

# TRiFOCAL London

Transforming City FOOd hAbits for LIFE



- EU LIFE-funded project, running from 1<sup>st</sup> September 2016 to 31<sup>st</sup> August 2019
- Project partners: WRAP, LWARB, Groundwork London

## Overall aim

To encourage sustainable food systems in cities by combining and communicating key messages relating to:

- Recycling more unavoidable food waste
- Promoting healthy sustainable eating
- Preventing food waste

Website: <http://trifocal.eu.com>

Twitter: @TRiFOCAL\_London

# EU replication cities



Resource bank

Capacity building

Campaign replication

Dissemination seminar

TRiFOCAL Ambassador



# TRiFOCAL replication programme – What does it involve?

Resource bank

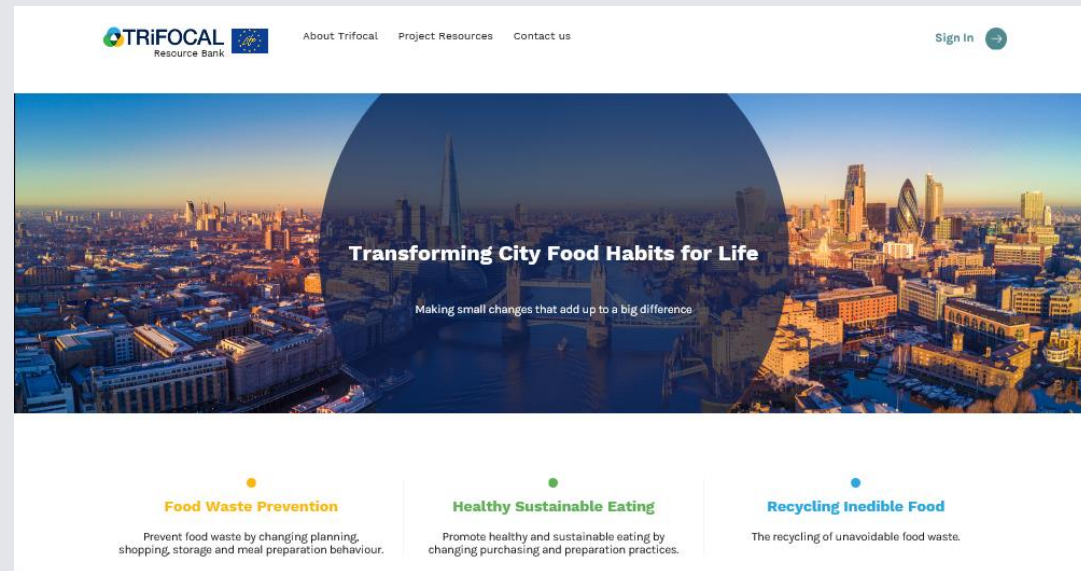
Capacity building

Campaign  
replication

Dissemination  
seminar

TRiFOCAL  
Ambassador

- Interactive, multi-stakeholder platform
- Evidence, guidance and examples of campaign materials
- [resources.trifocal.eu.com](https://resources.trifocal.eu.com)



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- The TRiFOCAL team in London offers training to support replication activity
- Training needs are agreed with each city and could cover evaluation, campaign development, stakeholder engagement, etc.
- The format may include:
  - TRiFOCAL visit to your city for face-to-face training with your team and selected stakeholders
  - Site visit to activity in London
  - Additional webinars

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Deliver aspects of TRiFOCAL that align with local strategies and complement existing campaigns

- Encourage behaviour change in your city around the three TRiFOCAL messages
- Focus on one or multiple audience groups
- Delivery to be completed in first half of 2019



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Each city will organise a seminar on the results and lessons learnt from the project and their experience in implementing the campaign themselves

- Share learnings to inform future delivery
- Influence and motivate local stakeholders to adopt the TRiFOCAL approach

The TRiFOCAL team will assist in the organisation of the dissemination seminars and also partly cover the costs (up to EUR 3,000 per city)



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Replication cities will act as ambassadors of the TRiFOCAL project in their countries

- Promote the project to peers and other relevant stakeholders
- Support the dissemination activity e.g. social media



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# Call for replication cities

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## Why get involved?

- Join a network of 8 EU municipalities piloting the TRiFOCAL approach
- Try out new ways of communicating using combined messaging on food waste recycling, food waste prevention and healthy eating
- TRiFOCAL can complement existing campaigns in your city and help to deliver local strategies
- Receive advice, training and tools to deliver a behaviour change campaign
- Participate in a project that will benefit Europeans and contribute to developing sustainable food systems in cities
- PR opportunities





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