



# FOOD TRAILS

## D7.10 Events infographic

15.10.2024

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Deliverable 7.10 – Event infographics	WP7 Dissemination: Communication, dissemination and exploitation	1.0

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Lead partner	Contributing partner(s)	Reviewers
EUR	EAT, CDM	APRE

## History of changes

Version	Date	Comments	Main Authors
0.1	24/07/2024	Outline	EUR, EAT
0.2	06/08/2024	Preliminary draft	EUR, EAT, CDM
0.3	02/10/2024	Draft for review	EUR, EAT, CDM
0.4	11/10/2024	Reviewer comments, contributions	APRE
1.0	14/10/2024	Final version	EUR

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# Description of the deliverable

## Events infographic

An infographic summarising the events that Food Trails organised, co-organised, or participated in was produced, as per the grant agreement.

Creating a visual representation, such as an infographic, was crucial for effectively communicating how Food Trails events played a central role in the project. It distilled complex information into concise, accessible visuals that capture attention and promote engagement, making it easier for diverse audiences to understand the project's significance. Additionally, such infographics highlighted the project's impact, allowing stakeholders to see measurable results at a glance.

These visuals encourage sharing across various platforms, increasing visibility and fostering broader support for future initiatives.

The slides provide an overview of the impact of the Food Trails events, highlighting the following key points:

- **200 events** were organized, resulting in significant engagement and outreach.
- The project held **19 international events** and participated in **52 external events**, effectively presenting Food Trails at various global platforms.
- **129 local events** were organized to engage various local stakeholders and develop Living Labs through workshops, Food Policy Councils, and focus groups with policymakers, administrative members, local NGOs, or restaurants.
- The Living Labs enabled **31 innovative pilot actions** to co-create local food policies in line with the EU Food 2030 Strategy and the six categories of the Milan Urban Food Policy Pact (MUFPP).
- The initiative directly involved **13,000 participants**, including city representatives, researchers, academics, EU institutions, governments, civil society, NGOs, food experts, and other stakeholders.
- **Key impacts** included collecting new evidence for urban food policy development, strengthening networks of pilot cities, fostering behavioural changes towards sustainable diets, and improving food security and social inclusion.

The infographic was designed in two slides. The slides with the infographic are available in the Annex 1.

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## **A timeline of key events across the project: banner designed for the Food Trails final conference**

Complementary to the infographic, a timeline of the key Food Trails event across the project's life was designed. This timeline was also printed in a banner used during the Food Trails Final Conference happening in Brussels on October 3, 2024. The infographic served as a powerful tool to narrate the project's story and reinforce its relevance in a global context.

The banner with the timeline of the key Food Trails events is available in the Annex 1.


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# Annex 1: Events infographics and timeline of key Food Trails events

# 200 events

Through these events, the Food Trails project had the following impact:

- 1 Collected new evidence for urban food systems policy development.
- 2 Secured political commitment and capacity for coordinated strategies delivering FOOD 2030 priorities.
- 3 Strengthened a network of pilot European cities implementing food system policies and actions.
- 4 Fostered behavioural change towards healthy sustainable diets and nutrition, responsible production and consumption.
- 5 Increased food and nutrition security for urban and rural dwellers.
- 6 Improved social inclusion and equity of all actors of the food systems.
- 7 Guaranteed innovation opportunities, jobs, growth and economic development for all actors of the food system.

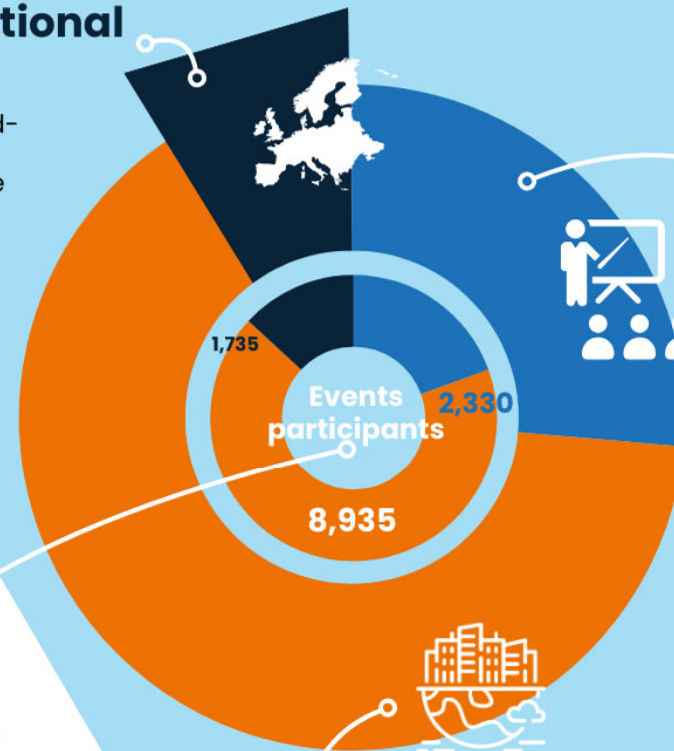
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## 19 international events

Food Trails stand-alone events organised by the Consortium, or side-events held at relevant conferences

  
Total of 13,000

This includes: city representatives, researchers, academics, EU institutions, national and local governments, civil society and NGOs, food experts, food producers, food organisations, citizens, local food systems stakeholders, and school children, among others.



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## Food Trails presented at 52 external events

Participation in speaking opportunities at European and international conferences, where Food Trails was presented.

## 129 local events

Organised by partners and cities as part of local stakeholder engagement and Living Lab activities, for example as part of pilot activities, Food Policy Councils, public fairs, workshops, meetings with local administration, educational events, conferences, trainings, or exhibitions.

More on <https://foodtrails.milanurbanfoodpolicypact.org/>



# 129 local events


# FOOD TRAILS



Local events to engage local stakeholders and develop Living Labs, including workshops, Food Policy Councils, or focus groups with policymakers and administrative members, local NGOs, or restaurants.

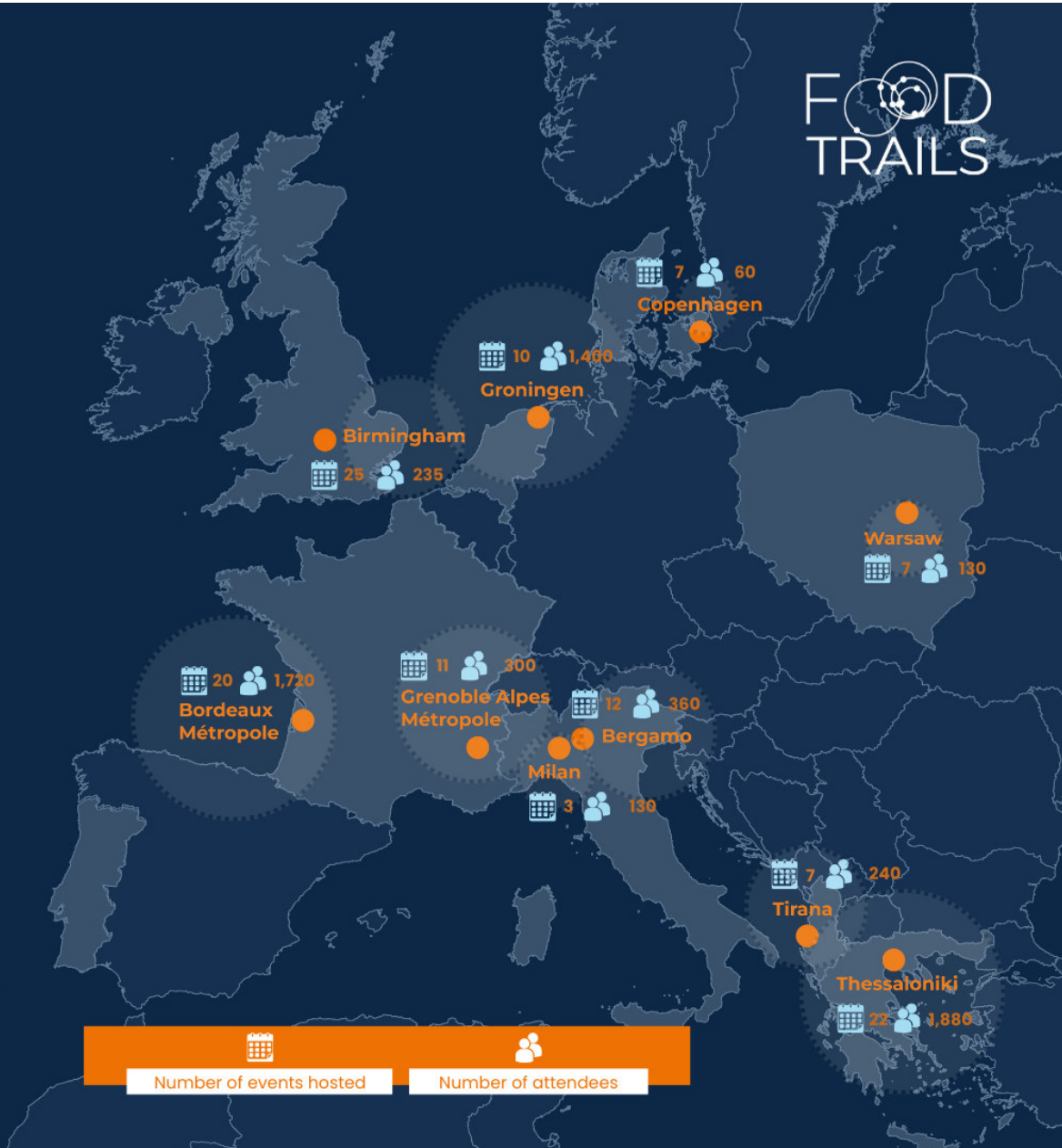


Living Labs enabled 31 innovative pilot actions engaging food system actors to co-create local food policies (in line with the EU Food 2030 Strategy and the six categories of the MUFPP).

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 5  2,480  
**Funchal**

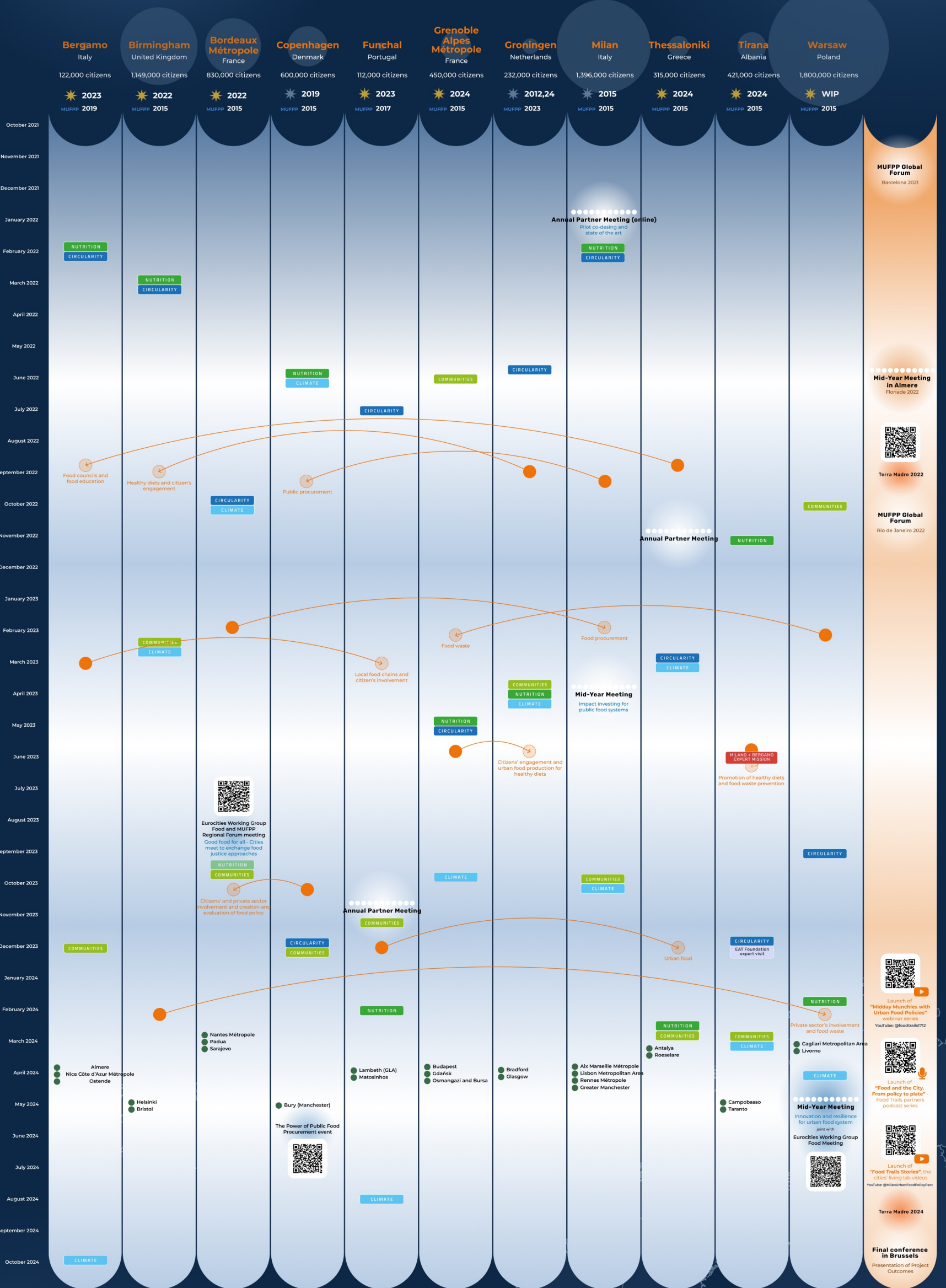
 Number of events hosted  Number of attendees



# FOOD TRAILS



## A timeline of key events across the project



### Legend

- 2022: Year of signing of the city food policy - grey if before or yellow if after the start of Food Trails
- 2019: Year the city joined the Milan Urban Food Policy Pact
- 2015: Year the city joined the Milan Urban Food Policy Pact

- Replication visit between two Food Trails cities
- Visit of a Crosscutting Manager to a Food Trails city
- Cascading cities visit to a Food Trails city

[foodtrails.milanurbanfoodpolicypact.org](http://foodtrails.milanurbanfoodpolicypact.org)



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