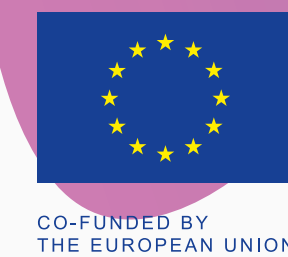


Catch the wave, lead the change

# FOOD WAVE

## Earth Day Campaign



CO-FUNDED BY  
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PROMOTED BY  
Comune di  
Milano

2

# What's Inside.

PAGE 03

Introduction

PAGE 05

Map of partners

PAGE 06

The communication campaign

PAGE 08

Choosing the right tone of  
voice

PAGE 09

Promoting Food Wave through  
social media profiles

PAGE 19

Ask your volunteers to tell  
their story

PAGE 21

Sharing photos on social  
media: tips and tricks

PAGE 22

Sharing videos on social  
media: tips and tricks

PAGE 23

Promote the online  
challenge

PAGE 24

Resources

# 3 Earth day campaign

On **22 April 2021**, on the occasion of **World Earth Day**, the **Municipality of Milan** launches **Food Wave -Empowering Urban Youth for Climate Action**, the innovative project that sees the Municipality of Milan at the centre of a network of **30 international partners** to create a new alliance between young European citizens, local communities and mayors to build together a **new perspective of urban growth**.

# 4 The communication campaign

## OUR MESSAGE

Join Food Wave and help us build a new alliance of cities, young people, and communities toward sustainable, inclusive, and greener urban spaces.

## OUR IMMEDIATE ACTION

Involve the community in concrete actions and give young people the chance to become active participants in projects that aim to fight climate change.

## OUR MAIN GOALS

1. CREATING A NEW ALLIANCES BETWEEN CITIES, YOUTH AND LOCAL COMMUNITIES
2. BUILDING OUR COMMUNITY
3. TAKE ACTION TOGETHER TO FIGHT CLIMATE CHANGE

# Campaign timeline

In this section you can find all the information about the launch of the Food Wave communication campaign. Follow the timeline.

5



## Teaser and dissemination phase, April 19th - 21st :

We need your support to:

- Disseminate Influencer and Activist kits to your local contacts and prepare them for joint social media action
- Share and repost these cards to create some buzz around Earth Day [link card teaser]

## Earth Day, April 22nd

Food Wave's launch video comes out today! We're going to need your support to:

- Connect to our Facebook page at 12:00 CET.
- Disseminate Food Wave's official launch video: **Food Wave will share the video with all of its partners' Facebook pages through cross-posting, for which you will receive a notification that allows you to enable your page and interact with the launch post (containing the video).**
- Have your friends watch and share the video on Facebook and Instagram, and have them invite their friends to join Food Wave!
- Ask influencers that you know to talk about the Food Wave community and invite their followers to "Join the wave."

## Follow-up, 23 April

Our Food Wave community has now been officially launched! Our next steps are:

- To fill our website and social media profiles with the stories and faces of Food Wave activists,
- Share useful tips and facts on the food/climate connection, and come up with a storytelling exercise on what's happening with participating cities (we're going to need your help in transforming local activists into Food Wave Ambassadors).

## 19 - 21 April: Teaser and dissemination phase

### Action

- Disseminate Influencer and Activist kits to your local contacts and prepare them for joint social media action
- Share and repost these cards to create some buzz around Earth Day [here](#)

### Copy post

1. We've just begun leading the change. **#CatchTheWave**
2. Are you ready to become a futuremaker? CatchTheWave!
3. It's time to cultivate a sustainable future in your city with Food Wave!  
**#CatchTheWave**

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Always remember to include the main tags in your posts so we can amplify your content:

**@foodwaveproject / @europeancommission / @capacity4dev**

Add these hashtags to identify the communication campaign:

**#foodwaveproject / #(your city)FoodWave**  
**#Youth4Climate / #DrivingAmbition**

Main link

<https://www.foodwave.eu/join-the-wave>

## 22 April: Project launch

### Action

- Connect to our Facebook page on April 22 at 12:00 CET.
- Disseminate Food Wave's official launch video: Food Wave will share the video with all of its partners' Facebook pages through cross-posting, for which you will receive a notification that allows you to enable your page and interact with the launch post (containing the video).

### Copy post

1. We are shaping a different perspective for urban growth. **#CatchTheWave**
2. We are shaping a new alliance to fight climate change. **#CatchTheWave**
3. Join the Food Wave community now: together we can fight climate change and give our cities a truly sustainable future. **#CatchTheWave**

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Always remember to include the main tags in your posts so we can amplify your content:

**@foodwaveproject / @europeancommission / @capacity4dev**

Add these hashtags to identify the communication campaign:

**#foodwaveproject | #(your city)FoodWave**  
**#EarthDay / #Youth4Climate / #DrivingAmbition**

Main link

<https://www.foodwave.eu/join-the-wave>

# “Catch the wave” challenge

7

Through the “**Catch The Wave Challenge**”, we wish to render the faces and stories of youths fighting climate change into the movement’s protagonists. Teams, volunteers and activists will not only be able to share their personal experiences on the themes of food and climate change, they will also be able to invite their friends to join the Food Wave movement.

Participation is simple: respond to the following questions by publishing either a video post or ‘Stories’ on your **Instagram account**.

1. Why did you join Food Wave?
2. The Food Wave project/action/event in which you were involved
3. Short description of your experience with Food Wave
4. How do you address climate change? Share your “recipe” with us!
5. Write a motto to invite young people join Food Wave and act to fight climate change

Tag all Food Wave-related posts (**@foodwaveproject**) by using our official hashtags **#Foodwaveproject #CatchTheWave**.

### **Invite your network to participate!**

Help us fill our website and social media channels with the testimonies of participating youths: they’ll be a great source of inspiration to the many other young people waiting to join our community!



# Earth Day Campaign

FOOD  
WAVE



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