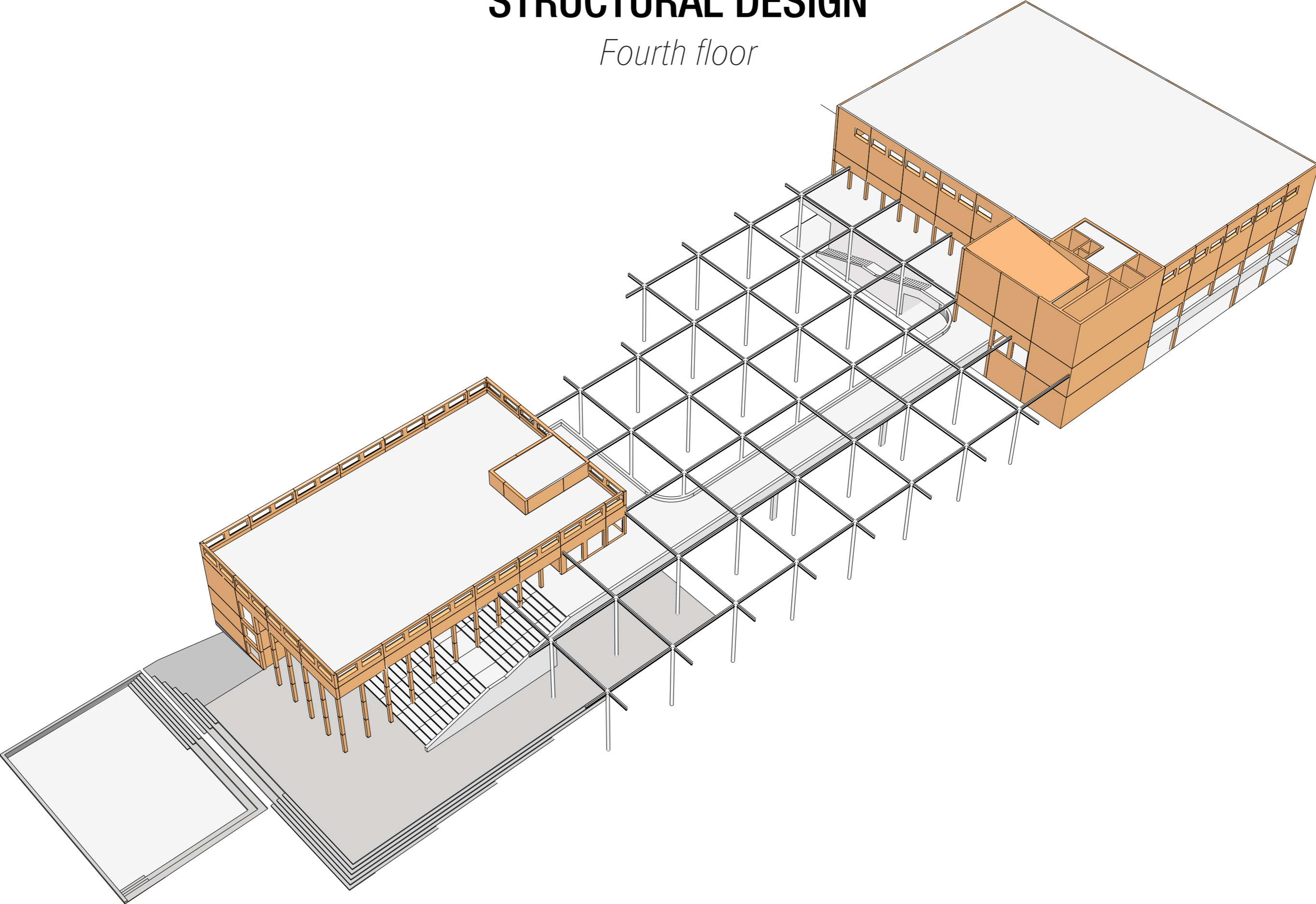
STRUCTURAL DESIGN

Fourth floor



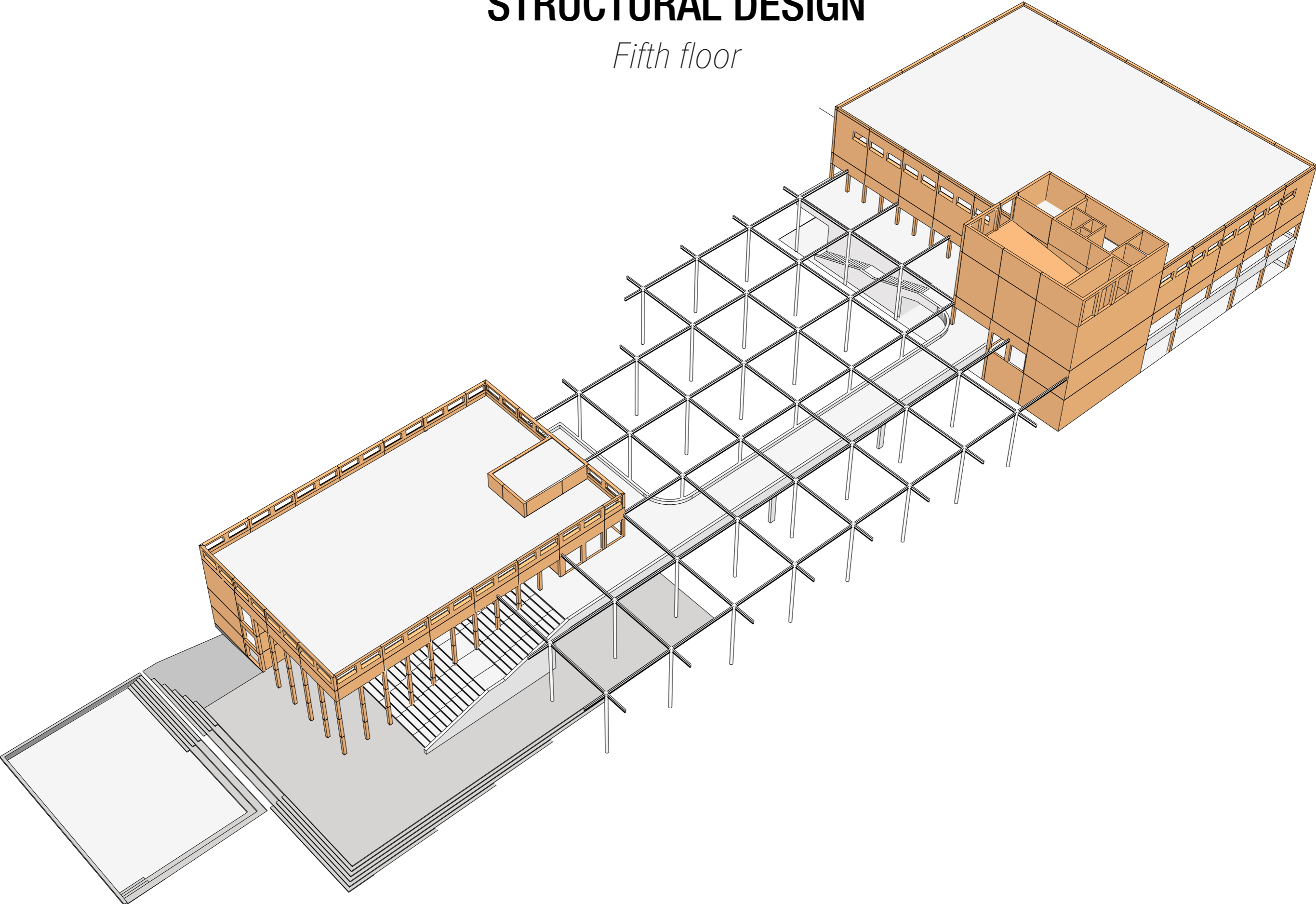
STRUCTURAL DESIGN

Fourth floor



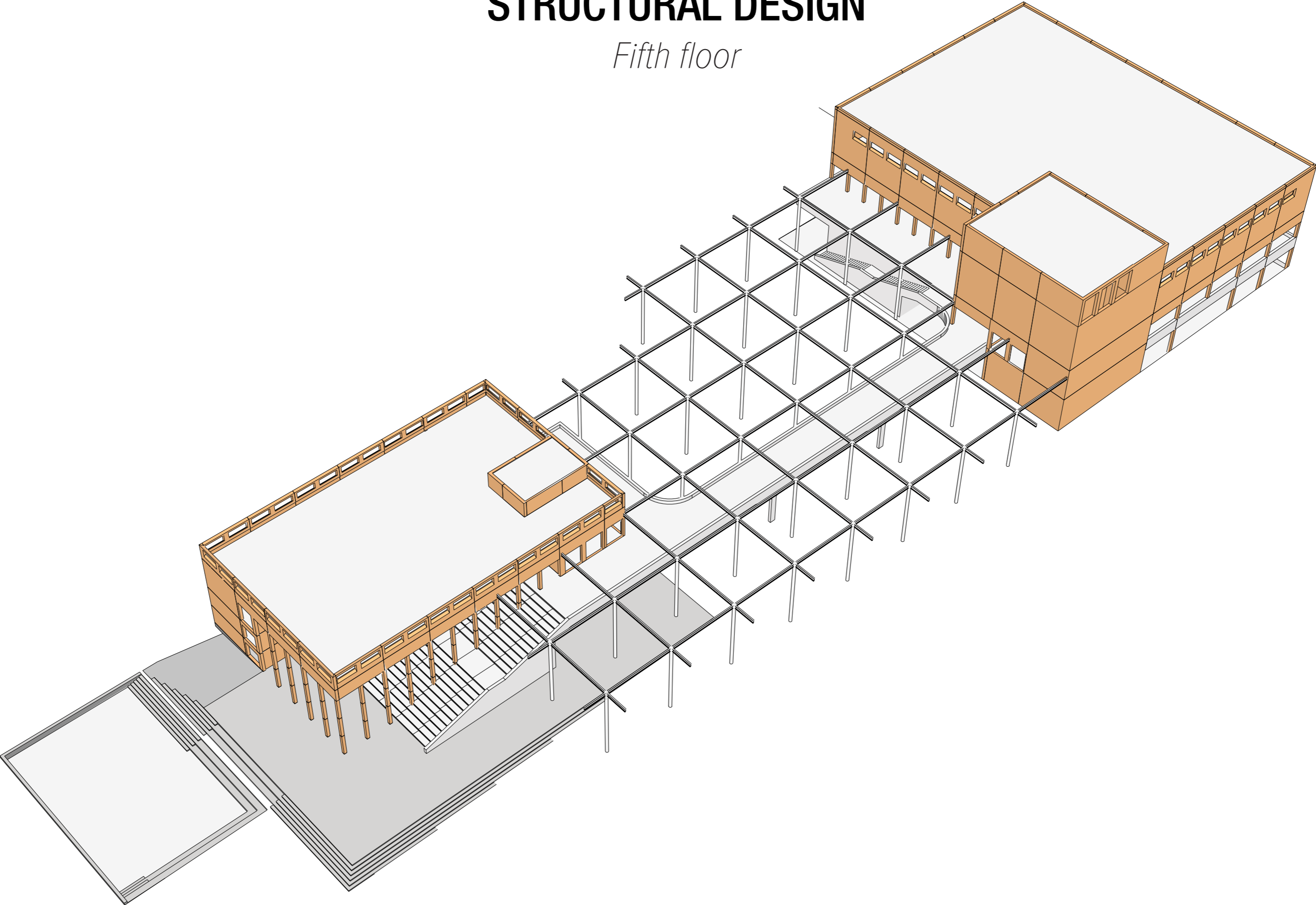
STRUCTURAL DESIGN

Fifth floor



STRUCTURAL DESIGN

Fifth floor



CONCLUSION

SUMMARY

- ▶ Manifesto: Transforming Alamar into a **Resilient Community**
- ▶ **Urban Agriculture** as main potential and catalyst for the further development of a **local community-driven sustainable economy** in Alamar, and for Alamar as a vital component in a larger **regional network** of Havana
- ▶ Development of **Urban Agriculture in danger**, mainly as a result of the single-sided support approach by the state and a failing centralized distribution system that offers little food security, material incentives and marketing opportunities
- ▶ Facilitating the **decentralization and re-urbanization of the Cuban food economy** by introducing a **new economic platform** for distribution and marketing of urban agricultural products

- ▶ **Project:** Cooperative Urban Agricultural Auction Alamar

- ▶ **Ambition:** Creating a resilient, sustainable, community-based local food economy