

**EVENT DESCRIPTION SHEET***(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.**⚠ Please provide one sheet per event (one event = one workpackage = one lump sum).)*

PROJECT	
<b>Project name and acronym:</b>	The Food Club: a European Network for Social Inclusion - TFC
<b>Participant:</b>	Comune di Castelnuovo del Garda (CGD)
<b>PIC number:</b>	889899923

EVENT DESCRIPTION	
<b>Event number:</b>	WP 3
<b>Event name:</b>	Online opening event
<b>Type:</b>	Online, opening conference
<b>In situ/online:</b>	online
<b>Location:</b>	Streaming from Italy, Castelnuovo del Garda Online Participants from: Prague-Kolovraty (CZ), Soto del Real (ES), Alba Iulia (RO), Saint-Germain-En-Laye (FR), Zlatna (RO)
<b>Date(s):</b>	15/07/2022
<b>Website(s) (if any):</b>	<a href="https://www.foodclub.blog/category/results/">https://www.foodclub.blog/category/results/</a> <a href="https://www.youtube.com/watch?v=2h1ccTLKiKI">https://www.youtube.com/watch?v=2h1ccTLKiKI</a> <a href="https://www.comune.castelnuovodelgarda.vr.it/c023022/po/mostra_news.php?id=1774&amp;area=H">https://www.comune.castelnuovodelgarda.vr.it/c023022/po/mostra_news.php?id=1774&amp;area=H</a>
Participants	
Female:	160
Male:	100
Non-binary:	Not declared
From country 1 [Czech Republic]:	40
From country 2 [Spain]:	30
From country 3 [Romania]:	50
From country 4 [France]:	40
From country 5 [Italy]:	100

Total number of participants:	260	From total number of countries:	5
<b>Description</b>			
<i>Provide a short description of the event and its activities.</i>			
<p>The organization of this event included some preparatory activities, performed in the month of June 2022, preceding the streamed online opening event. These included:</p> <ul style="list-style-type: none"> <li>-Technical settings for the main venue at the offices of the Municipality of Castelnuovo del Garda. Technical arrangements for the correct and smooth stream of the online event, ensuring strong connection and visibility for all international participants.</li> <li>-Press release and invitation of local and national press and of organizations active in the field of social inclusion. The invitations circulated online through the main communication channels of all project partners.</li> <li>-Communication of the event in local communities and through the online channels: promotion of the event to ensure a strong participation from all the countries involved.</li> </ul> <p>The event was developed as follows:</p> <p>The main venue was set in the offices of the Municipality of Castelnuovo del Garda, with the direct participation of the Mayor Giovanni Dal Cero and other municipal representatives following the implementation of this project. Project partners from other countries participated via online connection, through the streaming on YouTube and Facebook.</p> <p>The agenda of the event included:</p> <ul style="list-style-type: none"> <li>- Presentation of the project, its objectives, expected results and activities that will be organized by project partners in all the involved countries</li> <li>- Description of the target groups addressed by this project</li> <li>- Presentation of the communication strategy and related communication activities</li> <li>- Presentation of the website and project logo</li> <li>- The floor was given to all project partners, who could introduce themselves, their municipalities and their role within this project</li> </ul> <p>A special focus was dedicated to the theme of social inclusion and the opportunity to use food as a tool to overcome boundaries.</p> <p>An interactive discourse was encouraged, through questions and remarks from all partners.</p> <p>The total number of participants during this online event equals to 260 people.</p> <p>Some follow-up activities have been implemented:</p> <ul style="list-style-type: none"> <li>- Social media and website interactions to encourage media coverage and future participation to the project activities</li> <li>-Online coverage through the web&amp;social channels, in order to engage the public before in-person events.</li> </ul> <p>Participants were in line with project expectations. The partners did a good job of local involvement. There was excellent feedback as the theme was of particular interest. The Municipality of Castelnuovo del Garda involved local associations dealing with food, wine, volunteering and social issues. Several young people attended, interested in the subject addressed in a new way. On the Italian territory the topic of food and wine has always been linked to tourism, and the project is instead addressing the subject in an innovative way with a participatory, inclusive, sustainable and supportive approach. The project's method also received positive feedback in the interlocutions following the meeting.</p>			

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).