



FOOD TRAILS

Deliverable 7.9 – 11 videos

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

This version of the document is a draft and needs to be approved by the European Commissior



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

Deliverable details

Title	WP	Version
D7.9 11 videos	WP7 – T7.3	1.0

Contractual delivery date	Actual delivery date	Dissemination level
15/10/2024	15/10/2024	PU

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

History of changes

Version	Date	Comments	Main Authors
0.1	01/07/2024	Document structure and first draft content	CDM
0.2	30/09/2024	Second draft of the document	CDM
0.3	30/09/2024	Version for review	CDM
1.0	15/10/2024	Finalization of the document	CDM

Disclaimer

This document contains confidential information in the form of the **Food Trails** project findings, work and products and its use is strictly regulated by the **Food Trails** Consortium Agreement and by Contract no. 101000812.

Neither the **Food Trails** Consortium nor any of its officers, employees or agents shall be responsible, liable in negligence, or otherwise howsoever in respect of any inaccuracy or omission herein.

The contents of this document are the sole responsibility of the **Food Trails** consortium and can in no way be taken to reflect the views of the European Commission and the REA.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101000812.

Table of content

Executive Summary	5
About Food Trails	5
Introduction	6
Concept	7
Methodology	8
List of the videos	11

Executive Summary

This document presents the 12-video series called "Food Trails Stories," showcasing activities and outcomes of the Food Trails Living Labs. The series includes a video for each of the 11 cities involved in the project, along with a twelfth video that highlights what we consider to be the project's main legacy, namely, the pathway to food policy development to drive the sustainable food system transformation across Europe.

Together with the three milestone reports of Food Trails – the Handbook for Replication, the Final Publication, and the Cross-Cutting Manager Report-, the seven policy briefs, and the Food Trails podcast series, the video series is one of the key communication tools for disseminating the results, knowledge, and experience gained during the four years of the project.

About Food Trails

[Food Trails](#) is a four-year (Oct 2020 / Oct 2024) €12.000 million project, funded by the EU Horizon 2020 Programme, addressing the call "Food 2030 – Empowering Cities as agent of food system transformation".

It aims to translate the worldwide [Milan Urban Food Policy Pact](#)'s shared vision and collective commitment to integrated urban food policies into measurable and 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, through participatory Living Labs, as a leverage point for the development of Urban Food Policies 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).

Introduction

As part of the dissemination strategy of the Food Trails project, a series of videos was developed showcasing the project's cities Living Labs, to highlight the achievements and results of the 11 pilot actions carried out in each partner city. These videos were designed to serve as a key tool for spreading awareness and engaging a wide audience in the project's objectives and activities.

The series of the 11 Food Trails videos was titled: "Food Trails stories".

Each video provided a clear and concise summary of the pilot actions implemented in that specific city. The videos would not only inform but also attract viewers, encouraging them to focus deeper into the project and explore the broader impacts of its initiatives.

To ensure the widest possible dissemination, the videos were made available on various channels, including [the project's official website](#), [the Milan Urban Food Policy Pact's YouTube channel](#) and on the Food Trails [LinkedIn](#) and [Twitter](#) page. For each city video, efforts were also made to reach geographical communities through a paid advertising campaign on LinkedIn.

The development of these videos was complemented by the production of a Food Trails podcast series "[Food and the cities. From policy to plate](#)", which offered in-depth insights and talk related to the main challenges and topics emerging from Food Trails project. In each episode of the podcast series, details on city pilots are mentioned, alongside a call to action to watch the related videos of the cities.

With the conclusion of the 11 city videos, an extra final video of the Food Trails project was launched. The final video, titled "[Food Trails - Pathways Towards Food 2030 Led Urban Food Policies \(Video Hero\)](#)" highlights the journey of the 11 project cities and their partners in driving a sustainable transformation of the EU food system through food policy development and innovative solutions to public challenges (Pilots). It emphasizes the key ingredients for urban food policy development within Food Trails: political commitment, stakeholder engagement, pilot actions, research, dedicated team and budget, impacts monitoring, exchange, and tools for replication. The video concludes by inviting other cities to follow the trails drawn by the project, exploit tools and knowledge developed, to embark on their own journey towards a better urban food system.

Overall, the video and podcast productions played a crucial role in the communication and dissemination efforts of Food Trails, helping to highlight the innovative approaches taken by the cities and to inspire other communities to adopt similar strategies in their own food systems.

Concept

The Food Trails partner responsible for producing the videos on the Living Labs of Food Trails was the City of Milan, which selected the video company *AB Comunicazioni* to create the entire series. The brief for the videos included:

1. The production of 11 video-reports with a technical-informative style, each lasting 2.5 minutes approximately, aimed at showcasing the pilot actions carried out within the Living Labs of each partner city of Food Trails, and highlighting how these actions contributed to creating momentum for the implementation of food policies. These videos should focus on the results, impacts, and people involved (beneficiaries and stakeholders), giving a human element to the project.
2. The production of 1 video (hero video) capable of presenting, in a concise and engaging way, the work carried out over the 4 years of the Food Trails project. The main goal of this video was to dynamically and succinctly showcase the project's key legacy, incorporating footage shot from the 11 videos on Living Labs, and supporting the policy messages of Food Trails, such as the role of cities in the transition to a sustainable food system.

Target audience of the Food Trails video is primary a 'community' of project officers, technicians, experts, city officers, policy makers, etc., at the EU level, already engaged in the sustainable European food system transformation. Specifically: Food Trails consortium partners and other cities involved in the project (Cascading Cities), city networks (e.g. Eurocities WG Food, MUFPP, etc.), EU and local policy makers, researchers and academics, food experts, NGOs, organizations, startups, SMEs, private sector organisation and stakeholders.

The secondary target audience of Food Trails videos includes the citizens of the project cities, as well as the beneficiaries of the pilot actions, local stakeholders, potential investors, local and national politicians, and other decision-makers.

The videos would feature an English voiceover with both English and local language subtitles. Each city should be presented through a format that ensures comparable coverage of all 11 cities. The video format should include:

1. "Cities postcards" to set the context, including aerial views;
2. Footage showcasing previous relevant work of the city in the food policy realm;
3. Footage of people involved in the project (stakeholders, beneficiaries, team, policy makers...);
4. Footage dedicated to individual pilot actions;
5. Footage of key events from each city's Living Lab;
6. Graphic animations (SUPER) to highlight key messages, results, and impacts;
7. Background music;

8. Intro and outro (closing with the Food Trails logo, consortium partner logos, EU disclaimer, website, and social media icons);
9. All videos should consider existing visual guidelines of the Food Trails project.

Methodology

The Food Trails video production process followed these steps:

1) The Pre-Production Phase

First, the City of Milan proposed a fixed structure for the videos of each city - starting with Birmingham, where the first shoot took place in September 2023 - and reviewed it with the video production company.

Once the format of the script was finalized, the City of Milan collaborated with the city to complete it with all relevant information. Then, the video company's copywriter developed the final scripts, which were submitted to the City of Milan and the local officer for approval. Shooting permits for adults and children were created specifically for the Food Trails video, with the support of the law firm, with the City of Milan acting as the data controller.

Finally, the first shoot of the series was organized in Birmingham, resulting in the production of the pilot video, which serves as a reference for the tone and style of the entire series.

Script Structure of the 11 videos on Food Trails Living Labs

1. Introduction to the city;
2. The city's food policy work and best practices before Food Trails;
3. The main challenge addressed by the city's Living Labs;
4. Introduction to the city's participation in the Food Trails and the FOOD 2030 priorities addressed in the Living Lab;
5. Pilot actions: each city had between 2 and 4;
6. Conclusions.

2) The Production Phase:

After the work on the pilot video, the actual production of the Food Trails video series began, which included:

- Script development for each project city;
- Translation of shooting releases into the local language;

- Investigating which local/national authorities need to be contacted for aerial shooting permissions and ensure their acquisition;
- Planning of the shooting date in concomitance with Living Lab events/actions;
- Preparing a detailed two-day shooting plan, including times, places and actions to be filmed;
- Before each shooting, a final alignment with the city in question, the video company, and the video makers.

3) Shooting

The filming for the 11 Food Trails videos took place from September 2023 to July 2024. An initial planning including all shooting was made at the end of 2023, which was then updated in progress during 2024.

A team of two operators — one movie director and drone operator, and one handheld camera operator — visited all Food Trails cities to capture the footage for the video on each city's Living Lab. Each city appointed a local contact responsible for facilitating the shooting process.

During each shoot, the administration and signing of the shooting releases was particularly crucial. This task was carried out directly by the movie director on behalf of AB Comunicazione, the data processor, except for specific locations such as school canteens, where the involvement of the school principal and teachers was required.

Shooting in the cities of Food Trails	
Birmingham	29 - 30 September 2024
Funchal	16-17 October 2024
Bergamo	15 November 2023, 12 and 16 March (2 half days)
Bordeaux Metropole	12 – 13 February 2024
Grenoble Alpes Metropole	17 – 18 April 2024
Tirana	22 – 23 Apr 2024
Thessaloniki	16 –17 May 2024
Warsaw	23 – 24 May 2024
Milan	21 and 28 May (2 half days); 4 and 11 June (2 half days)
Copenhagen	18 – 19 – 20 June 2024
Groningen	1 – 2 July 2024

Post-production phase:

The post-production of the videos involved editing and creating a first video draft to be submitted to the city for feedback regarding errors or specific changes.

Prior to the editing phase, the English voiceover was recorded by a professional native speaker, and the graphic inserts (SUPERS), as well as the intro and outro slides, were created and handed over to the video makers.

The post-production of the videos took place in two phases. The first phase involved delivering the semi-final drafts, which were approved by the cities, for the videos of Birmingham, Funchal, Bergamo, Bordeaux Métropole, and Grenoble-Alpes by the end of July. The second phase of video editing occurred from mid-August to the end of September 2024 and included preparing the first drafts for the videos from Tirana, Warsaw, Groningen, Copenhagen, Milan, and the Hero Video.

The Dissemination Phase:

The dissemination of the videos on Food Trails living labs began on September 4, 2024, with the video from Bordeaux Métropole and concluded on October 14 with the launch of the twelfth video.

At the project level, the main communication channels for the video's dissemination included the [MUFPP YouTube channels](#), the [Food Trails website](#) and Food Trails social media profiles on [LinkedIn](#) and [Twitter/X](#).





Additionally, a paid advertising campaign aimed at maximizing video views was organized on LinkedIn, the social media platform that offers more precise audience targeting, allowing us to reach the desired audience. A detailed description of the LinkedIn advertising campaign and its results is available in Deliverable 7.3, section "Social Media".






The editorial plan for the campaign was included in the "Comms Pack for Partners," which contained release dates, texts for social media, and links to the videos on YouTube. The Pack also included the release dates for the podcast episodes of the series "[Food and the Cities](#)," as well as information about the Food Trails event at Terra Madre 2024 and the final conference. Overall, an "End of the Project" campaign was developed, focusing on disseminating Food Trails results both at the project level and at cities level, with a high degree of interconnection and complementarity between the video and podcast content, which referenced each other. In the Food Trails videos, everything is centered around the city, which has maximum visibility, while in the podcasts, everything focuses on vertical themes, which are then addressed by providing examples from the cities' Living Labs.




Before the release of the videos, several important tasks needed to be completed. Each city provided feedback on any corrections or specific changes to the video draft and verified the script translation into local language. Additionally, it was essential for each city to check they had permissions from all individuals featured in the video. Finally, the subtitle files had to be set up in English and the local language.

List of the videos

In this section, all videos produced to give visibility to cities' actions are accessible via web links:

	<p>Video on Bordeaux Metropole</p> <p>https://youtu.be/GhJIBt0kl5c</p>
	<p>Video on Warsaw</p> <p>https://youtu.be/doktPUJiiA4</p>
	<p>Video on Tirana</p> <p>https://youtu.be/mUm47yrxck0</p>
	<p>Video on Birmingham</p> <p>https://youtu.be/bkXKcX5HSi0</p>

	<p>Video on Thessaloniki</p> <p>https://youtu.be/kz0n8FFlb1I</p>
	<p>Video on Groningen</p> <p>https://youtu.be/ZiORCx4eq0I</p>
	<p>Video on Grenoble-Alpes Metropole</p> <p>https://youtu.be/a1e5nr2SZYA</p>
	<p>Video on Copenhagen</p> <p>https://youtu.be/lfBYKvcG908</p>
	<p>Video on Funchal</p> <p>https://youtu.be/SdnCZbelX8c</p>

	<p>Video on Bergamo</p> <p>https://youtu.be/8wMcdftrISY</p>
	<p>Video on Milan</p> <p>https://youtu.be/hjkqwU-W7PA</p>
	<p>Video hero</p> <p>https://youtu.be/HXw-UQ3Gk6U</p>
<p>The 'Food Trails stories' playlist on the MUFFP's YouTube channel: https://www.youtube.com/watch?v=HXw-UQ3Gk6U&list=PL619QxTc2dapaL3qB95dbn8kOVCIMMPES</p> <p>"Food Trails Stories: Discover the 11-videos series showcasing Food Trails Living Labs" the article on the Food Trails website where all 12 videos are embedded: https://foodtrails.milanurbanfoodpolicypact.org/food-trails-stories-the-11-videos-on-food-trails-living-labs/</p>	