



BEST PRACTICE IN ADULT EDUCATION FOR A JUST TRANSITION

Pic'Assiette

Awareness Raising about Sustainable
and Healthy Food

JULY 2024



Co-funded by
the European Union

Pic'Assiette

– Awareness Raising about Sustainable and Healthy Food

Context and Initiative Details

Name of the initiative	<u>Pic'Assiette : raising awareness about sustainable food</u>
Geographical scope	Local, taking place in Montpellier
Sources of funding	Local public funding: Region of Occitanie; Department of Hérault Partner's sponsorship: Collectif tout plat, Coopere34, national network of Territorial Food Projects Diverse other sources of funding, through responds to call for proposals
Duration of the initiative	Ongoing
Target audience	All publics: adults, seniors, children, companies...
Social justice focus area	Environmental justice, access to healthy and sustainable food
Goals of the initiative	<ul style="list-style-type: none"> • Educate people about sustainable food • Encourage local food distribution • Share community initiatives

Good Practices Description

Stakeholder engagement in the process

- Operational partners: several networks based on education to sustainable food, associations of farmers (CIVAM, Coopere34...)
- Project leader - Pic'Assiette: involves in several projects, either by responding to call for proposals, either by searching for local public funding

Methodology used (if available)

Not specified

Teaching approaches (if available)

- Orientation workshops to gain knowledge about food and skills
- Curriculum-aligned educational activities designed to give students the knowledge and abilities they need to make wise purchasing decisions
- Public awareness-raising events that motivate people to act and think responsibly.
- Support local food projects, to foster and grow efforts related to high-quality food, to advance community initiatives, to support the implementation of a canteen time policy, to support local distribution channels, etc.

Challenges and outcomes

Key factors contributing to success

Support from public authorities: Ministries shared their will to re-localize agriculture and food, and focus on short-circuits

Encountered difficulties and challenges

Internal difficulties: The association status generates a precarious economic model

External difficulties: The rise of illnesses related to food (obesity, diabetes...); the lack of efficiency of awareness campaigns; the over-industrialization of food

Recommendations

Macro and Meso level:

- Encouraging public authorities to invest more in short supply chains
- Urging regional public authorities to invest more in sustainable local production
- Motivating public school kitchens to implement measures to reduce food waste

Impact

- Around 2000 people per year benefit from this initiative ;
- Thanks to Pic'Assiette, some citizens had put in place group purchasing system, to eat healthy and sustainably without spending too much money;
- Since the association was set up, an archipelago of partners has been regularly mobilised;
- Thanks to the aperitifs meetings, some bonds were created between producers and consumers
- Thanks to the partnership with the CIVAM, farmers were trained to public hosting, public meetings, and grew a will of sharing their experiences and knowledge with them

(Source: <https://letsfoodideas.com/fr/initiative/alimentation-durable-association/>)