



# FOOD TRAILS

Deliverable 7.7 –  
Leaflets, brochures,  
roll-ups, posters

Grant agreement number	Project acronym	Project Title
101000812	FOOD TRAILS	Building pathways towards FOOD 2030-led urban food policies



The project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement n. 101000812

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## Deliverable details

<b>Title</b>	<b>WP</b>	<b>Version</b>
Leaflets, brochures, roll-ups, posters	WP7 - DISSEMINATION	1.0

<b>Contractual delivery date</b>	<b>Actual delivery date</b>	<b>Dissemination level</b>
15/04/2021 (M6)	14/04/2021 (M6)	PU

<b>Lead partner</b>	<b>Contributing partner(s)</b>	<b>Reviewers</b>
CDM	EUR	CF, FC

## History of changes

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<b>Version</b>	<b>Date</b>	<b>Comments</b>	<b>Main Authors</b>
0.1	30/03/2021	First draft content	CDM
0.2	09/04/2021	Second draft	CDM
0.3	12/04/2021	Review 1	CF, FC
1.0	14/04/2021	Finalization of the document	CDM

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## Disclaimer

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# 1. Introduction

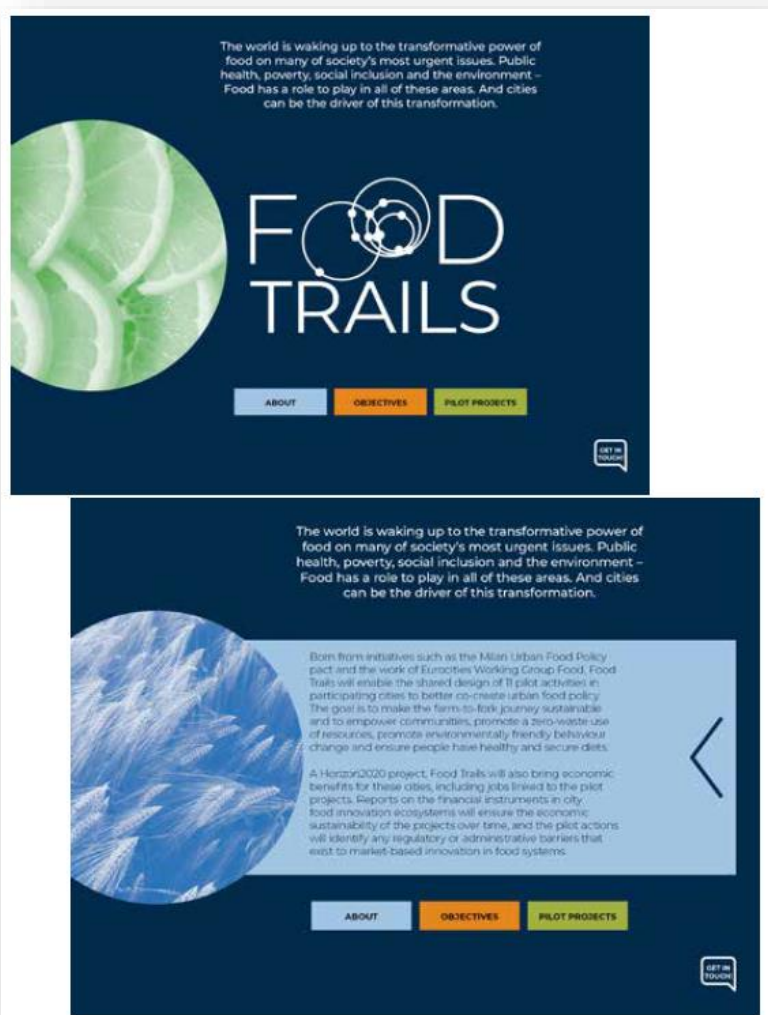
Food Trails objectives, actions and expected impact will be summarized in leaflets, brochures, posters and roll-ups that will be translated and made available to partner cities to support their local communication and dissemination activities and agenda.

The deliverable presents the templates for both physical and digital promotional tools, available to the whole Consortium and developed in accordance with Food Trails visual identity.

## 2. Leaflets

As a consequence of Covid-19 pandemic, in person/physical events are still cancelled and it isn't clear when and in what form we will return to run these events. For this reason, Food Trails has created an interactive leaflet to highlight the project's main information in a simple and dynamic format. When live events will start again, the project may print business cards with a link to the online leaflet. This serves as a more practical and sustainable solution, which also allows us to make updates on the leaflet in agreement with partners.

The full leaflet is available at: <https://indd.adobe.com/view/67fc2c14-11e4-406b-bad9-951ca28e93b5>



# 3. Brochures

A brochure outlining goals, processes, and participants of the project will be produced in all of the project's languages to be distributed during physical events and information points for the Living Labs. As it is unclear when physical events will be able to take place once again, these brochures will be printed further along in the project's life cycle.

**FOOD TRAILS**

www.foodtrails.milanurbanfoodpolicycompact.org  
info@foodtrails.org  
TW @FoodTrailsEU  
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**Food Policies**  
Since 2015 European cities are working together to improve their efforts and know-how on local food systems and make them healthy for people and planet.

**FOOD 2030**  
Food Trails aims to implement within partner cities the field of actions promoted by FOOD 2030. Circularity, climate, innovation and nutrition will be the reference to define data-driven food policies and evidence-based pilot actions in urban infrastructure like school canteens, waste and water facilities, periurban agriculture areas, food markets and hubs.

**Building pathways towards FOOD 2030 urban food policies**

**About**  
Food Trails is a four-year EU-funded Horizon 2020 project aiming to, which aims to translate the Milan Urban Food Policy Pact's collective commitment to integrated urban food policies into measurable and long-term progress towards sustainable food systems.

11 European cities, with prominent EU universities and stakeholders, will co-design pilot actions as leverage points for the development of urban food policies related to the 4 priorities identified by the FOOD 2030 European research and innovation policy. Food Trails involves 21 follower cities from around the world to amplify the impact of the project.

#EUfoodcities

**11 Living Labs**  
Open innovation ecosystems of actors to co-create local food policies and pilot actions

**11 Food Policies**  
Set of local guidelines to orient the political commitment towards sustainable food systems

**11 Pilots**  
Systemic actions to develop innovative solutions within City Region Food Systems

**Mapping**  
Investigation of existing trends in Europe from Milan Urban Food Policy Pact cities and from food innovators and practitioners

**Advocacy**  
Institutional dialogue to position the role of cities as crucial actors to implement food system transformation at EU level

**Investments**  
Building bridges among the impact investing communities and cities to enable food-based innovative financial tools

**Sharing**  
Consolidating know-how on food system transformation in partner cities and the Eurocities Working Group Food

Cities and institutions marked on the map include: Funchal, Birmingham, Groningen, Copenhagen, Wageningen Research, Politecnico Fondazione, Rockside University, Cardiff University, EAT Foundation, Warsaw, Slow Food, Eurocities, Bergamo, Milan, Grenoble, Bordeaux, Tirana, Thessaloniki, and Cariplo Factory.

## 4. Roll-ups

Roll-ups will be designed for each city outlining the Living Lab taking place in the city along with a general roll up for the project, in English or in the local language. These can be displayed in offices, at physical events or as a backdrop for virtual events. As it is unclear when physical events will be able to take place once again, and that some cities have yet to fully define the scope of their pilot projects, these posters will be printed further along in the project's life cycle.





## 5. Posters

Posters conveying specific information related to the project will be produced. Posters will include a map of participating cities and cascade cities, profiles of the cities or countries where Food Trails pilot actions are taking place, or specific Living Labs. These posters will be used during physical events or conferences, such as at stalls, to provide small pieces of visual information. As it is unclear when physical events will be able to take place once again, these posters will be printed further along in the project's life cycle.



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## BUILDING PATHWAYS TOWARDS 11 URBAN FOOD POLICIES

