

Harmonising Local and Regional Policies for food system transformation in Brasov, Romania

As part of the FoodCLIC project, Romanian project partners highlighted the importance of the **Flywheel Markets Framework** in Brasov, as a proactive step towards establishing producers' fairs, and prioritising access to local, high-quality, fresh food. The framework **fosters transparency and sustainable practices and actively involves farmers with organic certification, and local certification** (to encourage short food chains). The market stalls in Brasov are marked with distinct colours for the direct producers (yellow), the resellers of agro-food products (blue), and the local agricultural producers from the Brasov mountainous areas (green).

In parallel, the city-regional "**Integrated Development Strategy of the Brasov Metropolitan Area**," focuses on innovation, entrepreneurship, and human capital. It seeks to attract and support local production companies. The policy **aims to improve society's health and actively supports local farmers**. It establishes linkages between rural farmers and urban educational institutions, ensuring the provision of healthy food to schools and fostering knowledge sharing. This inclusive approach addresses the needs of various demographics, including low-income pensioners, single-parent families, students, and small farms.

By meaningfully connecting rural and urban areas through policy institutions and action, farmers and consumers connect with each other, build trust, and add transparency to the food supply chain. **Harmonising local and regional policies** is crucial for reinforcing programming and generating co-benefits that positively impact the larger population. This alignment **ensures a holistic approach to sustainable development**, emphasising the well-being of the community.

