

Programma

22 - 25 November 2023

# Feed Your Future

URBANIZING FOOD SOLUTIONS

DIALOGUES ON THE FUTURE OF FOOD



FIND OUT THE PROGRAMME,  
WHERE THE EVENTS WILL TAKE PLACE  
AND HOW TO MOVE AROUND MILAN



# FOOD WAVE PROJECT :



# PROJECT PARTNERS :



# Indice dei contenuti

Preface	4
Food Wave project	5
The event Feed Your Future: urbanizing food solutions	8
Event's detailed programme	9
By invitation	14
The places of the event	15
How to reach the event	16
Discover other events in Milan	18
Useful Contacts	19



# Preface by Anna Scavuzzo, Deputy Mayor of the Municipality of Milan, in charge of Food Policy and Education

Four years of commitment that with the European project Food Wave saw the Municipality of Milan, together with 28 international partners, involve over 200,000 young people and inform over 20 million from all over Europe through street actions, awareness-raising events, sustainable picnics, forums, schools and workshops, film festivals, exhibitions, performances and art contests.

A great work that aimed to inform, raise awareness and communicate on food and climate issues, making young people an active part of city-wide activities.

2015 saw a wonderful Universal Exposition in Milan, EXPO2015 - Feeding the Future, Energy for Life, which entrusted an important legacy to the first one hundred mayors who signed the Milan Urban Food Policy Pact: a network of cities from all over the world committed to making food policies sustainable, as an integral part of the political agendas of their urban communities. In Milan, this commitment became a reality with the implementation of the Food Policy, the city's food policy, the framework in which the actions of the Food Wave project were also included. Today, Milan continues to lead the network of the Milan Urban Food Policy Pact, with more than 270 adhering cities.

These years of activity have made it possible to consolidate the relationship between urban policies and food policies, concretising actions aimed at guaranteeing access to healthy food and clean water for all, working to fight waste, improving logistics and investing in healthy and sustainable production.

Thank you all for being here in Milan to close this incredible Food Wave experience, for being and continuing to be an active part of change!



Anna Scavuzzo  
Deputy Mayor of Milan,  
Delegate for Food Policy



# Food Wave project

The Project FOOD WAVE: Empowering Urban Youth For Climate Action is a European project, funded by the European Commission under the programme "DEAR - Raising public awareness of development issues and promoting development education in European Union and implemented in the framework of the Municipality's Food Policy.

Its main objective is to increase the knowledge, awareness and engagement of young Europeans between 15 and 35 years old on sustainable practices of food consumption and production for climate change mitigation and adaptation.

The Municipality of Milan joined the European Food Wave project as Lead Partner of a partnership composed of 28 partners based in 17 different countries. The project aims to create a dialogue between institutions and young people (aged 15 to 35) for a green, inclusive and sustainable future for our cities. In particular, the project focuses on the importance of sustainable urban food systems and the adoption of responsible lifestyles and eating habits of young people for climate change mitigation.



Credits: Alberto Martin for Fondazione ACRA

The project's awareness-raising and communication activities were aimed at informing and involving young people through a web platform and a digital communication and information campaign supported by an international network of more than 250 ambassadors and digital content creators. The project produced specific research and studies on the food/climate nexus and the active involvement of young people was central through online and offline activities, including urban games, activism schools involving hundreds of young people in Europe, discussion forums, international exchanges, art competitions and film festivals.



# Objectives and achievements

To date, Food Wave has reached - between in-presence activities and online communication more than 20 million citizens between Europe and Brazil and has created links with stakeholders and policy makers, international organisations, civil society organisations, networks of young people who have recognised the importance and innovativeness of the project



In four years, Food Wave has created a true international network: 17 European countries , 16 international cities including Milan, Turin (Italy), Warsaw (Poland), Zagreb (Croatia), Sofia (Bulgaria), Madrid (Spain), Murcia (Spain), Malmö (Sweden), Almere (Netherlands), São Paulo (Brazil), Bruges (Belgium), Molenbeek (Belgium), Nea Smyrni (Greece), Pest (Hungary), Brasov (Romania), Risteco (France), 13 civil society organisations, including ActionAid Italia, Fondazione ACRA, Mani Tese, REDE DLBC Lisbon, Groundwork Greater Manchester, ReLondon, Association for Local Democracy - ALDA, Risteco, Alianza por la Solidaridad, BJCEM - Biennale des Jeunes Créateurs d'Europe et de la Méditerranée, Erasmus Student Network Italia, ActionAid Hellas and RRA Podravje Maribor.

Through training projects, workshops and events, the impact of Food Wave had a European resonance. The activities realised thanks to Food Wave have engaged about 1000 activists and students trained in 42 schools, almost 2000 young people from the suburbs of European cities trained in over 90 cycles of workshops on sustainability and more than 100,000 participants in 95 street performances in Europe.

In the city of Milan, in order to bring teenagers closer to the themes of sustainability and the environmental impact of food, in 2021 and 2023, 17 associations and informal groups of young people were financed by the Municipality of Milan through two calls for proposals that have promoted a programme of street actions, concerts, artistic performances artistic performances, workshops, cooking laboratories and communication activities, such as podcasts and radio programmes.



# The event Feed Your Future: urbanizing food solutions

2023 marks the closing phase of the project, a moment of reflection on what has been learnt and achieved, but also an opportunity to involve citizens in a collective discussion on the future.

From 22 to 25 November, the Municipality of Milan together with ActionAid Italia, Fondazione ACRA and Mani Tese and Will Media organised "Feed Your Future, Urbanizing Food Solutions": three days of public and institutional events aimed at reconsidering the relationship with food and to jointly identify solutions to transform it.

The aim of the event is to carry out an interactive return with collective brainstorming, together with the Food Wave partners, meet the Food Wave beneficiaries and involve the citizenship in this final phase of the project.

The event is divided into 4 thematic days, each with a specific focus:

## **BENCHMARKING**

impact assessment  
22 novembre

## **BRAINSTORMING**

proposals for the future  
23 novembre

## **BUILDING**

starting from the foundations:  
the international network, young  
people and local communities  
24 novembre

## **BELONGING**

alliances for the future  
25 novembre



## EVENT 1

Thursday, November 23

# DIALOGUES ON THE FUTURE OF FOOD - BENCHMARKING

📍 Palazzo delle Stelline , sala Pirelli

13:30 **Registration with badge assignment**

14:00 **Welcome and opening remarks**

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

14:15 **Food and Climate Change:  
International Actions for Youth Involvement**

Martina Riva, Deputy Mayor For Sport, Tourism and Youth Policies, Municipality Of Milan · Francesca Vanoni, 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

14:40 **Experiments, innovations and results of the Food Wave project**

Marco Mazziotti, Director of EU Direct Funds, Comune di Milano · Barbara Antonelli, Head of Communication, ActionAid Italy · Nicola Morganti, President, ACRA · Giuseppe Stanganello, President, Mani Tese

15:20 **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 in charge of the Secretariat Milan Urban Food Policy Pact (MUFPP)

15:30 **Foo(d)tures: preview of the results of the Food Wave  
international creative competition**

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

15:40 **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

15:50 **Networking snack**





## DIALOGUES ON THE FUTURE OF FOOD - BRAINSTORMING

📍 Mare Culturale Urbano

### 10:00 Welcome and registration with welcome coffee

### 10:30 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 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 Lunch break

### 14:00 Registration and welcome with coffee reception

### 14:15 Introduction to collective brainstorming

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

### 14:50 How to design a communication campaign

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

### 15:00 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.



## DIALOGUES ON THE FUTURE OF FOOD - BRAINSTORMING

📍 Mare Culturale Urbano

### 17:15 **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

### 17:30 **A dialogue on the challenges of the global food system**

The journalists Silvia Lazzaris (Will Media) Luca Rondi (Altraeconomia) and Rosita Rijtano (lavalibera) 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

### 18:00 **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, author of the documentary, Luca Rondi (Altraeconomia), author of "Il prezzo insostenibile del Cacao", and Rosita Rijtano (La Via Libera) author of "Aperitivo a spese della Biodiversità"

19:00 Closing statements of the representatives of the Municipality of Milan, ActionAid Italia, Fondazione ACRA, Mani Tese and the Will Media team

### 19:15 **Light dinner**



# COFFEE NETWORKING

## 23RD NOVEMBER

### Networking coffee:

from 10:00 a.m. to 12:30 p.m. there will be a dedicated space for partners to create an informal brainstorming moment over a cup of a hot drink. Participants are welcome to use the space to exchange best practices, opinions and visions for the future of the project especially in preparation for the 11:00 am interactive session of Will Meets.

# PREMIAZIONE

## 23RD NOVEMBER

### Foo[d]tures Award at 5:15 PM:

The Foo[d]tures contest was launched in December 2022 by ActionAid Italia and IED - Istituto Europeo di Design, as part of the Food Wave project. At the end of the process, in November 2023, the 3 winning teams of the contest were identified, who will receive a prize of 1,000 euros valid for the purchase of materials, study support tools or consulting packages with IED professionals.

# EXPO

During 23 and 24 November, it will be possible to visit the exhibition created for the Feed Your Future event. The exhibition was conceived as a moment of restitution that gives visibility to the different moments of the Food Wave project, the best practices developed over the years and its impact on a global scale. The exhibition consists of six totems that constitute a summary of the activities realised for Food Wave, divided according to the three pillars of the project: "awareness", "engagement" and "communication"..



# EVENT 3

## DIALOGUES ON THE FUTURE OF FOOD

### - BUILDING

Friday, November 24

📍 Sala Consiliare, Piazza Duomo

#### 09:30 **Welcoming coffee**

Institutional welcome and greetings from Mattia Abdu Ismahil, President Municipio 1, Comune di Milano

#### 12:00 **Lunch**

Piccolo caffè & restaurant, via Rovello 2

📍 Sala Consiliare, Piazza Duomo

#### 15:00 **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

#### 15:15 **Coltivating the future**

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.

#### 14:45 **Milano Mangia podcast presentation**

Presented by Gianluca Bitelli, Juice

Moderated by Emanuela Vita, project manager di Food Wave

#### 16:00 **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



# EVENT 4

## DIALOGUES ON THE FUTURE OF FOOD

### - BELONGING

Saturday, November 25

📍 Cascina Nascosta, viale Alemagna 14

10:30 **Welcome coffee**

11:00 **Field visit dedicated to project partners**

Visit by:

Andrea Causo, Director Legambiente Lombardia

Damiano Di Simine, Scientific Director of Cascina Nascosta, Legambiente

12:30 **Time for lunch for partners, on a voluntary basis**



# The places of the event

The Feed Your Future event will be hosted by the city of Milan, and will be spread over several locations in the city that reflect the theme of the event, each with unique characteristics that enhance the choice of different spaces

## 1. 📍 Palazzo Stelline ((22nd November)

2.

Located in the heart of the city, Palazzo Stelline is a prestigious venue that houses the Italian representative offices of European institutions such as the European Commission and the European Parliament. The venue is located in the historic center of Milan, famous for its rich cultural heritage, artistic atmosphere and lively food and shopping scene.

## 2. 📍 Mare Culturale Urbano (23rd November)

Mare is an artistic production center established in 2012 and housed within the Cascina Torrette is an asset of the Milan City Council and represents the final piece of the Cenni di Cambiamento project, a social housing complex offering an innovative housing solution based on the culture of sustainable, collaborative and community living. Mare's activities promote art as a tool for mixing and dialogue for purposes that are social, going from being a cultural project to a place that creates and encloses a community.

## 3. 📍 Municipio 1, Palazzo Marino (24th November)

The historical Palazzo that houses the Council Headquarters of City Hall 1 in Milan is Palazzo Marino, a building of great historical and architectural importance, located in the heart of the city center. The Palazzo is built in Renaissance style and is located in Piazza della Scala, one of Milan's most prestigious squares, near important cultural venues such as the Teatro alla Scala and the Galleria Vittorio Emanuele II. Inside the building is the Council Chamber, where the meetings and administrative activities of the City Hall take place.

## 4. 📍 Baroni85 (24th November)

This space, which until 2022 housed a kindergarten, is home to a centre in which the municipality offers services, meeting and social spaces to the girls and boys of Gratosoglio aged between 15 and 25. The services offered are workshops to counter the phenomenon of youth unemployment by offering a place where they can cultivate interests, share social moments and find their own way.

## 5. 📍 Cascina Nascosta (25th November)

The building of a typical Lombard farmstead represents a unique place in the context of the Festival, located within the urban fabric of the city in the natural setting of Sempione Park. This building belonging to the City of Milan, managed in collaboration with Legambiente, is a city reference space for individuals, associations, companies and producers who want to put sustainable habits at the centre of their daily lives, contributing to the creation of an inclusive city context, attentive to the environment and open to sharing experiences.



# How to reach the event

Step 1: Download the ATM app

Step 2: Follow these steps

**Wednesday 22 November**

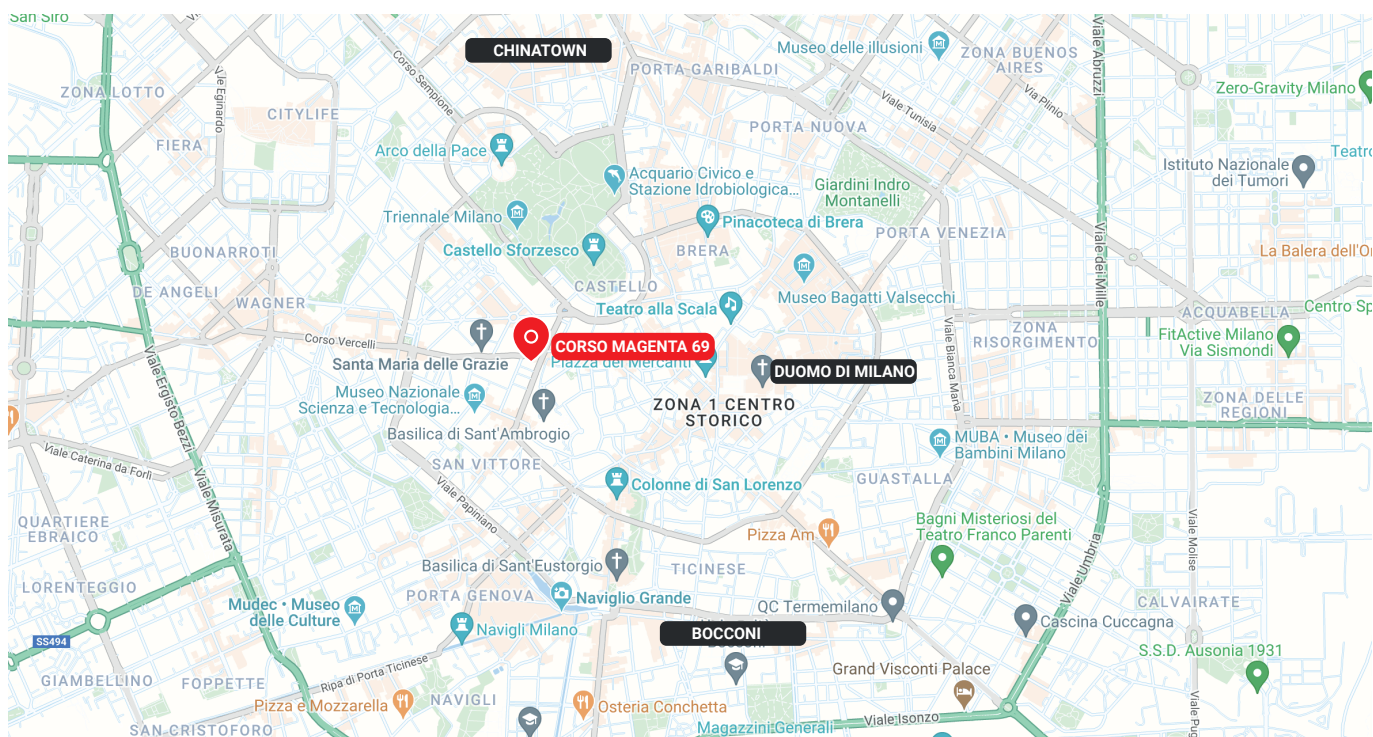
**Palazzo delle Stelline, Sala Pirelli: Corso Magenta, 59, Milanoi**

If you arrive:

From the centre, Duomo area: Metro M1 (direction Rho Fieramilano) Arrival stop Cadorna : 10 min

From the north, Chinatown area: Metro M2 (direction Abbiategrasso) Cadorna arrival stop : 22 min

From the south, Bocconi University area: Tram n 15 + Metro M1 (direction Bisceglie) Cadorna



# How to reach the event

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**Thursday 23 November Mare Culturale Urbano , Via Giuseppe Gabetti, 15 Milano**

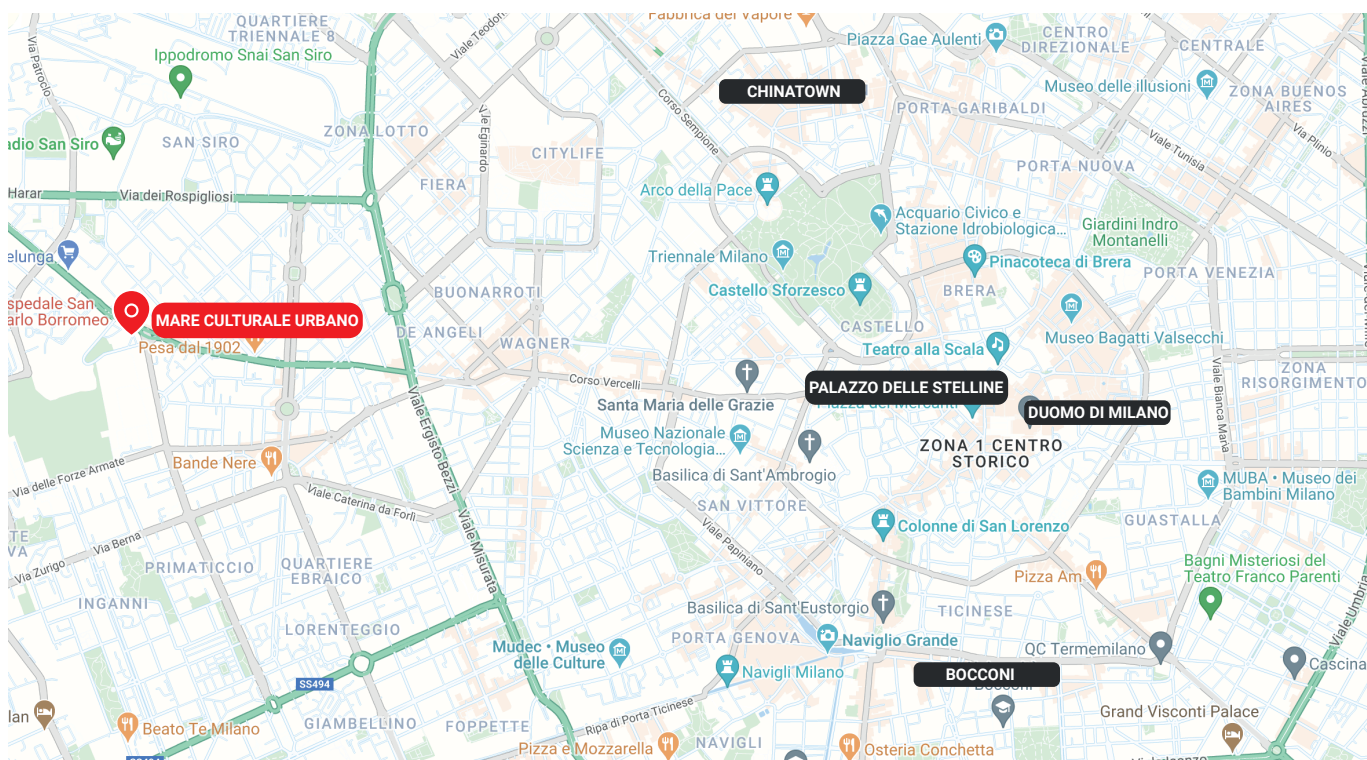
If you arrive:

From Palazzo delle Stelline: Metro line M1 from Cadorna stop (direction Bisceglie) + bus n 80 : 35 min

From the centre, Duomo area: Metro line M1 (direction Bisceglie) + bus n 80 : 30 min

From the north, Chinatown area: Metro line M5 (direction San Siro Stadio) + bus n.64 : 35 min

From the south, Bocconi University area: Bus n. 90 + bus n.80 : 50 min





# How to reach the event

Step 1: Download the ATM app

Step 2: Follow these steps

## Friday 24 November (morning) Sala Consiliare Piazza Duomo, Via Marconi 2

If you arrive:

From Palazzo delle Stelline: Metro M1 from Cadorna stop (direction Sesto 1 Maggio Fs): 11 min

From the north, Chinatown area: Tram line 14 or 12 : 25 min

From the south, Bocconi University area: Tram line 15 : 19 min

## Friday 24 November , Piccolo Caffè & Restaurant , Via Rovello, 2

If you arrive:

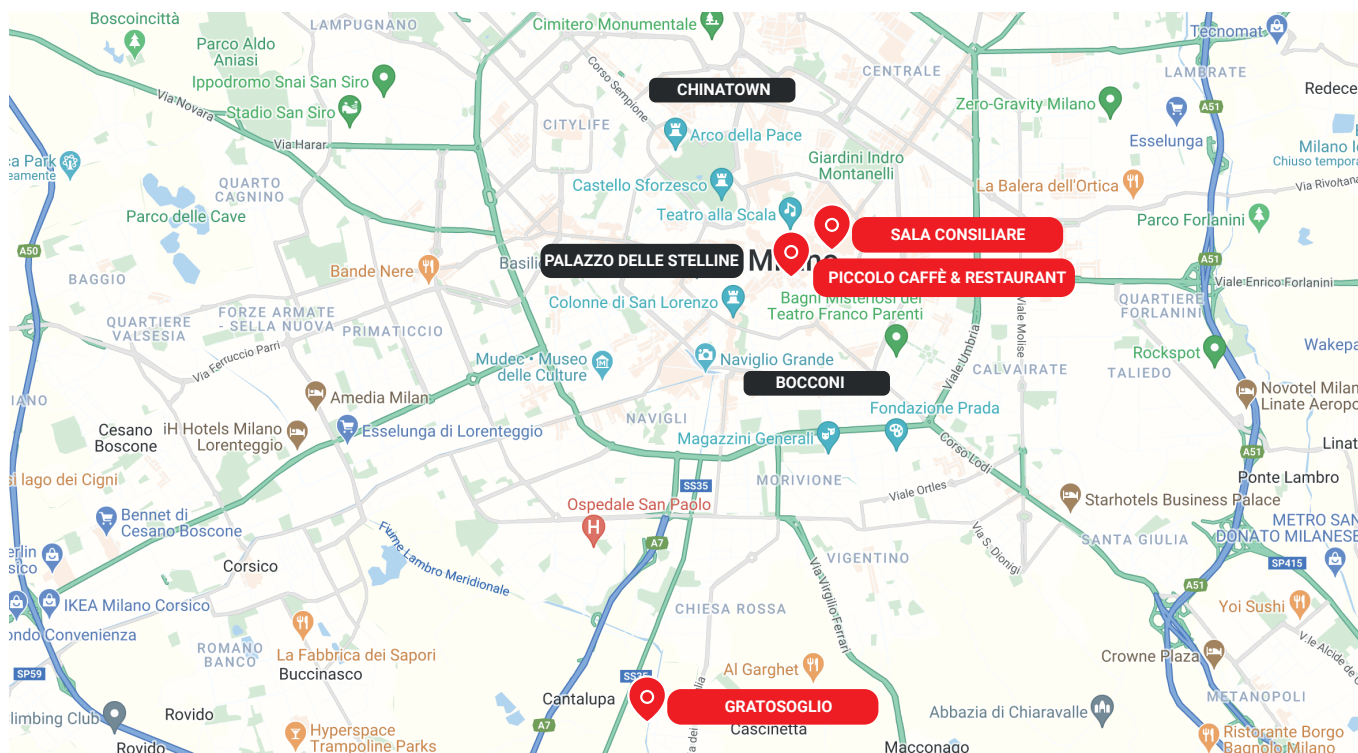
From Piazza Duomo: M1 direction Cordusio: 4 min

From Piazza Duomo: on foot : 9 min

## Friday 24 November, Baroni 85 Gratosoglio, Gratosoglio Via Costantino Baroni 85

If you arrive:

From Piazza Duomo: Tram 15 in the direction of Rozzano: 39 min



# How to reach the event

Step 1: Download the ATM app

Step 2: Follow these steps

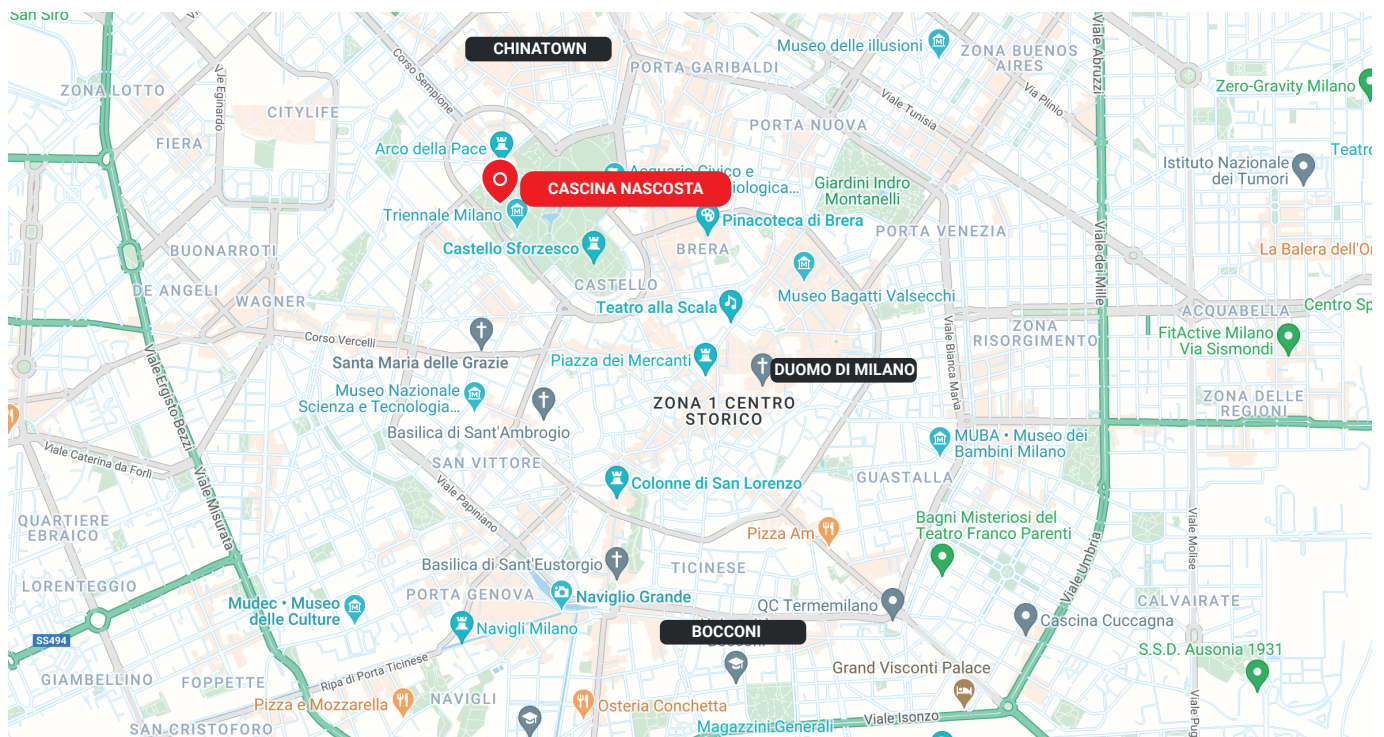
## Saturday 25 November, Cascina Nascosta - Parco Sempione Milano

If you arrive

From Palazzo delle Stelline: walk in the direction of P.za Napoli, bus line 85 to the Via Pagano stop: 15 min

From the north, Chinatown area: Tram line 10 in the direction of Ventiquattro Maggio: 19 min

From the south, Bocconi University area: Tram line 9 to P.ta Genova and Metro Verde towards Crescenzago : 37 min



## Online sessions

We are committed to creating an inclusive experience that reflects the diversity of our audience and encourages the sharing of ideas and knowledge through the new possibilities offered by online participation. That is why we have made several sessions available for streaming on the Food Wave website (<https://foodwave.eu/>). The following sessions can be followed online

22 NOVEMBER 13:00 - 17:50 -> [link to streaming on](#)

23 NOVEMBER 10:30 - 12:30 -> [link to streaming on](#)

23 NOVEMBER 17:15 - 19:00 -> [link to streaming on](#)

## Discover other events in Milan

### Milano Music Week

During the same days as the Feed Your Future event, the Milan Music Week also takes place in Milan.

If you want to participate, you can find the entire program at this link.



# Media partner dell'evento: Will media



Founded as a start-up in 2020, today Will is the leading voice of Millennials and Gen-Z for **change across generations**.

Every month with its content Will reaches 6 million users across nine different platforms.

Will's mission:

**to raise awareness of everyday facts and inspire change towards a more sustainable, fairer, more data-driven world with a new economic engine**

To do this, our editorial line follows four macro-trends that are changing the world:

- the new sensitivity to climate change
- technological change
- demographic change
- a new way of producing value



# Useful Contacts

Emanuela Vita - Project manager di Food Wave  
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Food Wave sito | Instagram, YouTube, Facebook



**Help us evaluate the project by answering  
a short Rate the Wave survey**

## CREDITS

Title of the project: Food Wave: empowering youth for climate action  
Supported by the Development Education and Awareness-Raising (DEAR)  
programme of the European Commission  
Implementation period: dicembre 2019 – november 2023  
Lead Partner: Municipality of Milan  
Head of EU Direct Funds Unit: Marco Mazziotti  
Project Manager: Emanuela Vita  
Team: Sofia Castoldi, Bianca Cipriani  
Administrator: Silvia Rossoni, Paolo Carlucci

