

GAIA INTERIM NARRATIVE REPORT 2013

- This report must be completed and signed by the Contact person.
- The information provided below must correspond to the financial information that appears in the financial report.
- ***Please refer to the Special Conditions of your grant contract and send one copy of the report to each address mentioned.***

1. Description

- 1.1. Name of beneficiary of the grant contract: City of Malmö
- 1.2. Name and title of the Contact person: Karin Wallin, project manager
- 1.3. Name of partners in the Action: City of Malmö, City of Nieuwegein, City of Newcastle, City of Utrecht, SWEDESD at Uppsala University
- 1.4. Title of the Action: Global Awareness in Action, GAIA
- 1.5. Contract number: DCI-NSAED/2012/304-692
- 1.6. Start date and end date of the reporting period: Jan 1st –Dec 31st 2013
- 1.7. Target country(ies) or region(s): Malmö (Sweden), Utrecht and Nieuwegein (the Netherlands), Newcastle (the United Kingdom)
- 1.8. Final beneficiaries &/or target groups¹: GAIA's target groups are local authorities, educators, businesses and CSOs. In the first year of the project we have actively involved 237 women and 80 men from the target groups in the partner cities, in the local workshops and activities. The final beneficiaries are the citizens in the partner cities, and in the first year it was only one of the partners, Utrecht that made activities aimed directly at the citizens as final beneficiaries. They reached a number of 2 227 Utrecht citizens through a survey and around 200 women in a deprived area of Utrecht in a Fair Fashion Event.
- 1.9. Country(ies) in which the activities take place: Same as 1.7.

¹ “Target groups” are the groups/entities who will be directly positively affected by the project at the Project Purpose level, and “final beneficiaries” are those who will benefit from the project in the long term at the level of the society or sector at large.

2. Assessment of implementation of Action activities

2.1. Executive summary of the Action

During the first year of the GAIA project the time frame indicated in the application has mainly been followed. All partner cities have held their local workshops and composed their local core groups with target groups' representatives. SWEDESD have played an important role as facilitators for all workshops and also giving feedback and support regarding planning, monitoring and evaluation to all partners.

The partners have, as planned, met three times during the first year: at the start up meeting and at two international workshops. These occasions have proved to be very important for the project, as it was there the partners got to know each other and have built a trust to share both good and bad experiences and give each other constructive feedback. This is a crucial part of our project and we are happy to see that the chosen method is working well and contributing to the shared and collaborative learning between all partners. All partner cities have used the feedback received at the international workshops to improve their local work in the project.

A lot of focus this year has been on starting up the project and setting up all necessary systems for internal and external communication and reporting, and now we can conclude that everything seems to be in place. Some partner cities have come a longer way than others in their local implementation and pilot studies, and the plans for year two looks promising in all cities.

2.2. Activities and results

Please list all the activities of the contract implemented during the reporting period as per Annex 1.

Activity 1: Project Start up Meeting

International Project Start up Meeting in Malmö with 10 participants 31th January 2013

Topics covered: This was the first meeting for the partners and we talked through the objectives and activities in the project, planned year one, discussed budget, finances and communication. The communication officer and financial officer from lead partner gave presentations and answered questions. SWEDESD presented the methodology of the project and provided support for an initial mapping of stakeholders in view of identifying and engaging core groups in partner cities.

Results of this activity: It was crucial that all partners met and got a chance to talk through all aspects of the project in the beginning of the year. The meeting created a common ground for the rest of the project, and straightened out many question marks. Dates were decided for the international workshops.

Activity 2: Local Workshops

All local workshops were facilitated by SWEDESD and followed a similar approach. Topics covered include:

- Understanding our city, the specific issue and related challenges.
- Understanding praxis, trends and theories of change.
- Shaping of the strategic inquiry.
- Action planning.
- Commitment, evaluation and next steps.

Below are reports on the result and eventual changes of the local workshops, grouped by cities.

Local Workshop in Malmö with 13 (3 men, 10 women) participants, 11-12 April 2013

Results: Formed a versatile and multi-competent core group made up of educators, business organisation, religious group, NGOs and municipal organisations. Formulated a first Strategic Inquiry “How can we enable and motivate stakeholders to adopt and participate in sustainable actions?”

Changes in planned activity: Mapping was done after the April workshop. The core group had a follow-up meeting in May to discuss drivers and barriers within respective organisations; ideas for pilot studies and implementations. This follow-up meeting resulted in an agreed date for another action planning workshop in September.

In November there was an evaluation meeting with Malmö ESD stakeholders, facilitated by SWEDESD. This evaluation will result in a report in 2014.

Local Workshop in Utrecht with 16 (2 men, 14 women) participants, 2-3 April 2013

Changes in planned activity: Instead of two separate workshops, the teams of stakeholders in Utrecht and Nieuwegein decided to have a joint workshop in Utrecht for both cities.

Results: Both cities reached their first Strategic Inquiry

- Utrecht - “How can we get a better understanding of the drivers of and barriers to behavioural change in order to promote a sustainable lifestyle for Utrecht’s citizens?”
- Nieuwegein – “How can we together improve a lack of social involvement?”

Pilot studies and implementation activities for 2013 were planned during the workshop as well.

Local Workshop in Newcastle with 7 (4 men, 3 women) participants, 30 October 2013

Changes in planned activity: A preparatory workshop was held in May with SWEDESD and the municipal project group to better prepare for Newcastle’s engagement workshop that was postponed to October due to difficulties in identifying and engaging stakeholders in the beginning of the year.

In May, SWEDESD facilitated a preparatory workshop with 6 participants (5 men 1 woman) to introduce topics such as understanding city’s challenges, mapping of stakeholders, introduction of strategic inquiry and action planning were given in-depth explanations. As a result of this preparation Newcastle was able to finish its engagement workshop in October in one day.

On the 30th of October the engagement workshop in Newcastle was being held. The workshop focused on Newcastle’s food system with the purpose to explain more about the GAIA project, create free space for sharing ideas and identify opportunities to work together.

Result: Newcastle formulated its first strategic inquiry “How do we increase access to an affordable and fair food system that contributes to the development of knowledge, engagement and sustainable choice for health and well-being for current and future generations?”

Activity 3: International Workshops

International Workshop + Peer-to-peer Review in Malmö with 29 participants (8 men, 21 women, 11-13 June 2013

Activities:

- Cities presented their developments, strategic inquiries and planned actions
- Knowledge inputs through lectures
- Widened action planning with aim to involve additional stakeholders
- Reviewing strategic inquiries based on knowledge inputs
- Feedback and evaluation
- Project meeting with all local project coordinators, facilitators and lead partner

- International Management Committee meeting
- Peer-to-peer Review where Malmö shared their best practices and showed examples of how they work with education for sustainable development and fair trade city.

Results:

- Malmö's inquiry remained unchanged. Core group planned to involve more stakeholders and plan for a monitoring and evaluation mechanism.
- Utrecht's inquiry remained unchanged but the core group planned to narrow it down after the workshop together with their core group.
- Nieuwegein's inquiry remained unchanged at the time the International Workshop ended. Inspired by the knowledge input session, however, Nieuwegein later modified its inquiry to "What are the key factors in Nieuwegein in promoting behavioural change towards a sustainable lifestyle (and sustainable development)?"
- Newcastle did not formulate a strategic inquiry because no core group had been formed at the time of this International Workshop. Instead the focus was on how to form a core group.
- Minutes from project meeting and international management committee meeting
- At the peer-to-peer review the visiting partners got inspiration and ideas to bring home, and Malmö got valuable feedback on their work and ideas on how to expand and improve their activities.

International Workshop + Peer-to-peer Review in Utrecht with 20 (4men, 19 women) participants, 11-14 November 2013

Activities:

- Cities presented project-related progress since the International Workshop in June, and received feedback from the facilitators and the other cities.
- Sharing of good examples, challenges and lessons learnt, first in small groups, then as a whole group.
- Discussed evaluation framework and how to develop a tool all partners can use
- Action planning for 2014 in the respective city teams, and then feedback from facilitators and the other cities.
- Project meeting with all local project coordinators, facilitators and lead partner
- Q & A session about reporting, communication and finances for project coordinators
- Peer-to-peer Review where Utrecht shared their best practices and showed examples of how they work with fair trade and sustainability and discussions with all partners.

Results:

- Malmö's inquiry remained unchanged. The team decided to aim to expand to beyond fair trade.
- Utrecht will modify the inquiry to make it more change-oriented. The core group will translate survey results into activities for change.
- Nieuwegein's inquiry was changed to "Try out different methods through activities to identify what are the key factors in Nieuwegein in promoting behavioural change towards a sustainable lifestyle (and sustainable development)".
- Newcastle will make the inquiry formulated in October into something more tangible and align GAIA activities with the City Council's food initiative.
- Minutes from project meeting
- Q & A to budget and finance in the GAIA project

Activity 4: Pilot studies and implementation (all cities)

Malmö

Action planning Workshop in Malmö with 13 participants (9 women 4 men), 19 September 2013

Activities: Lecture by Fredrik Warberg and workshop

Result: A joint time-line to present an overview of activities and events in our different organisations, as well as bigger events in our city that are of relevance to the project. A first draft of an action plan 2014.

Inspirational evening “Our fair and global city” with 76 participants (111 enrolled: 80 women 31 men) on 16 October 2013.

The purpose with the inspirational evening was to:

- Thank the citizens of Malmö that are the “champions” in engaging in fair trade and global issues for all their commitment and hard work
- Inspire stakeholders and champions to continue their work, and in their turn reach new target groups. Show “the effect of many”.
- Use the participants’ experiences to understand what drivers and barriers the champions identify in their personal commitment and make a report on this.

In an evening workshop named “Vår schyssta och globala stad” (Our fair and global city) enthusiastic Malmö inhabitants gathered to share their visions, experiences and questions about making the world a better place. Participants were encouraged to focus on the good things they have done, and to talk about them. Research in psychology show that focusing on positive things lead to more positive actions. From individual actions to small gestures to new initiatives, talking about them is like receiving energy boosts to continue with the actions. While participants have clear visions they are less specific with goals. And they brought to the evening with various how-questions: How to get other on board? How to make them listen? How to not appear imposing? Research studies have concluded that good examples make greater impact. The evening’s discussions seemed to be testimonial to this as participants left the workshop with new ideas, feeling inspired and empowered.

Results: The evening was in all a success, but the Malmö team’s expectations were, in hindsight, a bit too high. A report was produced based on the results of the workshop, but did not reveal much new insight. To get a deeper understanding of the true drivers and barriers of the champions, there would be a need to take more time and make in-depth interviews. However, the evening proved to be an important and appreciated meeting point for networking and inspiration. The Malmö team learned that the most important thing is to provide a meeting platform and inspirational input – there is no need have a packed program, with speakers, music AND workshop – it’s better to give more time for networking and working with the key issue.

Utrecht

Survey of the citizens of Utrecht

In 2013 the city of Utrecht realized two activities regarding GAIA. The first was a survey among the citizens of Utrecht. Five questions focusing on purchasing habits were asked in Utrecht Council’s questionnaire, which was sent out in June 2013. The survey was answered by 2227 citizens and provided preliminary answers to the strategic inquiry: *How can we get a better understanding of the drivers of and barriers to behavioural change in order to promote a sustainable lifestyle for Utrecht’s citizens?*

The Utrecht Administrative Information department was responsible for distributing, collecting and analysing the survey. The most important results were:

- 74 % of the participants buy Fairtrade products now and then. Especially chocolate, juices and other provisions are bought once they're Fairtrade.
- 39 % of the participants would buy Fairtrade products once they're a little cheaper

- 25 % of participants purposely buy Fairtrade products
- The thought behind buying Fairtrade products, is mostly based on helping farmers in third world countries.
- Fashion, living and kitchen articles are less popular, when it comes to buying Fairtrade goods

The results of the survey were more or less expected. The next challenge is converting the results in developments. In 2014 Fairtrade Utrecht will focus on these results and try to make fairtrade products more attractive for citizens of Utrecht.

Fashion Event Kanaleneiland, 3 December 2014, ± 200 visitors (mainly women)

A fair fashion event was held in a deprived neighbourhood. The core group wanted to introduce Fairtrade to elusive target groups in a way that will appeal to these groups. The event contained a second hand market, workshops, a fair fashion battle, music, food etc. It became a Fair fashion party, where especially women were enjoying themselves. During the event, Fairtrade Utrecht (Workgroup) sent out a questionnaire and they will approach the participants again after 3 months. This way they'll know if the event has led to any change regarding fashion choices (evaluation). The fashion event was coordinated by the municipality, but the content was given by organizations of the city. These organizations filled the day and were happy with the amount of visitors (± 200 visitors).

The fashion event was an unexpected success. Organizations and experts told the municipality that second hand clothing is not popular among the target group of Kanaleneiland. This was the case for women's clothing, but clothes for children were very popular. All the children clothes were gone within hours. We concluded that the women of Kanaleneiland are sustainable when it comes to their children's clothes, but prefer to buy new clothes for own purpose. In order to understand this choice, we will be organizing a social event to discuss these observations.

Nieuwegein

Fairtrade Questionnaire

In December 2013 Nieuwegein organised a meeting for all Fairtrade Towns in the Netherlands and took the opportunity to hand out a questionnaire, focusing on those who are already active and try to reach out to and involve other on behalf of Fairtrade. The questions asked were:

- Why are you active on behalf of Fairtrade?
- Which Fairtrade result made you most proud and what made it that you achieved this result?
- What tip do you have for others in reaching out to others or involving them for Fairtrade?
- What challenge do you experience in reaching out to others or involving them for Fairtrade?
- What experiences do you have in asking others to get active for Fairtrade? Why did or didn't they want to become active?
- What are you going to do (differently) tomorrow?

13 questionnaires were answered and the results are:

People are active because

- They find Fairtrade important (9)
- They are asked to become active (4)
- They want to do something for their city (5)

Their achievements, what was important in this and tips for others:

- Networking, working together (8)
- Be positive, enthusiastic (8)
- Active communication and PR (4)

- Hard work and persistence (3)
- Maintaining our work group, number of volunteers, lack of time (7)
- Complexity of the subject (2)

People didn't want to be active because they didn't have the time (7)

Activity 5: Research (Malmö, SWEDES)

Malmö

During the event Our Fair and Global City (Vår schyssta och globala stad), the psychologist Oskar Henrikson from Psykologifabriken held a workshop on personal engagement in sustainable development issues, and the drivers and barriers linked with it. He was also commissioned to summarize the workshop participant's input in a short report. The purpose of this was to collect knowledge input.

SWEDES has initiated a process to evaluate the education for sustainable development activities in Malmö and also provided mentoring to two master students who have studied the GAIA process in Malmö.

Utrecht has conducted a survey to get a better understanding about consumer behaviours with regard to fair trade. Nieuwegein has made a questionnaire about reasons for engaging in fair trade activities.

Activity 6: Dissemination (all)

The focus in the first year has been on starting up the project and to actively involve the target groups in the local planning of activities. So far the main activities with regard to dissemination has been that all partners have introduced the project within their own municipal organisations and to their other collaboration partners. Also, all the participants in the local core groups in each partner city have informed about our project in their respective organisations, covering a total of about 30 organisations in three countries.

A project Wiki has been set up by SWEDES, to collect all material and reports from the workshops and activities in the project. The wiki is an open site and also others that are interested in learning more about our project can read the material. <http://gaiaproject.wikispaces.com>

The project has a web site at www.malmo.se/gaia which we spread to interested stakeholders. We have also started an informal Facebook group where we share ideas and information within and between the project teams, and other interested people can follow our work there.

Activity 7: Monitoring and evaluation (Malmö, SWEDES)

All local workshops and international workshops have been thoroughly evaluated. First a feedback form has been filled in by all participants at the end of each workshop, then the data was compiled and analysed by SWEDES. The results were then discussed at a phone meeting with all local project leaders, to make sure we use the findings to improve the next workshop.

The local pilot studies and implementation have also been monitored and evaluated in each city, and the results have been presented at the international workshops to enhance the learning and exchange of experiences in the project group. In year two and three, we will work in an even more strategic way with monitoring and evaluation and therefore SWEDES have developed a draft Framework for Monitoring and Evaluation in the GAIA project, intended to provide a joint process for narrative-based evaluation of the work in the four cities. All results and lessons learned from the monitoring and evaluation will then be the basis for SWEDES to use when they in year three will make a Toolbox as one of the outputs from the project.

Results of this activity: Extensive reports from all local and international workshops are attached to this report.

- 2.3 Please list activities that were planned and that you were not able to implement, explaining the reasons for these.

Local implementation in Newcastle: Newcastle initially had some trouble with identifying potential core group members and then to persuade them to join the project. Therefore the local workshop in Newcastle was made in two steps, and finalized first in October, hence the time schedule for Newcastle has been pushed forward and they have not yet performed any local implementation activities. The recruitment of a new local coordinator in June proved to be fruitful for getting more focus on the local work. Contacts have now been taken with local organisations and the plans for year two are promising. We believe that Newcastle will catch up with the other partners during year two.

- 2.4 What is your assessment of the results of the Action so far?

So far the activities and results are corresponding well to the plans and logical framework for the project. All planned activities for year one have been carried through, except for the local implementation in Newcastle as mentioned above. The Fair Fashion Event in Utrecht was explicitly aimed at 200 women in a deprived area, which is directly connected to Specific Objective nr 1 and a clear fulfilment of the indicator that participants in the activities come from a more diversified background. The inspirational evening for champions in Malmö, and the fair trade towns meeting in Nieuwegein are clearly related to Specific objective nr 2 and 4: to improve target groups' knowledge and pedagogic competences, as well as inspire individual consumers to support sustainable development through fair trade. The survey conducted in Utrecht was aimed at getting a better understanding for being able to work in the best way to complete specific objective nr 4. During the first year all cities have started planning for activities explicitly aimed at understanding and promoting behaviour change, related to Specific Objective nr 3, and most of these activities will be carried out during year two.

In the first year the main focus has been on Expected Result nr 3: to form a network with each other and with multi-sector actors within the target cities to continue the inquiry-based approach. The international network is now well established and all partner cities have also formed their multi-sector core groups.

If relevant, submit a revised logframe, highlighting the changes: *Not applicable*

Please list all contracts (works, supplies, services) above 10.000€ awarded for the implementation of the action during the reporting period, giving for each contract the amount, the award procedure followed and the name of the contractor: *Not applicable*

2.5 Please provide an updated action plan ²

Year 2, Jan-Dec 2014													
Activity	Half-year 1						Half-year 2						Implementing body
	Month 1	2	3	4	5	6	7	8	9	10	11	12	
International Workshop Newcastle													SWEDES and Newcastle
International Workshop Nieuwegein													SWEDES and Nieuwegein
Implementation and pilot studies Malmö													Malmö
Implementation and pilot studies Utrecht													Utrecht
Implementation and pilot studies Newcastle													Newcastle
Implementation and pilot studies Nieuwegein													Nieuwegein
Research													SWEDES, Malmö
Dissemination													SWEDES, Malmö, Newcastle, Nieuwegein, Utrecht
Monitoring and evaluation													SWEDES, Malmö, Newcastle, Nieuwegein, Utrecht

² This plan will cover the financial period between the interim report and the next report.

3 Partners and other Cooperation

- 3.1 How do you assess the relationship between the formal partners of this Action (i.e. those partners which have signed a partnership statement)? Please provide specific information for each partner organisation.

All partners have been actively engaged in the project during the first year. The local project coordinators and lead partner have met three times in 2013 and between the physical meetings we have had regular phone meetings. There has also been established a communication team with one communication officer from each partner. The financial officers have all had continuous contact with lead partner financial officer.

SWEDES at Uppsala University: SWEDES has been the key partner in year one, since they were responsible for planning, facilitating and reporting on the local workshops in all the partner cities. During the first year they have supported the partner cities in selecting and inviting participants to the core groups and together with the partners executed the workshops. The support from SWEDES to the partners during the first year has been invaluable.

City of Nieuwegein: Nieuwegein has mainly followed their activity plan in year one. In the beginning of the year, the core group was not representative enough. After a discussion about this at the first international workshop, the local project team included new members and at the second international workshop they presented a much more representative core group that had also improved the city's strategic inquiry.

City of Newcastle: It took some time for Newcastle to start up the local work. They initially had some trouble with identifying potential core group members and then to persuade them to join the project. SWEDES made a pre-workshop visit to Newcastle to help them prepare for the local workshop and mapping of local partners. The local workshop was finally held in October, therefore the time schedule for Newcastle has been pushed forward and they have not yet performed any local implementation. The recruitment of a new local coordinator in June proved to be fruitful for getting more focus on the local work. Contacts have been taken with local organisations and the plans for year two are promising.

City of Utrecht: Utrecht has mainly followed their activity plan in year one. They hosted the second international workshop and peer-to-peer day in November which was very much appreciated by all partners. The core group in Utrecht has done a good job in year one, however, in our discussions in the second international workshop it became clear that it needs to be expanded in year two, to better represent the target groups.

City of Malmö: Malmö has mainly followed their activity plan in year one. The project team in Malmö made a lot of effort to create a core group with a broad representation; however they have found that it is hard for the participants to dedicate time for meetings. The result is that some of the core group member organisations will only participate in some of the activities and not all the planning sessions. Malmö hosted the first international workshop and peer-to-peer review in June, an important meeting for the whole project.

- 3.2 How would you assess the relationship between your organisation and State authorities in the Action countries? How has this relationship affected the Action? *The lead partner has not had any reason to create a relationship with the State authorities in the Action countries.*
- 3.3 Where applicable, describe your relationship with any other organisations involved in implementing the Action:
- Associate: The city of Hannover was supposed to be an associate, since they were about to finish a similar project we thought we could learn from them. But due to the fact that the local project leader there was injured in an accident, she could not attend our workshops as planned. Now their project is finished and their local project leader has

retired, so we have now together decided to remove Hannover as associate from the project and plan to make an amendum about this to Europe Aid.

- Sub-contractor(s): Not applicable.
- Final Beneficiaries and Target groups: In year one all partners have focused on identifying representatives from the target groups in their cities, to involve them in the local core groups to become an active part of the project. As described above this proved to be more complicated in some cities than others, but at the end of year one there were acceptable core groups established in all partner cities.
- Other third parties involved: Not applicable.

3.4 Where applicable, outline any links and synergies you have developed with other actions. *Not applicable*

3.5 If your organisation has received previous EU grants in view of strengthening the same target group, in how far has this Action been able to build upon/complement the previous one(s)? (List all previous relevant EU grants): *Not applicable.*

4 Visibility

To make sure the visibility of the EU contribution is being ensured in the Action, lead partner has developed a communication strategy together with all partners' communication officers, and the document is attached to this report. The communication strategy guides the partners in all matters concerning communication and visibility. All partners are also obliged to develop a local communication plan (based on the strategy) in their local language, to guide their everyday communication and visibility actions.

The EU logo has been visible on all printed and electronic material, such as:

- the local and international workshops' invitations
- presentations during the workshops
- the workshops' reports
- agendas and minutes from project coordinators phone meetings
- the partners' web sites
- the flyers made in Utrecht for the Fair Fashion Event
- the invitation to the inspirational evening in Malmö "Our Fair and Global City"

Malmö and Utrecht have produced roll-ups for the project with the EU logo on them. The other cities have instead printed the EU-logo and made it visible on the local workshops and meetings. All partners have information about the project on their web pages, and lead partner has a project web site: <http://www.malmo.se/gaia>.

A selection of materials with the EU-logo is attached to this report.

The European Commission may wish to publicise the results of Actions. Do you have any objection to this report being published on the EuropeAid website? If so, please state your objections here.

Name of the contact person for the Action:

Karin Wallin

Signature:

Location: Malmö, Sweden

Date report due: March 31st

Date report sent:

Attachments:

- SWEDES report from International Workshop I in Malmö
- SWEDES report from International Workshop II in Utrecht
- SWEDES report from Local Workshop in Malmö
- SWEDES report from Local Workshop in Utrecht
- SWEDES report from Local Workshop in Nieuwegein
- SWEDES report from Local Workshop in Newcastle
- Communication Strategy

A selection of materials and photos, showing the visibility of the EU-logo