



Quantifying the Impact of European Food Banks From Farm to Fork

PROGRAMME

5 May 2020 – Online workshop



Following the launch of the project during the **kick-off meeting** on 2 March 2020, the **first online workshop** for the Pilot Group took place with the main objective to identify common KPIs and impact indicators across Food Banks, discuss about what are the missing metrics and how data might look like with a platform's web frame proposal.

The **second online workshop** will focus on communication and on “make data speak”. The workshop has been thought as an umbrella session, under which, three main messages find place: 1) Make data speak means first of all boost internal awareness, benchmarking and bench learning (within FEBA network). 2) Data should speak the language of recipients; this means planning dedicated communication to the diverse stakeholders. 3) Good Information with sound data and effective stories helps fund raising. The triple topic will be addressed from the perspective of Food Banks but also with the support of external experts.

Tuesday 5 May 2020 – Online Workshop

09:30 – 09:45	Welcome & Introduction	Angela Frigo, FEBA Secretary General
09:45 – 10:00	Online workshop 1 recap & current situation	Laura Gavinelli, Management consultant and Trainer
10:00 – 11:00	Data for Good: using our data to tell our story	Vivienne Lawlor, Head of Communications, FoodCloud
11:00 – 11:15	Virtual Coffee Break	
11:15 – 12:00	Q&A and open discussion	Vivienne Lawlor, Head of Communications, FoodCloud Laura Gavinelli, Management consultant and Trainer
12:00 – 13:00	Social Media trends & Tips	Emma Togni, Marketing Manager, TechSoup Italy
13:00 – 14:00	Lunch break	
14:00 – 15:00	Food donations: a story half-told	Bruce Learner, Senior Manager CSR & Partnerships, Kellogg Europe
15:00 – 15:15	Virtual Coffee Break	
15:15 – 16:00	Data visualization tools	Fabio Fraticelli, COO TechSoup Italy
16:00 – 16:15	Conclusion and final remarks	Angela Frigo, Laura Gavinelli & Fabio Fraticelli



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