

EAT4CLIMATE

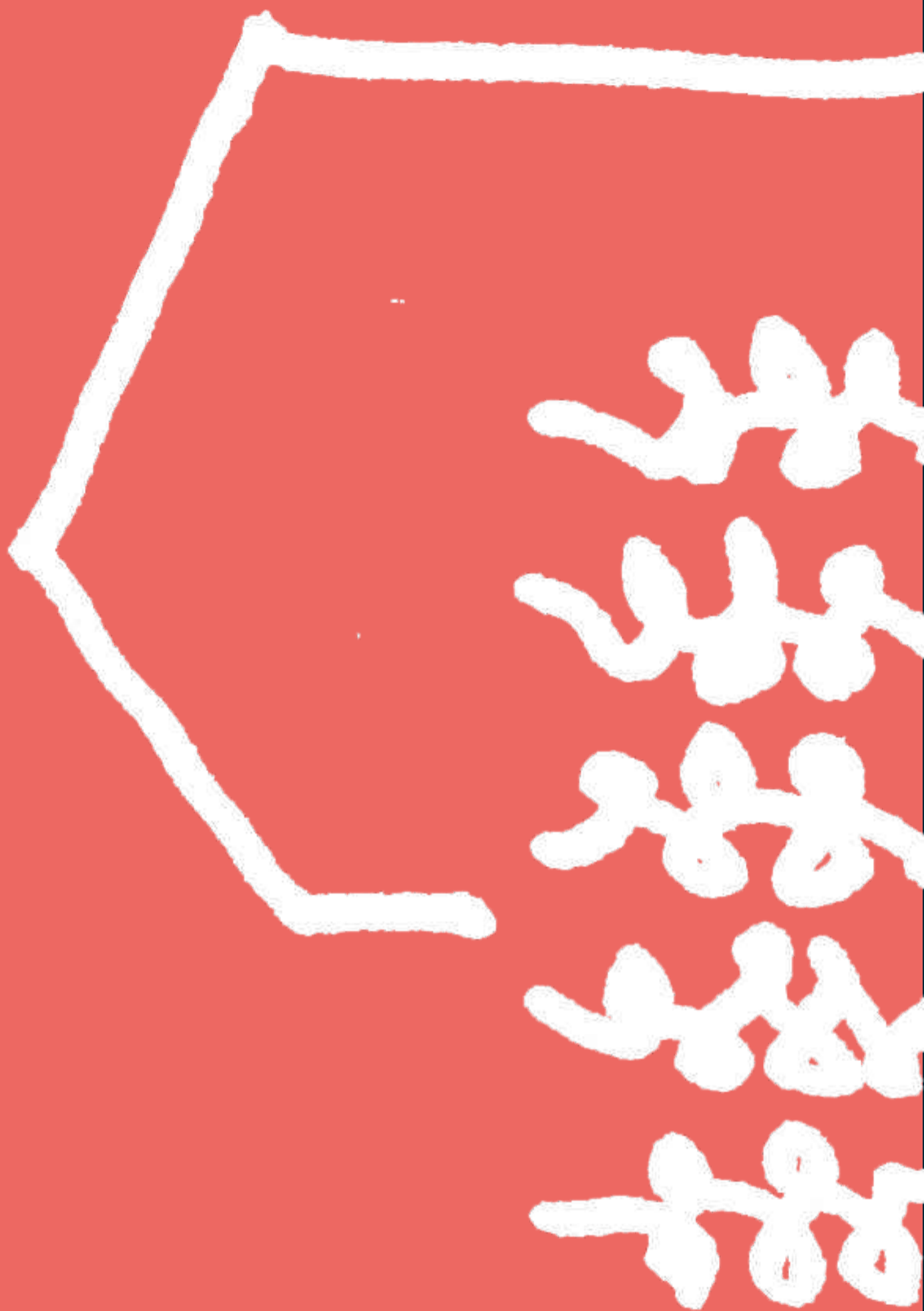
CHANGING PEOPLE'S DIETS TO
CUT CITY CARBON EMISSIONS

ACTION
CARDS
V1

URBACT



Co-funded by
the European Union
Interreg



FOOD CITY LAB MODULE

A place dedicated to sustainable food and a program dedicated to raising awareness and supporting residents, a sustainable food project structured by the municipality, sustainable food events in the city...

WHAT?

SCHOOL CLASSES AT THE FARM

How?

- Full week at the farm or one morning a month over the school year
- Cultivation in the garden, cooking vegetal dishes, visiting the municipal farm, educational workshops with a beekeeper...

Expected effects on food practices?

- Increasing children food literacy, cultivation and cooking experiences, curiosity and engagement in sustainable and healthy food practices
- Influencing their families in seasonality buying, veggie, cooking,

Effort?

- 1 facilitator half-time + subsidies from the schools + vegetable and fruits provided by the parents

Reach?

- 8 to 12 classes which is to say about 280 kids per year and indirectly touching about 750 family members



WHAT?

POSITIVE FOOD FAMILY CHALLENGES

How?

- Series of 10 food events for families over a period of 7 months :
 - healthy diet coaching,
 - organic & fair-trade shops,
 - cooking & zero-waste workshops,
 - gardening & farm visit
- Comparison of food habits changes at beginning and end of the challenge

Expected effects on food practices?

- Experience the possibility to eat organic local with equal budget
- Install long-lasting healthy & sustainable households' diets

Effort?

- About 15 days of coordination + 5 days of external contributors per session

Reach?

- About 50 households, 200 persons in 3 session over 3 years



WHAT?

SUSTAINABLE FOOD FOR BUSINESSES

How?

- Awareness raising workshops & Positive food challenge for employees
- Diagnosis & capitalisation of business good practices
- Charter and label
- Local and organic catering for canteens & basket delivery for employees

Expected effects on food practices?

- Why do you think it will help to change the food practices of the inhabitants?

Effort?

- Mix EU & foundation budget: 10 125 € for 4-year project

Reach?

- More than 15 companies participating
- About 200 employees not only from Mouans-Sartoux



WHAT?

SUSTAINABLE FOOD IN ALL CITY EVENTS

How?

- Healthy diet coaching in sports clubs, sustainable food booth in business fairs, organic catering at the Book Festival, etc.

Expected effects on food practices?

- Adapt healthy and sustainable food discourse to each public interests (i.e. food for performing in sport, inviting authors writing on food transition for the Book Festival...)
- Leverage on the variety of events organized in the city to reach out to different population profiles

Effort?

- About 50 days of coordination and facilitation

Reach?

- Participation in about 15 external events and organisations per year so “touching” about 400 new persons



WHAT?

SPRING OF POSSIBILITIES FESTIVAL

How?

- 4 days yearly free festival for families offering:
 - Local associations booths focussing sustainable food, zero-waste and fair trade
 - Show and conferences
 - Fun and educational activities for children
 - Local & organic food producer's market

Expected effects on food practices?

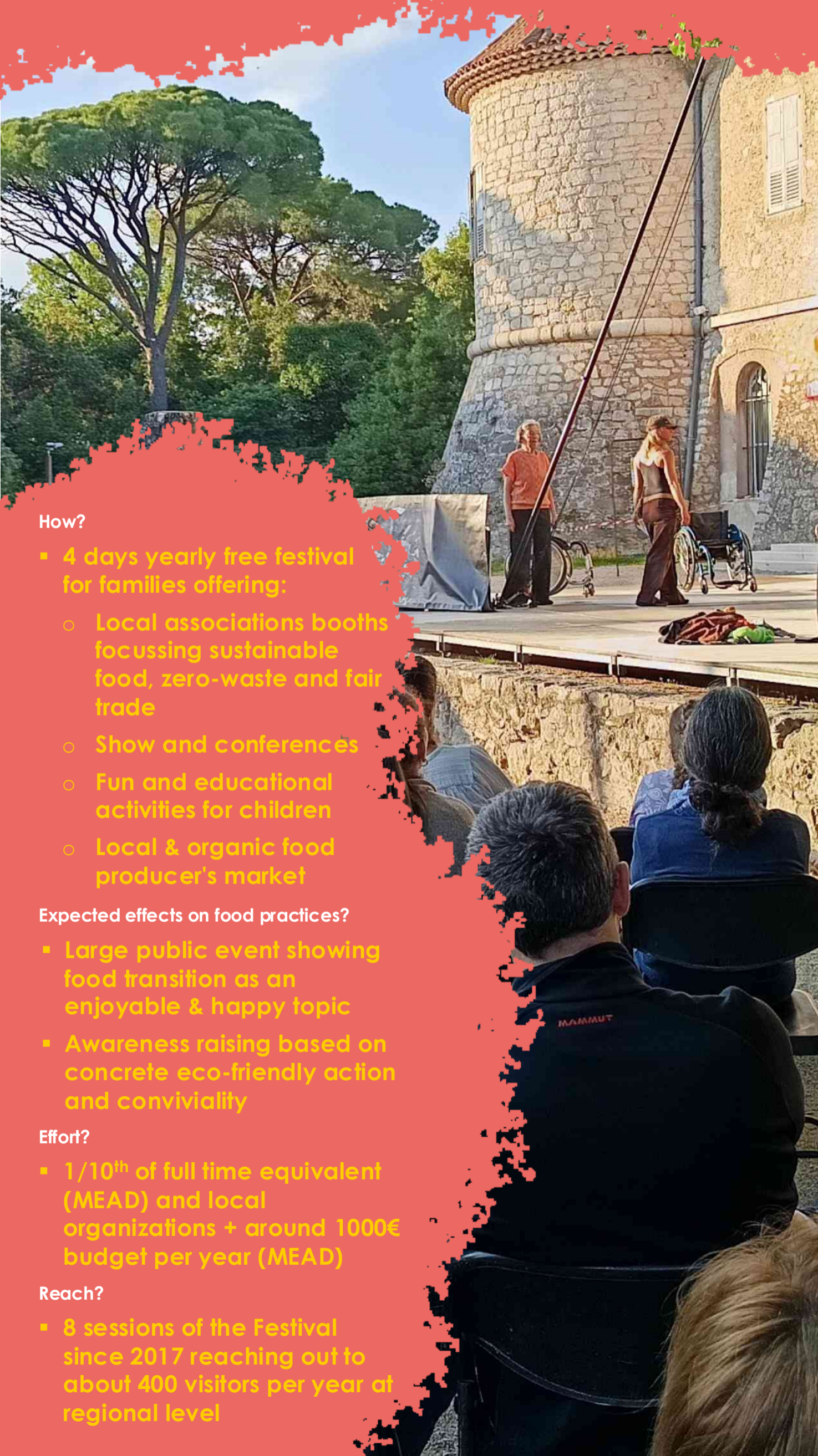
- Large public event showing food transition as an enjoyable & happy topic
- Awareness raising based on concrete eco-friendly action and conviviality

Effort?

- 1/10th of full time equivalent (MEAD) and local organizations + around 1000€ budget per year (MEAD)

Reach?

- 8 sessions of the Festival since 2017 reaching out to about 400 visitors per year at regional level





CITY'S FOOD SUPPLY

School catering, other collective catering (daycare centers, retirement homes, hospitals, social centers...), protocols...

WHAT?

MUNICIPAL FARM CATERING FOR CITY SCHOOLS CANTEENS

How?

- 95% of the organic fruits and vegetables used in the 3 city's primary schools are delivered by the municipal farm nearby
- Time-to-time, children take part in farm activities

Expected effects on food practices?

- Children get accustomed to healthy ways of eating: fresh organic meals, veggie diet, dishes of the day...
- They are involved in the process, harvesting the food they will eat at the canteen

Effort?

- 6 ha certified municipal farm
- 3 full time municipal farmers
- 2,18 € per meal for the products

Reach?

- About 1200 meals/children per day, 4 days a week about 9 months per year



WHAT?

FIGHTING FOOD WASTE TO AFFORD ORGANIC MEALS

How?

- Children are sorting the non-eaten leftovers and regularly monitoring quantities
- Interactions are organized between educational canteen staff and them to changes recipes and reduce waste

Expected effects on food practices?

- Children are taking an active part in food waste fighting in schools' canteens
- 0-waste food becomes part of their eating practices

Effort?

- Sorting buckets and weighting equipment
- Involvement and training of kitchen cooks and canteens staff
- Organisation of waste monitoring sessions

Reach?

- About 1000 children taking part to about 5 monitoring sessions in their 5 years of primary schools



WHAT?

KIDS ENJOYING & EATING UP ORGANIC & HEALTHY MEALS



How?

- Portions served according children's hunger and optional refill
- Canteens' assistants helping children and discussing food with them during lunch
- Children are active, helping themselves dishes one-by-one without cluttering their tray

Expected effects on food practices?

- "Finishing one's plate" is installed as a default practice 4 days a week over 5 years
- Meals are meant as an interactive moment of dialogue and encouragement

Effort?

- Training about 80 canteens' assistants to help children to taste new food, to encourage them to eat up their plate, etc.

Reach?

- About 1000 children all along their 5 years of primary schools

WHAT?

SCHOOL CANTEENS HABITS SPREADING AT HOME



MANGER **BIO** ET DURABLE À MOUANS-SARTOUX

Chaque jour 1 200 repas 100% bio, majoritairement locaux et avec un gaspillage maîtrisé

S'APPROVISIONNER CUISINER MANGER EDUCUER OBSERVER MAISON DE L'ALIMENTATION DURABLE CONTACT PRESSE

Recette des muffins aux lentilles corail

How?

- Healthy and sustainable eating is integrated to children training and put into practice at the school canteen
- Recipes inspired by the canteens are published on the city website to answer parents' demand

Expected effects on food practices?

- Kids are empowered by healthy and sustainable eating practices (organic, veggie fresh cooked meals, 0-waste...), and tends to push them at home

Effort?

- Active dialogue with families leveraging on canteens as a model of eating practices

Reach?

- Families of about 200 new children per year so about 500 new people per year

lentes (décortiquées)
le bicarbonate de sodium



d'eau pendant environ 15 minutes puis

émincés avec un filet d'huile d'olive.
Ajouter un fond d'eau et laisser

et le curry. Ajouter les noix (ou
en égouttées, et enfin la levure ou

ou à défaut dans un moule à cake

) ou 15-20 minutes (muffins).

WHAT?

SENIOR EATING AT THE SCHOOL CANTEEN



How?

- 1 of the 3 city school canteens open to children and city civil servants is now also open to seniors registered by the city social services

Expected effects on food practices?

- More inhabitants get accustomed to healthy and sustainable food practices (organic largely veggie ingredients from municipal farm, freshly cooked, etc.)

Effort?

- Use school canteens' extra production capacity
- Coordinate access and booking with city social services

Reach?

- 3-4 seniors 5 days a week with a capacity of 8 in the starting phase
- Around 15 civil servants 5 days a week



ACCESSIBILITY TO SUSTAINABLE FOOD

Physical accessibility to sustainable food (stores, markets, cooperatives...), social accessibility to sustainable food, enabling all residents, even the most precarious and fragile, to eat healthily...

WHAT?

ORGANIC FAIR TRADE GROCERY SHOP

How?

- Members can buy products in the *Maison du Commerce Équitable* shop and pick-up preorders there
- On-site communication and newsletter on the fair treatment of producers and the provision of fair and stable prices

Expected effects on food practices?

- Grocery shop ensuring access to fair trade and sustainable goods
- Selling products is less a goal than a pretext to help clients to reflect about responsible and fair consumption

Effort?

- Shop provided by the city
- 1 full time responsible
- 5 to 10 volunteers

Reach?

- About 200 members



WHAT?

LOCAL ORGANIC PRODUCERS MARKET

How?

- Once a week a series of local organic producers sell vegetables, fruits, cheese, honey, bread, traditional chickpea socca... on the main square of the city

Expected effects on food practices?

- Sustainable and healthy products are available in the city centre
- The market is a gathering place for the sustainable food engaged community
- Give visibility to the city effort to install new farmers and increase its food sovereignty

Effort?

- Creation of a new street market in parallel to the existing non-organic market
- Promotion and communication
- Support of local producers to ensure enough choice

Reach?

- 30 to 50 families are doing part of their food shopping there



WHAT?

GOLDEN TICKET RAFFLE



How?

- A “golden ticket” has been sent to all inhabitants together with the city 2024 New Year’s Greetings
- 40 prizes offered by the municipality, shops and producer market involved in local organic and healthy food

Expected effects on food practices?

- Stimulate access & create occasions to try sustainable food products
- Increase visibility of the local and organic offer in the city

Effort?

- Organize raffle process
- Coordinate with shops and market producers
- About 1000 € budget for organisation and prizes

Reach?

- About 4700 households touched by the golden ticket
- 40 winners so about 140 persons

WHAT?

SHOPS & RESTAURANTS WITH LOCAL ORGANIC OFFER

How?

- The city supports:
 - Diagnosis of the offer,
 - Setting an action plan with the restaurant team,
 - Match-making with local organic suppliers,
 - Spotting potential subsidies
 - Access to sustainable cooking & eco-friendly practices

Expected effects on food practices?

- Create organic offer in restaurants to raise clients' expectations on healthy & sustainable food when eating out
- Spread the city sustainable food action also in commercial restauration

Effort?

- Mix EU & foundation budget: 2200€ for 2023-2024.

Reach?

- 5 restaurants & 1 pastry with partial local organic offer
- About 3500 persons touched by the new organic offer per year



WHAT?

SUSTAINABLE FOOD GROUP PURCHASE PROJECT

How?

- **Project to create a sustainable & solidary food purchase group with 3 different prices:**
 - normal price,
 - solidarity price
 - participant price

Expected effects on food practices?

- **Increase access to local and organic healthy food through economic solidarity between members**

Effort?

- **10 citizens volunteer to design the process**

Reach?

- **350 inhabitants show interest in answering a first questionnaire**

WHAT?

SOCIAL GROCERY SHOP

How?

- Organic fruit & veg sourced at cost from local producers + food banks & unsold supermarket stock
- Pre-ordering fresh organic food to ensure zero waste
- 6 months of access and support for beneficiaries
- 2-year subsidy to hire one full-time farmer at the municipal farm

Expected effects on food practices?

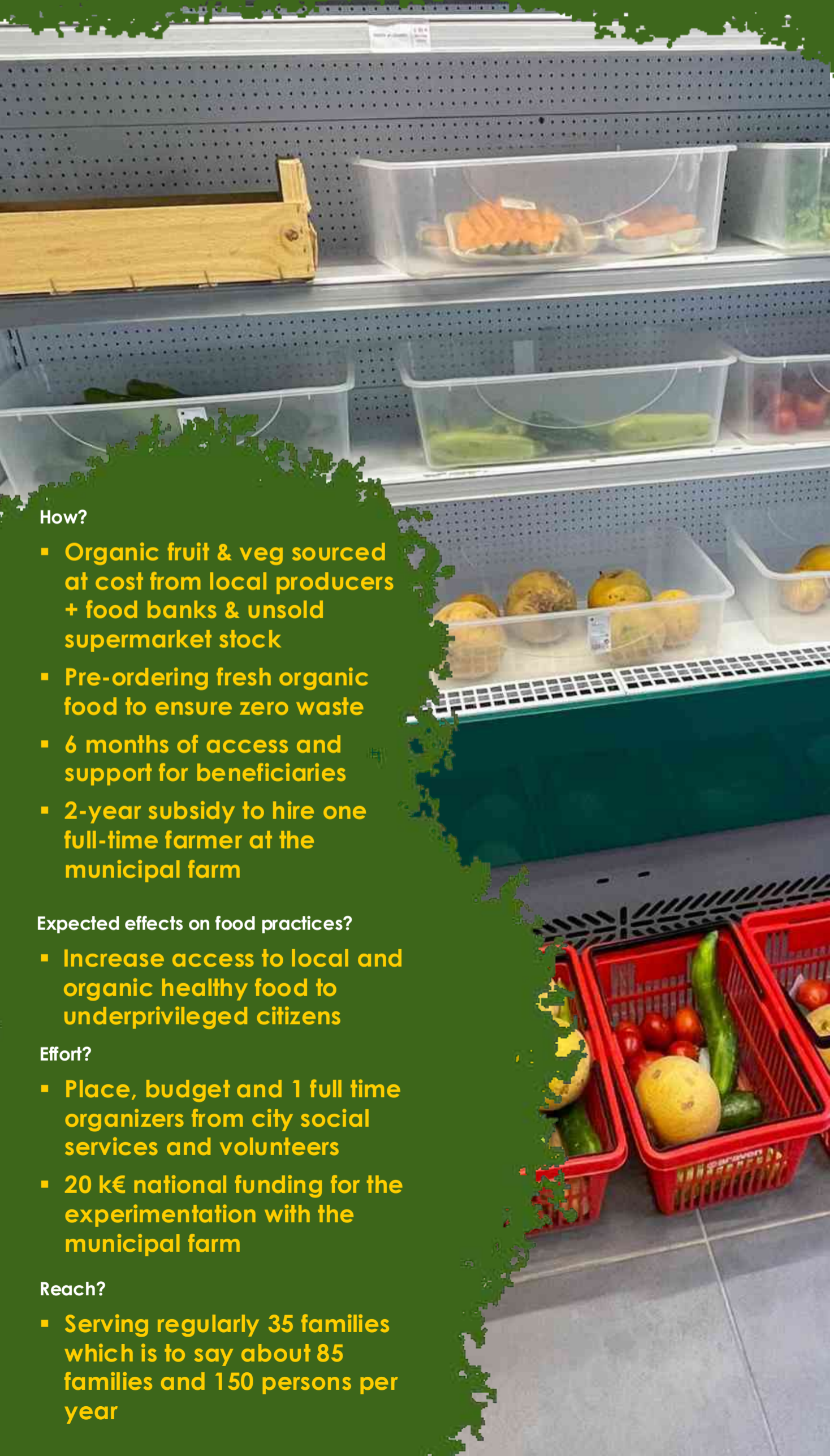
- Increase access to local and organic healthy food to underprivileged citizens

Effort?

- Place, budget and 1 full time organizers from city social services and volunteers
- 20 k€ national funding for the experimentation with the municipal farm

Reach?

- Serving regularly 35 families which is to say about 85 families and 150 persons per year



WHAT?

COOKING WORKSHOPS FOR VULNERABLE GROUPS

How?

- **Cooking ateliers for vulnerable groups (underprivileged people, isolated seniors, etc.)**
 - **Social and Family Economics Advisor**
 - **Veggie recipes, batch cooking, low energy cooking...**
 - **Collective & convivial activities**

Expected effects on food practices?

- **Capacity building to healthy and sustainable cooking for vulnerable groups**

Effort?

- **About 15 days of organisation and facilitation, between 1 MEAD staff and 1 city social services staff**
- **MEAD kitchen and municipal farm products**

Reach?

- **About 100 participants per year**





PRODUCTION OF SUSTAINABLE FOOD

Preservation of land, support for the transition to agroecology and organic farming, partnerships with agricultural structures, self-production by citizens, collective vegetable gardens...

WHAT?

CITIZENS FEED THE CITYN...)

How?

- 7 community kitchen gardens, 4 vegetable garden beds, 1 community apiary, 1 community food forest,
- 1 shared private garden (3 in construction), 1 allotment, 1 garden project at the foot of a building, 1 collective chicken coop
- Citizens volunteer on an individual basis
- The city is offering soil & water management, tools & seeds, training & coordination... as a free public service

Expected effects on food practices?

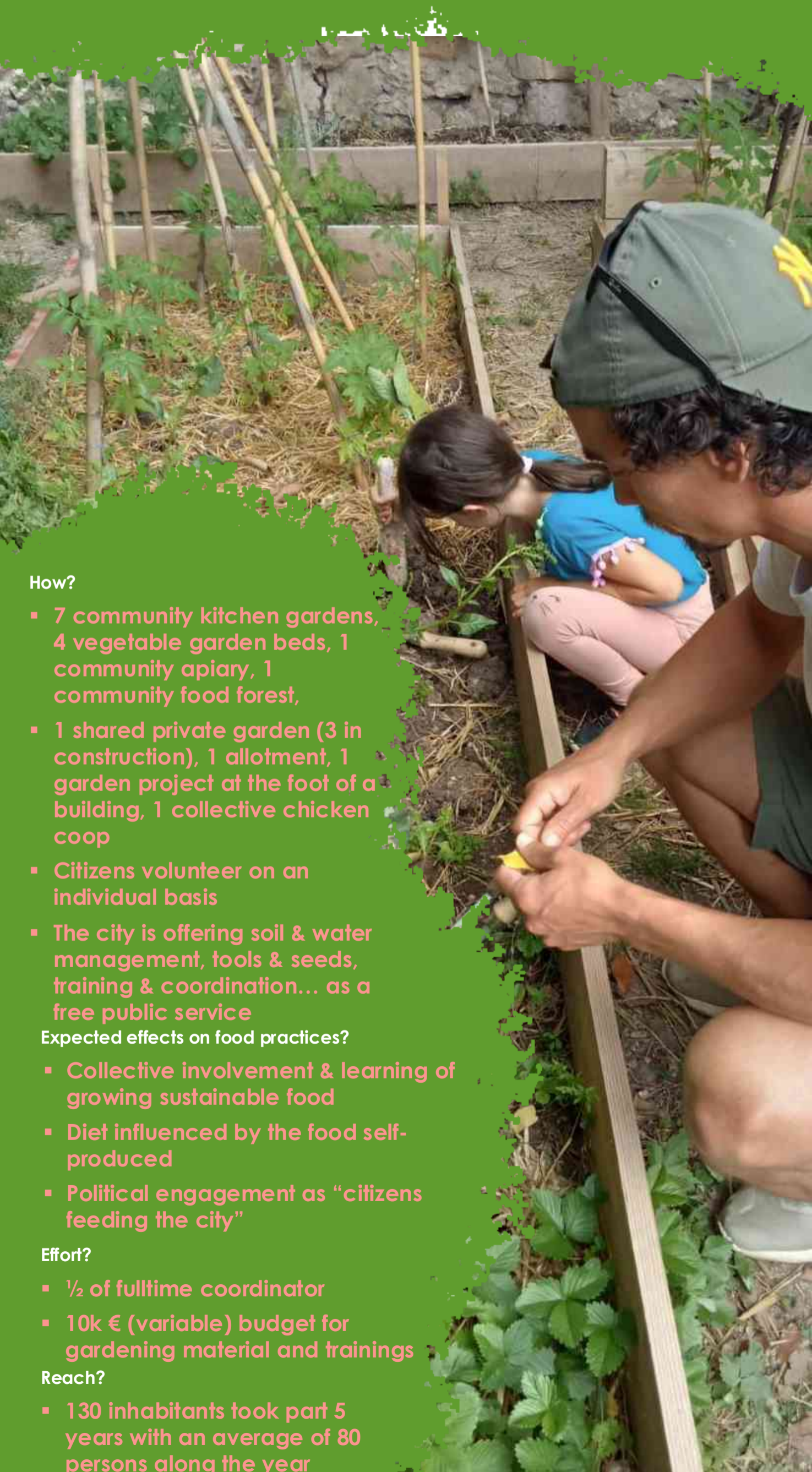
- Collective involvement & learning of growing sustainable food
- Diet influenced by the food self-produced
- Political engagement as “citizens feeding the city”

Effort?

- 1/2 of fulltime coordinator
- 10k € (variable) budget for gardening material and trainings

Reach?

- 130 inhabitants took part 5 years with an average of 80 persons along the year



WHAT?

AGRICULTURAL ATLAS OF THE CITYN...)

How?

- Checking agricultural potential of all unused (public or private) land & collecting all data in an agricultural atlas of the city:
 - Accessibility, water availability...
 - Previous use to grow food
 - Owners' connection/sensitivity to agriculture

Expected effects on food practices?

- Raise inhabitants' consciousness of living in an agricultural city

Effort?

1/8 of fulltime coordinator

Reach?

- About 30 landowners out of 170 in the city answered a questionnaire
- 4 farmers out of 11 answered a questionnaire to know their needs in terms of agricultural land

WHAT?

INSTALLATION OF NEW FARMS...)

How?

- Matchmaking between landowners and farmers:
 - matching respective interests,
 - building trust,
 - discussing renting contracts,
 - city as a trusted third party...

Expected effects on food practices?

- Increase local production and availability of organic fruits and veg
- Raise inhabitants' consciousness of living in an agricultural city

Effort?

2/8 of fulltime coordinator

Reach?

- Discussions in progress with about 15 landowners
- 6 new farmer installations



WHAT?

REVISION OF THE LOCAL URBAN DEVELOPMENT PLAN

How?

- Protect land from urbanisation changing its classification from "building land" to "agricultural area" or "natural area"
- Interact with landowners of agricultural land, prepare Mayor's ruling, etc.)

Expected effects on food practices?

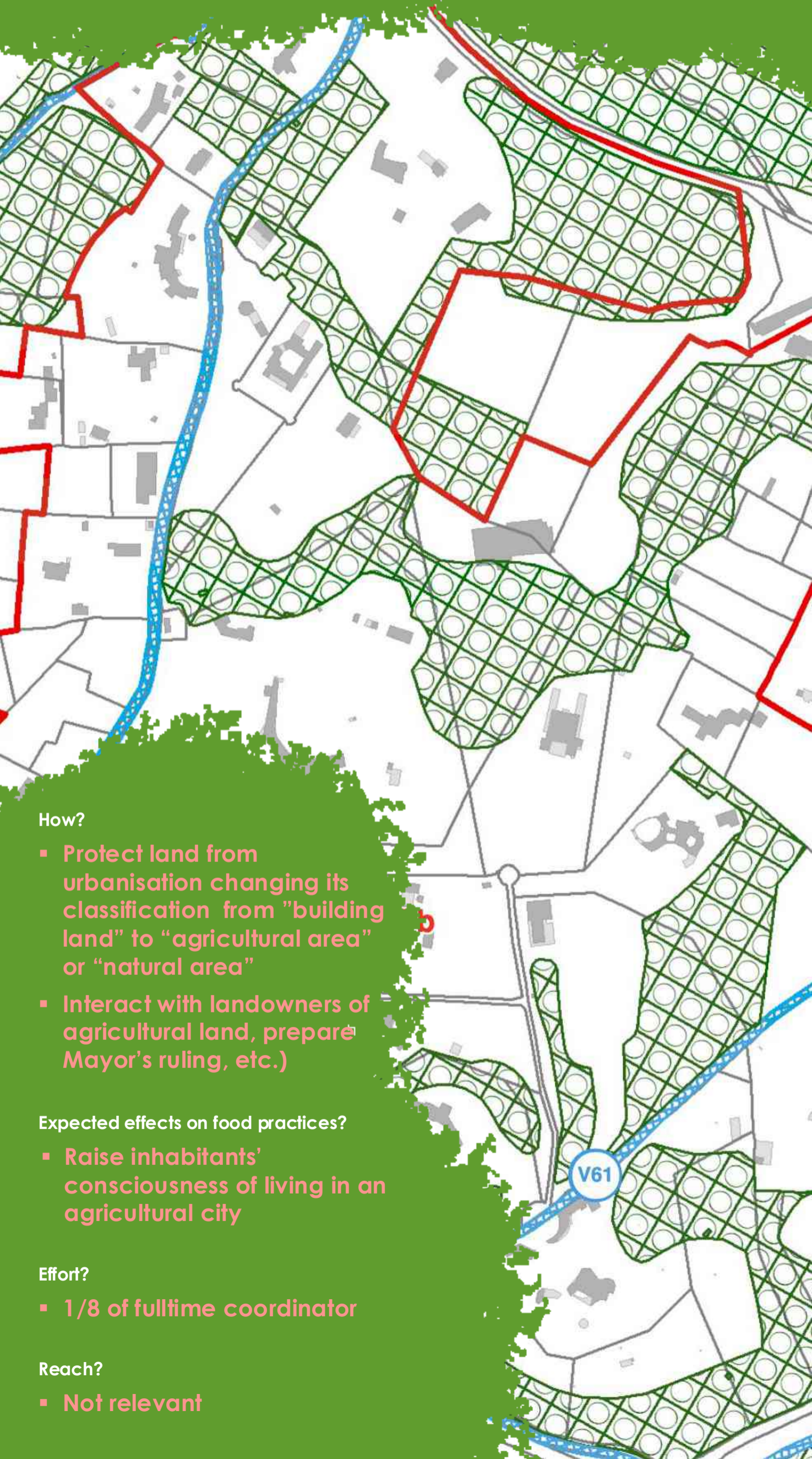
- Raise inhabitants' consciousness of living in an agricultural city

Effort?

- 1/8 of fulltime coordinator

Reach?

- Not relevant



WHAT?

CITY MUNICIPAL FARM

How?

- 6 ha farm producing on 4 ha about 25t of certified food near city centre

Expected effects on food practices?

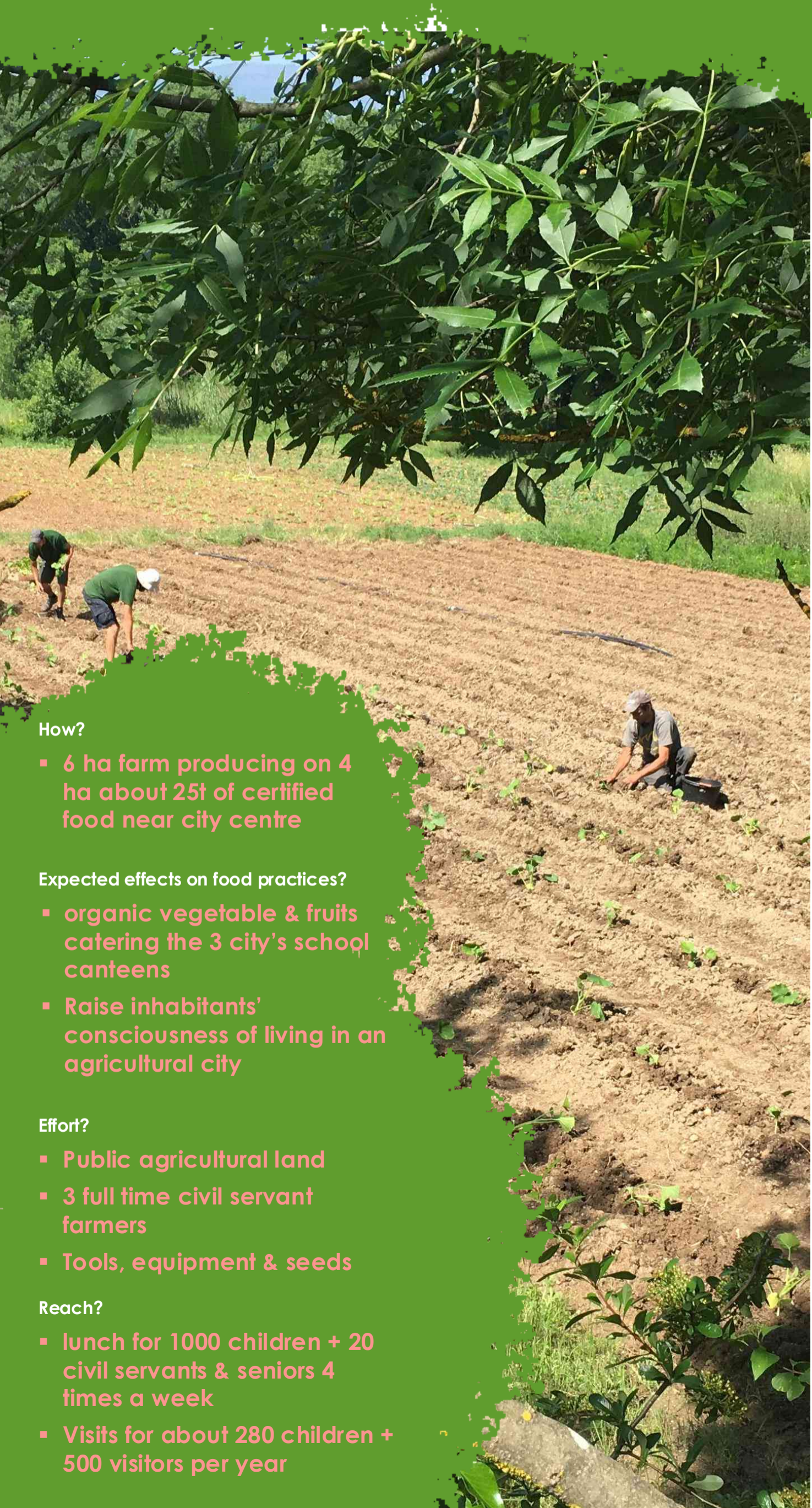
- organic vegetable & fruits catering the 3 city's school canteens
- Raise inhabitants' consciousness of living in an agricultural city

Effort?

- Public agricultural land
- 3 full time civil servant farmers
- Tools, equipment & seeds

Reach?

- lunch for 1000 children + 20 civil servants & seniors 4 times a week
- Visits for about 280 children + 500 visitors per year





FOOD GOVERNANCE

Structuring of a food department within the municipality - cross-departmental work between the various concerned departments of the city (education, social, urban planning, culture...), indicators and impact evaluations of food projects, steering committee or local food council...

WHAT?

WORKING WITH OTHER CITY SERVICES

How?

- Identifying matches between sustainable food and other services of the city (sports, culture, tourism, etc.)
- Developing joint events, conferences, training, etc.

Expected effects on food practices?

- Promote healthy and sustainable food (i.e. programming of food related movies, promotion of sustainable food for city attractiveness...)
- Reach out to different population profiles

Effort?

- About 25 days a year of coordination and facilitation

Reach?

- About 25 events per year so “touching” about 500 new persons



WHAT?

WEBINAIRES ET VISITES

How?

- Receiving French and foreign cities, student groups, agricultural project leaders... to visit the municipal farm, the schools' canteens, the Sustainable Food Education Centre...

Expected effects on food practices?

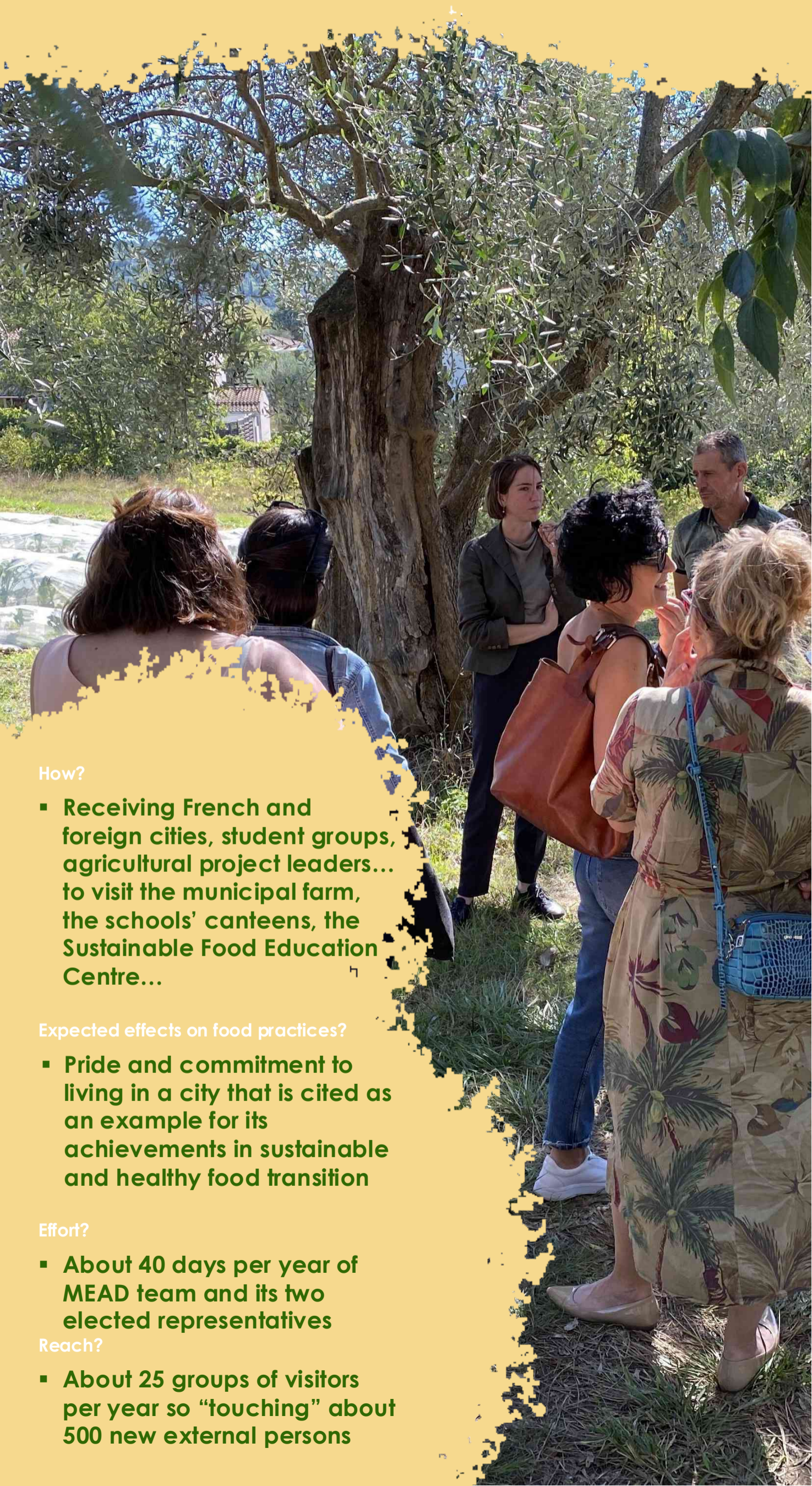
- Pride and commitment to living in a city that is cited as an example for its achievements in sustainable and healthy food transition

Effort?

- About 40 days per year of MEAD team and its two elected representatives

Reach?

- About 25 groups of visitors per year so "touching" about 500 new external persons



WHAT?

UNIVERSITY DIPLOMA IN SUSTAINABLE FOOD PROJECT MANAGEMENT

How?

- 6 months teaching and internship to train young graduated students and civil servants to manage a sustainable food policy project

Expected effects on food practices?

- Confirmation that school canteens are a benchmark project to be taught at university and in cities across the country.

Effort?

- About 50 days of Vice mayor and 10 days of MEAD team per year

Reach?

- About 133 students between 9 sessions and 12 French cities hosting their internship



WHAT?

RESEARCH & INNOVATION

plus classique

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s qui viennent
se au récit

évaluation ?



DIMENSION
SOCIALE



DIMENSION

DIMENSION
COGNITIVE



How?

- Participation to various research & innovation projects as promotor, testbed, co-researchers...
- Topics: organic nutrition as a determinant of health, climate impact assessment of city food-related policies, multilevel food governance...

Expected effects on food practices?

- Confirmation that the city sustainable food project matters for inhabitant health, city sustainability, food sovereignty, etc.

Effort?

- About 50 days per year of MEAD team and its two elected representatives

Reach?

- Communication of results to the city population and other cities in France and Europe

WHAT?

MEAD LEARNING STEERING COMMITTEE



How?

- The city Sustainable Food Education Centre organised its yearly steering group as a research and orientation seminar meeting
- Participation of a large arena of scholars and experts, to inspire the next steps of the city food policy

Expected effects on food practices?

- The city sustainable and healthy food policy aligning the latest finding in scientific research and international benchmark

Effort?

- About 10 days per year of MEAD team and its two elected representatives

Reach?

- Communication of results to the city population and partners

WHAT?

NETWORKING & ENCOUNTER



How?

- Interventions in webinars
- Conference and external event,
- Participation in peer steering committees,
- Distant exchanges with other cities,
- Auditions, etc.

Expected effects on food practices?

- Confirmation that the city sustainable food policy matters for external important stakeholders

Effort?

- About 100 days per year of MEAD team and its two elected representatives

Reach?

- In 2025, 65 significant actions have been carried out

WHAT?

COMMUNICATION & DISSEMINATION



How?

- Speeches and events in Mouans-Sartoux
- Interviews in the local and national press

Expected effects on food practices?

- Increase the local public discourse on food health and transition issues

Effort?

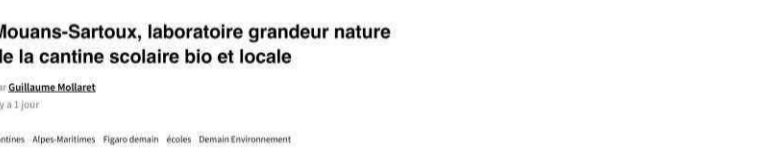
- About 20 days per year of MEAD team and its two elected representatives

Reach?

- In 2025, 77 significant actions have been carried out



LE FIGARO



WHAT?

NATIONAL & INTERNATIONAL ADVOCACY

How?

- **Participation to European and international advocacy initiatives such as:**
 - Milan Urban Food Policy Pact,
 - EU Thematic Partnership on Food,
 - Journey into the Europe of the future avec Organic cities,
 - URBACT Festival, etc.

Expected effects on food practices?

- **Confirmation that the city sustainable food policy matters for external important stakeholders**

Effort?

- **About 20 days per year of MEAD team and its two elected representatives**

Reach?

- **In 2025, 18 significant advocacy actions have been carried out**

