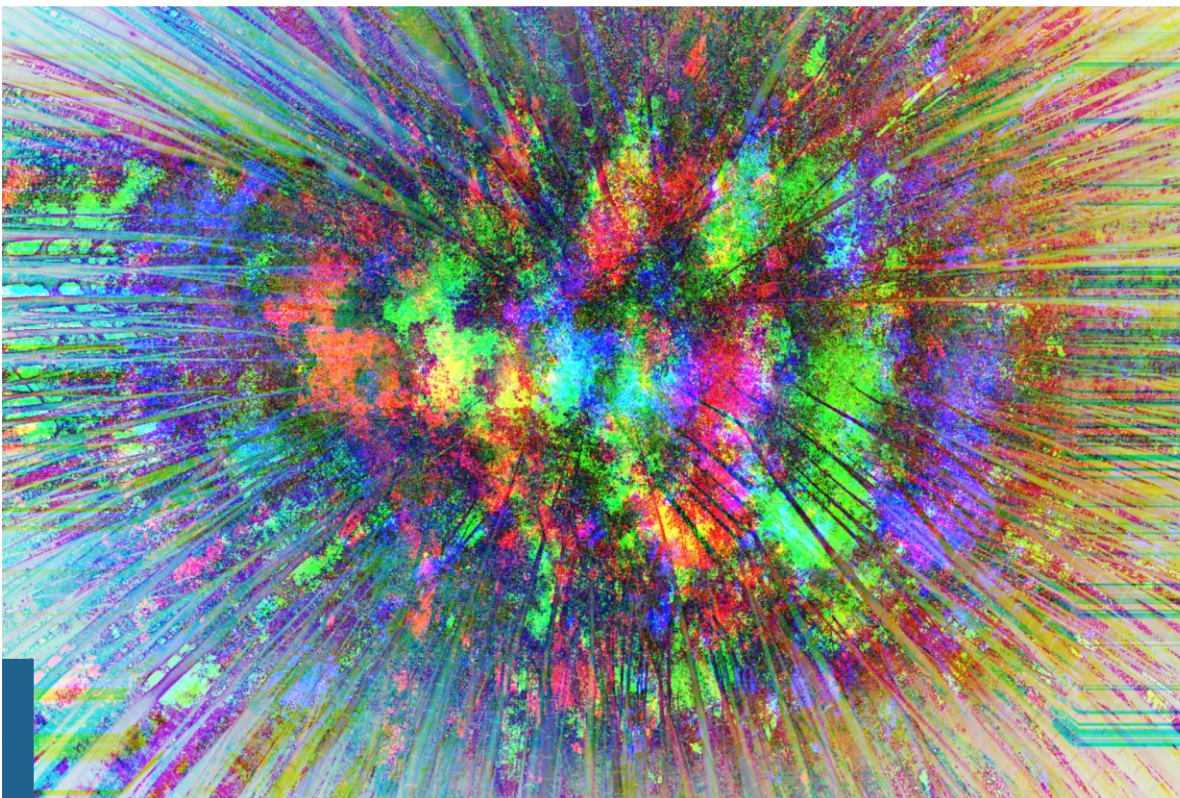




MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



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## Project sheet

Call for the implementation of some activities, foreseen by the functions defined by art. 34 of Legislative Decree 152 of 3 April 2006, on the implementation of the National Sustainable Development Strategy

TENDER NOTICE OF APRIL 24th, 2018



# Project summary – MEAT THE CHANGE

<b>Purpose of the announcement:</b> To develop activities and initiatives aimed at disseminating and raising awareness on the issues of sustainable development and/or the circular economy.		
<b>Beneficiary:</b> Slow Food – No-profit Association (Bra)		
<b>Duration</b>	11 months	
	<b>Start date of activity:</b> 07/2019	<b>End date of activity :</b> 05/2020
<b>Specific objective</b>	The MEAT THE CHANGE project, created by Slow Food to contribute to the achievement of the objectives of the National Strategy for Sustainable Development, involved the creation of an awareness and dissemination campaign on the impact of meat consumption on the environment and climate. The initiative developed from the idea that informing and raising consumer awareness on meat consumption is key to achieving climate goals, since consumers can be powerful actors of change.	
<b>Description of the activities</b>	Action 1. Campaign preparatory activities - review from the Meatthechange web page; studies and research, photographic material; stakeholder analysis and campaign plan; design and implementation of the educational web toolkit.  Action 2. Dissemination and awareness campaign on the web, also through social channels - Educational Web Toolkit; writing and publishing articles, recipes and interviews; press releases and articles in the media; activities with the Slow	



	Food Cooks Alliance Network; activities with schools; slow experience.
	Action 3. Evaluation and Capitalization - evaluation questionnaire; evaluation report.
Output	<ul style="list-style-type: none"><li>• Communication Plan</li><li>• Webtoolkit</li><li>• 2 revised web pages</li><li>• Visits from landing pages 26.477</li><li>• 5.882 quiz players</li><li>• Total coverage on social media, 700.000 people</li><li>• 150.000 views of the articles published on the site in Italian</li><li>• 46.727 meat-themed views</li><li>• The Slow Food websites, on which activities on the climate impact of meat consumption were carried out, had 1.370.000 sessions during the duration of the project</li><li>• 44 articles published</li><li>• Worked with 9.700 journalists</li><li>• 210.000 students and 860 classes reached</li><li>• 500 events in restaurants</li></ul>
Useful links	<p><a href="https://meatthechange.slowfood.com/">https://meatthechange.slowfood.com/</a> <a href="https://www.slowfood.it/slow-meat-2/">https://www.slowfood.it/slow-meat-2/</a> <a href="https://www.slowfood.com/what-we-do/themes/slow-meat/">https://www.slowfood.com/what-we-do/themes/slow-meat/</a></p>



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## CORRELATION SCHEME BETWEEN THE ACTIVITIES CARRIED OUT BY THE PROJECT AND THE NATIONAL SUSTAINABLE DEVELOPMENT STRATEGY GOALS

By defining, promoting and supporting sustainable farms and contrasting them with extensive ones, the campaign has therefore contributed to the preservation of landscapes, the protection of biodiversity and the reduction of pollutant loads in soils, with particular reference to the following objectives of the SNSvS:

- Planet/ I.1 Safeguard and improve the conservation status of species and habitats for ecosystems, both terrestrial and aquatic
- Planet / II.3 Minimize pollutant loads in soils, water bodies and aquifers, taking into account the levels of good ecological status of natural systems
- Prosperity/ III.7 Ensure the sustainability of agriculture and forestry along the entire supply chain

The activities are closely related to the VECTOR SUSTAINABILITY goals, having been created and disseminated numerous materials (educational kits, recipes, manuals, etc.), aimed at promoting education for sustainable development and enhancing solutions that have produced a positive impact on society.