



FOOD TRAILS

Call for expressions of interest: establishment of a pool of experts to subcontract as part of the Food Trails knowledge sharing activities



Call for expressions of interest

The [Food Trails](#) project is a four-year project (2020-2024), funded by the European Union through the Horizon 2020 funding programme (Grant Agreement n. 101000812). The project aims to translate the [Milan Urban Food Policy pact's](#) shared vision and commitment into integrated, measurable, long-term progress towards **sustainable food systems** in Europe. At the heart of the project lies the co-designing and co-implementation of pilot actions in partner cities as a leverage point for developing urban food policies.

These pilot projects – known as **Living Labs** – are meant to create synergies and co-benefits across **four priority areas** (nutrition and healthy diets, climate and environment, circularity and resource efficiency and innovation and empowerment of communities) in **11 European city-regions**: Bergamo (IT), Birmingham (UK), Bordeaux (FR), Copenhagen (DK), Funchal (PR), Grenoble (FR), Groningen (NL), Milan (IT), Thessaloniki (GR), Tirana (AL) and Warsaw (PL).

The [19-partners consortium](#) of the project is working to co-create, implement, and replicate **innovative and integrated urban food policies in pilot cities** that deliver co-benefits in terms of human and environmental health and contribute to creating more sustainable food cities – in Europe and beyond.

Objectives and scope of this call

In the framework of the Food Trails project, Eurocities is looking for external experts to subcontract to deliver some of the **Food Trails knowledge sharing activities**.

We are mainly seeking **practitioners** that have a direct experience of implementing food related projects and policies in cities (i.e. food council establishment, policy co-creation with citizens, tendering ...) or **experts** of related food topics (marketing, innovation procurement, healthy diets...).

Such programme represents a unique opportunity to work with cities and their local stakeholders to create healthy, fair and sustainable urban food systems in Europe.

Possibilities for collaboration are twofold:

- 1. Support partner cities by being involved into the peer-to-peer learning programme** (ca 8 full days of work, for each Food Trails learning pair, including travelling) from the starting of cities' collaboration, to the evaluation of the visits and the follow-up replication work.
- 2. Provision of technical trainings and targeted support through knowledge sharing workshops** (ca 4 full days of work for each workshop) preparation and delivery of an online workshops on very specific and technical topics related to food policy development

in cities (healthy procurement, nudging, citizens science, behavioural change) followed by targeted one-to-one support to interested cities.

Activities will be carried out throughout 2022 and 2023 at a timing to be further defined and jointly agreed.

This call for interest consists of **2 phases**. This first call **aims to identify interest and available expertise compatible with the cities learning needs**.

Based on the replies received, one or more procurement procedure will be initiated by Eurocities, as leading partner of the action, to sign individual contracts with the pre-selected experts.

The involvement of a diverse set of cities in Food Trails means **a great variety of focus areas** and stages in the Living Labs' implementations. Cities' learning needs and good practices vary greatly, so we are looking for **experts with diverse and complementary competencies and on the ground experiences** to meet partners' learning needs, including marketing and nudging skills.

Therefore, considering the wide range of topics encompassed by urban food issues, the selection criteria remain broad. Experts will be selected in partnership with the beneficiaries of the actions, the eleven Food Trails cities. Selections will be done based on knowledge of the topics covered and their experience in working with local and regional governments and directly implementing actions on the ground.

Experts' role in the peer-learning programme (1)

(ca 8 full days of work, including travels)

The Food Trails peer-to-peer programme will last between **6 to 9 months** for each of the cities pairs. It will take place through online meetings and through one physical visit of around three days hosted in one of the Food Trails cities.

Peer-learning is defined as a one-to-one relationship between a mentor and a mentee, allowing the transfer of knowledge, experience, and skills to achieve a specific objective and enabling in-depth counselling and joint problem solving between the two participants.

External experts will work on specific peer-learning activities to help the project partners build in-house expertise, exchange successful or unsuccessful practices, and strengthen networking between them.

This call aims to create a pool of subcontracting experts able to provide tailored support to help cities and stakeholders build this expertise and make the most of the knowledge they already have acquired based on concrete experience.

Their role would consist in:

- **Participating in online peer-learning meetings** to listen and learn more on cities' experiences, good practices, needs and challenges.

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- **Participate in physical meeting of 2-3 days**
 - o **Supporting and inspiring cities and helping them find solutions** for their work at the local level.
 - o Experts will be also asked to support mentee cities in understanding **how to include the lessons learnt** from the mentor city in their Living Lab work.

This work can take place in 2022 or 2023. The agreed cost should include the travelling and accommodation cost necessary to deliver the work.

Experts' role in the knowledge sharing workshops (2)

(ca 4 full days of work)

Organisation and delivery of an online workshops around very specific cities needs related to food topics.

- 2 days of work: preparation of workshop, in partnership with consortium partners
- 1 day of work delivery of workshops
- 1 day of work individual follow up with few interested cities through short bilateral online meetings.

This work can take place in 2022 or 2023.

Why apply to become a Food Trails expert?

Experts accompanying the Food Trails knowledge sharing activities gain benefits in terms of:

- **Financial retribution**
- **Networking:** opportunity to connect with a local and global network of food system actors working across the research, policy, business, and non-profit communities.
- **Learning:** opportunity to be engaged with, and directly involved in, the development of the Living Labs, reports, and several outcomes of the project
- **Replication:** opportunity to use the visits' results and findings in your own context
- **Growth:** opportunity to expand your own project/mission by building on lessons learned through the Food Trails peer-learning programme
- **Impact:** potential to directly contribute to the impact achieved within the project
- **Visibility:** experts will be associated with the Food Trails activities and appear on the website in articles dedicated to the peer-learning programme.

Application

- To propose yourself as a candidate to become an expert, please send **your CV** and **a short Motivation Letter** explaining how your participation would support the goals of the Food Trails Project (max 1 page), **before the 20 June 2022** to info@food-trails.eu

- Please specify your topics of expertise, interest in one or both activities and your financial retribution expectations for one (1) workday, VAT excluded.
- Please remember that travelling cost to be involved in the peer learning activity will not be covered separately.
- Any question? Contact us at info@food-trails.eu

Background information on Food Trails

[Food Trails](#) is a four-year €12 million project funded by the **EU Horizon 2020 programme** of the European Union, led by the City of Milan. Based on the analysis of the [256 food practices](#) collected by the Milan Urban Food Policy Pact, the project aims to turn shared knowledge into concrete action and build a body of evidence to inform decisions about food policy transformation. The overall goal of this project is to make the **farm-to-fork** journey sustainable and to empower communities, promote a zero-waste use of resources, promote environmentally friendly behaviour change and ensure people have healthy and secure diets. These goals tie into the European Union's **FOOD2030** urban food policy development work.

One of the project's key aims is also to strengthen the network of cities committed to changing their food systems to be more sustainable and beneficial. In four years, Food Trails will reach 5,000 policymakers around the world with the results of the project, working with local and national authorities as well as international bodies to transform, together, our food systems. The [Food Trails' partners](#) include:

- **11 cities** which are home to 7.7 million Europeans: Bergamo (IT), Birmingham (UK), Bordeaux (FR), Copenhagen (DK), Funchal (PR), Grenoble (FR), Groningen (NL), Milan (IT), Thessaloniki (GR), Tirana (AL) and Warsaw (PL)
- **Prominent universities:** Fondazione Milano Politecnico (IT), Cardiff University (UK), Wageningen Research (NL), Roskilde Universitet (DK)
- **European stakeholders:** EAT Foundation (NO), Eurocities (BE), Slow Food International (IT) and Cariplo Factory (IT).
- At a later stage, the project will also involve **21 worldwide follower cities and organisations.**



Through each of the **11 Living Labs**, Food Trails aims to use food as a tool to address other policy issues, such as public health, sustainability and social inclusion. It is hoped that

economic benefits will also arise from the implementation of the pilot projects and the altering of the cities' food systems. By focusing on **new market solutions and business model innovation**, it is hoped that Food Trails' results will extend well beyond the life span of EU funding by creating new business linked to the pilot projects and urban food systems in general.

Cities learning needs

Whilst cities are already carrying out a wide array of activities, they have identified some learning needs and areas on which to focus their efforts to foster and enhance urban food policies. These areas of focus cover a wide range of issues such as:

- Awareness raising and citizens' engagement
- Urban food system assessment and the mapping of the urban food activities
- Food policy and strategy, and food policy council.
- Food dignity and access, and ensuring vulnerable groups' inclusion in policy making
- Public procurement
- Private procurement and how to collaborate with the private sector.
- Supply chains logistics and length
- Healthy diets and nutrition, including nutrition education
- Food waste and circularity
- Urban and peri-urban agriculture
- Innovation
- Climate change mitigation and adaptation and biodiversity protection
- Land tenure

Areas of focus of cities' good practices and learning needs

	AREAS OF FOCUS
PROCESSES	Food policy
	Food policy council
	Inclusion of vulnerable groups in policy making
	Citizen engagement
	Knowledge exchange networks
	Working with the private sector
	Mapping urban food activities
TOOLS	Food waste management
	Urban and peri-urban agriculture
	Food aid
	Awareness raising
	Finance
	Targeting of vulnerable groups
	Public procurement
	Private procurement
	Short supply chain logistics
	Innovation
Urban food systems assessment	

	Land tenure
AIMS	Food dignity and access
	Empowerment
	Circularity
	Innovation
	Nutrition
	Climate change and biodiversity