



LIFE 2020 NGO4GD Grants Grant Agreement Technical Report

Covering the period 01/11/21-31/10/23

To be submitted within three months after the project end date to:

CINEA-LIFE-MONITORING@ec.europa.eu

Beneficiary name and acronym:	ASOCIACIÓN VIDA SANA PARA EL FOMENTO DE LA CULTURA Y EL DESARROLLO BIOLÓGICO/ ASOCIACIÓN VIDA SANA
Proposal acronym	LIFE healthy planet diet (the acronym we are public using is MENUdaTIERRA)
Grant agreement number	LIFE20/NGO4GD/0003
Person responsible: (please provide full contact details)	MONTSE ESCUTIA ACEDO (DIRECTOR) MARGARITA ROLDÁN COBO (PROJECT MANAGER) m.rolدان@vidasana.org
Date of compilation:	22/01/2024

Budget implementation:

	WP1	WP2	WP3	WP4	WP5	TOTAL
Lump sum amount as per GA (in EUR)	€122.066	€109.920	€78.125	€36.563	€86.529	€433.202
Lump sum share per WP as per GA	28%	25%	18%	8%	20%	100%
% implementation	24%	31%	17%	8%	21%	100%

Notes regarding this form:

- All activities are implemented during the reporting period
- Please send supporting documents (evidence material) such as brochures, publications, reports or any other deliverables produced during the reporting period only electronically,

through a separate folder. If the documentation is too heavy, it can be sent via wetransfer or through a shared dropbox folder. Please provide links to the documents available online.

I. SUMMARY OF THE IMPLEMENTATION OF THE INTERVENTION (1-2 pages)

Please give a general overview referring to Annex II of the GA based on the following:

The overall aim of the project is to support the Farm to Fork strategy in its proposal of Promoting sustainable food consumption and facilitating the shift to healthy, sustainable diets, also contributing to the goal of at least 25% of the EU's agricultural land under organic farming by 2030 through the promotion of organic food.

To do this, the project will provide the population with practical information to help them in their transition towards a sustainable, healthy and climate-responsible diet. We will review the main traditional recipes of each Spanish region to determine which of them are best adapted to the recommendations provided by the EAT-Lancet Commission on planetary diet. Weekly menus will be suggested from a selection of 5 recipes per region (85 recipes in total), to be prepared using organic ingredients, locally produced and from quality schemes. Information will be provided to access such type of ingredients in each of the 17 Spanish regions through local commerce, cooperatives and social economy initiatives.

1. **Objectives** – please assess how well the objectives were met in general. This should include an assessment of how needs identified in the application form were addressed.

- **Increase the number of people who know why a change in their diet** is not only good for their health, but also for the health of the planet and a very powerful tool to stop climate change, reaching at least 50,000 people and their families directly and 150,000 people and their families indirectly through social networks and the media.

How: Awareness materials will be produced and available on the project website (WP1); awareness and education activities will be carried out at BioCultura fairs (WP2); a awareness campaign will be carried out through the media and social networks (WP3).

The initially proposed objectives have been met. The project has been very well received by citizens. Some activities and tools have been more effective than others.

- **Provide information and tools so that people interested in initiating a transition** in their diet can do it easily and without drastic changes in their traditional diet.

How: Cookbook with traditional recipes from different Spanish regions, weekly menus, videos and podcasts available on the web (WP1); showcooking at the BioCultura fairs and cooking workshops for children at the Mamaterra festivals (WP2).

This objective has been completely covered. These activities and tools have been the best valued by the participants.

- **Increase the consumption of organic, local, and seasonal** food produced from local varieties and breeds from quality schemes. How: Recommendations and information on this type of ingredients and how to get them locally, provided by a website and a mobile phone application (WP1) and through local sensitisation initiatives carried out by local organizations (WP2).

According to the surveys carried out, 90% of the participants have increased their consumption of local, organic and seasonal foods. This is an excellent result, much higher than expected.

- **To provide educational tools to schools** to deal with the issue of healthy and climate respectful food.

How: Adaptation of recipes to schools; preparation of a didactic guide; implementation of an information campaign targeting all Teacher Resource Centres in the 17 Spanish regions and at least 500 schools throughout Spain (WP4).

The project has exceeded expectations in terms of downloads of the school guide and the children's recipe book to work on a sustainable diet at school, exceeding the planned 500 schools. These are quality materials prepared with the support of experts, aimed at the different educational cycles for versatile and practical use in educational centres, based on 35 activities that offer many possibilities for working on diet at school. The project also included the management of a school prize for the preparation of recipes at school, which had a lower participation than expected (50 schools out of 100), due to the difficulties in the centres to have sanitary conditions to prepare recipes.

2. **Activities**– give a summary description of the main activities carried out.

In the tools component, a wide variety of tools have been made available to people and entities for raising awareness and training in healthy diet: website as a resource bank, 4 information brochures in different languages, 85 recipes accompanied by their downloadable description in several languages (Spanish, Basque, Catalan and Galician) and with explanatory videos for 20 of them, 8 weekly menu proposals for the various seasons of the year, 38 podcasts and 34 informative videos on different awareness topics, as well as the cell phone App.

The collaboration of experts with a high reputation in the sector has contributed to the tools produced being all of quality, prepared according to a solid set of technical criteria and ethical and ecological principles that have characterized AVS's work for years. The use of the tools is below initial expectations, although it must be considered that to date these tools have an average life of just over a year and their use will increase over time.

At Biocultura fairs, raising awareness about Healthy Food is a very consolidated field of work. According to the data collected for the evaluation, we estimate that at these fairs around 45% of the visitors show the potential to start a process of diet improvement and are potential users of the project tools. At Biocultura fairs, the project has carried out activities in which AVS has very consolidated experience: thematic conferences on healthy and climate-responsible diet (3), a congress, meetings with entities to promote initiatives (4), showcookings (20) and cooking workshops for children (24). A total of 1.663 people participated in the activities at the Biocultura fairs, corresponding to what was planned in the project. Given that the potential of fairs is greater, it is a challenge for AVS to innovate in diet awareness strategies at Biocultura fairs to make activities more attractive for different visitor profiles.

3. **Deviations/Unforeseen actions** – if relevant, please state which planned activities were replaced or not carried out and/or which expected results were not achieved, in part or in full, and provide the main reasons why. Please also describe if new unforeseen actions were developed and implemented during the eligibility period.

In WP2 it was planned to hold the BioCultura Seville fair in December 2022 and finish the project in May 2023 at BioCultura Barcelona. Due to the economic situation, the Seville fair was suspended. The activities scheduled for that Fair were moved to BioCultura Barcelona (May 2023) and the project was completed at BioCultura Bilbao in September 2023. Therefore, all planned activities were carried out. Due to the high demand for showcookings for children, 20 activities were planned and 24 were carried out.

A modification was made to the content of the videos. Initially it was planned to only make videos of 20 of the proposed recipes. Nowadays, no one watches such long videos, so it was considered interesting to record videos of how the organic foods we eat are produced. This change has meant a great improvement in the project since these types of videos are the ones with the highest views.

4. **Results and impacts** – give a summary description of the results achieved providing quantitative and qualitative data, including deliverables and impacts as specified in the GA.

The EFFECTIVENESS of the project (achievement of results) has been high. All expected products have been obtained in the components about tools, awareness at Bioculture fairs and education in schools. According to the project indicators, the expected results have been achieved, and the level of achievement can be estimated as follows: 86% in the tools component, 100% in awareness at the Biocultura fairs, 100% in communication and 75% in education in schools.

The data that does not reach 100% is in relation to what had been proposed, since in other aspects the expectations of the results have been greatly exceeded, and this means that the final result is completely compensated.

5. **Effectiveness and lessons learned** – please give your assessment of the overall effectiveness of the work carried out. If relevant, please indicate areas that could be improved, lessons learned and pointers for future work.

We have verified that the greatest efficiency in raising people's awareness towards a more sustainable diet change is carried out through direct contact. The showcooking for adults and children have been the activities that have generated the greatest impact, since there was the opportunity to answer questions, guide people and give more personalized suggestions. Something similar also happens in the conferences and the congress.

One of the lessons learned is the need to provide accurate information that facilitates change. There is so much information circulating on the Internet and in the media that people feel overwhelmed and, in many cases, confused. Perhaps that is the reason why the information provided live and that can be reviewed and clarified at that moment reaches with greater force to a large group of society.

We thought that an app to find places to buy organic, local and seasonal ingredients would be a very useful tool for people. We have to recognise that it seems as if society is saturated with apps and technology and that finding where to buy is not really what prevents people from taking on more sustainable food, but rather misinformation about it.

All these points are extensively analysed in the external evaluation report found in deliverable WP5DL04.

II. HIGHLIGHTS

Describe shortly 1-3 activities that can be put forward as particularly successful and where you consider that your work had the *highest impact*.

WP1.4 The **videos** that explain how the food we consume are produced have been widely viewed. The most viewed have been those that explain how meat and cheese are produced. These videos were a change that was decided to be made regarding what was planned in the project and we have verified that it has aroused great interest among the public, even the public from other countries outside the European Union.

WP2.4 and WP2.5 The main activity that we would highlight are the **20 Showcooking for adults** and the **24 Showcooking for children**. Where the interaction has been maximum, and we have seen how

the participants and their families attending were actively interested in the project and the proposed tools.

WP4.3 Organising a prize for the three most sustainable recipes was a great way to motivate schools, families, and children to create a truly sustainable recipe from scratch and to get involved in the whole process. The motivation has shown us that it is really from schools that we have to educate future generations to care about their food and care for the planet.

III. DETAILED ACTIVITIES AND RESULTS/IMPACTS UNDER EACH WORK PACKAGE

Instructions for filling in the form

The report form follows the structure of the technical application form.

In the first row, please tick the boxes to give a general appreciation of how well the activities were carried out in the respective work package.

Secondly, please fill in the following:

Objectives

Based on the objectives listed in your application, please describe the results and indicate if the objectives were achieved fully, partly or not at all. If an objective was not fully achieved, *please state the reason why*. See also section 4 above (Deviations).

Activities

Based on the activities listed in your application, please give a description of how they were carried out. For each activity, indicate if it was carried out fully, partly or not at all. If it was not fully carried out, *please give the reasons why*.

Results and impacts

Based on the expected results listed in your application, please give a description of the results achieved for each activity:

- Deliverables/immediate outputs;
- medium-term results (outcomes); and
- impacts (long-term results).

Provide qualitative and quantitative information on the actual level of achieved results. For each result, please indicate if it was achieved fully, partly or not at all. If it was not fully achieved, *please give the reasons why*.

Please describe how the continuation/valorisation of results achieved will be ensured. Please identify which results/actions are particularly suited for transfer to/ replication by other actors. When applicable, identify such actors and what was done to inform/mobilise them.

Evidence

Please list here all evidence material (contributions to consultations, reports, minutes, books, booklets, CDs etc.) and link them clearly with the results and activities. Indicate how/where the material can be accessed and consulted. If it is available on a website, please give the link.

Work Package 1: Development of tools to promote a climate responsible eating adapted to the traditional Spanish diet

The activities in this area have been carried out

Fully X Mainly Partially Limited

Duration:

M1 – M12

Objectives:

- **Increase the number of people who know why a change in their diet** is not only good for their health, but also for the health of the planet and a very powerful tool to stop climate change, reaching at least 50.000 people and their families directly. For this objective has been fully created tools for awareness-raising and changing consumption patterns with this work package and the others involved.
- **Provide information and tools so that people** interested in initiating a transition in their diet can do it easily and without drastic changes in their traditional diet. Has been created cookbook (online recipes at the website) with traditional recipes from different Spanish regions, weekly menus, videos, and podcasts available on the web. It has been fully achieved.
- **Increase the consumption of organic, local, and seasonal food** produced from local varieties and breeds from quality schemes. Recommendations and information on this type of ingredients and how to get them locally, provided by a website and a mobile phone application have been fully achieved.

Activities:

- 1.1 **Review traditional recipes in the 17 Spanish Autonomous Communities, select a total of 85 recipes adapted to a sustainable and climate-responsible diet and propose weekly menus based on those recipes.** This activity has fully carried out. A summary of the information gathered is available at this [link](#).
- 1.2 **Prepare basic awareness materials for the general public in digital written format including a recipe book, weekly menus and recommendations on ingredients.** It has fully carried out.
- 1.3 **Identify local entities producing and/or selling organic food.** It has fully carried out. We have decided to keep it opened and introduced new entities.
- 1.4 **Record videos about the preparation of recipes.** It has fully carried out. We have recorded 20 recipe videos, with an explanation at the end of the video to raise awareness of the environmental impact of the recipe and to clarify possible doubts about relevant sustainability issues. And as an enhancement to the videos, we decided to record 19 more videos on how the food we consume is produced in a sustainable way and explaining the project and a summary of everything that has been seen in this section. This improvement has not increased the cost of the project.
- 1.5 **Record podcasts with information on sustainable food, recipes, nutrition and practical ecocooking tips.** It has fully carried out. Instead of 20 podcasts, 38 podcasts were recorded in order to reduce the length and reach a larger number of people. Nowadays people think they have little time and making podcasts of shorter duration is more attractive to listen to while cooking, walking or doing other daily activities. This improvement has not increased the cost of the project.

- 1.6 **Design and code the project website to provide information and tools.** It has fully carried out.
- 1.7 **Develop a mobile phone application (app) to assist the users to create menus with low environmental impact.** It has fully carried out.

Results – please link results with the corresponding objectives:

The result expected for this work packaged indicated that 50.000 people will have accessed to the web and 10.00 people will download content from the web and app. The results have been:

1. **50.000 people** will have accessed the web: 36.075 accesses have been recorded from different ip. We had a problem with server changes and believe that access data has been lost. We consider that this does not invalidate the quality of the project, as in other tools the impact has been far greater than expected. Corresponding with “Increase the number of people who know why a change in their diet” objective.
2. **10.000 people** will have downloaded content from the Web and through the App: in this case, the results have been much better than expected. There have been 10.217 downloads of pdf files from the website and 402 people have downloaded the App. Corresponding to “Provide information and tools so that people” objective.

There have been 45.180 visualisations through other tools of the project:

- 42.553 views of YouTube videos
- 2.627 reproductions of SPOTIFY podcasts

We believe that these results determine how well received these tools are, and how they have helped to “Increase the consumption of organic, local, and seasonal food” (the other objective of this work package). All the tools created for the project require little financial investment to be maintained over time. They are contents that can be used by any entity or person who wishes to use them for their own projects, as well as being contents that are unlikely to become obsolete because they are basic knowledge.

They are easily replicable and useful materials for raising awareness about sustainable food and climate protection.

The expected results have been fully achieved in the short and medium term. For long-term results it would be necessary for the project to last for more years to be able to monitor more fully whether the habits that have changed have become established and are maintained over time.

In our experience, the tool that has aroused less interest than we expected, although it meets the results we had defined in the project, has been the app. We believe that this is due to the lack of motivation and the oversaturation of digital tools that can be found on the market. People who want to eat sustainably may be looking for other types of support that reinforce their consumption or invite them to consume in this way. These are tools that have a high production cost and we do not know if they are as useful as a video or showcooking.

The final cost of this work package has been lower than budgeted because we have obtained better prices from suppliers, and we have reduced expenses initially foreseen.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

- D1.1.1. **85 recipe summary sheets** to adapt traditional recipes from each Spanish region to a climate-responsible diet, translated into 4 languages (Spanish, Catalan, Basque and Galician). Can be found at <https://menudatierra.eco/recetas/> and deliverable WP1DL01.
- D1.1.2. **8 weekly suggested menus** adapted to the 4 seasons of the year (2 weekly menus per season) in 4 languages (Spanish, Catalan, Basque and Galician) Can be found at <https://menudatierra.eco/recetas/> and deliverable WP1DL02.
- D1.2.1 **4 digital brochures** to raise awareness about climate-responsible eating (climate change, environment, rural development and health) in 4 languages (Spanish, Catalan, Basque and Galician) Can be found at <https://menudatierra.eco/el-proyecto/> and deliverable WP1DL03.

- D1.3.1 **List of entities related to organic local** production in each Spanish region. Can be found at deliverable WP1DL04.
- D1.4.1. **20 Recipe Cooking Videos** with tips for a sustainable and climate responsible diet. Can be found at <https://www.youtube.com/playlist?list=PLVJ4qmUkVpYI-Y7GgRNzS97yCT9awE2WA> (the 20 recipes) and <https://www.youtube.com/playlist?list=PLVJ4qmUkVpYKZyNzH1IvFH2qccb-fxztX> (the producer interviews) and in the deliverable WP1DL05.
- D1.5.1. **20 Podcasts** to disseminate sustainable and climate-responsible food practices. The final 38 podcasts recorded can be found at <https://open.spotify.com/show/4jceDNfEv6foF2Bkl8Ax3s> and deliverable WP1DL06.
- D1.6.1. **Project website** to promote climate-responsible food practices. Can be found at <https://menudatierra.eco> and deliverable WP1DL07.
- D1.7.1. **Mobile phone App.** Can be found at google play <https://play.google.com/store/apps/details?id=org.vidasana.menudatierra&gl=ES> at apple store <https://apps.apple.com/es/app/menudatierra/id1660187196> and deliverable WP1DL08

Work Package 2: Awareness raising and education on sustainable and climate-responsible food at BioCultura fairs

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration:

M9 – M24

Objectives:

- **Increase the number of people who know why a change in their diet** is not only good for their health, but also for the health of the planet and a very powerful tool to stop climate change, reaching at least 50,000 people and their families directly by developed awareness and education activities will be carried out at BioCultura fairs. This has been fully achieved.
- Provide information and **tools so that people interested in initiating a transition in their diet** can do it easily and without drastic changes in their traditional diet. To achieve this, it has been fully carried out: showcooking at the BioCultura fairs and cooking workshops for children at the Mamaterra festivals, Meetings, Conferences, Congress, and Networking.
- **Increase the consumption of organic, local, and seasonal** food produced from local varieties and breeds from quality schemes through local sensitisation initiatives carried out by local organizations, sharing them in showcooking, Meetings, Conferences, Congress, and Networking carried out during the coffee breaks at the conferences and congress. It has been fully achieved.

Activities:

- 2.1 **Design and produce informative panels on climate-responsible food to be used at BioCultura fairs.** It has been fully carried out. We have shared more than initially expected panels, always reusing the same support and without any increase of initial budget.
- 2.2 **Organize and carry out 3 conferences on food model and climate change in 3 fairs in large cities (Madrid, Sevilla, A Coruña).** There have been fully carried out. We had to change the Sevilla fair for the Barcelona one due to the absence of exhibitors and economic problems that did not allow us to carry out this fair. As a result, we had to delay the completion of the project, but this has not been a problem for the final results and the proper execution of the project. 1. The conferences can be viewed at our YouTube Channel <https://www.youtube.com/playlist?list=PLVJ4qmUkVpYJ21M-AGex-qIlksaZrJE0y> or following the link of our web <https://menudatierra.eco/>.
- 2.3 **Conduct meetings with organizations, networks of organic producers, cooperatives and local organic traders/sellers** It has been fully carried out. The participation of the entities in person has been somewhat lower than expected due to the fact that most of the entities in the sector have few economic and time resources. In Spain, organisations dedicated to sustainable food tend to be small and with little funding and human resources. The Sevilla one was changed for the Bilbao fair.
- 2.4 **Carry out 20 showcooking of the proposed recipes for 25 participants (5 showcooking in 4 fairs in different Spanish cities).** There have been fully and successfully carried out. The participation has been more than expected and the impact has been stronger in that activities than others. The Sevilla ones were changed for the Bilbao fair.
- 2.5 **Carry out 20 cooking workshops for 12 children (5 show cooking workshops in 4 fairs in different Spanish cities).** There have been fully and successfully carried out. Due to the great participation of the children in this activity, it was decided to do one more showcooking per fair,

so that a total of 24 showcookings have been carried out. The Sevilla ones were changed for the Bilbao fair.

- 2.6 **Organize a on site/ virtual Congress on initiatives to promote sustainable and climate-responsible food.** It has been fully carried out. Initially it should have taken place at Biocultura Barcelona but as the Seville fair was cancelled, the congress was postponed until the Bilbao 2023 fair. Due to a weather problem some participants of the congress could not make it to give their presentation. This did not affect the quality of the congress as it was improved by adding round tables so that more entities and organisations could participate and share their project. In addition, the programme was more extensive than the initial proposal presented in the project. The Congress lectures can be viewed at our YouTube Channel <https://www.youtube.com/playlist?list=PLVJ4qmUkVpYI3xPV3hnW3cvSLRjtwXMEB> or following the link of our web <https://menudatierra.eco/congreso-menudatierra/> where they people can find a complete summary of the Congress and all the video links.

Results – please link results with the corresponding objectives:

1. **50.000 people participating in the BioCultura fairs** sensitized about climate-responsible food. Project information will be sent by email to all visitors to the fair: 60.353 people participating in the fairs have received information (the figure has been estimated as half of the participants in the fairs). At the online ticket were the project information and at the fair online magazine. Most of the participant have received face to face information at our stand and during all the activities. This result is linked to the “Increase the number of people who know why a change in their diet” objective.
2. **100 face to face participants in the conference** on food model and climate change and **200 more on streaming.** People will register to participate: the conference held in three cities (Madrid, Barcelona, La Coruña) was attended by a total of 201 participants in person and 221 online. Online and paper records are available. This result is linked to the “Increase the number of people who know why a change in their diet”, “Provide information and tools so that people interested in initiating a transition in their diet” and “Increase the consumption of organic, local, and seasonal” objectives.
3. **More than 500 people will have participated in showcookings** of the proposed recipes. They will be registered. 644 participants in the showcookings (Madrid 153, La Coruña 114, Barcelona 254, Bilbao 123). We didn’t ask for registrations due to the speed of the activities in this space. The person count has been done by photographic counting. The evidence of this is in the deliverable WP2DL06. This result is linked to the “Increase the number of people who know why a change in their diet”, “Provide information and tools so that people interested in initiating a transition in their diet” and “Increase the consumption of organic, local, and seasonal” objectives.
4. **More than 200 children will have participated in children's food workshops** at the fairs. They will be registered. 305 children participating in the workshops as can be seen in the registrations of the deliverable WP2DL07. This result is linked to the “Increase the number of people who know why a change in their diet”, “Provide information and tools so that people interested in initiating a transition in their diet” and “Increase the consumption of organic, local, and seasonal” objectives.
5. **30 entities will have participated in the meetings** organized in BioCultura and a framework for future collaboration will be established. 32 organisations participated in the meetings in Madrid, La Coruña, Barcelona, Bilbao as can be seen in the registrations of the deliverable WP2DL04. This result is linked to the “Increase the number of people who know why a change in their diet”, “Provide information and tools so that people interested in initiating a transition in their diet” and “Increase the consumption of organic, local, and seasonal” objectives.
6. **100 people will have registered for the Congress** on food model, sustainability and climate impact. A total of 241 persons has participated at the Congress: 93 participants in person and 148 online. The registrations can be found at WP2DL08. This result is linked to the “Increase the

number of people who know why a change in their diet”, “Provide information and tools so that people interested in initiating a transition in their diet” and “Increase the consumption of organic, local, and seasonal” objectives.

The results of this work package are better than expected. This clearly shows that the strength of our project lies in the activities we carry out in person and in our usual work, the BioCultura fairs.

The results show that there is a strong interest in acquiring training and information in a face-to-face format, where it seems to be easier to acquire the desired knowledge.

The direct impacts and medium time result of these activities are evident from the number of people who have participated in them. The Vida Sana Association will continue to carry out this type of activities in its fairs. Thanks to the meetings with entities WP2.5 it has been possible to create a Working Group on Sustainable Food in Por Otra PAC: Incorporate into this group people with the appropriate skills to connect awareness with communication in awareness campaigns. This group did not exist before this project. We see this as a major political, social and environmental achievement. We believe that these activities are all replicable on a small scale. To do them on a large scale, as we have done, requires experience in this type of event and the resources to be able to carry them out. But they are very easily adaptable to the resources that each organisation or person has.

The final cost of this work package has been higher than budgeted because we did not consider the costs of structural, technical, and other related costs when making the budget. Nor did we consider the increase in fairground prices. Although the increase in expenditure on this work package has been greater, by reducing expenditure in other work packages we have been able to maintain the budget initially presented with a slight increase in expenditure of around 2.000 euros, which has been assumed by the Asociación Vida Sana.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

- D2.1.1. Foam informative panels about the project (4 panels x 4 fairs). Can be found at deliverable WP2DL01.
- D2.2.1. Number of guides with the program of the fair downloaded from the website, including all the project activities (conferences, show cooking, cooking workshops at *Mamaterra*). Can be found at deliverable WP2DL02.
- D2.2.2. Registration lists for the conference. Can be found at WP2DL03.
- D2.3.1. Lists of participants in the meetings with entities. Can be found at deliverable WP2DL04.
- D2.3.2. Framework of collaboration with at least 30 entities to promote sustainable and climate-friendly food. Can be found at deliverable WP2DL05.
- D2.4.1. Showcooking attendance record. Can be found at deliverable WP2DL06.
- D2.5.1. Registration lists for *Mamaterra* workshops. Can be found at deliverable WP2DL07.
- D2.6.1. List of participation in the Congress. Can be found at deliverable WP2DL08.

Work Package 3: Media and social networks awareness campaign on traditional, healthy and climate-friendly food

The activities in this area have been carried out

Fully Mainly Partially Limited

Duration:

M1 – M24

Objectives:

- **Increase the number of people who know why a change in their diet** is not only good for their health, but also for the health of the planet and a very powerful tool to stop climate change, reaching at least 150.000 people and their families indirectly through social networks and the media. This has been fully achieved. This objective has been fully achieved by awareness campaign had carried out through the media and social network.

Activities:

- 3.1 **Prepare the communication strategy and plan for the dissemination of the project.** It has been fully carried out. This action is always somewhat complex and often differs from the strategy that was finally implemented. In this case, everything went according to plan in terms of non-digital communication.
- 3.2 **Manage relations with mass media.** It has been fully carried out. Our good relationship with the mass media has given the expected results.
- 3.3 **Write articles and press releases.** It has been fully carried out. 8 articles and 9 press releases have been written. The last press release was made in November 2023, as the last activities had to be delayed to the end of September 2023 and the analysis of results and final works were also delayed.
- 3.4 **Design and develop a social networks campaign.** It has been fully carried out. The initial campaign has been modified according to the communication needs of the project.

Results – please link results with the corresponding objectives:

1. At least **9 press releases sent** to a database of 3.250 media. 9 press releases have been sent to more than 4.000 media contact. The media that normally show interest in our projects are the ones that have supported us in dissemination. We realise that other media that do not usually deal with news related to sustainable food have shown personal interest on the part of the journalist but have not come to support us in our communication campaigns because the interests of their media are different.
2. **100 impacts in the media** (television, radio, written press and digital press). 111 impacts in conventional media and 56 media outlets that have shown interest. We consider this to be a good result considering the amount of "news" that is continuously generated in our society.
3. **8 written articles sent to 60.000** subscribers of Asociación Vida Sana newsletter. 8 articles have been sent to more than 60.000 subscribers of Asociación Vida Sana newsletter, and these articles have been shared in other social media networks from our Asociación.
4. **500 publications on the different social networks** throughout the project (at least one weekly publication on each of the networks (TW, FB and IG). A total of 1.465 publications have been shared on all the social networks of the project and also of the Vida Sana Association. The number of publications in each of the social networks can be found it at the deliverable WP3DL05 and the publications can be found them at our social networks which can be found in the same deliverable.

5. **250.000 followers of social networks** will have received information (50.000 Spanish users). We have impacted a total of 472,708 followers on our social networks as well as those of people linked to the project. The specific data of each of the accounts in which we have published information on the project can be found in deliverable WP3DL05.

It is difficult to get media that reach the main public to show a real commitment to people's health and care for the environment.

We have realised that having a high impact on social media requires a huge team of highly qualified and costly staff. It is not clear to us that communication on environmental issues needs to invest large amounts of money, as we do not believe that this guarantees that the impact will be greater. Social media is an essential medium for any project, but in our case, we believe that we have done well to reduce the expenditure of this work package and increase the budget for direct impact face-to-face activities like WP2.

All the results of this work package are corresponding with the “Increase the number of people who know why a change in their diet” objective. As in all previous work packages, evidence of change has been collected by conducting a survey at the beginning of the project and a survey at the end of the project in which the participants who have responded have indicated what their changes have been. The final survey can be found [at this link](#).

We consider that the external evaluator is not very expert in digital media and social networks so his analysis is a bit weak in this aspect. In our experience the impact has been significant and the collection of information is correct. The programmed campaign is an idea of what is going to be done, then the day to day is what rules when it comes to communicating, the networks cannot be over-saturated with information as the algorithm can penalise you and make your content lose relevance.

We believe that the role played by the project information and participation shared by Lucia Redondo, the nutritionist of our project, in her community has helped a lot to disseminate the project.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

- D3.1.1. Communication plan. Can be found at deliverable WP3DL01.
- D3.2.1. Database of media that have shown interest in the project. Can be found at deliverable WP3DL02.
- D3.2.2. Press dossier with communication impacts of the project in conventional media. Can be found at deliverable WP3DL03.
- D3.3.1. Articles and press releases published. Can be found at deliverable WP3DL04.
- D3.4.1. Dossier with communicative impacts of the project on social networks. Can be found at deliverable WP3DL04.

Work Package 4: Awareness raising and education on climate-responsible food in schools

The activities in this area have been carried out

Fully X Mainly Partially Limited

Duration:

M6- M20

Objectives:

- **To provide educational tools to schools to deal with the issue of healthy and climate respectful food** by adaptation of recipes to schools; preparation of a didactic guide; implementation of an information campaign targeting all Teacher Resource Centres in the 17 Spanish regions and at least 500 schools throughout Spain. This has been fully achieved.

Activities:

- 4.1. **Design teaching units to educate in schools about the concept of a sustainable, healthy and climate-responsible diet.** It has been fully carried out. Initially, it was planned to make individual teaching cards. In the end it was decided to improve the proposal by creating a teaching guide that would make it completely easier for teachers to work in the classrooms when raising awareness about sustainable food and climate change.
- 4.2. **Adapt recipes to children to be prepared at schools or at home.** It has been fully carried out. At the beginning of the project, we thought about adapting the recipes we already had to a children's cookbook. We considered that it would be of greater value to share recipes that met the criteria of the planetary diet but were more aimed at children.
- 4.3. **Organize a school award for healthy, sustainable and climate-responsible recipes.** It has been fully carried out. In the initial budget of the project, it had been considered to distribute a first prize, a second and a third with different amounts. We considered that the fairest thing was to distribute 3 prizes of the same amount; 1.000€; for 3 different categories (depending on the age of the participants). Due to the complications that the schools had in being able to attend the awards ceremony in person and so that the greatest number of students could participate in the meeting, we decided to make a professional broadcast via zoom, investing part of the travel money in this and putting money other games in which less had been spent to be able to have a quality match. This awards ceremony can be seen on our YouTube channel at [this link](#). The ceremony was postponed to the month of June so that it would not coincide with the great activity that schools have in the month of May and to give more schools the opportunity to present their proposals.
- 4.4. **Design a communication plan to reach all schools through the most appropriate channels and disseminate the educational materials and the award.** It has been fully carried out. Most of the content was included in the general communication plan. As with the general plan, it has been modified and added different communications to cover the real needs of the project. All the information on the contents of this work package has been sent to an extensive database specific to early childhood education.

Results – please link results with the corresponding objectives:

1. **All the Teacher Resource Centres** of the educational system of the 17 Spanish Autonomous Communities will have been informed about the educational materials. 152 Pedagogical Resource centres throughout Spain have been informed about the educational materials. Furthermore, as these centres do not exist throughout the territory, 143 public and private educational entities and 54 federations of student family associations have also been informed.

2. **500 schools throughout Spain will have downloaded** the educational materials. 728 downloads of educational materials have been registered.
3. **100 educational centres in Spain will have applied** for the award. 50 educational centres have submitted for the award with 104 prepared recipes. We consider that the objective of obtaining a minimum of 100 prescriptions has been achieved, even if they were from the same educational centre. We believe that after the pandemic, teachers are a little overloaded with extra work and also online activities. Another problem that may have reduced the expected participation is that not all educational centres have facilities that allow children to cook due to food safety issues.

All the activities and the results of this work package serve to achieve the “To provide educational tools to schools to deal with the issue of healthy and climate respectful food by adaptation of recipes to schools” objective.

Creating a recipe contest stands out of this work package. Although it may require extra time from teachers and not all schools can carry out this activity, we believe that it has been a complete success in terms of impact on students and families. The commitment they have reflected in their recipes and the arguments they have shared are of great value for a change in habits. Opting for an online broadcast of the event has allowed a greater number of people to participate and has been a very rewarding experience for the contestants, organizers, and jury. All materials created are available for any school to use and for future projects. The finalist and winning recipes can be found on our [web](#).

We consider that all environmental projects that want to create a change in society need to have a part dedicated to schools, since children are the adults of the future and they are the ones who can drive great change in their families.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

- D4.1.1. 5 Teaching units. Can be found at deliverable WP4DL01 and in this [link](#).
- D4.1.2. List of centers that have downloaded the didactic guide from the web (they will register to download). Can be found at deliverable WP4DL02.
- D4.2.1. 20 Recipes adapted to children. Can be found at deliverable WP4DL03 and in this [link](#).
- D4.3.1. 100 Recipes prepared by schoolchildren submitted for the award. Can be found at deliverable WP4DL04 and the winner and finalist ones in this [link](#).
- D4.3.2. List of centers presented for the award (they will have registered themselves to apply). Can be found at deliverable WP4DL5.
- D4.4.1. Communication plan for schools. Can be found at deliverable WP4DL6.
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Work Package 5: Project management and evaluation

The activities in this area have been carried out

Fully X Mainly Partially Limited

Duration:

M1- M24

Objectives:

In this work package there were no specific objectives identified in Annex II of the GA. But we can consider as an assessment of the success of a large part of the project the objectives that were expected to be achieved in general:

- **25%** consumers **decrease animal** origin food consumption.
- **25%** consumers **increase organic** food consumption
- **25%** consumers **increase local** food consumption

According to the account carried out, it has been achieved: 86% have reduced their meat consumption, 69% have reduced their egg consumption 90% have increased their eco consumption, 88% have increased their local consumption, and 96% have increased their seasonal consumption.

Activities:

5.1 **Project management, coordination and internal communication.** It has been fully carried out.

A total of 30 coordination meetings have been carried out, apart from daily communication to be able to manage the project correctly.

5.2 **Financial management of the project.** It has been fully carried out.

5.3 **Project monitoring and evaluation.** It has been fully carried out.

5.4 **Green purchasing and reduction of the project's climate impact.** It has been fully carried out.

The commitment to green purchasing has meant that whenever possible the train was chosen as a means of transport over other types of more polluting transport; more meetings have been held online than in person so that the impact is less. The information panels have been made from recycled materials that can be reused in the future. The choice has been made to provide information in digital format to avoid the impact of paper, ink and transportation on the production of physical content.

Results – please link results with the corresponding objectives:

1. **12 project coordination meetings.** 30 have been carried out, more than expected.
2. **24 project financial monitoring meetings.** There has been monthly communication via telephone and when necessary, also via email between the secretary and the project manager.
3. **2 General Assemblies** where the development of the project will have been reported to members of Asociación Vida Sana.

The coordination part of the project has required more time and live meetings have been necessary to be able to coordinate certain activities and better manage the management of the project. For this reason, part of the original budget has been increased.

We consider that the external evaluation carried out by someone outside the organization is of vital importance to be able to have a report that facilitates the Vida Sana Association and also other entities (since this document will be shared on our website) the management of future projects. within the framework of the European Union.

This evaluation has allowed us to identify our strengths and weaknesses when carrying out projects of this type and allows us to be very clear about where to focus our energy and money if we present a project of these characteristics again.

Even though it was a project that did not require economic justification, we consider it vitally important and transparent to show our real accounts so that they can serve as guidance to the LIFE Program and other organizations when preparing the project budget.

Deliverables/evidence – please link activities with the corresponding deliverables/evidence:

- D5.1.1. Minutes of coordination meetings. Can be found at deliverable WP5DL01.
- D5.1.2. Minutes of the general Assemblies. Can be found at deliverable WP5DL02.
- D5.2.1. Project accounts. Can be found at deliverable WP5DL03.
- D5.3.1. Final evaluation of the intervention strategy including results of the survey on household food consumption. Can be found at deliverable WP5DL04.
- D5.4.1. Budgets requested for external contracting. Can be found at deliverable WP5DL05.

IV. OTHER COMMENTS

Optional: please give here any further relevant information that could not be provided elsewhere.

For the Asociación Vida Sana, being able to count on the co-financing of the European Union through the LIFE programme to carry out this project has been a very valuable help to be able to return to the on-site activity in Spain with BioCultura Fairs.

The content and tools created thanks to this grant will provide the Asociación Vida Sana with an invaluable source of valuable content that will enable us to continue our work to promote food consumption. All this can help the future of our association and serves as a stimulus to continue our work, which in many cases requires the voluntary work and passion of our employees.

Aid such as this allows small organisations like ours to survive in a very difficult economic climate. We are very satisfied with the results of this great project and very grateful for the support provided by the European Union.

To this reporting we annexed:

1. Payment request
2. Deliverables
3. Executive summary of the evaluation (in English)

Declaration of the beneficiary:

I, the undersigned, declare that the information contained in the present report is correct and consistent with the facts.

Name: ÁNGELES PARRA GARCÍA

Title or function: PRESIDENT OF ASOCIACIÓN VIDA SANA

Tel:

E-mail:

Signature:

Date: 22 january 2024