

FoodWave picnic

Report Follow Up



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PROMOTED BY
Comune di
Milano

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On **Sunday 18 June 2023**, on **International Picnic Day**, citizens, activists and local associations across Europe and in Brazil responded to Food Wave's invitation by "taking over" city parks to celebrate **food as a unifying cultural element** and reflect together on the **impact of food systems on our Planet**.

By linking to the dedicated [page](#) on the Food Wave website, users could choose to participate in one of the picnics created by the project partners or to activate their own by filling in the appropriate form. Once the event was added on the map, the user received a digital kit with the rules to be followed to create a **sustainable picnic** and an invitation to share some moments of the day through social media.

The Food Wave Community was the protagonist of this great collective 'live' event, demonstrating **how sustainability is a value that can be practically applied in everyday life**, starting with food choices.

The objectives of the event

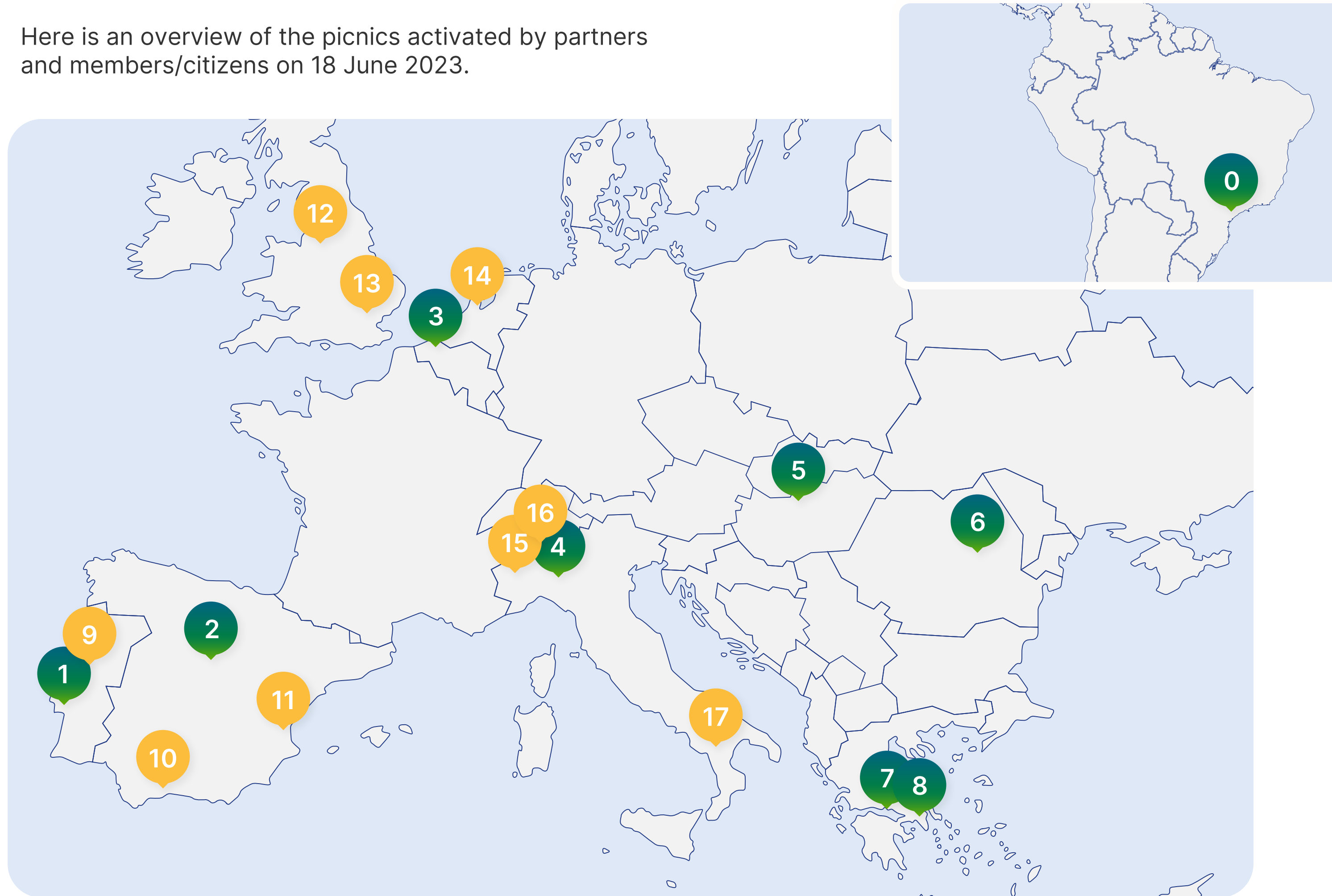
promote a zero-waste culture

encourage the use of local and seasonal ingredients

get to know each other and share climate-friendly food solutions

Here is an overview of the picnics activated by partners and members/citizens on 18 June 2023.

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PARTNER'S PICNIC

- 0. Virada ODS, **Sao Paulo**
- 1. Jardim da Cerca da Graça, **Lisboa**
- 2. Dehesa de la Villa and 6 other urban gardens, **Madrid**
- 3. Garden Sint-Godelieve Abbey, **Bruges**
- 4. Parco Sempione, **Milano**
- 5. Garden of the Tower, **Pest**
- 6. The courtyard of C.A.T.T.I.A., **Brasov**
- 7. Old Deposit OSY, **Athens**
- 8. Academia Platonos park, **Athens**



MEMBER'S PICNIC

- 9. Quinta do Figueiral, Rua João Pereira Duarte, **Cartaxo**
- 10. Parque Huelin, **Málaga**
- 11. Área verde rocódromo, **Valencia**
- 12. Platt Fields Garden Market, **Manchester**
- 13. Caledonian Park, **London**
- 14. Flevopark, **Amsterdam**
- 15. Flashback, Corso Giovanni Lanza 75, **Turin**
- 16. City park "Parco Bassetti", **Gallarate**
- 17. Parco delle Stelle, **Trecchina**

22
total picnics

17
cities

in 10 countries involved

14
picnics

coordinated by
the project partners

8
community picnics

organized by
the activists/citizens

6 Social media report

The analytics of social activities related to the activation of the Picnic shows the success of the initiative throughout the period considered. Instagram, which was chosen as the main storytelling platform – as indicated in the rules of the campaign – registers an impressive total coverage (awareness objective). In the same way, the data on interactions registers the best performance among all project activities. The Facebook page, although used as a support-platform, responded positively, both in terms of coverage and target reached.

Data was collected from the day the initiative was launched on social media until the end of the week in which the event took place (8 May/ Milan Food Forum - 24 June).

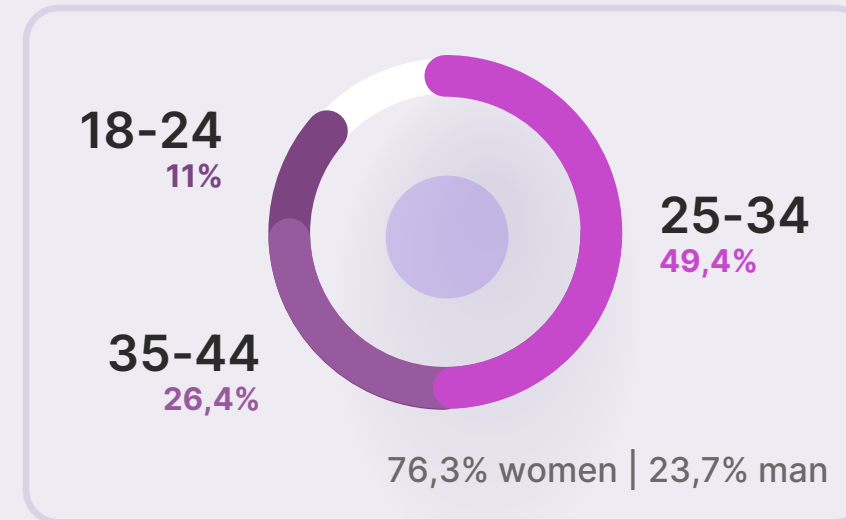
Analytics

INSTAGRAM

5.164.919

Total coverage of posts and Stories

Age group involved | Instagram

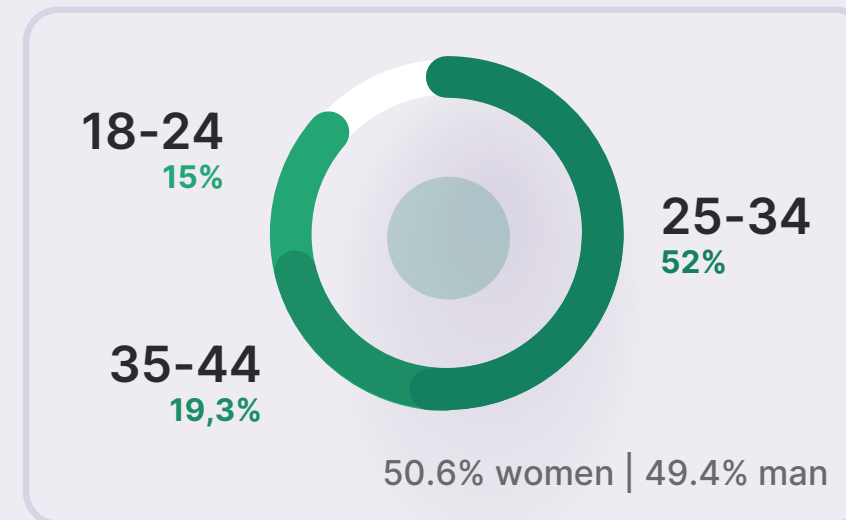


FACEBOOK

909.512

Total coverage of posts and Stories

Age group involved | Facebook



Profile Views

Instagram

3,045

Facebook

4,958

New Followers

Instagram

+379

Facebook

+65

Instagram Interactions
Accounts that interacted

867

599
non-followers

268
Followers

Interactions
with content

1.347

662
Likes

81
Saved post

TOP TOWNS/CITIES

INSTAGRAM

Milan, Italy 7.1%
 Madrid, Spain 6.6%
 Lisbon, Portugal 3.2%
 Zagreb, Croatia 3.2%
 London 3%

FACEBOOK

Milan, Italy 2.8%
 Sofia, Bulgaria 2.1%
 São Paulo, SP, Brazil 2.1%
 Manaus, AM, Brazil 1.5%
 Rio de Janeiro, RJ, Brazil 1.3%
 Zagreb, Croatia 1.2%
 Athens, Greece 1.1%
 Bucharest, Romania 0.9%
 Salvador, BA, Brazil 0.8%
 Turin, Piedmont, Italy 0.8%

TOP COUNTRIES

INSTAGRAM

Italy 28.4%
 Spain 16.3%
 Portugal 8.8%
 United Kingdom 7.4%
 Greece 4.6%

FACEBOOK

Brazil 60.2%
 Italy 10.3%
 Romania 5.3%
 Bulgaria 3.6%
 Greece 3.6%
 Croatia 2.2%
 Portugal 1.8%
 Poland 1.6%
 Hungary 1.5%
 Spain 1.4%

STORIES COLLECTED FROM PARTNERS AND COMMUNITY MEMBERS 200+

9 Partners' Picnic

Discussions, workshops, creativity: the picnics organised by Food Wave partners involved activists, politicians, personalities and citizens on project issues, creating a precious moment of exchange. Therefore, the picnic is intended not only as a display event, but above all as a tool to strengthen the pact between cities and local communities in building a new food system together. Let's discover the activities and results achieved in the following report.



Municipality of Milan

Parco Sempione, Milan

Political representatives/influencers involved:

Anna Scavuzzo, Vice Mayor of the City of Milan
Marco Mazziotti, EU Funds Area Director of the City of Milan
Andrea Magarini, Food Policy Coordinator of the City of Milan
Filippo Gavazzeni, Head of MUFPP Secretariat of the City of Milan
Florenzia Di Stefano-Abichain / florenciafacose
Niraj Shah / cuisine_of_mine_

The City of Milan organized a Food Wave Picnic at Parco Sempione, one of the biggest parks in the city. The picnic was opened by the Deputy Mayor Anna Scavuzzo and featured different activities such as art performances and workshops realized in collaboration with the Milan Food Policy and several local associations (project partners as Mani Tese and ACRA but also youth associations such as Terzo Paesaggio, etc.). Water bottles, fresh fruit and compostable cutlery were distributed to all the participants, to spread the sustainability principles which guided the event. The picnic involved also the influencer Florenzia Abichain-Di Stefano (@florenciafacose) and the Indian chef Niraj Shah who promoted the recipe of brought and distributed vegetarian fritters.

PARTNERS PICNICS

Number of participants involved:

1746





B R U
G G E

PARTNERS PICNICS

City of Bruges

Garden Sint-Godelieve Abbey, Bruges

Number of participants involved:

65

The City of Bruges organized a Food Wave Picnic in the garden of St. Godelieve Abbey. In collaboration with the Food Wave Ambassador Bianca Deschacht, you could enjoy a lovely brunch package. This package was made according to principles of the food strategy "Brugge Smaakt": local and sustainable products. The products are sustainably packed and transported. The Bruges Food Wave team and the activists involved stopped by every group of people to explain the purpose of the picnic, what Food Wave is about and how to become an Ambassador.



Rede DLBC Lisboa

Jardim da Cerca da Graça, **Lisbon**

Political representatives/influencers involved:

Eunice Maia, Maria Granel. influencer / mariagranel.lx

PARTNERS PICNICS

Number of participants involved:

24

Rede DLBC Lisboa organized a Food Wave Picnic in Jardim da Cerca da Graça. The initiative took place between 5:30 and 8:30 PM and involved many citizens and activists who brought their own sustainable food and drinks to be shared. The picnic was promoted through social media by Eunice Maia, founder of the Zero Waste shop Maria Granel, using the shop's Instagram profile that has more than 77K followers.





PARTNERS PICNICS

Pest County

Garden of the Tower, Pest

Number of participants involved:

87

Pest County organized a morning Food Wave Picnic at Szob in the garden of the Toronyszoba. Food from local producers was served and three speakers were invited to talk about food and sustainability from different perspectives: Tibor Jászai, chef of Prímás Pince in Esztergom, presented the possibilities, techniques, and ingredients used in their sustainable kitchen. Géza Pál Balogh, lecturer at the University of Pécs, gave a lecture on sustainable food production and László Batki, owner of Dunamező Biokert, shared his experience and concerns related to self-produced food.



Municipality of Madrid

Dehesa de la Villa and 6 other urban gardens, **Madrid**

PARTNERS PICNICS

Number of participants involved:

460

The City of Madrid organized a big Food Wave Picnic at the Dehesa de la Villa park and also 5 smaller picnics hosted in urban gardens located in different neighborhoods in the city. The picnics featured different activities such as workshops realized in collaboration with associations (Justicia Alimentaria, Ecosecha, Alianza por la Solidaridad) and art performances. Vegetarian food was distributed to the event participants.





PARTNERS PICNICS

Agentia Metropolitana Brasov

The courtyard of C.A.T.T.I.A, Brasov

Number of participants involved:

50

Agentia Metropolitana Brasov organized a Food Wave Picnic in the courtyard of the C.A.T.T.I.A garden. The participants discussed about sustainable food systems and had the chance to taste strawberries and local vegetables. They also had the chance to explore the biodiversity in the C.A.T.T.I.A garden, through two workshops supported by specialists Schubz Râșnov from the Education Center for Sustainable Development. Everyone received sustainable cutlery and plates, napkins and cloth bags.



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