

## Eat4Change Logframe matrix simple

	Results chain	Indicators	Targets (incl. reference year)	Sources and means of verification	Assumptions
<b>Overall objective: Impact</b>	A shift toward more sustainable diets and production practices, particularly in the livestock sector, supports implementation of SDGs and climate change treaties and contributes to positive economic, social and environmental impacts in Europe and developing countries.	A. % reduction of meat consumption in EU countries B. % increase of consumption of vegetables, beans and pulses in EU countries C. % of the area used for food production is managed sustainably, with no deforestation nor conversion	A. 50 % reduction by 2030 (cf 2017) B. 50 % increase by 2030 (cf 2017) C. 50% of the area used for food production is managed sustainably by 2030, with no deforestation nor conversion	A. FAO food data <a href="http://www.fao.org/faostat/en/#data/FBS">http://www.fao.org/faostat/en/#data/FBS</a> B. FAO food data <a href="http://www.fao.org/faostat/en/#data/FBS">http://www.fao.org/faostat/en/#data/FBS</a> C. Data from FAO working group on SDG 2.4 (every three years)	Data collection by independent stakeholders will take place, and data quality will improve, in particular for C. (related to work in progress at FAO, <a href="http://www.fao.org/sustainable-development-goals/indicators/241/en/">www.fao.org/sustainable-development-goals/indicators/241/en/</a> ).
<b>Specific objective(s): Outcome(s)</b>	By 2024 targeted European Youth 1) have greater awareness of the impact of diets on “People and Planet” and a critical understanding of their role as consumers and active citizens 2) contribute to sustainable development goals and climate actions by embracing more sustainable diets, influencing peers and supporting engagement with corporates and policy makers for improved practices and policy coherence.	A. % of surveyed EU citizens (disaggregated by gender and age) aware of the impact of diets on environment, achievement of climate goals and SDGs  B. % of surveyed EU citizens (disaggregated by gender and age) who say they are likely to take personal action to change their diets/food purchasing behavior to fight climate change  C. # youth are acting as leaders and changemakers, and are engaging their peers	A. 10% increase compared to baseline.  B. 5% increase compared to baseline.  C. 1.000 youth are acting as leaders and changemakers by the end of the project	A and B. 3 polls (year 1, 2 and 4) will track young European citizens' understanding of and actions related to: the impact of consumption, roles as consumers and policy influencers, and support for EU food related policies. (deliverable of activity 4.1.1)  A. Poll question 5: <i>Before taking part in this survey, how much, if anything, would you say you knew about the following environmental impacts caused by the food we produce and consume on a large scale? (The mean calculated)</i>  B. Poll question 10: <i>How likely or unlikely, if at all, are you to buy and eat food that is less damaging for the environment and is more sustainable? (quite or very likely)</i>  C. Data from project M&E.  C. Study on the impact of engagement interventions on youth behavior	Socio-economic and political trends in the EU will be favourable to citizens making a shift in their diets and to youth influencing decision-making at individual and systems levels. This Action is only one of multiple influences on citizens awareness and food choices. It is designed to contribute to change, but full attribution is not intended.

				(deliverable of Activity 4.3.3)	
<b>Outputs</b>	<p><b>Output 1: 52 million European citizens (20m young people) are aware of the impact of dietary choices on global climate goals and SDGs; and develop increased agency as consumers and active citizens</b></p> <p>1.1 Update the Eat4Change Communication and Visibility Plan and Action Plans.</p> <p>1.2 Develop /implement Eat4Change multi-channel engagement and behaviour change campaign.</p> <p>1.3. Raising awareness of through activities on social media and other channels.</p> <p>1.4. Awareness raising through PR and media activities</p> <p>1.5. Carry out advertising to raise awareness within key target groups</p>	<p><b># of European citizens; (and # of young people) aware of the impact of dietary choices on climate goals and SDGs</b></p> <p>1.1. Communication team established, strategies and evaluation developed and run</p> <p>1.2. Communication plans, strategies, concepts, content, website and tools produced and available</p> <p>1.3. # of people reached through social media and activity on social media (on e.g. Facebook, Instagram and Twitter) (DEAR indicator)</p> <p>1.4A # of people reached through print media (e.g. articles or ads) e.g. daily newspaper circulation (DEAR indicator)</p> <p>1.4 B # of people reached through audio-visual media (e.g. TV and radio) (DEAR indicator)</p> <p>1.5. # of people reached through other campaigns (e.g. poster) (DEAR indicator)</p>	<p><b>52 million European citizens (20m young people)</b></p> <p>1.1 Communication and Visibility Plan updated, evaluation and a multidisciplinary team established.</p> <p>1.2 Campaign tools and material developed and implemented across target countries.</p> <p>1.3 13m people reached through social media and activity on social media</p> <p>1.4 13m people reached through print media</p> <p>1.5 26m people reached through other campaigns</p>	<p><b>Data from project M&amp;E tool</b></p> <p><b>Current values to be measured each project year, in activity 1.1.3</b></p> <p>1.1 Communications team formed, Communications and Visibility Plan updated, evaluation developed and run.</p> <p>1.2. Campaign mechanics defined. Copy texts, visual elements, videos, calls to action etc. developed &amp; adapted to country contexts. Web site developed. Campaign implemented, material yearly revised.</p> <p>1.3. Social media analytics and reports</p> <p>1.4 Media analysis tools (e.g. Retriever), Media cards and stats of media companies and straight asking from the publisher</p> <p>1.5 Stats of estimated bypassers and public in the said campaign location, calculation of the visitors in the area if private, partner monitoring on online campaigns</p>	<p>Social media visibility cannot be controlled and need for paid visibility can increase. Rising social media visibility costs can limit the reach.</p>

<p style="text-align: center;"><b>Outputs</b></p>	<p><b>Output 2: ‘8 million European citizens including 3 million young persons take an active role as consumers in a shift towards more sustainable diets’</b></p> <p>2.1. Magnifying engagement through influencers and other public figures.</p> <p>2.2. Develop engagement tools for sustainable diets.</p> <p>2.3. Design and deliver multiple events, exhibitions and street actions across target countries.</p>	<p><b># of European citizens; (and # of Youth) take action towards sustainable diets</b></p> <p>2.1 # of influencers collaborated with</p> <p>2.2 # of engagement tools for sustainable diets</p> <p>2.3 # of people reached during events (physical or online) (DEAR indicator)</p>	<p><b>8m European citizens, incl 3m youth take action towards sustainable diets</b></p> <p>2.1 50 influencers collaborated with</p> <p>2.2 10 engagement tools for sustainable diets</p> <p>2.3 2,5m people reached during events (physical or online)</p>	<p><b>Data from project M&amp;E tool</b></p> <p><b>The impact evaluations under O4, activity cluster 4.3, will shed light on the effectiveness of the implemented measures on the behavior changes related to food consumption</b></p> <p>2.1 M&amp;E, narrative reports</p> <p>2.2 M&amp;E, narrative reports</p> <p>2.3 Project M&amp;E (event reports, participation lists)</p>	<p>Current concern on climate change generate concrete climate actions and support uptake of consumers tools on sustainable diets.</p>
<p style="text-align: center;"><b>Outputs</b></p>	<p><b>Output 3: A powerful European network of organizations and tens of thousands of active young citizens take steps toward climate friendly, sustainable diets and demonstrate “active citizenship”.</b></p> <p>3.1 Capacity developed to increase youth action</p> <p>3.2 Trained multipliers indirectly reach youth populations</p>	<p><b>A # of youth (male/female) taking concrete action to demonstrate active citizenship in relation to diets</b></p> <p><b>B # of youth have taken multiple steps to demonstrate active citizenship</b></p> <p><b>C # of people trained/supported (DEAR indicator)</b></p> <p>3.1. # of staff trained</p> <p>3.2. # of multipliers (educators and school leaders, youth ambassadors, volunteers and young professionals) trained/supported (DEAR indicator)</p> <p>3.3. # youth acting as leaders and changemakers (DEAR indicator “no. of</p>	<p><b>500.000 youth taking concrete action to demonstrate active citizenship in relation to diets</b></p> <p><b>20.000 have actively participated in multiple actions by the end of the project</b></p> <p>3.1. 200 trained staff in network by the end of the project</p> <p>3.2. 3650 trained multipliers by the end of the project</p> <p>3.3. 1.000 youth are acting as leaders and changemakers by the end of the project</p>	<p><b>Data from project M&amp;E tool</b></p> <p><b>The impact evaluations under O4, activity 4.3.3 will shed light on the effectiveness of the implemented measures on the behavior changes related to food consumption</b></p> <p>3.1. Training attendance records; Course evaluation forms;</p> <p>Reporting from trainees on use of materials, knowledge gained, experience</p> <p>3.2. Training evaluation forms; knowledge gained, self evaluation from the multipliers after the activities.</p> <p>3.3. Analysis on levels of active citizenship and effectiveness of intervention methods.</p> <p>Evaluation forms to youth team members from face to face trainings, summits, events: surveys, pre-/post-training self-assessments.</p>	<p>The consideration of gender aspects will have a positive impact on the success of the activities.</p> <p>3.1 Organizations of training participants provide opportunities for trainees to practice their new youth empowerment skills.</p> <p>3.2 Multipliers are able to convey the message effectively to inspire and motivate youth to get involved.</p>

	3.3 Youth will be transformed into young changemakers, role models, and active citizens	people/multipliers who confirmed that participation has increased their awareness and critical understanding of the topic”)			
<b>Outputs</b>	<p><b>Output 4: ‘A consolidated scientific evidence base informs Eat4Change interventions, creating momentum for sustainable diets’</b></p> <p>4.1. Studies on sustainable consumption;</p> <p>4.2 Studies on climate and environmental footprint of food production;</p> <p>4.3 impact evaluation of awareness tools</p>	<p><b># of articles written / publications made as consequence of project</b> (DEAR indicator)</p> <p>4.1. # of polls on consumer behaviour, # of national and cross-national studies on dietary choices</p> <p>4.2. # of reports, studies and/or literature reviews on sustainable food production</p> <p>4.3. # reports and/or of peer-reviewed scientific publications to inform the overall project # of policy briefs</p>	<p><b>39 articles &amp; publications written</b></p> <p>4.1 3 polls on young European consumer's consumption attitudes and behaviour;</p> <p>6 studies on national dietary choices and affordability drivers; 1 cross-country study on policy and industry engagements in EU MS</p> <p>4.2: 21 studies, reports and/or literature reviews (as defined in activities)</p> <p>4.3: 3 reports and/or of peer-reviewed scientific publications to inform the overall project 5 policy briefs</p>	4.1-4.3 Publication deliverables from the respective activities	<p>Availability of sufficient data to trace production practices and consumption behavior.</p> <p>Brazil and Argentina are still exporting feed and beef to EU countries. No unexpected changes in trade patterns.</p>
<b>Outputs</b>	<p><b>Output 5: 600 key stakeholders engaged in cross-sector discussions on how to improve production practices and/or promote sustainable diets by end of project</b></p> <p>5.1 Industry engagement (advocacy)</p> <p>5.2 Future of Food forums</p>	<p><b># key stakeholders engaged in cross-sector discussions on how to improve production practices and/or promote sustainable diets.</b></p> <p><b># no. of local, regional, national, European or corporate policies (of authorities, CSOs, LAs, businesses...) influenced / reviewed</b> (DEAR indicator)</p>	<p><b>600 key stakeholders engaged in cross-sector discussions on how to improve production practices and/or promote sustainable diets by end of project</b></p> <p><b>50 companies reporting improvements in corporate procurement policies and/or corporate responsibility strategies and/or production practices</b></p>	<p><b>Annual reports of engaged companies reflect acknowledgement/engagement with ethical supply chain and/or sustainable diets issues</b></p> <p>5.1 Joint industry statement</p> <p>5.2 Company attendance and engagement at meetings and Future of Food forums. Event reports, lists of attendance.</p>	Companies will seek to expand their product ranges in line with consumer expectations and changing markets.

		<p>5.1 # of organisations signing Industry statement(s) aimed at policy makers and investors.</p> <p>5.2 # workshops/ roundtables held at national level with representatives from the farming/ production, manufacturing, foodservice, retail and NGO sectors.</p>	<p>5.1 100 companies signed up to industry statement by end of project</p> <p>5.2 40 workshops/ roundtables held by end of project</p>		
	<p><b>Output 6: EU and selected national policies are proposed (sustainable sourcing /sustainable diets), supporting fulfillment of EU commitments relating to SDGs, the Paris Agreement and the CBD.</b></p> <p>6.1. Youth have capacity to act as political citizens</p> <p>6.2 Advocacy work towards policy makers, including youth participation</p> <p>6.3 Advocacy work with industry and other stakeholders towards policy makers</p> <p>6.4 Policy engagement at national level in Portugal, Sweden and Belgium</p>	<p><b>The EC comes forward with concrete policy proposals to address EU's footprint abroad/sustainable production and consumption.</b></p> <p><b># MEPs advocate concrete policy asks towards EU institutions relating to sustainable sourcing/diets</b></p> <p><b># votes in the new European Parliament (either committee or plenary) between 2019 and 2023 for policies on sustainable sourcing/ diets</b></p> <p>6.1 trainings, capacity building and policy engagement opportunities offered to youth leaders</p> <p>6.2 # meetings between youth representatives and MEPs, # participants youth summit</p> <p>6.3 # meetings between industry &amp; policy makers, # high level event with EC policy makers, # briefings/letters to policy makers</p>	<p><b>1 set of measures in new legislation ensuring products on the EU market are free from deforestation</b></p> <p><b>10 MEPs (50/50 male/female) by end of project</b></p> <p><b>3 votes by end of project</b></p> <p>6.1 Engaging and informative policy trainings increase youth capacity</p> <p>6.2 15 MEP meetings, 50 youth representatives</p> <p>6.3 10 industry meetings, 1 Industry Statement launch high level event, 4 brief./letters</p> <p>6.4. 30 meetings / events with MPs or national/ regional/local government in SE and PT</p>	<p><b>The success of the activity will be determined through the proposal of new policies and/or legislation/ change of existing ones. The success of the activity will be measured through the number of supporters that can be identified and whether votes are in favour of change of EU policies</b></p> <p>6.1 Activity reports and participants lists from the trainings and simulation</p> <p>6.2 Event reports, participants lists. Attendance of high level representatives from youth, business and industry; number of MEPs identified as supporters</p> <p>6.3 Event reports, participants lists. Attendance of high level representatives from industry and policy, the number of meetings with policy makers</p> <p>6.4 Event and meeting reports, including official declarations from municipal climate councils.</p>	<p>The current process to develop policies will be further taken on by the new European Commission and the new European Parliament.</p>

		6.4 # of meetings / events with MPs or national/ regional/local government in SE and PT			
	<p><b>Output 7: Effective and coherent project management results in timely delivery of Objectives and Key Outputs, supported by sharing of lessons learned</b></p> <p>7.1: Inception phase</p> <p>7.2: Establishing organisational structure</p> <p>7.3: Execution, coordination, monitoring, reporting, and evaluation</p> <p>7.4: Project internal capacity building</p> <p>7.5: Project phase out and dissemination of the results</p>	<p>7.1. # of documents produced and signed by consortium members # of templates and guidelines produced for the project consortium # of consortium meetings and workshops</p> <p>7.2. # of documents and plans produced by the coordinating team</p> <p>7.3. # of narrative/results, financial and expenditure verification reports submitted to EC # of EC DEAR events participated</p> <p>7.4. # of reports &amp; recordings of capacity building events</p> <p>7.5. # Report on the closure workshop</p> <p># of recommendations and lessons learned</p>		<p>7.1. 1 consortium agreement and 12 p'ship agmts signed; 1 inception workshop, project and finance mngmt manuals MEL plan &amp; tools; risk mngmt matrix, 7.2. 1 organisational chart, 1 list of project team member with assigned responsibilities 7.3. Reporting according to grant contract with EC, list of participants 7.4. The capacity building recordings and reports 7.5. 1 closure workshop, 1 project closure workshop report, 1 set of recommendations and lessons learned, 1 list of external network partners</p>	<p>Consortium alignment in place</p> <p>Skillful and effective project management team in place</p> <p>Qualified staff in the implementing countries</p> <p>Sufficient amount of time planned for MEL activities and reporting</p> <p>Effective financial management practices in implementing countries</p>