

Catch the wave, lead the change

FOOD WAVE

Digital kit



CO-FUNDED BY
THE EUROPEAN UNION



PROMOTED BY
Comune di
Milano

Food Wave Picnic

Are you ready for the **Food Wave Picnic**?! Do you want to know what it is? It's a collective international event aimed at highlighting how sustainability can be easily integrated in our everyday life, starting with food choices.

On **18 June 2023 – International Picnic Day** – the Food Wave community will take over the city parks to celebrate together a moment of sharing and create awareness on sustainable food with a huge international live event.

Our main goals are:

- ✔ promoting a zero-waste culture
- ✔ encourage the use of local and seasonal ingredients
- ✔ get to know each other
- ✔ have fun!

The Food Wave Picnic will be a moment to celebrate food as a unifying cultural element, a collective ritual, but also a tool for promoting change. Let's meet and discuss your climate-friendly food solutions and share your vision of a fairer and more sustainable food system.

Food Wave picnic

Together for climate!



Join the action!

Being part of the initiative is simple, you have two options:

Option 1: organise a picnic in your city

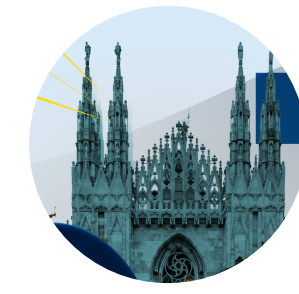
Organise your own event and get ready: invite your friends for June 18th and ask for their help with the organisation. You can promote your picnic using the materials you will find in the dedicated section below. To add your event to the picnic map on the Food Wave website you will have to **fill in the dedicated form** and, once submitted, you will receive an email confirming the activation of your event, which will be shown on the map.

Option 2: join a picnic on the map

Participate in one of the picnics on the site map: look and choose the event; register and get involved in the group organising. You will be able to contact the organisers to coordinate your participation.



CREATE A PICNIC



Name Event
City

JOIN THE PICNIC

Participants list ▾



The day of the event

Document your day! It would be great if we could share moments/ideas from your picnic in real time on your social networks. Report it through Instagram posts or Instagram stories, and **don't forget to mention us with the tag @foodwaveproject.**

Our official pages :
www.instagram.com/foodwaveproject
<https://www.facebook.com/foodwaveproject>

Also remember to add to your posts the officialhashtags of the initiative:
#FoodWavePicnic #InternationalPicnicDay

And the project hashtags:
#FoodWaveProject #CatchTheWave



Tips

Follow these simple tips to organise your Food Wave Picnic:

Getting to the picnic is already part of the picnic: choose public transport, shared bicycles or car-sharing.

Choose products and ingredients with a low environmental impact: prefer organic, seasonal and short/local supply chain food.

The best waste is the non-produced! Avoid plastic tableware and utensils and choose reusable or biodegradable ones, or ask participants to bring their own.

Replace paper napkins with cloth ones. Don't have any? Just recycle an old piece of cloth from any unused item of clothing.

Avoid unnecessary packaging: Try to buy as many raw materials in bulk as possible. This will prevent you from taking more packaging with you.

Say no to bottled water: fill your water bottle from fountains or from the tap.

Use reusable cotton bags, handbags or a classic basket to carry your food; avoid using plastic bags.

Recycle or share: If there is leftover food at the end of the picnic, take it home and use it for other recipes; or share it with other participants.

Take biodegradable rubbish bags with you, they will help you to leave a clean space.
A proper clean-up at the end of the picnic is crucial for the environment!



Here are some tips for a fun picnic



Do you play an instrument?

A guitar is always ideal for an afternoon in the sun!



Do you like to perform?

Give it your best shot!



Do you like to draw?

Tell the story of your day with an illustration.




Do you like role-playing games?

There's nothing better than games for creating a bit of team spirit

Social cards

I'll be part of the Food Wave Picnic organised by @FoodWaveProject 🌊🌍

👉 An opportunity to reflect together on the impacts that our food habits have on the Planet, get to know each other, share best practices and, above all, have fun! 🌟

Join the international #sustainable initiative!
Register here  [Link to the map]

[Here](#) you will find the card (in feed and story format) to promote your initiative on social media. We also suggest a copy you can customise for your communication.



CARD FB/IG



Flag & Flyer

Print this flag and use it to mark the location of the picnic. You can attach it on a stick and plant it in the ground, or hang it on a tree (taking care not to damage it).

Print this flyer and post it in your school, university or association of which you are a member. Make your initiative known!



Banner

You can use this banner to promote the initiative on your site. Add the link to the official event page to the call to action.

Banners size
300x250px
300x600px
970x250px





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