

FOOD WAVE

Digital kit - Partner



CO-FUNDED BY
THE EUROPEAN UNION



PROMOTED BY
Comune di
Milano

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#YOUTH4CLIMATE to world
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³ Take action: from #YOUTH4CLIMATE to world food day

From September 28th to 30th 2021 the city of Milano will host the conference raising youth voices on the climate crisis "**Youth4Climate: Driving Ambition**": young people from all over the world will be involved in a full schedule of meetings and events and will be called to dialogue with institutions to design together a path of fair and sustainable development, to guarantee a better future for our cities and the planet.

The Youth COP and Pre-COP represent a unique opportunity for the Food Wave community to take the lead and share its message through its diverse network of local and international partners; while providing a space for young activists to act as central figures of the conference's key messages and act as true advocates of change.

FEED YOUR FUTURE! The Wavers' Hub for the Climate

Food Wave will be bringing another event to life during this year's Pre-COP days: **'Feed Your Future! – The Wavers' Hub for Climate.'** A full three-day event featuring talks, workshops, screenings and artistic performances on the theme of food and climate change. The event will take place from **1-3 October 2021** in **Space B** of **BASE Milan** cultural centre. Participate in the event and you'll get to talk and exchange ideas with national **experts, organisations, and institutions** but also get in touch with the experiences of young **people** that are already committed to bringing change in their cities.. Also, there'll be **artistic performances, screenings, and concerts** that will innovatively explore the relationship between the **food system** and **climate change** through the use of different languages and perspectives!

Food Wave's ***Feed Your Future!*** will be the hub that **local and international communities** will use to communicate, interact and access important information. Get active: from Milan, Food Wave's ripples will spread across the **16 participating countries**, including youth in the conversation for change that goes beyond territorial borders!

The event program

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1 October 2021 - Opening evening

19:00 - 20:30 Introductory talk

Institutional greeting - Municipality of Milan

Marco Mazziotti, Head of European Affairs, International Relations, Cabinet of the Mayor of Milan and Emanuela Vita, Project Manager Food Wave, International Relations, Cabinet of the Mayor of Milan, City of Milan

Introduction - Roberto Sensi, Policy Advisor, ActionAid Italy
Keynote speaker - Gilberto Mastromatteo, CSR journalist and agriculture and climate expert

Followed by a debate with young Food Wave activists Ottavia Pieretto, Emilio Bianco, Virginia Pignata

20:30 - 21:00

Preview Milano Film Festival

Alice Zampa, LifeGate talks with Alessandro Beretta, Artistic Director, Milano Film Festival

21:00 - 22:00

Connection with CinemAmbiente

Luca Mercalli's speech in streaming from Turin, followed by the simultaneous national premiere screening in Milan - Turin of Cyril Dion's film Animal, presented at Cannes 2021.

2 October 2021

10:00 - 11:00

Talk - with Urban Ecosophies

10:30 - 12:30

Experience - Live on ShareRadio with Radio ACRA

11:00 - 12:00

Talk - Introductory lecture to the Successional Agroforestry/Syntropic Agriculture Course promoted by Soul Food Forest Farms Italia

14:00 - 17:30

Experience - Street art performance by Mostrami

15:00 - 16:00

Lab - with Change For Planet - Youth in Action

18:00 - 19:00

Experience - Presentation of the documentary made by ReLondon in collaboration with Young Film Academy in the framework of the Food Wave project - the session will be in English

19:30 - 22:00

Experience - Live set by Threes Production.

3 October 2021

10:00 - 12:00

Lab - Role play "The Earth Court" with ActionAid Italy

14:00 - 15:00

Talk - Plant Based Treaty: a grassroots campaign designed to put food production systems at the forefront of the fight against the climate crisis with Animal Save Italia

15:00 - 16:15

Lab - Climate Fresk, a "fresco of the climate" with Rethinking Climate

16:15 - 18:00

Lab - Terra buona, cibo buono [per salvare il clima] with ActionAid Italia

18:00 - 19:30

Experience - National preview screening of the documentary One Earth, preceding the screening a meeting with the director Francesco De Augustinis.

“ASK FOR THE PLANET” challenge

Food Wave's goal is to build a new alliance between cities, youths, and local communities in order to create sustainable, inclusive, and greener urban spaces. This year's Youth COP and Pre-COP offers us a great opportunity: to include our message into the agendas of politicians and institutions, and draw their attention to the actions we need to take for the ecological transition of our cities. Together, let's make a common climate appeal by participating in the Ask For Planet challenge!

The instructions are simple: create a 60-second video explaining what you need most to make this change happen and address your appeal directly to institutions and politicians. Alternatively, you may write your proposal/request on a cardboard or banner and take a photo.

> Please use English in your video or written message.

All done? Now click on the [\[link\]](#), complete the form and send your video or photo. Your message will be share on Food Wave social media and projected inside the 'Feed Your Future!' hub during the events, from 1 to 3 October.

Campaign timeline

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28/09 - 30/09: Trailer

> Fill our dissemination log with all the details of your events planned from 28 September to 16 October and share it by using our official tags and hashtags @foodwaveproject, #FoodWaveProject e #FeedYourFuture. Food Wave will share and promote the events on social channels and the website.

> Invite your local activists to participate in the Ask For Planet challenge: their messages will be published on Food Wave's social channels and relaunched live at the Feed Your Future! at BASE Milano during the event.

> Engage your influencers in the challenge: with their 'climate appeals' will help us make the wave grow!

1/10 - 3/10: Feed Your Future!

> Share the Food Wave cards on your social media to invite your community to join Feed Your Future! In light of this main event, Food Wave will gather all partner contributions and narrate the many actions dedicated to the food-climate theme.

4/10 - 16/10: Follow up: road to World Food Day

> Follow Food Wave's social media channels: you'll find all the highlights of the 'Feed Your Future!' event, as well as initiatives dedicated to World Food Day. On the 16th of October – World Food Day – Food Wave will release a video showing all the actions implemented by the partners, to demonstrate our commitment towards the planet! You will receive a notification to share it through Facebook crossposting.

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Social cards

Facebook, Instagram and IG stories

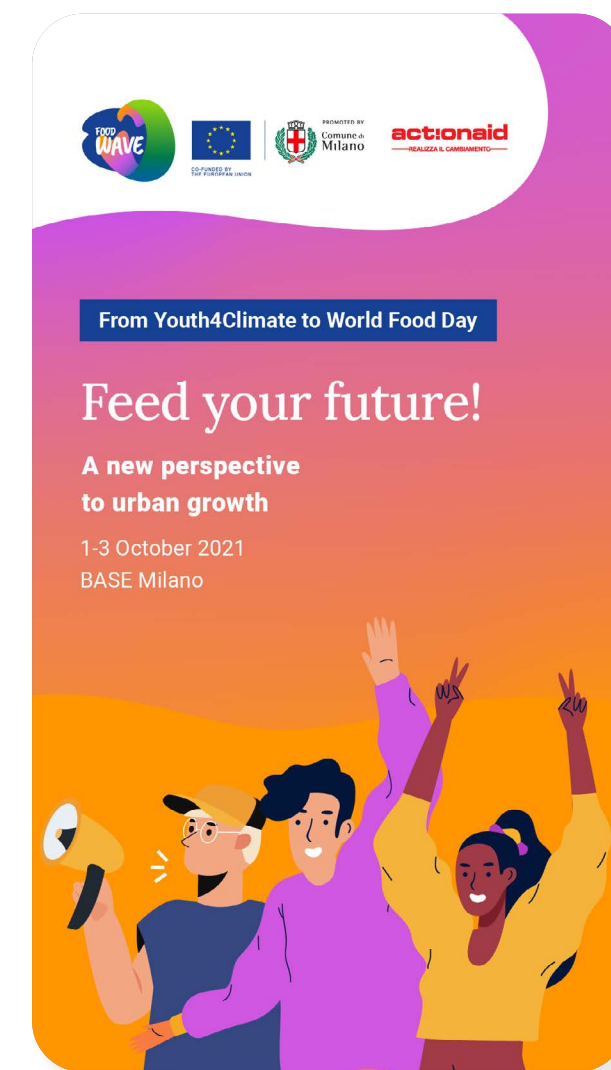
Use these social cards on your social media channels and help give the event a voice! Here's a short text you can use - if you want - (complete with hashtag) when you publish Food Wave's social media cards.

Trailer

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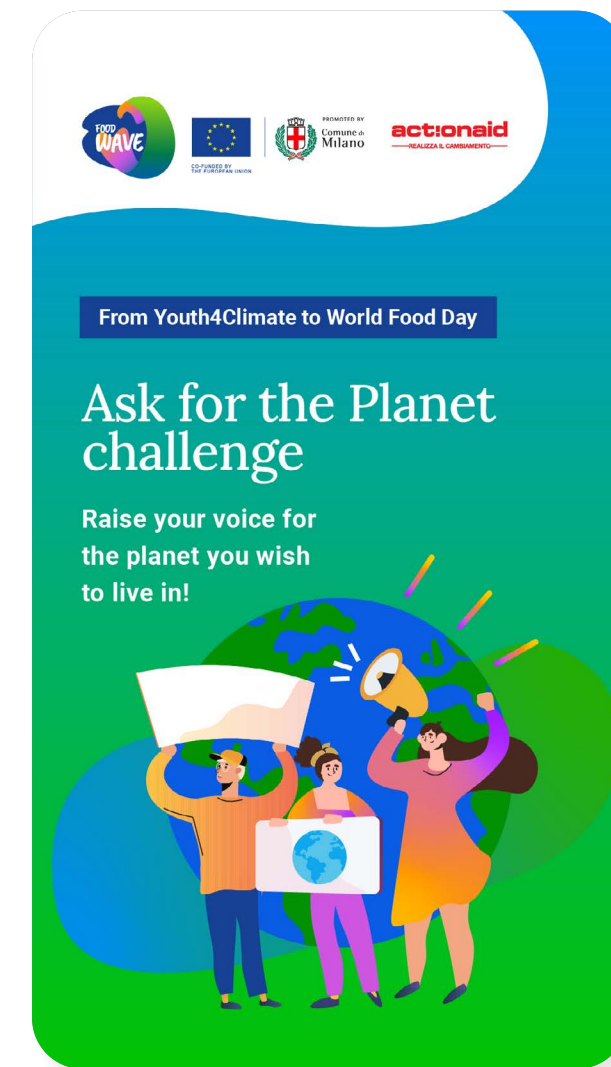
Copy post

If we can imagine it, we can make it a reality.
Let's write a new chapter for our cities with Food Wave!
Participate in 'Feed Your Future' events.
Find out more: [\[link\]](#)
[#foodwaveproject](#) [#FeedYourFuture](#) [#Youth4Cop](#)

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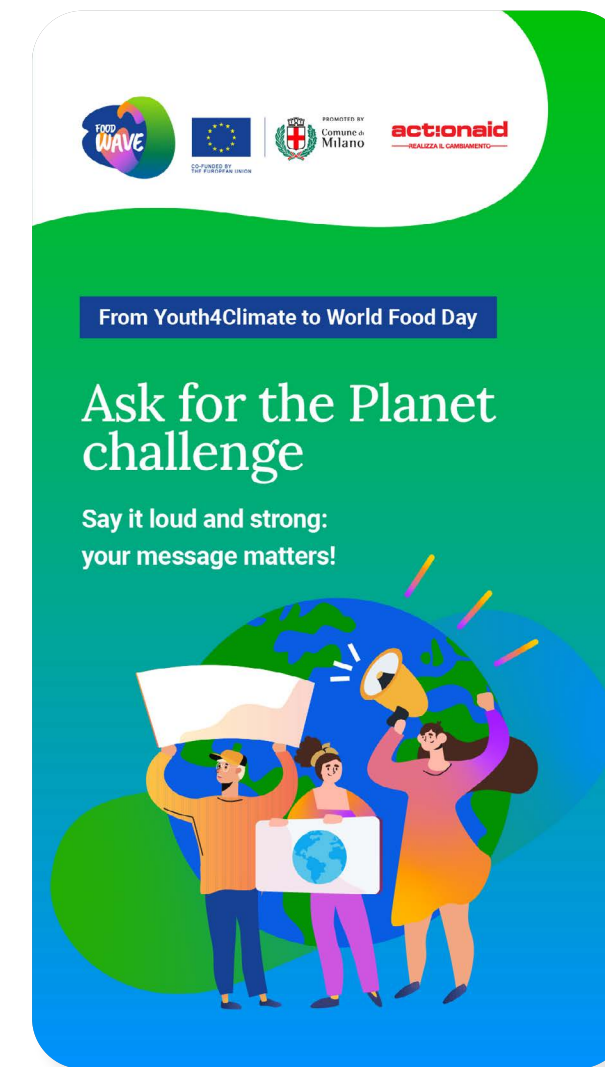
We can't just sit by and do nothing!
Share your message for the planet's wellbeing!

Participate in the Food Wave challenge: [\[link\]](#)
[#foodwaveproject](#) [#FeedYourFuture](#) [#AskForThePlanet](#) [#Youth4Cop](#)

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Together, let's write an appeal for the climate with Food Wave!
Participate with your message, and you can be a 'Feed Your Future' protagonist too!

Find out how: [\[link\]](#)

[#foodwaveproject](#) [#FeedYourFuture](#) [#AskForThePlanet](#) [#Youth4Cop](#)

Feed your future

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Talks, laboratories, concerts, artistic performances: Feed Your Future!
Three days to co-design a different perspective to urban growth – starting with food.

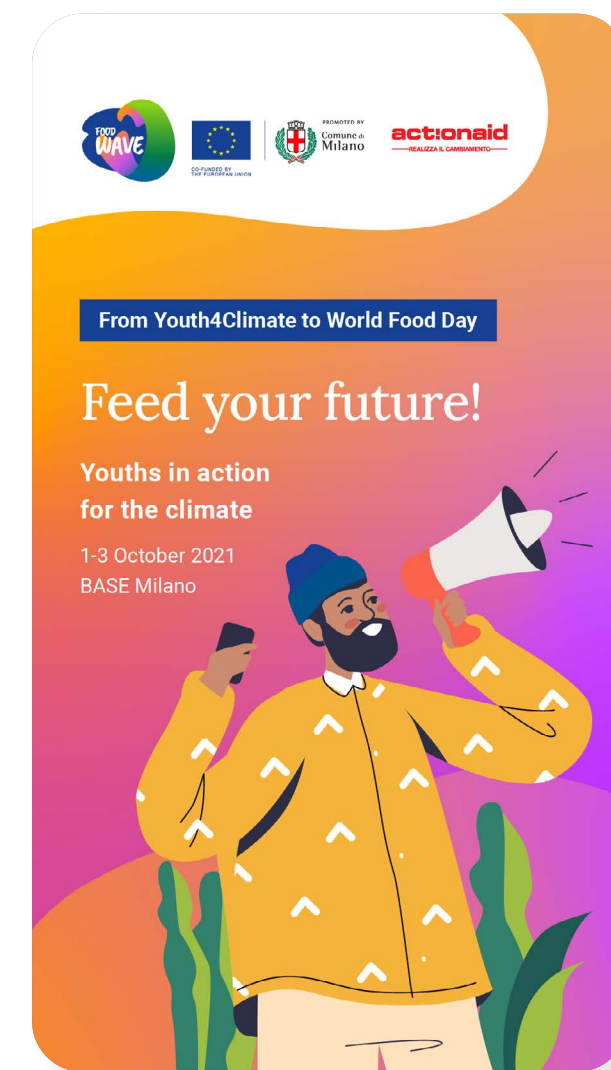
Discover the programme: [\[link\]](#)
[#foodwaveproject](#) [#FeedYourFuture](#) [#Youth4Cop](#)

Feed your future

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Young activists and local communities are uniting to make cities more inclusive and greener. Participate in the 'Feed Your Future!' too.

Discover the programme: [\[link\]](#)
[#foodwaveproject](#) [#FeedYourFuture](#) [#Youth4Cop](#)

Feed your future

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Discover 'feed Your Future': the event dedicated to the Food Wave community, and all the organisations that are creating a sustainable perspective for their cities.

Check out the event's programme: [\[link\]](#)
[#foodwaveproject](#) [#FeedYourFuture](#) [#Youth4Cop](#)

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