Rome: Stakeholder Mobilization

High Priority

Low Priority

Meetings with organisations representing food chain in Rome – led to endorsements of project

Meetings between Roma Capitale Department of Development Projects (RCDDP) and European Funds (EF) and Risorse per Roma (RpR)- led to partnership

RCDDP and EF starting new connections with other Departments

Participated in national discussions

Participation in national meetings was effective in disseminating info about the Roma Living Lab

1° General Assembly of FOOD2030 - Roma Living Lab, attended by over 40 stakeholders

Assembly restored centrality of the Roman food policy theme and contributed to relaunch the administration's commitment

Stakeholders from food chain organizations participating in the project through events and pilot actions

Research of synergic collaborations with other European, active projects in Rome is ongoing, to strengthen common elements

How can we **inform** the concerned Roman, metropolitan, Regional and National organisations about **FUSILLI**?

LL Fusilli consults for the EFUA project for the FACTS! Conference, and the Ru: urban Second Wave KOM (10 Euro cities)

Organized numerous round-tables with researchers, representatives of the Roman food chain and City Department of Agriculture, Environment and Waste Cycle, and stakeholders

Round-table and international fair was a significant way to communicate Rome's FUSILLI work worldwide

Managed 10 conferences in the Rome Food Policy Space within the Terra Madre International fair in Turin

Collaborated with Councilor's City office to organize 1st Roman Agricultural Conference since 1978, the biggest meeting of Rome about agriculture and food

FUSILLI questionnaire to 50+ people, interviewed public officers & stakeholders

Meeting with City Dept officers; opportunity to present the project and involve them in collecting data and monitoring initiatives in the field of food

City Dept meeting was the first time in the 10 years of the Rome European Projects' work, that we managed to gather so many representative officers

Huge audience at a public, inter'l conference for Rome's LL work on Food Policy (Collab with chefs' Academy Excellence & Council's Offices)

1st time that Food Policy was mentioned as a priority for the first year of the City's Government in a nat'l conference by the Mayor

Local action: urban garden planting of 120+ olive trees - crowd-funded and "adopted" by citizens via social media. Managed by citizens & olive oil distributed to adopters in 5 years

Local action: "Aromatic labyrinth" at urban garden - edible maze of citrus fruits, leading to a pond whose water is recycled and used for the cultivations in the urban garden

Local action: Public release of antagonistic insects to show that a healthy garden does not need chemical agents

Local action: "OrtoBello" - vegetable garden competition to reward gardeners who impact sustainability goals

Local action: Partner with Erasmus+ students: large igloos made with organic material in urban community gardens

Taking advantage from daily network activities helps in intercepting stakeholders' and citizens' interests, needs and requests; listening and understanding is always the first step.

City action: involving Borough II and town planning Councilor in discussion on pilot project for Urban Gardens on the terraced roofs of the Municipal Markets

City action: Editing weekly FUSILLI Newsletter sent to 400+ stakeholders

City action: Managing Facebook page, reaching monthly appr. 1000 contacts, posting monthly more than 100 contents

City and national action: engaged in local fairs, exhibitions, and conferences as speakers/ moderators, and "popping up" for networking, also national conferences

PHASE 1: EXPLORING NEEDS *2021*

PHASE 2: PREPARATION *2022*

PHASE 3: ENGAGEMENT *2022*

PHASE 4: ACTION IMPLEMENTATION *2022*

PHASE 5: EXPANDING *2023*