

Feed Your Future

URBANIZING FOOD SOLUTIONS

Program

22 - 25 November 2023



Feed Your Future

Our food system operates in a significant paradox: the way we produce and consume food jeopardizes the resources that will be needed in the near future to feed the global population. In an era where the challenges of the food system seem so complex, global, and abstract that they appear unsolvable and paralyzing, change can and must begin at the local level, starting from our cities. The Municipality of Milan has accepted this challenge.

For several years, the Municipality of Milan has been involved in the Food Wave project, realized in the implementation of the Municipality's Food Policy. In collaboration with 28 partners from 16 countries Food Wave has the aim of increasing knowledge, awareness, and engagement of young people regarding food consumption patterns and associated behaviors. 2023 marks the closing phase of the project, a moment of reflection on what has been learned and accomplished, but also an opportunity to involve citizens in a collective discussion about the future.

From November 22nd to 25th, the Municipality of Milan, together with Will Media, ActionAid Italy, Fondazione ACRA, Mani Tese will organize "Feed Your Future": three days of public and institutional events aimed at reconsidering our relationship with food and identifying together the solutions to transform it.

The afternoon of November 23rd will be open to anyone who wants to participate, free of charge. We will have the opportunity to explore, design, and imagine together innovations capable of revolutionizing our food system starting from cities. The event will include live conversations with Italian and international guests, on-the-ground experiences, a hackathon, and a documentary screening.

The afternoon of November 24th will be a moment dedicated to the associations supported by the Municipality of Milan within the Food Wave project. Initially, we will learn about the initiatives of city-affiliated associations with the Municipality of Milan that are locally committed to ensuring a sustainable food system. The afternoon will continue with an activity moderated by Will Media to generate a healthy debate on solutions to the problems of the food system.

EVENT 1

Feed Your Future: Benchmarking

Wednesday, November 22

📍 Palazzo delle Stelline, Sala Pirelli

BY INVITATION ONLY

▶ Watch the event in [streaming](#)

PROGRAM

✦ 1:30 PM

Registration with badge assignment

✦ 2:00 PM

Welcome and opening remarks

- Anna Scavuzzo, Deputy Mayor of the Municipality of Milan, with responsibility for Food Policies

✦ 2:15 PM

Food and Climate Change: International Actions for Youth Involvement

- Martina Riva, Deputy Mayor For Sport, Tourism and Youth Policies, Municipality Of Milan
- Francesca Vanoni, Team Leader DEAR Support Team
- Lorenzo Gentile Colotta, Head of operation of the World Food Forum I UN FAO
- Roberta Ianna, Senior Advisor, Italian Ministry for the Environment and Energy Security

✦ 2:40 PM

Experiments, innovations and results of the Food Wave project

- Marco Mazziotti, Director of the European Projects Unit, Municipality of Milan
- Barbara Antonelli, Head of Communication, ActionAid Italy
- Nicola Morganti, President, Fondazione ACRA
- Giuseppe Stanganello, President, Mani Tese

✦ 3:20 PM

Climate policies of the Municipality of Milan at local and international level

- Andrea Magarini, Director of Food Policy of the Municipality of Milan
- Filippo Gavazzeni, Coordinator of Milan Urban Food Policy Pact (MUFPP)

✦ 3:30 PM

Foo(d)tures: preview of the results of the Food Wave international creative competition

- Jole Lombardini and Leandro Sgro, European Design Institute (IED)

✦ 3:40 PM

Closing and presentation of the following days

- Anna Scavuzzo, Vice Mayor of the Municipality of Milan, in charge of Food Policy and Education at the City of Milan

Moderated by Riccardo Haupt, CEO Will Media

✦ 3:50

Networking snack

EVENT 2

Feed Your Future: Brainstorming

Thursday, November 23

📍 Mare Culturale Urbano

BY INVITATION ONLY

▶ Watch the event in [streaming](#)

PROGRAM

✦ 10:00 AM

Welcome and registration with welcome coffee

✦ 10:30 AM

Food Wave: the importance of narrating change

- Introduction by Emanuela Vita, Food Wave Project Manager and local and international project representatives
- Will Media: his experience in narrating change

Moderated by Will Media

✦ 11:00 AM

Interactive session, Will Meets format

- Meet and brainstorm moment: Discussion on the achievements, objectives and future steps of Food Wave projects with their representatives - brainstorming on what we have done and what lies ahead

Moderated by Will Media

✦ 12:30 AM

Lunch break

EVENT 2

Feed Your Future: Brainstorming

Thursday, November 23

📍 Mare Culturale Urbano

OPEN TO PUBLIC - [register here](#)

Simultaneous translation available

✦ 2:00 PM

Registration and welcome with coffee reception

✦ 2:15 PM

Registration and welcome with coffee reception

- Welcome by Emanuela Vita, Project Manager of Food Wave and Andrea Magarini, Head of Food Policy of the Municipality of Milan
- The Will Media team introduces the work by talking about how language can stimulate change and action
- Presentation of some international projects implemented by Food Wave that attempt to solve problems in the food system, and a brief exploration of communication challenges

✦ 2:50 PM

How to design a communication campaign

- Giulia Mangano, Creative Director of Will, will discuss how to develop an effective communication campaign

✦ 3:00 PM

Hackathon

- Hackathon session in groups, trying to understand how to share the solutions presented in the introduction with a community so that citizens, institutions, and businesses can support the project and contribute to its success.

✦ 5:15 PM

Award ceremony of the Foo[d]tures contest

International contest for young artists and designers coordinated by IED - European Institute of Design and ActionAid for Food Wave

Greetings and award ceremony by Anna Scavuzzo, Deputy Mayor of the Municipality of Milan, in charge of Food Policies and Education - **remotely**

✦ 5:30 PM

A dialogue on the challenges of the global food system

The journalists Silvia Lazzaris (Will Media) Luca Rondi (Altreconomia) and Rosita Rijtano (La Via Libera) in a dialogue on the investigations about social and environmental injustice along our food chain produced with ActionAid and Mani Tese within the Food Wave project

Moderation: Benedetta Gori, Author at Will

✦ 6:00 PM

Screening of the documentary "Yatapita"

- Screening of "Yatapita," a documentary produced by Will Media in collaboration with ActionAid set in Tanzania, addressing one of the most delicate diplomatic themes of our time: climate justice.
- The screening will be followed by a Q&A with Silvia Lazzaris, the documentary's author Luca Rondi (Altreconomia), author of "Il prezzo insostenibile del Cacao", and Rosita Rijtano (La Via Libera) author of "Aperitivo a spese della Biodiversità".

✦ 7:00 PM

Closing statements of the representatives of the Municipality of Milan, ActionAid Italia, Fondazione ACRA, Mani Tese and the Will Media team

✦ 7:15 PM

Free light dinner

EVENT 3 Feed Your Future: Building

Friday, November 24

📍 Piazza Duomo, Sala Consiliare

BY INVITATION ONLY

PROGRAM

✦ 9:30 AM

Welcoming coffee

✦ **10:00 AM**

Welcome and institutional remarks by Mattia Abdu Ismahil, President Municipio 1, Municipality of Milan

✦ **10:05 AM**

Steering committee

✦ **12.10 AM - 13.00 PM**

Light lunch

EVENT 3

Feed Your Future: Building

Friday, November 24

📍 Baroni 85, Gratosoglio Via Costantino Baroni 85

OPEN TO PUBLIC - [register here](#)

PROGRAM

✦ **3:00 PM**

Cultivating the future

Initiatives of city-affiliated associations with the Municipality of Milan for a sustainable food system

Welcome and institutional remarks

- Anna Scavuzzo, Vice Mayor of the Municipality of Milan, in charge of Food Policy and Education at the City of Milan
- Giulia Tosoni, Director, Youth Promotion and School-to-Work Transition Project, City of Milan

✦ **3:15 PM**

- Eleonora Ciscato, Diciassette
- Martina Spinelli e Giovanni Pigliacelli, Cavallè Collective
- Andrea Bettani, President of ESN Politecnico Milano
- Eleonora D'Elia, RECUP
- Andrea Perini, Terzo Paesaggio
- Anna Donelli, Mind the G.A.P.

✦ **3:45 PM**

Milano Mangia podcast presentation
Presented by Gianluca Bitelli, Juice
Q&A

Moderated by Emanuela Vita, project manager di Food Wave

✦ **4:00 - 5:00 PM**

Swing

A collective activity to generate a healthy debate on solutions to the problems of the food system. This gamified discussion format will be focusing on food accessibility, GDO and farm to table solutions.

Moderated by Giulia Bassetto, Author at Will Media

Field visit for the project partners

November 25

📍 Cascina Nascosta, Via Emilio Alemagna 14, Parco Sempione

🕒 **11 AM - 1 PM**

BY INVITATION ONLY