

LOCAL COMMUNICATION, DISSEMINATION AND EXPLOITATION PLANS



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ABOUT THE PROJECT, CITIES, AND LOCAL CDE PLANS



ABOUT THE BAUHAUS BITES PROJECT

The Bauhaus Bites project serves over 1000 people by providing affordable, healthy, and nutritious food that is environmentally friendly. It raises awareness and engages individuals in the benefits of nature and the significance of sustainable food, empowering them to become ambassadors in their communities. Additionally, it implements over 20 place-based and community-based interventions and innovations. Ultimately, we aim to disseminate innovative policy responses – tailored to the specific challenges and needs identified at various levels of governance – to contribute to the implementation of interconnected European strategies.

The Bauhaus Bites Food Environments are urban and peri-urban ecosystems in cities that promote sustainable, healthy diets, amplified by the New European Bauhaus principles and fortified with Nature-Based Solutions. They will ensure that the transformed food environments of tomorrow are sustainable, inclusive, and beautiful.

The vision of the Bauhaus Bites (BB) project is to contribute to resilient, inclusive, healthy and green rural, coastal and urban communities. The goal is to deliver sustainable urban food system transformation via Bauhaus Bites Food Environments, co-created and demonstrated in 7 cities at different levels of societal readiness. Their transferability will be discussed with 30 sister projects and European and global networks, and the results, with innovative actions, will be summarised in a Bauhaus Bites Playbook for broader adoption.

ABOUT THE CITIES AND PILOTS

A Collective Voice for Change

Our work spans seven diverse cities—three Trailblazers cities: Birmingham (UK), Fundão (Portugal), Zagreb (Croatia) and four Twin cities Murska Sobota (Slovenia), (Ostend) Belgium, Palermo (Italy), Sarajevo (Bosnia and Herzegovina) —each with unique geographies and societal contexts. By engaging local governments, businesses, and communities, we ensure that our interventions are well-anchored, adapted to the local context and designed to last.

The following slides introduce our seven cities, their unique contexts and focus of their pilot project. These elements set the stage and influence the development of each city's local CDE plan.



ZAGREB (Trailblazer)

Zagreb is a city placed between Central European and Mediterranean regions. The population of Zagreb loves to spend their time outdoors and enjoys locally grown food. However, the economic circumstances makes fresh food less available to some of the less fortunate members of the city population.

Zagreb is running an "Urban Gardens" scheme since 2013. The project was a response to initiatives by NGOs which approached the city government and together with the city, co-created a successful model: gardens are implemented on city owned land, and 50 square meter plots are given to citizens free of charge for periods of two years.

In Bauhaus Bites, Zagreb will combine the Urban gardens approach with the concept of therapeutic garden that was implemented on former industrial land in the easternmost neighborhood of Sesvete. The common area of an urban garden will be equipped with the urban furniture, raised garden beds, shrubs and fruit trees as well as other amenities to ensure a safe, inclusive and calming environment for encounters of the vulnerable population with the healthy users of the gardens.



BIRMINGHAM (Trailblazer)

The city of Birmingham is focusing on the East of Birmingham as Bauhaus Bites Food Environment that promotes sustainable, healthy diets, amplified by the New European Bauhaus principles and fortified with Nature-Based Solutions. East Birmingham is home to over 230,000 people, 20 local council wards and 4 parliamentary constituencies.

Much of East Birmingham falls within the top 20% most deprived areas in England according to Government statistics. This means that income, unemployment, health, education, housing, crime and the living environment are poorer than elsewhere in England. However, Birmingham has a Food System Strategy and an ambition to work with our communities and strive for health, diverse and sustainable diets.

Bauhaus Bites aligns with the Birmingham City Council Corporate Plan and core to the project is taking an asset-based place-based approach and utilising food and food environments to bring benefits to communities. The guiding principles include being inclusive and empowering the diverse communities involved with the pilot, bringing pride in the community and strengthening and celebrating the diverse community and community assets, improving the health and wellbeing of everyone involved, and supporting nature and sustainability.



FUNDÃO (Trailblazer)

Located in the heart of Portugal, Fundão is a small municipality with a bold vision: to drive inclusive, sustainable and community-led innovation rooted in local identity and resilience. Known as “terra de acolhimento” — the “welcoming land” — Fundão embraces its multicultural fabric, shaped by generations of local families, returning emigrants, and migrant communities who now call the town home.

As a Trailblazer city in Bauhaus Bites, Fundão brings together its longstanding agricultural heritage, a deep connection to food, and a strong ecosystem of social and cultural innovation. The municipality sees food not only as nutrition, but as a language — a way to connect people, share traditions, and imagine new futures. Local producers, artisans, seniors, youth, and newcomers are at the heart of this process.

With an emphasis on short food chains, participatory design and rural-urban dialogue, Fundão's Bauhaus Bites actions focus on regenerating community spaces through food, creativity and intergenerational exchange. The municipality works closely with schools, associations, universities and informal networks to ensure that innovation is co-created and accessible to all.

Fundão will develop a local food environment centered around the Fundão FoodLab, which will host food literacy workshops, cooking sessions, events, and intercultural celebrations. The project also intends to launch a Local Food Council, implement awareness campaigns on sustainable consumption, and promote seasonal gastronomy events co-organized with local producers, schools, youth groups, and migrant communities.

Bauhaus Bites aligns naturally with Fundão's commitment to the values of the New European Bauhaus: sustainability, inclusion, and beauty — lived and expressed through the everyday culture of food, land and care.



OOSTENDE (Twin)

The city of Oostende is focusing on the lighthouse district (Vuurtorenwijk) as a future Bauhaus Bites Food Environment that promotes sustainable, healthy diets, amplified by the New European Bauhaus principles and fortified with Nature-Based Solutions. The Vuurtorenwijk will be transformed to a food environments that is sustainable, inclusive, and beautiful.

The area includes a lot of public & green spaces, of which the potential for a healthy living environment is undervalued. The area includes one of the cheapest areas for housing in the city and therefore attracts specific groups. Historically, this was where the fishermen lived. It is separated from the rest of the city by a tram line, road and waterway; this creates challenges in terms of cohesion and accessibility to city services and healthy food. The popular discount supermarket 'LIDL' in the Lighthouse District disappeared in 2022. The neighbourhood has hardly any fresh food shops left, but fast food is well represented.

The main challenges to be addressed in Bauhaus Bites are limited diversity of food options; limited accessibility of healthy and sustainable food for vulnerable communities; lack of food awareness or education/food literacy; and economic barriers to food access.



PALERMO (Twin)

Palermo will develop a Bauhaus Bites Food Environment around the **EPYC youth centre**, aiming to empower a **new generation of sustainable food prosumers** and promote inclusive urban regeneration through food.

EPYC is a recently opened multi-purpose space and community hub in the city's historic centre, dedicated to young people aged 16 to 35 and managed through a bottom-up approach. It hosts a restaurant, bar, and areas for study, training, cultural activities, and civic engagement. The EPYC community includes both long-term and new residents, students, professionals, artists, and activists who organise exhibitions, educational programmes, performing arts, sports, and assemblies.

The intervention will include **a rooftop garden**, enhancing **food literacy** through workshops and self-production practices, and activating **participatory mapping of food-related initiatives and behaviours**.

In parallel, the project will engage with the City of Palermo **to co-develop the foundation for a municipal food policy**.



PALERMO (Twin)

This process will unfold in several phases:

- (1) stakeholder **workshops** to build a **shared understanding**, identify key challenges, and explore potential solutions;
- (2) establishment of a **Local Advisory Team**;
- (3) co-creation of an **Action Plan** with defined milestones and targets;
- (4) **pilot implementation** of site-specific interventions through a celebratory launch, skill-building activities, food literacy programmes, and collaborative urban gardening;
- (5) integration of the project's outcomes into **long-term city strategy plans** or regulations, supporting institutionalisation, local scaling, and replication.



MURSKA SOBOTA (Twin)

Murska Sobota, with a population of 20,000 and the greater Pomurje region with its 115,000 inhabitants has an agricultural community with much promise to deliver local, healthy and sustainable food. However, it is also one of the least developed areas in Slovenia, with low economic standards relative to the Slovene average. Today the region is dominated by intensive agricultural monopolies for export, threatening local biodiversity and ecosystems. Most people purchase their food in the area's low-cost supermarkets, where local producers cannot effectively sell their products. At the same time, many inhabitants struggle with poor health. However, the region has placed health at the core of its new Regional Development Programme 2021-2027, with healthy food as a main pillar, providing momentum for Bauhaus Bites to build upon.

In Murska Sobota, our local implementation of Bauhaus Bites focuses on education and awareness-raising among children, particularly in collaboration with elementary schools. Through interactive workshops, thematic learning activities, and creative classroom projects, we will engage students in the values of sustainable food, nature-based solutions, and the circular economy. By involving young people in hands-on learning, we aim to inspire a new generation of environmentally conscious citizens who can act as ambassadors for change within their schools, families, and neighborhoods.



SARAJEVO (Twin)

Sarajevo's involvement in the Bauhaus Bites project underscores its dedication to transforming urban food systems. The city aims to co-create Sarajevo Food Forest—an urban ecosystems that support sustainable and healthy diets. These environments are designed to be inclusive, culturally diverse, and ecologically sustainable, aligning with the values of the New European Bauhaus. The project emphasizes the incorporation of Nature-Based Solutions to enhance the sustainability and resilience of urban food systems. By integrating these solutions, Sarajevo aims to foster environments that are not only ecologically sound but also contribute to the well-being of its residents.

Sarajevo Food Forest merge key perspectives from European, global and local strategies, such as the Farm to Fork and FOOD 2030 strategies, the Planetary Health Diet, and the principles of the New European Bauhaus. This alignment ensures that the transformed food environments are sustainable, inclusive, and beautiful, contributing to broader global goals.

The project adopts a community-centric approach, involving city and regional authorities, community-driven initiatives, businesses, and residents in the co-creation process. This inclusive participation ensures that the food environments reflect the needs and aspirations of the local communities, fostering a sense of ownership and engagement.

In cooperation with the Municipality of Centar, the park Kemal Monteno was selected as the project implementation site. Establishing mechanisms for monitoring and evaluating the impact of the Sarajevo Food Forest will ensure that they meet their objectives. Feedback from the community will be integral to this process, allowing for continuous improvement and adaptation.



INTRODUCTION TO THE LOCAL CDE PLANS

Each city has developed its own Communication, Dissemination, and Exploitation (CDE) Plan, which outlines the local strategy for sharing, amplifying and building on the outcomes of the Bauhaus Bites project. The local CDE Plan gives detailed guidance on how the project's key messages will be adapted to the local context, identifies main community and target audiences relevant to each city, and defines the concrete CDE action, activities and deliverables to be implemented by each city. In addition, synergies between local CDE and the project's overall CDE activities are presented.

The local plans serves as both a strategic roadmap and a practical toolkit to support cities, their partners and stakeholders in achieving widespread adoption and concrete use of project results. **This deliverable presents and synthesizes key aspects of the cities' Local CDE Plans.** Each chapter and sub-chapter build upon the previous, progressively adding layers onto the CDE strategies.

Methodology

All cities' developed their CDE plan through a co-creative approach, drawing upon an interdisciplinary project team who together tailored the project's overall CDE plan to fit the needs and specificities of their local context. WWF-SE, WWF-A and WWF-PT/ANP supported cities throughout the process through organising peer exchange sessions, creating templates and guidelines as well as one-on-one meetings with each city to think through the various aspects in the local CDE plans as well as identify alignment between the overall project CDE plan and the local CDE plan.. **The following slides elaborate on the methodological approach used by each city in crafting their local CDE plan.**

Zagreb

This plan was developed following the overall CDE plan drafted on the project level. The Zagreb project team has tailored the plan to Zagreb's needs and specific characteristics.

The plan adopts a multi-layered approach to communication, dissemination, and exploitation, mainly targeting the local level, but taking into account the national, and EU-wide scale as well. The engagement strategies and communication tools have been inspired by the project-level CDE plan while taking local specifics into account.

Birmingham

The Communication, Dissemination, and Exploitation (CDE) Plan has been developed by the Birmingham Bauhaus Bites project team, drawing from the overarching project-level CDE framework while tailoring it to the specific needs, characteristics, and priorities of Birmingham.

To ensure relevance and inclusivity, a stakeholder scoping exercise was conducted, followed by the distribution of an Expression of Interest form. This process helped identify and engage key local stakeholders, including community organisations, local authorities, food system actors, and cultural partners. The plan emphasises participatory and co-creative engagement practices. Locally, the Birmingham team will implement a range of activities such as partner workshops, community events, on-site visits, and explorations of creative arts-based approaches to stimulate dialogue, build trust, and co-develop solutions. These tools aim to activate meaningful collaboration and ensure that the project's goals are clearly communicated and jointly shaped by those most impacted.

Once Birmingham's final local action plan has been developed, by October 2025, we will further work with stakeholders on how best to communicate, disseminate and exploitation the specific key messages per objective and actions. This CDE plan will serve as a blueprint for locally developed and contextually relevant CDE plans at city level.

Fundão

This plan was developed by the internal communication team within the Department of Innovation, Investment and Strategic Planning of the Municipality of Fundão, which is responsible for coordinating the Bauhaus Bites pilot in the territory. The content of the CDE Plan is based on the draft version of the Local Action Plan, which was informed by interviews with key stakeholders, as well as a co-creation workshop. The process has also benefited from ongoing collaboration with WWF Portugal, ensuring both strategic coherence and local relevance.

Oostende

This plan was developed by the local project group in Oostende, including experts from the communication and participation department. At the local level, Bauhaus Bites is grounded in direct and participatory engagement with citizens, municipalities, and community stakeholders - from local food businesses and schools to urban gardeners, artists, and grassroots organisations. Contextualised stakeholder mapping was conducted to ensure that messaging and materials are relevant, accessible, and impactful and targeted to the correct groups.

In particular, specific key stakeholders with whom the city will engage were defined. Participatory activities such as co-creation workshops, community events, and interactive storytelling will be used - depending on target audience - to communicate the project's goals and activate co-creation around local food environment transformation.

This document serves as both a strategic roadmap and a practical toolkit to support the project team in Oostende and local stakeholders in achieving widespread adoption and concrete use of project results. It will be further detailed following the development of the local action plan for Oostende (by April 2026). This CDE plan was developed using the overall project CDE plan as a blueprint.

Palermo

The Palermo CDE Plan adopts the general structure of the overarching CDE plan, but has been carefully adapted to reflect the unique characteristics of the city, its social and cultural context, and the specific goals and messages relevant to the local implementation. The plan was developed under the guidance of the project's communication lead (WWF Sweden) and draws on PUSH's long-standing experience in locally rooted engagement, civic innovation, and place-based initiatives.

Rather than being a static document, this plan is conceived as a strategic compass—a flexible and evolving tool that will be further refined and enriched as the project moves into its operational phase, particularly following the co-creation of the Palermo Action Plan.

Murska Sobota

The development of this local CDE plan followed a collaborative and flexible approach, aligning with the overall project strategy while being carefully adapted to the specific context of Murska Sobota. The preparation involved CRTD team members who possess a deep understanding of the local environment and stakeholder landscape. It incorporates insights from local stakeholders and educational institutions to ensure alignment with local capacities, needs, and priorities.

The communication strategy follows a multi-tiered structure, with the local level as a central focus. Tailored engagement methods – such as school-based workshops, educational campaigns, and public events – will be used to effectively involve elementary schools and the wider community.

Sarajevo

This plan was developed by the project group from the City of Sarajevo, City Service for Sustainable Development, with technical support from the University of Sarajevo.

At the local level, Bauhaus Bites is grounded in direct and participatory engagement with citizens, municipalities, NGOs and community stakeholders - from local food businesses and schools to urban gardeners, artists, and grassroots organisations. The City of Sarajevo conducted contextualised stakeholder mapping and outreach to ensure that messaging and materials are relevant, accessible and impactful.

Participatory activities such as co-creation workshops, community events, and interactive storytelling will be used - depending on target audience - to communicate the project's goals and activate co-creation around local food environment transformation. This document will function as a roadmap and a practical toolkit to support UNSA and stakeholders in achieving widespread adoption and concrete use of project results.

Each Local CDE plan is structured into the following sections:

Which aim to answer the question:

Key messages Looks at the overarching messages of the project as a whole	What are we communicating? (Communication)
Target audiences Looks at both the main target audiences we need to engage in general but also specific target audiences to project needs and city context	To whom are we communicating this? (Communication)
How we engage Looks at tools, channels and tailored messaging against specific target audiences	How do we communicate this? Through what channels? (Communication, Dissemination)
Deliverables, Milestones and actions Lists project document goals and deliverables and categorises them against communication, dissemination or exploitation	When do we communicate this? Who communicates this? (Dissemination, Expolitation)
KPIs & Timetables	Measuring success (Monitoring and Evaluation)



COMMUNICATION

This chapter details the strategies cities will use to inform, promote and communicate about project activities and results



KEY MESSAGES

All cities began their local CDE plan development introspectively. Drawing from the co-created Bauhaus Bites Project Vision, as well as through reflecting on the central aims of their local interventions, each city, supported by WWF-SE, WWF-A and WWF-PT/ANP developed a set of key messages. The purpose of the key messages is to provide a thematic framework for each city's local communication efforts. While grounded in the broader Bauhaus Bites strategy, these messages are tailored for local audiences – they reflect the heart, soul, values and ambition of the change that each city aims to catalyze through their interventions. In this way, these key messages serve as a communicative 'north star' – setting a framework for the central themes that cities will aim to communicate to their target audiences about throughout the project.

Localized elements of the BB Vision are present in the key messages each city has developed. All cities for example seek to emphasize connection to local culture and traditions in their communications, as well as highlighting the inclusion and stories of local groups – students, residents, producers and vulnerable groups. Cities aim to highlight unity and community as themes, showing how their projects bring together communities and neighborhood. And all cities aim to communicate about the potential of food in the public realm to be a catalyst for both climate and community. At the same time, unique local context means each city's key messages are individually tailored to fit on-the-ground realities.

The following slides present an overview of each city's communicative key messages.

ZAGREB

- **Urban gardens are important place for Zagreb local community**, they have long a tradition and we want to make them even more inclusive.
- We want to **expand urban gardens by introducing areas of therapeutic gardening**. Our goal is to enable vulnerable groups to take part in therapeutic gardening and outdoor activities.
- This intervention in the urban gardens will allow that common inclusive area of the garden is **used by both the vulnerable groups and the healthy population**. This is our way to raise the sense of partnership and community.
- We will create high quality space. To do that, we have carefully designed the new area in line with New European Bauhaus to cater all the users' needs. At the same time, it will remain sturdy and resilient in line with the nature-based solution principles.
- This BB initiative goes in line with the Zagreb urban policies - of **being green, healthy and socially-responsible city**.



FUNDAO

- **Raise awareness of the values and practices of the New European Bauhaus** through accessible and inclusive communication that resonates with our territory and people.
- Engage the Fundão community — youth, seniors, schools, associations, migrants, producers and families — in participatory and creative activities that **foster dialogue and local ownership**.
- **Highlight local Bauhaus Bites initiatives** that reflect the blend of sustainability, inclusion and aesthetic appreciation, especially through food, land and shared spaces.
- Celebrate short food chains, small-scale producers and ancestral knowledge as **essential pillars of a more sustainable and just food system rooted in the territory**.
- **Use food to connect “old” and “new” Fundão locals**, nurturing integration, empathy and storytelling. In Fundão — the “welcoming land” — food is culture, identity and a tool for community cohesion.
- **Build a shared sense of pride and belonging through** visibility of local stories, recipes, traditions and innovation — from the field to the table.



BIRMINGHAM

- **Unite a diverse community through social spaces and food** – Show how community spaces in East Birmingham) can foster social connections and empowerment, creating inclusive food-focused environments that promote diversity, trust, and mindful food practices.
- **Support diversity in growing as a nature-based solution** - Involve residents in a collaborative food-growing initiative that encourages community cohesion, resilience, and inclusivity, supporting the cultivation of culturally diverse foods while promoting sustainability and health.
- **Increase food system literacy and utilise creative arts to empower communities** – Showcase a place-based approach to food literacy that builds on the strengths and cultural heritage of the community. Co-produced solutions will celebrate food-related stories through art, creativity, and intergenerational learning to foster an understanding of nutrition, sustainable diets, and seasonal eating.
- **Develop a legacy where New European Bauhaus principles are embedded into community spaces and food and community diversity is celebrated** – Show community champions that create local solutions to educate on sustainable cooking practices and celebrate cultural food heritage



OOSTENDE

- **Increase the diversity of food points and better access to healthy food** (shops, restaurants, markets...). Better access to healthy food is an essential condition for a positive food environment;
- **Unite a diverse community through social spaces and food.** Make use of community spaces in Oostende (such as places of worship, schools, and local businesses) to foster social connections and empowerment, creating inclusive food-focused environments. Cross-sector collaboration between the local government, communities, organisations and even businesses will support this objective;
- **Increase food literacy.** Greater food literacy is needed to support different groups in understanding the importance of sustainable food environment and consumption patterns;
- **Increase edible green spaces.** There is large potential to leverage the New European Bauhaus values of beauty, sustainability, and inclusivity in public spaces to create sustainable urban food environments that deliver multifunctional benefits for climate, nature, health and wellbeing.



PALERMO

The **EPYC youth centre** and its community are at the core of our local strategy aimed at reclaiming food culture and fostering sustainable practices.

- **Access to quality food is a right**, not a privilege: we promote inclusive access to affordable, nutritious and sustainable food..
- **Young people are change-makers**: we foster food literacy and empower the next generation to make informed and sustainable food choices.
- **Food is a policy matter**: we co-create and advocate for a structured Palermo food policy that reflect community needs and promote resilient urban food systems.
- **Changing habits, reducing impact**: we foster behavioural change to reduce the environmental footprint of our food systems through creativity, education and collective action.
- **Palermo is reclaiming its food identity**: through active youth engagement and community-led initiatives, we counter the effects of *foodification* and valorize local and multicultural food culture



MURSKA SOBOTA

- **Education** is the foundation for sustainable change.
- **Local schools play a key role** in building sustainable food environments.
- **Cross-sector** collaboration is essential.
- Murska Sobota can become **a model for other mid-size towns.**
- **Let's raise a generation of local food ambassadors.**



SARAJEVO

- **Sarajevo leads by example in urban transformation**, applying New European Bauhaus (NEB) principles to tackle climate change, social exclusion, and biodiversity loss through locally grounded, globally relevant solutions.
- **The BB project places Sarajevo on the map** as a source of inspiration for other cities, demonstrating how creative, inclusive, and sustainable practices can reshape urban life.
- **A food forest will become a living classroom**, promoting hands-on learning and the transfer of sustainable practices rooted in NEB values.
- **The Sarajevo community is at the heart of the process**, with inclusive engagement across local authorities, NGOs, youth, educators, designers, food system actors, businesses, and internationally.
- **Food connects people, place, and purpose** — by growing, cooking, and sharing food together, Sarajevo fosters deeper community ties and breathes new life into underused spaces.



TARGET AUDIENCES

Target audiences are the groups of people and stakeholders cities seek to reach with their key messages and project activities, in order to achieve the project's goals. In defining their local target audiences, cities reflected upon the three different goals of Communication, Dissemination and Exploitation, and identified which target audiences are most relevant for each of these goals. Some target audiences are relevant primarily for one of these goals, while other audiences are relevant for multiple of these goals.

For the goal of Communication - informing, promoting and communicating our activities and results – these are target audiences cities need to reach to raise general awareness of their key messages. These are audiences who will directly benefit from, act on or engage with the project messages.

For the purposes of Dissemination - making our results public for others to use – these are groups that are critical for message distribution, who we want to be the readers and recipients and of the project's results, deliverables and outputs in order to spread the knowledge and learnings generated in each city and by the project.

For the goal of Exploitation - placing others in a position to make concrete use of our results - we look at decision makers or end users who will apply the outcomes of the project, and who are key stakeholders for leveraging these outcomes into the systemic and societal transformation the project ultimately aims to influence and achieve.

TARGET AUDIENCES (continued)

The target audiences identified by each city are key to the development of the local CDE plan. These groups will guide how each city designs and implements communication and engagement actions throughout the project. While some audiences are already central to a city's approach during the first year of the project, others may become more or less relevant as the plan evolves. This means the list of target audiences is dynamic and will be refined over time, in line with local needs, feedback and opportunities for engagement and replication. The project's target audiences will additionally inform the development of cities' Action Plans, which will include engagement with target audiences.

Bauhaus Bites is grounded in a co-creative, multi-disciplinary approach in both the implementation of the project as in the communication, dissemination and exploitation activities, resulting in cities casting a relatively wide scope when it comes to target audiences. Many similarities are present between cities target audiences – local residents and youth are two target audiences that feature especially prominently in all cities identified audiences. At the same time many differences also appear in which target audiences cities choose to prioritise, depending on local context and local project priorities.

The following slides present an overview of each city's identified target audiences.

Local and national policymakers - Ministry of Agriculture	Communication, Dissemination, Exploitation
Institute for Physical Planning of the City of Zagreb (ZZPUGZ), City Office for Social Protection, Health, War Veterans and People with Disabilities, other city administrative bodies	Communication, Dissemination, Exploitation
Networks focusing on cities - ICLEI network	Communication, Dissemination, Exploitation
Academics and research sector - Faculty of Agriculture, Faculty of Education and Rehabilitation Sciences	Dissemination, Exploitation
Local NGOs engaged in urban farming and healthy lifestyles	Dissemination, Exploitation
Local media following the city activities	Communication, Dissemination
General public and neighborhood population- elementary school, District council	Communication, Dissemination, Exploitation
Urban garden users' associations	Communication, Dissemination
People with disabilities from the Centre for rehabilitation, residents of the home for the elderly	Communication, Dissemination, Exploitation
Businesses & Private Sector interested in the pilot - local businesses that can contribute by donating materials or labor	Communication, Exploitation
Sister projects	Dissemination, Exploitation

Citizens. East Birmingham communities, those who live or work in the locality	Communication
Community-led groups in East Birmingham - grassroots organisations and initiatives driven by local residents with a shared commitment to improving food-related outcomes in their communities. This includes: <u>Growing spaces</u> such as allotments, community gardens, and urban farms that promote sustainable food production and green engagement. <u>Food spaces</u> i.e. community-led cafés and kitchens, that provide access to nutritious meals and foster social connection. <u>Social and learning spaces</u> that support food education, cooking skills, and cultural exchange, often hosted in community centres, schools, or faith-based venues.	Communication, Dissemination, Exploitation
Three-way pathway approach for Birmingham's Bauhaus Bites governance - BB Partnership, BB Action Group(s) and BB emailing list	Communication, Dissemination, Exploitation
Media & influential local individuals or organisations that can help amplify messaging, for example – Active Wellbeing Society – Known for community engagement Unity FM - Community radio station with strong links to diverse audiences	Communication, Dissemination
Local businesses & business networks	Communication, Dissemination
Elected Members for Birmingham – Elected representatives in Birmingham, including ward councillors and the Cabinet Member for Health and Social Care.	Communication, Dissemination, Exploitation
Local and regional policy and decision makers , such as city planners and other relevant council departments.	Communication, Dissemination, Exploitation
Cross-cutting experts , networks, academics and Think Tanks focused on food policy. For instance, we collaborate with universities such as the University of Birmingham, and we regularly contribute as speakers at national and international food policy forums such as at the Milan Urban Food Forum Pact.	Communication, Dissemination, Exploitation

FUNDÃO

Local community – residents, families, youth, seniors, migrant communities (from Fundão city center and surrounding parishes: Alcaria, Donas, Souto da Casa, Valverde)	Communication
Schools and educators – Fundão School Group, Gardunha e Xisto School Group, Fundão Professional School (EPF), Externato Capitão Santiago de Carvalho, teachers and nutritionists involved in school food projects.	Communication, Dissemination, Exploitation
Youth networks – Young Ambassadors for Food Sustainability, Fundão Youth Council, and local youth associations such as AJUVAL – Youth Association of Valverde.	Communication, Dissemination, Exploitation
Local stakeholders – ADACB (Farmers' Association of the Castelo Branco Region), Cova da Beira Converge, BioEco, LógicaBio, Cerfundão, Agricultural Cooperative of Olive Growers of Fundão, Fundão Wine Cooperative, Rural Move, InovCluster and small food businesses under “Produtos do Fundão”.	Communication, Dissemination, Exploitation
Municipal staff and public sector actors – Departments of Innovation & Investment, Education, Agriculture and Rural Development, Public Procurement, Parish Councils and municipal schools' canteen providers.	Communication
Local media and cultural/creative actors – University of Beira Interior (UBI) - Faculty of Architecture, Fablab Aldeias do Xisto, local artists, designers, photographers, Gazeta do Interior, Jornal do Fundão, Beira Baixa TV and Rádio Cova da Beira.	Communication, Dissemination
Policy-makers and project partners – CIMRBSE (Intermunicipal Community of Beira Baixa and Serra da Estrela), CCDRC (Regional Coordination and Development Commission of the Centre), DGADR (Directorate-General for Agriculture and Rural Development) , Rede Rural Nacional (National Rural Network)	Communication, Dissemination, Exploitation

OOSTENDE

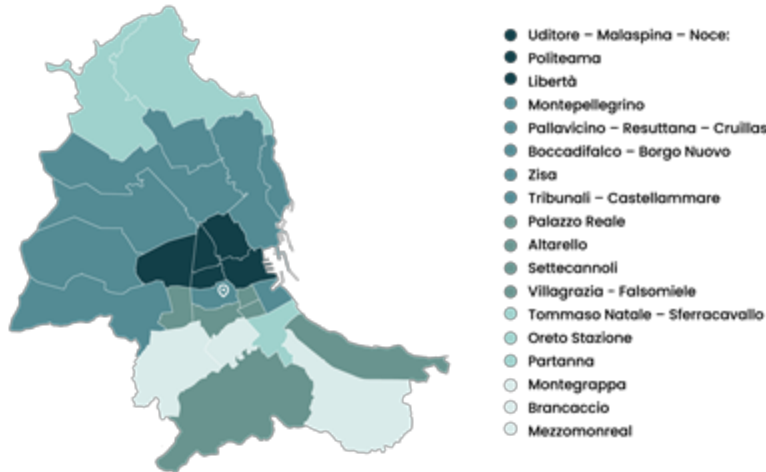
Education	Key private actors	Scientific institutes
- Schools (2) in the district: GO De Morootjes; OLVO Vuurtoren - Social organisations: De Katrol study advice; home work support (huiswerkklassen), social worker for Morootjes (brugfiguur) - Horizon Educatief = education center Child care initiatives: 3 nurseries in the district, day care center for kids De Ballon, after school care for kids De Ballon Youth organisations: Arktos, Sea scouts 2de FOS, Sea scouts De Schoore, Chiro Nelle, Dyade (for children & youth with a disability). Family meeting center (familie salon). Religious organisations (kerkfabriek) Sport organisations (watersport, surf club, sport center Spuikom)	- Revi Food (= fish & sea food) - Storm (= fish restaurant & Noth Sea chef = sustainable fish initiative) - Food shops (separate list available) 2 elderly care centers (Duinpieper, Godtschalk)	- Scientific institutes: - Flanders Marine Institute (VLIZ) - Institute for Agriculture and Fisheries Research (ILVO)

OOSTENDE

Non-profit organizations	City administration
• Circular hub O.666, includes cultural stakeholders/artists, a plant library and a community garden • SAAMO: community development work • Tuinhier: gardening organisation managing the allotment gardens • VELT: organisation for ecological life-style and gardening	• Community worker (Stadsmarinier) • Healthy policy advisor • Food policy advisor • Public & green spaces department • Social grocery Antenne • Youth department - Duin & Zee • City youth care center De Bolle • Welfare house of the social department • Communication department • Political representatives

PALERMO

The Bauhaus Bites pilot in Palermo primarily targets the **EPYC community** – a lively and diverse network of over 500 people, mostly aged between 20 and 40, who live in various neighbourhoods across the city and regularly gather at the EPYC centre, located in its historic heart. The project seeks to involve them through participatory and educational activities that intertwine food, sustainability, and culture.



PALERMO

Grassroots organizations and NGOs who manages EPYC promoting green and social activities (The Factory, Le Giuggiole).

Professionals, Artists, Chefs and other civic groups interested in nature-based solutions, equitable food and Bauhaus principles (among them LAND, Ortocapovolto, Kirmal Cucine Narranti, Aterraterra).

Community-led food initiatives (e.g., food co-ops, urban gardens).

City officials from Palermo responsible for the MUFPP and other food-related initiatives.

Policymakers of the City of Palermo.

University of Palermo (mainly the CSTE - Center for Sustainability and Ecological Transition).

MURSKA SOBOTA

In the context of the Bauhaus Bites project in Murska Sobota, identifying and segmenting target audiences is essential for the effective implementation of communication, dissemination, and exploitation (CDE) activities. To structure our outreach more strategically, we have grouped target audiences into three distinct clusters:

1. **Local CDE Plan** – This cluster reflects the foundational audiences involved in the core communication of the local plan itself. It includes those who will be informed about the plan and its purpose, ensuring visibility and awareness.
2. **Citizen Engagement** – This group focuses on interaction, dialogue, and involvement, particularly with those directly participating in or influenced by project activities, such as students, educators, and parents.
3. **Shifting Food Policies** – This cluster targets institutional and policy-level actors who can adopt or embed project outcomes into decision-making, planning, and curricula, thereby ensuring longer-term systemic impact.

These clusters were defined to clarify the differing roles of stakeholders—some are recipients of information, others active participants, and some potential enablers of long-term change. This segmentation helps tailor the messaging, methods, and tools used for engagement, ensuring relevance and effectiveness across all levels of influence.

MURSKA SOBOTA

Target audiences for communicating Local CDE Plan	
Citizens and key stakeholders (identified in stakeholder mapping)	Communication
Media & Influential local individuals or organizations that can help amplify messaging (local news with regional reach: Vestnik, Soboške novine, ect.)	Communication, Dissemination
Elementary school students; Teachers and school staff; Parents; (Elementary schools in the Pomurje region)	Communication, Dissemination
Local NGOs and environmental educators (Members of Regional Hub of Non-Governmental Organizations of Pomurje, Green Point Living Lab, ect.)	Communication, Dissemination, Exploitation
Local authority (27 municipalities within the region of Pomurje)	Communication, Dissemination, Exploitation

MURSKA SOBOTA

Target audiences for citizen engagement
Local residents and communities
Grassroots organizations and NGOs
Environmental educators (universities, ect.)
Civic and cultural organizations supporting food sustainability
Community-led food initiatives (e.g., food co-ops, urban gardens)

Target audiences for shifting food policy
Local and regional policymakers (municipalities in the Pomurje region, Regional development agency, ect.)
Municipal departments for education and environment (Departments for Environment and Spatial Planning, Department for Non-Economic Activities, ect.)
Transversal Experts & Academics and Think Tanks focused on food policy
Networks focusing on cities

SARAJEVO

Local and national policymakers (City of Sarajevo, Centar Municipality, Sarajevo Canton)	Communication, Dissemination, Exploitation
Academics and schools (Faculty of Medicine, Faculty of Dentistry, Faculty of Architecture Sarajevo, High school „Druga gimnazija“, QSI International School Sarajevo)	Communication, Dissemination, Exploitation
Local residents, neighborhood councils and citizens	Communication, Dissemination
Non-profits & NGOs working in food policy (e.g. Mozaik Foundation, CENER 21, Association Vidasus)	Dissemination, Exploitation
Media and Communication Outlets (e.g. Klix, N1 BiH, Radio Sarajevo, Start BiH)	Communication, Dissemination, Exploitation
International and EU-Level Partners, New European Bauhaus Initiative	Communication, Dissemination, Exploitation

TAILORING MESSAGES FOR IMPACT

This section details how cities plan to adapt their key messages to best land with their various target audiences. Different groups respond differently to the framing - the logos, ethos and pathos – around a message, and Trailblazer and Twin cities have thus reflected tactically about varying argumentation and narratives they can use to get their key messages across to these diverse target groups.

In this chapter, cities' lay out the principal ways they plan to frame their messages in their communication activities. They detail the differences, for example, in how they will engage policymakers with a key message compared to how they will make the same message more attractive to community members and local residents. These are key considerations in order to generate both understanding of and engagement with our key message and project goals. Cities can come back to these strategies throughout the project for guidance around choosing a framing that is most effective for the audiences and context they find themselves working with.

ZAGREB

Argumentation	Rationale	Most suited to
We will introduce the project to other sectors in the City Government to show the benefits of the Urban gardens expansion for other sectors as well, e.g. health or social welfare.	Policymakers and decision makers on the local level often require evidence-based justifications to implement changes. Also, they want to see the strategic overall benefits across city government departments. Recognizing food as a public good and supporting long-term integration with health and care systems is part of the City Sustainable Urban Food System Transformation and that is the reason why these results should be presented to all departments.	Local policymakers, urban planners, city officials
We want to encourage cooperation among BB Trailblazers and Twins on the city government level to show the benefits of interventions in the food system transformation in cities and support Zagreb to try innovations that can make it the frontrunner in food transition helping vulnerable groups.	Decision-makers often want to see how other cities deals with certain challenges and like to exchange experience, share knowledge and replicate successful practices.	Local policymakers

ZAGREB

Argumentation	Rationale	Appeals to
Urban gardens have been part of food transformation system in Zagreb for decades. But, now we want to transform them into places of social innovation as well and increase community engagement around these areas.	People engage more when they see and success stories, when they can relate to some situations, but also when they see that there is a positive change in the community, where they want to participate.	General public & Policymakers
Urban gardens will be transformed into therapeutic, healthy and resilient food environment with elements of New European Bauhaus vision. That is why Zagreb is the part of Bauhaus Bites.	People value transformations that involves planning, aesthetics, community engagement and functionality.	General public

ZAGREB

Argumentation	Rationale	Appeals To
One of the main objectives of these interventions is to integrate better vulnerable groups, to engage people from the nearby home for elderly. The Urban garden will be the place where the elderly community and the neighbourhood will connect to foster social integration and intergenerational connections. In order to promote this, we will organize series of workshops with the future beneficiaries of the garden to talk to them and engage them to share their ideas on what they would like to do in the garden.	Community of the elderly does not fit the classic communication channels, so we will need to engage a lot directly to raise the interest and their participation. We will also need to talk a lot with the neighbourhood since the community engagement will be crucial for the social and intergenerational cooperation to happen.	Vulnerable groups

BIRMINGHAM

Argumentation	Rationale	Most Suited To
Implementing urban and peri-urban interventions to test and showcase sustainable, diverse food and nature-based solutions in shared public spaces through interactive and collaborative engagement with the community.	Engaging at a local level is essential to align local initiatives to local strategies that meet the local needs. Positive outcomes and collaboration promotes greater ownership, and promotes more sustainable, long-term working that doesn't rely solely on single source of funding.	Stakeholders Community-led organisations
Utilising creative arts as a way of highlighting important messages, experiences, and ways of sharing experiences and understanding around food systems.	Often creative arts can create opportunities to engage with audiences in a new way, as well as connecting to new audiences.	General public Local and regional policymakers Community-led groups in East Birmingham

BIRMINGHAM

Argumentation	Rationale	Most Suited To
Use Birmingham Bauhaus Bites as a call to action in food policy on a local level.	Encouraging policy innovation to support sustainable and diverse food transitions.	Local and regional policymakers Cross-cutting experts, networks, academics and Think Tanks focused on food policy
Demonstrate alignment with EU strategies (e.g., Farm to Fork Strategy, FOOD 2030) to show that engaging with these policy shifts can benefit a city in aligning with other EU requirements.	Connecting to existing EU policies makes change politically feasible and fundable.	Local and regional policymakers
Highlighting new evidence and innovations in the field as a way of showcasing project results.	Showcasing the project's results adds to the knowledge base around urban food environments, furthering the positive impacts that can be made.	Local and regional policymakers Cross-cutting experts, networks, academics and Think Tanks focused on food policy

BIRMINGHAM

Argumentation	Rationale	Appeals To
Using local influencers and public figures in East Birmingham to champion the shift towards sustainable and healthy urban food environments.	East Birmingham has influential and public figures that can promote food system changes aspirational and desirable.	General public Businesses & Private Sector interested in food policy
Using urban interventions to pilot and demonstrate sustainable food and nature-based solutions in urban spaces in an interactive and collaborative way with the public.	Urban interventions can showcase in real time the impact of policies within a limited and manageable space - allowing citizens to directly interact with the results of policy shifts - this can win wider public and political support.	General public Local and regional policymakers Community-led groups in East Birmingham
Tailoring messaging to reflect the diversity of East Birmingham. This can range from adapting the language that is used, to working with trusted partners within those communities, to using different mediums from the mainstream communication plan.	Birmingham is super-diverse, and 'traditional' methods of communication may not be the most effective. We need to reflect on the communication styles, methods, and materials that would best help us get our messages across different spaces – different language, non-digital materials, imagery, etc.	General public Community-led organisations

FUNDÃO

Argumentation	Rationale	Most suited to
We will present the results of the Fundão FoodLab as a model that integrates education, public procurement and community engagement, demonstrating how food can drive sustainable development across sectors.	Policymakers and municipal departments need evidence that connects food-related initiatives to economic, social and environmental goals. By linking the FoodLab to education, health and local commerce, we can show tangible cross-sectoral benefits that justify policy integration.	Local policymakers, municipal staff, education and innovation departments.
We will promote interdepartmental collaboration through the Local Food Council to embed sustainability principles in public procurement.	Decision-makers value clear governance mechanisms that facilitate long-term adoption. The Local Food Council provides a concrete structure to coordinate between departments and local actors.	City officials, procurement officers, DGADR, regional institutions.

Argumentation	Rationale	Most suited to
We will strengthen collaboration with Fundão schools through food literacy workshops and storytelling projects co-created with teachers and students.	Teachers and educators respond to approaches that combine practical learning and curriculum relevance. Positioning the FoodLab as an educational tool increases ownership and long-term impact.	Schools (AEF, EPF, Gardunha e Xisto), teachers, students, nutritionists.
We will empower young people through the Youth Ambassadors Programme to act as advocates for sustainable food in their schools and communities.	Youth engagement grows when they feel visible and have a leadership role. This approach connects sustainability with empowerment, creativity and peer learning.	Youth Ambassadors, student councils, youth associations (Pinus Verde, Gardunha Viva).

FUNDÃO

Argumentation	Rationale	Most suited to
We will promote local producers and artisans through the “Produtos do Fundão” platform and FoodLab events, highlighting innovation, tradition and fair recognition.	Producers value visibility, recognition and fair market opportunities. Linking them to the FoodLab and to storytelling platforms enhances engagement and builds trust.	Local cooperatives (BioEco, LógicaBio), small producers, artisans.
We will communicate the Fundão FoodLab and seasonal festivals as symbols of creative and sustainable rural life, in partnership with local media and cultural networks.	Media and cultural actors respond to strong local stories and visuals. Connecting food, culture and identity makes the project more relatable and newsworthy.	Local media (Gazeta do Interior, Rádio Clube da Beira), cultural partners (UBI, Fablab Aldeias do Xisto).

OOSTENDE

Argumentation	Rationale	Most suited to
Use project results and latest research to make the argument for food policy shifts based on benefits for other thematic sectors e.g. health, showing cross-departmental benefits. Example: use the data & indicators from the health monitor.	Policymakers require evidence-based justifications to implement systemic changes, policy shifts are more likely with multiple government department decision makers on board.	Other city departments (healthy, green spaces, social grocery, welfare) and local policymakers with competence to these specific topics
Give broad examples of how other cities have benefitted from innovations that transform food environments. Providing proof to city representatives (officers & politicians) that these innovations can work for them. For example: app 'the great food map' for citizens to map the food environment	Encouraging policy innovation to support sustainable food transitions. Decision-makers often look for proven models before committing to change.	Other city departments (public and green spaces, economic department, tourism department), regional government (provincial and regional level) and local policymakers

OOSTENDE

Argumentation	Rationale	Most Suited To
Call to action to lead the shift in food environments on a local level in Oostende.	Encouraging food environment innovation to support sustainable food transitions.	Other city departments (public and green spaces, economic dept) and local policymakers, schools, organisations, citizens
Demonstrate alignment with regional and national (e.g. new healthy food recommendations, new Green deal Protein shift 2.0) to show that engaging with these policy shifts can benefit Oostende.	Connecting to existing regional and national policies makes change politically feasible and fundable.	Local and regional (Flemish) policymakers
Highlighting new evidence and innovations in the field as a way of showcasing project results. Eg: apply the 'Eat & Step' tool of the Institute for Healthy living	Showing how the project is building the knowledge base around urban food environments	Transversal Experts on food strategies, Academics, scientific institutes

OOSTENDE

Argumentation	Rationale	Most Suited To
Using influencers and public figures to champion the shift towards sustainable and healthy urban food environments. We think e.g. about chefs like Michiel Rabaey from Storm, Wim Quinet from Revi Food, Jan Wydooghe from Chef on the Move,...	Influencers and public figures can make food system changes aspirational and desirable.	General public & Businesses & Private Sector interested in food policy
Showcasing local success stories of communities co-creating food environments to increase engagement.	People engage more when they see relatable examples and success stories.	General public, grass-root organisations & Policymakers

OOSTENDE

Argumentation	Rationale	Appeals to
Using storytelling techniques to highlight personal experiences of food access, urban gardening, and sustainable eating. For instance exhibition of hidden sugar in food.	Emotional and human-centered storytelling resonates more deeply than facts alone.	General public
Framing food environment transformation as part of cultural and urban renewal under the New European Bauhaus vision. Eg esthetic edible green.	People value transformations that enhance aesthetics, community, and heritage, not just functionality.	General public

OOSTENDE

Argumentation	Rationale	Appeals To
Using urban interventions to pilot and demonstrate sustainable food and nature-based solutions in urban spaces in an interactive and collaborative way with the public. We think for instance about planting berries, fruit & nut trees in play-grounds and parks; replacing concrete parking spots by edible green, community gardens, allotments gardens, herbs,....	Urban interventions can showcase in real time the impact of policies within a limited and manageable space - allowing citizens to directly interact with the results of policy shifts - this can win wider public and political support.	General public
Tailor messaging to fit isolated, vulnerable communities. This can range from adapting the language that is used, to working with trusted partners within those communities, to using different mediums from the mainstream communication plan. We will involve organisations working with these communities.	Communities that are often overlooked usually don't fit into the classic communication channels and might require language adjustment, different materials e.g. radio vs print materials	Vulnerable and minority groups

PALERMO

Argumentation	Rationale	Appeals To
Using urban interventions to pilot and demonstrate sustainable food and nature-based solutions in common spaces in an interactive and collaborative way with the public	Urban interventions can showcase in real time the impact of policies within a limited and manageable space - allowing citizens to directly interact with the results of policy shifts - this can win wider public and political support.	General public
Tailor messaging to fit isolated, vulnerable, and/or marginalized communities. This can range from adapting the language that is used, to working with trusted partners within those communities, to using different mediums from the mainstream communication plan.	Communities that are often overlooked usually don't fit into the classic communication channels and might require language adjustment, different materials e.g. radio vs print materials	Marginalised and minority groups

PALERMO

Argumentation	Rationale	Appeals to
Showcasing local success stories of communities co-creating food environments to increase engagement.	People engage more when they see relatable examples and success stories.	General public & Policymakers
Using storytelling techniques to highlight personal experiences of food access, urban gardening, and sustainable eating	Emotional and human-centered storytelling resonates more deeply than facts alone.	General public
Framing food environment transformation as part of cultural and urban renewal under the New European Bauhaus vision.	People value transformations that enhance aesthetics, community, and heritage, not just functionality.	General public

Argumentation	Rationale	Most suited to
Use project results and latest research to make the argument for food policy shifts based on benefits for other thematic sectors e.g. health, showing that these actions can have cross-departmental benefits	Policymakers require evidence-based justifications to implement systemic changes, policy shifts are more likely with multiple government department decision makers on board.	Local and regional policymaker.
Give broad examples of how other cities have benefitted from innovations that transform food environments. Providing proof to cities that these innovations can work for them.	Encouraging policy innovation to support sustainable food transitions. Decision-makers often look for proven models before committing to change.	EU policymakers & Local and regional policymakers
Call to action to boldly lead the shift in food policy on a local level. Inviting cities to be frontrunners and come on board while the project is testing out ideas.	Encouraging policy innovation to support sustainable food transitions.	Local and regional policymakers

PALERMO

Argumentation	Rationale	Most Suited To
Demonstrate alignment with EU strategies (e.g., Farm to Fork Strategy, FOOD 2030) to show that engaging with these policy shifts can benefit a city in aligning with other EU requirements.	Connecting to existing EU policies makes change politically feasible and fundable.	Local and regional policymakers
Highlighting new evidence and innovations in the field as a way of showcasing project results.	Showing how the project is building the knowledge base around urban food environments	Transversal Experts, Academics and Think Tanks

MURSKA SOBOTA

Argumentation	Rationale	Most suited to
Use project results and local examples to show how healthy, locally sourced food supports children's health, learning, and overall well-being. Link to school gardens, cooking classes, and food education activities.	Parents, teachers, and school staff are more likely to support change when they see direct benefits for children's health, academic performance, and life skills.	Parents; Teachers; School leadership
Share inspiring stories from other towns and schools that have improved their school meals and food education, showing how it could work in Murska Sobota.	Teachers and school boards are more confident adopting changes when they see similar schools succeeding.	Teachers; School leadership; Municipal education departments
Invite schools and municipalities to take a leadership role in creating a healthier local food culture — becoming an example for the whole region.	Encourages pride and ownership; positions schools as innovators and role models in the community.	School leadership; Municipal education departments

MURSKA SOBOTA

Argumentation	Rationale	Most Suited To
Show how school food initiatives align with EU strategies (Farm to Fork, FOOD 2030) and national education guidelines, making projects more attractive for funding and recognition.	Linking local actions to broader strategies increases credibility and opens opportunities for grants and awards.	School leadership; Municipal departments
Engage local role models (chefs, athletes, community figures) to promote healthy and sustainable food choices among students.	Role models make healthy eating aspirational, especially for young audiences.	Students; Parents; Local community

MURSKA SOBOTA

Argumentation	Rationale	Appeals to
Celebrate and share local success stories — for example, school garden harvest days, cooking workshops, and projects where students co-create food solutions.	People are more motivated when they see real, relatable success in their own community.	Students; Parents; Teachers; Local media
Use storytelling to highlight students' and families' personal experiences with school meals, gardening, and local food traditions.	Personal stories connect emotionally, making the topic more engaging and memorable.	Parents; Teachers; Local media
Frame local food initiatives as part of Murska Sobota's cultural heritage and community pride — connecting food with tradition, identity, and local celebration.	People value actions that strengthen local identity and preserve traditions while creating a healthier future.	General public; Schools; Cultural institutions

MURSKA SOBOTA

Argumentation	Rationale	Appeals To
Organize interactive events (e.g., garden days, cooking demos, tasting events) so students and families can experience local food in a fun, hands-on way.	Direct experience creates stronger connections and lasting memories, helping change habits.	Students; Parents; Teachers
Adapt materials and activities for all children, including those from marginalized or minority backgrounds, using familiar language and culturally relevant examples.	Inclusive approaches ensure every child can engage and benefit from the activities.	Marginalized groups; Minority communities

SARAJEVO

Argumentation	Rationale	Most suited to
Stakeholders influence national-level policy and regulatory frameworks that shape urban and food policies.	Engagement at this level is key to align local initiatives with national strategic documents and ensure long-term support and funding.	National-level policy (e.g. Ministries, Parliamentary Committees, Entity Agencies)
Policymakers at the city and canton level directly shape the implementation of food and urban policies within Sarajevo.	Their proximity to the local context enables more agile and tailored responses to urban food challenges.	City and canton level policymakers (e.g. City of Sarajevo, Sarajevo Canton Government, municipal departments)
Urban planners operationalize visions into land use plans, infrastructure and zoning which affects food system integration.	Offering data-driven tools and on-site insights enables them to design inclusive and sustainable planning solutions.	Urban planners (e.g. Sarajevo Canton Development Planning Institute, Urban Planning Departments)
Networks accelerate innovation through peer learning and cross-sectoral collaboration.	Working with such platforms facilitates broader diffusion of best practices and policy experiments.	Urban and regional planning groups (e.g. Association of Urban Planners of BiH, UNDP Urban Platform)
Food policy networks influence both research and practice dimensions of urban food system governance.	Their insights help position Sarajevo in European dialogues and foster evidence-based policymaking.	Food policy networks (e.g. FAO BiH partners, local food coalitions, regional food initiatives)

Argumentation	Rationale	Most suited to
NGOs already have established networks and capacity for engaging in food-related issues.	Sarajevo has an active civil society with a focus on sustainability, environment, and citizen engagement.	NGOs (e.g. Mozaik Foundation, CENER 21, Atelje za društvene promjene – ACT)
Media plays a key role in shaping public opinion and raising awareness of food policy issues.	Sarajevo-based outlets such as N1 is trusted sources with strong reach.	Media (e.g. Klix, N1 BiH, Radio Sarajevo, Start BiH)
Direct outreach ensures transparency and inclusive engagement of citizens.	Citizens of Sarajevo actively participate in social media and community events.	Local and research institutions (e.g. Local councils, schools, research and polling platforms (Valicon, Thinkers))
Culturally sensitive approaches are essential to ensure no one is left behind.	Sarajevo includes diverse and vulnerable populations (e.g., Roma communities, migrants) often excluded from policy processes.	Civil society organizations (e.g. Budućnost Roma, Vaša prava BiH, Network for Building Peace)
The private sector has the potential to innovate and invest in sustainable food systems.	Sarajevo has a growing startup and SME ecosystem focused on food production, IT solutions, and hospitality.	Private sector (e.g. Sarajevo Business Forum, Bit Alliance, Hub387, local food producers and entrepreneurs)
Peer-to-peer cooperation amplifies impact and facilitates learning across projects.	Sarajevo and the wider region host numerous food-related and sustainability initiatives suitable for collaboration.	Food and environmental organizations (e.g. Slow Food Balkans, Regional Food Sovereignty Network)

COMMUNICATION CHANNELS: HOW WE ENGAGE

A key piece in cities communication strategies, after having identified key messages, target groups, and ways to adapt these messages to these groups, is matching the identified target audiences to the most effective communication channels. In other words, which channels will be most effective for communicating to and reaching each cities' target audiences?

Here, notable commonalities between cities exist. Cities plan to use a diversity of communication channels and fora to engage with their target audience. Some are hyperlocal, such as co-creative local workshops, kick-off events and city/neighbourhood festivals; other channels have a wider reach, such as organisational press releases, articles, and social media; and yet others reach to the national and EU levels, such as participation at international conferences and networks.

In the following slides, an overview of how the target audiences have been matched to appropriate communications channels per city is presented. Specific local examples are provided where possible, with the caveat that not all cities have yet finalized their actions plans, in which additional specifics will be provided.

ZAGREB

Target Audience	Channels & Tools
Ministry of Agriculture	• Peer-to peer knowledge sharing via city networks, community of practice & collaborations (ICLEI, C40 Cities, Covenant of Mayors) • Policy briefs, policy guides & toolkits e.g. BB Playbook • Strategic networking and advocacy e.g. one-on-one meetings • Social Media & Website
Institute for Physical Planning of the City of Zagreb (ZZPUGZ), City Office for Social Protection, Health, War Veterans and People with Disabilities, other city administrative bodies	• Peer-to peer knowledge sharing via urban planning networks, community of practice & collaborations (e.g. Placemaking Europe) • Policy guides & toolkits e.g. BB Playbook • Social Media & Website
Networks focusing on cities - ICLEI network	• Conferences & summits • Engagement through EU-funded initiatives & sister projects • Policy briefs, policy guides, infographics & toolkits • Social Media & Website
Academics and research sector - Faculty of Agriculture, Faculty of Education and Rehabilitation Sciences	• Knowledge-sharing e.g. conferences, open datasets • Policy briefs, lessons learnt documents, policy guides & toolkits • Social Media & Website

Target Audience	Channels & Tools
Local NGOs engaged in urban farming and healthy lifestyles	• Collaboration via EU-funded social innovation projects • Grassroots storytelling on social media & blogs • Social Media e.g. LinkedIn/BlueSky & Website • Policy briefs, infographics & toolkits
Local media following the city activities	• Press releases • Interviews • Media tours of project sites • Networking at conferences, events, etc • Direct media briefs with journalists specialising in food policy
Urban garden users	• Community events & local food festivals • Neighborhood forums & participatory meetings • Media, Website & Social Media e.g. Instagram
General public and neighborhood population- elementary school, District council	• Visual storytelling and artistic presentation of results and case studies • Community events & local food festivals • Neighborhood forums & participatory meetings • Media, Website & Social Media e.g. Instagram • Collaboration with local organisations e.g. museums, local cultural centers & libraries • Infographics

ZAGREB

Target Audience	Channels & Tools
People with disabilities from the Centre for rehabilitation, residents of the home for the elderly	• Community events & local food festivals • Media, Website & Social Media e.g. Instagram • Workshops, local pop-ups & engagement programs • Online marketplaces & digital platforms • Infographics
Businesses & Private Sector interested in the pilot - local businesses that can contribute by donating materials or labor	• One-on-one meetings • Events & networking • Social Media, e.g. LinkedIn • Presentation at specialized fairs (e.g. yearly agri food fairs organized in the Zagreb Fair Venue)
Sister projects	• EU networks & communities of practice • Thematic working groups & policy platforms • Joint advocacy campaigns & policy briefs • Webinars, conferences and other relevant events • Social Media e.g. LinkedIn & Website

FUNDÃO

Target Audience	Channels & Tools
National and European networks, sister projects, innovation hubs	- Participation in thematic working groups (e.g., sustainable procurement, food education) - Joint events and peer learning with project cities - SoMe & Website
Municipal staff, regional researchers, academics, and urban planners	- Technical roundtables - Knowledge-sharing events
Local residents, migrant communities, youth, schools	- Intercultural food events and seasonal festivals - Food literacy workshops in schools, libraries or community spaces - Youth Ambassador Program for food sustainability - Cooking workshops at the FoodLab - Content co-creation and sharing through the digital platform <i>Produtos do Fundão</i> - SoMe & Website

FUNDÃO

Target Audience	Channels & Tools
Local NGOs, producers, cooperatives	- Co-creation sessions with cooperatives and small producers - SoMe - Content co-creation and sharing through the digital platform <i>Produtos do Fundão</i>
Local media, cultural institutions, youth creators, advocacy networks	- Press coverage of Food Lab and events (e.g., inaugurations, festivals) - Campaigns on social media and <i>Produtos do Fundão</i> platform - Collaboration with young content creators and cultural associations - Documentation and dissemination of project milestones - Public exhibitions and storytelling initiatives

BIRMINGHAM



Target Audience	Channels & Tools
General public, citizens & stakeholders (identified in stakeholder mapping exercise)	• Visual storytelling and artistic presentation of results and case studies • Community events & local food festivals • Neighborhood forums & participatory meetings • Media, Public Health Newsletters, Website & Social media e.g. Instagram as identified on slides 11 and 13. • Workshops, local pop-ups & engagement programs • Collaboration with local organisations e.g. museums, local cultural centres & libraries • Expression of interest form • Birmingham's Bauhaus Bites forums
Community-led groups in East Birmingham	• Birmingham's Bauhaus Bites forums • Birmingham's website and social media channels • Utilise connections when undertaking community asset-map exercise. • Networking and advocacy e.g. One-on-one meetings • Work with Bauhaus Bites work package leads to create briefs, guides & toolkits
Media & influential local individuals or organisations that can help amplify messaging	• City networks, community of practice & collaborations (Birmingham Food System Partnership and Food Foundation Forum) • Press releases • Article submissions • Interviews • Media tours of project sites • Networking at conferences, events, etc • Direct contact with journalists specialising in food policy • Newsletters

BIRMINGHAM

Target Audience	Channels & Tools
Local businesses & businesses networks	• One-on-one meetings • Events & networking • Relevant Social media channels & newsletters • City level initiatives e.g. Chambers of Commerce, Midlands Hospitality Network
Elected Members for Birmingham	• Progress reports • Cabinet briefings • Updates at relevant meetings • Social Media & Website
Local and regional policy and decision makers, such as city planners and other relevant council departments	• Policy guides & toolkits e.g. BB Playbook • Engaging in urban & food related conferences & similar events • Urban planning networks (e.g. Placemaking Europe) • Social Media & Website • Community of practice • Strategic networking and advocacy e.g. One-on-one meetings • Birmingham City Council social media & website
Cross-cutting experts, networks, academics and Think Tanks focused on food policy	• Scientific publications, Academic journals (e.g. Journal of Urban Affairs) • Research consortiums & EU project networks • Knowledge-sharing e.g. conferences, open datasets • Cross-institutional collaboration platforms (e.g. EIT Food) • Policy briefs, Lessons learned documents, Policy guides & toolkits • Social media & Website

Target Audience	Channels & Tools
Local policymakers	• Policy discussions • Strategic networking and advocacy e.g. One-on-one meetings
Media	• Press releases • Article submissions • Interviews • Media tours of project sites • Networking at conferences, events, etc • Direct contact with journalists specialising in food policy
Urban planners, landscape architects and other relevant city officials	• Policy guides & toolkits e.g. BB Playbook • Targeted publications • Engaging in urban & food related conferences & similar events • Linked-in & Website • Community of practice

Target Audience	Channels & Tools
Food Experts & academics and Think Tanks focused on food	• Scientific Publications, Academic journals • Research consortiums & EU project networks • Knowledge-sharing e.g. conferences, open datasets • Cross-institutional collaboration platforms (e.g. EIT Food, Eurocities/Cleverfood/Food2030) • Policy briefs, Lessons learnt documents, Policy guides & toolkits • Linked-in & Website
General public, citizens & stakeholders (identified in stakeholder mapping exercise)	• Artistic interventions (linked to cultural festivals like Theater@Sea, photo exhibition, Food Film Festival,...) • Community events (like Wijkcafé, Kinderen Baas/Children dreams) & local (food) festivals • Participatory meetings • Media, Website & SoMe • Workshops (O.666, Tuinhier, VELT), local pop-ups & engagement programs • Collaboration with local organisations e.g. museums, local cultural centers & libraries • Online marketplaces & digital platforms • Infographics

OOSTENDE

Target Audience	Channels & Tools
Non-profits & NGOs working in food	• Networking platforms like the food forum in Oostende • Targeted participation to the district community team • Advocacy campaigns (Rikolto & Foodwin) • Grassroots storytelling on social media & blogs • SoMe e.g. LinkedIn & Website • Policy briefs, infographics & toolkits
Businesses & Private Sector (horeca) interested in food	• One on one meetings • Events & networking (eg food forum) • Linked-in • City level initiatives e.g. tourism board, economic house

PALERMO

Target Audience	Activities	Channels and tools
EPYC Youth Center Community Grassroots organizations and NGOs	• Mapping of foodscapes • Cooking sessions • Talks and events • Community gardening • Gamified learning • Contests	• Media, Website & SoMe e.g. Instagram • Word of mouth • EPYC official timetable • Mailing list
Professionals, Artists, Chefs and other civic groups interested in nature-based solutions, equitable food and Bauhaus principles	• Talks and events • Cooking sessions • Workshops	• Advisory board • Open calls • Mailing list • Media, Website & SoMe e.g. Instagram • Word of mouth
Community-led food initiatives (e.g., food co-ops, urban gardens).	• Networking • Enhance distribution and promotion • Peer exchange and learning	• Open call • Field visits • Mailing list • Media, Website & SoMe e.g. Instagram • Word of mouth

PALERMO

Target Audience	Activities	Channels & Tools
City officials from Palermo responsible for the MUFPP and other food-related initiatives. Polymakers of the City of Palermo. University of Palermo	• International Conference • Round tables • Co-design of a roadmap for a food policy	• Policy briefs, Policy guides & toolkits e.g. BB Playbook • Peer-to-peer knowledge-sharing e.g. workshops • Strategic networking and advocacy e.g. One-on-one meetings • SoMe & Website • Advisory board

MURSKA SOBOTA

Target Audience	Channels & Tools
General public, citizens & stakeholders (focusing on the region of Pomurje, Slovenia)	• Community events & local festivals • Participatory meetings • Media, Website & SoMe, e.g., Instagram, Facebook • Workshops, local pop-ups & engagement programs • Collaboration with local organizations, e.g., museums, local cultural centers & libraries • Workshops in Schools
Local and regional policymakers (municipalities in the Pomurje region, Regional development agency, ect.)	• City networks • Webinars & policy discussions • Peer-to-peer knowledge-sharing e.g. workshops • SoMe & Website
Urban planners and other relevant city officials (Departments for Environment and Spatial Planning in municipalities)	• Policy guides & toolkits e.g. BB Playbook • Targeted publications (e.g. Town newsletter/newspaper) • SoMe & Website • Community of practice
Transversal Experts, Academics and Think Tanks focused on food policy (Universities, ect.)	• Knowledge-sharing e.g. conferences, open datasets • Cross-institutional collaboration platforms • Policy briefs, Lessons learnt documents, Policy guides & toolkits • SoMe & Website

MURSKA SOBOTA

Target Audience	Channels & Tools
Non-profits & NGOs working in food policy (Members of Regional Hub of Non-Governmental Organizations of Pomurje, Green Point Living Lab, ect.)	• Collaboration via EU-funded social innovation projects • Networking platforms • SoMe e.g. LinkedIn & Website
Elementary school students; Teachers and school staff; Parents; (Elementry schools in the Pomurje region)	• Media, Website & SoMe, e.g., Instagram • Workshops and engagement programs • On site events
Sister projects and advocacy groups (Eu funded projects and consortiums: In2Local, Pollenact, ect)	• EU networks & communities of practice • Thematic working groups & policy platforms • Joint advocacy campaigns & policy briefs • Webinars, conferences and other relevant events • SoMe e.g. LinkedIn & Website
Media & Influential local individuals or organizations that can help amplify messaging (local news with regional reach: Vestnik, Soboške novine, ect.)	• Press releases • Article submissions • Interviews • Networking at conferences, events, etc. • Direct contact with journalists specializing in food policy

Target Audience	Channels & Tools
Local and national policymakers (City of Sarajevo, Centar Municipality, Sarajevo Canton)	• Project public showcase • Sarajevo social media (Sustainable Sarajevo) • Workshop • Applying local guidelines for Food Forest maintenance and management
Academics and schools (Faculty of Medicine, Faculty of Dentistry, Faculty of Architecture Sarajevo, High school „Druga gimnazija“, QSI International School Sarajevo)	• Education through project presentation • Sarajevo social media (Sustainable Sarajevo) • Field classes in biology
Local residents, neighborhood councils and citizens	• Workshop with citizens • Project public showcase • Sarajevo social media (Sustainable Sarajevo) • Engagement in Food Forest design and creation
Non-profits & NGOs working in food policy (e.g. Mozaik Foundation, CENER 21, Association Vidasus)	• Networking events and forums • Co-design and co-management • Project public showcase • Sarajevo social media (Sustainable Sarajevo)
Media and Communication Outlets (e.g. Klix, N1 BiH, Radio Sarajevo, Start BiH)	• Digital communication platforms • Promoting pilot project • Media visits to demonstration Food Forest
International and EU-Level Partners, New European Bauhaus Initiative	• Partnering for funding and technical support • Alignment with international standards and frameworks • Technical and organisational support for the workshop"

COMMUNICATION CHANNELS: HOW WE ENGAGE (continued)

Some of these communication channels merit special attention, as they will connect and operate together with ongoing CDE activities within the overall project. Here, WWF-SE, together with project partners, will play an important role to create synergy between these channels at the local level and wider communication at the international scale. Notably, these relate to social media and website channels;

The following slides detail how connections between these channels at the city and the overall project level will be organised in order to achieve an effective communicative synergy.

WEBSITE AND SOCIAL MEDIA

Website and social media is a communications channel that merits special attention, as it will connect both the local and wider project communications. Here, WWF-SE, together with project partners, will play an important role to create synergy between the channels at the local level and wider project communication at the international scale.

As detailed in cities' prioritised communication channels, an online presence through project website(s) and social media is a key aspect for project communication, in order to effectively share updates on project activities and results with a wide range of target audiences. Here there exists a key synergy between the overall project website and social media, and the website and social media of cities.

In the following slides, the project's overall website and social media are presented, alongside each city's local website and/or social media platform where Bauhaus Bites-related information will be shared and communicated.

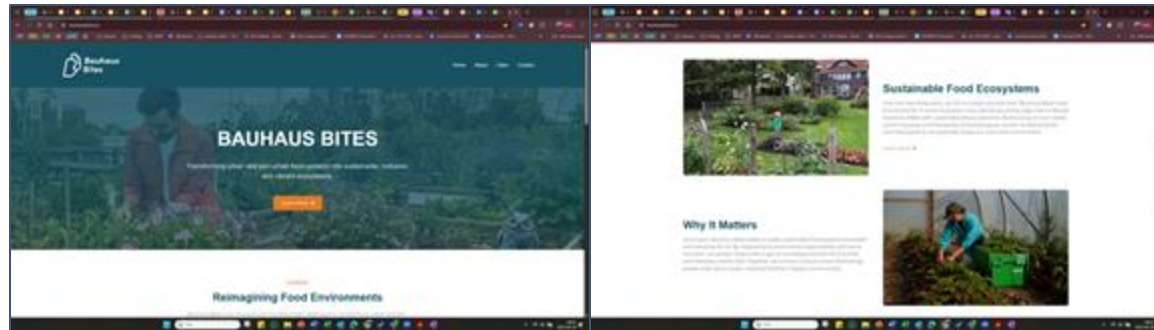
At the same time as cities generate locally relevant content and updates, and the overall project channels generate overarching content, there will be a two-way exchange between these levels. The project online channels will share and amplify the content of the cities; and the cities will share and spread consortium-level activities and results. In this way important updates across all of the projects levels of impact will be spread and amplified.

BAUHAUS BITES PROJECT WEBSITE

www.bauhausbites.eu

The Bauhaus Bites website serves as a central hub for the project as a whole, playing a key role in engaging our stakeholders and target groups with information and updates about our activities and results.

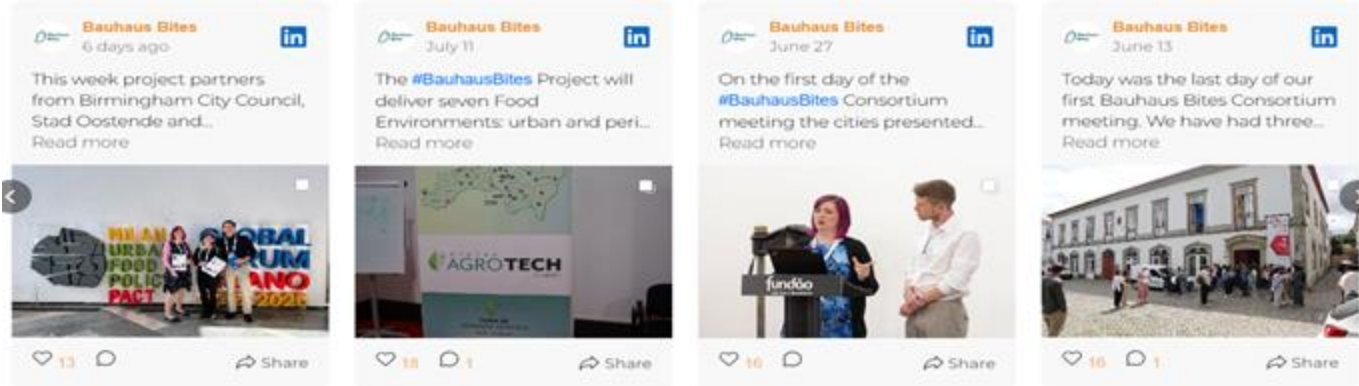
Throughout the project's duration, the website will be continuously updated to improve its capacity to reflect our progress and share new insights from the cities. For example, direct links to cities local websites and social media sites will be added to the website to enhance connectivity. Additionally, a News section to highlight updates and achievements from our 7 cities will soon be made live.



BAUHAUS BITES SOCIAL MEDIA

[Bauhaus Bites/LinkedIn](#)

The Bauhaus Bites LinkedIn is the first social media account in the project and will be used both to communicate about the project's activities, approach and results as well as to engage with a range of key project audiences, including sister projects and networks, academia, sustainability and urban planning professionals, with the goal to establish opportunities for knowledge sharing and collaboration. The project's social media strategy will be continuously evaluated against its KPIs and established target audiences, and additional social media channels may be added as needed.



BAUHAUS BITES SOCIAL MEDIA

[Bauhaus Bites/LinkedIn](#)

The LinkedIn site will publish both general project content, as well as share and amplify updates from the cities' ongoing activities and action, both through own posts and through re-sharing of content created by cities and making it available to a wider digital audience. Cities will also be encouraged to re-share relevant project content posted on the project LinkedIn, facilitating a two-way amplification of communication efforts.

OFFICIAL



The city of Oostende, [Stad Oostende](#), invests in edible plant in the public domain: fruit, herbs, flowers, nuts and even vegetables like tomatoes and chard. These healthy and fresh products can be harvested for free and are part of ...more



Kathy Belpaeme ✓ • 1st
Beleidsmedewerker voeding stad Oostende
1mo • Edited •

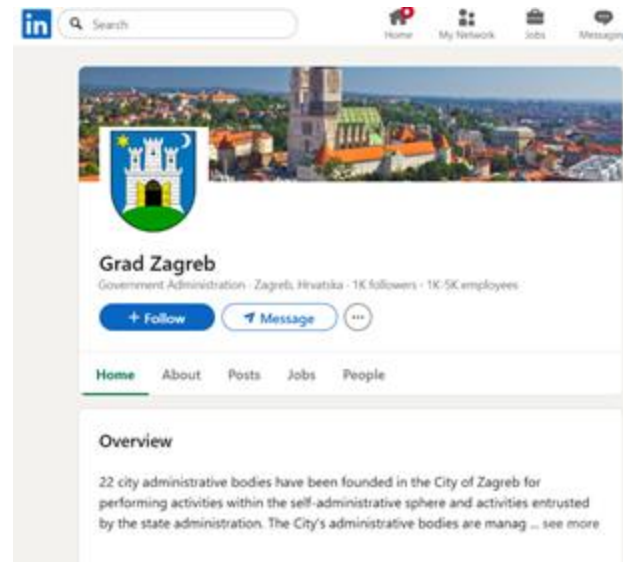
Met het project [Bauhaus Bites](#) wil [Stad Oostende](#) inzetten op gezonde voeding en gezonde voedselomgevingen. We richten ons op de Vuurtorenwijk als pilootwijk. ...more

Show translation



ZAGREB

Zagreb will share the news about the project on the web site of the City administration - www.zagreb.hr, and on the City administration Facebook and Instagram pages. The news will be available on the BB project LinkedIn and website as well.



BIRMINGHAM

Birmingham's websites

The Food Team at Birmingham City Council has its own webpage on the council website to share our work, updates and celebrate what is happening. Our webpage has a section labelled 'International Food Partnerships', here we will update the section to include the Bauhaus Bites project. The current webpage can be found by following this link: [Food revolution | Birmingham City Council](#)

Further, Birmingham City Council has a website called Distinctly Birmingham. Distinctly Birmingham is a dedicated page around European & International engagement for Birmingham and West Midlands. This website promotes the work around Bauhaus Bites as can be seen relating to the Fundao consortium - [Birmingham joins Bauhaus Bites partners in Portugal to shape greener, fairer cities - Distinctly Birmingham](#)



To the left: Image of the Food Team at Birmingham City Council's Food Revolution webpage.

To the right: Image of the Distinctly Birmingham website.



BIRMINGHAM

The Public Health division at Birmingham City Council has a series of social media channels which we will utilise to spread news of our Bauhaus Bites activities and results:

- Instagram: [Birmingham Public Health \(@bcchealthybrum\)](#) • [Instagram photos and videos](#)
- LinkedIn: [Birmingham Public Health | LinkedIn](#)
- Facebook: [Healthy Brum | Birmingham | Facebook](#)
- Twitter: [Healthy Brum \(@healthybrum\)](#) / X
- Youtube: [HealthyBrum - Birmingham Public Health - YouTube](#)

There is also the Distinctly Birmingham LinkedIn page dedicated regarding European & International engagement for Birmingham and West Midlands. An example can be seen through this link - 🤔 [What happens when you gather some of Europe's most forward-thinking cities, a few cherry trees, and a shared vision for better urban living? | Distinctly Birmingham](#)

Further, the Public Health division has its own newsletter. The audience is approximately 13,000 people who have opted in to receive emails about the topic of public health. We also have our forums such as the Bauhaus Bites Partnership and presence at other forums and meeting spaces such as Birmingham Food System Partnership to communicate messages.

OFFICIAL



🤔 What happens when you gather some of Europe's most forward-thinking cities, a few cherry trees, and a shared vision for better urban living? You get the Bauhaus Bites consortium meeting in Fundão, Portugal—where Birmingham took the spotlight. 🌱 We're proud to be part of this inspiring collaboration focused on healthier food systems and greener communities 🌱 Want to know what we're bringing back to Birmingham? Catch all the highlights in our latest article: <https://lnkd.in/dwHtGpk5>



Birmingham joins Bauhaus Bites partners in Portugal to shape greener, fairer cities
<https://distinctlybirmingham.com>

Image above: An example of a post from the Distinctly Birmingham LinkedIn page.

FUNDÃO

[Website](#) | [Facebook](#) | [LinkedIn](#)

Social media and online platforms will support local communication for Bauhaus Bites in Fundão by promoting awareness, participation and visibility. The Municipality will use its official website to publish press releases and key updates, Facebook to engage directly with the local population, and LinkedIn to reach institutional and professional audiences. These channels will be used to highlight events, share local stories and promote the voices of residents, producers and community groups involved in the project. The communication strategy will be adjusted throughout the project based on engagement and feedback.



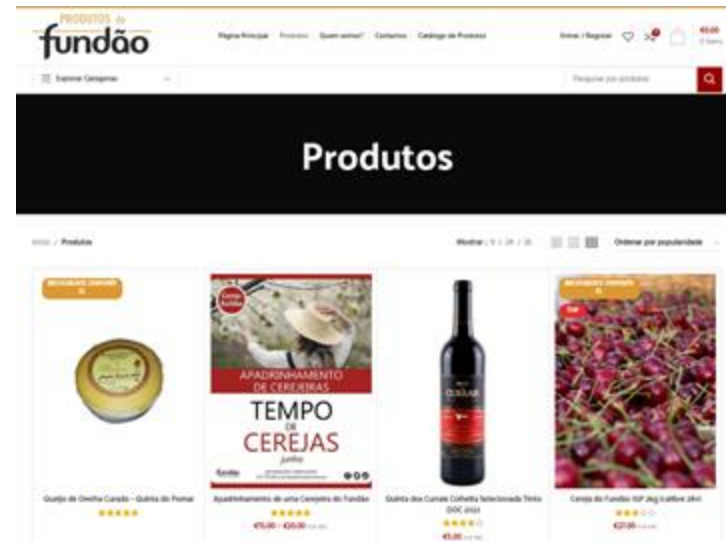
FUNDÃO'S "PRODUCTS OF FUNDÃO" WEBSITE

Website

This is an official platform developed by the Municipality of Fundão to promote the territory's identity, focusing on its local products, landscapes, traditions and tourism. The website highlights what makes Fundão unique — from cherry orchards to local crafts — and serves as a gateway to discovering the richness of the region.

In the context of the Bauhaus Bites project, the municipality intends to use this platform as an additional channel to communicate and disseminate local activities carried out during the pilot phase. This may include updates on workshops, exhibitions, events and storytelling initiatives linked to the values of sustainability, inclusion and beauty.

By integrating content related to Bauhaus Bites into this existing platform, the project gains visibility among audiences already interested in Fundão's cultural and natural heritage, while reinforcing the connection between food, territory and community.



OOSTENDE

Oostende has created a local webpage, where essential information on the project in Dutch is available on <https://www.oostende.be/bauhaus-bites>. Furthermore, a link to the Bauhaus Bites results will be provided on the webpage of the city's food strategy: www.oostende.be/oogst.

Project manager [Kathy Belpaeme](#) will also post messages about the project on her own LinkedIn account in her capacity as Food Policy Officer at the City of Oostende. As well, the FB group of the food strategy Oostende harvest will be used to share social media posts on Bauhaus bites.

Over Oostende

BAUHAUS BITES

Over Oostende



Bedankt Mariana Salvado en Fabiola Figueira voor de top organisatie en voor zoveel inspiratie.

<https://bauhausbites.eu/>



Ellen De Wit en 25 anderen

1 commentaar

Reacties



+18

Interessant

Commentaar

Reposten

Versturen

PALERMO

To engage with the local community, **PUSH** - as the lead partner for the twin city of Palermo - will leverage also its **own communication channels** to **amplify the shared messages** of the Bauhaus Bites project.

This approach allows us to **reach and expand our existing, highly engaged audience** both locally and beyond. By building on PUSH's established credibility and visibility in Palermo's civic and cultural ecosystem, we ensure that project messages resonate within the community and are embedded in relevant public conversations.

PUSH/ Linkedin	(1.602 followers)
PUSH/ Facebook	(7.043 followers)
PUSH/ Instagram	(2.383 followers)
PUSH Newsletter	(1.242 subscribers)

MURSKA SOBOTA

To engage with the local community, CRTD – as the lead partner for the twin city of Murska Sobota – will utilize stakeholders' social media channels to amplify the shared messages of the Bauhaus Bites project. This includes the Murska Sobota Facebook social media and websites as pictured.

This approach enables us to reach and expand an already highly engaged local audience. By building on established platforms, particularly the school's website and the municipality's social media channels, we aim to generate meaningful impact, foster resonance within the community, and embed our efforts in relevant public discourse.



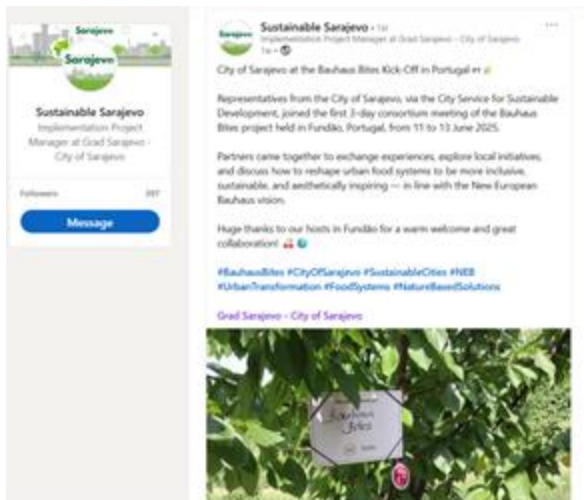
SARAJEVO

The official websites of the City of Sarajevo (www.sarajevo.ba and [Smart Sarajevo](#)) serve as a key communication channel for informing the public, disseminating project activities and promoting the city's strategic goals. These digital platforms provide transparent access to official documents, public policy information, and ongoing initiatives, while also enabling direct communication with citizens. The City of Sarajevo will share updates from the Bauhaus Bites website and inform public about relevant news. In addition, citizens will be able to follow the development of the pilot project in Sarajevo through the city's websites and social media channels. This approach aims to ensure transparency, raise awareness and encourage public engagement throughout the project's implementation.



SARAJEVO

The City of Sarajevo additionally actively uses social media as key tools for public outreach, project promotion, and encouraging community participation. Through platforms [LinkedIn](#), [Facebook](#) and [Instagram](#) the City regularly shares updates, event announcements, project outcomes and invites citizens to actively engage in urban development processes. These channels enable fast, direct communication and will be especially valuable for Bauhaus Bites, with its focus on promoting community participation and co-creation of public space.





DISSEMINATION

This chapter details how cities will work – supported by WWF-SE and project partners - to spread and make project knowledge and results publicly available to a wider audience



OVERVIEW – DISSEMINATION

Cities will employ a variety of channels for widespread dissemination of project results to reach target audiences, with the goal being to package project knowledge and results in easily digestible and accessible formats and make these publicly available. Some dissemination activities will happen locally, at the municipal and regional levels of each city, wherein each project city will take a leading role, while other dissemination activities will happen at larger national and international levels, wherein WWF-SE and project partners involved in leading the CDE work (e.g. WWF-A, WWF-P/ANP, NTNU, GEHL, etc.) will collaborate more closely with cities to achieve dissemination synergies to successfully disseminate at these levels.

A full list of cities' planned communication channels, including planned dissemination channels, is found in the Communication Channels chapter (slide 72). **The following slides give more detail on the central channels to be used by cities to disseminate their results throughout the project.**

ACTIVITIES AT LOCAL LEVEL

Throughout the project, each city will organise a variety of activities at the local level to achieve dissemination with key stakeholders. These include community workshops with stakeholders and citizens, organising local Bauhaus Bites final events, and one-on-one sessions with policymakers (local, regional and/or national). These events will serve as critical opportunities to communicate project results, insights and learnings to stakeholders in the local community and raise awareness about the projects work, its impact and its asks. A full list of cities' planned local dissemination actions and activities is found in the Deliverables, Actions, Milestones chapter (slide 115). As cities prepare the final versions of their Action Plans (October 2025 for Trailblazer cities; April 2026 for Twin cities), the specific timing, content and participants of these events will be determined.

In addition to these on the ground activities, cities will, as previously detailed in the Communication chapter, utilise local social media and online presence to disseminate project results and findings to their networks, which, while grounded in the local, may also reach audiences regionally, nationally or even internationally.

OOSTENDE

1 final event in Oostende
At least 6 one-on-ones with key stakeholders and policymakers
At least 3 moments of strategic networking and advocacy, cooperation with relevant platforms and networks e.g. Eurocities, Flemish Food Pioneer group
Disseminate findings & key recommendations at at least 6 meetings or roundtables
1 positively transformed BB Food Environment in the lighthouse district in Oostende

Example of planned local dissemination actions by Oostende, as detailed in the Deliverables, Actions and Milestones chapter

BAUHAUS BITES PLAYBOOK

The Bauhaus Bites Playbook will be a principal dissemination output of the project. The Playbook will showcase a portfolio of tools, methods, learnings, policy strategies, financial and partnership models as well as best practices from the project in a digital and interactive format, aiming to show how a Bauhaus Bites approach to creating sustainable, inclusive and healthy sustainable food environments can be replicated in other cities and regions, and inspiration for other cities on how to get started. As such, it will function as a portfolio of project results, spreading knowledge on how cities' went about their work and the outcomes that resulted.

Trailblazer and Twin cities will play central roles in the development of the Playbook, feeding into the Playbook with their experiences and case studies, and working together with WWF-SE, GEHL, NTNU and others to determine the structure for the Playbook and the most important inputs to be highlighted and shared. The Playbook will be spread through the website(s) and social media channels of the project as well as of partners throughout the consortium, acting as a repository of accessible project results even after the project formally ends.

A first planning workshop together with all cities and project partners was held by Gehl in February 2025, and a second workshop to begin collecting tools and methods together with cities will be held in October 2025.

WEBSITE AND SOCIAL MEDIA

The project website and LinkedIn pages will be a central tool, together with cities' local websites and social media, through which to disseminate project results and learnings. Similar to what was detailed in the Communications chapter, there will be a close synchronicity between the project webpages (coordinated by WWF-SE) and the cities, wherein cities' results, deliverables and learnings will be shared and amplified through the project's digital channels. In addition to the already covered Bauhaus Bites Playbook, other ways this will be achieved include:

- As action plans for cities are finalised, these will be added to the Resources section of the project webpage. Additionally, LinkedIn posts will summarize key content in the plans
- Upcoming deliverables with city involvement, such as co-created policy briefs will be disseminated via the project website, where they can both be shared as available resources to download as well as news articles with explanatory text, as well as through social media on LinkedIn
- Cities' local project results will be shared and spread via the project LinkedIn. As well as vice-versa, where creating general content on LinkedIn the cities' can share locally through cities' social media

EVENTS, CONFERENCES AND PARTNERSHIPS

Bauhaus Bites presence, particularly that of project cities, at relevant events and conferences presents an important avenue for dissemination of project results and knowledge to key stakeholders, in addition to building relationships and sharing knowledge with sister projects and initiatives.

WWF-SE, as CDE coordinator in the project, maintains an [event tracking spreadsheet](#) where information about upcoming events of possible relevance for the project are recorded and shared. This is a co-created document where all partners are encouraged to note details of interest from their respective networks. These events are discussed at monthly project Technical Board Meetings and where relevant and feasible, a plan is made for how Bauhaus Bites will participate. WWF-SE supports cities where possible with communication materials and planning, for example at the recent Milan Urban Food Policy Pact conference, where WWF-SE worked together with project cities Birmingham and Oostende to create case study flyers showing how the Bauhaus Bites approach is being applied on the ground in these cities, which were disseminated during the conference.

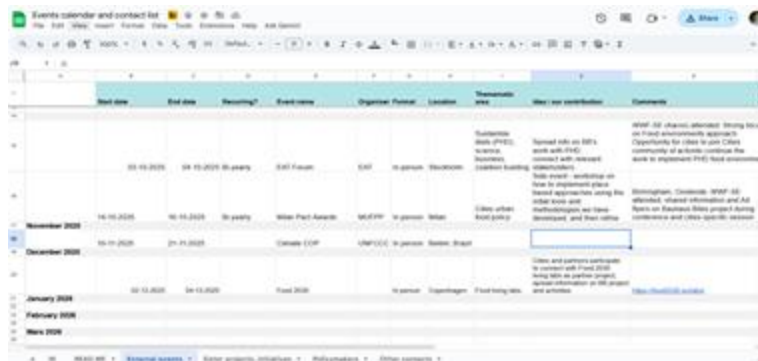
As of writing, the next international event on the agenda for Bauhaus Bites is the Food 2030 Living Labs event in Copenhagen, in December 2025.

Representatives from Birmingham and Oostende disseminating project case studies at the Milan Urban Food Policy Pact conference, October 2025



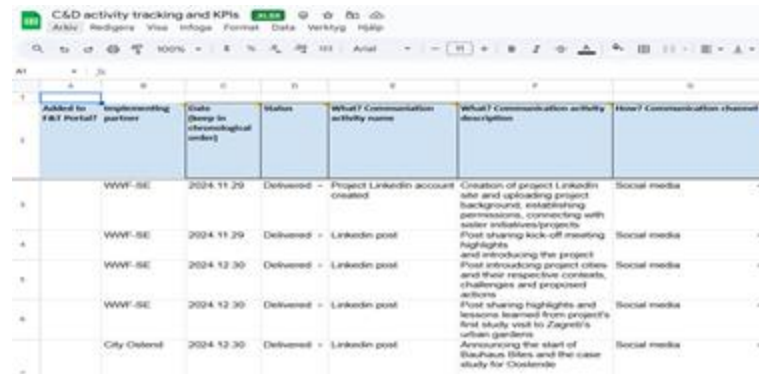
EVENTS, CONFERENCES AND PARTNERSHIPS

Bauhaus Bites project cities will disseminate project knowledge at a number of additional relevant events and with relevant sister initiatives throughout the project lifetime, supported by WWF-SE, working towards our CDE KPI goals of sharing project knowledge with at least 30 sister projects, networks and platforms; as well as having disseminated project knowledge and output to at least 75 cities, policymakers and other key stakeholders. A full overview of all CDE-related KPIs can be found in the Key Performance Indicators chapter on (slide 133). Progress towards these CDE-related KPIs is tracked through a [CDE KPI tracking spreadsheet](#), coordinated by WWF-SE with co-created inputs from all project cities.



Start date	End date	Location	Event name	Organizer	Partner	Location	Thematic area	Who can contribute	Comments
03-10-2023	04-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
14-10-2023	15-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
16-10-2023	17-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
18-10-2023	19-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
20-10-2023	21-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
22-10-2023	23-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
24-10-2023	25-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
26-10-2023	27-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
28-10-2023	29-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
30-10-2023	31-10-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
01-11-2023	02-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
03-11-2023	04-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
05-11-2023	06-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
07-11-2023	08-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
09-11-2023	10-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
11-11-2023	12-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
13-11-2023	14-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
15-11-2023	16-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
17-11-2023	18-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
19-11-2023	20-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
21-11-2023	22-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
23-11-2023	24-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
25-11-2023	26-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
27-11-2023	28-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
29-11-2023	30-11-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
01-12-2023	02-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
03-12-2023	04-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
05-12-2023	06-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
07-12-2023	08-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
09-12-2023	10-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
11-12-2023	12-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
13-12-2023	14-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
15-12-2023	16-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
17-12-2023	18-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
19-12-2023	20-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
21-12-2023	22-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
23-12-2023	24-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
25-12-2023	26-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
27-12-2023	28-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
29-12-2023	30-12-2023	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen
31-12-2023	01-01-2024	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen	St. Gallen

Event and contact tracking sheet



Activity name	Date	Status	What? Communication activity name	What? Communication activity description	How? Communication channel
Added to F&T Portal	2024.11.29	Delivered	Project LinkedIn account created	Creation of project LinkedIn site and uploading project background, establishing permissions, connecting with sister initiatives/projects	Social media
WWF-SE	2024.11.29	Delivered	LinkedIn post	Post sharing kick-off meeting highlights	Social media
WWF-SE	2024.12.30	Delivered	LinkedIn post	Post introducing the project and introducing project cities and their respective contexts, challenges and proposed actions	Social media
WWF-SE	2024.12.30	Delivered	LinkedIn post	Post sharing highlights and lessons learned from project's first study visit to Zagreb's urban gardens	Social media
City of Zagreb	2024.12.30	Delivered	LinkedIn post	Announcing the start of Bauhaus Bites and the case study for Döbling	Social media

CDE KPI tracking sheet

SCIENTIFIC PUBLICATIONS

Project cities will play key co-creative roles in developing, inputting into, and co-authoring the project's 3 scientific publications, where the experiences and insights of cities' will be of central importance. Led by the project's academic partners NTNU, UCPH and UNSA, the scientific publications will share qualified knowledge through open-access articles in acknowledged journals and/or conferences, serving to disseminate project learning broadly to members of the scientific community, which may not be as effectively reached through the project's other dissemination activities. These publications will play an important role in ensuring project results and lessons from cities' experiences continue to be available and accessible even after the project has formally ended.

While these publications will significantly contribute to disseminating project results, they may at the same time contribute to their exploitation, through calling for policy and governance changes to facilitate the spread of Bauhaus Bites-inspired sustainable urban food environments.



EXPLOITATION

This chapter details how cities – supported by WWF-SE and project partners - will contribute to making concrete use of project results to affect societal change



OVERVIEW – EXPLOITATION

Arguably the most important aspect of CDE, cities will contribute to the exploitation of project results in a number of ways, which seek to affect concrete societal change to promote the widespread adoption of Bauhaus Bites food environments. This includes meetings with and asks to policymakers, with the ability to change laws and regulations to facilitate the development of sustainable, inclusive food environments in cities, as well as publishing policy briefs meant to call attention to and raise support amongst key actors for these policy changes.

A full list of cities' planned communication channels, including exploitation channels, is found in the Communication Channels chapter (slide 72). **The following slides give more detail on the primary activities and channels which cities will engage with to exploit and make concrete use of project results.** Note that some of the activities and channels listed in the previous chapter on Dissemination (such as the Scientific Publications) also contain elements of exploitation.

BAUHAUS BITES PLAYBOOK

At the same time as the Bauhaus Bites Playbook plays a key role in dissemination of results, as described in the previous chapter, it will also be a central tool for societal exploitation of results. The Playbook will function as a one stop shop, documenting key processes for fast-tracking replication and will help public, private and community stakeholders build and develop Bauhaus Bites inspired food environments, that address health, environmental and societal challenges through an integrated food systems approach.

The Playbook will thus not only spread the projects results and learnings, but also seek to inspire and encourage other cities and food systems actors to action. By providing them with the lessons learned, best practices needed, and recommended actions to create on-the-ground change for sustainable urban food environments, in the Bauhaus Bites spirit, in their local context and communities, the Playbook aims to spark action and build momentum for nature and health-positive food environments well beyond the project's own 7 cities.

POLICY BRIEFS AND INFLUENCING POLICYMAKERS

6 policy briefs will be created during the project, with one brief planned for 2025 and 2-3 briefs planned per year in the subsequent two years. The first briefs aim to highlight the experiences of Trailblazer and Twin cities in their work to create healthy, sustainable food environments in their public space with a Bauhaus Bites approach. Later briefs will delve into tangible policy aspects and present concrete policy asks and agendas to make Bauhaus Bites-inspired food environments a reality in more cities and regions across the EU. Briefs may for example highlight principal legislative roadblocks and obstacles to healthy, sustainable food environments that should be addressed, as well as opportunities to enact policy that can grant new momentum to this work. All policy briefs will aim to generate national, European and international policy support for furthering Bauhaus Bites food environments. In addition to being disseminated widely through the project's media channels, the briefs will be delivered to selected national and European policy makers covering policy portfolios relevant to Bauhaus Bites's mission of inclusive, healthy, sustainable urban food environments, with the aim to secure their support for the project's policy asks. Invitations to an individual follow up will be sent.

Cities' experiences implementing their action plans and initiatives, working with co-creative methods for stakeholder engagement, as well as discussions with local stakeholders and policymakers will all feed into the work to develop the common policy briefs, allowing the project to send a clear message with one voice, supported by intra-European experience across 7 unique local contexts. Cities will thus play a main role in the development of the policy briefs, bringing in their experiences and co-writing the briefs. WWF-A, supported by WWF-SE and other project actors, will organise a series of policy brief workshops to facilitate the process of collaborative planning, gathering city inputs and co-producing the briefs. The first workshop is planned for Q4 2025.



DELIVERABLES, MILESTONES & ACTIONS

This chapter details key CDE-related deliverables, milestones and action per Trailblazer and Twin city.



DELIVERABLE, MILESTONES & ACTIONS

In developing their local CDE plans, all cities have produced summaries of their key CDE related actions, deliverables and milestones throughout the project, which bring together many of the different CDE elements detailed in the previous chapters. These local actions include:

- Stakeholder and community workshops
- Developing partnership models
- Organising conferences and other dissemination events
- One on ones with key stakeholders and policymakers

The following slides give an overview of these key identified actions and deliverables for each city, together with the target groups these action will be geared towards.

ZAGREB

Action	CDE focus	Target group	Lead and supporting partners	Completion date
1 action and strategy plan for Zagreb	Comm, Diss & Exploit	Local and national policymakers - Ministry of Agriculture Institute for Physical Planning of the City of Zagreb (ZZPUGZ), City Office for Social Protection, Health, War Veterans and People with Disabilities, other city administrative bodies Academics and research sector - Faculty of Agriculture, Faculty of Education and Rehabilitation Sciences	Lead: Zagreb Support: NTNU, WWF-A, All WP leads	31.10.2025 (action, trailblazers) 31.08.2027 (strategy, trailblazers)
1 local CDE plan	Comm, Diss & Exploit	Internal	Lead: Zagreb Support: WWF-S, WWF-A	31.07.2025
5 local stakeholder workshops	Comm	General public and neighborhood population- elementary school, District council Urban garden users' associations People with disabilities from the Centre for rehabilitation, residents of the home for the elderly	Lead: Zagreb Support: ANP, WWF-A, NTNU	June-October 2025
1 celebratory kick-off event in Zagreb	Comm	Project partners	Lead: Zagreb Support: NTNU, WWF-A, ANP	November 2024

ZAGREB

Action	CDE focus	Target group	Lead and supporting partners	Completion
1 on-site learning session in Zagreb	Comm, Diss	Local NGOs engaged in urban farming and healthy lifestyles Local media following the city activities General public and neighborhood population- elementary school, District council Urban garden users' associations	Lead: NTNU Support: All WP-leads	TBD
1 positively transformed BB Food Environment	Dissemination, Exploitation	All the target audiences	Lead: Zagreb Support: All WP leads	Ongoing

BIRMINGHAM

Action	Target groups	CDE focus	Lead and supports	Completion
1 partnership model	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm, Diss	Lead: Birmingham Support: WWF-SE, ANP, WWF-A	October 2025
1 Local CDE plans and activities	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm	Lead: Birmingham Support: WWF-SE, ANP, WWF-A	October 2025
1 action and strategy plans, one for each pilot	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm, Diss, Expl	Lead: Birmingham Support: WWF-SE, ANP, WWF-A	October 2025
5 local stakeholder workshops	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm	Lead: Birmingham Support: ANP, WWF-A, NTNU	By October 2027
1 celebratory kick-off event	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm	Lead: Birmingham Support: NTNU, WWF-A, ANP	12.05.2025 - Completed
1 on-site learning session	Elected Members, Policy and decision makers, Cross-cutting experts.	Comm	Lead: Birmingham and NTNU Support: All WP-leads	March 2026

BIRMINGHAM

Action	Target groups	CDE focus	Lead and supports	Completion
3 cooperation events	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm	Lead: Birmingham, WWF-SE Support: All WP-leads	October 2027
Strategic networking, advocacy and dissemination of information with relevant platforms and networks e.g. Birmingham's Food System Partnership	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Comm, Diss, Expl	Lead: Birmingham Support: WWF-S	Ongoing on a quarterly basis
1 positively transformed BB Food Environments	Citizens, Community-led groups, Birmingham's Bauhaus Bites governance, Media & influential local individuals, Local businesses & business networks, Elected Members, Policy and decision makers, Cross-cutting experts.	Dissemination, Exploitation	Lead: Trailblazer and Twin Cities Support: All WP leads	October 2027

FUNDÃO

Action	Main CDE Activities	Lead	Completion
1 Local CDE Plan	C	Lead: Trailblazer Fundão Support: WWF-SE, ANP, WWF-A	July 31 st 2025
1 Local Action Plan	D & E	Lead: Trailblazer Fundão Support: NTNU, WWF-A, All WP leads	Oct 31 st 2025
A1.1.5 - Draft the Local Food Council Annual Work Plan	D & E	Traillblazer Fundão	Q4 2026
A1.2.4 - Prepare the report of conclusions from the sustainable procurement process (2 prep meetings + main workshop)	D & E		Q3 2026
A2.2.4 Evaluation and dissemination of food literacy events	D & E		Jan-Feb 2027
A2.3.1 Definition of the annual calendar of seasonal cultural and gastronomic events	D		Mar-May 2026
A2.3.4 Evaluation and documentation of cultural and gastronomic events (photos, videos, participant feedback)	D & E		Jan-Feb 2027
A2.4.1 Development of editorial plan and digital communication strategy	D		Mar-May 2026

FUNDÃO

Action	CDE focus	Lead	Completion
A2.4.4 Impact evaluation and adjustment of the digital communication strategy	D & E	Traillblazer Fundão	May 2026 – Feb 2027
A3.1.1 Mapping of existing good practices and educational resources	D		Nov 2025
A3.1.4 Evaluation of the impact of school food literacy actions	D & E		Jun – Nov 2026
A3.2.1 Joint planning with WWF Portugal of the Youth Ambassadors programme and methodology	D		Dec 2025
A3.2.7 Evaluation and public recognition of the Youth Ambassadors programme and participants	D & E		Oct 2026
A4.2.1 Diagnosis of the logistical needs of local cooperatives	D & E		Q2 2026
A4.2.3 Preparation of policy recommendations report to strengthen cooperative logistics capacity	D & E		Jun- Dec 2026

FUNDÃO

Action	CDE focus	Lead	Completion
A1.1.3 Hold 1 preparatory participatory session for the Local Food Council	C & D	Trailblazer Fundão	Apr - May 2026
A1.1.4 Formal creation and launch event of the Local Food Council	C & E		Jun - Jul 2026
A1.2.3 Run 2 preparatory meetings + 1 main workshop on sustainable food procurement	C & D		Mar - Apr 2026
A2.1.6 Inauguration and launch campaign of the Fundão FoodLab	C & E		Apr - Jun 2026
A2.2.3 Hold the 3 food literacy events	C & D		May - Dec 2026
A2.3.3 Produce and implement seasonal cultural and gastronomic festivals	CDE		May - Dec 2026
A3.1.3 Conduct practical workshops and educational sessions in schools (years 1 to 12 of school education)	C & D		Mar - Jun 2026
A3.2.4 Hold the Young Ambassadors training workshop (WWF-led)	C & D		Mar 2026
A3.2.6 Youth participation in public events (e.g. at the FoodLab)	C & E		Jun - Set 2026
A4.2.2 Co-creation sessions with local cooperatives on logistics solutions	CDE		May - Jun 2026

FUNDÃO

Action	CDE focus	Lead	Completion
Establish a Local Advisory Team (LAT)	CDE	Trailblazer Fundão	Nov 2025
A1.1.1 Mapping, selection and contacting potential members of the Local Food Council and benchmarking of good practices	C & D		Nov 2025 – Jan 2026
A1.1.4 Formal creation and launch of the Local Food Council	C & E		Jun – Jul 2026
A1.1.5 Preparation of the Council's annual activity plan	D & E		Q4 2026
A1.2.1 Planning of sustainable public procurement sessions	D		Jan – Feb 2026
A1.2.2 Invitation of participants and facilitators for procurement sessions	C		Mar 2026
A2.1.1 Participatory development of the architectural and design project for the space	C & D		Feb 2025 – Jun 2025
A2.1.2 Technical and legal review of the project to ensure feasibility of public works	D		Ago – Nov 2025
A2.1.3 Preparation and launch of the public tender for construction	D		Oct 2025 – Jan 2026
A2.2.1 Planning of the three food literacy events – definition of themes, locations, partners and speakers	C & D		Mar – May 2026
A2.2.2 Mobilisation of partners and creation of content for food literacy events	C & D		Apr – May 2026

Action	CDE focus	Lead	Completion
A2.3.1 Definition of the annual calendar of seasonal cultural and gastronomic events	D	Trailblazer Fundão	Mar – May 2026
A2.3.2 Identification and involvement of key stakeholders for event co-organisation	C & D		Apr – May 2026
A2.4.2 Engagement of creative and cultural partners for digital content production	C & D		Apr – May 2026
A3.1.1 Mapping of existing good practices and educational resources	D		Nov 2025
A3.1.2 Definition of priority topics and scheduling with schools	C & D		Dec 2025 – Feb 2026
A3.1.4 Evaluation of the impact of actions on students' and teachers' practices	D & E		Jun – Sep 2026
A3.2.1 Joint planning with WWF Portugal of the Youth Ambassadors programme and methodology	D & E		Dec 2025
A3.2.2 Launch of the recruitment campaign (social media and schools)	C		Jan 2026
A3.2.3 Selection of Youth Ambassadors through forms and interviews	D		Feb 2026
A3.2.5 Implementation of microprojects by Youth Ambassadors (with technical support)	D & E		Mar – Sep 2026

FUNDÃO

Action	CDE focus	Lead	Completion
A3.2.6 Participation of Youth Ambassadors in public events and sessions	C & D	Trailblazer Fundão	Jun – Sep 2026
A4.1.1 Involvement of producers in content sharing and functionality use on the “Produtos do Fundão” platform	CDE		Feb – Apr 2026
A4.1.3 Promotion campaign of the platform across schools and the community	C & D		May – Oct 2026
A4.2.1 Diagnosis of the logistical needs of local cooperatives	D & E		Q2 2026
A4.2.3 Preparation of a policy recommendations report to strengthen cooperative logistics capacity	E		Jun – Oct 2026
A5.1.1 Promotion of good agricultural and pastoral practices among farmers, livestock producers and youth in schools	C & D		Dec 2025 – Oct 2026
A5.1.2 Planning of vegetation management adaptation in orchard plots	D		Dec 2025 – Jun 2026
A5.1.3 Planning of sustainable grassland habitat management and wildfire risk reduction in Serra da Gardunha	D & E		Dec 2025 – Jun 2026
A5.1.4 Promotion of regional products	C & D		Feb – Apr 2026

OOSTENDE

Action	CDE focus	Lead/support and target audience	Completion
1 action and strategy plan for Oostende	CDE	Lead: Twin Oostende Support: NTNU, WWF, All WP leads Target audience: city departments, professional stakeholders	30.04.2026
1 local CDE plan for Oostende	CDE	Lead: Twin Oostende Support: WWF-SE Target audience: project coordinator.	31.07.2025
6 participation events in Oostende for citizens	Comm, Diss	Lead: Oostende Support: GHKL and other cities. Target audience: inhabitants and voluntary organisations of the lighthouse district.	24/4/2025: community café Lighthouse district 27/9/2025: edible green & harvest walk 11/10/2025: healthy baking workshop + contest. 2 times a year community café. Other dates need to be confirmed.
4 local stakeholder workshops	Comm, Diss	Lead: Oostende Support: ANP, WWF-A, NTNU Target audience: Vuurtoren district team + identified key-stakeholders (list can be provided)	22/9/2025 + 24/10/2025 Within first 3 month of 2026, month 4-6 to 2026.
1 kick-off event	Comm	Lead: Oostende Support: WWF-A Target audience: official, organisations, key stakeholders, district team	4/10/2025
2 on-site learning sessions in Oostende	Comm, Diss	Lead: NTNU, Oostende Support: WWF-SE Target audience: project partners.	(TBD, project level activity)

OOSTENDE

Action	CDE focus	Lead/support and target audience	Completion
1 final event in Oostende	Comm, Diss	Lead: Oostende Support: WWF-A, WWF-SE, NTNU Target audience: project partners, local stakeholders, city council, involved city departments.	TBC under 2027
At least 6 one-on-ones with key stakeholders and policymakers	Comm, Diss, Expl	Lead: Twin Oostende Support: WWF-A Target audience: key stakeholders and policymakers	Autumn 2025/first months 2026
At least 3 moments of strategic networking and advocacy, cooperation with relevant platforms and networks e.g. Eurocities, Flemish Food Pionier group	Comm, Diss, Expl	Lead: Twin Oostende Support: All WP-leads Target audience: local stakeholders, city networks (eg Eurocities, Food 2030, Flemish food pionier groep)	Food forum: 18/11/2025 Eurocities working group food + MUFPP: 14-16 October 2025 Food 2030: dates have been proposed for end Oct/early Nov '25 Other opportunities will be used.
Disseminate findings & key recommendations at at least 6 meetings or roundtables	Diss, Expl	Lead: Twin Oostende Support: All WP-leads Target audience: council, politicians, key stakeholders.	Continued task. Meetings will be specified in a later stage.
1 positively transformed BB Food Environment in the lighthouse district in Oostende	Diss, Expl	Lead: Twin Oostende Support: All WP leads Target audience: citizens.	By 30.10.2027

PALERMO

Action	CDE focus	Lead/support and target audience	Completion
2 Palermo local stakeholder workshops	Communication	Lead: PUSH Support: ANP, WWF-A, NTNU Target audience: youth, civic groups, community-led food initiatives	September 2025 October 2026
1 Palermo celebratory kick-off event	Communication	Lead: PUSH Support: NTNU, WWF-A, ANP Target audience: all identified	Within Apr 2026
Community events, workshops (at least 5)	Communication	Lead: PUSH Target audience: grassroots organizations, artists and civic groups, community food initiatives, University of Palermo	Between May 2026 and June 2027
1 on-site learning sessions in Palermo	Communication, Dissemination	Lead: NTNU Support: All WP-leads Target audience: project partners	2027
1 conference about food policies	Communication, Dissemination, Exploitation	Lead: PUSH Support: Other cities Target audience: project partners, local stakeholders, policymakers, city officials from Palermo, grassroots organisations, community food initiatives	Spring 2027

PALERMO

Action	CDE focus	Lead/support and target audience	Completion
Palermo Action Plan	CDE	Lead: PUSH Support: NTNU, WWF-A, All WP leads Target audience: internal, project partners	30.04.2026 (action) 31.10.2027 (strategy)
1 positively transformed BB Food Environment	Dissemination, Exploitation	Lead: Trailblazer and Twin Cities Support: All WP leads Target audience: citizens	According with the Action Plan
Contribution to BB Open datasets: Mapping of food environment in Palermo	Dissemination, Exploitation	Lead: UCPH Support: NTNU, Trailblazer and Twin Cities Target audience: academia, policymakers, city officlas	Ongoing
One-on-ones with key stakeholders and policymakers (at least 3)	Communication, Dissemination, Exploitation	Lead: PUSH Target audience: policymakers	Ongoing
Strategic networking and advocacy, cooperation with other projects/organisations working on the same topic (at least 3)	Communication, Dissemination, Exploitation	Lead: PUSH Target audience: sister projects and initiatives	Ongoing
Disseminate findings & key recommendations at local events (at least 1)	Dissemination, Exploitation	Lead: PUSH Target audience: citizens, local officials, policymakers, NGOs	2027

Action	CDE focus	Lead/support and target audience	Completion
1 action and strategy plan for Murska Sobota,	CDE	Lead: CRTD Support: NTNU, WWF-A, All WP leads Target audience: internal, project partners	31.10.2025 (action, trailblazers) 31.08.2027 (strategy, trailblazers) 30.04.2026 (action, twins) 31.10.2027 (strategy, twins)
2 local stakeholder workshops	Communication	Lead: CRTD Support: ANP, WWF-A, NTNU Target audience: citizens, elementary school students, local NGOs, local authorities	1st 2026 2nd 2027
1 celebratory kick-off event in Murska Sobota	Communication	Lead: CRTD Support: NTNU, WWF-A, ANP Target audience: all stakeholders	Beginning of 2026
1 on-site learning sessions in Murska Sobota	Communication, Dissemination	Lead: CRTD Support: All WP-leads Target audience: project partners	May 2026
Cooperation / sharing with 2 sister projects	Communication, Exploitation	Lead: CRTD Support: All WP-leads Target audience: sister projects	Ongoing
1 positively transformed BB Food Environment	Dissemination, Exploitation	Lead: Trailblazer and Twin Cities Support: All WP leads Target audience: citizens	Ongoing
Contribution to Open datasets - Mapping of food environment in Murska Sobota	Dissemination, Exploitation	Lead: UCPH Support: NTNU, Trailblazers and twins Target audience: academia, local officials	Ongoing

SARAJEVO

Action	CDE focus	Lead/support and target audience	Completion
1 local CDE plan	CDE	Lead: Sarajevo Support: WWF-SE, ANP, WWF-A Target audience: internal, project partners	31.07.2025.
1 Sarajevo Action plan	CDE	Lead: Sarajevo Support: NTNU, WWF-A, All WP leads Target audience: internal	30.04.2026.
5 Project public showcase	Communication	Lead: Sarajevo Target audience: policymakers, local residents NGOs, media outlets	August 2025, September 2025, October 2025, September 2026, February 2027
3 local stakeholder workshops	Communication, Dissemination	Lead: Sarajevo Support: ANP, WWF-A, NTNU Target audience: neighborhood community and residents, food policy NGOs	September 2025, October 2025, February 2026
2 workshops with citizens	Communication	Lead: Sarajevo Support: ANP, WWF-A, NTNU Target audience: citizens and local residents	November 2025, May 2026
1 celebratory kick-off event	CDE	Lead: Sarajevo Support: NTNU, WWF-A, ANP Target audience: all identified stakeholders	May 2027
Positively transformed BB Food Environment	Dissemination, Exploitation	Lead: Sarajevo Support: All WP leads Target audience: citizens and residents Sarajevo	By October 2027



KEY PERFORMANCE INDICATORS (KPIs)

This chapter presents the key CDE-related KPIs, as well as the connections between Trailblazer and Twin cities' activities and these indicators.



INTRODUCTION TO KPIs for CDE

The overall CDE plan documents all project KPIs related to CDE. As part of developing the local CDE plans, WWF-SE together with Trailblazer and Twin cities analysed the alignment between the project's overall KPIs and how cities will contribute to these through their local initiatives and projects.

The project contain 7 main overall CDE KPIs wherein Trailblazer and Twin cities work will play a key role in meeting targets. These 7 KPIs are detailed in the following 2 slides. For 5 of these KPIs, Trailblazer and Twin cities are contributors to the target, alongside other project partners. In other words, all partners' inputs will be needed to meet the targets; cities are important contributors but will not be able to meet the targets alone. For the remaining 2 overall project KPIs, cities will directly deliver upon the target themselves, through their on the ground actions (supported, of course, by the consortium and project partners). Trailblazer and Twin cities have developed

In addition to these 7 overall KPIs, some Trailblazers and Twin have also developed other, locally relevant KPIs, to be used in their own projects at local level. These local KPIs specify important criteria related to e.g. inclusion and representation that is important to the city's local project.

The following slides present these KPIs, together with cities' planned contributions towards each of them as of October 2025. Note that cities' planned contributions to KPIs are being continuously developed. At the time of writing, some cities have not yet defined a contribution to some project KPIs. While cities' have estimate these contributions as best as possible, particularly as Trailblazers complete their Actions Plans in October 2025 and Twins in April 2026, a clearer picture of cities' specific contribution towards overall project KPIs will emerge and the Local CDE Plans will be updated during this period with these remaining contributions as they are developed.

KEY PERFORMANCE INDICATORS for CDE

Trailblazer and twin cities planned contribution to the project's overall KPIs

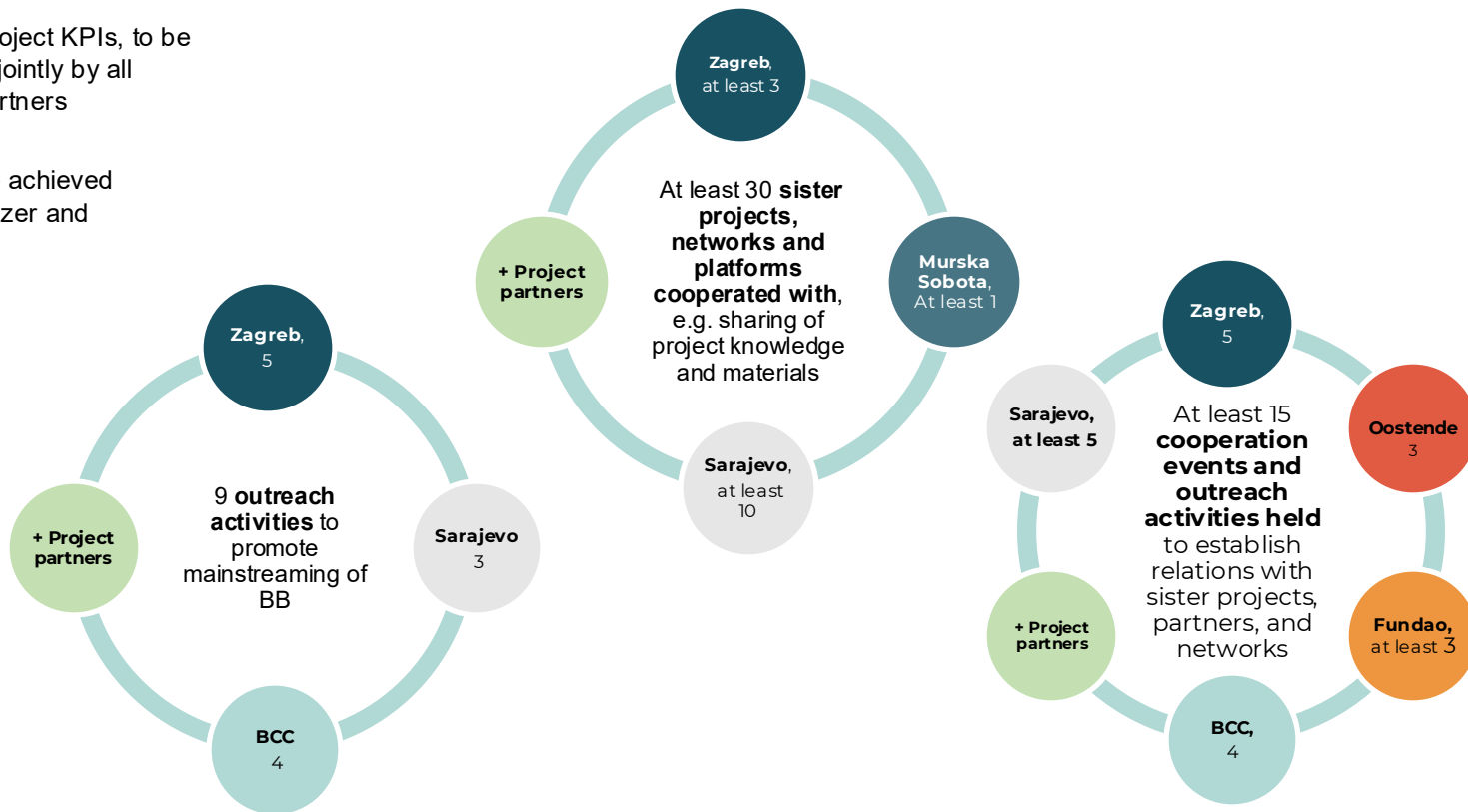


Overall project KPIs, to be achieved jointly by all project partners



KPIs to be achieved by Trailblazer and twin cities.

BCC = Birmingham
(Birmingham City Council)



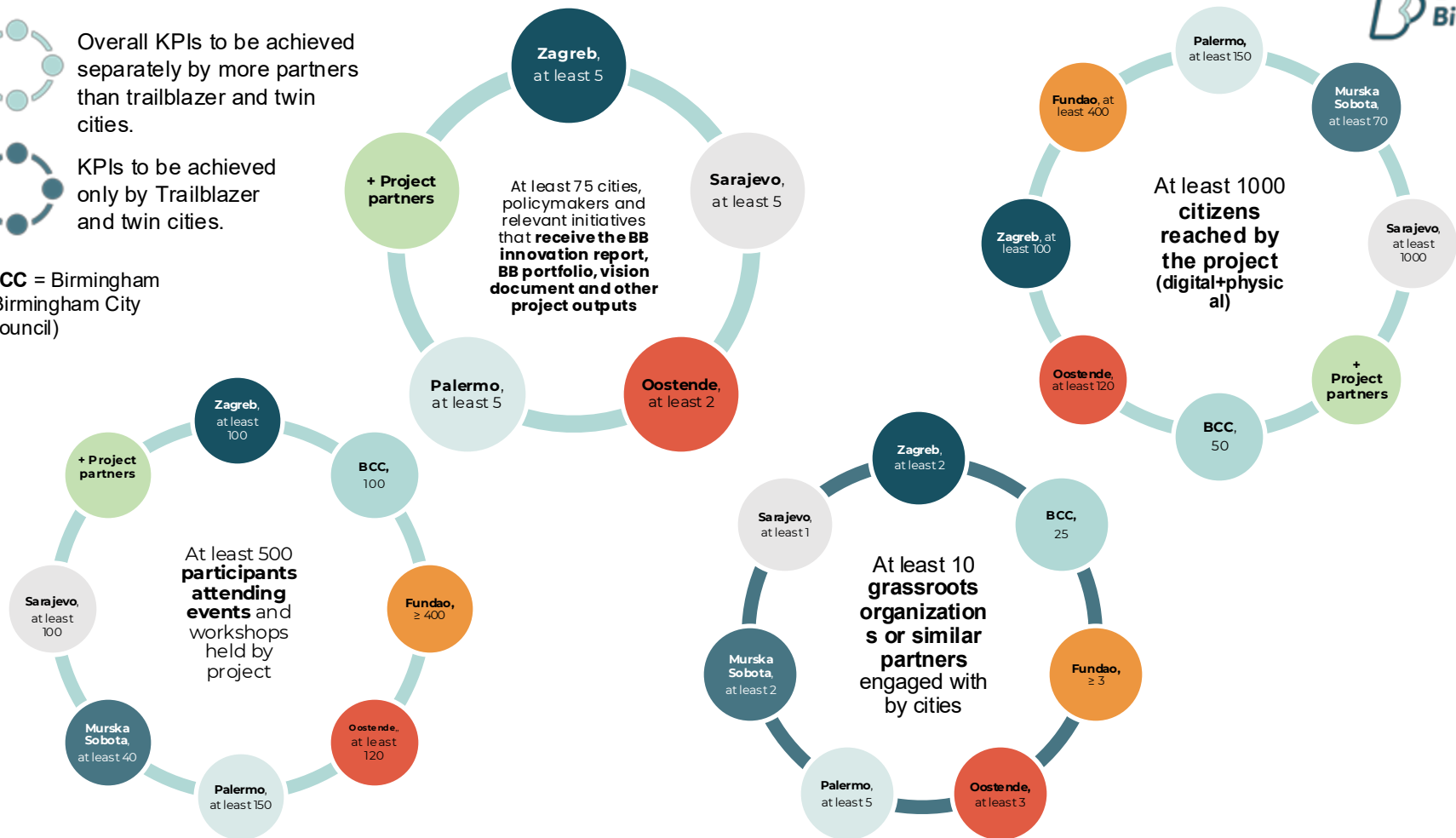


Overall KPIs to be achieved separately by more partners than trailblazer and twin cities.



KPIs to be achieved only by Trailblazer and twin cities.

BCC = Birmingham
(Birmingham City Council)



Trailblazer and twin cities local KPIs; in addition to the project KPIs

The project cities operate under different circumstances and therefore some of them have KPIs developed and adapted to their local context. While these local KPIs are not fully aligned with the project's overall KPIs, they nonetheless contribute to the achievement of the project objectives.

KPIs, Birmingham (Metrics to Track)	Target	Timeplan
- Local Social media engagement rate on community-related posts (likes, shares, comments, reposts, impressions)	1,000: 1st year 250, 2nd year 350, 3rd year 400	End of project
- Number of citizens participating in food initiatives by city	50: 1st year 5, 2nd year 20, 3rd year 25	End of project
- Number of unique visitors to the local website	50: 1st year 10, 2nd year 20, 3rd year 20	End of project
- Number of collaborations (and attendants) with BB games and other participatory approaches	2	End of project
- Number of media articles, blog posts, and press features about the project	10: 1st year 3, 2nd year 3, 3rd year 4	End of project
- Number of shares & engagements on visual storytelling content (videos, case studies, infographics)	100: 1st year 20, 2nd year 30, 3rd year 50	End of project

Trailblazer and twin cities local KPIs; in addition to the project KPIs

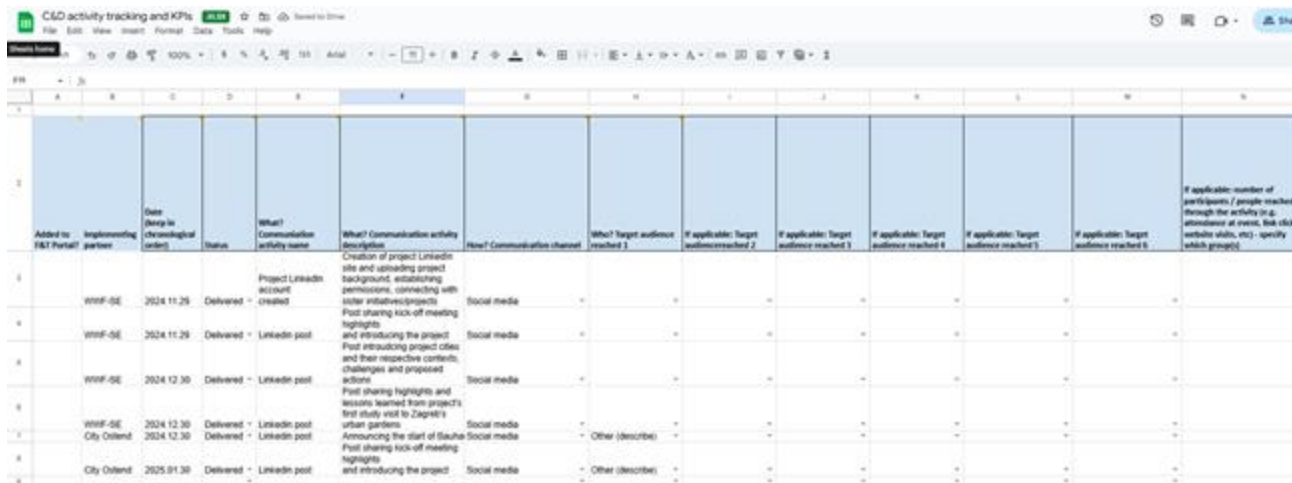
KPIs, Oostende (Metrics to Track)	Targets	Time plan
Number of schools to work with on Bauhaus Bites	2	By end 2026
Number reached through Linked-in of Kathy Belpaeme	At least 5,000 impressions	Ongoing, by the end of project
Number of meetings with policy makers on policy briefs	At least 2	2027
KPIs, Palermo (Metrics to Track)	Targets	Time plan
Number of institutional stakeholders (policymakers, civil servants, academics) engaged by the project	At least 5	Ongoing, by end of project
Number of citizens reached by the project through Palermo based activities (both online and offline)	At least 1000	Ongoing, by end of project
Number of experts/practitioners involved in the Advisory Team	At least 10	Ongoing, by end of project
KPIs, Sarajevo (Metrics to Track)	Target	Time plan
Number reached through social media	At least 500	Ongoing, by end of project

Trailblazer and twin cities local KPIs; in addition to the project KPIs

KPIs, Fundão (Metrics to Track)	Target	Time plan
- Number of participants attending events and workshops held by Fundão Pilot City (includes citizens and institutional stakeholders)	≥ 400	By Dec 2026
- Number of stakeholders involved in the creation of the Local Action Plan	≥ 10	By Oct 2025
- Number of stakeholders involved in the creation of the Local Food Council	≥ 5	By Jul 2026
- Number of ambassadors involved (young people from the municipality of Fundão who are trained and empowered to become active promoters of sustainable food systems in their schools and local communities)	5 to 10	By Feb 2026
- Number of local producers involved in content production for “Produtos do Fundão” platform	≥ 5	By Dec 2026
- Number of local students involved in school workshops and sessions	≥ 200	By Jun 2026
- Number of cultural associations involved in content production for “Produtos do Fundão” platform and SoMe	≥ 2	By Dec 2026
- Number of youth involved as content creators for SoMe	≥ 3	By Dec 2026

TRACKING CDE PROGRESS

In order to quantitatively track progress, the project has developed a [CDE activity and KPI tracker](#). This shared spreadsheet will be used throughout the project by partners to track the CDE activities performed, their impacts, and progress towards established KPIs. It will also be used to help track alignment between cities' activities at the local levels and the project's overall KPIs, and will be reviewed at project meetings such as WP meetings and monthly Technical Board meetings. As such, the tracker will contribute both to monitoring and evaluation during the project's implementation as well as facilitate official reporting to the Commission.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	Added to S&T Portal?	Implementing partner	Date (keep in chronological order)	Status	What? Communication activity name	What? Communication activity description	How? Communication channel	Who? Target audience reached 1	If applicable: Target audience reached 2	If applicable: Target audience reached 3	If applicable: Target audience reached 4	If applicable: Target audience reached 5	If applicable: Target audience reached 6	If applicable: number of participants / people reached through the activity in g. attendance at event, link clicks, newsletter shares, etc) - specify which groups
6		WMF-S&T	2024 11 29	Delivered	Project LinkedIn account created	Creation of project LinkedIn site and uploading project background, establishing permissions, connecting with other initiatives/projects	Social media							
7		WMF-S&T	2024 11 29	Delivered	LinkedIn post	Post sharing kick-off meeting highlights	Social media							
8		WMF-S&T	2024 12 30	Delivered	LinkedIn post	Post introducing the project and introducing the project offices and their respective contents, challenges and proposed actions	Social media							
9		WMF-S&T	2024 12 30	Delivered	LinkedIn post	Post sharing highlights and lessons learned from project's first study visit to Zagreb's urban gardens	Social media							
10		City Oxford	2024 12 30	Delivered	LinkedIn post	Announcing the start of Saucha Post sharing kick-off meeting highlights	Social media	Other (describe)						
11		City Oxford	2025 01 30	Delivered	LinkedIn post	and introducing the project	Social media	Other (describe)						



CONCLUSION: RESULTS AND KEY NEXT STEPS

This chapter concludes the Local CDE Plans deliverable by summarising key CDE results thus far as well as providing an overview on the next steps for cities' CDE-related work.

CDE RESULTS

With the completion of their local CDE plans, Trailblazer and Twin cities have a robust foundation to guide their CDE activities and strategy throughout project. Cities have thus far all held a series of their initial community stakeholder workshops and consultations, resulting in a co-creative process for project design and implementation that is now well underway, as well as anchoring the project with key stakeholders in each of their communities. Several cities have held their kick-off events, with additional kick-offs planned for Q4 2025 and early 2026.

Already, a variety of communication activities have been held by cities, including public showcases, a joint art exhibition, press releases and social media communications. Cities Birmingham and Oostende have also representing Bauhaus Bites at the project's first international setting at the recent Milan Urban Food Policy Pact.

These results have been highlighted through the project's communication channels, including both local social media and project social media. They have resulted in significant progress towards CDE related KPIs through engaging with residents – particularly youth, vulnerable groups and key target audiences, establishing best practice for co-creative approaches and disseminating project knowledge internationally.

The following slides present an overview of CDE highlights per city thus far.

KEY CDE RESULTS (UP TO October 2025)

ZAGREB

- Kick-off event in 2024 engaged residents and community members in a co-creative process around new urban garden development
- Local stakeholder workshops and consultations brought community perspectives and voices into the process
- Bauhaus Bites local CDE plan complete
- C&D activity tracking and KPIs developed for Zagren
- Stakeholder workshop in September 2025

BIRMINGHAM

- Introduction to BB meeting to celebrate and start engaging partners 12.05.2025
- Presenting at the Birmingham Food System Partnership to inform strategic partners of BB 15.05.2025
- Circulated Public Health Newsletter informing Birmingham citizens of BB 07.05.2025
- Distinctly Birmingham shared new webpage and LinkedIn post updating about BB 17.07.2025

FUNDÃO

- Workshops with architecture students from UBI were completed, generating three renovation proposals for the Fundão FoodLab that integrate energy efficiency principles and modular reuse solutions.
- The architectural project for the FoodLab was finalised and approved by the Municipality's Technical Department in September 2025.
- A collaboration agreement with UBI was signed to support the FoodLab's development and to co-design learning activities linking academia and community.
- A stakeholder co-creation workshop was held on 9 July 2025 to collect feedback on the Local Action Plan.
- Twenty-one entities were identified as potential members of the Local Advisory Team (LAT), with several already expressing interest in joining.
- Bilateral meetings between WWF Portugal and the Municipality of Fundão were held to complete Fundão's Action Plan.

OOSTENDE

- Bauhaus Bites CDE plan for Oostende written
- First introduction of the project at the community café of 24th April 2025
- First meeting with the core key stakeholder group in April 2025
- First work session with local core stakeholders for co-creation of the action plan on 22/09/25. Second is planned for 24/10/25
- Official launch of Bauhaus Bites in the district and opening of photo exhibition hidden sugars in our food: 4 Oct 2025

PALERMO

- Stakeholder mapping completed
- Project announcement via Newsletter (*dec 2024 - 439 opens*) and PUSH Social Media (*reach 800*)
- One-to-one meetings and sharing a deck with main local stakeholders (EPYC center board and Palermo Municipality) to present the project plan.
- Presenting the project to CESIE and LAND, two Palermo-based organisations working also in the area of food and sustainability.

MURSKA SOBOTA

- Stakeholder mapping completed
- One-to-one meetings with main local stakeholders (Elementary school and Municipality of Murska Sobota) to present the project plan and present first actions.

SARAJEVO

- Location for pilot project identified
- Local CDE plan produced
- 2x Project public showcase to engage local community
- Stakeholder mapping completed
- First stakeholder workshop held
- Youth Day organised to present BB project, brought youth into the process
- Local dissemination event to introduce project to the public

CDE KEY NEXT STEPS

Looking ahead, Trailblazers and Twins have many CDE activity and actions on the agenda. Trailblazers have now completed their action plans in October 2025, and these will be further refined in the time to come. Meanwhile, Twins will begin preparing their action plans, due in April 2026. Cities will shift focus to organising for their next set of upcoming stakeholder workshops, activities and interviews – ranging from Climathons, to Food Forums, to Youth workshops and more. All the while, cities will continue communicating, using their diversity of identified channels, while WWF-SE and partners will amplify outreach and messages through project website and social media.

Beyond their local engagements, Trailblazers and Twins will be contribute critical inputs and experience into dissemination and expolitation activities including project policy briefs. They will also contribute to representing the project and upcoming events (e.g. Food 2030 in December 2025), as well as contribute to establishing partnerships with sister networks and projects, supported in the latter by WWF-SE and project partners in facilitating and leveraging these connections.

The following slides present an integrated timeline, mapping identified key next steps in cities CDE actions for the remainder of the project, current as of October 2025. Note that this is a living timeline and will be updated as cities refine their plans, particularly their Action plans, several of which are still under development.

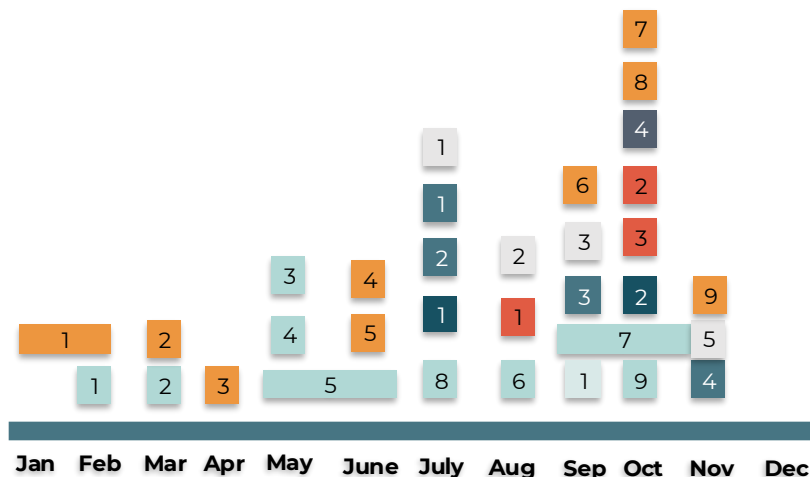
TIMETABLE OF KEY CDE ACTIVITIES 2025 (I)



City	CDE Activity
Birmingham 1	Ongoing stakeholder scoping exercise
Birmingham 2	Created a BB expression of interest form
Birmingham 3	Introduction to Bauhaus Bites conversation
Birmingham 4	Presenting to partnerships and partners
Birmingham 5	Public Health Newsletters
Birmingham 6	Share action plan for comments
Birmingham 7	Action plan workshop
Birmingham 8	CDE Plan
Birmingham 9	Establish three-way pathway
Murska Sobota 1	Delivered Local CDE plan
Murska Sobota 2	Concept for Curriculum
Murska Sobota 3	Pilot Action implementation
Murska Sobota 4	Action Plan
Zagreb 1	Local CDE plan
Zagreb 2	Local action plan

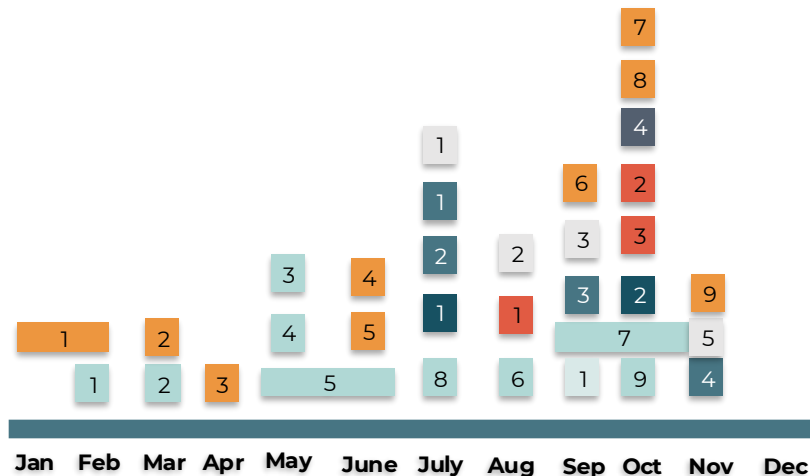
City	CDE Activity
Palermo 1	Workshops with local stakeholders
Sarajevo 1	Delivered LocalCDE plan
Sarajevo 2	InternationalYouth Day
Sarajevo 3	Stakeholder workshop & DisseminationEvent
Sarajevo 4	Climathon
Sarajevo 5	Workshop with citizens

- Fundao
- Zagreb
- Birmingham
- Oostende
- Palermo
- Murska Sobota
- Sarajevo



TIMETABLE OF KEY CDE ACTIVITIES 2025 (II)

City	CDE Activity
Fundao 1	Stakeholder Mapping
Fundao 2	1 st co-creation workshop of Fundão's FoodLab and CNS Restaurant
Fundao 3	2 nd co-creation workshop of Fundão's FoodLab and CNS Restaurant
Fundao 4	Consortium Meeting
Fundao 5	Presentation of Fundão's FoodLab and CNS Restaurant projects
Fundao 6	1 st Local stakeholders co-creation workshop on the Local Action Plan
Fundao 7	Fundão's Local Action Plan
Fundao 8	Local DCE Plan Submission
Fundao 9	Local DCE Plan Submission
Oostende 1	Kick-off workshop
Oostende 2	Workshop 2 with core stakeholder group (CoP)
Oostende 3	Community cafe and Food Forum on eating habits

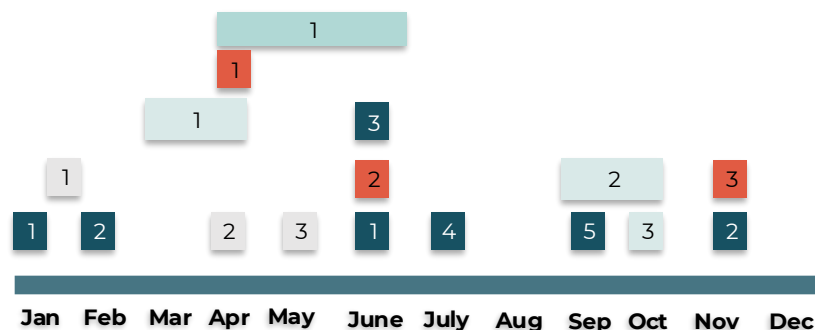


TIMETABLE OF KEY CDE ACTIVITIES 2026

City	CDE Activity
Murska Sobota 1	Pilot Action Mid-Year Review
Murska Sobota 2	Dissemination event
Murska Sobota 3	Pilot Action
Murska Sobota 4	Pilot Action Review
Murska Sobota 5	Replication and Mainstreaming
Sarajevo 1	Stakeholder workshop
Sarajevo 2	Action plan development
Sarajevo 3	Workshop with citizens
Oostende 1	Action plan development
Oostende 2	On-site exchange for trailblazers & twins
Oostende 3	Food Forum
Zagreb 1	Public event at the pilot site
Zagreb 2	Workshops at urban gardens

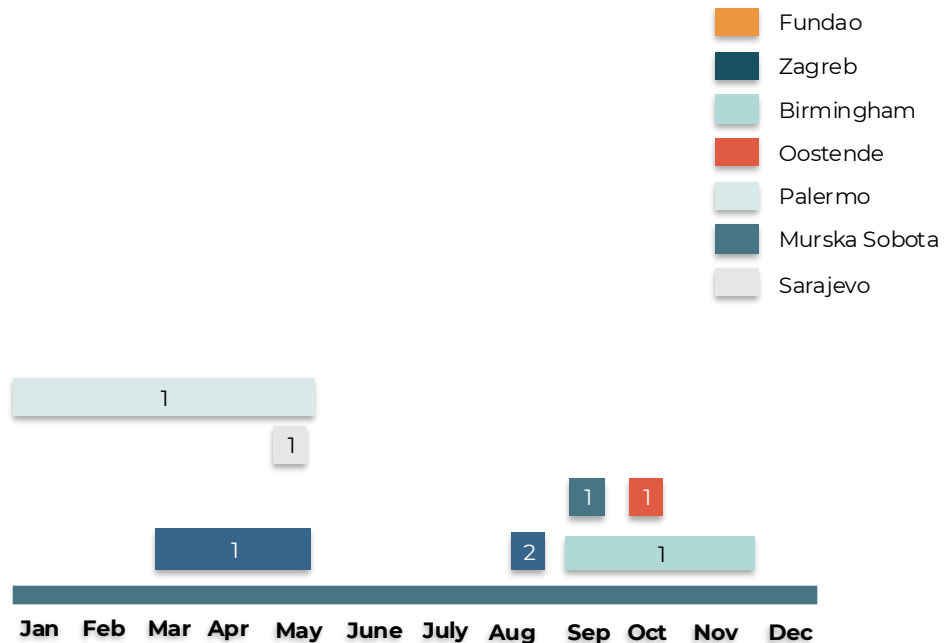
City	CDE Activity
Palermo 1	Kick-off event
Palermo 2	workshops, talks, initiatives
Palermo 3	workshops with Palermo Municipality
Birmingham 1	Action 1.1, 2.1, 3.1 dissemination activities
Birmingham 2	Bauhaus Bites workshops Triannual
Birmingham 3	Birmingham Food System Partnership meetings Quarterly

- Fundao
- Zagreb
- Birmingham
- Oostende
- Palermo
- Murska Sobota
- Sarajevo



TIMETABLE OF KEY CDE ACTIVITIES 2027

City	CDE Activity
Zagreb 1	Dissemination event at the pilot site
Zagreb 2	Long term strategy plan
Murska Sobota 1	On-Site Visit
Sarajevo 1	Celebreatory kick-off event
Birmingham 1	End of project in-person celebration
Birmingham 2	Bauhaus Bites workshops Triannual
Birmingham 3	Birmingham Food System Partnership meetings Quarterly
Palermo 1	Continuation of consortium activities
Oostende 1	End conference/event



A photograph of a store interior with wooden shelves. The shelves are filled with jars of spices and bottles of oils. Labels are visible on the shelves, including "stročnice", "riž", and "kava". Two large, glowing light bulbs hang from the ceiling. A small potted plant sits on the top shelf.

BRAND GUIDELINES & EU REQUIREMENTS

This section provides guidance, as detailed in the project's Overall CDE Plan, on key aspects related to formatting, communicating and disseminating of project materials.



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[Download EU-logo here](#)

LOGO

Primary logo in color



[Link to BB-logos](#)

[Link to partner logos](#)

Secondary logo in black
and in white



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- [Inforegio - Download centre for visual elements](#)
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[*CDE Plan 1 \(Bauhaus Bites Communication, Dissemination & Exploitation Plan 1\)*](#)
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GLOSSARY

BB - Acronym for Bauhaus Bites

Community of Practice – a group of people who "share a concern or a passion for something they do and learn how to do it better as they interact regularly". Refers in the BB context to the consortium of partners, who each bring expertise on distinct aspects of the Bauhaus Bites approach.

Grassroots – Community-driven movements or initiatives that emerge from the bottom-up rather than top-down leadership.

New European Bauhaus – An EU Horizon initiative linking sustainability, aesthetics, and inclusion to reimagine living spaces.

NGO (Non-Governmental Organization) – a non-profit organization that operates independently of any government, typically one whose purpose is to address a social or political issue.

Sense-Making – The process of interpreting complex information to create actionable understanding

Sustainability – Meeting present needs without compromising the ability of future generations to meet theirs.

Trailblazers cities – The first cities in the project to implement pilot projects and generate results

Transversal – Cutting across multiple disciplines, sectors, or themes to create integrated solutions.

Twin cities – The next cities in the project to implement pilot projects, informed by the results and experience of trailblazer cities