



Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

Action plans for the specific actions set up in each Hub

D5.2

June 2024



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Document History

Deliverable Title	D5.2 – Action plans for the specific actions set up in each Hub
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Partners



Abbreviations and acronyms

D	Deliverable
KPIs	Key Performance Indicators
M	Month
WP	Work Package

Executive Summary

This report outlines the co-design process of the 6 SWITCH Food Hubs Action Plans undertaken in the Task 5.2. The creation of these 6 plans took place alongside the establishment of the SWITCH identity, marked by the development of the Manifesto, co-creation events and the internal hub coordination team set up in January 2024. The protocol for program architecture and change mechanisms developed within Work Package (WP) 4 was adopted to facilitate the development of the Action Plans and to create a coherent structure across activities. In addition, the involved work packages contributed to the Monitoring and Evaluation tools designed to measure environmental, food, and human flow to assess the impact of the foreseen activities.

The 6 SWITCH Food Hubs Action Plans are structured around a general introductory section, which includes a brief overview of the hub fingerprint, regional context, food system, culinary culture overview, as well as a brief description of the Hubs ambition and priorities to promote the SWITCH towards healthy and sustainable food systems and diets. This is followed by a detailed description of each activity, including the setting, involved actors, SWITCH target groups, links with SWITCH pillars, timeline, and necessary resources. The use of digital tools and the application of realist evaluation for each activity are also discussed. Additionally, potential Key Performance Indicators (KPIs) and associated risks and mitigation measures are described for each activity, as well as indication on the next phase, during which activities will be implemented in real-life contexts within the Hubs.

1. Introduction

This report outlines the co-design process of the 6 SWITCH Food Hubs Action Plans undertaken in the Task 5.2 and follows the conclusions of Deliverable 5.1 (D5.1) with regards to the internal collaboration and the co-creation process of Hub activities, leading to the design of Hub Activity Action Plans. The SWITCH annual meeting held in Berlin in January 2024 was used to foster a common ground and align visions among SWITCH partners by collaboratively writing the SWITCH Manifesto (see D8.7) and visuals as well as sharing experiences and ideas. In addition, the internal communication process was reviewed, leading to the set up of a Hub Coordination Team, instead of one Hub Coordinator, that oversees WP tasks for Hubs and vice versa.

The purpose of this document is to present six well-defined Action Plans for the implementation of the specific activities in the Food Hubs.

2. Summary of Action Plans' development process

In the SWITCH project, several initiatives were undertaken to reach the development of the 6 Action Plans. These included establishing the SWITCH identity through the creation of a Manifesto as well as a communication planning tool by WP8 to ensure effective dissemination and engagement strategies (see D8.7). Furthermore, Hub co-creation events were organised and monitored with the assistance of WP8 (additional details regarding the communication planning and the “SWITCH WP8 C&D Events Table” can be found in D8.7). These efforts collectively aimed to foster collaboration, clarify objectives, and facilitate the creation of actionable plans that will contribute to the achievement of the project's overarching goals and objectives.

In order to ensure cross-consistency among the Food Hubs, during the SWITCH annual meeting held in Berlin in January 2024 it was decided to appoint a Hub Coordination Team (composed by representatives of WP3, WP4, WP5, WP6, WP8) in lieu of one figure for this role (as outlined in the project description). This decision was taken in light of the complex nature of the continuous alignment of WP3, WP4, WP5 and WP6. Regular meetings were conducted bi-weekly with the purpose of providing guidelines, formats and methods for the co-creation processes, monitoring and evaluation of the activities planned in the 6 SWITCH Food Hubs Action Plans.

An Action Plan template was developed in line with the WP4 realist evaluation protocol as its foundation. The protocol involved two exercises: 1) a Hub Playbook detailing the activity architecture and strategies for each Hub activity and 2) the establishing initial program theories that describe how and why actors think the activity will lead to change, in which settings and for which populations (further details in D4.1 and D4.2).

Furthermore, another outcome of the Hub Coordination Team is the creation of the “SWITCH glossary” (Annex 1) that was shared for internal use of the SWITCH Consortium. The “SWITCH glossary” represents a two-page comprehensive list of key concepts for the SWITCH project with brief definitions and explanations. This document is mainly addressed to Food Hubs, thus aiming to provide support to better deep-dive into the SWITCH theoretical framework and to translate it into concrete actions.

The 6 SWITCH Food Hubs Action Plans presented in chapter 3 are the result of a close collaboration among Hub Leaders, WP3 (environmental targets - see D3.2 for more details), WP4 (psycho-social outcomes - see D4.2 for more details) and WP6 (data collection, utilisation and divulgation through SWITCH digital tools) teams with the aim of defining specific activities to implemented in each Hub and establishing a customised data collection protocol for each Hubs' activity.

3. SWITCH Food Hubs Action Plans

This deliverable includes the 6 SWITCH Food Hubs Action Plans (par 3.1, 3.2, 3.3, 3.4, 3.5, 3.6) developed by each Food Hub, containing a detailed description of all the activities the Hub is planning to implement from this time onward. The activities could be further refined or fine-tuned during their implementation phase, thus introducing possible corrective adjustments if and when needed (a final overview of the activities implemented including any modifications with respect to these Action Plans will be meticulously documented in the D5.3 due in M48).

Initially, a list of 29 former SWITCH activities was identified as overarching actions to achieve the SWITCH pillars in line with the Grant Agreement (and shown in Annex 2, left side of the table). During the project development and after the Hub fingerprints identification (D5.1 - SWITCH multi-actor engagement activities barriers, opportunities, and recommendations), the Hubs fine-tuned their needs and the identification of the actors to be potentially involved in the activities. Therefore, more specific and detailed activities were reformulated by each Hub so to more holistically encompass the initial proposed actions. The list of the final activities proposed in the Action Plans by each Food Hub is reported in Annex 2 with a matching exercise with the general actions previously proposed in the project description. At the same time, actors to be involved have been clustered into the target groups as reported in Annex 3.

The planned activities set out in the 6 SWITCH Food Hubs Action Plans will be monitored through a set of 12 KPIs, listed in Annex 4. This KPIs list was built (under Task 5.4) considering the expected main project results (listed in Table 3 of the project Grant Agreement) which contribute to the achievement of expected outcomes and wider expected impacts of the SWITCH project (as outlined in the Section 2.3 of the project Grant Agreement).

The activities planned in the 6 SWITCH Food Hubs Action Plans, will be implemented and tested under Task 5.3, and monitored through Task 5.4 with a KPI-driven analysis as tentatively formulated in the "Data collection protocol" section of the Action Plan (par 3.1, 3.2, 3.3, 3.4, 3.5, 3.6). During the implementation of each activity, specific data will be collected and measured in accordance with this protocol. Each KPI has been associated with a brief description of which data will be collected and how it will be collected. It must be emphasised that a definitive list of KPIs could be confirmed (during the development of Task 5.4) at the beginning of each activities' implementation when the feasibility in collecting and measuring data is consolidated.

As pilot actions, it is possible that modifications may be required during the implementation of the activities due to external or internal factors that were not initially foreseen. Nevertheless, in order to anticipate and address such contingencies, a "risks and mitigation measures" section has been included in the Action Plan. However, this may not be sufficient, and any changes from the original plan will be thoroughly described in D5.3 (due in M48).

All Hub activities are evaluated by a quantitative KPI-driven assessment developed under Task 5.4 in a close collaboration with WP3, WP4, WP6. At least, one activity in each Hub will be additionally evaluated with realist evaluation. The realist evaluation approach is a theory-based evaluation framework that aims to provide clarity on why, for whom and under which circumstances an intervention program works (for further information about realist evaluation see D4.1).

Furthermore, the SWITCH digital tools were incorporated into all the Hub Activities planning. However, the SWITCH apps will become fully operational in late 2025 or early 2026 and will be included in the activities as soon as they become available (some Hubs have already planned to use them, while others intend to add them during the implementation phase). As for any pilot activity, it will be possible to add/refine other technological tools during the implementation of the activities, according to the real needs that may emerge. Any modifications to the Action Plans will be meticulously documented in the final report (D5.3 due in M48).

3.1 Rome and Lazio region Hub Action Plan

Rome - Lazio Hub: ACTION PLAN



Rome and Lazio region Hub (Italy)

Authors: Hub Leader & team, Carlo Hausmann - Cristina Ugolini - Silvia Paolini (AGROCAM); Margherita Martinelli (UNICAMP)

The overall context: the Hub Fingerprint in a nutshell

The Rome and Lazio region Hub is represented by Agro Camera, the Special Agency of the Rome Chamber of Commerce for the development of the agri-food sector and the management of the Rome Commodity Exchange. Agro Camera designs and implements activities for the benefit of companies in the agricultural and agri-food sector, cooperates with Associations, Institutions and Administrations for the improvement of the agricultural system. Being part of an institution, Agro Camera represents a top-down HUB.

Relevant for its mission is the support for local and seasonal food products' knowledge, considered not only beneficial for the environment and people but also as an important cultural heritage. Coherently, activities promoted by Agro Camera focus on various aspects of agriculture and the agri-food system: agro-environment and biodiversity, social aspects (e.g., promoting social agriculture), tourism (e.g., agritourism), and education (e.g., educational farms).

The regional context

The Hub is located in the central part of Italy. Nearly half of the population reside in the city of Rome, which is the largest urban centre in the region and the entire country. Alongside 120 other towns, Rome constitutes the Rome Metropolis (*Città Metropolitana di Roma Capitale*), which represents the maximum area of impact of the Hub's activities.

Socio-economic features:

- Regional diversity: the regional population comprises around 11% non-native inhabitants (mainly from Romania, Philippines and Bangladesh);
- Socio-economic status: poverty is perceived to increase, primarily due to rising prices. Employment rate is around 46%, with a significant gender gap (44.4%, for women and 60.1%, for men). The level of education is rising;
- Main food-related health issues are the so-called "diseases of affluence" (also increasing in the younger age groups);

Food System and Culinary Culture:

- Regional climate and morphology allow for the spread of agricultural activity which is characterized by a high biodiversity. Due to the high diversity of local products the regional territory can potentially provide everything a human being needs to include in a healthy diet.
- Rome is the largest centre of food consumption (twice the resident population eats every day in the city). Consequently, the surrounding production system is not able to guarantee a sufficient level of supply, making it necessary to consume food that comes from outside the regional system.
- Consumption of fresh foods (vegetables, fruits, meat, and dairy) in the city remains high, partly due to the network of 144 local markets.
- There is still a strong cultural identity and gastronomic tradition with around 300 specialties and 70-80 typical recipes. The regional cuisine, kept alive mainly by restaurants, is deeply intertwined with local history and traditions and comprises simple products and emphasises minimal waste.
- In recent years it is also possible to observe great liveliness of groups with different ethnic backgrounds that also have their own specialties and typical recipes.

Vulnerable and/or marginalised groups:

- economically disadvantaged individuals (elderly, unemployed, and those with low income);
- people with lower education levels (often overlapping with the first category);
- children and young people;
- people with disabilities (e.g., autism), often overlooked by institutions;
- small producers and small businesses due to the effects of climate change and rising costs.

The Hub ambition and priorities

Hub's main ambitions are increasing awareness on H&S diet among consumers and promoting local food purchasing. To do so, Hub's activities will focus on:

- Reconnecting people with food and territory.
- Translate research findings into a real change & scalable solutions for local actors.
- Build coherence between SWITCH values and the local food value chain.

All the activities will focus on the 3 SWITCH pillars of Knowledge, Accessibility and Facilitation as it can significantly help in achieving these objectives.

<p>Activity 1: SWITCH Boosters - Assessing if innovative short food supply chains can act as leverages for H&S diet transition, answering to specific Hub's needs</p> <p>This activity intends to test whether innovative short food supply chains may foster the H&S diet transition.</p> <p>As emerged during the multi-actor engagement phase (D5.1), consumers in the Hub area do not have easy access to local food. Therefore, a specific Hub's need is to overcome the barriers in connecting small local producers and consumers, therefore increasing relations between local producers and local consumers is a relevant goal for the Hub in SWITCH. During the Hub analysis and salutogenic interviews phase (reported in D5.1 - SWITCH multi-actor engagement activities barriers, opportunities and recommendations), we met and interviewed some interesting actors, involved in new forms of short food supply chains in the Hub area and interested in SWITCH goals, that integrated and enlarged the Hub multi-actors network. Here is their short description.</p> <p>- Spesabus (https://www.spesabus.it/), a very young start-up, linking small local food producers and consumers, mainly aimed to improve sustainability in food consumption and reduce GHG emissions linked to food transport. The start-up, by using technology and algorithms, reduces both time and energy consumption (and CO2 emissions) necessary to transfer locally produced foods, from farms to forks. It mainly serves the Southeastern part of Rome and the small towns in the area of Castelli Romani and Monti Prenestini. [Strengths: very motivated and highly prepared; Weaknesses: very young and still not consolidated].</p>	<p>Setting:</p> <p>The activity will be conducted in the area of the metropolitan city of Rome, both in the city of Rome and in small neighbouring municipalities.</p> <p>Actors to be involved:</p> <ul style="list-style-type: none"> > Food providers and Citizens/general public: main target; > Nutritionists and Education system: could provide an added value in the co-creation of the proper strategies; > Food services, Media and journalists: could be involved as an useful reinforcement to disseminate and achieve results; > Policymakers' involvement: can be also involved as an indirect effect of a strong network <p>SWITCH target groups:</p> <ul style="list-style-type: none"> > Food providers (new food intermediaries, local farms and food producers; small local farms are also intended as vulnerable category) > Citizens and general public (customers interested in the service and families interested in being involved on H&S food issues and in increasing own local farms awareness) > Education system (schools interested in being involved on H&S food issues and in increasing own local farms awareness) > Policymakers (hopefully Municipality of Rome or its portions, Metropolitan City of Rome and Lazio Region) <p>Link with SWITCH Pillars:</p> <p>The activity is designed to address all SWITCH Pillars, starting from <i>Facilitation</i> by removing the main perceived barriers; then by using</p>
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<p>- Zolle (https://zolle.it/) an intermediation activity born in 2008 and aimed at allowing Roman families to consume food produced by small Italian agricultural businesses, deliveries to customers are made with electric vans or bicycles. It mainly works in the central neighborhoods of Rome and in some small towns around Rome. [Strengths: consolidated and motivated; Weaknesses: mainly addressed to higher-income consumers and not only focused on strictly local producers].</p> <p>- Biola (https://www.biola.it/), an organic farm directly running since 2005 the innovative business of mobile fresh organic milk dispensers and home delivery of own organic products (fresh milk, cheese, ice cream and meat) and other farms' products. It mainly works in Rome and in the small towns in the Southwestern side of Rome. [Strengths: very motivated, prepared, coherent and consolidated; possibility to foster responsible/sustainable consumption (low weekly frequency) of animal-based food from sustainable (organic) systems. Weaknesses: difficulties due to dealing with production and sales at the same time; limited to food from animal production].</p> <p>- Spesa Roma Circo Massimo (https://spesaromacircomassimo.campagnamica.it/), an innovative short food chain service runned by Campagna Amica farmers' market in Rome. This service allows farmers involved in the market to deliver their products to those customers that cannot reach the market, located in the Centre of Rome. [Strengths: direct link with local producers and producers' association, wide range of available products; Weaknesses: great effort in products' data entry and logistics management, still relatively young service].</p> <p>The activity aims at boosting and scaling up these innovative food intermediary services that seem able to address Hub's area needs. In</p>	<p>the appeal of facilitation, it increases and encourages <i>Knowledge</i> on H&S food habits. <i>Accessibility</i> is the main effect of the process that should create durable bonds within actors.</p> <p>Link with SWITCH Activities:</p> <p>The activity matches with the following former SWITCH Activities:</p> <p>1 - Rebuilding the local supply chain and improving the nutritional quality of local food.</p> <p>2 - Shortening food supply chains.</p> <p>5 - Support for food quality labels. [mainly organic].</p> <p>7 - "More Lentils to the Plate". [local pulses' producers will be possibly involved].</p> <p>11 – Increase share of seasonal local/regional veg and fruit in local markets.</p> <p>22 - Engage citizenship on sustainable diets. [e.g. possibly using the website for web workshops to inform and engage, or packaging of the service for disseminating information: qr codes or leaflets/shoppers/books].</p> <p>23 - Working groups including farmer's associations, canteen and catering managers, food delivery companies, to co-create adequate strategies according to each product/food chain.</p> <p>[This point is specifically what we'll do with food delivery companies in this action, and will be part of the co-creation process].</p> <p>26 – Book (virtual and printed) on healthy and sustainable traditional recipes [planned to be produced in the Activities 2 and 3].</p> <p>28 - Food ambassadors. [Possibly in a later phase of the activity].</p>
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particular, the identified innovative food intermediary actors will be involved in specific working groups to co-create adequate strategies to boost and scale up their approach in shortening the food supply chain in the Hub area. This will also possibly include, among others: increase the number of local products/farmers as food providers for these services; engagement of a higher number of more conscious consumers that will be informed on sustainable diets through the websites of the providers and the Hub or through the food packaging for disseminating information using qr codes or leaflets/books]; increase the knowledge of local food production realities under the green perspective; the involvement of policymakers and Institutions, invested of the role of “Food ambassadors” in team building and group work activities to share knowledge and identify policies and solutions aimed at facilitating sustainable and healthy food production, distribution and consumption in the Hub; the diffusion of a Book (virtual and/or printed) on healthy and sustainable traditional recipes (planned to be produced in the Activities 2 and 3).

Aim of the activity:

- boosting and scaling up innovative food intermediary services that seem able to address Hub’s area needs.
- overcome the main Hub’s area barriers in connecting small local producers and consumers, increasing relations between local producers and local consumers.
- increase actors’ awareness on the impact that food production and consumption habits have on environment and health.

Timeline:

Ideally the activity should cover 12 months, so as to also catch the added value of the seasonal local productions and to consider the effect and impact of seasonality on H&S dietary shift. The activity should start in Autumn 2024.

Resources needed:

One of the main resources needed is the pro-active involvement of the main actors already implementing the innovative short supply chains (new food intermediaries) to define with their help the right strategies to scale up. Then, involving the small producers is also important. For this the support of well experienced people in the primary sector and short food supply chains is relevant, also accustomed to dialogue with the local farmers.

For investigating and involving consumers and families, the support from experts on nutritional and environmental aspects, also able to easily divulge complex information, is relevant.

People supporting data collection and IT/EN translation, able to relate both to small farm producers and University researchers.

Digital tools:

This activity foresees the use of the SWITCH Digital tools, appropriately refined and fine-tuned in order to reduce the time and effort needed for data collection during the activity. For instance, the SWITCH Digital tools will be potentially used to:

- collect data on food producers' offer (e.g. share of organic, local, seasonal food) (*Smart Counter*);
- collect data on customers' consumption habits (*Smart Counter and the App for the citizens*);
- easily share information on more H&S dietary habits with involved actors (*Digital Hub Experience and the other Apps in a later stage*);
- easily submit surveys to actors (especially small producers and consumers) (*Smart Counter*);
- help in assessing and measuring KPIs (baseline T0 and endline Tx) (*Smart Counter*).

Realist Evaluation

Yes; to provide clarity on why, for whom and under which circumstances the food intermediary services works. Realist research focus:

- How does the innovative food intermediary enable H&S eating among consumers? (--> consumers)
- What are the circumstances that enable innovative food intermediaries in the region of Rome? (--> consumes, produces, employees of the food intermediary)

The realist study will provide relevant (qualitative) insights particularly regarding KPI-1 and KPI-6. By investigating for whom the activity is specifically effective, we also assess KP-11 with the realist evaluation.

We aim for two rounds of interviews with relevant actors. The first round will investigate why the actors think the activity will lead to more H&S eating; the second round (e.g. after 12 weeks) to uncover more in-depth why and how the initiative leads to more h&S eating (mostly consumers) and which circumstances make the initiative work (consumers, producers, employees). If possible, we supplement the interviews

with consumers with relevant parts of the psychosocial survey (see D4.2) (coping capacities, diet choices, food values, perceived food access).

Monitoring and evaluation

This action could be monitored through different KPIs. The following list includes the widest range of KPIs that could be theoretically possible to investigate on this action.

SWITCH KPIs and tentative data collection protocol:

1. Behaviour change towards health and sustainability. Evaluation method: surveys/interviews conducted through the SWITCH Digital tools (WP6) or with a short assessment method (from WP4)

2. Improvement on environmental targets

Evaluation method: surveys (using available SWITCH digital tools) to track the change in purchasing specific food items + agroecology survey (WP3, see D3.2) to assess producers agroecology level + SWITCH database on environmental impact (WP3, see D3.2) to evaluate the environmental impacts of consumers dietary choices both at the beginning of the activity and at the end.

3. Increase of connectivity among stakeholders

Evaluation method: keep track (using available SWITCH digital tools) of the number of consumers/producers involved in the activity; survey to measure the perceived quality of the network/relationship among stakeholders (WP4, see D4.2)

4. Increase share of sustainable and healthy local products in the Hub areas

Evaluation method: interviews/surveys + track the number of people using the service (if possible) + track the item they purchase through

Risks:

Potential risks identified include

- Internal risks:

1. Risk of underestimating the work necessary for collecting and translating data for KPI monitoring or needed in the workflow of the project for analysis in other WPs.
2. Risk to collect unnecessary data or data collected in the wrong way.
3. Use of SWITCH Digital Tools resulting too complicated for some actors or too demanding in their initial setting for data ingestion.
4. Frightening or annoying actors (e.g. farmers/clients of the food delivery services) with too complicated information or too in-depth interviews, losing their trust and compliance and compromising data collection.
5. Key actors who do not have enough time to share for the co-creation process with the Hub.
6. Consumers that are not interested in H&S issues but only on taste, economy and ease of food preparation.

- External risks:

The main predictable external risk is represented by the “Giubileo 2025”, which will start the 24 December 2024 and will finish in December 2025. For this huge religious event Rome is preparing to welcome 35 million tourists. These could cause some unexpected impact or change in all the food sector’s business activities in the city of Rome, including

<p>the service + combine with the coping capacity results (KPI1), using possibly the SWITCH Digital Tools.</p> <p>5. Increased visibility of sustainable farming systems <u>Evaluation method:</u> agroecology survey (WP3, see D3.2) + food items' environmental evaluation through SWITCH database on environmental impact (WP3, see D3.2) to assess whether and at which level the farms involved are sustainable and use and disseminate the results to increase their visibility, also possibly through the Digital Hub Experience and the Apps. Keeping track of change in people using the service, both in terms of number and motivation. Support from the project communication (WP8) with website/promotional materials.</p> <p>6. Increased interest in consumers in H&S products in the Hubs engaged actors and citizens <u>Evaluation method:</u> surveys/interviews (WP4) to track changes in motivation comparing baseline T0 with Tx (part of the realist evaluation; see above), also through the SWITCH Smart Counters (WP6).</p> <p>11. One group of 50 people per each vulnerability category engaged into analysis and experiments in each Hub <u>Evaluation method:</u> in this activity two vulnerable categories could be detected: small producers and people with low income. By tracking small producers' engagement process (number of small producers) and satisfaction (surveys/interviews) on the service if it is revealed really helpful to create a new market and which are the benefits) - WP4. By unravelling if and how dietary behaviours of consumers change by using the intermediary food services via the realist evaluation, we aim to understand the inclusiveness of the</p>	<p>more pressure on the food actors with less time to dedicate to SWITCH activities.</p> <p>Mitigation measures: For the first internal risks (point 1-2), the main mitigation measure is to well define a data collection protocol before starting the activity and test it with the local actors. For risks 3, 4 and 5, providing a remuneration/compensation (also with gadgets or discounts) for the time invested by the actors in training on the project and in any data sharing, especially in the initial phase. For risk 6, assessing their specific barriers and proposing corrective actions such as interesting ways to attract them to H&S issues, even if initially with gadgets or gamification of the H&S food experience. Specific recipes, laboratories, cooking shows, nutritional evaluations or any other tool could be used to attract this kind of consumer. For the external risk, if necessary and possible, we can imagine to provide a refund for the time entrepreneurs need to subtract to their work due to the SWITCH project involvement, so that they can afford to have support for running the activity.</p>
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<p>activity, which ideally results in suggestions to make the activity accessible for all types of consumers.</p> <p>12. 20 isolated small producers identified and engaged in each Hub into connecting activity</p> <p><u>Evaluation method:</u> track producers' engagement process (number of producers) and satisfaction; keep track of number of consumers/producers involved in the service (from T0 to Tx); SWITCH digital tools to be refined and fine-tuned with WP6; survey that measures the perceived quality of the network/ relationships among stakeholders (WP4, see D4.2)</p>	
<p>Activity 2: H&S Kitchen labs for elderly people</p> <p>Considering the socio-demographic evidence that in Rome and Lazio Hub area the average age of population is increasing as well as the share of elderly people in the total population, this SWITCH action is targeted on this population segment. Elderly are also one of the main vulnerable categories in the Hub area, characterised by specific needs concerning health, specific difficulties related to low income, and a general low perception about environmental aspects. The opportunity to also valorize the still present culture and knowledge on food tradition of elderly people to transfer to new generations will also be explored during the action, creating synergies among involved actors (elderly people, nutritionists, chefs, students, local producers).</p> <p>This action includes: the organisation of kitchen labs for elderly (with Televita voluntary association located in a Roman parish called San Frumenzio); the nutritional + environmental evaluation and improvement of around 30 roman recipes; the proposal of cheap</p>	<p>Setting:</p> <p>The physical place where the activity is implemented is a parish located in the III Municipality of Rome Capital, in the North-East area of the city. In the San Frumenzio Parish operates the Televita Association, whose aim is to promote solidarity, human growth and the social reintegration of elderly people and more generally of those who live in a situation of isolation and solitude; to safeguard their health and safety, trying to include them in a network of relationships of support and friendship. The Association also runs weekly kitchen laboratories using a donated professional kitchen. This makes Televita the perfect partner to host SWITCH kitchen laboratories focused on Health and Sustainability and to assess the specific barriers and solution for allowing a diet transition for elderly people.</p> <p>Actors to be involved:</p> <p>Nutritionists, healthcare providers; Citizens and general public; Food providers, Food services and hospitality, Education system</p>

recipes, that will be collected in a book of recipes, including the possibility to consider the use of legumes as ingredients, completed with environmental and nutritional evaluation; the involvement of young “tomorrow’s food professionals” (students from Hotel and Agricultural Institutes) during the kitchen labs and/or with meeting/teaching/workshop arranged with the Institutes, in order to transfer the main results of the SWITCH Project to them and acquire their point of view; specific focus on fish as H&S food choices will be possibly explored considering that poor fish can improve H&S of diets without increasing food expenditure while valorizing the less used and more sustainable fish species also with innovative processing techniques; focus on responsible consumption (low weekly frequency) of sustainable (e.g. organic) meat, improving knowledge on possible ways to reduce animal protein impact.

Aim of the activity:

- address the specific barriers experienced by elderly people in the diet transition towards H&S diet, finding strategies and solutions to overcome these barriers.
- Actively involve elderly people, so as to make them part of the transition, especially by sharing their knowledge and experience (cultural heritage) on traditional food.
- Create synergies with nutritionists, chefs, elders and young people through recipes.
- Focus on fish, as a valuable alternative to meat consumption, and on H&S consumption of animal proteins.
- Encourage the involvement of students from Agricultural and Hotel Institutes to become H&S trainers for the elderly.

SWITCH target groups:

- > Citizens and general public: elderly people involved in the activity. We can consider 15 “grannies” directly involved in presence in the kitchen laboratories, but a larger number of elderly people (more than 100) is linked to Televita and could be reached with other activities like interviews, video, recipes books.
- > Food services and Food Providers: professional chefs will be involved to teach during kitchen laboratories, with special focus on health, sustainability, fish and “cheap but H&S” food.
- > Nutritionists: experts in nutrition will help during kitchen laboratories and in improving traditional recipes.
- > Education system: the activity will involve students from Hotel and Agricultural Institutes as well as students already involved in Televita activities for their PCTO weeks (Path for Transversal Skills and Orientation).

Link with SWITCH Activities:

The activity potentially matches with the following former SWITCH Activities:

4 - The sustainability in the plate: new recipes based on local and sustainable healthy food and fish will be created as a collaboration between chefs, schools and restaurants and the project team (with +50% local quality food, +20% organic food, reduced sugar and salt).

7 - “More Lentils to the Plate”

8 - “The protein shift”. Regional producers of sustainable protein alternatives to meat-based food will propose new food items possibly considering with the help of the SWITCH digital tools the satisfactory level of consumer acceptance [e.g. cured fish]

<p>Link with SWITCH Pillars:</p> <p>The activity can address all SWITCH Pillars, starting from Knowledge, on H&S diet and on the impact our food choices have on environment and health; coming to Facilitation by helping on finding right ingredients and cooking together with chefs and nutritionists, exploring together the perceived barriers and how to overcome them. Accessibility, creating links between specific needs (for instance, for local food) and local solutions (e.g. by linking this action with local producers of the first Hub action).</p> <p>Timeline:</p> <p>Some activities of rapprochement and mutual knowledge started already in February 2024, with the organisation of a first cooking workshop focused on seasonality and shared with a high school class (16th February 2024). A video with the Hub explaining the SWITCH project has been used by Televita with other high schools under the PCTO (Path for Transversal Skills and Orientation) classes in March. The next step of the activity could start ideally in Autumn 2024 and could be developed in 6-12 months with workshops and cooking shows to present recipes. A recipes book, collecting main recipes developed and presented during this action, will be produced and presented to local community and actors approximately in Spring 2025. The book will be one of the main outputs of the action, to be widespread in the Hub.</p>	<p>13 - Fish gold: recipes with local fish will be explored and tested during the activity to evaluate the level of appreciation and disseminate the relevance of local fish resources.</p> <p>17 – A special dietary plan for children, adolescents, adults, <u>elders</u>, pregnant women based on local and sustainable food production will be defined. [A special dietary plan will be explored specifically for elders].</p> <p>21 – From training to trainers on food sustainability. [The involvement of students from Hotel and Agricultural Institutes and schools as the young “tomorrow’s food professionals” will possibly work as an education and training of future trainers].</p> <p>22 - Engage citizenship on sustainable diets. [targeted on elderly people that will be engaged on recipes created in the kitchen laboratories].</p> <p>26 – Book (virtual and printed) on healthy and sustainable traditional recipes</p>
<p>Resources needed:</p> <p>In this activity nutritionists and Chefs will be involved, with the right human skills to effectively communicate the themes of the project with a language accessible to the different age groups and also able to value the elderly’s experience on food. Support and training</p>	

sessions for Nutritionists and Chefs from the SWITCH scientific partners will be provided, so as to align on the SWITCH topics (especially on the environmental aspects).

Consumables to allow laboratory activities in the already available professional kitchen.

A Video maker for valorization and sharing of the experience in a digital way.

Appropriate time and right people will be dedicated and involved to build and cultivate the relationship with the Association, the group of elderly, schools and other relevant stakeholders.

People supporting in data collection, interviews and IT/EN translation.

Graphics for helping in editing recipes, books and/or menus.

Digital tools:

The use of the SWITCH Digital tools (es. Smart Counters, MyFreshFood, the Digital Hub Experience and the Apps), if appropriately refined and fine-tuned in order to easily share information and collect data with the least possible time and effort needed, according also to the age of the actors involved (elders), will be considered.

Realist Evaluation

No

Monitoring and evaluation

This action could be monitored through different KPIs. The following list includes the widest range of KPIs that could be theoretically possible to investigate on this action.

SWITCH KPIs and tentative data collection protocol:

1. Behaviour changes towards health and sustainability. Evaluation method: surveys/interviews on purchasing habits/if they cook at home or not/% of fresh food in diet/seasonality. interviews (telephonic and/or with SWITCH digital tools) can become a part of the entertainment/company calls Televita regularly do.

Risks:

1. Elderly people that feel to be “too medicalized” by nutritional/healthy approach.
2. High time and energy demand to involve target people (activity with high relational involvement/cost).
3. Low level of interest of elders in the environmental impact of the diet with respect to the nutritional value.
4. The low income is perceived as a not solvable problem and the H&S food is seen as unaffordable.

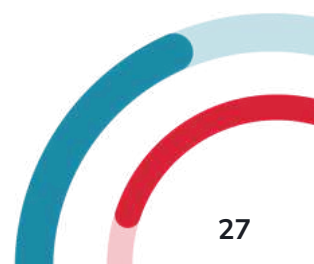
<p>6. Increased interest in consumers in H&S products in the Hubs engaged actors and citizens <u>Evaluation method:</u> surveys/interviews (WP4) to track changes in motivation comparing baseline T0 with Tx.</p> <p>7. Final increased share of at least of 30% of local and sustainable fish products <u>Evaluation method:</u> surveys/interviews on increase in sustainable fish consumption</p> <p>10. Increase awareness of consumers on more sustainable fish options <u>Evaluation method:</u> surveys to track the change, possibly using SWITCH digital tools.</p> <p>11. One group of 50 people per each vulnerability category engaged into analysis and experiments in each Hub <u>Evaluation method:</u> (vulnerable category = elderly people) track elderly people's engagement process (number of elderly involved in the activity) and engagement (via interviews to understand better what facilitates or hinders the inclusiveness of the activity) - WP4</p>	<p>Mitigation measures:</p> <ol style="list-style-type: none"> 1. Find the right and amusing way for involving elderly, also with social events and generational continuity. 2. Appropriate use of resources and budget to hire an adequate number of supporting people to help in the activities. 3. Find the correct way for transmitting elderly the importance of healthy environment (e.g. for future generations such as their nephews) 4. Being able to demonstrate with practical activities that it is possible to eat correctly in daily practice while spending less than you think
<p>Activity 3: SWITCH for H&S Restaurants</p> <p>Based on SWITCH findings and indication on H&S diet, a professional chef previously trained on SWITCH project, develops new H&S recipes based on local products, to be proposed and tested in qualified restaurants in the Hubs (the ones that can be interested in improving their H&S standards, also by increasing, for instance, the use of local products or their contact with food producers in the Hub area). A book of the recipes will also be created to be used by the chefs and promoted to the public.</p>	<p>Setting:</p> <p>An expert chef, appropriately trained on SWITCH pillars and themes, will create a "SWITCH version" of restaurants' recipes, to offer to customers as an H&S alternative for their out of home meals. The setting will be represented by a network of Roman restaurants (ideally from 30 to 50) already motivated on the topic of typical local productions or sustainability, but not so much aware of H&S issues together.</p>

<p>Aim of the activity:</p> <ul style="list-style-type: none"> • Provide an understandable and “cookable” summary of SWITCH knowledge • Disseminate the values of SWITCH to food providers • Make people (consumers) able to “taste the change” • Try to increase the link between restaurants and local food production <p>Link with SWITCH Pillars:</p> <p><u>Knowledge:</u> the recipes become the way to train food professionals on H&S diet and on the impact our food choices have on environment and health.</p> <p><u>Facilitation:</u> by trying to increase connections with small local food producers and by offering the help of experienced nutritionists in choosing when wiser to substitute “old” ingredients with H&S ones.</p> <p><u>Accessibility:</u> the work of an accomplished chef, translating for his colleagues the complex information on H&S coming from nutritionists and environmental experts (WP3), will make all these complex concepts accessible to chefs.</p> <p>Timeline:</p> <p>The activity could ideally develop from the second half of 2025, simultaneously with the Giubileo. The main milestones will be:</p> <ul style="list-style-type: none"> - SWITCH training for the chef (1 month) - Enrollment of restaurants and selection of the courses to “SWITCH” in the menu (1-3 months) - Creation of the new “SWITCH courses” with the help of SWITCH partners from WP3 for environmental part and Nutritionists for 	<p>Actors to be involved:</p> <p>Food services and hospitality, Food providers, Nutritionists, Citizens and general public, Education system, Media and journalists</p> <p>SWITCH target groups:</p> <ul style="list-style-type: none"> > Food services and hospitality: an expert Chef that creates new H&S recipes and Restaurants (30-50) involved in testing them in the menu > Food providers: producers of local H&S food that can be linked to the new recipes > Nutritionists helping to evaluate the nutritional and healthy value of recipes > Citizens and general public: customers of the involved restaurants that possibly will choose the new H&S dishes in the menu > Education system: students from Professional Institutes for Food, Wine and Hotel Hospitality Services interested to be involved in this action > Media and journalists: could be involved in the communication of the Switch courses in menus <p>Link with SWITCH Activities:</p> <p>The activity potentially match with the following SWITCH Activities:</p> <ul style="list-style-type: none"> 1 - Rebuilding the local supply chain and improving the nutritional quality of local food 4 - The sustainability in the plate 21 - From training to trainers on food sustainability. 22 – Engage citizenship on sustainable diets. [The new H&S recipes and their environmental and nutritional value and possibly their level of appreciation, will be communicated at the end of the activity,
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<p>health part (4 months) and of schools for new ideas and for involving students creatively on H&S issues</p> <ul style="list-style-type: none"> - Testing the new courses in the menus and possibly the customers' interest in them (3-6 months). 	<p>possibly using the SWITCH Digital tools (Digital Hub Experience and the Apps)].</p> <p>26 - Book (virtual and printed) on healthy and sustainable recipes used by the chefs and promoted to the public.</p>
<p>Resources needed:</p> <p>A well-known professional chef, sensitive to the topic of the transition towards a healthy and sustainable diet, available to be trained on Switch. Nutritionists able to evaluate healthy (but also sustainable) recipes with local sustainable products.</p> <p>People supporting in the process of involvement of restaurants and local producers, as well as in setting data collection and IT/EN translation. Graphics for helping in editing recipes' books and/or menus.</p> <p>Digital tools:</p> <p>The use of the SWITCH Digital tools (e.g. Smart Counters, My Fresh food), appropriately refined and fine-tuned in order to easily collect data with the least possible time and effort needed, could help in measuring the H&S effects achieved with each "SWITCH course" and in tracking the magnitude of the choices of the consumers.</p> <p>Furthermore, the SWITCH Digital tools (Digital Hub Experience and the Apps in a later stage) will possibly help in divulging the new H&S recipes and their environmental and nutritional value and their observed level of appreciation.</p> <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>This action could be monitored through different KPIs. The following list includes the widest range of KPIs that could be theoretically possible to investigate on this action.</p> <p>SWITCH KPIs and tentative data collection protocol:</p> <ol style="list-style-type: none"> 1. Behavior change towards health and sustainability. <u>Evaluation method</u>: surveys/interviews on food purchasing habits (it can be both restaurateurs and/or consumers' behavior) e.g. % of local 	<p>Risks:</p> <ul style="list-style-type: none"> • <u>Internal risks</u>: Lack of time from the restaurants, not able to invest time without an immediate return. • <u>External risks</u>: The main predictable external risk is represented by the "Giubileo 2025", which will start the 24 December 2024 and will finish in December 2025. For this huge religious event

<p>products used by the restaurants before and after the activity, possibly using SWITCH digital tools (Smart counter, MyFreshFood).</p> <p>2. Improvement on environmental targets</p> <p><u>Evaluation method</u>: if suitable, agroecology survey (WP3, see D3.2) at T0 (baseline) and Tx, possibly using SWITCH digital tools (Smart counter) + environmental evaluation of recipes + environmental impacts of consumers choices at restaurants (before and after introducing the new recipes) both at the beginning of the activity and at the end (or check point) by using the SWITCH database of environmental impacts (WP3, see D3.2).</p> <p>4. Increase share of sustainable and healthy local products in the Hub areas</p> <p><u>Evaluation method</u>: track the products purchased and used in the restaurants' recipes and/or track the number of sustainable local food providers for the restaurants at T0 and Tx, possibly using SWITCH digital tools (Smart counter). If possible and feasible, Agroecology survey (WP3, see D3.2) can be used to evaluate the suppliers.</p> <p>6. Increased interest in consumers in H&S products in the Hubs engaged actors and citizens</p> <p><u>Evaluation method</u>: tracking consumers' choices in the involved restaurants, possibly using SWITCH Digital Tools (Smart counter, Digital Hub experience).</p> <p>12. 20 isolated small producers identified and engaged in each Hub into connecting activity</p> <p><u>Evaluation method</u>: tracking the number of small local producers matched with the restaurants. Number of local small producers at baseline T0 and Tx.</p>	<p>Rome is preparing to welcome 35 million tourists. This could have some unpredictable impact especially on Restaurants.</p> <p>Mitigation measures:</p> <p>Increase interest of restaurants on the activity (e.g. by hiring collaborators that can help in interacting with restaurants in ways they perceive less time consuming; making them understand that the activity is an added value for diversifying in the market so attracting interested consumers; refunding them for the time spent in the activity; offering them specific tools useful for their activity – possibly SWITCH Digital Tools)</p> <p>Structure the activity in a way that can give participant restaurants a special “Giubileo 2025” added value (as linking the health, environmental and social Switch themes with the environmental and social Encyclical Letters of Pope Francis “Laudato Si” and “Fratelli Tutti” or with the pilgrimage itineraries).</p>
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3.2 Cagliari and Sardinia region Hub Action Plan



Cagliari - Sardinia Hub: ACTION PLAN



Cagliari and Sardinia region (Italy)

Authors: Hub Leader & team, Andrea Cerimele - Lara Abou Chehade - Simona Tidu - Francesco Sanna - Romina Gaspa - Paola Ugas - Anna Lallai - Valentina Mereu (LAORE, CMCC)

The overall context: the Hub Footprint in a nutshell

- Sardinia region spans an area of 24,000 km², mostly rural, half of which is dedicated to agriculture, and hosts 1.6 million inhabitants
- 38% of the island's population is overweight, of which almost 7% are children between 4 and 14 years old
- Organic farming areas are continuously expanding, ranking it the seventh largest among Italy's 20 regions
- The region has several quality products and the highest number of farmers in an Italian region dedicated to quality labelled food products - 8 PDO and PGI, and around 200 traditional products
- Legume consumption is among the lowest in the Italian regions
- Vulnerability and marginalisation are mostly related to the low economic-social status, age (teenagers, students), lifestyle and scale of farming

The Hub ambition and priorities

Cagliari and Sardinia hub, represented by the Laore agency, is dedicated to promoting sustainable development within the Sardinia region by driving transformations in dietary habits. Laore's mission revolves around forging a collective agreement among stakeholders along the farm-to-fork supply chains to achieve this goal. The agency tries to rebuild and shorten the local supply chain by fostering partnerships and networks among local producers, processors, educational institutions, catering services, policymakers and community organisations, facilitating and giving access to healthful, sustainable food. Central to its priorities is transforming local supply chains, particularly in school feeding programs, into environments that promote sustainability, healthy eating practices, and the appreciation of food culture. Laore works to stimulate meaningful dialogues to advance healthy food and support small-scale farmers, climate actions, social economy and welfare. In addition, it works to support various multifunctional solutions to improve the sustainability of local food systems, along with raising awareness and interest in healthy eating habits and territory richness, all in alignment with the three SWITCH pillars - accessibility, knowledge, and facilitation.

<p>Activity 1: La Buona Tavola</p> <p>The activity aims to enable primary school pupils and their parents to value, access and consume typical, local, sustainable and healthy food, all while reducing waste at home. It involves designing guidelines for sustainable menus in school canteens, developing a daily menu for lunch meals at school canteens, and disseminating healthy dinner options with families. A co-creation approach (workshops, meetings) facilitates the set-up of a network of local food producers, food processors, canteen managers, school directors and staff, parents, regional organisations, policymakers, and the Laore agency. The approach adopted will also stimulate reflection, discussion and knowledge sharing.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • Promote guidelines for tenders and calls regarding primary school canteen management within the Alta Gallura municipalities that support environmentally friendly crop and animal production, the use of short and local supply chains, and organic and other quality products (PDO-IGP, with SQNPI, SQNZ certifications, CAM—Minimum Environmental Criteria compliant). • Develop a sustainable and healthy daily menu for school canteens and families, including dinner meals. • Collect traditional recipes of Alta Gallura. • Increase awareness of sustainability indicators of food. • Increase connectivity among supply chain actors and among them and local consumers 	<p>Setting:</p> <p>Alta Gallura, a union of 11 municipalities in the Northeast of Sardinia in the Province of Sassari.</p> <p>Actors to be involved:</p> <p>Union of Municipalities of Alta Gallura, local canteen managers, Public health service - Food hygiene and nutrition service, Teachers, Schools, Families, Class representatives, Canteen Commission, Rotary, Organic farms, Local action groups, Coastal Action Groups, Rural district, Local Producers, Processors, Educational farms, Agritourism, Social farms, Fish farms, Consortia and Associations of producers</p> <p>SWITCH target groups:</p> <ul style="list-style-type: none"> • Policymakers • Food providers • Catering and hospitality services • Education system: from primary schools to universities to cooking schools • Nutritionists, health workers • Citizens and the general public • Media and journalists <p>Link with SWITCH Activities:</p> <p>Activity 1. Rebuilding the local supply chain and improving the nutritional quality of regional food</p> <p>Activity 4. The sustainability in the plate</p>
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<p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • <i>Knowledge</i> through stimulating reflective discussions with all actors in workshops and meetings around healthy sustainable food choices. • <i>Accessibility</i> by rebuilding the local supply chain and engaging actors in collaborative efforts to promote sustainable food. • <i>Facilitation</i> through providing guidelines in school canteens accessible to all children and putting together the supply chain actors. <p>Timeline: May 2024-December 2025</p> <ul style="list-style-type: none"> • May 2024 - December 2024 : Drafting of menu and guidelines • January - December 2025 : Menu experimentation 	<p>Activity 17. A special dietary plan for children, adolescents, adults, elders, pregnant women based on local and sustainable food production will be defined.</p> <p>Activity 19. Pilot Actions in canteen of universities, schools and workplaces, co-created with local actors.</p> <p>Activity 23. Working groups</p> <p>Activity 26. Book (virtual and printed) on healthy and sustainable traditional recipes.</p>
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Human resources:</u> <ul style="list-style-type: none"> ◦ Nutritionists or dietitians to develop nutritious menus and guide healthy eating. • <u>Physical resources:</u> <ul style="list-style-type: none"> ◦ Printed materials, such as posters, brochures, and educational resources <p>Digital tools</p> <ul style="list-style-type: none"> • Digital QR-coded questionnaires for KPI assessments • Once the guidelines or menus are adopted, the SmartCounter could potentially be used to collect information on food consumption and evaluate dietary shifts in the school canteen. • The Citizen app could potentially contribute to sharing the menus, collecting feedback with the support of visualisation tools, and assessing the shift towards sustainable and healthy diets and healthy lifestyles in the school canteens. 	

Realist Evaluation

Yes. The aim of a realist evaluation is to provide clarity on why, for whom and under which circumstances the healthier canteen works. In this case, the focus of the realist study will be:

- How do the new meals produce H&S eating among the students?
- What are the circumstances that enable students to eat the H&S foods/menu?

The realist evaluation will provide additional qualitative insights relevant to KPI-1, KPI-6, and KP-11. By investigating for whom the activity is specifically effective, we also assess KP-11 with the realist evaluation.

Timepoints: 2 time points. First time point the goal is to investigate why the actors (e.g. Producers/Producer Associations, Municipal Administrators, Canteen Managers/Canteen Committees, Local Health Authorities, Teachers/Schools representatives, Families (Class Representatives), students) think the activity will lead to more H&S eating (ideally before switching the canteen meals, or in an early stage) and the second time point after several weeks/months that the new meals have been implemented (e.g. after 12 weeks).

Monitoring and evaluation

SWITCH KPIs

- **KPI1:** Behaviour change towards health and sustainability.
- **KPI2:** improvement on environmental targets
- **KPI3:** Increase stakeholder connectivity by a targeted 50% increase from the baseline.
- **KPI4:** Increase the share of sustainable and healthy local products in the HUB areas.
- **KPI6:** Increased interest in consumers in H&S products in the HUBS engaged actors and citizens.
- **KPI11:** One group of 50 people per each vulnerable category engaged into analysis and experiments in each Hub
- **KPI12:** 20 isolated small producers identified and engaged in each Hub into connecting activity.

Risks:

Main risks can be attributed to:

- The quality of existing/established relationships (tensions breakdown) within the local partnership
- Implementing the menu guidelines within school canteens due to perceived complexities or feasibility concerns (mainly due to higher costs of quality ingredients)
- Increase in prices for quality food commodities
- Turnover in local governance, possible changes in strategic choices, or the emergence of new priorities by one or more partners.

Mitigation measures:

The strong partnership and multi-stakeholder approach help mitigate the risks identified by ensuring that, through shared strategic decisions, the project can continue to achieve its objectives

<p>Data collection protocol:</p> <ul style="list-style-type: none"> ● KPI1: i) The psychosocial questionnaire/survey (WP4, see D4.2) to assess actors' behaviour before and after discussion tables. T0: May/June 2024, T1: January 2025; ii) Questionnaire/survey to assess family behaviour after menu release (for instance, if they are adopting the menu and healthier diets). T0: May/June 2024, T1: December 2025; iii) Assess the number of local municipalities adopting the new guidelines for school catering services. T0: current status, T1: January 2025. ● KPI2: i) surveys (using possibly available SWITCH digital tools) to track the change in behaviour, ii) agroecology survey (WP3, see D3.2), iii) food items' environmental evaluation through SWITCH database on environmental impact (WP3, see D3.2); ● KPI3: i) Registration of the number of attendees in the planned meetings. T0: May/June 2024, T1: January 2025. ii) psychosocial survey (perceived actor connectivity) (WP4, see D4.2) ● KPI4: Comparison between the share of local and sustainable products in the previous menu guidelines and the newly proposed menu. T1: January 2025. ● KPI6: Questionnaire/survey to assess actors' interest before and after roundtables (could be delivered simultaneously with KPI1). T0: May/ June 2024, T1: January 2025. ● Registration of the number of attendees in the planned meetings. T0: May/June 2024, T1: January 2025. ● Number of visualisation of the menu in the app and positive feedback 	<p>even if one partner withdraws. To manage this risk effectively, continuous dialogue will be ensured, periodic reviews of strategic plans will be carried out, and alignment of goals and expectations among partners will be ensured. This will also be done by fostering transparent communication with the new leadership and maintaining continuity in partnership structures.</p> <p>Providing training sessions and resources to canteen staff to familiarise them with the menu guidelines, coupled with collaboration with local farmers, producers, and suppliers to explore cost-effective sourcing options for quality ingredients, can address the feasibility issue regarding the menu implementation</p>
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<ul style="list-style-type: none"> ● KPI12: Registration of the number of producers attending the meetings and all the activity components. T0: starting May/June 2024, T1: December 2025 	
<p>Activity 2: More legumes on the plate</p> <p>This activity seeks to promote the consumption of legumes among children and the general public. Through a series of sub-activities involving local stakeholders such as producers, canteen managers, and families, the activity will raise awareness about legumes' nutritional and environmental benefits and try to increase the consumption of legume-based dishes in school menus. The activity will involve five sub-activities: 1) practical laboratories/workshops with children (school garden, gaming activities), 2) visits to legume farms with families, 3) Meetings with procurement offices, canteen managers, families and parents representatives to discuss the possibility of increasing legume dishes in canteens, sustainability and importance of legumes with “legume ambassadors” local producers 4) a cooking day to prepare new appealing legume-based dishes with canteen chefs, and 5) presentation of the prepared recipes to families representatives and canteen commission and their evaluation to be possibly included in the canteen menu. The activity relies on rebuilding the local supply chain and local legume producers' involvement as sustainability ambassadors for the awareness campaign and the planned sub-activities.</p>	<p>Setting: School canteens in two municipalities in South Sardinia (Basso Campidano).</p> <p>Actors to be involved: Producers, processors, Consortia and Producer Associations, Rural and Organic Districts, Organic Companies, Municipal Administrators, Canteen Managers, Local Health Authorities, Teachers, Schools, Families (Class Representatives), Canteen Committees.</p> <p>SWITCH target groups:</p> <ul style="list-style-type: none"> ● Policymakers ● Food suppliers ● Catering and hospitality services ● Education system ● Nutritionists, Healthcare professionals ● Public <p>Link with SWITCH Activities: Activity 1. Rebuilding the local supply chain and improving the nutritional quality of local food Activity 7. “More Lentils to the Plate” Activity 22. Engage citizenship on sustainable diets. Activity 25. Enogastronomic journeys through sustainability</p>

<p>Aim of the activity:</p> <ul style="list-style-type: none"> ● Raise awareness about legumes' nutritional and environmental importance and reduce scepticism towards their consumption. ● Increase the consumption and acceptance of legume-based dishes in primary schools and beyond. ● Increase connectivity among supply chain actors and with local consumers. <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> ● <i>Knowledge</i> through workshops and discussions with all actors around legumes and sustainable food choices ● <i>Accessibility</i> through the rebuilding of the local supply chain and engagement of actors in collaborative efforts to promote sustainable food ● <i>Facilitation</i> through networking activities among the supply chain actors and citizens <p>Timeline: October 2024 - June 2026 (tentative)</p>	
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<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Knowledge and scientific advice:</u> there is a need to set up the methodological framework for the evaluation of this activity, which comprises: <ul style="list-style-type: none"> ○ Baseline ○ The subjects of the assessments (e.g., the main research questions) ○ How to collect data ○ Which data needs to be collected <p>Digital tools:</p> <ul style="list-style-type: none"> • Digital QR-coded questionnaires for KPI assessments • The MySmartFork app for citizens could potentially support awareness-raising activities on the nutritional and environmental benefits of legume consumption <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>SWITCH KPIs</p> <ul style="list-style-type: none"> • KPI3: Increase stakeholder connectivity by a targeted 50% increase from the baseline. • KPI6: Increase consumer interest in H&S (Health and Sustainability) products among engaged HUB actors and citizens by 50%. • KPI11: Engage a group of 50 individuals from each vulnerable category in analysis and experimentation in each HUB. • KPI12: Identify and involve 20 small isolated producers in each HUB in connection activities. 	<p>Risks:</p> <p>Main risks can be attributed to:</p> <ul style="list-style-type: none"> • The quality of existing/established relationships (tensions breakdown) within the local partnership • Turnover in local governments or possible changes in strategic priorities for some partners. <p>Mitigation measures:</p> <p>The strong partnership and multi-stakeholder approach help mitigate the risks identified by ensuring that, through shared strategic decisions, the project can continue to achieve its objectives even if one partner withdraws.</p>

<p>Data collection protocol:</p> <ul style="list-style-type: none"> • KPI3. i) Registration of the number of attendees in the organised workshops. T0: July 2024, T1: December 2025; ii) Psycho-social survey (actor connectivity; WP4, see D4.2). • KPI6: The psychosocial survey (WP4, see D4.2) to assess actors' interest before and after the activities. T0: July 2024, T1: December 2025. • KPI11: Involvement of 50 children in educational experiences, (school garden, gaming activities) • KPI12: Registration of the number of producers attending the meetings and involved in the activity. T0: starting July 2024, T1: December 2025 	<p>To manage this risk effectively, continuous dialogue will be ensured, periodic reviews of strategic plans will be carried out, and alignment of goals and expectations among partners will be ensured. This will also be done by fostering transparent communication with the new leadership and maintaining continuity in partnership structures.</p>
<p>Activity 3: On the Way to the Food Community</p> <p>This activity is part of a broader initiative to build a food community across 42 municipalities in southwestern Sardinia and the Marmilla area. Its core objective is to raise awareness of the key role of agrobiodiversity and local agricultural resources in sustaining healthy ecosystems, thus preserving cultural heritage and ensuring food security. It also supports connections among various stakeholders, including farmers, restaurants, canteens, citizens, local authorities and other actors. The SWITCH project will actively contribute to engaging citizens, particularly the younger generation, in a series of reflective meetings and educational activities in schools. In addition, digital platforms will be used to enhance engagement, promote the values associated with agricultural biodiversity, and increase the visibility of local products and farmers, while building consumer support and trust for locally sustainable food options.</p>	<p>Setting: Southwestern Sardinia and part of the Marmilla zone (42 municipalities)</p> <p>Actors to be involved: The actors involved will be all the entities that will officially constitute the Food Community of Southwestern Sardinia: Municipality of Carloforte, Province of South Sardinia, other Municipalities in southwestern Sardinia, local canteen managers, Public health service - Food hygiene and nutrition service, Teachers, Schools, Families, Class representatives, Canteen Commission, Organic farms, Local action groups, Local Producers, Processors, Educational farms, Agritourism, Social farms, Consortia and Associations of producers</p>

<p>Aim of the activity:</p> <ul style="list-style-type: none"> ● Raise awareness within the emerging food community about the values of sustainability, the importance of local agrobiodiversity and the necessary shift toward more sustainable and healthy food practices through a series of workshops, dialogue fora and reflection spaces, with a particular focus on younger generations in schools. ● Increase connectivity and interest among stakeholders and the wider public through research, co-creation, and sharing multimedia content on video stories about local agrobiodiversity in the Food Community using the App already developed by Laore Agency in collaboration with the Santa Barbara Trail Foundation. <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> ● <i>Knowledge</i>: several workshops and meetings will stimulate reflective discussions on biodiversity, healthful and sustainable food choices ● <i>Accessibility</i> through connecting local producers with the wider public through the app and improving the quality of food supplied in the food community's territory. ● <i>Facilitation</i> through the active involvement of local producers in the development of multimedia content targeted to consumers, thus promoting local food, local production practices, and culinary traditions through the "Biodiversity Santa Barbara" APP and through engaging and informing the wider public, in particular young generations, on the importance of sustainable and healthy diets 	<p>SWITCH target groups:</p> <ul style="list-style-type: none"> ● Policymakers ● Food providers ● Catering and hospitality services ● Education system: from primary schools to universities to cooking schools ● Nutritionists and health workers ● Citizens and the general public ● Media and journalists. <p>Link with SWITCH Activities:</p> <p>Activity 1. Rebuilding the local supply chain and improving the nutritional quality of local food</p> <p>Activity 22. Engage citizenship on sustainable diets.</p>
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<p>Timeline: June 2024 - December 2025 June - December 2024: Establishment of the food community January 2025 - December 2025: Implementation of dissemination activities</p>	
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Knowledge and scientific advice</u>: there is a need to set up the methodological framework for the evaluation of this activity, which comprises: <ul style="list-style-type: none"> ○ Baseline ○ The subjects of the assessments (e.g., the main research questions) ○ How to collect data ○ Which data needs to be collected <p>Digital tools:</p> <ul style="list-style-type: none"> • Digital QR-coded questionnaires • The App already developed by Laore Agency in collaboration with the Santa Barbara Trail Foundation, aimed at knowledge sharing and awareness raising on local agrobiodiversity in the targeted area. <p>Realist Evaluation No</p>	
<p>Monitoring and evaluation SWITCH KPIs</p> <ul style="list-style-type: none"> • KPI 1: Behaviour change towards health and sustainability • KPI 2: Improvement in environmental targets • KPI 3: Increase of connectivity among stakeholders • KPI6: Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%) 	<p>Risks: Main risks can be attributed to:</p> <ul style="list-style-type: none"> • The quality of existing/established relationships (tensions breakdown) within the local partnership • Turnover in local governments or possible changes in strategic priorities for some partners.

<ul style="list-style-type: none"> ● KPI 12: 20 isolated small producers identified and engaged in each Hub into connecting activity. <p>Data collection protocol:</p> <ul style="list-style-type: none"> ● KPI 1: questionnaire/survey to assess interest before and after the activities. T0: Before meetings, T1: after meetings ● KPI 2: Agroecological survey (WP3, see D3.2) to characterise the involved producers of local resources/landraces ● KPI 3: i) Number and profile of participants in meetings; ii) psychological survey (actor connectivity, WP4, see D4.2). ● KPI 6: Psychosocial questionnaire/survey to assess interest before and after the activities (relevant parts: coping capacities, diet choices, food values, perceived food access). T0: Before meetings, T1: after the reflective meetings. Target group: all actors participating in these meetings (WP4). ● KPI 12: i) number and profile of participants in meetings and the production of multimedia content published; ii) psychological survey (actor connectivity, WP4 see D4.2). 	<p>Mitigation measures:</p> <p>The strong partnership and multi-stakeholder approach help mitigate the risks identified by ensuring that, through shared strategic decisions, the project can continue to achieve its objectives even if one partner withdraws.</p> <p>To manage this risk effectively, continuous dialogue will be ensured, periodic reviews of strategic plans will be carried out, and alignment of goals and expectations among partners will be ensured.</p> <p>This will also be done by fostering transparent communication with the new leadership and maintaining continuity in partnership structures.</p>
<p>Activity 4: Sustainable Menu for School Canteens</p> <p>This initiative is aligned with Agenzia Laore Sardegna's overarching mission to promote sustainability and use locally sourced ingredients in school catering services. It will entail active engagement with municipalities, schools, parents, agricultural producers, canteen managers, and other local stakeholders in southwestern Sardinia, with the aim of jointly designing guidelines for canteen menu development. Through participatory technical discussions, formal and informal meetings, and cooperative governance structures, the</p>	<p>Setting:</p> <p>Southwestern Sardinia (35 municipalities)</p> <p>Actors to be involved:</p> <p>35 Municipalities in Southwest Sardinia Schools - Istituti comprensivi Families Agricultural Producers Canteen Managers Nutritionists</p>

<p>initiative will also raise awareness of sustainable and healthy food choices among all stakeholders in the school and institutional catering supply chain.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • Increase awareness among all stakeholders in the school and institutional catering supply chain stakeholders about sustainable and healthy food choices • Participatory design of a sustainable menu for school meals in the Southwest of Sardinia, prioritising high-quality, nutritious and locally sourced ingredients. • Rebuild the local supply chain and increase connectivity among stakeholders <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • <i>Knowledge</i>: workshops and meetings will foster reflective discussions with all actors on healthful and sustainable food choices • <i>Accessibility</i> through the rebuilding of the local supply chain and engagement of actors in collaborative efforts to promote sustainable and healthy food • <i>Facilitation</i> by providing guidelines in school canteens, accessible to all children, and by bringing together the actors in the supply chain. <p>Timeline: July 2024 - December 2025 :</p> <ul style="list-style-type: none"> • July - August 2024: Preparation of activities and set-up of the participatory table. Preliminary individual meetings with 	<p>SIAN Food Hygiene and Nutrition Service, ASL Sulcis</p> <p>SWITCH target groups:</p> <ul style="list-style-type: none"> • Policymakers • Food providers • Catering and hospitality services • Education system: from schools to universities to cooking schools • Nutritionists, health workers • Citizens and the general public • Media and journalists <p>Link with SWITCH Activities: Activity 1: Rebuilding the local supply chain and improving the nutritional quality of local food Activity 17: A special dietary plan for children, adolescents, adults, elders, pregnant women based on local and sustainable food production will be defined. Activity 22: Engage citizenship on sustainable diets.</p>
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<p>different local partners (SIAN Food Hygiene and Nutrition Service, ASL Sulcis), the Province of South Sardinia, and Municipalities interested in refreshing and improving the sustainability of the tender specifications for the contracting of the school catering service.</p> <ul style="list-style-type: none"> • September 2024 - January 2025: Establishment of the table for the drafting of a participatory menu. • January - December 2025: Dissemination initiatives, monitoring, and menu implementation. 	
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Knowledge and scientific advice</u>: there is the need to set up the methodological framework for the evaluation of this activity, which comprises: <ul style="list-style-type: none"> ○ Baseline ○ The subjects of the assessments (e.g., the main research questions) ○ How to collect data ○ Which data needs to be collected <p>Digital tools</p> <ul style="list-style-type: none"> • Digital QR-coded questionnaires. • The Smartcounter could be used to collect information on habits and sustainability shifts. The SWITCH Citizen app could potentially contribute to awareness-raising on H&S diets in a later stage. <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>SWITCH KPIs:</p> <ul style="list-style-type: none"> • KPI 1: Behaviour change towards health and sustainability 	<p>Risks:</p> <p>Main risks can be attributed to:</p>

<ul style="list-style-type: none"> ● KPI2: Improvement on environmental targets ● KPI3: Increase of connectivity among stakeholders ● KPI4: Increase share of sustainable and healthy local products in the HUB areas ● KPI6: Increased interest in consumers in H&S products in the HUBS engaged actors and citizen <p>Data collection protocol:</p> <ul style="list-style-type: none"> ● KPI 1: questionnaire/survey to assess behaviour before and after the activities → psychosocial survey (WP4, see D4.2); coping capacities, diet choices, food values and perceived food access are all relevant 'precursors' of behaviour ● KPI2: i) surveys (using available SWITCH digital tools) to track the change in behaviour, ii) agroecology survey (WP3, see D3.2), iii) food items' environmental evaluation through SWITCH database on environmental impact (WP3, see D3.2) ● KPI 3: i) number and profile of participants in meetings; ii) psychological survey (actor connectivity; WP4, see D4.2). ● KPI4: i) agroecology survey (WP3, see D3.2), ii) Comparison between the share in the previous guidelines and in the new ones. ● KPI6: Psychosocial survey to assess interest before and after the activities → psychosocial survey (WP4, see D4.2); coping capacities focus on motivations for dietary behaviour, diet choices on attitudes towards H&S eating. These together give us an idea about the consumers' interest in H&S eating. 	<ul style="list-style-type: none"> ● The quality of existing/established relationships (tensions breakdown) within the local partnership ● Turnover in local governments or possible changes in strategic priorities by one or more partners. ● Implementing the menu guidelines within school canteens due to perceived complexities or feasibility concerns (mainly due to higher costs of quality ingredients). <p>Mitigation measures:</p> <p>The strong partnership and multi-stakeholder approach help mitigate the risks identified by ensuring that, through shared strategic decisions, the project can continue to achieve its objectives even if one partner withdraws. To manage this risk effectively, continuous dialogue will be ensured, periodic reviews of strategic plans will be carried out, and alignment of goals and expectations among partners will be ensured. This will also be done by fostering transparent communication with the new leadership and maintaining continuity in partnership structures.</p> <p>Providing training sessions and resources to canteen staff to familiarise them with the menu guidelines and working with local farmers, producers, and suppliers could also help to explore cost-effective sourcing options for quality ingredients.</p>
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<p>Activity 5: Culinary Exploration of the Blue Zone</p> <p>The aim of this activity is to research and explore the health, food and cultural elements behind the exceptional longevity of the residents of the blue zones which are part of Sardinia. Specifically, the initiative aims to 1) investigate and collect the latest scientific findings along with community insights to identify the factors contributing to the healthy lifestyles of the blue zones and 2) revive the Blue Zone culture by reintroducing traditional elements like foods in a new cookbook.</p> <p>Aim of the activity: Promote a healthy diet and raise awareness of its importance for well-being through the creation of a cookbook of the traditional recipes from the Ogliastro Blue Zone of Sardinia</p> <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • <i>Knowledge</i> through disseminating information on healthy and sustainable elements of the Blue zone diets and habits. • <i>Facilitation</i> by providing practical advice and guidance to ease the transition to healthy and sustainable diets <p>Timeline: September 2024 - December 2025</p>	<p>Setting: Ogliastro region</p> <p>Actors to be involved: Local elderly and community members Nutritionists Hospitality Schools</p> <p>SWITCH target groups:</p> <ul style="list-style-type: none"> • Policymakers • Food providers • Catering and hospitality services • Education system: cooking schools • Nutritionists, health workers • Citizens and the general public • Media and journalists <p>Link with SWITCH Activities: Activity 12: Exploring the Blue Zone Activity 22: Engage citizenship on sustainable diets.</p>
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Resources needed:

- Knowledge and scientific advice: there is the need to set up the methodological framework for the evaluation of this activity, which comprises:
 - Baseline
 - The subjects of the assessments (e.g., the main research questions)
 - How to collect data
 - Which data needs to be collected

Digital tools

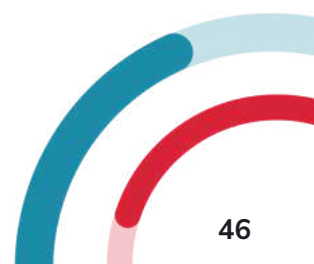
- Digital QR-coded questionnaires.
- The SWITCH Citizen app could potentially contribute to awareness-raising on the key role of traditional blue recipes in H&S diets.

Realist Evaluation

No

<p>Monitoring and evaluation</p> <p>SWITCH KPIs</p> <ul style="list-style-type: none"> ● KPI 1: Behaviour change towards health and sustainability ● KPI6: Increased interest in consumers in H&S products in the HUBS engaged actors and citizens <p>Data collection protocol:</p> <ul style="list-style-type: none"> ● KPI 1: Psychosocial questionnaire/survey to assess behaviour before and after the activities (WP4, see D4.2) ● KPI6: Psychosocial questionnaire/survey to assess interest before and after the activities (WP4, see D4.2) <p>Psychosocial survey (WP4, see D4.2): Coping capacities focus on motivations for dietary behaviour, diet choices, and attitudes towards H&S eating. This gives us an idea about the consumer's interest in H&S eating. These measures could be conducted among consumers who might be willing to pilot the cooking book, for example, and among recipe creators.</p> <p>Additionally, the parts of the psychosocial survey on food values and coping capacities could be considered as they could be considered as precursors for behavioural change (KP-1).</p>	<p>Risks:</p> <p>Main risks can be attributed to:</p> <ul style="list-style-type: none"> ● New partnerships under establishment ● Turnover in local governments or possible changes in strategic priorities for some partners. ● The availability of community members may cause delays and difficulty in collecting information and designing recipes. <p>Mitigation measures:</p> <p>The strong partnership and multi-stakeholder approach help mitigate the risks identified by ensuring that, through shared strategic decisions, the project can continue to achieve its objectives even if one partner withdraws. To manage this risk effectively, continuous dialogue will be ensured, periodic reviews of strategic plans will be carried out, and alignment of goals and expectations among partners will be ensured. This will also be done by fostering transparent communication with the new leadership and maintaining continuity in partnership structures.</p>
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3.3 San Sebastian and Basque Region Hub



San Sebastian - Basque Hub: ACTION PLAN



San Sebastian and Basque Region (Spain)

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The overall context: the Hub Footprint in a nutshell

- The SWITCH Basque Hub is focused on the city-region system of Donostia-San Sebastian although it encompasses the whole region of Euskadi. Currently, the core members are BC3, BCCInn and Kutxa Fundazioa, but several different actors of the Basque food system are also involved, such as educational centres, citizens, garden users' associations and many others
- Although the socio-economic situation is on average better than in Spain and Europe, inequalities, poverty and exclusion are evident in the region. The Basque Country is also affected by other processes common to other regions, such as increasing urbanisation and an ageing population.
- Food is considerably linked to the Basque region both in its economic and social spheres. It also is a relevant cultural element, which contributes to the sense of belonging rooted in the region. However, in spite of its relevance, more than 90% of the food consumed in the region is imported (Alberdi G., Alvarez I. & Begiristain M., 2021). Additionally, the share of agricultural land is decreasing, while its concentration is growing (EUSTAT).
- Vulnerability to access to healthy and sustainable food is intersected by overlapping elements, often beyond the coping capacities of some populations.
- The SWITCH project will capitalise and build upon the numerous initiatives related to the sustainability of the food system and diets taking place in the region: common gardens, educational projects, agroecological communities, cooperative supermarkets, research and innovation.

The Hub ambition and priorities

The main objective of the Basque Hub is to contextualise and promote regional diets, focusing on health and sustainability aspects, in order to build an adequate narrative for the just transition towards healthy and sustainable diets. We aim to be facilitators of this just transition by implementing and promoting initiatives that bring together stakeholders in the Basque food system (*accessibility*) and empower vulnerable groups (*facilitation*). Another important priority is focused on changing the way the impact of these activities is measured (*Knowledge*).

<p>Activity 1: Including Sustainable Criteria in Schools Canteen Menus</p> <p>In collaboration with local actors, this activity will pilot the implementation of a new menu in one school canteen. This activity may have the potential for replication in other contexts, thus setting the scene for a shift in school canteens' menus in the Basque region.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> - Assessment of current school menus and propose pathways to increase its sustainability - Increase the share of fresh, local, and seasonal food, including plant-based protein-rich ones. - Ensure a high degree of acceptance when designing the new menu. <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> - <i>Knowledge:</i> training material will be developed to support teachers in fostering sustainable eating behaviour; - <i>Accessibility:</i> many actors will be engaged and actively involved, ensuring inclusivity and broad participation. - <i>Facilitation:</i> possible involvement of children living in socioeconomic vulnerable conditions. <p>Timeline: The intended time frame for the pilot activity is June 2024 - June 2025, with a total duration of 12 months:</p>	<p>Setting: The activity will be tested in one primary school in San Sebastián/Donostia..</p> <p>Actors to be involved: For the implementation of this activity, collaboration and co-creation processes will be carried out involving the education system, health professionals, food services (catering), and the broad school community (children, families, professors, staff, etc).</p> <p>SWITCH target groups: Policymakers, food services, and education system.</p> <p>Link with SWITCH Activities: 1 → Improving the nutritional quality of school canteen food. 2 → Shortening food supply chains by preferring locally produced food. 4 → Bringing sustainability to the plate of children. 7 → “More Lentils to the Plate”. Increasing the share of legumes. 8 → “The protein shift”. Favouring a plant-based protein-rich menu. 9 → “Veggy option”. Favouring a plant-based protein-rich menu. 10 → “Sustainable and healthy menu boxes” in school canteens. 17 → A special dietary plan for children based on local and sustainable food production will be defined. 19 → Pilot Actions in canteen schools co-created with local actors 20 → Boosting sustainability in the catering sector. 21 → Co-creating and empowering students and school staff to be an active part of the change. 22 → Engage children, families, and school staff on sustainable diets.</p>
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<p>June 2024 - October 2024: initial legal and administrative aspects and definition of the baseline scenario.</p> <p>October 2024 - December 2024: Design of the intervention proposal and development of the evaluation framework (KPIs and data collection protocol)..</p> <p>January 2025 - April 2025: Implementation of the new menu</p> <p>April 2025 - June 2025: Outcomes and results</p>	
<p>Resources needed:</p> <p>As this is a pilot activity, a tentative list of resources needed to implement this activity is provided below, which will then be fine-tuned when the first step of the co-creation process with local stakeholders is finalised.</p> <ul style="list-style-type: none"> • <u>Human resources</u>: nutritionists or dieticians for the development of sustainable and healthy menus, facilitators for the co-creation processes. • <u>Physical resources</u>: printed materials for training activities on sustainable eating behaviour, communication materials for co-creation sessions. <p>Digital tools The Smartcounter would be potentially used to collect information on food consumption and to evaluate the dietary shifts in the school canteen.</p> <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>SWITCH KPIs</p> <p>1 → Behaviour change towards health and sustainability (targeted improvement on average 40% change respect to baseline)</p> <p>4 → Increase share of sustainable and healthy local products in the HUB areas (minimum 30%)</p>	<p>Risks:</p> <p>We identify possible risks and barriers:</p> <ul style="list-style-type: none"> • <u>Internal risks</u>: mostly technical - related to logistic mechanisms - and economic - whether the transformation is accepted or presents resistance. • <u>External risks</u>: mostly legal - whether the activity is legally feasible or not, the way it can be implemented, etc. - and

<p>3 → Increase of connectivity among stakeholders (targeted increase of 50% to baseline)</p> <p>2 → Improvement on environmental targets (targeted improvement on average 70% change to the baseline)</p> <p>11 → One group of 50 people per each vulnerable category engaged in analysis and experiments in each Hub</p> <p>Data collection protocol:</p> <p>Still to be redefined with the actors involved. A first approach could be focused on:</p> <p>(KPI1) Pictures will be taken in the canteen to measure the degree of acceptance of the improved diet (before, and during the activity).</p> <p>(KPI2) WP3 tools (SWITCH food database, see D3.2) to compare baselines with diet changes.</p> <p>(KPI4) WP3 tools (SWITCH food database, see D3.2) to compare baselines with diet changes</p> <p>(KPI3) Scenario comparison, before and after the activity, number of people involved and their role in the activity.</p> <p>(KP11) Number of children (as a vulnerable group) involved in the activity.</p>	<p>cultural - whether the transformation is accepted or presents resistance.</p> <p>Mitigation measures:</p> <p>We will work on internal risks by co-creating the activity with local actors who have a broad understanding of the context; the latter will reduce both internal and external risks. We will also rely on previous experiences and initiatives in the region and literature to see what did and did not work and learn from them.</p>
<p>Activity 2: Urban community gardens for organic horticulture</p> <p>This activity will be built upon the Baratzte Parke Sarea Network (BPS), a network of urban community gardens located in different municipalities of Gipuzkoa, which are offered and available to the wider public to practise organic horticulture for their own consumption. In each of the garden parks, there is an area of cultivable land divided into small plots, in addition to communal</p>	<p>Setting:</p> <p>The activity will be (is currently being) implemented in different garden parks in the region of Gipuzkoa.</p> <p>Actors to be involved:</p> <p>Designers of nature spaces, municipal technicians (technicians from the environmental department, secretaries, politicians), experts in</p>

<p>areas. This activity will contribute to scaling up and maximising the impact of the Baratzte Parke Sarea initiative, by enlarging the network and fostering the use of smart technologies for the SWITCH towards H&S diets.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • Boost the consumption of local, seasonal and organic food. • Promote community involvement through collaborative efforts (“auzolana” in Euskera). <p>Link with SWITCH Pillars:</p> <p>This activity addresses all the three SWITCH pillars:</p> <ul style="list-style-type: none"> • <i>Knowledge:</i> people involved in the activity become aware of the value of local and organic food; • <i>Accessibility:</i> many actors are involved in the whole process and • <i>Facilitation:</i> the wider public can participate in this activity. <p>Timeline:</p> <p>The intended timeline for evaluating and studying the activity is October 2024 - January 2026 and it will be divided into three phases:</p> <p>October 2024: Identify and design surveys and tools for the baseline.</p> <p>October-February 2025. Fieldwork, conducting surveys for realistic evaluation.</p> <p>January - December 2025: KPI measurement.</p>	<p>organic farming, communication technicians, and garden users' associations.</p> <p>SWITCH target groups:</p> <p>General public and citizens, policymakers.</p> <p>Link with SWITCH Activities:</p> <p>1 → Increasing the share of self-consumption as well as raising awareness regarding the consumption of local, healthy and sustainable food.</p> <p>2 → Behavioural change towards shortening food supply chains.</p> <p>11 → Behavioural change towards seasonal local/regional veg and fruit in daily purchases in local markets or small corner shops.</p> <p>14 → Giving vulnerable groups the chance to produce food for self-consumption as well as a healthy leisure activity.</p> <p>22 → Engaging citizenship through the activity itself and the possibility of organising workshops or other activities for further engagement.</p>
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Resources needed:

- Knowledge and scientific advice: there is a need to set up the methodological framework for the evaluation of this activity, which comprises:
 - Baseline
 - Which aspects we would like to study
 - How to collect data
 - Which data should we collect

Digital tools

- The SWITCH Citizen app would potentially contribute to citizen engagement and to awareness-raising on how consuming local, seasonal and organic food contributes to the shift towards H&S diets.
- MyFreshFood tool could potentially support collecting data on the freshness and nutrition elementary contents of food items produced in the urban community gardens.

Realist Evaluation

Yes; it is aimed to provide clarity on why, for whom and under which circumstances the involvement in the community gardens promotes H&S eating. works. The main research questions are:

1. How involvement in the garden leads to more H&S eating and overall health?
2. Which are the contextual factors that influence involvement in the gardens?

The realist evaluation contributes qualitative insights, particularly regarding KPI-1 and KPI-6. By investigating for whom the activity is specifically effective, we also assess KP-11 with the realist evaluation.

We aim for one interview with relevant actors (community garden organisers, citizens that participate for a long term in the gardens, and relatively new citizens to the gardens). During the interviews, we will investigate why the actors think the garden activity will lead to more H&S eating; why and how the initiative leads to more H&S eating (mostly citizens) and which circumstances make the initiative work (consumers, producers, employees). If possible, we supplement the interviews with consumers with relevant parts of the psychosocial survey (coping capacities, diet choices, food values, perceived food access).

We need a key group of around 9 persons to interview for the first time between Sept-Dec 2024. We aim for one round of interviews, however, depending on the quality of the interviews, it might be needed to follow up on certain questions. As this is a continuous activity, I would say the start date and follow-up interviews are quite flexible as this is a continuous activity with no clear start and end date.

<p>Monitoring and evaluation</p> <p>SWITCH KPIs:</p> <p>1 → Behaviour change towards health and sustainability (targeted improvement on average 40% change with respect to baseline)</p> <p>2→ Improvement on environmental targets (targeted improvement on average 70% change with respect to baseline)</p> <p>4→Increase share of sustainable and healthy local products in the HUB areas (minimum 30%)</p> <p>6→Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>11→One group of 50 people per each vulnerable category engaged in analysis and experiments in each Hub (Pausoak; an association of disabled people)</p> <p>Data collection protocol:</p> <p>(KPI1): This will be measured through a survey. The baseline will possibly include consumption data in the region (Public MAPA database as baseline).</p> <p>(KP2): WP3 tools (SWITCH food database, see D3.2) to compare baselines with diet changes (same survey as KPI1), use MAPA database as a baseline</p> <p>(KP4) This KPI will be measured through the WP3 tools (SWITCH food database, see D3.2) to compare baselines with diet changes. The baseline will possibly include consumption data in the region (public database).</p> <p>(KP6) This will be measured through the psychosocial survey (coping capacities, diet choices, food values and perceived food access) (WP4, see D4.2). The baseline will possibly include consumption data in the region (public database).</p>	<p>Risks:</p> <p>They are mainly related to the challenges of reaching the targeted participants during the research activity, mainly due to unwillingness to participate, language-related barriers and power dynamics, among others. In particular:</p> <ul style="list-style-type: none"> • Citizenship: it is difficult to encourage them to participate in other parallel activities beyond the garden. • Town councils: the technicians who manage the orchard parks are very busy and their time devoted to additional activities is limited. <p>Mitigation measures:</p> <ul style="list-style-type: none"> • Citizenship: identify and build alliances with the most active individuals in each Orchard Park to encourage completion of shared tasks and participation in additional activities such as courses, workshops, and contests. • Town councils: We cannot alter this reality; we must adjust to it.
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<p>(KP11) Number of people involved in the garden as part of associations that work with groups in conditions of vulnerability.</p> <p>This KPI will be addressed in two additional ways: 1) by assessing perceived food access via the psychosocial survey (WP4, see D4.2) among citizens and 2) via the Realist evaluation. A realist evaluation is interested in unravelling for whom the gardens are most effective/being used. By investigating this, the realist study ideally leads to suggestions to further improve the inclusiveness of the activity (WP4).</p>	
<p>Activity 3: Green Jan</p> <p>This activity will support the conceptualization, design and implementation of the activities envisaged in the GREEN JAN, promoted by the city council of Bilbao. The initiative consists of two phases:</p> <ol style="list-style-type: none"> 1. <u>First phase</u>: organisation of four events - one round table and three workshops - located in La Perrera Espazioa, a space managed by the Bilbao City Council; 2. <u>Second phase</u>: launch of 2 grants to implement a project on the topic. <p>This initiative aims to trigger critical thinking and positive behavioural changes in young people. This will be achieved through the engagement and involvement of different experts from the Basque food agrosystem, such as producers, suppliers, chefs, and organisations from civil society.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> - Supporting local actors in their projects focused on sustainable agrifood systems. 	<p>Setting:</p> <p>The activity will be implemented in La Perrera Espazioa, a municipal space for young people that aims to act as a citizen laboratory of social innovation and emerging technologies.</p> <p>Actors to be involved:</p> <p>Policymakers: Local city council (4), Public sector (2) Food providers: farmers (2), retailer/market (2) HUB partners (5) Citizens and general public: Local (SME) entrepreneurs (2), NGOs (2) Food services and hospitality: Chefs (1)</p> <p>SWITCH target groups:</p> <p>Policymakers (5) Young people (18-35 yr) (x) Food providers Food services and hospitality</p> <p>Link with SWITCH Activities:</p> <p>22 → Engage young people on sustainable diets.</p>

<ul style="list-style-type: none"> - Awareness-raising on the concept of sustainable food among young people living in the municipality of Bilbao. - Triggering critical thinking and positive behavioural habits in young people. <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> - <i>Knowledge</i>: several events will be organised to raise awareness on sustainable and healthy agrifood systems among young generations. - <i>Accessibility</i>: foster access to available knowledge and successful practices regarding sustainable agrifood systems. - <i>Facilitation</i>: facilitate synergies and collaboration with local institutions that can foster the engagement of a broader group. <p>Timeline: April 2024 - February 2025 April 2024 - June 2024: 1st phase. Round table and workshops June 2024 - February 2025: 2nd phase. Project submission and implementation (under supervision)</p>	<p>23 → Co-create the event with local institutions, and include in the process other relevant actors.</p>
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Knowledge and advice</u>: scientific and knowledge produced in the framework of the SWITCH project on sustainable agrifood systems and S&H diets. <p>Digital tools</p> <ul style="list-style-type: none"> • The SWITCH Citizen app could potentially contribute to young people's engagement and to awareness-raising on sustainable agrifood systems and S&H diets. 	

<ul style="list-style-type: none"> The Framework app for policymakers could potentially promote knowledge sharing on enabling factors and successful initiatives that can act as drivers of transforming the food agenda. 	
Realist Evaluation No	
Monitoring and evaluation SWITCH KPIs 3 → Increase of connectivity among stakeholders (targeted increase 50% with respect to baseline) Data collection protocol: (KPI3) Number of participants in the activities and their typology of stakeholders (number of young people, number of people from farming, number of people for NGOs, private sectorNumber of participants in each workshop. Quality of the perceived actor network via the psychosocial questionnaire (concept of actor connectivity; WP4, see D4.2)	Risks: The main risks are related to: <ol style="list-style-type: none"> 1. Unforeseen and last-minute changes due to participants' schedules and limited resources. 2. Fewer actors involved than expected. Mitigation measures: Personal connections with participants will be created that will facilitate the commitment to the initiative. In addition, a massive campaign to engage young people will be launched, with the support of different networks (the Food Hub, the city council and workshop participants).
Activity 4: HESIB Sustainable and Independent Food System in the municipality of Hernani" (HESIB, its initials in Euskera) comprises a series of interconnected initiatives aimed at establishing a sustainable and self-sufficient food system within the municipality of Hernani (Gipuzkoa). This activity fosters collaboration among stakeholders across the entire food chain of Hernani through a holistic approach,	Setting: It is a single-site project, carried out in the municipality of Hernani, but developed in different areas (green belt-agricultural production; central kitchen to cook with products produced in the green belt, local shops using a local label with products produced in the green belt)

thus ensuring also the engagement of vulnerable groups. HESIB comprises the following main elements: 1) the set-up of an agroecological green belt; 2) the establishment of a central kitchen and processing plant; 3) the creation of a collective distribution service; 4) the development and promotion of local labels. This is an ongoing activity, and we include them because it is aligned with SWITCH objectives. This activity started before the SWITCH project, but it is included as a pilot activity because it is aligned with the project objectives (involvement of different actors, concentration of different sub-activities in the project) and the possibility to replicate it in other areas of the hub.

Aim of the activity:

- Creating a sustainable and self-sufficient food system in the municipality of Hernani (Gipuzkoa).
- Fostering a local, inclusive, sustainable and healthy food system through the “farm to fork” approach.
- Foster the involvement and inclusiveness of vulnerable people within the community.

Link with SWITCH Pillars:

- *Knowledge*: increase awareness concerning local products
- *Accessibility*: the inclusion of different stakeholders in the project and the co-creation among them
- *Facilitation*: the increase of the presence of local food in different food retails.

Actors to be involved:

Hernani City Council, a local association of farmers, agricultural/livestock technicians, social and labour integration company, social action company, marketing and communication company, consumer associations and small businesses, school and companies' canteens, inhabitants of Hernani.

SWITCH target groups:

The general public, people in vulnerable conditions, food providers, food services and hospitality.

Link with SWITCH Activities:


- 1 → Rebuilding the food supply chain with the creation of a structure to localise and interconnect the food system.
- 2 → Shortening food supply chains. Connecting food producers and consumers of the municipality.
- 10 → Menu boxes. Locally-produced foods in school and enterprise canteens.

<p>Timeline:</p> <p>It is an ongoing activity and although it will continue over time. Evaluation of the whole process will last from January 2023 to February 2025.</p>	
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Dialogue and coordination fora</u>: organisation of periodic meetings and events to ensure the engagement of relevant actors, as well as effective coordination for the smooth implementation of the activity; • <u>Knowledge and scientific advice</u>: there is a need to set up the methodological framework for the evaluation of this activity, which comprises: <ul style="list-style-type: none"> ○ Data collection and analysis ○ Translation of relevant data collection tools ○ Reporting <p>Digital tools</p> <ul style="list-style-type: none"> • The Smartcounter would be potentially used to collect information on food consumption and to evaluate the dietary shifts in the central kitchen. • MyFreshFood tool could potentially support collecting data on the freshness and nutrition elementary contents of food items distributed along the food supply chain. <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>SWITCH KPIs:</p> <p>1 → Behaviour change towards health and sustainability (targeted improvement on average 40% change with respect to baseline)</p> <p>4 → Increase the share of sustainable and healthy local products in the HUB areas (minimum 30%)</p>	<p>Risks:</p> <p>Risks were identified at three different levels:</p> <p><u>Food retail level:</u></p> <ul style="list-style-type: none"> • Many of the “long-distance foods” are cheaper than local ones.

<p>6 → Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>9 → Increase the share of local and sustainable food products in local retailers (minimum +20%)</p> <p>Data collection protocol:</p> <p>(KPI1) WP4 tools (Psychosocial survey, see D4.2) to address diet choices and food values</p> <p>(KPI4) WP3 tools (SWITCH food database, see D3.2) to compare baselines with diet changes</p> <p>(KPI6) WP4 tools (Psychosocial survey, see D4.2) to address diet choices and food values</p> <p>(KPI9) Data will be collected on the shops and locals involved in the local label promoted by the activity.</p>	<ul style="list-style-type: none"> • Greater representation of them in large stores of the municipality. <p><u>Production level:</u></p> <ul style="list-style-type: none"> • Lack of generational change in the first sector throughout Euskadi. • Difficulties in creating new agricultural/livestock farms • Resistance to change in school and enterprise canteens • Cost/hours of workers <p><u>Consumer-level:</u></p> <ul style="list-style-type: none"> • Lack of awareness of the consumers <p>Mitigation measures:</p> <ul style="list-style-type: none"> • Differentiation of local products through different tools: • Dialogue between producers and consumers • Getting to know the insides of the central kitchen and processing plant • Quality of the local foods • Accessibility of the purchasing • Promotions and marketing campaigns to raise awareness
<p>Activity 5: BCC Inn Canteens</p> <p>This activity aims to foster the inclusion of more sustainable and healthy food (such as vegetarian and/or vegan options) into the gastronomic offer at the BCC Inn cafeteria and evaluate consumer satisfaction and acceptance of these alternative food options. Considering that BCC Inn cafeteria's main clients are not only BCC Inn workers but also external institutions and a wider audience, this represents an ideal setting to test the shift towards S&H diets.</p>	<p>Setting:</p> <p>This activity will be carried out in the Basque Culinary Center canteen.</p> <p>Actors to be involved:</p> <p>BCCInn cafeteria staff and consumers of the cafeteria (mostly BCCInn workers)</p> <p>SWITCH target groups:</p> <p>Food services and hospitality</p>

<p>Aim of the activity:</p> <ul style="list-style-type: none"> - Introduce veggie/vegan/+vegetable options in the BCC Inn. - Provide healthier choices for BCC Inn workers - Provide healthier choices for external institutions and a wider audience BCC Inn <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> - <i>Accessibility:</i> increase the share of vegan or vegetarian options in the cafeteria menu. - <i>Facilitation:</i> the new menu will be tested by the BCC Inn. <p>Timeline: September 2024 - September 2025</p>	<p>Link with SWITCH Activities:</p> <p>7 → “More Lentils to the Plate”. Increase the share of legumes and plant-based proteins in the daily menu.</p> <p>8 → “The protein shift”. Test products that are alternative to meat-based food in BCC Inn Canteen.</p> <p>9 → “Veggy option”. One vegetarian meal per week in the canteen</p> <p>10 → “Sustainable and healthy menu boxes”</p> <p>19 → Pilot Actions in the canteen of BCC Inn workplace, co-creating with local actors</p> <p>20 → Boosting sustainability in the catering sector, by co-creating to promote sustainable menus in canteens.</p>
<p>Resources needed:</p> <ul style="list-style-type: none"> • <u>Dialogue and coordination fora</u>: organisation of periodic meetings and events to ensure the engagement of relevant actors and raise awareness on the importance of H&S menus, as well as effective coordination for the smooth implementation of the activity; • <u>Knowledge and scientific advice</u>: there is a need to set up the methodological framework for the evaluation of this activity, which comprises: <ul style="list-style-type: none"> ○ Data collection and analysis ○ Translation of relevant data collection tools ○ Reporting <p>Digital tools</p> <ul style="list-style-type: none"> • The Smartcounter would be potentially used to collect information on food consumption and to evaluate the dietary shifts in the BCCInn cafeteria. • MyFreshFood tool could potentially support collecting data on the freshness and nutrition elementary contents of food items distributed in the cafeteria. 	

Realist Evaluation No	
Monitoring and evaluation SWITCH KPIs 1 → Behaviour change towards health and sustainability (targeted improvement on average 40% change with respect to baseline) - Possible baseline: Consumption data in the region (public database) 2 → Improvement on environmental targets (targeted improvement on average 70% change respect to baseline) 4 → Increase the share of sustainable and healthy local products in the HUB areas (minimum 30%) 7 → Final increased share of at least 30% of local and sustainable fresh products Data collection protocol: (KPI1) Data will be collected on what dishes are sold with the cash machine of the canteen, considering the baseline of the choices before the activity. (KPI2) WP3 tools (SWITCH food database, see D3.2) to compare baselines with meal changes. Carbon footprint and other environmental indicators will be calculated for old and new meal options. (KPI4) WP3 tools (SWITCH food database, see D3.2) to compare baselines with meal changes. Carbon footprint and other environmental indicators will be calculated for old and new meal options. (KPI7) WP3 tools (SWITCH food database, see D3.2) to compare baselines with meal changes. Carbon footprint and other	Risks: <ul style="list-style-type: none"> • High costs and low acceptability from the cafeteria staff (unwillingness to change current options) Mitigation measures: The menu will be developed with the support of professionals and will be the result of co-creation sessions with the targeted actors and groups, to increase acceptability and possibly reduce its price.



	environmental indicators will be calculated for old and new meal options.	
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3.4 Montpellier Metropolis and Occitanie region

Montpellier - Occitanie Hub: ACTION PLAN

Montpellier Metropolis and Occitanie region (France)

Authors: Hub Leader & team (Jean-Marc Touzard, Laure Berling, Grégori Akermann, Marie Casteldaccia, Rosie Faure, Gaëlla Loiseau, Coline Perrin, Yuna Chiffolleau, Simon Vonthron, Justine Labarre, Juliette Peres)

The overall context: the Hub Footprint in a nutshell

Occitanie region hosts 6 million citizens, of which 500,000 live in the 31 municipalities of the Montpellier Metropolis, including 300,000 in Montpellier city. It is geographically diverse with proximity to the Mediterranean Sea, highlands and different mountainous landscapes. Specifically, viticulture, arboriculture and market gardens are very present in the Metropolis area, reflected in the number of producers and markets. Occitanie is France's leading organic region, representing 20% of organic agriculture in the country thanks to increasing agricultural investment and support in organic transition at multiple levels. The population is very dynamic and heterogeneous, with a lot of students and highly skilled workers.

Montpellier Metropolis takes responsibility for agricultural policies in order to increase and enable access to quality, sustainable and healthy food. This priority is shared between local and regional governments and food system actors. Additionally, bottom-up initiatives have flourished thanks to citizen's mobilisation and dissemination of knowledge by various research organisations in the area.

Food habits in the Montpellier Hub include markets while supermarkets remain an important delivery channel. Eating habits are Mediterranean, which means most fruits and vegetables, cereals, olive oil, and fish. Food is usually prepared at home despite the high prevalence of fast food restaurants.

A considerable part of the Montpellier Metropolis population is precarious or lives below the poverty line. People considered marginalised are students, precarious workers and single-parent households. Other noticeable groups are North African and gipsy communities, for which there are striking disparities in employment rates, nutritional status and health. Geographically, this diversity is visible in the Hub through strict separation between people, creating and emphasizing marginalisation. Past initiatives in the Hub have highlighted the inequality in the transition to sustainable diets, and the need to consider innovative approaches.

The Hub ambition and priorities

UMR Innovation is an INRAE research unit in the Montpellier Hub, focused on agroecological, climate and food transitions. The unit designs, leads and participates in projects and programs ranging from agroecology practices to food accessibility, in various geographical locations. Researchers have different backgrounds in agricultural science, sociology, geography and nutrition. MOISA (Montpellier Interdisciplinary Centre for Sustainable Agri-food Systems) is another INRAE unit actively involved in the Hub and focused on the interaction between nutrition, health, agriculture, and the food system. Both units share the overarching goal to make the food system evolve by supporting, studying and accompanying initiatives and disseminate knowledge.

Montpellier Metropolis's approach to health and sustainability is remarkable and characterized by decisive responsibility in creating food policies for innovation, collaboration of actors and interaction with consumers. Within the Montpellier Metropolis, there is a political consensus on the importance of moving forward on food and agricultural issues. The existing collaboration of political actors, researchers and producers is highly favourable for change and supports decision-makers. Parallel to this, collective initiatives are major levers of change in the hub. Historically, Montpellier is a pioneer city in France for having launched a systemic agricultural and food policy linking agriculture and food. In the last 6 years, the city has developed a territorial cooperation approach to establish more sustainable food systems: the P2A agroecological and food policy. The overarching goal of this project is to improve access to local sustainable food, support actors of the agri-food system, reinforce the link between farmers and researchers, improve the environmental impacts of the industry, preserve resources, and favour social inclusivity. The remarkable aspect of this food policy is not only the cooperation between all actors of the territorial food system but also the involvement of citizens in priority definition. Many bottom-up initiatives have flourished, supported by political actors such as cooperative food stores and participatory cooking.

The ambition of the Hub in the future of SWITCH is to build on the collaborations already in place in the network and to support the development of existing initiatives. The Hub wants to monitor the communal food bank and its potential by-product: cooperative supermarkets, participative grocery stores, buying group food banks and food vouchers. The Hub also wants to focus on marginalised groups, identify their needs and support existing connections like the ones made with the gypsy community through various projects. Overall, the emphasis on grassroots actions is clear through the support of citizen committees, and governance bodies.

The SWITCH project is an opportunity for the Montpellier metropolis to build on existing knowledge about successful food policy making and support decision makers. The motivation of actors to join SWITCH was the focus on the reterritorialization, food systems transition, facilitation of communication and education on healthier food practices. In Montpellier, increasing decision-making at the city level, dissemination of knowledge by local research centres and citizen mobilization correspond to SWITCH's vision of a Hub in action.

Additionally, the farm-to-fork approach key to SWITCH's successful unfolding is at the heart of Montpellier region's recent policies, illustrated by active engagement and communication between all actors along the agri-food system.

Activity 1: Support to the implementation and evaluation of the Caisse Alimentaire Commune

This activity will be built upon the *Caisse* (hereby referred to as “the fund”), a common budget financed by public and private funds as well as contributions from citizens, managed democratically by a committee of citizens who decide on its operation.

The purpose of this fund is to promote and support residents' access to healthy food produced in environmentally friendly conditions, and to contribute to the development of "sustainable" production and distribution networks.

In practice, the fund allows voluntary residents to spend 100 euros each month at food distribution locations selected by the committee (such as grocery stores, markets, purchasing groups...) that meet sustainability criteria and are open to everyone.

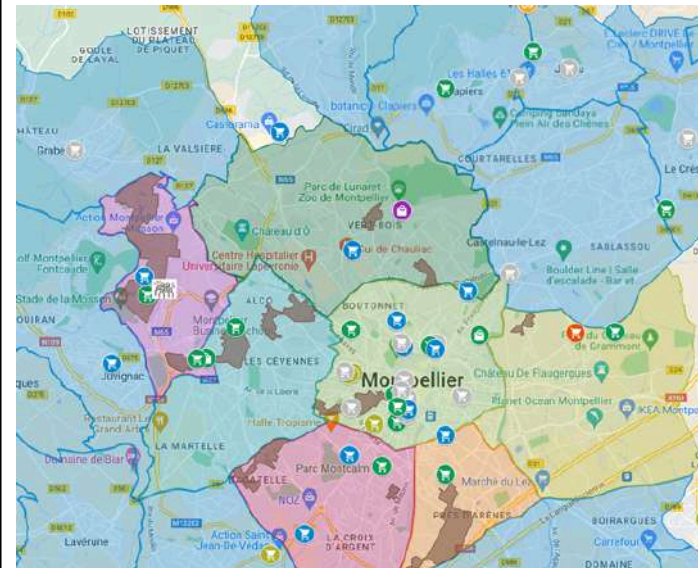
Participants contribute to the fund according to their financial means (between 1€ and 150€). Therefore, the fund is financed by voluntary contributions from members and supplemented by public and private grants. The 100 euros to be spent each month are distributed in "MonA," a digital currency created specifically for the experiment.

As of July 2024, the fund will enter in its 2nd phase of development, extending the number of participants from 400 to 800, involving around 20 additional stores and food retail points and extending the number of members of the citizen committee.

The fund is a major ongoing activity in Montpellier, gathering a unique wide range of actors around food and agriculture

Setting:

The activity will take place around Montpellier Métropole, where the Caisse Alimentaire Commune is implemented. More specifically, the below map shows the different sales points included in the experiment.



Actors to be involved:

- > Alternatiba, environmental association
- > ATD Quart-Monde, association to combat precariousness
- > "Biocoop-Courreau", organic supermarket
- > CCAS, Community Social Action Centre of Montpellier
- > CIRAD, research

sustainability. This experiment is also mobilizing a lot of external interest, from media and political outlets. Its inclusion in the Montpellier SWITCH Action Plan enables meaningful assessment of the multidimensions of the fund. This experiment was one of the pioneer experiments of food democracy in France, and its upscaling for another 1,5 years with more participants not only allows to assess the impacts generated on participants, but also allows to support the prospects of such initiatives in the near future.

Aim of the activity:

Experimenting with new forms of cooperation to develop shared local food systems that are more sustainable, more supportive and more democratic.

The fund is a highly innovative initiative inspired by the principles of "Food Social Security." It is a "universal" program not only intended for vulnerable individuals but open to citizens of all backgrounds. It embodies a system of food democracy, managed by a citizen committee. This committee is responsible for, among other things, establishing agreements with stores based on sustainability criteria. This initiative not only has the potential to bring about changes in dietary habits towards greater sustainability but also to support local food systems.

The SWITCH activity will shine a light on the different sustainability and health implications of participating in the fund, providing a thorough assessment of sustainability dimensions of the fund as well as dietary effects observed on participants.

- > CIVAM Bio 34 , national agricultural and rural organization
- > Consumers of all the shops.
- > Croix-Rouge Insertion, association to combat precariousness
- > EPSO - grocery shop, social grocery shop
- > FAS Occitanie, federation of solidarity actors
- > FR CIVAM Occitanie, agricultural support organisation
- > Hérault , department
- > Grenier d'abondance , environmental activist
- > INPACT 34, agricultural support
- > "La Cagette", food co-op
- > La Graine, complementary local currency
- > "L'Esperluette" community (or solidarity) grocery shop
- > Marché paysan, agricultural support
- > Montpellier, city
- > Montpellier MIN, distribution and logistics
- > Montpellier Méditerranée Métropole.
- > Occitanie Region
- > Petits débrouillards 34, popular education association (activities + scientific mediation)
- > Researchers from Inrae's UMR Innovation
- > Researchers of Vobsalim
- > "Sentiers de Cévennes" farmer's shop
- > Secours Catholique Hérault, association to combat precariousness
- > Semeurs de jardin, environmental association
- > SIAO, association to combat precariousness
- > Unesco Chair in World Food System
- > Ugess, social grocery shop
- > Vrac & Cocinas, association

<p>Link with SWITCH Pillars:</p> <p>Knowledge: The aim is to share knowledge between participants but also with external input via popular education, for example.</p> <p>Accessibility: Accessibility is considered in three ways: economic, geographical and social (co-decision)</p> <p>Facilitation: It's addressed via two groups: the mission of the facilitating committee (animation of the project) and public and private subsidies (idea of a common fund for all).</p> <p>Link with SWITCH Activities:</p> <p>Activity 14. Set-up of coordinated plans for food distribution to vulnerable groups in Hubs which have an excess of high quality foods (food banks)</p> <p><i>Why it matches:</i> The core of the project is to build a fair system (with multiple local partners) so that everyone (and particularly the most vulnerable) has a better access to healthy and sustainable food.</p> <p>Activity 15. "Food solidarity houses"</p> <p><i>Why it matches:</i> 3 of the 4 shops can be considered as "Food solidarity houses". They all aim to offer quality products at a fair price and create social links. For example, l'Esperluette proposes collective catering twice a week, La Cagette runs a Facebook group to exchange tips, news and events, or Sentiers des Cevennes is a place of meeting for food producers and consumers.</p> <p>Activity 22. Engage citizenship on sustainable diets.</p> <p><i>Why it matches:</i> in the project there are two scales of citizen involvement. The first one is in the organisation of the "Caisse": it's a citizen's committee attending information workshops on healthy and eco-friendly food but also taking decisions (like which stores are under agreement with the fund). The second is in the store chosen</p>	<p>SWITCH target groups:</p> <p>Food retailers : Biocoop-Courreau, L'Esperluette, Sentiers de Cevennes, La Cagette, Vrac & Cocinas, EPSO, Ugess</p> <p>Education system: Researchers from Inrae's UMR Innovation, Chaire Unesco Alimentation du Monde, Vobsalim and CIRAD</p> <p>Citizens: Consumers of all the shops, the workers (paid or volunteers) of the shops and researchers</p> <p>Policymakers: Community Social Action Centre of Montpellier, Hérault (department) Montpellier (city), Montpellier Méditerranée Métropole, Occitanie Region</p> <p>Timeline:</p> <p>The 2nd phase will start as of August 2024. This will serve as a T0 for the baseline assessment (detailed in the M&E framework below) of the newly joined participants. This development stage should come to an end in December 2025 (potentially towards a third phase of development – which will be outside of SWITCH timeline).</p>
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<p>by the committee. There are places where information and the will of citizen engagement is disseminated via posters, their staff, workshops and organisations.</p> <p>Activity 27. Impact Shopper</p> <p><u>Why it matches:</u> the project has two types of impact on the members. The first one is the budget of 100 MonA (=100 euro) to spend in the shop of the project. What is the impact of the use of the MonA? The second is the impact of the shop themselves. What is the impact of their organisation on the consumers? For example, which products are highlighted, or volunteering is mandatory or not etc.</p>	
<p>Resources needed:</p> <p>Human resources, specifically trained people to conduct the evaluation process (interns, PhDs, fixed-term contracts...);</p> <p>Digital tools:</p> <p>The use of the SWITCH Digital tools (esp. the Apps), if appropriately refined and fine-tuned in order to serve as a source of information to evaluate the impact of a selection of shops, part of the fund will be considered.</p> <p>Realist Evaluation</p> <p>No</p>	
<p>Monitoring and evaluation</p> <p>SWITCH KPIs</p> <ol style="list-style-type: none"> 1. Behaviour change towards health and sustainability 3. Increase of connectivity among stakeholders 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens 	<p>Risks and Mitigation measures:</p> <p>Some data collection opportunities are linked to the co-funding by another project (Terrasol), currently (May 2024) in revision for clearance and funding. In a scenario where the Terrasol project does not go through, INRAE will have to financially cover for internships</p>

<p>11. One group of 50 people per each vulnerable category engaged into analysis and experiments in each Hub</p> <p>12. 20 isolated small producers identified and engaged in each Hub into connecting activity.</p> <p>Data collection protocol:</p> <p>It is important to note that the assessment protocol might make use of previously available data, collected during the 1st development stage of the Fund (February 2023 – July 2024).</p> <p>The psychosocial questionnaire (WP4, see D4.2) could be distributed among new participants to the fund (KPI 1 and KPI 11) > KPI 1. Behaviour change towards health and sustainability</p> <p><u>Assessment and methodology:</u></p> <ul style="list-style-type: none"> - Distribution of a questionnaire to new citizen committee members (N= to be defined [TBD]) - Semi-structured interviews (n=TBD) with new citizen committee members - Distribution of a questionnaire to new fund's participants (N=400) - Semi-structured interviews with a selection of new participants - Analysis of purchasing data from 800 participants → Calculation of indicators and analysis of trends (linear regression line). [<i>Global and individual</i>]: <ul style="list-style-type: none"> % of vegetables on total monthly Mona purchases at sales outlets % fruits % organic products % bulk % seasonal fruit and vegetables (if possible) % pulses (if possible) % meat products (if possible) 	<p>and researcher's time, which might hinder the extent of data points that can be collected.</p> <p>Some external risk to this activity is also the inherent will of participants to provide information (receipts, questionnaires, interviews etc...). Their will to participate also engages the frequency at which they can provide information, which should be mitigated by strategic planning of data collection times.</p> <p>Additionally, the Caisse Alimentaire Commune is an ongoing experiment in Montpellier. Although it is currently a successful experiment, it is rather young, and is still at risk of the will of all partaking actors to sustain it. May something change, the equilibrium it reached might not be withstanding.</p>
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<p>% local products (if possible)</p> <p>% novascore 1 and 2 (if possible)</p> <p>% nutriscore A and B (if possible)</p> <p>Basket price</p> <p>Purchase frequency</p> <p>All methods will be applied at T0 (Autumn 2024) and re-conducted at least once over the following 12 to 15 months.</p> <p>> KPI 3. Increase of connectivity among stakeholders</p> <p><u>Assessment and Methodology:</u></p> <ul style="list-style-type: none"> - Evolution of the number of stakeholders since T0 : <ul style="list-style-type: none"> ● No. of approved/ conventional shops. ● No. of approved/ conventional sales outlets. ● Number of funders. - Evolution of the number of projects associated between its players since T0. <p>> KPI 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p><u>Assessment and Methodology:</u></p> <ul style="list-style-type: none"> - Ethnography /Observation protocol (2.30h/week per shop with observation's grid, 4 different types of shops): <ul style="list-style-type: none"> ● Two main elements are observed. The shop itself, (how it works, the products on display, etc) but also the consumers (their interactions with each other, with the employees and with the products). - Interviews at T0 and T1 with people frequenting selected shops part of the fund : 	
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<ul style="list-style-type: none"> • The idea is to interview new consumers to see how the shop impacts their consumption and the sustainability of their practice at T0 and T1 . • Three main elements will be analysed: the practices themselves (buying, cooking, etc.), their social interactions (inside and outside the shop) and their commitment (in all its forms, temporal, financial, etc.). • <i>If possible, collect all receipts over several weeks, hold a food journal, describe all meals and contexts of food intakes</i> <ul style="list-style-type: none"> - Questionnaire T0 and T1 of participants (N=300) & Questionnaire T0 and T1 of citizen committee members (N=40): <ul style="list-style-type: none"> • Use of food supply outlets • Criteria for choosing supply outlets • Declared frequency of purchase of organic/local products • Barriers to consumption of organic/local products - Observation of the citizen committee meetings (dynamics of interactions, subjects of discussion, debates, decision making processes) - Analysis of participants' receipts over a designated period of time <ul style="list-style-type: none"> • % of Fruit & Vegetable • % of organic products • % of Bulk products • % MonA in the basket 	
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<ul style="list-style-type: none"> - Netnography (by a digital social network analysis) of the store's Facebook page. Many types of data will be collected using this method. <ul style="list-style-type: none"> • There is quantitative data such as the number of likes, shares, etc. • But there is also qualitative data, such as who publishes what. <p>> KPI 11. One group of 50 people per each vulnerable category engaged into analysis and experiments in each Hub</p> <p><u>Assessment and Methodology:</u></p> <ul style="list-style-type: none"> - Participant questionnaires (N=300 & N=60): <ul style="list-style-type: none"> • Income level • Level of education • Neighbourhood • Indicators of food insecurity • Use of food aid <p>> KPI 12. Isolated small producers identified and engaged in each Hub into connecting activity</p> <p><u>Assessment and Methodology:</u></p> <ul style="list-style-type: none"> - Characteristics of approved producers - Size of farm - Distribution channels - Collective projects 	
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Activity 2: Workshops to cope with food challenges in the Cité Gély

The Cité Gély is one of the poorest neighbourhoods of Montpellier, with high unemployment rates, important share of public aid within disposable income. The neighborhood hosts majoritarily inhabitants from gypsy communities.

Past research projects have highlighted different challenges inhabitants face regarding knowledge of and access to healthy and sustainable food practices resulting in poor diet and critical health consequences. Isolation and marginalisation particularly affect their eating practices.

Several actors at the local level work together with citizens to improve lifestyle, general health and social inclusion. This includes public health actors, the municipality and associations. The goal of this activity is to support and develop the existing health network through accessible knowledge exchange spaces around food, and raise awareness of a specific group of population regarding several aspects of “sustainable and healthy” diet. .

Aim of the activity:

- 1) Better define the needs expressed by the Gipsy community in relation to challenges they face regarding sustainable and healthy food access, knowledge and facilitation;
- 2) Co-construct and deliver a series of workshops with women from the neighborhood targeting different topics around sustainable and healthy diet (food procurement, nutrition, health and food production, food solidarity schemes etc...)

Setting:

This activity will primarily take place within the neighbourhood of Gély, in Montpellier.

Actors to be involved:

- “La Volonté des Femmes”, which groups several women from the Cité Gély households. They are our first point of contact with residents and will support the mobilisation of other participants (school children, teenagers, men etc...).
- APAJ (Accompagnement Parcours Adultes Jeunes) is an association and resource center that provides support for education, workforce and social inclusion at the city level. They work closely with the Gély neighborhood: they provide schooling to 20 children with academic difficulties and support teenagers and adults with numerical tools, job search etc. They already organise bi-monthly workshops on lifestyle, well-being and general health awareness.
- La Maison pour Tous is a public social service which acts as a community space within the neighborhood, and is deeply embedded in the community’s activities, is already engaged with a variety of actors, and acts as a lever for the Volonté des Femmes association.
- Ville de Montpellier or Montpellier Méditerranée Métropole, politically relevant organizations that could provide further support to the actions implemented in the neighborhood, either by dissemination and officially champion them, or by taking a step further and assure political embedment of the activities to step out of isolation of the neighborhood from policy-making processes.

<p>3) Implement these workshops within the dynamic of an existing and formalised group working on health related issues.</p> <p>4) Evaluate the impact of these workshops on their perceptions and their practices of food, and evaluate (if relevant and feasible) the impact on the neighborhood as a whole and on the actor's networks.</p> <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • <i>Knowledge:</i> increase awareness of healthful, sustainable food choices - what is healthful, sustainable food, who produces it and how and where is it available, with education having a key role • <i>Accessibility:</i> co-creation of links among actors - farmers, restaurants, canteens, food industry, citizens, retailers, healthcare, social- environmental- economic experts, municipalities, schools, policy makers, national authorities • <i>Facilitation:</i> minimise obstacles and barriers - related to specific local social, cultural, geographical and economic aspects <p>Timeline:</p> <ul style="list-style-type: none"> - Until September 2024: exploration of motivation, needs and opportunities. Identification of networks in place, and creation of connections between different actors. - September 2024 – December 2024: design and delivery of a series of workshops (between 7 and 10) for women (and potentially children) of the neighborhood. The workshops will cover different topics around sustainable and healthy food 	<ul style="list-style-type: none"> - ADEMSS : Association that promotes the development of artistic and social diversity and solidarity . They organise artistic events in the neighborhood, specifically a festival that promotes cultural diversity through art, dance and music. <p>SWITCH target groups: Citizens: La Volonté des Femmes, APAJ, other citizen specific target groups (general population of the neighborhood)</p> <p>Link with SWITCH Activities: 15 "Food solidarity houses" One of the goals of the activity is to support the construction of a shared kitchen for the association. This kitchen matches with the SWITCH activity as it will gather inhabitants through food, promote inclusion and potentially propose cheap meals. 22. Engage citizenship on sustainable diets. This activity aims to provide space for participants to learn and share knowledge on healthy and sustainable practices by reconnecting them to the food system and providing educational support through various actors. This activity aims for citizens to learn by actively participating and engaging in various workshops.</p>
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<p>practices that have rose from previous interviews, allow for knowledge exchange and experience sharing through discussion-based format;</p> <ul style="list-style-type: none"> - January and February 2026: evaluation of the activity 	
<p>Resources needed: Mobilisation of sufficient participants, monitoring and follow-up with researchers, and the support of political actors. Space to organize activities, workshops and events</p> <p>Digital tools: The potential use of the tools will be explored before and during the implementation phase of the activity, and should it be feasible and relevant, their use will be considered to enhance the impact of the activity.</p> <p>Realist Evaluation Yes</p>	
<p>Monitoring and evaluation SWITCH KPIs and tentative data collection protocol: KPI 1 “Behaviour change towards health and sustainability (targeted improvement on average 40% change respect to baseline)” The needs of the Gypsy community regarding behavioural change can be assessed with use of the psychosocial survey (WP4, see D4.2), specifically the concepts of coping capacity, diet choices, food values, and perceived food access. The psychosocial survey (similar concepts as mentioned above) can be used to assess the impact of the activities (i.e. compare T0 to Tx). KPI 3 “Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)”</p>	<p>Risks:</p> <ul style="list-style-type: none"> - Lack of time or motivation from the Volonté des Femmes members and other citizens actors to dedicate to the process within our given timeline; - Need for political support to further develop actions within the public space, which might not fit within the current political agenda (or at least in too long-term vision); - Lack of resources available to implement specific workshop themes once the exploration and co-construction phase is over, lack of availability of knowledgeable experts to provide support in designing the workshops in a culturally relevant manner;

<p>This KPI will be assessed using the psychosocial survey (WP4, see D4.2) via the concept of actor connectivity that gives an indicator of the perceived quality of the actor network in the neighborhood.</p> <p>KPI 6: Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>Surveys and interviews to track the changes</p> <p>KPI 11: One group of 50 people per each vulnerable category engaged into analysis and experiments in each Hub</p> <p>Monitoring of the number of participants to the workshops, and qualitative collection of feedback on the workshops and the impact of the workshop series (via the realist evaluation)</p> <p>WP4: the concept of perceived food access of the psychosocial questionnaire (see D4.2) also gives us some insight into the effects of food availability in vulnerable groups.</p>	<ul style="list-style-type: none"> - Lack of resources from other actors to join the activity (financial, time, human etc...) <p>Mitigation measures:</p> <p>Flexibility and adaptation to socio-cultural norms will greatly help with the smooth development of the workshops. It seemed that the gamification of workshops, like the photo-language one, helped to allow a free expression of opinions, and sustained engagement of participants. This approach can be further used in other workshops, to also further support emancipation from the lack of autonomy they may experience regarding other actors. The gamification approach can spark a freer expression of concerns and opinions. We expect the familiarity between citizens and actors as well as the context of the workshop to facilitate engagement.</p> <p>An exploratory work will be done during the co-creation phase of the activity, in order to identify potential partners and opportunities for the workshops.</p> <p>Political interest has been informally expressed, however the formalisation of interest and support of the activity is a barrier that is difficult to overcome, due to the nature and agency of the actor.</p>
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<p>Activity 3: Creation of a BOCAL Community</p> <p>Update of the BOCAL platform, maintained and moderated by Montpellier Méditerranée Métropole, fed and moderated by a community of partners and voluntary citizens.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> - Follow and support, as necessary, the IT development of the platform with a new mapping of selling points answering to specific criteria (sustainable and alternative networks), in addition to an inventory of initiatives across designated territories (Montpellier Metropole, Grand Pic Saint Loup area, Pays de l'Or Agglomération and Pays Coeur d'Hérault); - Build and follow a BOCAL community, composed of partners and voluntary citizens, that feed and monitor the inventory; - Evaluate how this platform could impact eaters' behavior. <p>Link with SWITCH Pillars:</p> <p>Knowledge: provide BOCAL platform users with inventory of location of sustainable and healthy food places (selling points, restaurants, other food points of interest)</p> <p>Accessibility: actors from different sectors (public, private and civil) join efforts to provide a platform of sustainable solutions to all users</p> <p>Facilitation: citizen community is feeding the platform, monitoring the recommendations and providing development feedback</p>	<p>Setting:</p> <p>This activity will be implemented in the greater area of Montpellier, including the Metropolis and an important number of counties adjacent to the Metropolis.</p> <p>Actors to be involved:</p> <p>The platform is owned and developed by Montpellier Méditerranée Métropole, Grand Pic Saint Loup and Pays de l'Or Agglomération. A citizen based community will be created and maintained with the support of INRAE.</p> <p>Different food actors (food providers, food services and hospitality etc...) will also be represented through this new platform, to be highlighted for their specific characteristics of sustainability.</p> <p>SWITCH target groups:</p> <p>Citizens and general public: the citizen community in charge of monitoring and feeding the platform, number of members is still to be defined</p> <p>Food providers, Food services and hospitality: an undefined numbers of actors, whose activities will be highlighted and valorized through the platform</p> <p>Link with SWITCH Activities:</p> <p>Activity 2: Shortening food supply chains</p> <p>Activity 6: Good and affordable</p> <p>Activity 22: Engage citizenship on sustainable diets</p> <p>Activity 23: Working groups</p> <p>Activity 27: Impact Shopper</p> <p>Activity 28: Food ambassadors</p>
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<p>Timeline:</p> <p>The new updated platform will be made available to the public in the Summer 2024. Following its launch, the platform owners will work alongside INRAE to define the framework of the citizen community.</p>	
<p>Resources needed:</p> <ul style="list-style-type: none"> - INRAE researchers' time to dedicate to support the creation and framework of the citizen community; Engaged and voluntary citizens to feed and monitor the platform; - Human resources to lead the evaluation assessment (internships, researchers...), but also to contribute to the development of the platform (characterisation of restaurants, how to classify them, based on existing platforms either in the area or in France); - Potential IT resources/advice needed to further expand the platform and its outreach, to further explore the promotion and use of the platform. <p>Digital tools:</p> <p>The Digital Hub Experience will be very useful to highlight the availability of the BOCAL platform, and its new developments. Synergies between the two should be further explored.</p> <p>Realist Evaluation</p> <p>No</p>	

<p>Monitoring and evaluation</p> <p>The angle of evaluation is still to be defined: if it is on the citizen community designed by the activity, or if it is on the end users of the platform and how it impacted their food choices over time.</p> <p>SWITCH KPIs and data collection protocol:</p> <p>KPI 3. Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)</p> <p>The psychosocial survey (WP4, see D4.2) could be distributed, concept 'actor connectivity', an indicator on how the actors view the quality of the network.</p> <p>KPI 5. Increased visibility of sustainable farming systems in the HUBs by 70%</p> <ul style="list-style-type: none"> - Monitor the number of retail places answering specific sustainability criteria highlighted through this platform - Number of visits to the platform (including one-time visits) - Collect feedback of sustainable producers available on the impact of the platform (questionnaires or interviews) <p>KPI 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>Once the BOCAL platform is finished, the psychosocial questionnaire (WP4, see D4.2) could be used to assess the impact on citizens' coping capacities, food values, food access and diet choices by comparing two time-points.</p> <p>Indicators to follows: number of error signals and additions to the platform</p> <p>KPI 12. 20 isolated small producers identified and engaged in each Hub into connecting activity.</p>	<p>Risks and mitigation measures:</p> <p>The primary risk is the lack of sustainable engagement from the citizen community to monitor the information available to the platform. Some mitigation efforts could explore the possibility to include incentives in participating in this initiative.</p>
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<ul style="list-style-type: none"> - Monitor the number of producers answering specific sustainability criteria highlighted through this platform - Collect feedback of sustainable producers available on the impact of the platform (questionnaires or interviews) 	
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<p>Activity 4: Development and impact evaluation of the implementation of Ici.C.Local on Montpellier Metropole open-air markets</p> <p>Implementation of the Ici.C.Local participatory label on three markets of the Montpellier Metropole area, and evaluation of impact (on consumers, farmers, food producers, and retailers involved in the scheme)</p> <p>Aim of the activity: The aim of the activity is to test the Ici.C.Local label in three contrasted open-air markets of Montpellier area, with the perspective of generalisation of adoption of the label. The label allows consumers to identify products from a short supply chain, especially those produced locally, and which respect sustainability criteria. The idea of the label is to provide visual guidance to consumers towards short food chains and sustainable products. Implementing the Ici.C.Local label entails several steps:</p> <ul style="list-style-type: none"> - Communicating with market sellers of selected markets, in order to support the smooth introduction of the label; - Support the creation and management of the territorial committee, composed of a variety of actors (sellers of the 	<p>Setting: The Ici.C.Local label will be implemented and evaluated in a selection of three contrasted open-air markets in Montpellier Métropole. These open markets are mostly dedicated to food sales and mix short and long chains, conventional and organic products. These open-air markets offer a space for consumers to be in direct contact with local farmers and food producers, and to enhance interlinkages between actors.</p> <p>Actors to be involved: The implementation and setting up of the activity will be led by a service provider, still to be agreed on. The only requirement is that this actor should already be knowledgeable and engaged with the Montpellier Metropole food system. This service provider could be FR Civam - Occitanie (a farmers' network) or the Chambre d'Agriculture Hérault. The service provider will be in charge of setting up the implementation steps detailed in the aim of the activity. This action will also bring together farmers and short-supply chain sellers of the markets, and consumers. INRAE will be in charge of the evaluation of the activity. The Montpellier Méditerranée Métropole is the mediator of this activity, as it is part of the Metropolis' food scapes strategy.</p>
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<p>markets, consumers/citizens, public policy representatives and other association actors);</p> <ul style="list-style-type: none"> - Carry out the introduction of the label, and follow-up with the involved actors for monitoring and evaluation; <p>Link with SWITCH Pillars:</p> <p><u>Knowledge</u>: the label is an innovative solution to showcase to consumers products that answer to a predetermined set of sustainability characteristics. This is also a learning opportunity for consumers to know more about food labels. For actors involved in the territorial committee, this is also an opportunity for knowledge exchange.</p> <p><u>Facilitation</u>: The territorial committee of the label is an inclusive means of participation in the settings of the label. Composed by food providers, citizens and policy actors, the territorial committee aims at including a wide range of actors in the decision-making process, and in the shaping of the label, supporting the collaborative process.</p> <p><u>Accessibility</u>: actors are actively participating in the development of the activity, and are actively taking part in the decision-making processes linked to the development of the label.</p> <p>Timeline:</p> <p>The starting date is foreseen to be around the end of September 2024, if agreed by all actors taking part (INRAE, Montpellier Méditerranée Métropole and the service providers).</p> <p>The activity will take place over one year. 3 months will be dedicated to the setting up of the process with some frequent reporting to INRAE, and the evaluation will be carried over the full year of implementation (see below)</p>	<p>SWITCH target groups:</p> <p>Policymakers: Montpellier Méditerranée Métropole will be the mediator of the activity</p> <p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 1 Rebuilding the local supply chain and improving the nutritional quality of local food 2 Shortening food supply chains 5. Support for food quality labels [Please note that this will not be a SWITCH label but the Ici.C.Local brand label] 22. Engage citizenship on sustainable diets. 23. Working groups 28. Food ambassadors
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Throughout the activity, INRAE will lead the evaluation process.	
Resources needed: <ul style="list-style-type: none"> - Human resources to set up, monitor and assess the process (service provider and researchers of INRAE to conduct the evaluation, an internship to support the evaluation process) - Material resources are needed to print and distribute the labels/etiquettes that will be displayed in the markets. These will be provided by INRAE. Digital tools: The SWITCH Digital Hub Experience platform might help to disseminate information and extent of use of the Ici.C.Local label.	
Realist Evaluation No	
Monitoring and evaluation SWITCH KPIs KPI 1. Behaviour change towards health and sustainability (targeted improvement on average 40% change respect to baseline) Depending on the availability of each actor: For the market sellers: coping (precursor of behavioral change) from the psychosocial survey. For the market guest: food access, additionally diet choices and coping (all precursors of behavioral change). KPI 2. Improvement on environmental targets (targeted improvement on average 70% change respect to baseline) Monitor the sustainability criteria that will be defined by each territorial committee KPI 3. Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)	Risks and mitigation measures: Putting the activity in the hands of a service provider creates a risk of not being in full control of the development process. To mitigate this risk, a detailed performance plan and contract is signed between the partaking parties. This performance plan also covers specific deliverables from the service provider to report on the performance, and ensures follow-up periods with INRAE and Montpellier Metropole. A potential risk is the delay of implementation of activity due to any technical hurdle that could happen. If the delay could cause additional financial costs, it is important to reflect the procedure (either payment or non-coverage) in the performance plan and contract. During the implementation of the activity, some engagement risks can be assumed for the creation and management of the territorial

<p>Actor connectivity concept of the psychosocial survey (WP4, see D4.2) to monitor the creation and management of the territorial committee.</p> <p>KPI 4. Increase share of sustainable and healthy local products in the HUB areas (minimum 30%)</p> <p>Monitor the number of Ici.C.Local labelled products over time (before the introduction of the label, 6 months and 1 year after its introduction)</p> <p>KPI 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>Diet choices and coping measured among market visitors can also indicate a change in consumer interest in H&S food.</p> <p>KPI 9. Increase share of local and sustainable food products in local retailers (minimum +20%)</p> <p>Monitor the number of market participants and number of products that make use of the Ici.C.Local label</p> <p>KPI 12. 20 isolated small producers identified and engaged in each Hub into connecting activity.</p> <p>Monitor the number of market participants that make use of the Ici.C.Local label.</p> <p>Monitor the involvement of the different producers in the territorial committee (number and feedback from their experience).</p> <p>Data collection protocol:</p> <p>Previous studies on a Ici.C.Local market have shown that the behaviour of consumers and market vendors is evolving towards greater integration of local, short-circuit and sustainable products in their product range or diet (Chiffolleau et al., 2016; Chiffolleau, Akermann, 2023).</p>	<p>committee. It is important to select a service provider that is knowledgeable and already is working with Montpellier's open markets, in order to support the legitimacy of this activity and to facilitate its development.</p> <p>Finally, some risks are also linked to the life cycle of this activity. It is not intended to stop after INRAE's evaluation - this activity is intended to continue in time, beyond the SWITCH dedicated activity. Some risks are linked to the maintenance of this initiative, and to the long-term developments, as actors slowly pull out, the initiative might slow-down. Mitigation measures are currently being sought with other involved actors, to explore the different scenarios of maintenance.</p>
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These results need to be validated on Montpellier markets.

The evaluation will include :

- counting and describing products labelled Ici.C.Local when the label was launched on the 3 markets (t0)
- counting and describing Ici.C.Local labelled products at the 3 markets 6 months after the launch of the label (t1)
- the counting and description of Ici.C.Local labelled products in the 3 markets 1 year after the launch of the label (t2)
- interviews with a panel of at least 20 consumers per market at t1 and t2 (users and non-users of the label)

Chiffolleau Y, Millet-Amrani S, Canard A., 2016. From Short Food Supply Chains to Sustainable Agriculture in Urban Food Systems: Food Democracy as a Vector of Transition. *Agriculture*. 6(4):57. <https://doi.org/10.3390/agriculture6040057>

Chiffolleau Y., Akermann G., 2023. How do alternative food networks contribute to changing food behaviours towards more sustainable diets?. Kevanny Kathleen; Prosperi Paolo. *Routledge handbook of sustainable diets*, Routledge, pp.409-149, Routledge Environment and Sustainability Handbooks, 9781032004860. (hal-03745770)

<p>Activity 5: Support to a Metropolis political strategy to develop its foodscape - FOOD OFFER</p> <p>This activity aims at strengthening the links and work nexus between researchers of INRAE and policy makers of Montpellier Méditerranée Métropole. The specific subject of these actions are around shaping the food offer sold in existing food outlets.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> - Support to a training program on best practices for the metropole's grocery stores; - Support established associations (Food Index for Good) to explore new opportunities to transform the food offers towards sustainable options. <p>Link with SWITCH Pillars:</p> <p>Knowledge: Some actions will lead to opportunities of knowledge exchange on sustainable food practices, with some training and best practice guides to be developed to the attention of food retailers.</p> <p>Accessibility: The content of trainings and guides will be created with experts from different fields and with food retailers to best develop effective layouts towards sustainable practices. The support of retailers to transform their offer towards sustainable options will also involve a variety of actors from different sectors.</p> <p>Facilitation: A wide range of actors will be involved in all stages of the different actions put in place (development of material, support to retailers, evaluation of impact).</p>	<p>Setting:</p> <p>The activity will take place in the Montpellier Metropolis area, aiming at supporting existing food retail spaces to move towards a sustainable food offer to consumers.</p> <p>Actors to be involved:</p> <p>Restaurants, grocery stores, citizen food initiatives, working group of TerritoireS à VivreS (caisse alimentaire commune)</p> <p>SWITCH target groups:</p> <p>Food providers Food services and hospitality Citizens and general public Education system (TerritoireS à VivreS)</p> <p>Link with SWITCH Activities:</p> <ol style="list-style-type: none"> 1. Rebuilding the local supply chain and improving the nutritional quality of local food 11. Increase share of seasonal local/regional veg and fruit in local markets 20. Boosting sustainability in the catering sector 21. From training to trainers on food sustainability 23. Working groups 28. Food ambassadors
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	<p>Timeline:</p> <p>FIG's awareness-raising action has already started since October 2023 in the Gambetta district in Montpellier. A new perimeter will be defined for 2024 then 2025.</p>	
	<p>Resources needed:</p> <p>Human resources to lead, shape and conduct material content, studies, trainings and evaluations (from political actors, food retailers representatives, researchers, and interns to support with the development process)</p> <p>Material resources to distribute information and content on best practices (flyers, guides/booklets, rooms to conduct training etc...)</p> <p>Training design study fees (grocery stores)</p> <p>Digital tools:</p> <p>The potential use of the tools will be explored before and during the implementation phase of the activity, and should it be feasible and relevant, their use will be considered to enhance the impact of the activity.</p> <p>Realist Evaluation</p> <p>No</p>	

<p>Monitoring and evaluation</p> <p>SWITCH KPIs</p> <ul style="list-style-type: none"> 1. Behaviour change towards health and sustainability 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%) 9. Increase share of local and sustainable food products in local retailers (minimum +20%) <p>Data collection protocol:</p> <p>Qualitative and quantitative indicators of impact:</p> <ul style="list-style-type: none"> - For the grocery stores's training on best practices: number of shops to have followed a training (if possible, monitoring of sales of products that have been put forth during the training), qualitative feedback of retailers and consumers/clients on the impact of the training; - For Food Index for Good: number of restaurants with raised awareness, number of restaurants supported by the initiative, carbon footprint estimated via invoices for voluntary restaurants, qualitative feedback from restaurants' owners. 	<p>Risks and mitigation measures:</p> <p>Risks include low interest and turnout of retailers to participate in best-practices trainings, and implement knowledge gained. Mitigation measures could include incentives to participate in this program, and benefits from implementing gained knowledge. For carbon footprint estimations, as on a voluntary basis, risks include not having enough data to be able to assess a wide range of actors. Again, a mitigation procedure would include ensuring incentives to participate.</p>
<p>Activity 6: Support to a Metropolis political strategy to develop its foodscape - ACCESSIBILITY</p> <p>This activity aims at strengthening the links and work nexus between researchers of INRAE and policy makers of Montpellier Méditerranée Métropole. The specific subject of these actions are around exploring accessibility to sustainable and healthy food</p>	<p>Setting:</p> <p>The activity will be conducted in a selection of areas of Montpellier Métropole.</p> <p>Actors to be involved:</p> <p>Halls & markets representatives INRAE & Montpellier Méditerranée Métropole</p>

options via two levers of action: strengthening the network of food outlets through a renewed food offer (with halls, commercial pre-emption) and facilitating people's mobility (with the new tram line).

Aim of the activity:

- Support the Montpellier Metropole in conducting a benchmark analysis and a feasibility study of the development of temporary food halls and markets;
- Support the exploration of the commercial preemption in Montpellier, and the actions the Metropole can take to shape the food environment;
- Support the Montpellier Metropole in analyzing the impact on food practices of the development of the new tram line (delivered end of 2025).

Timeline:

Start March 2024: Launch of a preliminary study on the potential use of a tool (commercial pre-emption) to transform the existing food environment in a poor district of Montpellier. This study is scheduled for completion in September 2024.

At the same time, we launched an analysis of the existing food environment (baseline) along the future tramway line. This study is scheduled for completion in September 2024. Based on the baseline of the food environment, a GIS tool will be developed at the end of 2024 to monitor the food, built and social environment along the future tramway line over the coming years. An internship will be carried out in 2026 to study potential changes in food supply practices in connection with the arrival of the new tramway line.

SWITCH target groups:

Policymakers: Montpellier Méditerranée Métropole

Citizens and general public: consumers from the general population, but targeted within the neighborhoods of the new tram line

Food providers and food services: food retailers/outlets

Link with SWITCH Pillars:

Knowledge: this nexus between research and public policies will help to provide further knowledge on how the transformation of the city's landscape directly or indirectly impacts food practices. The new tram line for example was not designed with food practices in mind - however it is expected to have an impact on food practices and access to new food retail areas.

Link with SWITCH Activities:

1. Rebuilding the local supply chain and improving the nutritional quality of local food
2. Shortening food supply chains
16. Community-based studies

<p>Support the Montpellier Metropole in conducting a benchmark analysis and a feasibility study of the development of temporary food halls and markets : start march 2025 - end sept 2025.</p>	
<p>Resources needed:</p> <ul style="list-style-type: none"> - Human resources: researchers to conduct studies, potentially additional human resources to support the studies (internships, study engineers etc...) - Financial resources to cover costs of human resources. - The recruitment of a geomatics study engineer will be necessary for the development of the GIS tool . <p>Digital tools: The use of the SWITCH digital tools could be helpful in supporting the data collection and storage.</p> <p>Realist Evaluation No</p>	
<p>Monitoring and evaluation framework will work two folds:</p> <ul style="list-style-type: none"> - The first one will conduct a benchmark analysis of the establishment of temporary/mobile food halls and markets in designated areas of the Metropole, surveying feasibility study; - The second will analyze the evolution of both food accessibility and food practices from residents along the new tram line, specifically for households who do not own personal vehicles. - <p>SWITCH KPIs 1. Behaviour change towards health and sustainability (targeted improvement on average 40% change respect to baseline)</p>	<p>Risks and mitigation measures : The main risk concerns the life cycle of this activity. It is not intended to stop after INRAE's evaluation - this activity is intended to continue in time, beyond the SWITCH dedicated activity. Particularly, although tramway line 5 is scheduled to be delivered in the second quarter of 2025, we have no control over this timetable. So, if it is delayed, it may be difficult to assess the impact on practices as part of the SWITCH project. What's more, even if the line is delivered on time, it's possible that the effects will not yet be felt, either on the practices of local inhabitants or on the food retail environment. Nevertheless, in order to mitigate these risks, we will focus on inhabitants without vehicles, for whom the effects may be more significant and earlier. In addition, the baseline and the</p>

<p>3. Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)</p> <p>6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>Data collection protocol:</p> <p>Quantitative data to assess accessibility changes: Food outlets census and audits, and use of institutional databases (census of population, fiscal data). Indicators of proximity, density, diversity of food outlets as well as indicators of affordability of food will be used. These indicators will be updated on several dates.</p> <p>Qualitative data to characterize food purchasing evolutions: semi-structured interviews of consumers/inhabitants who live along the new tramway line (and already did before construction began).</p> <p>Social practices theories will be used for this analysis.</p>	<p>evolution of the food retail environment, even if limited, will be documented, perhaps showing precisely how long it takes for food accessibility to evolve despite major public intervention.</p> <p>Concerning commercial pre-emption. The action will focus on studying the appropriateness and relevance of setting up a protection perimeter enabling the use of this tool. Indeed, if the elected representatives of the Montpellier metropolis vote to set up such a perimeter, the first pre-emption operations will probably take place after the end of the SWITCH project.</p>
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Activity 7: Development and Establishment of a Solidarity Food House (Maison de l'Alimentation Solidaire)

As part of the food policy of Montpellier City, new experiments around food democracy are supported by the city's policies as a cross-cutting topic between different fields (social policy, food policy, food landscape etc...). The project of Food Solidarity Houses (FSH) is the implementation of such an experiment: it seeks to intertwine social diversity, shared governance, various stakeholders engagement, all for the co-creation of a multifunctional space.

The first testing of a FSH in Montpellier is currently ongoing in the Celleneuve neighborhood. This activity is co-led by the Ville de Montpellier, who is supporting the cooperative shop l'Esperluette to move to a bigger space, also including other associations such as Vrac & Cocinas, the Caisse Alimentaire Commune and Territoires à Vivre. The Celleneuve FSH will be the new shop space for l'Esperluette, broadening the activities conducted on site with the development of a shared kitchen space, a solidarity restaurant/coffee shop, a food retail space, an educational space and event hosting area.

As of June 2024, the layout of the new space has been agreed on by the partaking stakeholders. Now begins the co-construction of the space and its functionality with the Esperluette members and the Celleneuve inhabitants.

This new space is planned for opening December 2025/January 2026. However, because the space needs to undergo some re-construction, delays could be expected.

Setting:

The targeted Food Solidarity House will open in the Celleneuve neighborhood, located in Montpellier City.

This neighborhood is host to a very diverse population, which is already proving to be dynamic around questions linked to food practices and experiments around sustainable food systems.

Actors to be involved:

- Ville de Montpellier (Montpellier City/ City of Montpellier): the political agency over the city
- L'Esperluette, a coop food shop based in Celleneuve that already implements sustainable food options.
- The associations' group participating in the setting up of the FSH: Vrac et Cocina, la Caisse Alimentaire Commune and Territoires à Vivre
- Researchers of INRAE
- The inhabitants of Celleneuve, to shape the FSH of their neighborhood.

SWITCH target groups:

Policymaker: Ville de Montpellier

Food provider: Esperluette

Citizen and general public: an undefined numbers of citizens and general public

Link with SWITCH Pillars:

Knowledge: The FSH initiative of the city is an attempt at increasing opportunities of good practices' exchange, and creating spaces of

<p>Aim of the activity: Working in collaboration with the partaking actors of this activity, the aim is to:</p> <ul style="list-style-type: none"> - Provide support for the co-creation time with Esperluette members and the Celleneuve inhabitants; - Support the ex-post assessment of Esperluette and ex-ante assessment of the FSH using the URBAL method; - Potentially, if the timeline allows, support the impact evaluation of the creation of the FSH on the inhabitants' food practices. <p>Timeline: Between June 2024 and December 2025, the co-creation of the intentions of the Celleneuve FSH will be ongoing, led by l'Esperluette and the City of Montpellier, supported by when needed by INRAE. This will also be a period of ex-post assessment of the Esperluette shop, and an ex-ante assessment of the FSH. Following the opening of the FSH (estimated in December 2025/January 2026), the impact evaluation of the FSH could be considered, if the SWITCH timeline allows.</p>	<p>knowledge sharing about sustainability and health regarding food practices.</p> <p>Facilitation: The FSH is an inclusive space that intends to enhance interlinkages between actors, and engage active stakeholders of the neighborhood to design and implement innovative solutions towards sustainability.</p> <p>Accessibility: The intention of FSH is to design opportunities in a collaborative effort to build relevant solutions towards sustainability and health in food practices.</p> <p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 2 Shortening food supply chains 3 Valorization of surplus fresh food of high nutritional value 14 Set-up of coordinated plans for food distribution to vulnerable groups in Hubs which have an excess of high quality foods (food banks) 15 "Food solidarity houses" 20 Boosting sustainability in the catering sector 22 Engage citizenship on sustainable diets 23 Working groups 24 Summer School "Food Hubs in Formation"
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Resources needed:

- Human resources, to support the City of Montpellier in all relevant stages (setting up, evaluation, support etc...) of the FSH. This can be either through researchers' time or with the recruitment of interns/study engineers. Knowledge resources: the city of Montpellier intends to use the URBAL methodology to conduct different evaluations. The URBAL method was developed by CIRAD and is free of costs, but entails a deepened relationship with the developing team in CIRAD.

Digital tools:

The use of the SWITCH digital tools could be helpful in supporting the data collection and storage.

Realist Evaluation

No

Monitoring and evaluation

The monitoring and evaluation will be conducted on the intentions of Esperluette, and how the new FSH can better answer expectations from the Celleneuve population. Most likely, the URBAL methodology will be applied to conduct this M&E process.

SWITCH KPIs and tentative data collection protocol:

1. Behavior change towards health and sustainability (targeted improvement on average 40% change respect to baseline)

WP4: to assess behavioral change (but also consumer interest, KPI6) the psychosocial questionnaire (WP4, see D4.2) can be used in citizens new to FSH by measuring them at two time points. The concepts are particularly relevant: coping, diet choices, food values, food access.

3. Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)

WP4: the psychosocial questionnaire (see D4.2) can be used to assess **Actor connectivity**. As the activity aims to build a network, measuring actor connectivity at two time points can assess how the network/community develops over a certain amount of time via two types of data collection (data triangulation):

- a. **Actor monitoring form:** counting who and how many actors participate in the working group
- b. **Actor connectivity survey:** a survey that quantifies the perceived network efficacy e.g. 'network quality'. We have a short version available (6 questions) and a more extensive (and validated one) of 21 questions.

5. Increased visibility of sustainable farming systems in the HUBs by 70%

Risks and mitigation measures:

An important risk is the lack of engagement of the inhabitants of Celleneuve in the co-creation process of the FSH. However, measures are already being taken, as the Ville de Montpellier has hired an intern to explore the engagement processes available and relevant for the neighborhood, and how to set them up most efficiently.

Time-related development risk is also a delay that the process of construction of the space might take over the next year and a half. If the FSH does not open by January 2026, the impact evaluation might not be able to be conducted, due to lack of time for citizens to develop new food practices and habits.

<ul style="list-style-type: none"> - Monitor the number of sustainable producers engaged in the FSH co-construction - Monitor the number of events realized and planned engaging sustainable producers <p>6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>WP4: see suggestions under KP1 above.</p> <p>9. Increase share of local and sustainable food products in local retailers (minimum +20%)</p> <ul style="list-style-type: none"> - Monitor the change of number of products sold in the Esperluette and later in the FSH, monitor (if possible) the origin of products sold 	
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<p>Activity 8: Enhance actors network in Montpellier, specifically on the topic of local cereals.</p> <p>The project “Céréalocales” aims at shining a light on the varied range of initiatives around the topic of cereals, and gain a better understanding of citizen’s role within these initiatives, how they impact people and associations, and how these initiatives can trigger bigger change (such as citizen’s appropriation of food related concerns, improved connection between agriculture and food intake, new forms of cooperation and solidarity etc...)</p> <p>The core of the project is to explore ways to democratize access to quality bread, promote local seeds and low-tech transformation methods, and overall use bread as an educational tool.</p> <p>Aim of the activity: Enhance the outreach of the project “Céréalocales” on the Montpellier territory by:</p> <ul style="list-style-type: none"> - Supporting the organization of territorial meeting events, and support the creation of links between actors involved around cereal in and around Montpellier; - Supporting capitalisation and dissemination actions to a broader audience in and around Montpellier. - <p>Link with SWITCH Pillars: Knowledge: This activity aims at creating opportunities for actors involved in the sustainable development of the cereal sector to exchange experience around innovative solutions of their sector. This activity is also an opportunity to spread knowledge about the local and sustainable cereal sector to the general public, and enhance visibility of citizen’s initiatives.</p>	<p>Setting: The Cerealocales is a project that aims to support the increase in skills of actors in the local cereal sectors, to strengthen their sustainability and encourage the dissemination of related initiatives. Its range of actions radiates nationally, including through the Occitanie region.</p> <p>Actors to be involved: FAB'LIM: project coordination, management of the YesWiki distribution platform (including open data), development of the typology of initiatives, organization of the cycle of thematic meetings in Occitanie and PACA, podcasts distribution relay. INRAE Montpellier (DipSO): elaboration of the typology of initiatives, sharing of results from other participatory research projects on local cereals to feed open data. Réseau Semences Paysannes: conducting interviews to feed the typology of initiatives, organizing a citizens' meeting as part of the Sème ta résistance international meeting. d'Une Graine aux Autres: interviews to develop a typology of initiatives, organization of a series of meetings in western France Bio CIVAM de l'Aude: support for the organization of a series of meetings in the south of France.</p> <p>SWITCH target groups: Policy makers Food providers Education system Citizens and general public</p>
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<p>Accessibility: This activity aims at promoting citizens' initiatives around local cereals, all around an important commodity of the french diet that is bread.</p> <p>Facilitation: This activity aims at creating sustainable interlinkages between relevant actors of the cereal sector in Montpellier and the Occitanie region, in order to ease the journey towards sustainable cereal food system initiatives.</p> <p>Timeline: In 2024, organize:</p> <ul style="list-style-type: none"> - A side event during the "Agropol'Eat" festival (June 2024) around local cereals, including some information sharing about gluten digestibility; - Work with the Valflaunès "AMAP" (<i>Association pour le maintien de l'agriculture paysanne</i>) and the Moulin des Garrigues to develop animations for the general population, and support the Atelier Paysan (summer or autumn of 2024) - A webinar on lowtechs in the local cereals chains (end of 2024) <p>Depending on how successful the activity proves to be, and based on potential future demand, the process could be reiterated in 2025 with the same but also new citizens' associations.</p>	<p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 1 Rebuilding the local supply chain and improving the nutritional quality of local food 2 Shortening food supply chains 22 Engage citizenship on sustainable diets 23 Working groups 24 Summer School "Food Hubs in Formation" 28 Food ambassadors
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<p>Resources needed: Human resources to organize actors' gatherings and facilitate the knowledge exchange processes. Material resources for communication materials.</p> <p>Digital tools: The use of the SWITCH digital tools could be helpful in supporting the data collection and storage.</p> <p>Realist Evaluation No</p>	
<p>Monitoring and evaluation SWITCH KPIs KPI 3. Increase of connectivity among stakeholders (targeted increase 50% respect to baseline). WP4: the psychosocial questionnaire (see D4.2) could be used to assess Actor connectivity. As the activity aims to build a network, measuring actor connectivity at two time points can assess how the quality of the network collaborations develops over a certain amount of time via two types of data collection (data triangulation):</p> <ul style="list-style-type: none"> a. Actor monitoring form: counting <u>who</u> and <u>how many</u> actors participate in the working group b. Actor connectivity survey: a survey that quantifies the perceived network efficacy e.g. 'network quality'. We have a short version available (6 questions) and a more extensive (and validated one) of 21 questions. <p>Indicators to monitor the actors' connectivity also includes: Number of links in the local cereal chain represented in our various activities (farmers, artisans, others) Number of links with other local or regional projects on local cereals established during the project.</p>	<p>Risks and mitigation measures: Low turn-out and low actors' engagement could hinder the wealth of discussions and knowledge exchange practices. A mitigation strategy is to engage the very rich network of all involved actors, to ensure the activity reaches out to the most relevant stakeholders. Another risk to mention could be the inability to reiterate this activity in 2025 due to either unavailable funds, or lack of interest from other actors. Although this is not a risk to the delivery of the activity per say, it could be interesting to evaluate what are obstacles to the reiteration, and how to bridge these gaps for further development.</p>

<p>KPI 4. Increase share of sustainable and healthy local products in the HUB areas (minimum 30%)</p> <p>Indicators to monitor include: Number and diversity of local distribution channels for local grain-based products promoted during activities</p> <p>KPI 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>WP4: to assess consumer interest in H&S eating the following concepts of the psychosocial questionnaire (see D4.2) may be relevant to measure among citizens: coping, diet choices, food values, food access. Two time points are needed to capture a relative change among the consumers (ideally in the same group of people, sample size minimum 50 persons). A more specific data protocol is only possible after further refinement of the activity.</p> <p>Indicators to be monitored include:</p> <p>Changes in participants' perceptions of local cereal-based products (manufacturing, distribution, consumption) between before and after the activities.</p> <p>Number of people reached by dissemination actions, beyond face-to-face activities (e.g. people listening to our radio programs or watching our videos on the YesWiki website).</p> <p>List of health-related topics addressed during group activities (e.g.: gluten digestibility)</p>	
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3.5 Berlin and Federal State of Brandenburg

Berlin -Brandenburg Hub: ACTION PLAN



Berlin and Federal State of Brandenburg (Germany)

Authors: Hub Leader & team, Karen Wohlerl - Claiborne McDonald, Anna Dernis, Ingrid Wolf, Serpil Hahn, C. Scott Bolden, Stephan Meier Kämmerer, Marvin Deja (BAUMHAUS)

The overall context: the Hub Footprint in a nutshell

The Berlin-Brandenburg Hub of the SWITCH project is organized by Baumhaus, a collaborative project and neighborhood event hub space for sustainability in Berlin. Das Baumhaus founded and works with a growing collaborative network of neighborhood food hubs called "LebensMittelPunkte" (LMP), which are community centers or similar places with a special focus on food, sustainability and community cohesion, located across the city.

The Hub, Baumhaus and its LMP network are already recognized parts of the city-region's diverse and dynamic ecosystem of food initiatives, small producers and projects along the food chain and food policy strategies. As the city's districts are very different from one another in terms of socio-economic and demographic conditions, the decentralized network of LMPs, which are adapted to the contexts of their neighborhoods, allows the Hub to develop activities that are targeted to reach particular vulnerable groups.

The Hub ambition and priorities

The Hub's ambition is to build its activities within the common framework of a "SWITCH Community Cooking Werkstatt (Lab)" to unfold the potential of community cooking for the transition to sustainable and healthy dietary behavior. The two overall goals are to develop and demonstrate: a) a bottom-up process solution for engaging food system actors in a city-region, b) practicable and scalable tools for citizens that can be used, experienced and shared at inclusive community cooking events, promoting healthy, regional and sustainable diets for all. To reach both goals, the Hub will invite people from all over the food system to collaboratively support neighbors and local communities with inclusive solutions to improve their procurement (Activity #1), their cooking (Activity #2) and their efforts to change dietary behavior (Activity #3). All three activities are designed to address knowledge, facilitation and accessibility gaps from multiple perspectives. Co-creation and workshop sessions in the Hub will facilitate communication and will provide education and support for all food system actors.

Digital tools will be added to both the co-creation process and the co-created tools for community cooking as they are developed within the SWITCH project. Involvement of local/regional administration and policymakers will ensure relevance for health/food policy strategies.

<p>Activity #1: How to make the SWITCH in our procurement?</p> <p>A co-creation & workshop program to come together to reshape the way we procure our food (esp. regional seasonal veggies, legumes and rescued food), build around the core tool of foodscape mapping. This activity follows one of the main pillars of the neighborhood food hubs of "Depot", developing a tool that can be used to improve the impact of community cooking for the transition to healthy and sustainable diets. As support for how to organize community cooking is already provided by a city funded project of the "LebensMittelPunkte-Netzwerk" (including support for equipment and organizing, hygiene etc.), the activity within SWITCH can focus on how to improve food procurement.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • To engage a broad range of food system actors of the city-region • To co-create a "menu of opportunities & support" for healthy and sustainable procurement options in the city-region by gathering information on existing options, creating synergies and new options • To co-create "individual procurement recipes" for community cooking organizers, choosing and communicating solutions that fit their needs/culture and make them available in their neighborhood, that can be used both for community cooking events and individually at home • To develop an innovative easy-to-use "foodscape mapping tool" that facilitates the co-creation and the implementation of food procurement solutions • To establish a network of collaboration & support with all actors 	<p>Setting:</p> <p>The "SWITCH Community Cooking Werkstatt" will be organized and communicated as a part of Baumhaus' work of building the local neighborhood food hub network "LebensMittelPunkte-Netzwerk".</p> <p>The bulk part of the co-creation & workshops will take place on a monthly basis in a 3-day event format ("Werkstatt") in Baumhaus, establishing a meeting point for all actors and allowing an iterative process. Individual meetings will happen throughout the month. The general approach of Baumhaus for providing space for meaningful engagement will be used for all activities, including:</p> <ul style="list-style-type: none"> • Building individual connections with each actor, discussing their specific motivations, needs, ideas and best way of engagement • Providing engaging and vibrant experiences of collaboration, co-creation, food and community cooking in the Baumhaus space • Offering very practical hands-on support, establishing an informal, peer-to-peer network based on the shared experiences and trust <p>The implementation of the developed tools will take place at different places within "LebensMittelPunkte" throughout the city of Berlin.</p> <p>Actors to be involved:</p> <ul style="list-style-type: none"> • All food system actors in the city-region are invited to join the co-creation, leaving their level of engagement open, providing opportunities to connect their projects with the community cooking tools, but offering support for additional initiatives and ideas as well. • Community cooking organizers ("LebensMittelPunkte-Initiatives")
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<p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • Knowledge: Information & learning experiences will be provided to <ul style="list-style-type: none"> a) all actors participating in the co-creation and workshop in the Hub b) all citizens participating in community cooking events via the tools • Accessibility: Creation of links between offer and demand by both <ul style="list-style-type: none"> a) directly bringing different food system actors together in the Hub b) making offers visible and fitting to specific demands via the tools • Facilitation: Obstacles will be defined and solutions developed <ul style="list-style-type: none"> a) for all actors participating in the Hub b) for local communities/citizens via the tools & practical support that are fitted to their specific needs, cultures and neighborhoods <p>Timeline:</p> <p>Phase 1: Prototyping (October-December 2024)</p> <p>Phase 2: Testing & Improving (January-June 2025)</p> <p>Phase 3: Sharing & Scaling (July-December 2025)</p>	<p>will be invited to join both the co-creation with other food system actors and individual workshops to tailor the tools to their needs.</p> <p>SWITCH target groups:</p> <p>Policymakers</p> <p>Food providers</p> <p>Food services and hospitality</p> <p>Education system: from schools to universities, Kitchen schools</p> <p>Nutritionists, healthcare providers</p> <p>Citizens and general public</p> <p>Media and journalists</p> <p>Link with SWITCH Activities:</p> <p>2: Shortening food supply chains</p> <p>14: Set up of coordinated plans for food distribution</p> <p>15: Food solidarity houses</p> <p>22: Engage citizenship</p> <p>24: Summer School Food Hubs in Formation</p> <p>29: Create your own Food Hub Incubator Pilot</p>
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Resources needed:

- Drafts of tools, methods and support materials, including first overview and mapping of healthy & sustainable procurement options
- Scientific knowledge from the SWITCH project and a clear communication channel with the partners during the co-creation activities
- Communication materials (esp. infographics) for the co-creation sessions and as a starting point for tools adoption

Digital tools:

- SWITCH Digital Hub and SWITCH food item database can support the co-creation process in the Hub
- SWITCH Citizen App and SWITCH Chefs App can support the implementation of all the activities' core tools in the community cooking events (in a later stage)

Realist Evaluation

Yes; the aim of a realist evaluation is to provide clarity on why, for whom and under which circumstances the three activities facilitate and improve community cooking in the setting of Berlin. Main research questions in the realist inquiry: 1) why and how the community cooking tools lead to more healthy and sustainable eating among the guests 2) what are the circumstances (barriers + facilitators) that influences the implementation and success of the tools/workshops?

There will be two rounds of qualitative data collection.

- In the first round we focus on understanding the tools and identifying initial change mechanisms (end of phase 1; between Jan-March 2025). This round will take place once the prototyping of the tools will be finished. For these interviews we focus mostly on the ones involved in the design and development of the tools and workshops (sample of around 3-5 persons).
- The second round of interviews will be after the tools are implemented for at least 3 amount of times by each community cooking kitchen included in the interviews (end phase 2/ phase 3: July-Dec 2025). In the second round of qualitative data collection, the focus is testing initial change mechanisms and unraveling important contextual factors that influence the effectiveness of the tools. For these interviews we need both the 'designers' of the tools as well as the 'end-users' (e.g. the 2-5 community cooking organizers and around 5 community cooking guests). Ideally, at least two different community cooking settings/kitchens will be investigated to identify important contextual factors. Parts of the psychosocial questionnaire can be used to gain further insights in the effects of the community cooking on precursors of behavioral change (e.g. coping capacities, diet choices, food values, food access) to complement the realist inquiry.

<p>Monitoring and evaluation</p> <p>SWITCH KPIs:</p> <ol style="list-style-type: none"> 1. Behavior change towards health and sustainability 2. Improvement on environmental targets 3. Increase of connectivity among stakeholders 4. Increase share of sustainable and healthy local products 5. Increased visibility of sustainable farming systems 6. Increased interest in consumers in H&S products in the Hub's engaged actors and citizens 11. One group of 50 people per each vulnerable category engaged into analysis and experiments 12. 20 isolated small producers identified and engaged in each Hub into connecting activity <p>Data collection protocol:</p> <p>The KPIs can be divided into 2 groups, following the Hub's goals:</p> <p>a) KPIs 3,6,11,12: Data collection of the impact of the co-creation & workshop sessions on participants (Interviews, Hub's documentation of meetings, developed initiatives, facilitated synergies and actions)</p> <ul style="list-style-type: none"> ● KPI-3: Increase of connectivity among stakeholders WP4: Understanding if and how the food network in Berlin develops because of this activity (both in terms of quantity and quality; KPI-3). when? Phase 1 - Phase 3 (Oct 2024 - Dec 2025) Aim: to determine the influences of the co-creation process of designing the community cooking tools and the implementation of these tools on the size and quality of the local Berlin food network How: three different type 3 data collection (data triangulation) 	<p>Risks:</p> <ul style="list-style-type: none"> ● General risks of social or economic crises that impact the food system actors and/or community cooking organizers and their guests ● Lack of participation in data collection, esp. during implementation of tools, as community cooking organizers are often already strained in time and resources, but same is true for other food actors as well ● Difficulties in engaging migrant communities, as they are an important vulnerable group (esp. the population of refugees remains highly exposed to suffering from a lack of access to good food) but language and social barriers often prevent real collaboration <p>Mitigation measures:</p> <ul style="list-style-type: none"> ● By design, all activities allow a great deal of flexibility and adjustment to outer circumstances. The activity focuses on basic food system functions and citizens' needs that will not stop even during crises. If another pandemic should stop community cooking for a while, the tool implementation can be shifted to home cooking. ● The first phase of the activity will include prototyping of data collection methods, e.g. for data collection during community cooking events. Developing data collection methods will be part of the co-creation sessions. Also, the hub will communicate the data collection as an integral part of the project from the beginning. ● The hub will activate and build on already established connections and diversity within its own team and
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<ul style="list-style-type: none"> ● Actor monitoring form: counting who and how many actors participate in this co-creative measures, count the numbers of meetings with actors ● Actor connectivity survey: a survey that quantifies the perceived network efficacy e.g. 'network quality'. ● Interviews/focus group to investigate the personal meaning of participating in this local food network (LMP) and co-creative process <p>Research 'subjects': The different stakeholders involved in the design proces</p> <p>Analysis: these three sources of data collection will be integrated to describe the effect of a 'grass root' initiative on the Berlin food network</p> <p>b) KPIs 1,2,4,5: Data collection of the implementation of the tools at the community cooking events (Recording change in provided food & communication, method needs to be developed)</p> <p>All data will be collected by the team of Baumhaus. While the Hub team can collect basic data on an ongoing basis (documentation of meetings, actor onboarding), there are four major data collection points:</p> <ol style="list-style-type: none"> 1. Kick-off Phase 1 (data collection integrated in meeting) 2. Kick-off Phase 2 (data collection integrated in meeting) 3. Kick-off Phase 3 (data collection at bigger action conference) 4. Spring 2026 (evaluation after official program ended) <p>The realist inquiry (see details above) is part of the implementation evaluation (WP4). Parts of the psychosocial survey will be used to complement the realist inquiry (coping, diet choices, food values, food access; WP4, see D4.2).</p>	<p>neighborhood network. The activity will be at least bi-lingual, more languages will be used as needed including communication materials in plain language, pictograms.</p>
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Data on the psychosocial impact (WP4, see D4.2) will be collected by two studies on the food network (see KPI-3) and the community cooking tools (see realist evaluation).

Activity #2: How to make the SWITCH in our cooking?

A co-creation & workshop program to come together to reshape the way we cook our food (esp. regional seasonal veggies, legumes and rescued food), build around the core tool of food quantity calculation. This activity follows one of the main pillars of the neighborhood food hubs of "Kitchen", developing a tool that can be used to improve the impact of community cooking for the transition to healthy and sustainable diets. As support for how to organize community cooking is already provided by a city funded project of the "LebensMittelPunkte-Netzwerk" (including support for equipment and organizing, hygiene etc.), the activity within SWITCH can focus on how to improve the way of cooking.

Aim of the activity:

- To engage a broad range of food system actors of the city-region
- To co-create a "menu of opportunities & support" for healthy and sustainable cooking options by gathering information on existing options, creating synergies and new options, with a special focus on different food cultures
- To co-create "individual cooking & buffet recipes" for community cooking organizers, choosing and communicating solutions that fit their needs/cultures, that can be used both for community cooking events and individually at home

Setting:

The "SWITCH Community Cooking Werkstatt" will be organized and communicated as a part of Baumhaus' work of building the local neighborhood food hub network "LebensMittelPunkte-Netzwerk".

The bulk part of the co-creation & workshops will take place on a monthly basis in a 3-day event format ("Werkstatt") in Baumhaus, establishing a meeting point for all actors and allowing an iterative process. Individual meetings will happen throughout the month.

The general approach of Baumhaus for providing space for meaningful engagement will be used for all activities, including:

- Building individual connections with each actor, discussing their specific motivations, needs, ideas and best way of engagement
- Providing engaging and vibrant experiences of collaboration, co-creation, food and community cooking in the Baumhaus space
- Offering very practical hands-on support, establishing an informal, peer-to-peer network based on the shared experiences and trust

The implementation of the developed tools will take place at different places within "LebensMittelPunkte" throughout the city of Berlin.

<ul style="list-style-type: none"> • To develop an innovative easy-to-use "food quantity cooking tool" that facilitates the co-creation and the implementation of solutions • To establish a network of collaboration & support with all actors <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • Knowledge: Information & learning experiences will be provided to <ul style="list-style-type: none"> a) all actors participating in the co-creation and workshop in the Hub b) all citizens participating in community cooking events via the tools • Accessibility: Creation of links between offer and demand by both <ul style="list-style-type: none"> a) directly bringing different food system actors together in the Hub b) making offers visible and fitting to specific demands via the tools • Facilitation: Obstacles will be defined and solutions developed <ul style="list-style-type: none"> a) for all actors participating in the Hub b) for local communities/citizens via the tools & practical support that are fitted to their specific needs, cultures and neighborhoods <p>Timeline:</p> <p>Phase 1: Prototyping (October-December 2024)</p> <p>Phase 2: Testing & Improving (January-June 2025)</p> <p>Phase 3: Sharing & Scaling (July-December 2025)</p>	<p>Actors to be involved:</p> <ul style="list-style-type: none"> • All food system actors in the city-region are invited to join the co-creation, leaving their level of engagement open, providing opportunities to connect their projects with the community cooking tools, but offering support for additional initiatives and ideas as well. • Community cooking organizers ("LebensMittelPunkte-Initiatives") will be invited to join both the co-creation with other food system actors and individual workshops to tailor the tools to their needs. <p>SWITCH target groups:</p> <p> Policymakers Food providers Food services and hospitality Education system: from schools to universities, Kitchen schools Nutritionists, healthcare providers Citizens and general public Media and journalists </p> <p>Link with SWITCH Activities:</p> <p> 2: Shortening food supply chains 14: Set up of coordinated plans for food distribution 15: Food solidarity houses 22: Engage citizenship 24: Summer School Food Hubs in Formation 29: Create your own Food Hub Incubator Pilot </p>
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Resources needed:

- Drafts of tools, methods and support materials, including first first basic community cooking buffet planning
- Scientific knowledge from the SWITCH project and a clear communication channel with the partners during the co-creation activities
- Communication materials (esp. infographics) for the co-creation sessions and as a starting point for tools adoption

Digital tools:

- SWITCH Digital Hub and SWITCH food item database can support the co-creation process in the Hub
- SWITCH Citizen App & SWITCH Chefs App can support the implementation of all the activities' core tools in the community cooking events (in a later stage)

Realist Evaluation

Yes; the aim of a realist evaluation is to provide clarity on why, for whom and under which circumstances the three activities facilitate and improve community cooking in the setting of Berlin. Main research questions in the realist inquiry: 1) why and how the community cooking tools lead to more healthy and sustainable eating among the guests 2) what are the circumstances (barriers + facilitators) that influences the implementation and success of the tools/workshops?

There will be two rounds of qualitative data collection.

- In the first round we focus on understanding the tools and identifying initial change mechanisms (end of phase 1; between Jan-March 2025). This round will take place once the prototyping of the tools will be finished. For these interviews we focus mostly on the ones involved in the design and development of the tools and workshops (sample of around 3-5 persons).

The second round of interviews will be after the tools are implemented for at least 3 amount of times by each community cooking kitchen included in the interviews (end phase 2/ phase 3: July-Dec 2025). In the second round of qualitative data collection, the focus is testing initial change mechanisms and unraveling important contextual factors that influence the effectiveness of the tools. For these interviews we need both the 'designers' of the tools as well as the 'end-users' (e.g. the 2-5 community cooking organizers and around 5 community cooking guests). Ideally, at least two different community cooking settings/kitchens will be investigated to identify important contextual factors. Parts of the psychosocial questionnaire can be used to gain further insights in the effects of the community cooking on precursors of behavioral change (e.g. coping capacities, diet choices, food values, food access) to complement the realist inquiry.

<p>Monitoring and evaluation:</p> <p>SWITCH KPIs:</p> <ol style="list-style-type: none"> 1. Behavior change towards health and sustainability 2. Improvement on environmental targets 3. Increase of connectivity among stakeholders 4. Increase share of sustainable and healthy local products 5. Increased visibility of sustainable farming systems 6. Increased interest in consumers in H&S products in the Hub's engaged actors and citizens 11. One group of 50 people per each vulnerable category engaged into analysis and experiments 12. 20 isolated small producers identified and engaged in each Hub into connecting activity <p>Data collection protocol:</p> <p>The KPIs can be divided into 2 groups, following the Hub's goals:</p> <p>a) KPIs 3,6,11,12: Data collection of the impact of the co-creation & workshop sessions on participants (Interviews, Hub's documentation of meetings, developed initiatives, facilitated synergies and actions)</p> <ul style="list-style-type: none"> ● KPI-3: Increase of connectivity among stakeholders WP4: Understanding if and how the food network in Berlin develops because of this activity (both in terms of quantity and quality; KPI-3). <p>when? Phase 1 - Phase 3 (Oct 2024 - Dec 2025)</p> <p>Aim: to determine the influences of the co-creation process of designing the community cooking tools and the implementation of these tools on the size and quality of the local Berlin food network</p> <p>How: three different type 3 data collection (data triangulation)</p>	<p>Risks:</p> <ul style="list-style-type: none"> ● General risks of social or economic crises that impact the food system actors and/or community cooking organizers and their guests ● Lack of participation in data collection, esp. during implementation of tools, as community cooking organizers are often already strained in time and resources, but same is true for other food actors as well ● Difficulties in engaging migrant communities, as they are an important vulnerable group (esp. the population of refugees remains highly exposed to suffering from a lack of access to good food) but language and social barriers often prevent real collaboration <p>Mitigation measures:</p> <ul style="list-style-type: none"> ● By design, all activities allow a great deal of flexibility and adjustment to outer circumstances. The activity focuses on basic food system functions and citizens' needs that will not stop even during crises. If another pandemic should stop community cooking for a while, the tool implementation can be shifted to home cooking. ● The first phase of the activity will include prototyping of data collection methods, esp. for data collection during community cooking events. Developing data collection methods will be part of the co-creation sessions. Also, the hub will communicate the data collection as an integral part of the project from the beginning. ● The hub will activate and build on already established connections and diversity within its own team and
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<ul style="list-style-type: none"> ● Actor monitoring form: counting who and how many actors participate in this co-creative measures, count the numbers of meetings with actors ● Actor connectivity survey: a survey that quantifies the perceived network efficacy e.g. 'network quality'. ● Interviews/focus group to investigate the personal meaning of participating in this local food network (LMP) and co-creative process <p>Research 'subjects': The different stakeholders involved in the design process</p> <p>Analysis: these three sources of data collection will be integrated to describe the effect of a 'grass root' initiative on the Berlin food network</p> <p>b) KPIs 1,2,4,5: Data collection of the implementation of the tools at the community cooking events (Recording change in provided food & communication, method needs to be developed)</p> <p>All data will be collected by the team of Baumhaus. While the Hub team can collect basic data on an ongoing basis (documentation of meetings, actor onboarding), there are four major data collection points:</p> <ol style="list-style-type: none"> 5. Kick-off Phase 1 (data collection integrated in meeting) 6. Kick-off Phase 2 (data collection integrated in meeting) 7. Kick-off Phase 3 (data collection at bigger action conference) 8. Spring 2026 (evaluation after official program ended) <p>The realist inquiry (see details above) is part of the implementation evaluation (WP4). Parts of the psychosocial survey will be used to complement the realist inquiry (coping, diet choices, food values, food access; WP4, see D4.2).</p>	<p>neighborhood network. The activity will be at least bi-lingual, more languages will be used as needed including communication materials in plain language, pictograms.</p>
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<p>Data on the psychosocial impact (WP4, see D4.2) will be collected by two studies on the food network (see KPI-3) and the community cooking tools (see realist evaluation).</p>	
<p>Activity #3: How to make the SWITCH in our everyday life?</p> <p>A co-creation & workshop program to come together to reshape the way we approach changing our dietary behavior (esp. focussed on the SWITCH targets of nutrition and sustainability and KPIs), built around the core tool of challenges.</p> <p>This activity follows one of the main pillars of the neighborhood food hubs of "Kiez", developing a tool that can be used to improve the impact of community cooking for the transition to healthy and sustainable diets. As support for how to organize community cooking is already provided by a city funded project of the "LebensMittelPunkte-Netzwerk" (including support for equipment and organizing, hygiene etc.), the activity within SWITCH can focus on how to improve the dietary behavior change.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • To engage a broad range of food system actors of the city-region • To co-create a "menu of opportunities & support" for healthy and sustainable challenge options in the city-region by gathering information on existing options, creating synergies and new options • To co-create "individual challenge recipes" for community cooking organizers, choosing and communicating solutions that fit their needs/culture, that can be used both for community cooking events and individually at home 	<p>Setting:</p> <p>The "SWITCH Community Cooking Werkstatt" will be organized and communicated as a part of Baumhaus' work of building the local neighborhood food hub network "LebensMittelPunkte-Netzwerk".</p> <p>The bulk part of the co-creation & workshops will take place on a monthly basis in a 3-day event format ("Werkstatt") in Baumhaus, establishing a meeting point for all actors and allowing an iterative process. Individual meetings will happen throughout the month. The general approach of Baumhaus for providing space for meaningful engagement will be used for all activities, including:</p> <ul style="list-style-type: none"> • Building individual connections with each actor, discussing their specific motivations, needs, ideas and best way of engagement • Providing engaging and vibrant experiences of collaboration, co-creation, food and community cooking in the Baumhaus space • Offering very practical hands-on support, establishing an informal, peer-to-peer network based on the shared experiences and trust <p>The implementation of the developed tools will take place at different places within "LebensMittelPunkte" throughout the city of Berlin.</p> <p>Actors to be involved:</p> <ul style="list-style-type: none"> • All food system actors in the city-region are invited to join the co-creation, leaving their level of engagement open, providing

<ul style="list-style-type: none"> • To develop an innovative easy-to-use "challenge tool" that facilitates the co-creation and the implementation of solutions • To establish a network of collaboration & support with all actors <p>Link with SWITCH Pillars:</p> <ul style="list-style-type: none"> • Knowledge: Information & learning experiences will be provided to <ul style="list-style-type: none"> a) all actors participating in the co-creation and workshop in the Hub b) all citizens participating in community cooking events via the tools • Accessibility: Creation of links between offer and demand by both <ul style="list-style-type: none"> a) directly bringing different food system actors together in the Hub b) making offers visible and fitting to specific demands via the tools • Facilitation: Obstacles will be defined and solutions developed <ul style="list-style-type: none"> a) for all actors participating in the Hub) b) for local communities/citizens via the tools & practical support that are fitted to their specific needs, cultures and neighbourhoods <p>Timeline:</p> <p>Phase 1: Prototyping (October-December 2024)</p> <p>Phase 2: Testing & Improving (January-June 2025)</p> <p>Phase 3: Sharing & Scaling (July-December 2025)</p>	<p>opportunities to connect their projects with the community cooking tools, but offering support for additional initiatives and ideas as well.</p> <ul style="list-style-type: none"> • Community cooking organisers ("LebensMittelPunkte-Initiatives") will be invited to join both the co-creation with other food system actors and individual workshops to tailor the tools to their needs. <p>SWITCH target groups:</p> <p>Policymakers</p> <p>Food providers</p> <p>Food services and hospitality</p> <p>Education system: from schools to universities, Kitchen schools</p> <p>Nutritionists, healthcare providers</p> <p>Citizens and general public</p> <p>Media and journalists</p> <p>Link with SWITCH Activities:</p> <p>2: Shortening food supply chains</p> <p>14: Set up of coordinated plans for food distribution</p> <p>15: Food solidarity houses</p> <p>22: Engage citizenship</p> <p>24: Summer School Food Hubs in Formation</p> <p>29: Create your own Food Hub Incubator Pilot</p>
<p>Resources needed:</p> <ul style="list-style-type: none"> • Drafts of tools, methods and support materials, including first ideas of challenges to propose in order to drive the change in dietary behaviour • Scientific knowledge from the SWITCH project and a clear communication channel with the partners during the co-creation activities • Communication materials (esp. infographics) for the co-creation sessions and as a starting point for tools adoption 	

Digital tools:

- SWITCH Digital Hub and SWITCH food item database can support the co-creation process in the Hub
- SWITCH Citizen App & SWITCH Chefs App can support the implementation of all the activities' core tools in the community cooking events (in a later stage)
- For the implementation of this activity, envisage a core tool with basic digital components (challenge collection)

Realist Evaluation

Yes; the aim of a realist evaluation is to provide clarity on why, for whom and under which circumstances the three activities facilitate and improve community cooking in the setting of Berlin. Main research questions in the realist inquiry: 1) why and how the community cooking tools lead to more healthy and sustainable eating among the guests 2) what are the circumstances (barriers + facilitators) that influences the implementation and success of the tools/workshops?

There will be two rounds of qualitative data collection.

- In the first round we focus on understanding the tools and identifying initial change mechanisms (end of phase 1; between Jan-March 2025). This round will take place once the prototyping of the tools will be finished. For these interviews we focus mostly on the ones involved in the design and development of the tools and workshops (sample of around 3-5 persons).
- The second round of interviews will be after the tools are implemented for at least three rounds by each community cooking kitchen included in the interviews (end phase 2/ phase 3: July-Dec 2025). In the second round of qualitative data collection, the focus is testing initial change mechanisms and unravelling important contextual factors that influence the effectiveness of the tools. For these interviews we need both the 'designers' of the tools as well as the 'end-users' (e.g. the 2-5 community cooking organisers and around 5 community cooking guests). Ideally, at least two different community cooking settings/kitchens will be investigated to identify important contextual factors. Parts of the psychosocial questionnaire (D4.2) can be used to gain further insights in the effects of the community cooking on precursors of behavioural change (e.g. coping capacities, diet choices, food values, food access) to complement the realist inquiry.

Monitoring and evaluation:

SWITCH KPIs:

1. Behaviour change towards health and sustainability
2. Improvement on environmental targets
3. Increase of connectivity among stakeholders

Risks:

- General risks of social or economic crises that impact the food system actors and/or community cooking organisers and their guests

<p>4. Increase share of sustainable and healthy local products</p> <p>5. Increased visibility of sustainable farming systems</p> <p>6. Increased interest in consumers in H&S products in the Hub's engaged actors and citizens</p> <p>11. One group of 50 people per each vulnerable category engaged into analysis and experiments</p> <p>12. 20 isolated small producers identified and engaged in each Hub into connecting activity</p> <p>Data collection protocol:</p> <p>The KPIs can be divided into 2 groups, following the Hub's goals:</p> <p>a) KPIs 3,6,11,12: Data collection of the impact of the co-creation & workshop sessions on participants (Interviews, Hub's documentation of meetings, developed initiatives, facilitated synergies and actions)</p> <ul style="list-style-type: none"> • KPI-3: Increase of connectivity among stakeholders <p>WP4: Understanding if and how the food network in Berlin develops because of this activity (both in terms of quantity and quality; KPI-3).</p> <p>when? Phase 1 - Phase 3 (Oct 2024 - Dec 2025)</p> <p>Aim: to determine the influences of the co-creation process of designing the community cooking tools and the implementation of these tools on the size and quality of the local Berlin food network</p> <p>How: three different type 3 data collection (data triangulation)</p> <ul style="list-style-type: none"> • Actor monitoring form: counting who and how many actors participate in this co-creative measures, count the numbers of meetings with actors • Actor connectivity survey: a survey that quantifies the perceived network efficacy e.g. 'network quality'. 	<ul style="list-style-type: none"> • Lack of participation in data collection, esp. during implementation of tools, as community cooking organizers are often already strained in time and resources, but same is true for other food actors as well • Difficulties in engaging migrant communities, as they are an important vulnerable group (esp. the population of refugees remains highly exposed to suffering from a lack of access to good food) but language and social barriers often prevent real collaboration <p>Mitigation measures:</p> <ul style="list-style-type: none"> • By design, all activities allow a great deal of flexibility and adjustment to outer circumstances. All three activities focus on basic food system functions and citizens' needs that will not stop even during crises. If another pandemic should stop community cooking for a while, the tool implementation can be shifted to home cooking. • The first phase of the activity will include prototyping of data collection methods, esp. for data collection during community cooking events. Developing data collection methods will be part of the co-creation sessions. Also, the hub will communicate the data collection as an integral part of the project from the beginning. • The hub will activate and build on already established connections and diversity within its own team and neighbourhood network. The activity will be at least bi-lingual, more languages will be used as needed including communication materials in plain language, pictograms.
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<ul style="list-style-type: none"> • Interviews/focus group to investigate the personal meaning of participating in this local food network (LMP) and co-creative process <p>Research ‘subjects’: The different stakeholders involved in the design process</p> <p>Analysis: these three sources of data collection will be integrated to describe the effect of a ‘grass root’ initiative on the Berlin food network</p> <p>b) KPIs 1,2,4,5: Data collection of the implementation of the tools at the community cooking events (Recording change in provided food & communication, method needs to be developed)</p> <p>All data will be collected by the team of Baumhaus. While the Hub team can collect basic data on an ongoing basis (documentation of meetings, actor onboarding), there are four major data collection points:</p> <ol style="list-style-type: none"> 9. Kick-off Phase 1 (data collection integrated in meeting) 10. Kick-off Phase 2 (data collection integrated in meeting) 11. Kick-off Phase 3 (data collection at bigger action conference) 12. Spring 2026 (evaluation after official program ended) <p>The realist inquiry (see details above) is part of the implementation evaluation (WP4). Parts of the psychosocial survey will be used to complement the realist inquiry (coping, diet choices, food values, food access; WP4, see D4.2).</p> <p>Data on the psychosocial impact (WP4, see D4.2) will be collected by two studies on the food network (see KPI-3) and the community cooking tools (see realist evaluation).</p>	
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3.6 Göteborg and Västra Götaland region

Göteborg - Västra Götaland: ACTION PLAN



Göteborg and Västra Götaland region (Sweden)

Authors: Maria Biörklund Helgesson, Maria Nehme O'Neill, Britta Florén, Emelie Dybeck, Anna F Axelsson, Michaela Holmberg, Anne Normann, Malin Barman, Anna Hjorth

The overall context: the Hub Footprint in a nutshell

Located on Sweden's southwestern coast in the Västra Götaland region, Gothenburg boasts a unique blend of urban life and natural beauty. Nestled where the Göta River meets the Kattegat, part of the North Sea, Gothenburg is renowned for its picturesque archipelago, featuring rugged islands with lush greenery. The city enjoys a mild oceanic climate, courtesy of the Gulf Stream, fostering numerous green spaces like parks, nature reserves, and gardens. With a rich history rooted in Dutch trading and maritime commerce, Gothenburg evolved into a thriving industrial hub, notably housing the largest port in the Nordic countries. Notable companies like SKF, Volvo, and Ericsson have contributed to its economic prosperity. Home to around 600,000 residents in the city centre and 1.1 million in the metropolitan area, Gothenburg reflects Sweden's demographic diversity. However, socio-economic factors, health disparities, and lifestyle trends pose challenges, with initiatives underway to address these issues.

The Hub ambition and priorities

Established in 2023 with RISE and Chalmers University leading, SWITCH Gothenburg's food hub aims to foster collaboration across the regional food chain and public sectors. Prioritising health and sustainability, the hub bridges interdisciplinary gaps to drive action-based research. Supported by a diverse team, including experts in nutrition, sustainability, consumer research and digital tools, the hub focuses on collaborating with actors in living labs around three ambitious missions; 1) increase the intake of wholegrain, 2) more vegetables and legumes on our plates, 3) increase access and intake of sustainable seafood. By 2027, the goal is to double the number of Gothenburg residents consuming healthy and sustainable foods.

The hub's network encompasses +140 diverse food system actors, ranging from policymakers and food providers to public educators, civic society organisations and media. An inaugural event in October 2023 gathered 70+ actors from 43 organisations, fostering dialogue and collaboration. Stakeholders explored perceptions of a healthy and sustainable food system, identifying barriers and opportunities through interactive workshops. Data analysis highlighted key insights, guiding future strategies for the hub's development.

Identified opportunities and barriers:

- Economic challenges in the city region include supply-demand imbalances, a perceived lack of support for small producers, and affordability issues hindering sustainability efforts.
- Sociocultural barriers encompass food familiarity, conservative norms, and contested health knowledge, impeding dietary transitions.
- Policy and regulatory hurdles, along with communication complexities, further challenge the transition to healthier, sustainable food systems.
- Despite barriers, opportunities abound, from policy reforms and collaborative initiatives to innovations in food production and education. Systemic changes, grassroots engagement, and bottom-up initiatives are vital for fostering inclusive, sustainable transitions.

Conclusion and Further Actions:

- The identified opportunities and barriers offer a roadmap for holistic interventions in Gothenburg's and the Västra Götaland region food system.
- Systemic challenges necessitate collaborative, multidimensional approaches to foster sustainable transitions.
- Future steps include thematic working groups, stakeholder engagement, and addressing disparities among vulnerable groups.
- A webinar in December summarised the launching event findings and outlined plans for future engagement and action.
- Thematic working groups led by experts from RISE and Chalmers will spearhead concrete activities aligned with the hub's missions.
- Inclusivity and equity are paramount, requiring tailored strategies to reach marginalised communities.
- Continued dialogue and collaboration will drive Gothenburg's journey towards a healthier, more sustainable food future.

Activity 1: Seafood in public school meals – development of knowledge and practical skills for a sustainable and healthy seafood consumption among Swedish children	Responsible: Michaela Holmberg and Anna F Axelsson
<p>Public meals are an integral part of the Swedish welfare system, which is paid for with tax money. The Swedish school connects 3 million children and youths every day and we believe that meals should be used as a resource in the work with healthy and sustainable eating habits. School meals can shape long-term eating</p>	<p>Setting: The activity will be performed in one arena - schools in northeast of Gothenburg - but can involve several locations (more than one school). This area has a large amount of low socioeconomic and vulnerable inhabitants . There will also be product/recipe</p>

<p>habits and it is also an arena in which vulnerable groups can be reached. Therefore, the school meal could work as a "locomotive" to reach out with sustainable products so that the children learn to form healthy and sustainable eating habits for later in life. The main activity will be competence-enhancing activities for catering staff, e.g. cooking courses and workshops, product development group together with producers and chefs. The activity will also weave seafood into the learning process and the meal situation by promoting, with dedicated workshops/sessions with both chefs and students during the school-time the use of meal pedagogy, sensory training, and nudging, with the aim to increase curiosity and interest in seafood in preschools/schools. In this activity, we will let some students act as "Foodinfluencers". This means that the students will be taught about some selected locally produced seafood products by home economics teachers, producers and chefs. The home economics lessons are already included in the schedule and will therefore not be something we will arrange in addition to the lessons that are already in the schedule. We assist the Home Economics teachers with specific educational material on sustainable seafood. Then they teach the students during class time in collaboration with the chefs. During class time, there is also the opportunity for the elves to cook various dishes with seafood together with the chefs in the kitchen. Together they then prepare tasting dishes that they will later serve to their classmates and teachers out at the food truck in the schoolyard (or in the restaurant) when we plan a "Seafood Week " at the school. The food influencer students help out at the food truck and "sell" the sample to their schoolmates. They encourage and inspire their schoolmates to dare to try new things. The taste tests/tests that turn out well can</p>	<p>development workshops arranged in different locations such as Sjömatsfrämjandet (The Seafood Promotion Association) in Gothenburg).</p> <p>Actors to be involved:</p> <ul style="list-style-type: none"> Northeast meal managers Seafood producers Public chefs Educators Pupils The Food Experts, a selection of the Home and Consumer Studies students Researchers Other actors in Switch as VÄRT sustainable food lab <p>SWITCH target groups:</p> <ul style="list-style-type: none"> Food providers Education system: from schools to universities, Kitchen schools Citizens and the general public. <p>Link with SWITCH Pillars:</p> <p><u>Knowledge:</u> The activity aims to enhance knowledge among school staff, teachers, and students. It educates them about the nutritional and sustainable benefits of seafood and the impact of their choices on health and the environment. By collaborating with local producers, staff gain further knowledge and producers learn how they can develop products customised for public school meals.</p> <p><u>Accessibility:</u> Locally sourced ingredients are more accessible and collaborating with nearby producers ensures access to qualitative</p>
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<p>eventually be implemented on the regular menu. This sub-activity is arranged by us at RISE in collaboration with chefs, educators and seafood producers.</p> <p>This will facilitate climate-smart choices for children and contribute to learning about and with food which, in turn, can create a ripple effect by reaching out to children/young people and thus reaching their families and friends. An ongoing activity that runs throughout the activity is to produce pedagogical material for subject-integrated teaching about seafood aimed at students, as well as information material about seafood for chefs and other meal staff.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • Increase knowledge and interest about healthy and sustainable seafood alternatives among educators and meal staff in schools, • Increase the consumption of seafood among children and youths in preschools and schools. • Form a network of seafood producers and actors working with public meals, in order to develop and exchange knowledge and form a basis for long-term partnerships between the actors. <p>Timeline:</p> <p>The activity started taking shape in January 2024, when the first product and recipe development workshop with school meal chefs and seafood producers was arranged. The “in situ” activities in schools are planned to start during the autumn semester 2024 and run continuously during the time frame of the SWITCH project.</p>	<p>seafood. Digital education and other communication materials make information more accessible. Staff can learn about seafood through e-learning modules, webinars, and virtual workshops.</p> <p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 2. Shortening food supply chains. 8. “The protein shift” 4. The sustainability in the plate. 13. Fish gold. 19. Pilot Actions in canteen of universities, schools, and workplaces, co-created with local actors. 20. Boosting sustainability in the catering sector 28. Food ambassadors. 29. “Create your own Food Hub Incubator Pilot”.
<p>Resources needed:</p> <ul style="list-style-type: none"> • Hub activity meetings • Data collection, analysis, translation, reporting 	

- Start-up with responsible meals Northeast. Map out how much time they need to spend (meal managers, their cooks, educators, and students).
- Collect menus etc from the Northeast to share with researchers.
- Check with the seafood producers how often they should train in theory/cooking on site in the local/school kitchen and which resources they need
- Seafood experts at RISE to help with the basis for communication materials and resources for the studio.
- Identification of premises we will use and the time the activity will take for everyone involved.

Digital tools:

We will use *digital education platforms*, including the SWITCH Digital tools, such as the Digital Hub Experience and Apps, to educate meal staff and educators in schools about seafood nutrition, sustainability, cooking techniques, recipes etc. These instruments can also be used to arrange webinars and digital workshops where the involved actors meet to learn and exchange experiences about the topic. *Digital educations, webinars and other platforms* can foster collaboration by providing easy access to resources, recipes, and data. Having relevant information at their fingertips strengthens ability among the actors to make informed choices. SWITCH digital tools can be potentially used to validate data on food consumption shifts and to plan sustainable meals, dishes and weekly plans in canteens (App for Chefs) and at home (App for citizens).

Realist Evaluation

No

Monitoring and evaluation

SWITCH KPIs and tentative data collection protocol:

1: Behaviour changes towards health and sustainability.

Evaluation method: surveys/interviews to students on their own and their families's food habits if they cook at home or not/% of seafood in diet

2: Improvement on environmental targets.

Evaluation method: surveys (possibly using SWITCH digital tools) to track the changes through RISE Climate Data Base or SWITCH database on food's environmental impact.

Risks:

Please identify all possible risks that could hinder the implementation of the activity.

- That some actor backs out.
- Timeframe.
- Language and cultural challenges

Mitigation measures:

Establish a clear time table and anchor it with the involved actors. With good foresight, book specific dates from the start with all actors.

<p>3: Increase connectivity among stakeholders. <u>Evaluation method:</u> keep track of the quality of the actor network involved in the activity through psychosocial survey (concept: actor connectivity to assess and monitor perceived network quality; WP4, see D4.2), keep count of the actors involved in activity (e.g. the actor monitor form) or possibly using SWITCH digital tools</p> <p>4: Increase share of sustainable and healthy local products in the HUBs engaged actors and citizens. <u>Evaluation method:</u> interviews/surveys + track students and their families's food habits possibly using SWITCH digital tools.</p> <p>7: Final increased share of at least 30% of local and sustainable fish products. <u>Evaluation method:</u> surveys/interviews on increase in sustainable seafood consumption</p> <p>10: Increase awareness of consumers on more sustainable fish options. <u>Evaluation method:</u> surveys to track the change, possibly using SWITCH digital tools.</p> <p>Dietary data programs that are already in use in the kitchen will be used to collect both cost, nutrition and environmental impact. For example https://www.matildafoodtech.com/ that also include RISE Climate database, https://www.ri.se/en/what-we-do/expertises/rise-food-climate-database Behaviour experts at RISE will also be part of the monitoring and evaluation.</p>	<p>Establish trust and confidence with students to overcome language and cultural challenges. Utilising it as an asset that can develop the activity.</p>
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Activity 2: The green food switch – how we reach a greener gastronomy too good to resist.	Responsible: Britta Florén and Emelie Dybeck
<p>The goal is greener meals as the norm for more and more people. To reach the green switch, with larger portions of vegetables, legumes, fruit and berries on the plate, taste and the joy of dining are an important key factor. In this activity we want to make the chef the transition agent with the right knowledge of healthy and sustainable ingredients and how they can be transformed into green gastronomy too good to resist. What are nutritious, tasty, affordable, and popular green meals for different target groups?</p> <p>Switching meals to greener options in restaurants through joyful dining experience is not only about changing the menus, equally important is inspiring communication, and dialogue with food guests. To create a greener norm and joyful green food experience for chefs and meal guests we need help of soft values that influence consumer behaviour. The activity will provide knowledge and tools for a shift towards greener meals, with a greater share of plant-based ingredients for participating meal operators during the project period. For other restaurants, the project can have an indirect impact in the longer term through communication efforts by the project's forerunners to inspire more.</p> <p>Activities for the green food switch will be held in collaboration between chefs from private restaurants and chefs from the public sector (school restaurants etc). The focus is to increase the interest, engagement, and consumption of sustainable, healthy, local, affordable, and popular meals to influence stakeholders and promote environmental sustainability in dining experiences.</p> <p>The Green Switch includes several sub-activities that will be the base to develop and create a toolbox for chefs that further on can be</p>	<p>Setting: Multiple sites as restaurants of the participating actors, both public and private. Actors engaged are Compass Group, COOR (catering sector) Ahlstöms Factory, Mycorena (producers), Skövde, Stenungsund and Gothenburg municipalities, Värt (foodlab).</p> <p>Actors to be involved: Chefs, meal staff and producers will be involved in the sub-activities.</p> <p>SWITCH target groups: Food providers Food services and hospitality Education system: from schools to universities, kitchen schools, Healthcare providers Citizens and general public Media and journalists</p> <p>Link with SWITCH Pillars: Includes all the three pillars: Knowledge, Accessibility and Facilitation. <u>Knowledge:</u> Knowledge exchange between researchers and experts in the project team and of the participating actors, both public and private. This aims to find out and implement innovative solutions, and valuable insights to be taught and spread.</p>

<p>implemented in public and private kitchens and restaurants. The first planned sub-activities are:</p> <p>A video broadcast will be created under the theme of green gastronomy together with a public chef from Stenungsund municipality and private chef from Compass group. A famous Swedish health- and sustainability influencer will act as a moderator. In the video broadcast the chefs will share their most popular recipes and working methods focusing on legumes, seasonal vegetables and affordable ingredients available from the region. The video broadcast will take place in the Compass Group's studio kitchen and will be released to the Food HUB at the end of September.</p> <p>A recipe collection for public and private kitchens. One challenge raised by chefs is that many guests do not find plant-based food enough filling and satisfying. Together with chefs, we will develop and share recipes based on climate-smart and plant-based ingredients. The recipes will also be affordable, with ingredients that are preferably locally produced and popular food. The basic recipes have been collected from public kitchens in spring 2024. Workshops will be held in the autumn to further refine these recipes and to evaluate their nutritional value so that they meet the needs of children and youths.</p> <p>Nudging communication for health and sustainability. The way we describe and present plant based dishes can have a big impact on whether guests dare to try something new. In the green switch, we will therefore put extra energy into how we name our dishes in the menus. We plan to explore this in a workshop with chefs in the autumn where we will work with existing menus and make the description more attractive. We will evaluate and document which</p>	<p><u>Facilitation:</u> The activity will be developed in a co-creation approach with engaged actors in order to find solutions to get more people to eat more greener meals.</p> <p><u>Accessibility:</u> This activity will be a collective effort in order to create links between actors in the Hub that can deliver solutions of more greener meals as a norm.</p> <p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 4. The sustainability in the plate 7. "More Lentils to the Plate" 8. "The protein shift" 9. "Veggy options" 10. "Sustainable and healthy menu boxes" 19. Pilot Actions in canteen of universities, schools and workplaces, co-created with local actors 20. Boosting sustainability in the catering sector 21. From training to trainers on food sustainability <p>Timeline: September 2024 – June 2026</p>
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<p>words that people feel are most positive and therefore should be used more in the menu description and which words that should be avoided.</p> <p>Communication material. Development of capacity building materials and support for communication activities will be developed in cooperation with other HUB activities.</p> <p>Testing the tool box. In 2025, catering businesses can test developed approaches from the toolbox and the results will be both in quantitative measurements and qualitative input from actors and meal guests. The measurement can include climate change, quantity of plant-based raw materials purchased or quantity of served vegetarian meals in a restaurant.</p> <p>Aim of the activity:</p> <ul style="list-style-type: none"> • Create a greener norm and joyful green food experience for chefs and meal guests. • A green switch, with larger part vegetables, legumes, fruit, and berries on the plate, • Increase knowledge in chefs of healthy and sustainable ingredients and how that can be transformed into green gastronomy too good to resist. • Revolutionise food presentation by focusing on enhancing and visual appeal, • Arouse interest, curiosity and commitment in staff and meal guests to increase the proportion of vegetables, fruit, berries. 	
<p>Resources needed:</p> <p>RISE project team needs personal resources, i.e time to act as a facilitator through workshops/meetings with engaged actors. Restaurant actors will be the pilot/testbed for the sub-activities, and they need to invest their time.</p> <p>RISE project team also needs time resources to evaluate and document results in collaboration with actors.</p>	

	<p>Digital tools: Test the possibilities of the SWITCH Digital tools (es. Smart Counters), appropriately refined and fine-tuned in order to easily collect data with the least possible time and effort needed, could help in measuring the H&S effects achieved. SWITCH digital tools can be potentially used to validate data on food consumption shifts and to plan sustainable meals, dishes and weekly plans with chefs (App for chefs). Furthermore, the Digital Hub Experience will possibly help in divulging the knowledge gained about H&S food and their environmental and nutritional value.</p> <p>Realist Evaluation No</p>		
	<table border="1"> <tr> <td data-bbox="324 571 1205 1305"> <p>Monitoring and evaluation SWITCH KPIs: KPI 1: Behaviour change towards health and sustainability. KPI 2: Improvement on environmental targets. KPI 3: Increase connectivity among stakeholders. Keep track of the quality of the actor network number of green food producers involved in the activity though psychosocial survey (concept: actor connectivity to assess and monitor perceived network quality; WP4, see D4.2), keep count of the actors involved in activity (e.g. the actor monitor form) or possibly using SWITCH digital tools KPI 6: Increased interest in consumers in H&S products in the Hubs engaged actors and citizens.</p> <p>Data collection protocol: RISE will be engaged in interviews with staff and food guests to understand the behaviour and soft values. RISE will evaluate the environmental targets of change by using the RISE food climate database</p> </td><td data-bbox="1205 571 2056 1305"> <p>Risks: Please identify all possible risks that could hinder the implementation of the activity. Resistance from meal guests, access to sustainable food from the supply chain, the vision anchored throughout the whole organisation.</p> <p>Mitigation measures: For all the risks, please identify possible mitigation measures. Communicate to meal guests about the benefits of the changes and address concerns they may have. Help to build strong supplier relationships and stay in constant contact to address any issues quickly. Provide information for employees to ensure they are well-equipped to handle the changes.</p> </td></tr> </table>	<p>Monitoring and evaluation SWITCH KPIs: KPI 1: Behaviour change towards health and sustainability. KPI 2: Improvement on environmental targets. KPI 3: Increase connectivity among stakeholders. Keep track of the quality of the actor network number of green food producers involved in the activity though psychosocial survey (concept: actor connectivity to assess and monitor perceived network quality; WP4, see D4.2), keep count of the actors involved in activity (e.g. the actor monitor form) or possibly using SWITCH digital tools KPI 6: Increased interest in consumers in H&S products in the Hubs engaged actors and citizens.</p> <p>Data collection protocol: RISE will be engaged in interviews with staff and food guests to understand the behaviour and soft values. RISE will evaluate the environmental targets of change by using the RISE food climate database</p>	<p>Risks: Please identify all possible risks that could hinder the implementation of the activity. Resistance from meal guests, access to sustainable food from the supply chain, the vision anchored throughout the whole organisation.</p> <p>Mitigation measures: For all the risks, please identify possible mitigation measures. Communicate to meal guests about the benefits of the changes and address concerns they may have. Help to build strong supplier relationships and stay in constant contact to address any issues quickly. Provide information for employees to ensure they are well-equipped to handle the changes.</p>
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<p>https://www.ri.se/en/what-we-do/expertises/rise-food-climate-database.</p> <p>Statistics on changes in eating are collected in collaboration with the restaurants with the Smart counter or tools that the partners already are using for menu planning and food-purchases.</p>	
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Activity 3: Promoting sustainable and healthy gastronomy among future chefs and bakers	Responsible: Maria Nehme O'Neill and Anne Normann
<p>This collaborative initiative in partnership with Ester Mosessons Gymnasium, a renowned culinary high school in Gothenburg, aims to tailor educational modules and practical learning sessions for second-year students in cooking and bakery. We will co-design practical sessions “cooking labs” that will be conducted in the culinary schools’ kitchens and public restaurants. The “cooking labs” will be crafted and aligned with the SWITCH-diet and the Hubs three mission pillars: 1) increasing wholegrain intake, 2) promoting more vegetables and legumes, and 3) inspiring towards sustainable seafood consumption.</p> <p>Prior to each thematic food cooking lab, aligned with the three pillars above, the students will get comprehensive education on sustainable food systems and sustainable, healthy diets in seminars where invited experts from research, the food industry, public meal institutions and health providers will share their knowledge and engage them in workshops. Digital tools and specific surveys/tests, conducted within a specific timeframe, will allow to evaluate and gather insights into behaviour and attitudes of students towards sustainable and healthy gastronomy and the attitudes of guests</p>	<p>Setting: Within the culinary school environment, in both theoretical and practical classes during their school days.</p> <p>Actors to be involved: Ester Mosessons Gymnasium (Culinary School) Food producers Academic researchers Established chefs (Culinary School Alumnis) Food influencers Healthcare providers</p> <p>SWITCH target groups: Food providers Food services and hospitality Education system: from schools to universities, kitchen schools, Healthcare providers Citizens <i>Potentially</i> Media and journalists.</p>

<p>(consumers), thereby informing future strategies in which food is attractive and scalable to a broader audience.</p> <p>Aim of the activity: This activity aims to better integrate updated education on healthy, and sustainable gastronomy in the curriculum of 2nd year culinary students' education at Ester Mosessons Culinary High School. The activity aims to equip the students with new knowledge and practical skills and to inspire them towards health and environmentally value-driven career paths through a series of seminars and cooking labs.</p> <p>Timeline: Official start in August 2024 (planning) and ending June 2025. Kickoff with a workshop for culinary teachers in August 2024. Starting the educational modules and thematic cooking labs for students in January 2025. Planning and running tests in training kitchen and culinary school restaurants until the end of the semester 2025. There will be measures of the students and consumer attitudes and feedback on the meals.</p>	<p>Link with SWITCH Pillars: <u>Knowledge, Accessibility and Facilitation:</u> It focuses on making knowledge about healthy and sustainable food and cooking practices more accessible among a younger target group from different socioeconomic backgrounds and showcasing the ideas and motivation of future chefs that can promote sustainable gastronomy.</p> <p>Link with SWITCH Activities: 4. The sustainability in the plate 7. "More Lentils to the Plate": 8. "The protein shift". 20. Boosting sustainability in the catering sector. 21. From training to trainers on food sustainability. 22. Engage citizenship on sustainable diets.</p>
<p>Resources needed: A ready to use SWITCH-diet (from Deliv. 3.3 and 3.4) that can be broken into educational modules. Affiliated food producers and wholesalers (connected in the Switch Food Hub) will be invited to sponsor food products for the cooking labs, as a way of supporting the practical learning and a chance to promote new, innovative and/or local food products. Support in designing the setting for the social realist evaluation (design set of questions for interviews) Support in data collection and measuring of KPIs.</p>	

Digital tools:

The use of the SWITCH Digital tools (es. Smart Counters, MyFreshFood), appropriately refined and fine-tuned in order to easily collect data with the least possible time and effort needed, could help in measuring the potential H&S effects achievable.

The Digital Hub Experience and the Apps for citizens, chefs and policymakers will possibly help in divulging the knowledge gained about H&S food and their environmental and nutritional value.

Social Realist Evaluation

Yes. The aim of a realist evaluation is to provide clarity on why, for whom and under which circumstances the education series inspire culinary students. In this case the focus of the realist study will be:

- i. What are the efforts of the culinary schools to promote H&S foods among students (and guests)
- ii. How do these efforts (education/tests) promote H&S eating of the students/consumers?
- iii. What are the circumstances (barriers + enablers) that influence the success of the strategy in terms of inspiring students to work more H&S?

The realist evaluation will provide additional qualitative insights relevant to KPI-1 and KPI-6. By investigating *for whom* the activity is specifically effective, we also assess KPI-11 with the realist evaluation.

Timepoints: two data collection time points. For the first time-point, the goal is to investigate why the actors (designers of the activity, teachers, students) think the activity will lead to more H&S eating (ideally after the design of the education series and before implementing the education series). The second time-point will focus on the effects of the education series on the students, the consumers and the circumstances that facilitated or hindered the success of the activity (and thus be performed after implementation of the education series).

We can compliment the realist evaluation with use of the psychosocial outcomes (see suggestions for use psychosocial survey further below).

Monitoring and evaluation

SWITCH KPIs and tentative data collection protocol:

KPI 1: Behaviour change towards health and sustainability.

Evaluation method: surveys/interviews before and after the activity, possibly using SWITCH digital tools (Smart counter).

KPI 2: Improvement on environmental targets

Risks:

There is a risk that unexpected changes in time-resources, shortening of staff at the culinary school (schedule and/or budget cuts), or a lack of interest and motivation among the students may hinder the activity. Another risk may be that food producers don't wish to partner and sponsor the cooking labs.

<p><u>Evaluation method:</u> surveys (using available SWITCH digital tools) to track the change in use in the cooking lab of specific food items + food items' environmental evaluation through SWITCH database on environmental impact (WP3, see D3.2)</p> <p>KPI 4: Increase share of sustainable and healthy local products in the HUBs engaged actors and citizens.</p> <p><u>Evaluation method:</u> interviews/surveys + track the number of people/students reached with educational activities</p> <p>KPI 7: Final increased share of at least 30% of local and sustainable fish products.</p> <p><u>Evaluation method:</u> surveys/interviews on increase in 1) wholegrain intake, 2) vegetables and legumes, 3) sustainable seafood.</p> <p>KPI 10: Increase awareness of consumers on more sustainable fish options.</p> <p><u>Evaluation method:</u> surveys to track the increase in awareness, possibly using SWITCH digital tools.</p>	<p>Mitigation measures:</p> <p>The above-mentioned risk may be mitigated through proactive planning and designing of a co-creation process and activity content (educational and practical modules) that are not too complex and time-consuming for the primary target group, the students.</p>
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Activity 4: Weekly menu and recipe collection	Responsible Anna Hjort and Malin Barman
<p>A weekly menu based on the principles of the SWITCH diet will be developed with simple guidelines on how to reach the specific targets in the SWITCH diet on a daily/weekly basis and cost friendly alternatives. The sample menu will come in two versions (a healthy Nordic diet and a Mediterranean diet) and will be further supported by a recipe collection with focus on the specific missions in the Gothenburg hub (Wholegrains, More vegetables and legumes on the plate, Sustainable seafood). The menu and recipes will be SWITCH-labelled for easy recognition and will also be available for other activities in the project as well to restaurants, caterers, school canteens and the general public. The menu and recipes will also be</p>	<p>Setting:</p> <p>The main setting will be region-wide context since the main output of this activity is a digital and printed menu/recipe collection. The intervention study (where the menu and recipes will be communicated/disseminated and used) will be conducted in parts of the region with low- vs high socioeconomic status.</p> <p>Actors to be involved:</p> <ul style="list-style-type: none"> Swedish Consumer Agency – a healthy and sustainable weekly menu from a Swedish consumer perspective (developed in

<p>used in the SWITCH Diet Intervention (Activity 5), which will target individuals with increased risk for developing noncommunicable diseases.</p> <p>Aim of the activity: The aim with the menu and recipe collection is to convert the framework of the SWITCH diet to practical tools and food-based dietary guidelines that can be easily implemented in daily life.</p> <p>Link with SWITCH Pillars: Knowledge - With this activity we will increase knowledge about healthy and sustainable eating patterns and how this can be implemented in daily/weekly practice for the general population. Facilitation - Our aim is to make dietary guidelines easy to understand by development of easy-to-use-tools that are supported with cost-friendly options.</p> <p>Timeline: Planning started during spring 2024. The development of the recipes will continue during autumn 2024 and spring 2025 (August 2024 - July 2025).</p>	<p>cooperation with the Swedish Food Agency) will serve as the basis for the SWITCH menu (version Nordic diet)</p> <ul style="list-style-type: none"> • Västra Götalandsregionen (Matkassen) – recipe collection • Chalmers (Gothenburg Food Hub) – adaption of the menu and recipes according to the SWITCH-principles and development of practical guidelines • UNINA – sample menu based on the Mediterranean diet • RISE – environmental perspective <p>SWITCH target groups:</p> <ul style="list-style-type: none"> • Citizens and general public – through intervention study and feedback on menu/recipes/guidelines • Nutritionists – defining dietary recommendations • Food services and hospitality – inspiration for menus/recipes • Policymakers (regional level) – available tools and easy-to-understand food-based dietary guidelines for the general public • Media and journalists – for outreach <p>Link with SWITCH Activities:</p> <ul style="list-style-type: none"> 4. Sustainability in the plate 5. Support for food quality labels 7. “More lentils to the plate” 20. Boosting sustainability in the catering sector 22. Engage citizenship on sustainable diets 26. Book (virtual and digital) on healthy and sustainable traditional recipes
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<p>Resources needed: Time and personnel resources for developing the menu, the calculations for nutrition and sustainability in connection with the SWITCH database on food's environmental impact (WP3, see D3.2) and possible local data collection.</p> <p>Digital tools: The SWITCH Digital tools (Digital Hub Experience and the Apps) will possibly help in divulging the new H&S recipes and their environmental and nutritional value. For environmental evaluation RISE Climate Database firstly will be used, since this is integrated in Swedish digital nutrient value calculation tools and hence updated with relevant values for Sweden.</p> <p>Realist Evaluation No</p>	
<p>Monitoring and evaluation (together with activity 3 and 5) SWITCH KPIs and tentative data collection protocol: KPI 1. Behaviour change <u>Evaluation method:</u> surveys/interviews on food habits of wholegrains, vegetable and legumes, seafood in diet/seasonality. KPI 2. Improvement on environmental targets <u>Evaluation method:</u> Compare the carbon footprint of the recipe with a comparable "normal recipe". For example, compare the carbon footprint of bolognese with lentils to bolognese with red meat. KPI 6. Increased interest in consumers <u>Evaluation method:</u> surveys/interviews (WP4) to track changes in motivation comparing baseline T0 with Tx (6 months) after the Diets will be ready and communicated/disseminated.</p>	<p>Risks: Attitudes that healthy and sustainable meals are boring, expensive or difficult to prepare.</p> <p>Mitigation measures: Risks can be mitigated by communicating to consumers that healthy and sustainable food can be tasty, cost friendly and easy to prepare.</p>
Activity 5: The SWITCH Diet intervention - enhance learning and consumer behavior activities	Responsible: Malin Barman and Anna Hjort
The activity aims to measure the health effects and climate impact of consuming the SWITCH diet. It will give important information for	Setting: Two sites, one part of Gothenburg with high socioeconomic and one part with low socioeconomic.

future guidance on consumption of healthy and sustainable diets. The activity addresses barriers to switching to a more sustainable and healthy diet and will give the opportunity for individualised dietary advice for increased knowledge and facilitation and provide consumers with healthy and sustainable foods for increased accessibility.

Aim of the activity:

The aim is to monitor the health status and environmental impact of 200 individuals in a dietary intervention study performed in two different socioeconomic strata involving individuals that will gain from consuming the SWITCH diet (individuals with overweight and/or high blood pressure).

Link with SWITCH Pillars:

The activity is linked to all three of Switch pillars:

Knowledge - With this activity we will increase knowledge about what is a healthy and sustainable diet and how this can be implemented in daily/weekly practice for the general population. By our portfolio of activities in the study, the participants in the intervention group will also be introduced to healthy and sustainable food from the region by our project partners.

Facilitation - Our aim is to make dietary guidelines easy to understand by development of easy-to-use-tools that are supported with cost-friendly options. We will also strive to overcome barriers for action by demonstrating *how* these can be implemented on a daily basis and by offering techniques for behaviour change and “test bites” for evaluation.

Actors to be involved:

Hospitals, dieticians, food companies, chefs.

SWITCH target groups:

Food providers

Food service and hospitality

Nutritionist, Healthcare providers

Citizens and general public

200 individuals will be recruited to the study, 100 with low socio-economy (low SES) and 100 with high socio-economy (high SES)

In each group (100 individuals) of low and high SES, 50 individuals will be included in the intervention group and 50 individuals in the control group.

Link with SWITCH Activities:

18. Monitoring of health parameters in vulnerable groups

Timeline:

The planning started in January 2024. The activity will take place in 2025 (month 25-36)

The activity will be evaluated before month 42.

<p>Accessibility - Through the intervention study we will offer food providers a link to consumers. Participants in the intervention study will be offered a portfolio of activities (including healthy foods from producers, weekly menus and a recipe collection). Participants will be asked to share their feedback on the activities and if they were helpful in the transition towards a more healthy and sustainable diet.</p>	
<p>Resources needed: Personnel, time, space (CHALMERS) Personnel, time, supplies - food (food suppliers) Personnel, time (chefs) Personnel, time, space, supplies - patients (hospitals) Sample collection and analysis</p> <p>Digital tools: The use of the SWITCH Digital tools (e.g. Smart Counters, Apps), appropriately refined and fine-tuned in order to easily collect data with the least possible time and effort needed, could help in measuring the SWITCH diet effects. For environmental evaluation RISE Climate Database firstly will be used, since this is integrated in Swedish digital nutrient value calculation tools and hence updated with relevant values for Sweden.</p> <p>Realist Evaluation No</p>	
<p>Monitoring and evaluation SWITCH KPIs: KPI 1. Behaviour change towards health and sustainability KPI 2. Improvement on environmental targets</p>	<p>Risks: There is a risk that recruitment of participants might take time. It might also be a challenge for the participants to reach the quantitative targets that have been set up for the intervention study. Even if we offer a portfolio of activities to mitigate the transition</p>

<p>KPI 6. Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)</p> <p>Partly also KPI 11. “One group of 50 people per each vulnerable category engaged in analysis and experiments in each Hub” since we will recruit individuals with a metabolic disease and people living in an area with a low socio economy.</p> <p>Data collection protocol: Health status (blood sampling, anthropometry), interviews, surveys and/or other tools to collect data of any kind relevant to measure KPIs.</p> <p>For KPI2 the carbon footprint of the participants' entire diet will be compared before and after the intervention.</p>	<p>towards a healthy and sustainable diet, participants might still find it challenging to do this in practice. Due to the 6 month intervention participants might lose motivation due to other circumstances in life.</p> <p>Mitigation measures: Risks can be mitigated by having a clear strategy for recruitment, covering both areas of socioeconomic standard (with a back up plan if not reaching enough people). Techniques for behaviour change will be used in the design of the study and during the intervention to assist participants in the transition and to overcome obstacles that might occur during the study period.</p>
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4. Conclusions and future steps

The development of the Food Hub Action Plans marks a significant turning point in the SWITCH project. The collaborative efforts in establishing the SWITCH identity, creating a framework for program architecture, and integrating monitoring and evaluation tools have laid a good foundation for the implementation of activities within the Hubs. The detailed Action Plans, which have been co-created considering regional contexts and marginalised groups, are designed to address the local needs and increase sustainable food practices across a wide variety of actors and pathways.

Moving forward, the next steps include the implementation (under Task 5.3) and evaluation (under Task 5.4) of the activities. With regard to implementation, key actors involved in the future activities need to be continuously engaged in order to keep the momentum going. It will be of particular importance to facilitate regular communication and feedback loops (in collaboration with WP8) in order to ensure that the needs and expectations of the actors are met. Close collaboration among the Hubs and the WPs will be paramount before, during and after the activities start running. Monitoring and evaluation tools involving WP3, WP4, and WP6 will be fine-tuned as necessary and consolidated during the implementation stage in order to improve the execution of the planned activities. Particularly, the digital tools will be fully integrated so the process can be streamlined to ensure accurate and timely data collection. Lastly, once the activities start, Hubs will keep track of implementation and evaluation processes supported by Task 5.3 and Task 5.4.

5. Annexes

Annex 1

SWITCH glossary



SWITCH Glossary

Action

General and broad measures that set the pathway towards the achievement of healthful, sustainable regional food systems, included in the SWITCH Manifesto. These are: i) Promoting regional sustainable diets; ii) Facilitating communication and education; iii) Sharing spaces for sustainable foods; iv) Implementing inclusive community programs; v) Providing guidance and support for decision-makers and vi) Innovating with digital tools.

Action Plan

Co-designed and co-developed planning document that sets the Food Hub general strategy and activities to contribute to the achievement of SWITCH strategic objectives and pillars. This includes: i) brief overview of the context; ii) the Food Hub ambition and iii) the identified activities to meet this ambition. For each of the activities, detailed information is included on the setting, timeline, needed resources, actors involved (including vulnerable groups), digital tools to be used, KPIs and data collection protocols, as well as potential risks and mitigation measures.

Activity

Concrete solution-oriented options, co-designed and implemented with inclusive and participatory approaches, aimed at enhancing the SWITCH towards sustainable food production and a healthy, balanced diet, with the involvement of key actors, including vulnerable groups, in the different Food Hubs.

Food labels

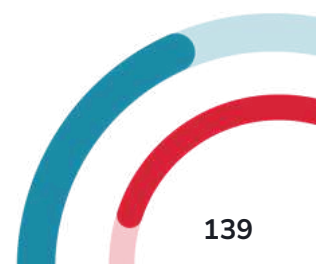
Any Front-of-packaging label that conveys one or several dimensions of the Food characteristics. Main categories include: i) Origin-oriented practices labels: certifies part or the whole geographical origin of food products or ingredients; ii) Environmental labels: certifies an environmental-friendly dimension of a Food product, such as environmentally sustainable production methods, energy-efficient processes, or reduced carbon footprint; iii) Socio-cultural and ethical labels: emphasise the cultural, ethical, or social aspects of Food production and/or consumption (e.g., certified standards working conditions, support to small farmers, fair-trade) and iv) Nutrition labels: offer nutrition-oriented visual information based on the nutritional content of a Food product.

Key performance indicators (KPI)

A quantified measure (e.g., numbers, percentages) used to measure how the Hub activities contribute to the SWITCH towards a healthy and sustainable diet.

Multi-Actor Committee (MAC)

An area of dialogue, knowledge sharing and exchange to foster engagement of different target groups, actors and audiences aimed to further communicate and disseminate SWITCH results and outputs, as well as promote the sustainability and upscale of the activities beyond the project lifetime.



Realist evaluation approach

A theory-based evaluation framework that aims to provide clarity on why, for whom and under which circumstances an intervention program works. Its key analytical building block is the Context (the elements in the backdrop environment)- Mechanisms (resources offered and how people respond to these resources) – Outcome (intended or unintended effects) Configurations.

In the framework of the SWITCH project, this approach will be implemented through different steps: i) Context inventory (Hub Footprint); ii) Development of the Playbook and the Action Plan; iii) Baseline assessment; iv) Implementation of SWITCH Activities and v) Realist evaluation of Hub Activity.

Salutogenic and ecological approach

The salutogenic, ecological approach studies the origin and sources of health and well-being. Within SWITCH, it guides the focus on mobilising and creating resources supporting meaning, understanding and action in relation to healthy, sustainable food and eating. This learning is supported through Hub activities that enable i) active participation of all actors; ii) stimulate self-reflection; iii) foster social connectedness; iv) create equitable social, cultural, economic and physical access for all and v) employ an encouraging and supportive approach to healthy and sustainable eating that makes participants feel seen and valued.

SWITCH Diet

A balanced, healthy and sustainable diet with specific guidelines on consumption of food groups based on health, nutrient and environmental recommendations. It aims to generate a lower climate impact, lower water consumption/pollution and lower land footprint.

SWITCH Food Hub

The food hub concept in SWITCH is at a crossroad between a living lab and a food hub. Food hubs within the SWITCH project embody both the idea of a living lab and a food innovation hub by: i) engaging a wide range of actors who innovate together to find new avenues for actions around critical systemic issues; ii) building activities that evolve and are dynamic based on the feedback loops and evaluation of the actions; iii) giving specific attention needs to be given to the context in which participants are included; iv) helping people connect to their local food systems while at the same time looking out for virtuous community improvements such as economic benefits and social justice through the inclusion of marginalised groups. These characteristics will evolve as the co-design and project progresses.

Technologies

Innovative and effective IT tools (such as platforms and apps) to facilitate stakeholders' engagement, co-creation and information exchange among all end-users in the Hubs. It will also support the monitoring of the contribution of the Hubs activities to the transition towards healthy and sustainable dietary behaviour.

Vulnerable/ marginal categories

Groups or communities that are unable to engage in sustainable, healthful food practices due to specific characteristics, such as socio-cultural (women, children, youth, indigenous

Annex 2

SWITCH activities planned in the Hubs (list of the activities from the project proposal on the left and number of activities planned in the Action Plan that match the list of the proposal on the right)

	SWITCH activities (Table 1 from Grant Agreement)	Rome Hub ¹	Cagliari Hub ²	Basque Hub ³	Montpellier Hub ⁴	Berlin Hub ⁵	Göteborg Hub ⁶
1	Rebuilding the local supply chain and improving the nutritional quality of local food: create a local network of producers of typical food items connected to local sustainable producers of raw materials.	x	x	x	x		
2	Shortening food supply chains: connecting sustainable food producers and food consumers through the Digital local Hub platforms and digital tools.	x		x	x	x	x
3	Valorization of surplus fresh food of high nutritional value which could be potentially wasted through self-processing by short-chain producers of HUB networks.	x			x		
4	The sustainability in the plate: new recipes based on local and sustainable healthy food and fish will be created as a collaboration between chefs, schools and restaurants and the project team (with +50% local quality food, +20% organic food, reduced sugar and salt). These recipes will be available to restaurants, caterers, school canteens and will be SWITCH labelled to be easily recognized.	x	x	x		x	x
5	Support for food quality labels. Food producers will be engaged with a SWITCH label affixed on the local food products responding to the criteria of sustainability and health. Social and technological activities to analyse the acceptability, appreciation, understanding of consumers and the role they might play in the users' change of habits will be conducted.	x			x		x
6	Good and affordable: A list of sustainable/ local production offers with special nutritional/sustainability value will be available at special prices for a "test period" to allow citizens to get to know the products. The list will be directly publicized via the Hub platform and in real stands at markets/supermarkets.				x		
7	"More Lentils to the Plate": information/actions related to the use of legumes as a valid alternative to animal proteins in a weekly dietary plan will be communicated in dedicated workshops to increase the share of legumes in the food offer and consumption and to create a link with legume producers. The MySmartFork tool for citizens will also be used as a demonstrative tool to support the beneficial impact of increasing the frequency of consumption of legume-based dishes.	x	x	x		x	x

¹ Rome Hub: Rome and Lazio region Hub (3 activities)

² Cagliari Hub: Cagliari and Sardinia region Hub (5 activities)

³ Basque Hub: San Sebastian and Basque region Hub (5 activities)

⁴ M. Hub: Montpellier Metropolis and Occitanie region Hub (8 activities)

⁵ B. Hub: Berlin and Federal State of Brandenburg Hub (3 activities)

⁶ G. Hub: Göteborg and Västra Götaland region Hub (5 activities)

	SWITCH activities (Table 1 from Grant Agreement)	Rome Hub ¹	Cagliari Hub ²	Basque Hub ³	Montpellier Hub ⁴	Berlin Hub ⁵	Göteborg Hub ⁶
8	"The protein shift" . Regional producers of sustainable protein alternatives to meat-based food will produce new products at market trial pilot scale (foods based on marine side-streams, fermented plant-based dairy, meat analogues based on legume and cereal proteins) which will be tested by targeted consumers in meals at workplaces. Dietary plans integrating these products will be developed in parallel with traditional local diets. New food items will be integrated in the digital tools once a satisfactory level of consumer acceptance is confirmed.	x		x			x
9	"Veggy option" : One vegetarian meal per week in the canteens at schools, universities and workplaces.		x	x			x
10	"Sustainable and healthy menu boxes" in shops, restaurants, canteens, food delivery, take away.	x		x			x
11	Increase share of seasonal local/regional veg and fruit in local markets : celebrating sustainability, seasonality, variety and freshness, pilot testing with the use of SmartCounter and freshness technologies.	x		x	x		x
12	Exploring the Blue Zone : chefs, food experts will operationalize the essential elements of food production, handling, cooking and recipes in EU regions where a large number of people healthily live to a very old age, often beyond 100 (e.g. Sardinia is a blue zone of EU). A recipe cookbook will be created and disseminated.		x				
13	Fish gold : Chefs of restaurants and canteens will be connected to local fish markets to explore recipes with local fish and recipes will be tested in an event with citizens to evaluate their appreciation and disseminate the relevance of local fish resources.	x					x
14	Set-up of coordinated plans for food distribution to vulnerable groups in Hubs which have an excess of high quality foods (food banks) and make plans to support vulnerable group diets, in collaboration with local producer networks, farmers markets, local authorities and volunteering associations.			x	x	x	
15	"Food solidarity houses" with sale of quality products at reduced prices, food aid distribution, shared kitchens, collective catering with an objective of inclusion and social mix.			x	x	x	
16	Community-based studies Implementing a regional adapted H&S dietary plan for different socio-economic groups using a random selection of families in different areas. Specific intervention plans to increase access to sustainable food will then be discussed with local administrations.				x		
17	A special dietary plan for children, adolescents, adults, elders, pregnant women based on local and sustainable food production will be defined. These schemes will be tested by the catering service of schools and residences and as special online programs for pregnant women using a dedicated section of the SWITCH MySmartFork app. The feedback will be used to further tailor our nutritional hypotheses and tools to consumer needs.	x	x	x			
18	Monitoring of health parameters in vulnerable groups with reference to specific health conditions (pregnant women, overweight individuals, individuals affected by high blood pressure, individuals who have suffered a myocardial infarction) in relation to changes in food habits (adoptees vs non-adoptees > 30 yrs). Physiological data analytics will be compared.						x

	SWITCH activities (Table 1 from Grant Agreement)	Rome Hub ¹	Cagliari Hub ²	Basque Hub ³	Montpellier Hub ⁴	Berlin Hub ⁵	Göteborg Hub ⁶
	Technical details of the trial will be decided by experts on randomized controlled feeding trials and personalized nutrition concepts will be developed in close collaboration with healthcare experts.						
19	Pilot Actions in canteen of universities, schools and workplaces , co-created with local actors (chefs, caterers, food providers, students, managers and workers). These will be tailored to the different target groups, to shift the dietary behaviour of the students and working adults, who have different drivers of motivation and limitations towards actionability. SWITCH digital tools will be tested and used to validate data on food consumption shifts and to plan sustainable meals, dishes and weekly plans in canteens (ChefsFork app) and at home (MySmartFork app). This will allow to calibrate the apps to specific scenarios and to provide direction to policymakers ("Framefork" app).		x	x			x
20	Boosting sustainability in the catering sector . Education, workshops, training, co-creation in collaboration with the most important leading chefs, restaurants and agritourism facilities, to promote local, new and healthy sustainable foods, menus and ways of cooking.			x	x		x
21	From training to trainers on food sustainability . Education and training on sustainable dietary plans, role of chefs and caterers, and hospitality.			x	x		x
22	Engage citizenship on sustainable diets . Workshops and communication to inform and engage citizens on sustainable diets and demonstrating activities for the use of the SWITCH digital tools.	x	x	x	x	x	x
23	Working groups including farmer's associations, canteen and catering managers, food delivery companies, to co-create adequate strategies according to each product/food chain.	x	x	x	x		
24	Summer School "Food Hubs in Formation" . A summer school for food hub initiatives will bring together citizens and scientists with visits, lectures, workshops on topics related to sustainable dietary habits, food choices, obstacles to actionability, meaningfulness of food, etc.				x	x	
25	Enogastronomic journeys through sustainability : Educational tours for food providers and citizens will be organized by local producers in collaboration with local regional partners to increase the knowledge of local food production realities under the green perspective. This will also include tasting of sustainable recipes made with the local products at the visited farm/or fisheries.	x	x				
26	Book (virtual and printed) on healthy and sustainable traditional recipes used by the chefs and promoted to the public.	x	x				x
27	Impact Shopper : Food consumers in the market are engaged in a new shopping experience through incentives for a dietary balanced grocery shopping (special shoppers, tokens, discounts). The SmartFork app for users is also publicized.				x		
28	Food ambassadors : Policymakers and Institutions will be involved in team building and group work activities with representatives of the Hubs to share knowledge and identify policies and solutions aimed at facilitating sustainable and healthy food production, distribution and consumption in the region. Group members will be invested with a "food ambassador" role.	x			x	x	x

	SWITCH activities (Table 1 from Grant Agreement)	Rome Hub ¹	Cagliari Hub ²	Basque Hub ³	Montpellier Hub ⁴	Berlin Hub ⁵	Göteborg Hub ⁶
29	“Create your own Food Hub Incubator Pilot”. A call for new initiatives (aimed at start-ups) will be launched. The three selected (according to predefined criteria) will receive financial support as an example of how out- and/or upscaling. Tendering guidelines will be applied outside the Hubs.						x

Annex 3

SWITCH Target group (the list of Target groups from the project proposal on the right and which target group will be involved in the activities planned in the Hub Action Plans on the left)

	SWITCH Target group	Rome Hub	Cagliari Hub	Basque Hub	Montpellier Hub	Berlin Hub	Göteborg Hub
1	Policymakers: EU commissions and other institutions at national, regional and local level. The focus of communication, dissemination and exploitation will be in particular on this target group, providing open science tools and policy recommendations which allow competent authorities to translate the scientific evidence into easy-to-understand food-based dietary guidelines.	x	x	x	x	x	x
2	Food providers: Farmers, fishermen, aquaculture, processed food producers, retailers, markets. All involved in the multistakeholder analysis and experiments of facilitation and actionability in the Hubs.	x	x	x	x	x	x
3	Food services and hospitality: Caterers: companies involved in making, transporting and dispensing prepared foods, such as restaurants or cafeterias. Their role is very important in shifting menus. Most of the people, at least for lunch, eat at the workplaces. The dissemination of a package sustainable and healthy menu thus can shift a large number of consumers in the right direction. Chefs: are an important “game changer” category which is able to nudge consumer’s trends toward sustainable and healthy diets. Besides the dissemination material of the project, we will offer them a digital tool for recipes evaluation in terms of sustainability and nutritional indicators. Restaurants: we would target restaurants as alternatives to workplaces and homes, being a fundamental alternative of food serving in every day citizens live. We plan to offer them sustainable and nutritional valued menus packages, tested in the Hubs experiments.	x	x	x	x	x	x
4	Education system: from schools to universities, Kitchen schools: The role of University and Schools is fundamental to educate the citizens of the future. Students and teachers as well as research groups that are linked to the food and diet issue from economic, environment, social, health, policy, climate aspects will be targeted by the communication, dissemination and exploitation activities.	x	x	x	x	x	x
5	Nutritionists, healthcare providers: Includes professionals dealing with non-communicable diseases, cardiovascular disease and nutrition (e.g. dietitians, nutritionists, nutrition educators). They play a crucial role in informing and driving consumers/patients towards dietary best practices. They will be involved in defining dietary recommendations, health	x	x	x		x	x

	SWITCH Target group	Rome Hub	Cagliari Hub	Basque Hub	Montpellier Hub	Berlin Hub	Göteborg Hub
	promotion, and in growing evidence of the success of such efforts in reducing nutrition related risk factors for chronic disease.						
6	Citizens and general public: Citizens represent the most important target. We will actively engage all citizen groups, including the most vulnerable, with a citizen science approach, through dedicated communication experiences and tools developed and applied in “in situ” food experiences in the regional Hubs and collecting as much as possible their interest through social networks and other tools tailored for each citizen groups (youths, elders, vulnerables, etc.).	x	x	x	x	x	x
7	Media and journalists: Media and journalists play a key role in communication and driving social behaviour. They will be a specific target group in communication, dissemination and exploitation activities, so as to be actively involved, prepared and trained to communicate and disseminate to a wider audience in the best and right way SWITCH project results and outcomes.	x	x			x	x

Annex 4

SWITCH KPIs (the list of KPIs on the right and which KPIs will be measured in the activities planned in the Hub Action Plans on the left)

	SWITCH KPIs	Rome Hub	Cagliari Hub	Basque Hub	Montpellier Hub	Berlin Hub	Göteborg Hub
1	Behaviour change towards health and sustainability (targeted improvement on average 40% change respect to baseline)	x	x	x	x	x	x
2	Improvement on environmental targets (targeted improvement on average 70% change respect to baseline)	x	x	x	x	x	x
3	Increase of connectivity among stakeholders (targeted increase 50% respect to baseline)		x	x	x	x	x
4	Increase share of sustainable and healthy local products in the HUB areas (minimum 30%)		x	x	x	x	x
5	Increased visibility of sustainable farming systems in the HUBs by 70%	x			x	x	
6	Increased interest in consumers in H&S products in the HUBS engaged actors and citizens (50%)	x	x	x	x	x	x
7	Final increased share of at least of 30% of local and sustainable fish products	x		x			x
8	Increase labelling of sustainability (+30%) used by fishing and aquaculture companies involved in the HUB areas						
9	Increase share of local and sustainable food products in local retailers (minimum +20%)	x		x	x		
10	Increase awareness of consumers on more sustainable fish options (+70% on test groups used for hub experiences)	x					
11	One group of 50 people per each vulnerable category engaged into analysis and experiments in each Hub	x	x	x	x	x	x
12	20 isolated small producers identified and engaged in each Hub into connecting activity.	x	x		x	x	x